¡Super Chigüi, the defender of a planet in rush rush\! · Air & Environment

¡Super Chigüi, the defender of a planet in rush rush!

Country: Colombia **Category:** Air & Environment **Impact Areas:** Adaptation **Stage:** Ideation **Team Size:** 1 **Website:** https://www.instagram.com/super.chigui?igsh=dHN2N3cxMGU5Y2w2 **Funded:** NO **Founder:** Sirley Acosta Ricaurte

Elevator Pitch

Super Chigüi is a heroine that fights against the villains of climate change and seeks Eco-helpers to complete missions of climate innovation and circular economy. Super Chigüi is an inspiring character that protects the planet.

Climate Problem

Super Chigüi seeks to protect the planet from: 1. waste crisis and plastic pollution; 2. resource waste and consumerism; 3. deforestation and biodiversity loss; and 4. textile waste.

Solution

The solution to combat the villains of climate change is defined by executing 7 missions: Re-Generation, Ecological Rescues, Energy Saving, Operation River Rescue, Battle of the Thermos, Roots and 360° Economy.

Revenue Model

Physical products such as T-shirts, agendas, thermoses, pins, patches, recycling kits, stuffed animals, solar lamps, tree planting kits, mission kits; and digital products such as mobile applications with mini-games, digital comics, online courses.

Target Market

The main target audience is children (5-12 years old), parents (25-45 years old), educators and schools, youth (13-25 years old), and companies with CSR (Corporate Social Responsibility).

Social Impact

People of African Descent Indigenous Peoples Migrants People Living in Extreme Poverty Women LGBTQI+ People

Demand Evidence

Through MVP (Minimum Viable Product) Testing and Pilot Partnerships in Schools, Stores and Influencers.

Competitors

Companies with children's or alternative characters that teach good eco-sustainable practices.

Founder Expertise

Technical knowledge in environmental education, sustainable design and circular economy, as well as creative,

External Support

I have not received external support.

Team

Creating engaging stories by designing Super Chigüi's universe, his personality, villains and dialogues; Community Management - Interacting with the audience; Platform Strategy; Innovation and Trend; Collaborations

and Alliances; and Metrics Analysis.

Founder

Sirley Acosta Ricaurte

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