SustainSource · Clean Industry

SustainSource

Country: El Salvador · San Salvador **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 1 **Website:** — **Founder:** Gladys Avelar

Elevator Pitch

We help businesses replace wasteful branded, hospitality, and event products with circular, reusable, and sustainably sourced alternatives that reduce waste, pollution, and resource consumption while creating inclusive economic opportunities.

Climate Problem

Businesses generate waste through disposable promotional, hospitality, and event products, driving unnecessary resource consumption and pollution. This matters because most alternatives are low-value, short-lived, and difficult to trace sustainably

Solution

SustainSource helps businesses replace wasteful branded and hospitality products with reusable, circular, and sustainably sourced alternatives through a curated B2B sourcing model that prioritizes materials, responsible suppliers, and inclusive production

Revenue Model

We will generate revenue through margins on the sale of sustainable products for B2B clients.

Target Market

B2B clients seeking sustainable branded, hospitality, and event solutions, starting with companies and hotels in El Salvador and Central America, with expansion into broader regional markets.

Social Impact

Women

Demand Evidence

My experience in marketing and corporate activations exposed recurring demand for branded materials and visible waste. Growing ESG expectations and sustainable procurement trends suggest increasing demand for better B2B alternatives.

Competitors

Competitors include traditional promotional suppliers, direct importers, and platforms like Alibaba. Most sustainable offers are category-specific, creating an opportunity for an integrated B2B circular sourcing solution.

Founder Expertise

10+ years in marketing and business development across multinational companies, with direct experience in branded procurement, activations, and identifying waste in promotional materials

External Support

No formal external support yet.This is an early-stage concept

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Founder

Gladys Avelar

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