Vera Ciclos · Clean Industry

Vera Ciclos

Country: Peru · Lima **Category:** Clean Industry **Impact Areas:** Circular Economy, Nature-Based **Stage:** Launched **Team Size:** 4 **Website:** https://veraciclos.com

Elevator Pitch

Vera Ciclos is transforming menstrual care through sustainable alternatives and mindful education, reducing our environmental impact while promoting bodily autonomy. It empowers not only its users but also the entire local supply chain.

Climate Problem

We are tackling single-use plastic pollution: each person uses about 11,000 tampons, which take 500 years to decompose. Reducing this waste is vital to curbing pollution in ecosystems and protecting our country’s biodiversity.

Solution

We offer high-tech reusable menstrual products. We manufacture locally produced, eco-friendly products and educate people on how to reduce single-use plastic, thereby driving direct environmental change and saving users money.

Revenue Model

We generate revenue through the direct sale of reusable menstrual products. This revenue enables us to fund and scale our educational programs, creating a self-sustaining model that drives social and environmental impact. We are committed to continuous improvement.

Target Market

Adolescents, women, and menstruating individuals of all backgrounds between the ages of 14 and 65

Social Impact

People of African Descent, Indigenous Peoples, Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, Migrants, People Living in Extreme Poverty, Women, LGBTQI+ People

Demand Evidence

The demand is clear as more women turn to conscious menstrual care. The rise of women’s health communities and dissatisfaction with traditional methods confirm the existence of a massive market seeking safe and reusable alternatives.

Competitors

Although other companies sell some of these products individually, they lack the variety found in our catalog. We are pioneers in combining sales with technical advice and in-depth menstrual health education, filling an educational gap that our competitors overlook.

Founder Expertise

As a Master’s degree holder in Sustainable Design and a certified Menstrual Health Educator, I bring technical expertise in products with a low environmental impact and the pedagogical knowledge needed to lead training programs on menstrual health with professional rigor.

External Support

None; this project has developed independently.

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