Vuelve Pet - Vida después de la vida · Not Assigned/ Unknown

Vuelve Pet - Vida después de la vida

Country: Peru · Lima **Category:** Not Assigned/ Unknown **Impact Areas:** Mitigation, Circular Economy **Stage:** Launched **Team Size:** 8 **Website:** https://www.vuelvecompostario.com/

Elevator Pitch

Vuelve is an applied biotech startup transforming pet loss into a regenerative process. We offer an eco-friendly alternative through biotransformation. It converts deceased pets into fertile soil without emissions, replacing cremation.

Climate Problem

Pet aftercare relies on cremation and burial, which generate emissions—cremating one pet can emit ~50–160kg of CO?. These processes contribute to pollution while failing to meet the demand for sustainable, transparent options aligned with families' values

Solution

Vuelve replaces cremation with biotransformation. Our proprietary inoculum accelerates natural decomposition without emissions, turning pets into fertile soil. We integrate tracking and a conscious grieving ritual, validated over 4 years with a 99% NPS.

Revenue Model

B2B2C via partnerships with veterinary clinics that refer clients at time of loss. In parallel, a B2C strategy using targeted digital marketing on Instagram and TikTok, focused on grief support and sustainability.

Target Market

Urban pet owners in Latin America (Peru, Chile, Colombia, Mexico), mainly middle–high income, who see pets as family and seek dignified, sustainable end-of-life solutions with higher willingness to pay.

Social Impact

People Living in Extreme Poverty

Demand Evidence

We have validated demand through 4+ years of operations, hundreds of clients, and NPS 99. Demand is driven by organic search and referrals, indicating high intent. Trends like pet humanization and sustainability reinforce a strong market need.

Competitors

Competitors include crematoriums like Ashkiwasi and Cenizas del Sol in Peru, Pleia in Colombia (composting), and informal burial. Most rely on incineration or non-standardized processes; none combine biotech, traceability, and experience like Vuelve.

Founder Expertise

Pía Pacheco (CEO): Industrial Engineer, Chevening Scholar, MSc in Climate Change, 6+ years leading projects. Gonzalo León (COO): Permaculture and bioprocess expert with 15 years' experience and second-time founder, bringing key operational know-how.

External Support

In 2023, we won PEN 67,000 from ProInnóvate (Startup Perú) and PEN 5,000 from WISE Women in STEM (UDEP), used to expand the business. We also secured a new partner investing USD 40,000 for 12.5% equity.

Source: ClimateLaunchpad 2026 Application · App ID: 9074 Ingested: 2026-05-25

Revisión #3
Creado 2026-05-25 17:47:58 UTC por Angelica Diaz

Actualizado 2026-05-28 22:37:53 UTC por Angelica Diaz