

# Wheelo - Air & Environment

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## Wheelo

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**Country:** Colombia **Category:** Air & Environment **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 8 **Website:** <https://wheelo.my.canva.site/wheelo-co#home> **Funded:** NO

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## Elevator Pitch

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Wheelo is the first sustainability platform that connects sustainable companies with people. Allowing you to save money by carrying out environmentally sustainable actions or practices. Wheelo helps people reduce their carbon footprint through an app.

## Climate Problem

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The general lack of knowledge in society regarding sustainability and the circular economy, bringing these two topics closer to people's daily lives, so that in their daily lives, people generate a positive impact by reducing their carbon footprint.

## Solution

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Wheelo helps people reduce their carbon footprint through an app by connecting them with green initiatives, sustainable actions and practices that they can implement in their daily lives

## Revenue Model

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1) Wheelo Points Annual Subscription (CleanTech Companies) 2) Carbon and Water Footprint Compensation and Extended Producer Responsibility (REP) (Enterprises)

## Target Market

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# Social Impact

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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

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Although there are sustainable companies on the market today, there are not enough incentives for people to consume their products/services

# Competitors

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1) Future Green Card

# Founder Expertise

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1) Mario Alejandro Muñetón Durango - Experience in Enterprises such as Accenture 2) Mileynis Yulieth Velasquez Mendoza - Serial entrepreneur. Previously Co-Founded Nomad Agency and Towers CEM 3) Cristian Ceballos Rodriguez - Senior Developer

# External Support

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2.500 USD - Grant

# Team

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1) Mario Alejandro Muñetón Durango - CEO & Founder at Wheelo 2) Mileynis Yulieth Velasquez Mendoza - CO-Founder & CMO at Wheelo 3) Cristian Ceballos Rodriguez - CTO at Wheelo

# Founder

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Mario Alejandro Muñetón Durango

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