



PURPOSE

What is the biggest purpose behind your idea?
(a highly aspirational tagline that tries to solve a global challenge)

Making the consumption of sustainable goods more accessible and convenient in Colombia

SOCIAL IMPACT

What positive impact does your idea have on society?

- Accelerate Colombia's development on the sustainable market
- Promote the development of small businesses
- Encourage national commerce
- Decrease consumerism
- Increases access to the market for indigenous and local communities

ENVIRONMENTAL IMPACT

What positive impact does your idea have on the environment?

With our platform we intend to protect the country with the second highest biodiversity in the world, which also counts with 50% of the world's moorlands and has part of the "lungs of earth" by:

- Encouraging the production and use of sustainable technologies in Colombia
- Encouraging responsible and sustainable consume of goods
- Reducing contamination and pollution with a carbon neutral shipping
- Supporting the conservation of Colombia's biodiversity with donations
- Promoting a circular economy system

PEOPLE

Who will benefit from your idea?

Colombians, local indigenous communities, South America later on

MOONSHOT

Describe your idea in 3 sentences!

We will build the first ever e-commerce marketplace platform designed exclusively for certified ecological and sustainable goods in Colombia. We will create a place where the whole customer journey, from clicking on the website to collecting the package wastes, the most sustainable experience possible. We will not only be a place for purchasing, but for education, promoting local and national commerce, ecotourism and conservation of our continent's biodiversity.

BREAKTHROUGH TECHNOLOGY

Which technologies help you realize your idea?

Networking and Computing Systems, AI

FINANCIAL IMPACT

How do you make sure your idea is financially sustainable?

Colombia's development on the sustainable market is still slow and has just started, which will make us the first and leading platform for it.

Our sources of income will be from the referral fees and commission percentage taken from each product sale, ad revenue and different memberships that businesses or individuals can sign up for.

Buyers can be attracted to purchase from the platform since we will have a partnership Mutaworld, a recycling company from Colombia that will pay the buyer to collect any recyclable trash (including any package wastes).

As sustainability becomes one of the most relevant issues nowadays, businesses will be encouraged to join and show the buyers that they fulfill this. All of these Colombian businesses coming together in one place will attract a bigger audience and therefore be exponentially promoted.