

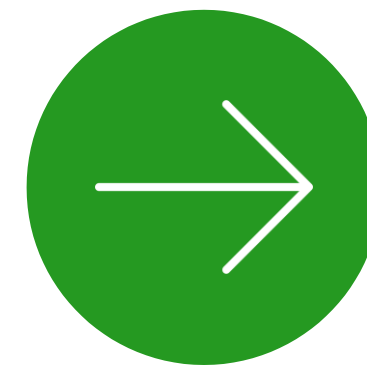


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# ENTREPRENEURSHIP IDEAS





# Eco Tembiapo

## INTRODUCTION

This entrepreneurship idea arose from a process of brainstorming with faculty and students at the American University in which we identified several factors that could be worked on together to achieve an impact on the community..

## PROBLEM

This idea was born from the problem of the clandestine dumps that accumulate in the neighbourhoods of our community, which prevents us from living in a cleaner and healthier environment.

## SOLUTION

Collect furniture or raw material scraps that accumulate in landfills to give them a new use and purpose when refurbishing them or creating new furniture designs.

## ENTREPRENEURS

Sustainable Furniture.



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# HOW DID THE VENTURE COME ABOUT?

1

## WHAT PROBLEMS HAVE ARISEN?

- Cockroaches, mice and Scorpions get into the houses in the area.
- There are a lot of mosquitoes and flies in the houses.
- There is a lot of visual pollution in the streets.
- The smell in the landfill areas is very unpleasant for the neighbours.



## WHY DID WE CHOOSE TO WORK ON LANDFILLS?

We consider that our public spaces are very polluted and therefore not healthy and comfortable for families or people living nearby. Moreover, not all families have sufficient resources to clean up these dumps on their own.



2



3

## WHAT SOLUTIONS DO WE VALUE?

- Hire collectors on a monthly basis who can take the waste to the appropriate place (authorized landfill sites).
- Fumigate the area where the landfill is located.
- Establish dumpsters of sufficient size and classification at the points identified as dumpsites.
- Collect scraps of raw material or used furniture for the purpose of refurbishing or remodelling.
- Open our workshop and website to sell refurbished furniture.



## WHY DID WE CHOOSE THIS SOLUTION?

We know that re-educating our society about recycling and sanitation can be a very complex thing to tackle so we want to minimise the impact of landfill and do our bit for our community by doing something to reduce this pollution and create cleaner spaces.

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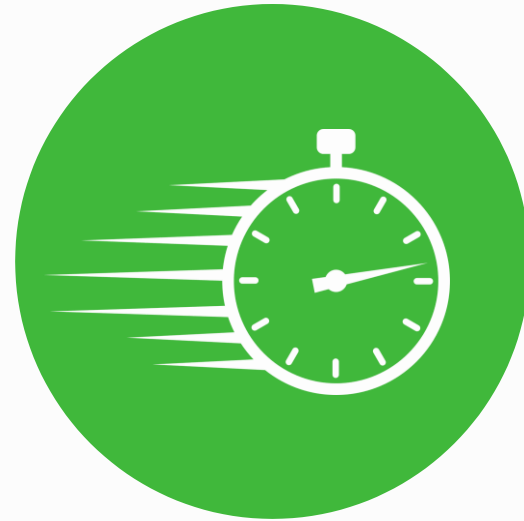


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### TOOLS USED

Brainstorming, options analysis, summaries and presentations



### TIME SPENT

At least two to three meetings per week both between teachers - students and students - students.



### CHALLENGES OR OBSTACLES

In the beginning it was difficult to generate innovative and sustainable ideas in the long term, so we could not agree on one specific idea.



### ACHIEVEMENTS

We manage to adapt simple entrepreneurial ideas but add an innovative touch to them, and we also manage to give our ideas a structure that benefits our environment.



# ENTREPRENEURSHIP

## DESCRIPTION:

This business idea proposes a digital platform and workshop that operates as a physical shop for the sale of furniture made from restored or reused materials offering innovative solutions for the home or office while reducing the environmental impact.



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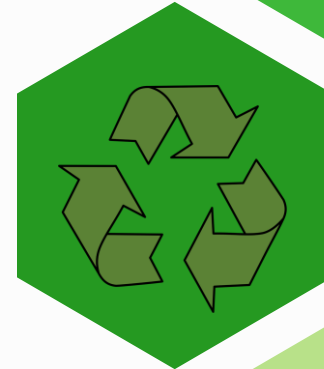
## OBJETIVE

Promoting environmental sustainability in interior design.



## SOCIAL IMPACT

The furniture store aims to hire local craftsmen and workers for the collection, manufacture, design and sale of the furniture, which contributes to creating employment in the community.



## ENVIRONMENTAL IMPACT

By using recycled materials for the manufacture of furniture, the furniture store contributes to reducing the amount of waste sent to landfills and promotes the reuse of resources.



## TECHNOLOGY

This enterprise will have a presence in social networks to promote its products. We will also have a website where our catalogue will be present, we will maintain an online community and we will implement an augmented reality system that will allow customers to visualise how the furniture will look in their space before making the purchase.



## SUSTAINABILITY

The problem that unfortunately persists with the passing of time, therefore, the furniture store will always have resources at its disposal, whether donated or collected, and we will also seek to gain a place in the minds of our customers and stand out in the commercial environment through our values.



# THE TEAM

Our team consists of a total of 7 members who have the information, experience, motivation and knowledge in terms of logistics, suppliers and trainers that enable us to perform these functions to the best of our ability.

- **Prof. Katherin Arrua; advisor/mentor in the whole structure of the project.**
- **Prof. Eduardo Becker; advisor/mentor in the whole structure and follow-up of the Project.**
- **Enrique Jara; promotion and communication.**
- **Victor Aquino; administrative and financial.**
- **Hugo Riveros; blacksmithing, carpentry and training**
- **Yamil Chajud; Project Manager.**
- **Abigail Riveros; Project Manager.**



**Prof. Katherin Arrua**



**Prof. Eduardo Becker**



**Enrique Jara**



**Hugo Riveros**



**Victor Aquino**



**Yamil Chajud**



**Abigail Riveros**



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# CONCLUSIONS

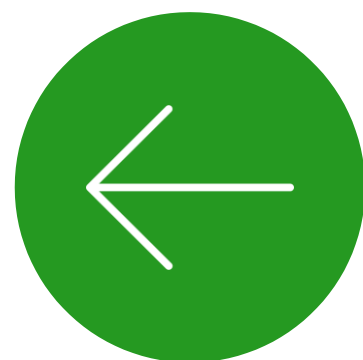
- There are a number of issues that can be addressed when thinking about entrepreneurship, but it can be difficult to find the areas in which we can innovate.
- Coming up with ideas can require a lot of time and, above all, a lot of creativity.
- The support of a tutor or teacher is essential to structure the ideas correctly.
- The better our ideas are formulated, the easier it will be to choose the best ones.
- It is more than important to have a team where there is good communication.



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