



BUSINESS INNOVATION

By:

- Anahí Castelán Vega
- Dalia Escobar Torrez
- Javier E. Hernández Hernández
- Karime L. Lázaró González
- Diana Laura Lugo Santiago
- María Itzel Martínez Dozal
- Kevin Rosales Bautista

Our Mantra



**Transforming the water
hyacinth to a multipurpose
ecofiber, offering fair jobs and
reducing a plague.**



Our Products



Eco - Fiber

Made from water hyacinth, you can use our eco-fiber to make handicraft products, clothing products, and furniture.



Organic Fertilizer

Made from the water hyacinth remains and waste, this way we create a zero waste product, its nutrient-rich formula enhances productivity and plant growth.



Suggested Uses



Potential customers

Companies



Vision

Innovation and social
conscience



Segment

Textile and manufacturing
industries



In search

New raw material support
sustainable production



Potential Customers

in the country



SEDARPA

Government program for the promotion of rural support.



CORDELME

Innovative company with a continuous improvement without leaving behind the sustainable development of our country.



SUTEXSA

The keys to stand out in the textile industry are creativity and quality



Social impact

for our beneficiaries

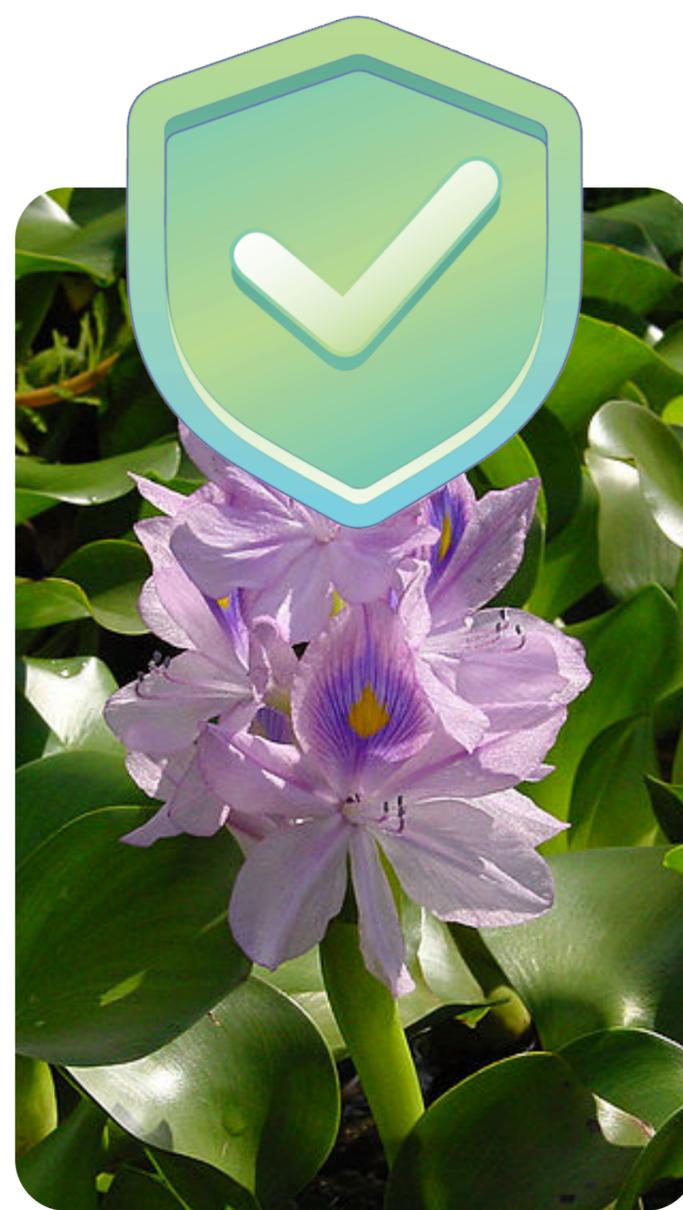


They get to **generate incomes** by cleaning their freshwater bodies that often represents to them a **source of food** and entertainment spaces.



Members of the communities affected by the water hyacinth

Social Impact

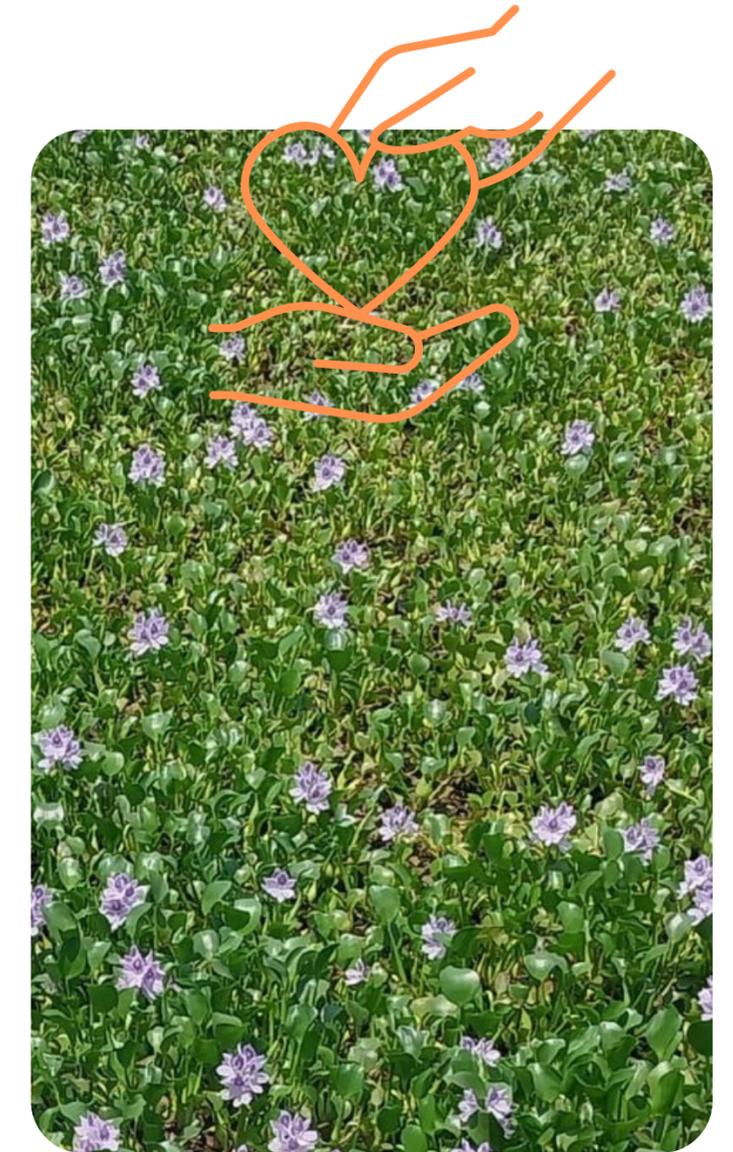


Control

Control an environmental plague in bodies of water

Avoid

Drought of water bodies due to the water hyacinth plague



Provide

A sustainable solution for the textile industry with a biodegradable material

Business Model



Reduce the water hyacinth plague

Fair job to the members of the communities affected by the plague



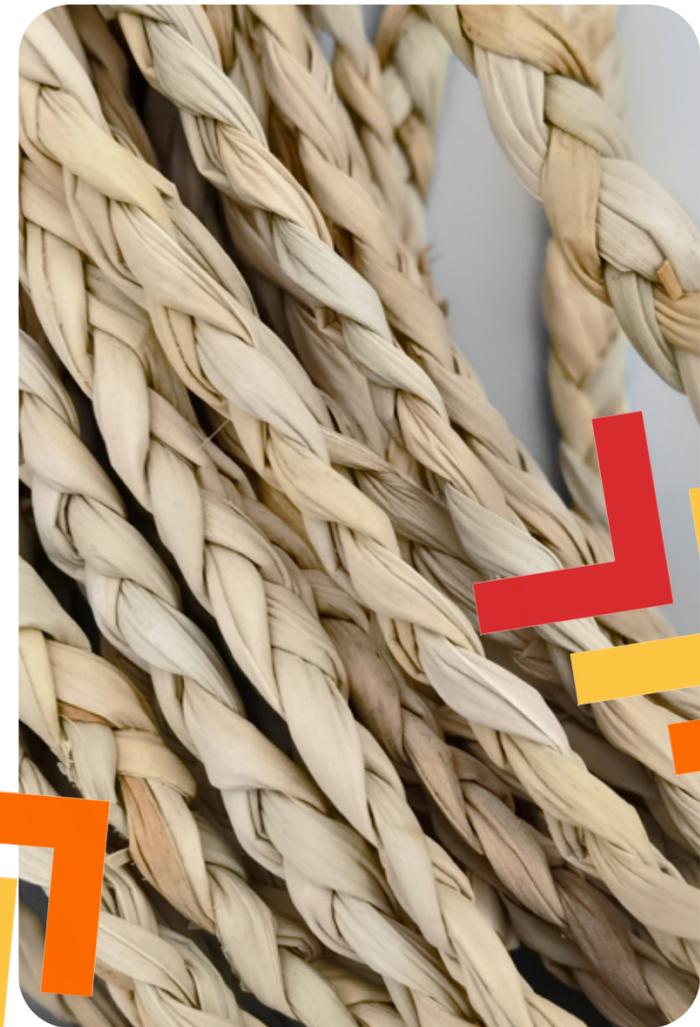
Obtention of our raw material



Transport the stems and the rest to the production center



Get the stems into the decorticator to obtain the fiber



Braid the fibers



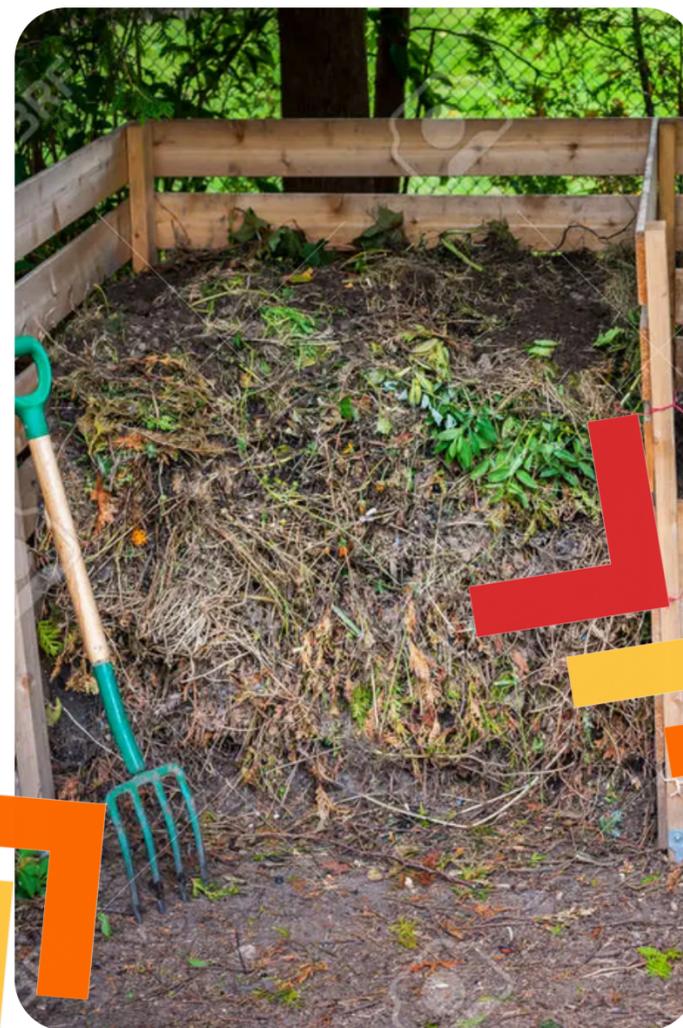
The final product: An ecofiber made from water hyacinth





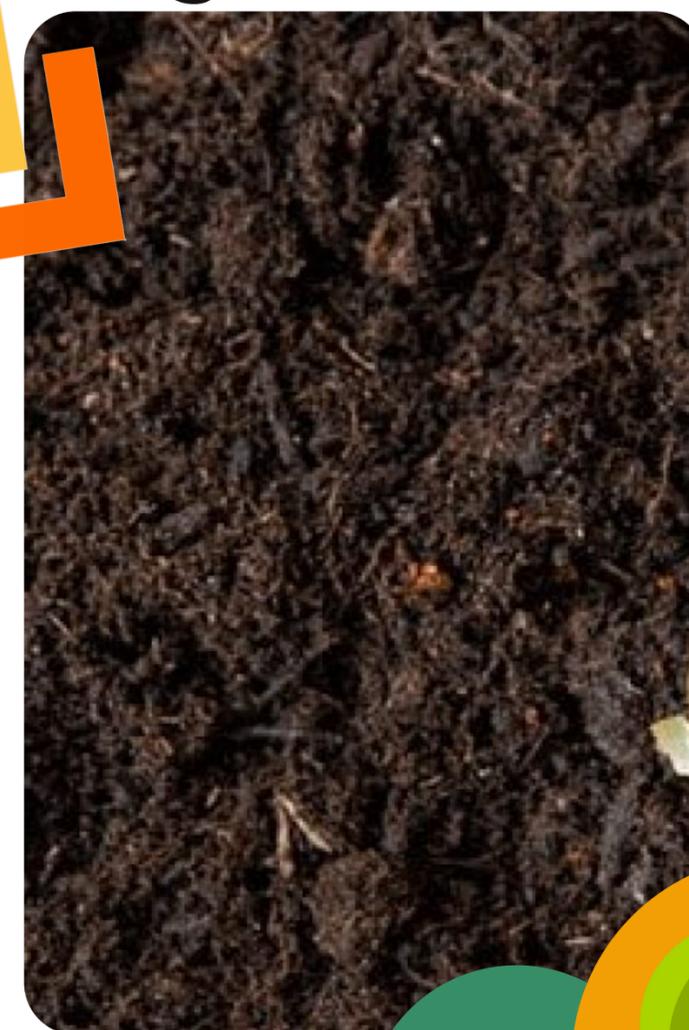
Separate the waste of the water hyacinth from the stems.

Mix the waste of the water hyacinth with other organic waste and soil



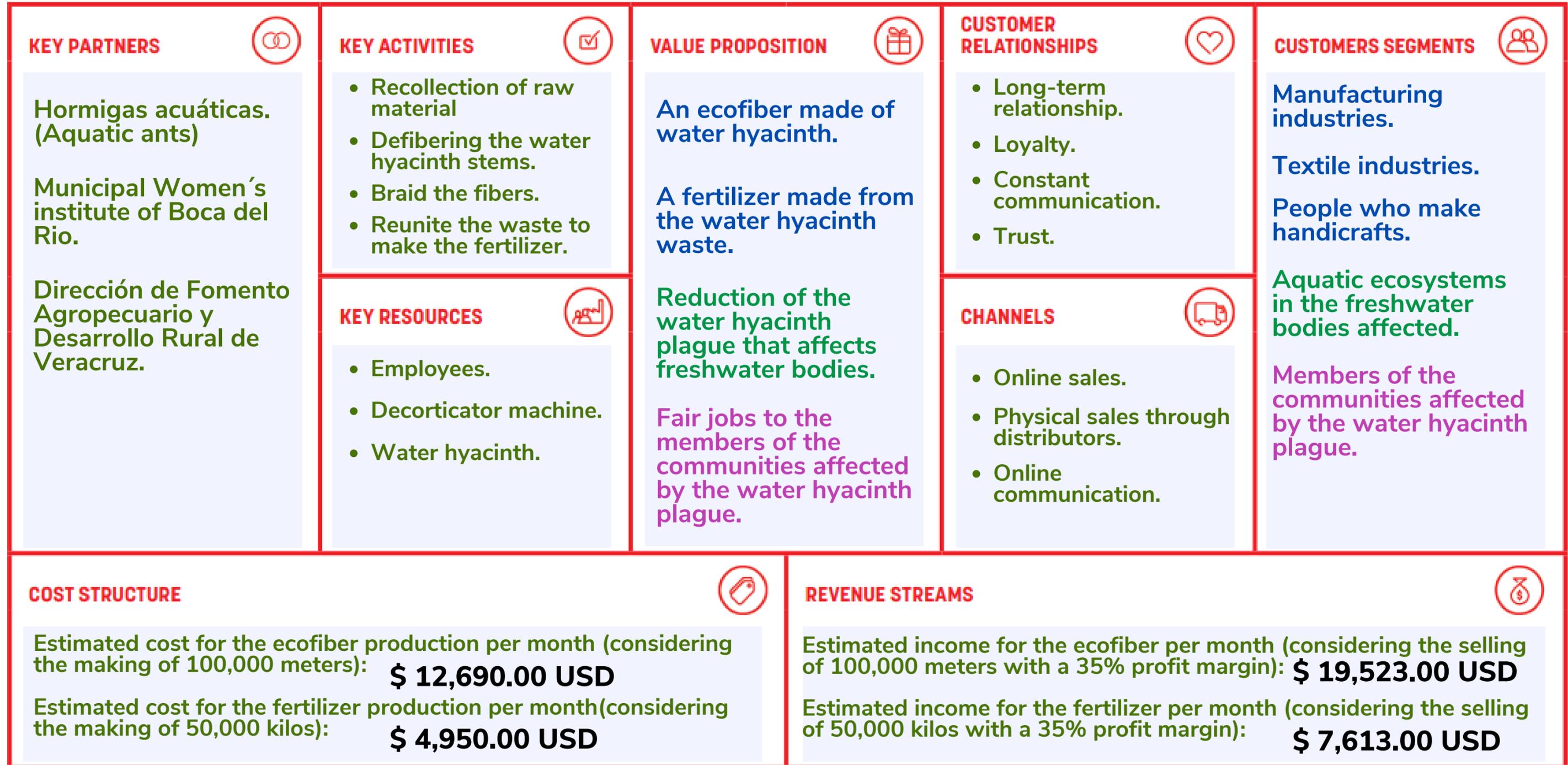
Put this mix in the composters and churn it every other day for three months

**The final product:
A fertilizer made from water hyacinth and organic waste**





Business Model Canva



Profit-oriented

Activities



01

Sale of ecofiber and fertilizer products

02

Partnerships and collaborations

03

Improvement and cost optimization

04

Stakeholder management

05

Product Diversification



Social-oriented

Activities



01

Water hyacinth removal and cleanup

02

Collaboration with local communities

03

Job creation for vulnerable individuals

04

Community engagement and awareness



S

STRENGTHS

- Unique value proposition to our customers.
- Great social impact
- Strategic partnerships
- Government support

W

WEAKNESSES

- Limited resources
- Customers
- Lack of market positioning

O

OPPORTUNITIES

- Growing demand for sustainable products
- Partnerships with NGO's and startups.

T

THREATS

- Market competition
- Environmental factors



FIBERGOOD

Team members



Itzel Martínez
FiberGood's Leader



Karime Lázaró
Co-Leader and Finance Manager



Dalia Escobar
Business Partnership
manager



Diana Lugo
Production and Quality
Control



Anahi Castelán
Marketing Manager



Kevin Rosales
Relations Manager



Javier Hernández
Logistics Manager



**Maricarmen
Tellez**
Coach



Arturo Rivera
Coach



Marina Salazar
Coach





Cost structure



100,000 m of fiber.

50,000 kg of fertilizer.

Production:	USD
Direct raw material.	\$ 7,523.15
Indirect raw material	\$ 283.56
Machinery	\$ 235.82
Direct labor	\$ 4,050.93
Packaging	\$ 115.74
Rent	\$ 289.35
Light	\$ 75.23
Water	\$ 57.87
Logistics:	
Transportation	\$ 115.74
Total gross cost:	\$12,747.40

Production:	USD
Direct raw material.	\$ 2,256.94
Composters construction	\$ 28.94
Direct labor	\$ 1,388.89
Packaging	\$ 289.35
Rent	\$ 868.06
Light	\$ 86.81
Water	\$ 57.87
Logistics:	
Transportation	\$ 115.74
Total gross cost:	\$4,947.92



Profitability per month



100,000 m of fiber.

Gross cost per meter USD:

$$\frac{12,747.40}{100,000} = \$ 0.13$$

Profit margin: 35 %

Sale price per meter USD:

\$ 0.196

Income by selling 100,000 m:

\$19,611.38 USD

50,000 kg of fertilizer.

Gross cost per kilo USD:

$$\frac{4,947.92}{50,000} = \$ 0.10$$

Profit margin: 35 %

Sale price per kilo USD:

\$ 0.152

Income by selling 50,000 kg:

\$7,612.18 USD



Profitability per month



100,000 m of fiber.

50,000 kg of fertilizer.

Profits:

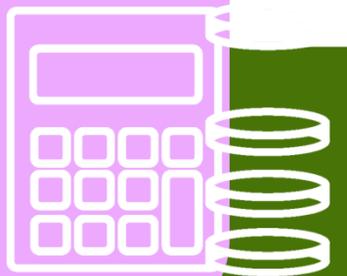
19,611.38 - 12,747.40

\$6,863.98

Profits:

7,612.18 - 4,947.92

\$2,664.26



Most likely scenario.
80% is sold.

\$4,083.53 USD

Optimistic scenario.
100% is sold.

\$9,528.25 USD

Pessimistic scenario.
60% is sold.

(-) \$1,361.18 USD

Important



The fertilizer business won't generate any profits for the first three months since it takes this time to make the fertilizer. I'll start to be profitable at the fourth month.

Profitability.



Total earnings per month:

\$ 9,528.25 USD



It will monthly leave **\$15,219.91 USD** to the **employment** of the members of the communities affected.



Our prices are highly competitive.





Crowdfunding / crowdsourcing campaign

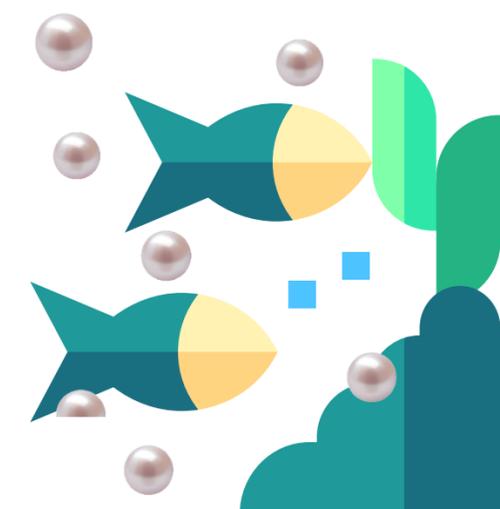


01

"Dirección de Fomento
Agropecuario y
Desarrollo Rural" as
our backer

Dirección de Fomento
Agropecuario y Desarrollo Rural.

Government agency in Mexico
that promotes the productive,
inclusive and sustainable
development of the
agricultural, aquaculture and
fisheries sector

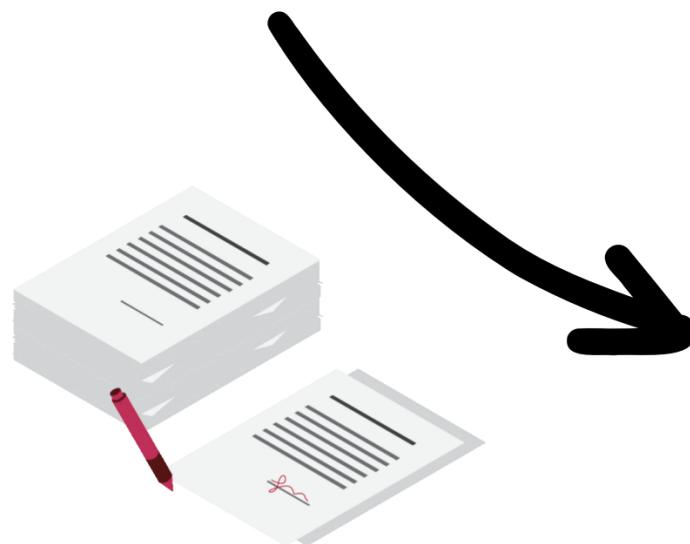


Meeting with the director

of the office of agricultural promotion and rural development



Carlos Sosa Ahumada



Social Backers

These social backers helped our project, FiberGood, to start establishing itself as a formal business.



The Municipal Women's Institute of Boca del Río

They supported us by giving us information on how the fiber is made and how it is washed and dried.



Aquatic Ants

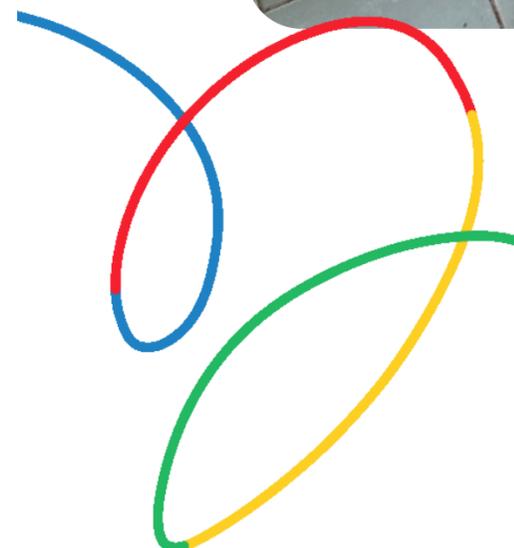
We were able to learn how the water hyacinth directly and indirectly affects the members of the communities around them.





Aquatic Ants

Eva Castillo Lara
Founder of the
Aquatic Ants Group



Veracruz, Ver. A 13 de junio de 2023
ASUNTO: Alianza con Hormigas Acuáticas

SRA. EVA CASTILLO LARA
FUNDADORA
DE HORMIGAS ACUÁTICAS

PRESENTE

Por medio de este oficio me dirijo a usted para formalizar la alianza pactada entre las Hormigas acuáticas y FiberGood.

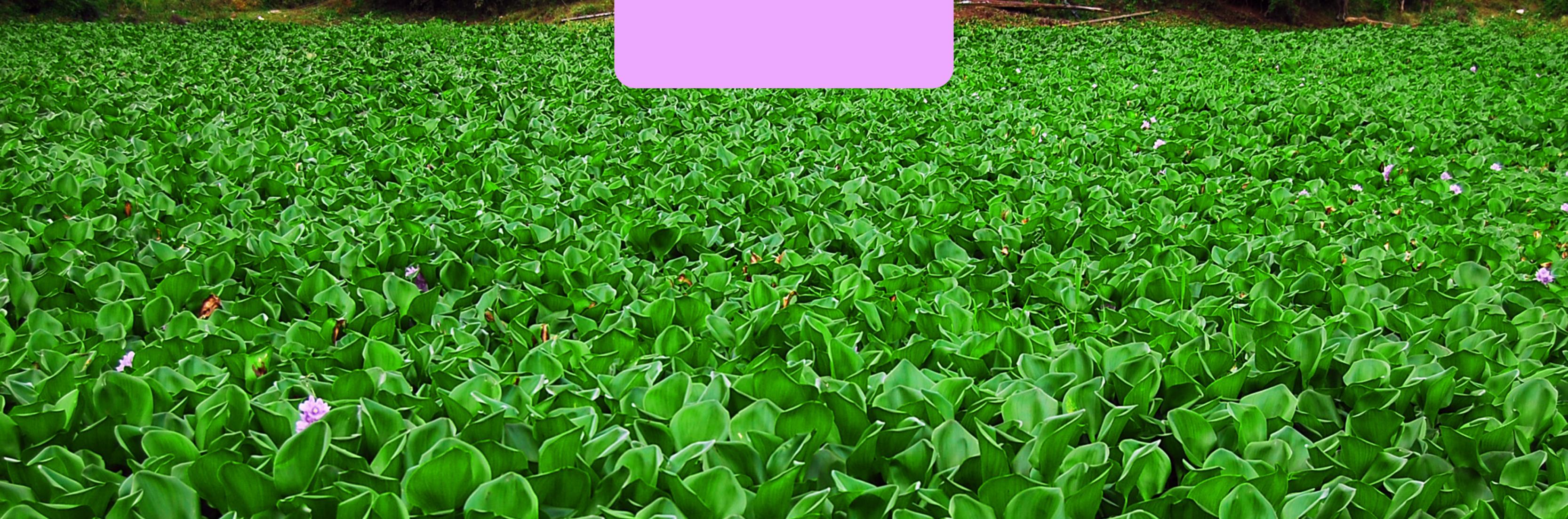
Es un honor para nosotros invitarlos a formar parte de FiberGood como stakeholders clave para la obtención de nuestra materia prima, para lograr un impacto social y ambiental a través de la recolección del lirio acuático y limpieza de los cuerpos de agua de nuestro estado, conservando nuestros ecosistemas y ofreciendo nuevas oportunidades a las comunidades afectadas por la plaga del lirio acuático.

Sin otro asunto a tratar, me despido de usted, no sin antes darle la bienvenida nuevamente al equipo de FiberGood y enviarle un cordial saludo.

ATENTAMENTE

María Itzel Martínez Dozal
FiberGood CEO

Eva Castillo Lara
Fundadora de Hormigas Acuáticas



THANKS

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fibergoodmx



FiberGood



**fibergoodmx
@gmail.com**



FiberGood