



social  
business  
creation



Universidad Veracruzana

Round 4

## **Social Impact Acceleration**

**ECOCO**

**Universidad Veracruzana.**

### **Team members:**

Irineo Ramirez Maria Jose

Lázaro González Karime Lisseth

León Antonio Montserrat

López López Jennifer Yaret

Rivera Juárez Giovanna Lizbeth

**14/08/24**

## **A. Social business description**

### **A1. Social mantra one-liner**

Our previous mantra: “Repurposing coconut waste and employing vulnerable women for a greener and better future”.

*Our mantra now:* “Mitigate mosquito borne diseases by producing repellents from discarded coconut fiber, employing vulnerable women”

→ The one-liner’s development benefits from the key stakeholders’ feedback.

#### **1. Ing. Melody Castilla**

“I think it's good, complete and illustrative.”

#### **2. The coconut king**

“It's amazing what they want to achieve through coconut fiber.”

As well, we asked our coaches some advice and they told us:

- 1. Arturo Rivera:** He said that we should put emphasis on reducing mosquito-borne diseases.
- 2. Irma Pérez:** She suggested that we use keywords and not forget that we want to make a difference in society.
- 3. Marina Salazar:** She told us not to let the opportunity to provide employment to vulnerable women pass us by.
- 4. Maria Téllez:** She mentioned to us to consider the social impacts that we cover.

We also wanted to know what past and current participants thought about our mantra:

#### **1. Krystel Martinez (Leader of Significant Hands):**

“I find the way Ecoco is presented very interesting. It is important to generate support for women, it is a message that empowers society and women.”

#### **2. Diana Lugo (Fibergood):**

“I like it, although I think the word vulnerable is very broad.”

#### **3. Jukari Wong (Second chances):**

“In my opinion, they meet the characteristics that are requested, which is the purpose and who it benefits.”

#### **4. Dalia Escobar (Fibergood):**

“The mantra is heard very well and clearly.”

**5. Maria Itzel Martinez (Fibergood):**

“I like it, it's clear”

→ The one-liner is widely shared/promoted by others

We posted on our Instagram page to share our mantra with our followers and get their feedback. Below are some of the statements we found:



**1. Guadalupe Garcia:**

“I like the mantra, it's motivating.”

**2. Zury del Carmen:**

“I like that it is clear what your goals are.”

**3. Cristina Ramírez:**

“Amazing”

**4. Mayra Reyes:**

“It sounds interesting and creative”

**5. Karla López:**

“Their mantra clearly shows what they want to achieve.”

## A2. Social impact clarity and significance

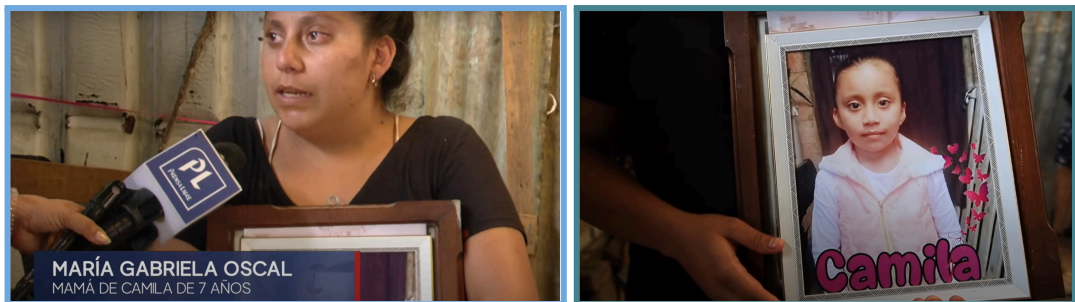
→ The presentation emotionally connects with the audience:

**Camila, 7 years old.**

**Valencia, Guatemala.**

Imagine you are the mother of a 7-year-old girl. One day, like any other day, your little girl starts vomiting, so you immediately go to a health center. The doctors give you a hasty diagnosis, informing you that it is an intestinal infection. However, the vomiting increases and there is no more control over it. Distressed by the lack of improvement, you admit her to the hospital again, but despite your efforts, the medications don't improve your daughter's health. Finally, the doctors inform you that the real cause of these symptoms is that your little girl was bitten by a mosquito that transmit dengue fever, which later became hemorrhagic.

This is not out of the realm of possibility. This painful story is shared by Mrs. Maria Gabriela, mother of little Camila, 7 years old, resident of Valencia, Guatemala; who lost her life due to a mosquito bite, and unfortunately due to insufficient medical attention.



You can check it out at: Prensa Libre. (2023, 19 julio). *Cinco personas fallecen por dengue hemorrágico* [Vídeo]. YouTube. [Cinco personas fallecen por dengue hemorrágico](#)

**Daniel's son, 11 years old.**

**Nechí, Colombia**

You are a boy of only 11 years old who loves to go out and play with your friends. However, one day she begins to feel ill, with symptoms such as diarrhea, vomiting and a severe headache. Worried, your father takes you to the doctor, but despite the care, your health worsens with the passing of days. On the third day of being admitted to hospital, doctors tell his parents that he has been diagnosed with dengue haemorrhagic fever. That same afternoon, the dengue mosquito killed another person.

This was the experience of Mr. Daniel Genes Castillo, father of a child who died from dengue fever.

You can check it out at: Teleantioquia Noticias. (2018, 17 octubre). *Dengue sería la causa de la muerte de dos niños en Nechí* [Video]. YouTube.

 Dengue sería la causa de la muerte de dos niños en Nechí

With these cases we want to show that it is a real problem that many families around the world live in, where they lose relatives by the bite of a mosquito. Ecoco has designed its coconut fiber repellents with citronella essence to mitigate this great social problem that is present in several countries. We will help prevent these illnesses so that more families like those of Camila and Daniel's son, do not go through this very painful situation.

→ The analysis is based on valid data from statistics, interviews, observations, etc. and references come from reputable sources

During 2024, a total of 10,735,818 suspected cases of dengue were reported (cumulative incidence of 1,138 cases per 100,000 inhabitants). This figure represents an increase of 233% compared to the same period in 2023 and 419% compared to the average of the last 5 years. (Situation Report No. 28. Epidemiological Situation of Dengue in the Americas - Epidemiological Week 28, 2024, n.d.-b)

According to the World Health Organization, 2023 has determined that the risk of dengue is high at the regional level due to the wide distribution of *Aedes* spp. mosquitoes. (especially *Aedes aegypti*), the continued risk of severe illness and death, and the spread outside of historical areas of transmission of the virus, where the entire population, including risk

groups and health workers, may be unaware of the warning signs.

The following table issued by the PAHO Pan American Health Organization (2023) mentions the accumulated cases of the Zika virus in the year 2023, so the total number of registered cases was 55,813 with a total of 6,288 confirmed cases and 4 cases of death.

**Casos de la Enfermedad del Virus del Zika**  
Por País, Territorio o Subregión  
Casos Acumulados

Selección País o Subregión: (Multiple values) | Selección Año: 2023 | A la Semana Epidemiológica: 53

ID	País o Subregión	Fecha Último Reporte	Último Caso Reportado	Última Semana Epi Reportada (a)	Total de Casos (b)	Incidencia Acumulada (c)	Confirmados	Importados	Muertes	Pi
1	Canadá	2023-12-30	2017-12-30	52	0	0.00	0	0	0	
	Estados Unidos de Am...	2023-12-30	2024-07-27	52	0	0.00	0	4	0	
	América del Norte (Sin ...	---	---	0	0	0.00	0	4	0	
2	Bolivia	2023-08-05	2023-07-29	31	281	69.55	0	0	0	
	Costa Rica	2023-12-30	2023-09-30	52	13	0.25	0	0	0	
	El Salvador	2023-12-16	2023-12-09	50	106	1.63	0	0	0	
	Guatemala	2023-12-30	2023-03-25	52	112	0.61	0	0	0	
	Honduras	2023-09-30	2023-09-30	39	26	0.28	0	0	0	
	México	2023-12-30	2023-12-30	52	29	0.02	29	0	0	
	Nicaragua	2023-12-30	2023-09-23	52	2	0.03	0	0	0	
	Panamá	2023-08-05	2023-08-05	31	50	1.12	50	0	0	
	Centroamérica y México	---	---	619	0.34	79	0	0		
3	Bolivia	2023-12-30	2023-12-30	52	881	7.45	7	0	0	
	Colombia	2023-12-30	2023-12-30	52	116	0.23	0	0	0	
	Ecuador	2023-12-30	2022-01-01	52	0	0.00	0	0	0	
	Perú	2023-12-30	2023-12-16	52	25	0.07	1	0	0	
	Venezuela	2023-05-27	2023-05-13	21	10	0.03	0	0	0	
	Subregión Andina	---	---	1,032	0.72	8	0	0		
4	Argentina	2023-12-30	2019-05-11	52	0	0.00	0	0	0	
	Brasil	2023-12-30	2023-12-30	52	54,116	25.29	6,201	0	4	
	Chile	2023-12-30	---	52	0	0.00	0	0	0	
	Paraguay	2023-12-30	2024-06-29	52	0	0.00	0	0	0	
	Uruguay	2023-12-30	---	52	0	0.00	0	0	0	
	Cono Sur	---	---	54,116	18.67	6,201	0	4		
5	Cuba	2019-12-28	2019-12-28	52	46	1.63	0	0	0	
	Puerto Rico	2023-12-30	2023-12-30	52	46	1.63	0	0	0	
	República Dominicana	2019-01-26	2017-03-25	52	46	0.18	0	0	0	
	Caribe Latino	---	---	46	0.18	0	0	0		
6	Barbados	2023-12-30	2020-08-01	52	0	0.00	0	0	0	
	Granada	2023-05-13	2017-03-18	19	0	0.00	0	0	0	
	Guayana Francesa	2018-02-24	2018-02-24	52	0	0.00	0	0	0	
	Islas Virgenes (EUA)	2023-12-30	2018-06-16	52	0	0.00	0	0	0	
	Jamaica	2023-12-30	2018-10-20	52	0	0.00	0	0	0	
	Santa Lucía	2023-12-30	2016-07-09	52	0	0.00	0	0	0	
	Suriname	2023-12-30	2020-01-18	52	0	0.00	0	0	0	
	Caribe No Latino	---	---	0	0.00	0	0	0	0	
7	Las Américas	---	---	55,813	5.61	6,288	4	4		

On the other hand, **249 million** reported cases of Malaria were recorded in the Americas, **481,788** confirmed cases and around 608,000 deaths in 2022. (World Malaria Day 2024, n.d.) . Globally, leishmaniasis is among the top ten neglected tropical diseases with more than 12 million people infected, 1,600,000 confirmed cases and 20,000 deaths, (PAHO/WHO Data - Zika, n.d.).


Yellow fever is an acute, hemorrhagic viral disease that is endemic in tropical areas of Africa and Latin America, having 200,000 reported cases, 170,000 confirmed cases and 30,000 deaths (Yellow Fever, 2024) . During 2023, a total of 410,754 cases of Chikungunya, including 419 deaths, were reported in 17 of the countries and territories of the Region of the Americas (Pan American Health Organization/World Health Organization, 2024).








According to The New York Times (2024), in the United States, the virus is transmitted primarily by Culex mosquitoes. Female mosquitoes transmit the virus by biting a virus-infected bird and then biting a person. The following table presents data on Rusty Nile virus cases obtained from the U.S. Centers for Disease Control and Prevention, 2024.

Human Disease Cases	Hospitalizations	Deaths
<p><b>2,566</b></p> <p><i>Cases from year(s) and type of case selected above</i></p>	<p><b>1,840</b></p> <p><i>Hospitalizations from year(s) and type of case selected above</i></p>	<p><b>182</b></p> <p><i>Deaths from year(s) and type of case selected above</i></p>

**A3 Solution effectiveness and ESG integration**

➤ There is a robust track record of sustainable positive outcomes since the beginning of the project

Round	Sustainable mindset, behavior and strategy	Evidence
SOCIAL INNOVATION	<p>At the beginning of the project we did not have an ecological mentality, that is why our first solution idea was to make kitchen utensils. However, we noticed that in the process of obtaining our raw material, we were wasting the pulp of the coconut, generating a significant amount of waste.</p> <p>It was at this point that we began to rethink our approach, looking for more effective and</p>	

	<p>responsible ways of contributing to the environment, while also keeping in mind our main goal of reducing the pollution of coconut waste.</p>	
<p><b>BUSINESS INNOVATION</b></p>	<p>In the second round, we had to make our business model, so we thought of an idea that was environmentally friendly but at the same time had a market available and accessible. We decided to make pots with coconut fiber. This change was key, since we not only use a natural and biodegradable material, but also we use the coconut shells that we collect. In the production process we use bags and unicol containers, but we realized that we were creating another problem when creating our solution and we thought of using recycled bags and containers minimizing waste and promoting the circular economy.</p>	  
<p><b>EXECUTION AND SCALE-UP</b></p>	<p>To ensure that our operations were consistent with our values, we changed our product to repellents (due to lack of impact we were doing with post) and implemented a number of sustainable practices. For example, we started using packages made from recycled materials, which significantly reduced our environmental impact. In addition, for local deliveries, we adopted the use of bicycles instead of motorized vehicles, which allowed us to reduce our carbon footprint.</p>	  



**IMPACT  
ACCELERATION**

We are constantly learning and thinking how to implement ecological practices in our company.

Recently we established a strategy of collecting water from rain to disminute our water consumption as well, creating an alliance to avoid epicarp waste since we only use the fiber of the coconut shell. We did some research and we found that it is useful as fertilizer for plants, but it also has a place in the manufacturing industry, being raw material for the production of activated carbon water filters in purifiers.

We already contacted a company to find out the cost and in the future with the right resources we plan to invest in solar panels to reduce our ecological footprint

Cotización: Vigencia de cotización: 30 días

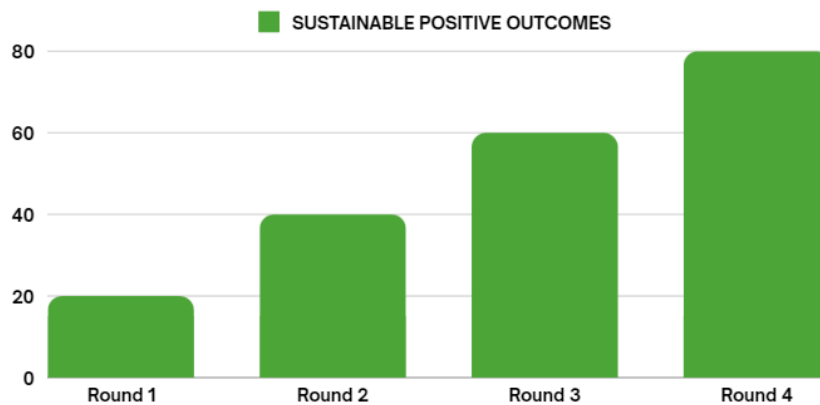
Tipo	Cantidad	Nombre
Panel	4	Longi Solar PV-modulo 360W L45 72H14
Inversor	1	Microwerter Homitel 360W HHS-41 8220V
Accesorio	1	Aluminio CRO 6000
Estructura	4	Aluminio anodizado 60x20"
Materia Eléctrico	4	Materia Eléctrico (PANEL SCHNEIDER, CONDUCTOR, SQUARED etc.)
Mano de Oera	1	Instalación 4

**Formas de pago:**  
Transferencia electrónica o depósito en cuenta bancaria

**Costeado:**  
30% pago inicial para comenzar con las actividades en sitio, levantamiento técnico, Ingeniería a detalle.  
65% previo a la entrega de los equipos en el inmueble  
5% finalizando la instalación

**Datos bancarios:**  
NOMI SERVICIOS S DE RL DE CV  
CTA BIVA, 01 87 18 78  
CLABE: 01 27 90 0018 9771 9784

Paneles: 4 de **580.00 W**  
Inversores: 1 de **2.00 kW**  
**TOTAL:**  
**\$3,268.88 USD**



➤ Evidence of effective adoption of ESG practices and measurement

Environmental practices

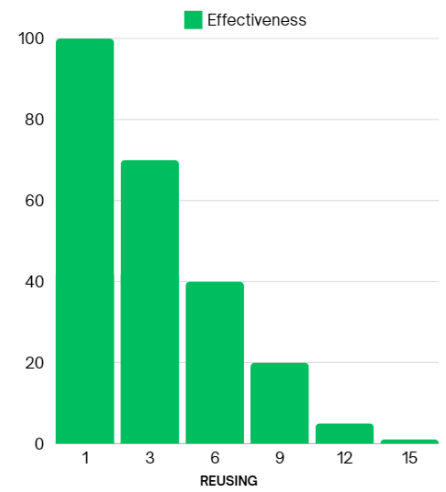
What we do?	Evidence	Measurement																
<p>Our packaging is made of recycled materials</p>		<p>1 packaging= 40 cm recycled materials approximately.</p> <p>Assuming we will sell 80 boxes a month, we would be using:</p> <p>80 packaging = 32 meters recycled materials in a month.</p> <table border="1"> <caption>Meters of recycled materials over 7 months</caption> <thead> <tr> <th>Month</th> <th>Meters of recycled materials</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>32</td> </tr> <tr> <td>2</td> <td>64</td> </tr> <tr> <td>3</td> <td>96</td> </tr> <tr> <td>4</td> <td>128</td> </tr> <tr> <td>5</td> <td>160</td> </tr> <tr> <td>6</td> <td>192</td> </tr> <tr> <td>7</td> <td>224</td> </tr> </tbody> </table> <p>Ecoco will be reusing 224 meters of recycled material in the production of packaging in seven months approximately.</p>	Month	Meters of recycled materials	1	32	2	64	3	96	4	128	5	160	6	192	7	224
Month	Meters of recycled materials																	
1	32																	
2	64																	
3	96																	
4	128																	
5	160																	
6	192																	
7	224																	
<p>During the production we use recycled</p>	<p>We use bags and uncel containers, which were acquired from local stores and our</p>	<p>We will reuse approximately 10-15 times the bags and uncel containers</p>																

materials.

houses that discard them.



in our production process.



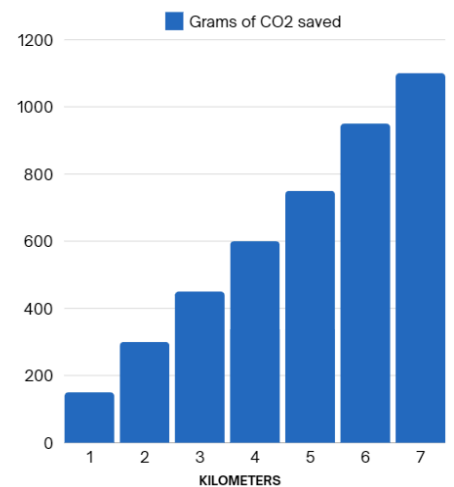
Local ecological distribution system.

We have a local presence, so we distribute our product by bicycle, to not generate carbon emissions.




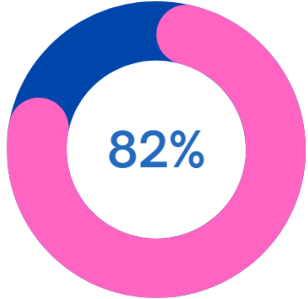
“According to United Nations environment programme **150 grams of CO2 (carbon dioxide) are saved per kilometer traveled by bicycle instead of car**”

PBSC Urban Solutions. (2022). *What is the impact of cycling in the weather?*.



		Ecoco will save 1 kilogram of CO2 emissions per 7 kilometers.
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Social Practices

What we do?	Evidence	Measurement
<p>We work with women in an age range of 40-50</p> <p><b>“In Mexico 90% of job offers leave people over 35 years”</b></p> <p>Cruz, J. (2023). <i>Do you want that job? Don't let age limit you!</i> UVM.</p>	<ol style="list-style-type: none"> <li>1. Irene Rojas (47)</li> <li>2. Graciela Morales (50)</li> <li>3. Zuleica Villagran (40)</li> <li>4. Lizbeth Santiago (58)</li> <li>5. Petra Hernandez (56)</li> <li>6. Irene Ramón (65)</li> <li>7. Blanca (40)</li> <li>8. Constanca Gonzáles (59)</li> <li>9. Maria Martinez (43)</li> <li>10. Veronica Matamoros (53)</li> <li>11. Norma Barron (58)</li> <li>12. Olga Alonso (45)</li> <li>13. Patricia Garduza (55)</li> <li>14. Regina Contreras (19)</li> <li>15. Vanesa Chung (28)</li> <li>16. Karla Alexandra (21)</li> </ol> 	<p>13/16 women in our first training were 40 or over.</p>  <p>82% of the women were 40 or over and the 18% were under 40.</p>



Training

We provide training to manage our raw material and production.

1. Irene Rojas (9)
2. Graciela Morales (10)
3. Zuleica Villagran (10)
4. Lizbeth Santiago (10)
5. Petra Hernandez (10)
6. Irene Ramón (10)
7. Blanca (8)
8. Constanca Gonzáles (10)
9. Maria Martinez (9)
10. Veronica Matamoros (10)
11. Norma Barron (10)
12. Olga Alonso (10)
13. Patricia Garduza (10)
14. Regina Contreras (10)
15. Vanesa Chung (10)
16. Karla Alexandra (10)



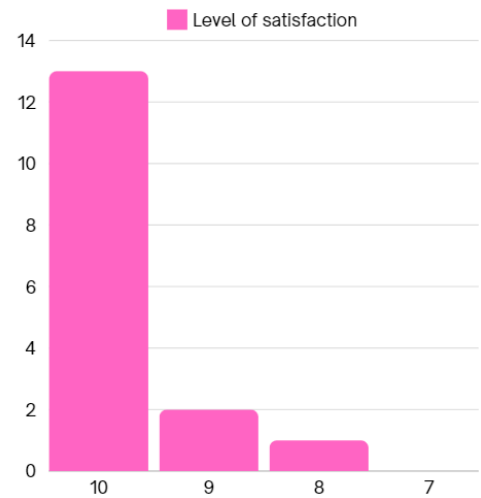
At the end of workshop we gave them a satisfaction survey and the results were as follows:


- From 1 to 10 rate the working environment

13/16 said 10

2/16 said 9

1/16 said 8



What we do?	Evidence	Measurement																																
<p>ESG REPORT</p> <p>In accordance with the criteria of the Global Reporting Initiative, our ESG report covers the most relevant points for Ecoco, emphasizing the environmental impact of our production, our social impact and our company's internal management.</p>	 <p>The evidence section features a collage of images. At the top left is the cover of the 'ESG REPORT 2024' for the period 'Apr-Jul'. The cover text reads: 'Mitigate mosquito borne diseases by producing repellents from discarded coconut fiber, employing vulnerable women.' Below the cover is a grid of photos showing people participating in workshops, community meetings, and social activities. A prominent photo shows a group of people in front of a banner that says 'IMMUVER 2022-2025'.</p>	<p>We care about our relationships with our beneficiaries, so we create a metric to ensure that we are successful in communicating our performance in a clear and understandable way and measure our work.</p> <table border="1" data-bbox="916 696 1538 1093"> <thead> <tr> <th data-bbox="916 696 1166 719">STAKEHOLDER:</th> <th colspan="3" data-bbox="1310 696 1538 719">REPORT FROM ____ TO ____</th> </tr> <tr> <th data-bbox="916 741 1166 763">THE REPORT HAS...?</th> <th data-bbox="1166 741 1230 763">YES</th> <th data-bbox="1230 741 1294 763">NO</th> <th data-bbox="1294 741 1538 763">FEEDBACK</th> </tr> </thead> <tbody> <tr> <td data-bbox="916 786 1166 808">Verifiable data</td> <td data-bbox="1166 786 1230 808">✓</td> <td data-bbox="1230 786 1294 808"></td> <td data-bbox="1294 786 1538 808"></td> </tr> <tr> <td data-bbox="916 831 1166 853">Key Performance Indicators</td> <td data-bbox="1166 831 1230 853">✓</td> <td data-bbox="1230 831 1294 853"></td> <td data-bbox="1294 831 1538 853"></td> </tr> <tr> <td data-bbox="916 875 1166 898">Objectivity</td> <td data-bbox="1166 875 1230 898">✓</td> <td data-bbox="1230 875 1294 898"></td> <td data-bbox="1294 875 1538 898"></td> </tr> <tr> <td data-bbox="916 920 1166 943">Logic structure</td> <td data-bbox="1166 920 1230 943">✓</td> <td data-bbox="1230 920 1294 943"></td> <td data-bbox="1294 920 1538 943"></td> </tr> <tr> <td data-bbox="916 965 1166 987">Consistency in time</td> <td data-bbox="1166 965 1230 987">✓</td> <td data-bbox="1230 965 1294 987"></td> <td data-bbox="1294 965 1538 987"></td> </tr> <tr> <td data-bbox="916 1010 1166 1032">Reports both successes and challenges</td> <td data-bbox="1166 1010 1230 1032">✓</td> <td data-bbox="1230 1010 1294 1032"></td> <td data-bbox="1294 1010 1538 1032"></td> </tr> </tbody> </table>	STAKEHOLDER:	REPORT FROM ____ TO ____			THE REPORT HAS...?	YES	NO	FEEDBACK	Verifiable data	✓			Key Performance Indicators	✓			Objectivity	✓			Logic structure	✓			Consistency in time	✓			Reports both successes and challenges	✓		
STAKEHOLDER:	REPORT FROM ____ TO ____																																	
THE REPORT HAS...?	YES	NO	FEEDBACK																															
Verifiable data	✓																																	
Key Performance Indicators	✓																																	
Objectivity	✓																																	
Logic structure	✓																																	
Consistency in time	✓																																	
Reports both successes and challenges	✓																																	

**B1.**

The mechanism to accelerate the impact is considered to be to cover the areas where the spread of mosquito-borne diseases is most common, usually the focal point of these is in the tropical areas of the Americas.

- There is strong evidence of scalability from past projects or pilots.

We have currently been teaching workshops on making mosquito repellents at the Municipal Institute for Women in Veracruz Puerto and the city of Minatitlán, Veracruz; we are seeking the opportunity to teach them in other cities and in marginalized areas of the region.



➤ There is strong evidence of sufficient capabilities to execute the growth strategy  
In order to expand our distribution channel we are working on:


1. **Trademark registration:** “Made in Mexico” is a distinctive mark established by the Government of the Republic, through



the Ministry of Economy, to identify products made in our country, compared to products from abroad. This will guarantee consumers the national content, quality, innovation and added value of products manufactured in our country.



On the other hand, the registration of “Made in Veracruz” helps to identify products and services manufactured or provided in the State. With its use and promotion, we seek to strengthen the internal market, promote the consumption of Veracruz products and services, help the consumer to distinguish them, and facilitate their positioning within the local, national and international market. Thus, obtaining both brands will help us stand out in the market.



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ILIANA LISETH LEÓN HUESCA  
DIRECTORA DEL DIF MUNICIPAL  
VERACRUZ, VER. 91878

Estimada Lic. Iliana:

Por medio de la presente, me permito solicitar una entrevista con usted, con el objetivo de presentar nuestro proyecto y crear una alianza. Nosotras somos un grupo de estudiantes de la Universidad Veracruzana, Facultad de Administración.

Actualmente estamos participando en una competencia internacional llamada “Social Business Creation” la finalidad del concurso es crear un proyecto que tenga un impacto social y ambiental. Por lo tanto, nosotras creamos **repelentes para mosquitos con fibra de coco y cítricos** con la finalidad de disminuir el desperdicio de las cáscaras de coco que normalmente son tiradas a la basura y quemadas, lo que provoca contaminación. Nuestro segundo objetivo es disminuir las enfermedades que se transmiten por los mosquitos, como el dengue (ya se han hecho estudios a nuestro repelente y no es dañino para la salud).

En nuestro proyecto nos piden tener aliados que nos apoyen a potencializar el proyecto, tengo entendido que el DIF se encarga del programa de combate contra el dengue, es por esto que consideramos comunicarnos y solicitar una entrevista para comentarles acerca de nuestro proyecto y permitirles considerar actividades que podrían beneficiar a ambos.

Agradeceré mucho su disposición para agendar una reunión en una fecha y hora que le sean convenientes. Quedo a la espera de su respuesta y agradezco de antemano su atención a la presente solicitud.

Adjunto una imagen de nuestros repelentes.

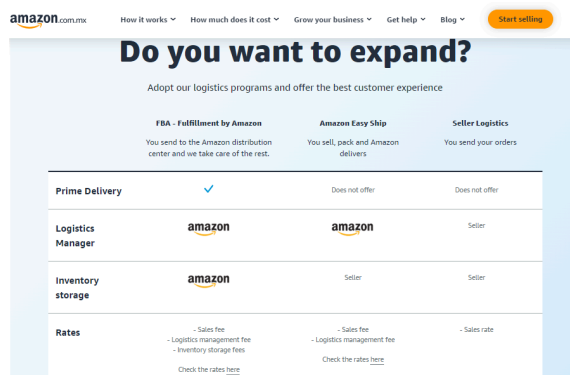
Atentamente,  
Montserrat León Antonio,  
Co líder de Ecoco.

## 2. Veracruz City Hall

We are currently in contact with the Veracruz State City Hall to schedule a meeting and present our business model and the scope we want to have and create an alliance because the City Hall has an area in charge of the “Dengue Combat Program.”

## 3. Distribution Channels

In order to expand our product, we are in the process of creating an Amazon account to be able to have more sales and reach more places.



amazon.com.mx How it works How much does it cost Grow your business Get help Blog Start selling

### Do you want to expand?

Adopt our logistics programs and offer the best customer experience

	FBA - Fulfillment by Amazon You send to the Amazon distribution center and we take care of the rest.	Amazon Easy Ship You sell, pack and Amazon delivers	Seller Logistics You send your orders
Prime Delivery	✓	Does not offer	Does not offer
Logistics Manager	amazon	amazon	Seller
Inventory storage	amazon	Seller	Seller
Rates	- Sales fee - Logistics management fee - Inventory storage fees <a href="#">Check the rates here</a>	- Sales fee - Logistics management fee <a href="#">Check the rates here</a>	- Sales rate



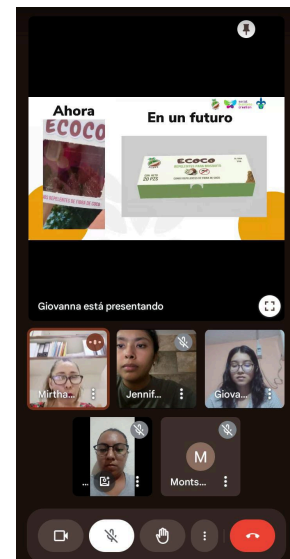


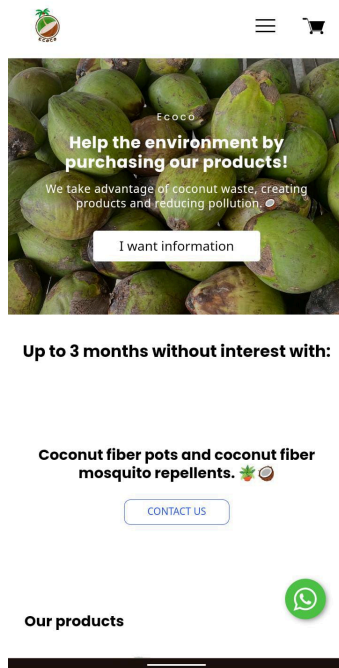
We also seek to register for entrepreneurship fairs to be able to promote our product locally in the state of Veracruz. With the “Made in Veracruz” brand certificate, you have access to be able to present yourself at the entrepreneurship fair held by the state to be able to promote and promote local entrepreneurship and thus be able to present ourselves throughout the Mexican territory.

On August 11, we had a meeting with Mirtha Erika Prado Ramírez, owner of Angeles Suites & Hotel, to show her our business model and form an alliance to promote and distribute our product in the hotel.

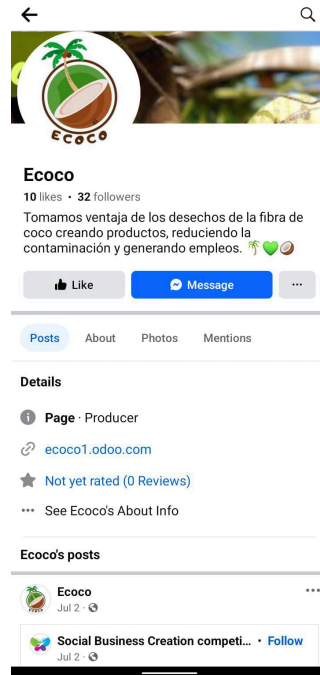
On the other hand, we are looking for ways to be able to contact supermarket chains, as a distribution strategy.

We currently have three e-commerce platforms to distribute and disseminate our product: Facebook, Instagram and Mercado Libre, which has operations in 18 Latin American countries.

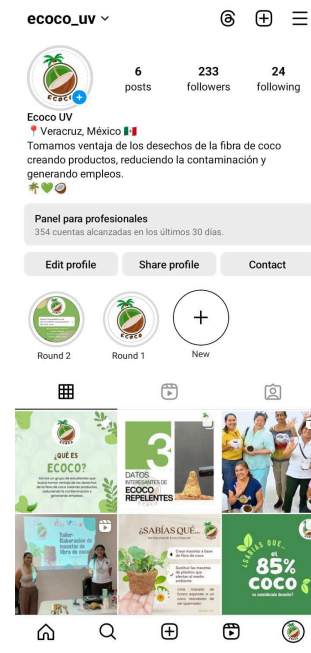




Mercado Libre



Facebook



Instagram

#### 4. Partnerships with NGOs and partnerships diffusion our products

We are waiting for confirmation of a meeting to present our business model and create alliances to spread information about mosquito-borne diseases and the use of our products, as well as mention how both parties benefit. Among these alliances at the moment are schools in the area, activists and influencers and we hope to have Greenpeace to collaborate in the dissemination of our product so they can provide feedback or help with the expertise they have.

The email that has been used to send it to schools and NGOs is attached: Xochitl A.C. which is dedicated to promoting the study, research, criticism, and application of ecology in education, industry, the political, civic, social, cultural and artistic context, as well as the open exchange of ideas, information and research among members of the Association and the community in general.

CEDMA (Mexican Center for Environmental Law, A.C.), works for the defense of the environment and natural resources. We are one of the main environmental civil society organizations in Mexico and M.I.A (Women Allied Researchers) promote international cooperation and social action projects that help women in vulnerable situations.

To whom it may concern.

I am contacting you through this email with the objective of presenting our project and seeing if there is a possibility of creating an alliance. We are a group of students from the Universidad Veracruzana, Faculty of Administration.

We are currently participating in an international competition called "Social Business Creation" the purpose of the competition is to create a project that has a social and environmental impact. Therefore, we created mosquito repellents with coconut fiber and citronella in order to reduce the waste of coconut shells that are normally thrown away and burned without any purpose, which causes contamination. Our second objective is to reduce diseases transmitted by mosquitoes, such as dengue (a study was carried out on our repellent and it is not harmful to health).

In our project we are asked to have allies who support us in strengthening the project. I understand that the organization seeks to support and promote the application of ecology in various areas, which is why we considered contacting them and requesting an interview to tell them about our project and allow us to consider activities that could benefit both.

I would greatly appreciate your willingness to schedule a meeting at a date and time that is convenient for you. I look forward to your response and thank you in advance for your attention.

I am attaching an image of our repellents.  
Sincerely,

Att: Maria Jose Irineo  
Member of Ecoco.

## B2. Financial stability and profitability.

We want Ecoco to be an accessible brand so people can buy and use our mosquito repellent wherever they go. That's why our mosquito repellents will have an accessible price of USD\$0.52 each. Buyers will find Ecoco in most self-service stores near their houses or wherever they are, and as we know there is an online-shopping tendency, Ecoco will also be available in Mercado Libre.

The unitary cost of each mosquito repellent is USD\$0.34, considering the production of 10,000. Once our demand starts rising, our unitary costs and sales price will decrease. Ecoco plans to have a profit margin of 35%.

Ecoco will need a USD\$6,900 investment to kick start the business. This will allow Ecoco to start its operations and with that being a financially sustainable business.

<b>Monthly costs</b>		
	<b>MXN</b>	<b>USD</b>
<b>Production costs</b>	<b>\$ 45,241</b>	<b>\$ 2,340</b>
Raw material	1,247	65
Labour	37,350	1,932
Rent	5,000	259
Water	400	21
Electricity	700	36
Gas	200	10
Machinery dep.	344	18
<b>Distribution costs</b>	<b>\$ 20,000</b>	<b>\$ 1,035</b>
Packaging	20,000	1,035

<b>Produced units</b>
10,000

<b>Profit margin</b>
35%

<b>Sales price</b>
\$0.52

The mosquito repellent market is estimated at USD\$4.83 billion dollars, and it's expected to grow 5.27% annually during the period of 2024-2029. America as a continent has the biggest market of this product, but the one with the fastest growth is Asia Pacific. Ecoco will start its operations in Mexico but there's the future plan to expand our products to other parts of the continent first and also export our mosquito repellents to other parts of the world.

Another factor that benefits Ecoco's potential growth is the rising tendency to buy natural and eco-friendly products, as most of the mosquito repellents in the market have strong chemical ingredients that could damage people's health or environment.





That's why we've projected a 70% growth for our second year, 80% for our third, 90% for our fourth and 93% for our fifth. As you can see, by our fifth year, the growing rate starts decelerating, and it is estimated to keep decelerating until it reaches a balance (we estimate it to be 25% annually).



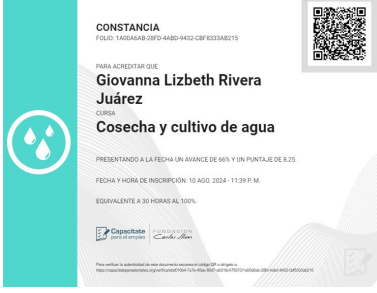

Here we present our 5 year financial projection in \$USD. Considering the following numbers, the Internal Rate of Return for the first year will be 51%, and the five-year one is of 241%, which is a highly attractive percentage for investors.




<b>Ecoco's 5 year projection</b>						
<b>Year</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Growth rate			70.0%	80.0%	90.0%	93.0%
Initial investment	<b>-\$ 6,902</b>					
Sales incomes		\$ 57,117	\$ 105,927	\$ 190,669	\$ 362,270	\$ 699,181
Expenses		\$ 40,501	\$ 68,853	\$ 123,935	\$ 235,476	\$ 454,468
Profitability before taxes		<b>\$ 16,616</b>	<b>\$ 37,074</b>	<b>\$ 66,734</b>	<b>\$ 126,795</b>	<b>\$ 244,714</b>
ISR		\$ 4,985	\$ 11,122	\$ 20,020	\$ 38,038	\$ 73,414
PTU		\$ 1,662	\$ 3,707	\$ 6,673	\$ 12,679	\$ 24,471
Profitability after taxes		<b>\$ 9,970</b>	<b>\$ 22,245</b>	<b>\$ 40,040</b>	<b>\$ 76,077</b>	<b>\$ 146,828</b>
Depreciation of fixed assets		\$ 427	\$ 427	\$ 427	\$ 427	\$ 427
Net cash flow		<b>\$ 10,396</b>	<b>\$ 22,671</b>	<b>\$ 40,467</b>	<b>\$ 76,504</b>	<b>\$ 147,255</b>
Total balance	<b>-\$ 6,902</b>	<b>\$ 3,495</b>	<b>\$ 26,166</b>	<b>\$ 66,633</b>	<b>\$ 143,137</b>	<b>\$ 290,392</b>

### **B3 Team and leadership**

- There is strong evidence proving that the team member's competencies and capabilities are strong and complementary





Name	Charge	Career	Courses
Jennifer Lopez	LEADER / PRODUCTION AREA	International logistics and customs.  Technical career in human resources.	 <p>”Foreign trade and International logistics”</p>  <p>“Sustainable packaging design”</p>
Montserrat León	CO-LEADER/ BUSINESS MANAGEMENT	International logistics and customs	 <p>“Diploma in financial education”</p>  <p>“Leadership”</p>

			 <p><b>“Digital Marketing”</b></p>
<p>Giovanna Rivera</p>	<p>ESG MANAGER</p>	<p>International logistics and customs</p>	 <p><b>“Intelligent decisions for the protection of the environment”</b></p>  <p><b>“Water harvesting and cultivation”</b></p>
<p>María Irineo</p>	<p>DATA ANALYSIS</p>	<p>Management of enterprises</p>	 <p><b>“Value proposition to your business”</b></p>


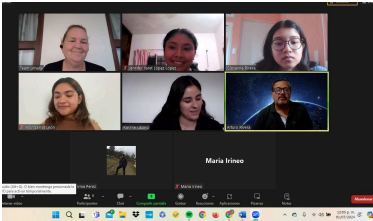
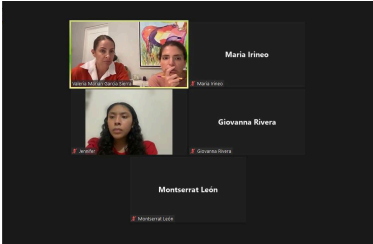
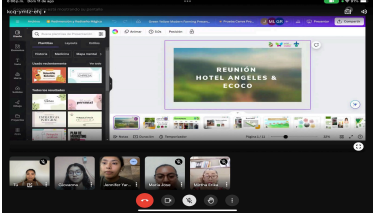
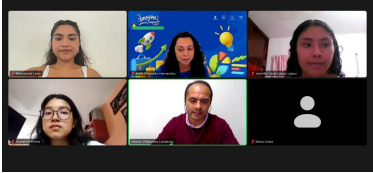

			 <p>“Personal branding and networking”</p>
Karime Lázaro	FINANCE	International logistics and customs	 <p>“Business accounting”</p>  <p>“Impactful Social Business Idea. Global Award to FiberGood”</p>
Arturo Rivera	Coach	Industrial Engineer	<p>Bachelor of management, master of administration and doctorate in administrative sciences, specialist in mathematics and process management, certified in ISO 9000 quality, expert in mathematics and logistics, with 25 years of experience in the traffic and logistics industry and service. Full-time professor at Universidad Veracruzana.</p> <ul style="list-style-type: none"> <li>● Certified SBC "expert level" coach</li> <li>● Member of the "SBC Honorable Judging Committee"</li> </ul>
Irma Pérez	Coach	Computer Systems	<p>Master of Computer Networks, PhD in Education, Bachelor of Accounting, Specialist areas in Technology, Computing and Accounting.</p>

			<ul style="list-style-type: none"> <li>● CERTIFIED TRAINER Business Model Innovation - Expert Level</li> <li>● Member of "Committee of Judges of the SBC"</li> </ul>
Maria Tellez	Coach	Master in Business Administration	What I bring to the project is creativity and innovation; management of the business model and how to accelerate and scale it; contacts that support the project and recommendations as effective communication.


### Expertise meetings



Name/Organization	Evidence
The king of coconut (Coconut vendor)	
Alejandro Díaz (Financial advisor)	
Oscar Velazquez (Chemical Engineer)	
Jorge Palavicini (Director of environment and sustainability in Minatitlan)	





<p>Blanca Aquino (Director of the Municipal Institute for Women in Veracruz)</p>	
<p>Lucie Bourgeois (Specializing in corporate social responsibility, strategic planning and change management human resources)</p>	
<p>ESG México (ESG advisors)</p>	
<p>Mirtha Erika (Manager ÁNGELES SUITES &amp; HOTEL)</p>	
<p>Areli Gonzalez (Office of Technology Transfer to register Ecoco as a trade mark))</p>	
<p>Karime Lazaro (Participant in past edition with “fiber good”)</p>	

➤ There is strong evidence of synergy among team members

Name and charge	<b>How was the teamwork since round 1 to now?</b>	Satisfaction
<p>Jennifer Lopez</p> <p>LEADER / PRODUCTION AREA</p>	<p>From my experience, being part of Ecoco, and being leader, has been a great satisfaction because I have seen the great evolution of the project. Assertive communication in Ecoco is always constant, and I would describe it as excellent because we implement group meetings, both face-to-face and virtual, as many as necessary, in order to express our doubts or concerns in each round and to receive different points of view from each member. At the same time, I have always received constructive and assertive criticism from my coworkers, which makes me feel comfortable when seeking second opinions.</p> <p>My coworkers are responsible and organized people, which assures me of their performance in each task that is entrusted to them, however, as team members, we always monitor that they are being carried out.</p> <p>Decisions have always been made unanimously. Mainly, each member presents his or her argument for the decision being discussed, and once presented, it is put to a vote. In Ecoco we are in favor of different opinions, and constructive criticism because we know that democracy is essential in every decision we must take for the course of our project.</p>	

<p>Montserrat León</p> <p>CO-LEADER/ BUSINESS MANAGEMENT</p>	<p>The communication between team members was exceptional, facilitating coordination of tasks and effective decision-making. Each team member was always willing to share ideas and actively listen to others, which promoted an inclusive working environment.</p> <p>Each opinion was valued and considered, and differences were handled constructively. This respectful attitude was essential to maintaining a positive work environment. All members showed a high level of commitment and willingness to support each other.</p> <p>And lastly, the skills and knowledge of each member were perfectly complemented, allowing us to overcome challenges and achieve established goals effectively.</p>	
<p>Giovanna Rivera</p> <p>ESG MANAGER</p>	<p>The communication that my colleagues and I have had in the project is one of the fundamental pillars that has allowed us to advance to where we are. We feel fulfilled by the way we share our ideas and listen to each other, fostering an environment where all voices are valued. When differences of opinion arise, we handle them with respect, maturity and openness, understanding that each perspective enriches the project. The quality of our communication is reflected in our ability to collaborate effectively, solving problems together and aligning our visions toward a common goal. This synergy has strengthened us as a team and has been key to</p>	

	Ecoco's growth and development.	
<p>María Irineo</p> <p>DATA ANALYSIS</p>	<p>From my point of view, I consider that communication in the Ecoco team is good, even though everyone has a different way of thinking. We have the opportunity to express our ideas in order to shape the project criteria, helping each other to make the best decision, and promoting respect for all team members.</p> <p>I have felt supported by my colleagues thanks to their active listening and commitment from each of us. It is worth highlighting that each one has skills that make the human capital of the team more enriching.</p>	
<p>Karime Lázaro</p> <p>FINANCE</p>	<p>The communication in the team has been constant and effective at all times, since all participants and coaches have a space to share our opinions and decide the best course for the project. I like that the members are very independent about their responsibilities, but they retain the collaborative aspect, you can trust that all will do their part without the need to remember.</p> <p>I believe that the team has an atmosphere of respect and trust among all members, so I feel with the support of my colleagues to do my activities and the mutual support from me with them.</p> <p>The team is constantly changing, in all rounds there have been meetings with coaches,</p>	





	stakeholders or experts to improve Ecoco and decide the best way for the project.	
--	---	--

➤ There is solid track record of comprehensive expertise and proven leadership with both **business acumen** and a **strong commitment to social impact**

Proven leadership since round 1 to now  (Co-evaluation)	Jennifer López (LEADER)  	Montserrat León (CO-LEADER)  
Commitment to the project		
Planning skills		
Effective communication		
Collaboration		
Entrepreneurial behavior		
Motivation and empathy		
Problem Solving		

## B4 Partnership and collaborations

- There is strong evidence of important potential partners' responses to the project's call for collaboration
- There are quality collaboration pledges from key partners

PARTNERSHIPS	DESCRIPTION	KEY ACTIVITIES	ANTIQUITY	IMAGEN
The King of Coconut	Coconut water trader in Veracruz.	<ul style="list-style-type: none"> <li>• Supplier of raw material (discarded coconut shells)</li> </ul>	3 months	
Municipal Institute of Women, Veracruz	Decentralized Public Body with a gender perspective at the municipal level	<ul style="list-style-type: none"> <li>• Linkage with Ecoco to provide workshops on products made from coconut fiber.</li> </ul>	1 months	
Dr. Óscar Velazquez	Chemical Engineer, professor at the Universidad Veracruzana.	<ul style="list-style-type: none"> <li>• Consulting on the chemical composition of our product.</li> </ul>	1 months	
Hotel Ángeles Suites	Catering service, located at 1° de Mayo 887, Ricardo Flores Magón, 91900 Veracruz, Ver.	<ul style="list-style-type: none"> <li>• Point of sale of our product.</li> </ul>	3 days	

### → Why did we decide to ally with them?

#### 1. The King Of Coconut

- Jaziel Rivera, owner of the "coconut king" business in Veracruz.

Jaziel Rivera was our first stakeholder to believe in our project. On May 7, 2024, we visited its facilities, located in Calle J.B. Lobos, David Alfaro, between the Bajadas, in the city of Veracruz. We discuss each of our proposals and how Ecoco would benefit both parties. 2 days later we were able to conclude a strategic alliance to become our first stakeholder.

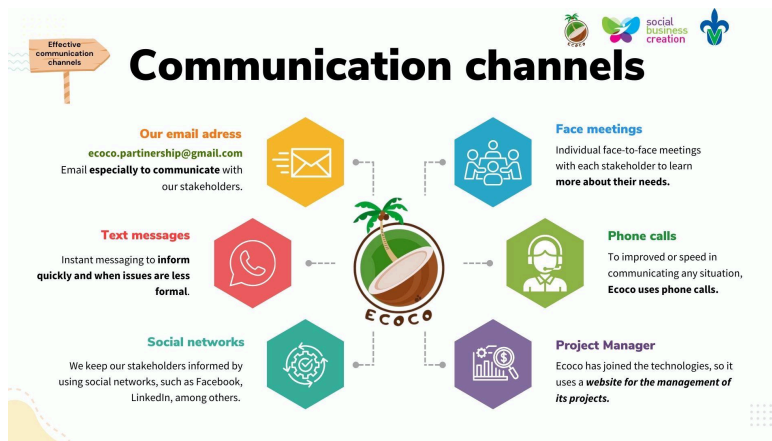


Communication with Mr. Jaziel has been by text messages:

*\*In our whatsapp business.*



However, we have incorporated communication channels that will help us to improve the dissemination of information with all our stakeholders.



➤ **Interview:**

During the short interview, the esteemed Jaziel Rivera agrees to become our stakeholder in order to supply us with raw material, which in this case are discarded coconut shells.

*\*You can verify this information by scanning the code or clicking on the link.*



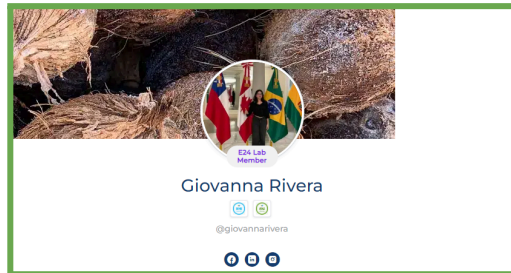
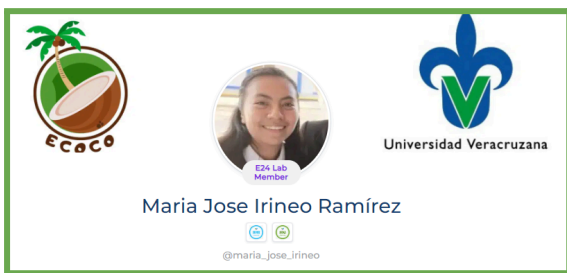
The King of Coco



Qualification of the communication:

**2. Municipal Institute Of Women**

On May 9, our collaborators Giovanna Rivera and Maria Irineo had the first conversation with the director of the Municipal Institute for Women, Blanca Aquino, in order to incorporate a workshop for vulnerable women.



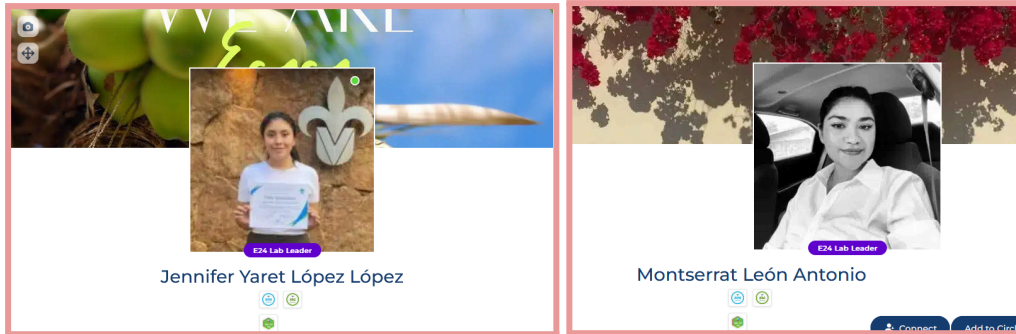
IMMUVAR has been our partner in the presentation of 3 workshops, attended by women in vulnerable situations. From these workshops Ecoco takes the **leverage** to **recruit more women offering them an opportunity to generate income, employment and transform their environment, expanding our social impact.**

**Workshop 1: 10 July 2024**



## Municipal Institute of Women (Minatitlán, Veracruz)

- In partnership with the Municipal Institute of Women in Veracruz, the collaborators Jennifer Lopez & Montserrat León were the presenters and instructors in this course.



## Workshop 2: 15 July 2024

### Municipal Institute of Women (Veracruz)

The second and third workshop took place in the city of Veracruz Puerto, where the collaborators María Irineo and Giovanna Rivera.

\*You can visit the evidences of the workshop by scanning this QR code





**Workshop 2: 15 July 2024**  
**Municipal Institute of Women (Veracruz)**



**Qualification of the communication:**



**3. PhD. Óscar Velazquez Camilo**

Dr. Óscar Velázquez, being a Chemical Engineer and head of the Process Engineering and Sustainable Development academic body, has the advisory capacity and technical knowledge to drive the chemical details of our product as well as the emissions that our repellents can produce and thus improve their performance.

We have had two face-to-face meetings, each of which has been very useful in improving the ingredients of our product as well as identifying the risks that may arise, the PhD. Óscar has constantly fed us through face-to-face meetings as well as text messages and emails.



Shortly, we will conclude a contract with the Phd. Oscar Velazquez so that he can continue to advise us on the chemical compositions of our product.



Qualification of the communication:

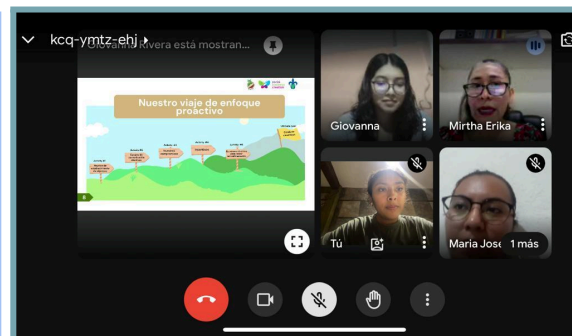
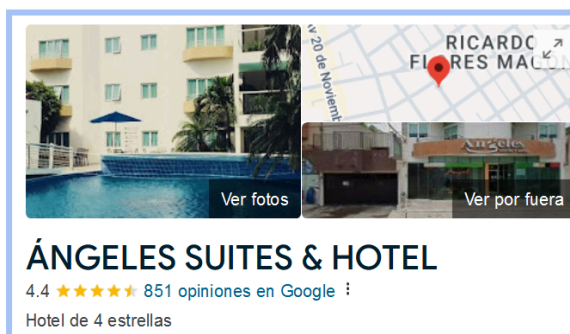
#### 4. Hotel Angeles Suites

On August 11, we held a virtual presentation with Ángeles Suites & Hotel, a hotel company located in the port of Veracruz, with the aim of expanding our social impact and establishing strategic alliances.

The PhD. Mirtha Ramirez had tested our products days before the meeting, in order to evaluate the effectiveness of the repellent from her experience. During the meeting, the PhD. Ramirez provided us with information with comments such as:

- "I would like the repellent to have a stand or base."
- "I like the concept, but the form does not convince me."

Finally, he expressed interest in participating as an interested party in the project. **PhD. Mirtha**, owner of the hotel, with whom we had a conversation to coordinate the space and location of our booth at the end of this month, has been fundamental in this process



[You can visit the full subtitled videos by this link](#)

📺 Interview - Angeles Suites & Hotel.mp4

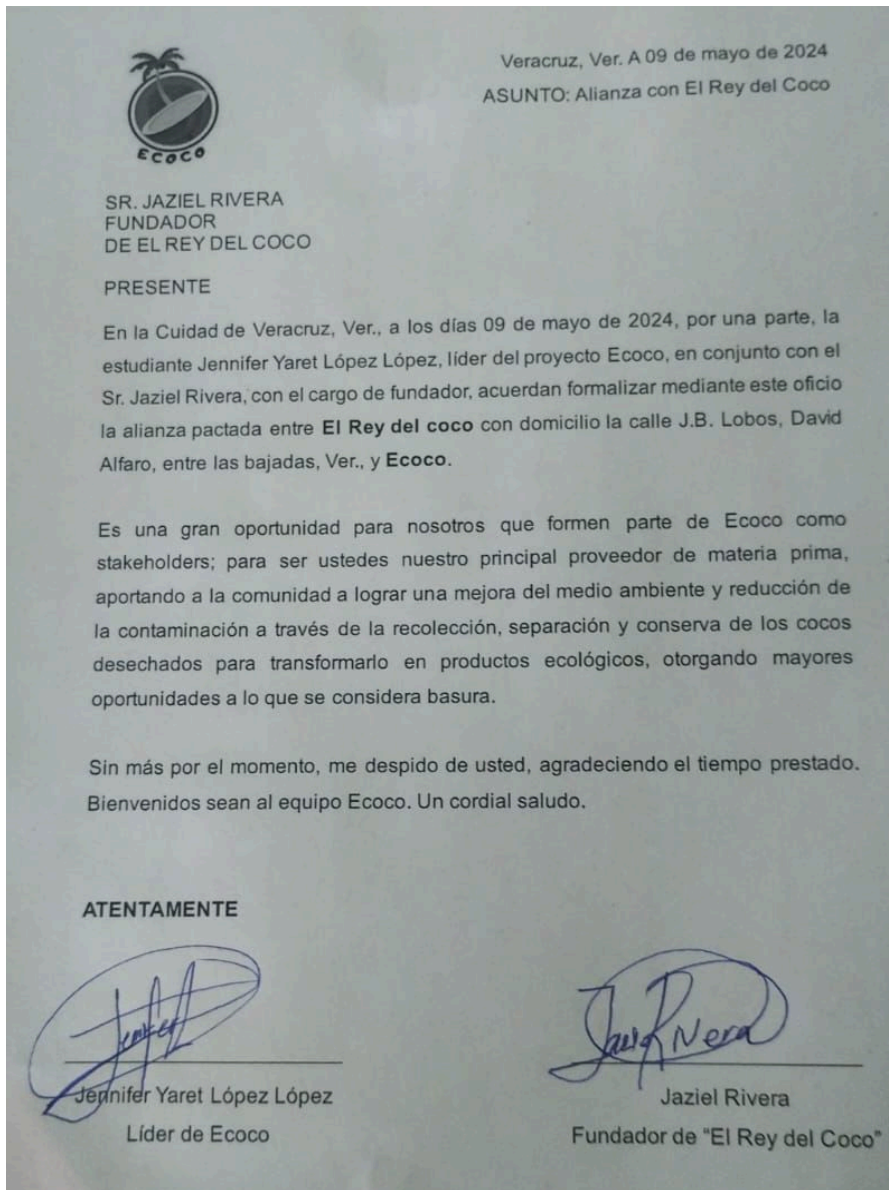


Qualification of the communication:

→ There is strong evidence of deep commitment from key partners such as signed contracts, co-organization of important activities, etc.

**Our Contracts:**

1. The King Of Coco



## 2. Angeles Suites & Hotel



Veracruz, Ver. A 12 de agosto de 2024  
ASUNTO: Alianza con ÁNGELES SUITES & HOTEL

**Lic. Mirtha Erika Prado Ramirez**

PRESENTE

En la Ciudad de Veracruz, Ver., a los días 12 de agosto de 2024, por una parte, la estudiante Jennifer Yaret López López, líder del proyecto Ecoco, en conjunto con la **Lic. Mirtha Erika Prado Ramirez**, acuerdan formar una alianza para finales de agosto del presente año, con el fin de formalizar la distribución de los repelentes entre el **ÁNGELES SUITES & HOTEL** (ubicado en 1° de mayo 887, Ricardo Flores Magón, 91900 Veracruz, Ver.) y **ECOCO**.

Es una gran oportunidad para nosotros que formen parte de Ecoco como stakeholders; para impulsar nuestro producto "repelentes para mosquitos, hechos de fibra de coco". Aunado a esto, ofrecer a los ciudadanos y turistas un producto ecológico que ayuda a prevenir enfermedades causadas por los mosquitos, fomentando a la mejora del medio ambiente y reduciendo la contaminación.

Sin más por el momento, me despido de usted, agradeciendo el tiempo prestado. Bienvenidos sean al equipo Ecoco. Un cordial saludó.

**ATENTAMENTE**

Jennifer Yaret López López  
Líder de Ecoco

Lic. Mirtha Erika Prado Ramirez  
Titular del ÁNGELES SUITES & HOTEL

### 3. Municipal Institute of Women of Veracruz



#### → Co-organization of important activities

We incorporate a web platform called "monday" designed to establish important meetings or boards with our stakeholders, only adding their electronic mails. This platform contains columns like:

1. The urgency of the meeting
2. The person responsible
3. The budget
4. The date of start
5. The completion date.

This will help us to keep in touch with our allies: <https://ecoco-partnership.monday.com/>

# Feedback meetings

Effective meetings to receive feedback

# 2

## Per month

To encourage the **voices of our stakeholders** and improve our partnership, feedback will be provided **twice a month**. We will **discuss ideas, progress, strategies and the incorporation of more allies**.

Gestión de proyectos

Tabla principal

Agregar tarea

Buscar Persona Filtrar Ordenar Ocultar

Este mes

Tarea	Responsable	Estado	Fecha	Prioridad

Next Month

Tarea	Responsable	Estado	Fecha	Prioridad
First meeting to receiv...	EP	No iniciado	10 ago.	Crítica
+ Agregar tarea			10 ago.	

Agregar grupo nuevo

42

## Goal setting meeting

in → Gestión de proyectos Board

Grupo

Este mes

Nombre

Goal setting meeting

Responsable

EP

Estado

No iniciado

Fecha

15 ago.

Prioridad

Alta

Notas

[Ejemplo] Elementos de acción

Label

Actualizaciones / 1 | Archivo | Actividad

Dejar comentarios

Escribir una actualización...

Escribir actualizaciones por e-mail

EP Ecoco Partnership 8d

Dear Stakeholders,

We invite you to this mandatory meeting to be able to focus on the objectives of each of us in order to find the best balance for the Ecoco project.

We started this meeting via zoom at **3:00 in the afternoon CDMX time on August 15**. We thank everyone for their participation.

A cordial greeting.

## Next Month

Tarea	Responsable	Estado	Fecha	Prioridad
First meeting to receiv...	EP	No iniciado	17 ago.	Crítica
+ Agregar tarea			17 ago.	

## C1 ESG REPORTING

- The data collection is rigorous to ensure data quality and insightful interpretations.


### GRI 301-1 Materials used by weight or volume

<p>Since the beginning of Ecoco, we were able to rescue 202 kilograms of coconut husk, which was implemented in our production of products and used in courses.</p>	
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### GRI 301-2 Recycled materials used

*From where do we acquire the materials to which we award?*

<p>Every night, each food stand selling "esquites" in the Lagos de Puente Moreno neighborhood discards 20 to 35 unicef and plastic containers. This is just one example of the many places that discard unicef.</p>	
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<p>Every day, an employee cafeteria discards the bags in which their food is packaged, which represents a significant environmental risk.</p>	
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## C2 Compliance with ESG standards and frameworks

- The chosen ESG standards and frameworks are most relevant to the project's industry, operational footprint, and stakeholder expectations



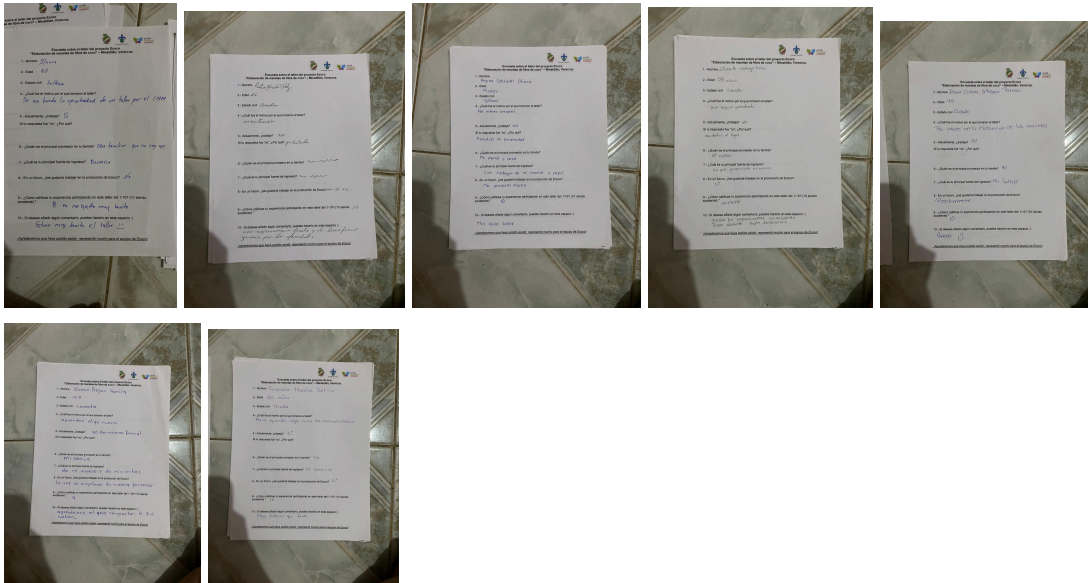
## Why the choice of the BoP Framework?

Base of the Pyramid is a business approach focused on reaching the segmentation of the population with lower incomes, seeking that companies, while generating a profit, can at the same time improve the quality of life of such an economically vulnerable sector of the population, creating accessible, innovative products adapted to their needs.

Contributing to the SDG 3 Ecoco seeks to mitigate mosquito-borne diseases, because we are aware that the poorest sector of the population does not have access to health services, so we seek to reach these marginalized areas.

### 1. Market Segmentation

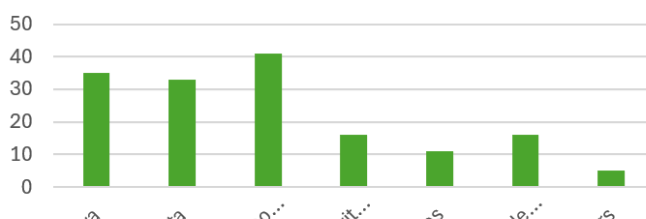
Through surveys conducted in our courses, we were able to identify that 5 out of 7 women are economically dependent on a family member or partner.



On the other hand, from a sample of 157 people, we identified the areas most prone to the presence of mosquitoes, and we realized that the most affected areas are the most marginalized and forgotten by the government for their maintenance; those that, due to their vegetation, are the focus of mosquitoes.

¿Presentas problemas de mosquitos en tu colonia? Si es así, menciónala.

*“Do you have mosquito problems in your neighborhood? If so, please mention it.”*



## 2. Product adaptation and innovation

En dado caso que no utilices, ¿Cuál es el motivo? "If you do not use repellents, what is the reason?"  
6 respuestas

No tener dinero para comprar un insecticida ➡	"Not having money to buy insecticide"
Aromas tóxicos	
Si utilizo	
Costo ➡	Their cost
son muy pocos	
Es caro el repelente ➡	Repellents are expensive

For example, conventional repellents cost more than \$100 Mexican pesos, and people in this sector spend no more than \$80 pesos a fortnight on insect repellents.

 <p>Fly out repelente de insectos aerosol 180 gr</p> <p>MXN 107.00</p>	 <p>Repelente De Insectos Off Extra Duración 170 Gr</p> <p>4.0 ★★★★★ 1</p> <p>MXN 135.00</p>	 <p>Repelente en Aerosol</p> <p>170 g</p> <p>Raid insecticida contra mosquitos acción concentrada (lavanda)</p> <p>MXN 249.00</p>
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Some repellents promise extra scents, for an extra cost.

On the other hand, an Ecoco repellent costs \$10 Mexican pesos, and it also has a citronella scent.



As part of our innovation, we developed our own packaging, which we found to be a very enriching experience, as creating packaging from recyclable items, such as cardboard, allows us to reduce our pollution footprint.

### ***3. Microfinance, education and training***

Adoption of the system implemented by the "Reino Mágico" recreational park in the municipality of Veracruz, an eco-barter system in which by bringing cardboard, you can get a box of 10 repellents.



In addition, we will continue to provide courses as part of environmental education, the correct use of our products and their importance in terms of the environmental impact we can all be part of.

### ***4. Local partners and strategic alliances***

#### **How will we reach the most affected areas?**

We identified the areas mentioned in the surveys most prone to the presence of mosquitoes:



Lagos de Puente Moreno, Medellín, a locality where, due to its vegetation, mosquitoes abound.



The Venustiano Carranza neighborhood has a natural reserve behind the neighborhood, which is bordered by many houses in a neglected state, which are the most affected in the area.



"La Pochota", a rural community that, due to its poor maintenance and urbanization, is an area very affected by all

We were able to locate 2 Health Centers in these areas that are the most mosquito-prone.

### ***5. Social and environmental impact***

We strive to implement sustainable practices in our supply chain, from the acquisition of our raw materials, the production of our product, the distribution of our products and how we manage our waste.



Providing a semiannual ESG report



Implementing sustainable practices to reduce our carbon footprint in terms of the distribution of our repellents.

### ***6. Continuous improvement and scalability***

One of Ecoco's great aspirations is its expansion to Africa, as it is a continent with multiple contagions and deaths caused by mosquitoes.

Malaria killed 627,000 people in 2020, according to the latest WHO report, 96% of whom were in Africa. Moreover, the continent concentrated 228 of the 241 million cases reported in

the world that year, or 95%. Seventy-seven percent of the deaths were among children under five years of age. (El País, 2022).

African Anopheles mosquitoes have moved so much that, on average, they are now 500 kilometers closer to the South Pole. These are the findings of Georgetown University biologist Colin Carlson. In the worst-case scenario, nearly one billion people could be at risk of contracting diseases transmitted by Aedes mosquitoes due to rising global temperatures, adding to the billions of people already at risk of malaria. (National Geographic Spain, 2024).

## **D. Learning curve**

- Evidence of the learning process is credible

Throughout the competition we used coconut shells to make kitchen utensils, however we realized that the coconut pulp was wasted, it is a long process and it is a bit expensive.

Later we wanted to use coconut fiber to create fabric for outdoor use or thermal acoustic insulation, which we discarded because we needed a hydraulic press and more studies and tests that would take time to be able to prove the effectiveness in terms of reducing UV rays, high temperatures and the design of the fabric for the production of the final product.

So we came up with the idea of making coconut fiber pots to take advantage of this waste and contribute to reducing plastic consumption, which are now our second product. During the third round we realized the window of opportunity we have regarding diseases transmitted by mosquitoes and that these will expand due to drastic climate change affecting various geographic areas, so we seek to avoid these diseases with coconut fiber and citronella repellents.

The following diagram shows the evolution of the products proposed for our business model.





➤ Evidence of the transformation in the mindset, behavior, and strategy is credible.

	ROUND 1	ROUND 2	ROUND 3	ROUND 4
Mindset	We were a little nervous because we had doubts about the information that was being requested and we did not know if we were meeting all the requested criteria.	Thanks to <b>Principles of Business Model Innovation course at Eduzone</b> , we redesigned our proposal.	We observe the importance of creating alliances with stakeholders and how they contribute to our execution and scale.	Our mentality has changed compared to when we started the competition, being clear about our social and environmental impact by detecting a major problem in society.
Behavior	Due to <b>Principles of Social Innovation Eduzone course</b> we develop a entrepreneurial behaviour also and face our pain in speaking in public to get stakeholders to obtain our raw material.	We worked very hard to change our main product to coconut fiber pots and repellents.	The feedback provided by coach Lucie Bourgeois from Umalia, our coaches and the <b>Principles of Social Business Execution Eduzone course</b> were very useful in visualizing the scale of the project.	We are motivated by the ability to grow geographically by helping society with a repellent that is less harmful to health and environment.
Strategy	It was not feasible to manufacture kitchen utensils, outdoor cloth and thermal acoustic insulation due to a lack of machinery, investment and technical research.	Contribute to reducing plastic consumption and the spread of mosquito-borne diseases.	We will take advantage of the opportunity to expand our mosquito repellent in areas where there were a problematic due to mosquito bites had decreased.	Thanks to <b>Principles of Social Business Acceleration Eduzone course</b> we´re sought alliances to enhance our distribution, ESG criteria and achieve continuous improvement.

➤ Individual learning curve

Team members	Individual learning curve
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<p>Jennifer López Leader</p> 	<p>My learning curve has been remarkable, as I have improved in 3 specific aspects.</p> <p>1.- Academically speaking.</p> <p>The knowledge of the courses has been essential to know what is indispensable in a business model that generates social and environmental impact, a clear example of this was the canvas model, where I learned to identify its parts, and especially the ability to synthesize. I also improved my knowledge in identifying what are the risks that may be present in a company, from environmental, legal, among others.</p> <p>2.- Personally:</p> <p>On many occasions, presenting projects in public caused me a little nervous, however, the constant meetings with my coaches and co-workers made it improve the way I communicate my ideas and feel more confident in front of an audience.</p> <p>3.- In a professional way.</p> <p>Partnerships have built in me the ability to negotiate with our stakeholders, present an attractive business model and address social and environmental issues. This aspect is also related to the first point, since I know that without the knowledge of the courses I would not know how to approach different topics which were unknown to me.</p>
<p>Montserrat León Co-leader</p> 	<p>Since the beginning of the project to now I definitely say that my mentality has changed completely towards a sustainable and social approach.</p> <p>In this round I developed my skills in several key aspects, one of them was learning to identify the implementation of ESG practices. This has involved a joint effort with the team to ensure that our operations are not only sustainable, but also socially responsible and ethically governed.</p> <p>Another important point was to highlight and enhance the skills of each team member. I have learned to recognize and leverage individual strengths to work collaboratively towards our common goals. This approach has optimized our performance.</p>
<p>Giovanna Rivera</p>	<p>Being part of Ecoco has given me a more complete picture of the current situation</p>

<p>ESG Manager</p> 	<p>we find ourselves in. We constantly implement actions in our daily lives that can improve the planet, however, when I had the opportunity to be part of a project that can create a larger social impact that goes beyond the usual good deeds, I was very excited. One aspect that has been very fulfilling for me has been giving courses to women, seeing their happy faces for having learned something new, giving them a push so that they can become entrepreneurs, depend on themselves and get out of the vicious circle of violence in which they find themselves. About my role in Ecoco, I must admit that before Social Business Creation, I was not aware of ESG and its importance. I deeply appreciate the demands of the competition to push us to be excellent and to point out many aspects that I did not know.</p>
<p>Maria Jose Irineo Data Analysis</p> 	<p>In my experience, I consider that my mentality changed, because theoretical information is not the same as putting it into practice, which I consider that it cost me a bit of work, however, with the support of the coaches, my teammates and the SCB courses that in each round provided us with extremely useful information that helped me to have the notion of what needed to be done in each round. The competition gave me another approach which will help me in my personal and professional life.</p> <p>On the other hand, our beginning was interesting in terms of the evolution of our product and as we advanced in the competition we realized the disadvantages and areas of opportunity with each product that we were presenting until we found the right one that fulfilled what we wanted to do. It is important to promote the creation of business models that generate profits and that at the same time support the care of the environment and bring benefits to society, to make a better world.</p>
<p>Karime Lazaro Finance</p> 	<p>During these 4 rounds I was able to reinforce my knowledge about the creation of a social business, I feel like the most important thing you learn while doing it, it's to create the perfect balance between economics, environment and socials.</p> <p>SBC is without a doubt a competition that sows the seed of entrepreneurship and social awareness in all of the students, I dare to say we've all have had personal,</p>



	academic and professional growth. In this competition you also learn the impact of having strong stakeholders and allies, since they are one of the most important pillars of your business.
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