

Sustainable Technology projects and STEAM Education



Problem

Climate change is a global challenge, and it requires local solutions and a change of mindset. We believe that this can be reached through project implementation that features sustainable technologies as a new way of development, and through STEAM education that fosters sustainability and local solutions creation.

Solution

EnerGea develops and implements projects with sustainable technology, to inspire innovation through our own example – such as LED lighting, solar energy and waste fluorescent lights recycling and couples this with “Tecnonautas” STEAM education programs, to increase awareness and competitiveness of Bolivian young people.

Marketsize

We currently cater to Bolivian industries and businesses, with project implementation, and to Latinamerican kids and youth with STEAM educational programs.

Revenue model

Our projects rely on a sales model directly to our customers. For our educational programs, we have no-cost programs financed by external donors, and paid programs directed to middle income families.

GTM strategy

For direct sales, we use our alliances with the chambers of industry and commerce in Bolivia to reach the potential customers for projects.

For educational programs, we use social media channels and free educational content through TV to increase brand awareness.

Traction:

We have conducted citywide fluorescent light recycling campaigns and implemented lighting projects for Bolivian industries saving them up to 30% in their electric bill.

Our educational programs have reached more than 2500 kids and youth with STEAM content.

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