



Youth Ecopreneurs @COP16



United Nations
Convention to Combat
Desertification



G20 GLOBAL
LAND INITIATIVE



International
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Development

Ye! Youth Ecopreneur Programme

**Scaling young green entrepreneurs
for a sustainable tomorrow**



International
Trade
Centre

The International Trade Centre (ITC) is the joint agency of the World Trade Organization (WTO) and the United Nations (UN). It is the only multilateral agency fully dedicated to supporting the internationalization of Small and Medium Sized Enterprises. ITC's mission is to foster inclusive and sustainable growth and development through trade and international business development. The projects and programmes contribute to the global efforts to achieve the UN Global Goals for Sustainable Development and the Aid for Trade agenda.



United Nations
Convention to Combat
Desertification



**G20 GLOBAL
LAND INITIATIVE**

The G20 Global Land Initiative operates under the auspices of the United Nations Convention to Combat Desertification (UNCCD). It aims to prevent, halt, and reverse land degradation by 50% by 2040. Its objectives include conserving land, halting habitat loss, and promoting sustainable land and water management through nature-based solutions and ecosystem approaches. The initiative focuses on restoring degraded land through reforestation, sustainable agricultural practices, and ecosystem restoration.

Ye! Community

The Ye! Community is the global platform, powered by the International Trade Centre, supporting young entrepreneurs and aspiring entrepreneurs to build impactful businesses and enhance economic development.

Through the Ye! Community online platform, entrepreneurs up to 35 years of age, can connect with resources, tools, mentors, opportunities, and a network of their peers. Ye! is home to more than 40,000 members, including young entrepreneurs, mentors, and business support organizations and financiers. The Ye! platform provides a community for young entrepreneurs online and in-person. Through the Ye! Community online platform, young entrepreneurs can connect without barriers to collaborate, seek partners, and access support.

Ye! Community further empowers young entrepreneurs through its network of in-person communities - Ye! Chapters. Ye! Chapters are localized networks of young entrepreneurs and partners that provide peer support, access to capacity building, skills development, experts and opportunities, for business partnership and expansion. These local networks connect the International Trade Centre's support to the needs of youth entrepreneurs and further enhance our work at the global level.

The Ye! Community is open to all young entrepreneurs, and the network of stakeholders, including experts and organizations that support them.

Ye! members can access a wide variety of resources, including tools, country guides and e-learning courses to help build a sustainable business venture and scale internationally.



JOIN THE YE! COMMUNITY
as an entrepreneur, mentor, financier
or business support organization



**FIND OUT
MORE!**

Ye! Youth Ecopreneur Programme

The **Ye! Youth Ecopreneur Programme** (YECO), powered by the International Trade Centre and the G20 Global Land Initiative, supports young innovators leading the charge in green business and sustainable solutions. YECO offers a comprehensive journey that begins with the **Global Bootcamp**, where participants engage in training and e-learning, followed by the **Global Accelerator**, which provides tailored coaching, mentorship, and masterclasses, and culminates in the **Ye! Youth Ecopreneur Awards**. Each phase is designed to identify and elevate the most promising ecopreneurs, propelling them toward global recognition and real-world impact.

YECO's mission is to empower passionate young entrepreneurs to drive positive environmental change. Participants benefit from a unique blend of expert-led masterclasses, valuable networking opportunities, and hands-on experience, equipping them to scale their green businesses. Key partners include Google for Startups for Sustainable Development, WIPO, and Sidley Austin, who provide resources such as Pro-Bono Legal Services, intellectual property expertise, and access to global investment networks.

In 2024, the YECO Programme attracted 850 applications from over 100 countries, with entrepreneurs competing in two key categories: Land Restoration and Green Business Solutions.



Categories
Land Restoration
Green Business Solution

**INTERESTED IN
YECO 2025?**



SCAN ME



The Ecopreneur Journey

GLOBAL BOOTCAMP

Over the course of a 10-week Global Bootcamp, 125 young entrepreneurs took part in weekly training sessions and networking meetups. The comprehensive curriculum included masterclasses on investment readiness, business modeling, legal essentials, intellectual property, marketing strategies, soft skills, and pitch training. The top 25 entrepreneurs were selected to advance to the Global Accelerator stage.

GLOBAL ACCELERATOR

The 25 selected businesses entered the 10-week Global Accelerator, starting with a 360-degree business assessment, followed by tailored training and coaching. Sessions covered marketing, growth strategies, financial modeling, operational efficiency, and leadership, along with expert-led guidance on legal issues and intellectual property.

AWARDS

At the final stage, eight exceptional participants, chosen post-Accelerator, pitch live on stage in front of an international audience, at an international conference, for the Youth Ecopreneur Awards. Through the pitching, the finalists have the ultimate chance to win the Youth Ecopreneur Award, accompanied by a \$10,000 prize.



Ye! Youth Ecopreneur Programme Categories

The YECO Programme is segmented into two main categories, each designed to support innovative solutions in the realm of environmental sustainability.



Land Restoration

- Reforestation or Afforestation
- Soil Conservation and Enrichment
- Wetland Restoration
- Erosion Control
- Cleanup of Contaminated Land
- Agroforestry and Carbon Farming
- Invasive Species Control
- Forest or Urban Woodland Fire Management
- Stream and River Restoration
- Use of Modern Technology for any of the above



Green Business Solution

- Innovative products, services, or processes that significantly contribute to a sustainable and green economy
- This category is broad, designed to inspire a wide range of green business innovations



Programme Benefits

Awards

All-expenses-paid trip to Awards Ceremony

Chance of winning the Youth Ecopreneur Award - \$10,000



Accelerator

Seed funding to land-restoration ventures, equity-free

Preferential access to the Google Startups Programme

Mentorship and coaching

Pro-Bono Legal Services from Sidley Austin

Legal and Intellectual Property Guidance

Bootcamp

Capacity-building to scale the venture

Access to a global network and increased visibility





Maryanne Gichanga
CEO
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COMPANY NAME	AgriTech Analytics Limited
REGISTRATION DATE	Mar 8, 2020
COUNTRY OF BUSINESS	Kenya
INVESTMENT ASK	\$ 250K USD
WEBSITE	http://www.agritech.co.ke
FACEBOOK	Agritech Analytics
LINKEDIN	AgriTech Analytics Limited
INSTAGRAM	@agritech_analytics_ltd

FOUNDING TEAM

Maryanne Gichanga - Co-Founder & CEO

Douglas Mwangi - Head of Product Development

Juliet Wangui - Head of Procurement

BUSINESS DESCRIPTION

AgriTech Analytics Ltd., founded in March 2020 and headquartered in Kenya, is an innovative agricultural technology company co-founded and led by CEO Maryanne Gichanga. They are on a mission to transform African agriculture by leveraging AI-powered satellite data analytics and solar-powered IoT sensors to empower smallholder farmers. By integrating advanced technologies such as Geographic Information Systems (GIS), remote sensing, and big data analytics, AgriTech Analytics provides farmers with over 97% accurate reports and alerts on soil health, crop pests, and diseases, directly to their phones.

Agritech Analytics Ltd. technology addresses the critical challenges faced by smallholder farmers, including unpredictable weather patterns, soil degradation, and significant crop losses, helping to increase crop yields, reduce costs, and minimize environmental impact.

AgriTech Analytics Ltd. enables farmers to use predicted crop yields as collateral for bank loans, promoting financial inclusion.

COMPETITIVE ADVANTAGE

AgriTech Analytics Ltd. is the first in Africa to combine AI-powered satellite data with solar-powered IoT sensors, achieving over 97% accuracy in its platform. This technology helps farmers reduce farm input costs by 63% through precise recommendations, boosting crop yields by over 75% annually. Farmers can cut water, fertilizer, and pesticide usage by 65%, 75%, and 80%, respectively. Soil health testing and pest detection times are reduced to just 5 minutes, ensuring over 85% crop performance.

The platform's Scouting Tool helps identify underperforming crops, while the Crop Yield Prediction Tool, with 95%+ accuracy, supports farmers in securing loans. In six months, 2,900 women farmers secured USD 59,000 in loans. The system sends 317,000 monthly reports in local languages and facilitates 385,000 onsite soil health tests, aiding farmers in optimizing their practices.

BUSINESS MODELS AND MILESTONES

AgriTech Analytics Ltd. generates revenue through a leasing and subscription model. Farmers lease IoT devices for \$3.80 per month, usually for nine months a year, and subscriptions account for 77% of revenue, ensuring steady cash flow. IoT device sales at \$48 each contribute 23% of revenue. They are expanding their revenue streams by selling data insights to agricultural companies and integrating third-party sensors, which are expected to add 10% to their revenue.

AgriTech Analytics Ltd. supports 7,980 smallholder farmers monthly, helping them increase crop yields by 57% in 3-6 months and reduce input costs by 63%. These farmers have also reduced pesticide use by 80%, cutting greenhouse gas emissions by up to 3 kg of CO2 per kilogram of pesticide saved. Water usage is down by 65%, and nitrogen application rates have fallen by 56-75%, reducing emissions by up to 6 kg of CO2 per kilogram of nitrogen saved.



**Fernando De Lucca
Pezella Moreno**
Co-founder, CMO
fedelucca1@gmail.com



COMPANY NAME	Ceres Seeding
REGISTRATION DATE	Aug 8, 2022
COUNTRY OF BUSINESS	Brazil
INVESTMENT ASK	\$ 100K USD
WEBSITE	www.ceresseeding.com
LINKEDIN	Ceres Seeding
INSTAGRAM	@ceres.seeding

FOUNDING TEAM

Fernando De Lucca Pezella Moreno - Chief Marketing Officer

Bruno Vitiello do Amaral - Chief Operational Officer

Lucas Andre Colombo Gewehr - Chief Technology Officer

BUSINESS DESCRIPTION

Ceres Seeding operates in Brazil with a mission to make ecological restoration more scalable and affordable. The company addresses key challenges in restoration projects, such as low operational efficiency, high costs, and the difficulties of implementing traditional methods in non-mechanizable and remote areas.

Ceres Seeding leverages drone technology to automate and enhance ecological restoration. They design and manufacture specialized seed dispersal equipment, tailored to Brazil's diverse ecosystems, which is deployed via drones. This approach ensures efficient, versatile, and safe seed dispersal, maximizing restoration success.

In addition, Ceres Seeding integrates and adapts agribusiness drone technologies for ecological restoration, optimizing efficiency, reducing costs, and accelerating the restoration process. Their innovative use of drones and tailored equipment is crucial in scaling up efforts to restore Brazil's ecosystems.

COMPETITIVE ADVANTAGE

Ceres Seeding differentiates itself in the ecological restoration market through innovation and expertise, standing out with cutting-edge technologies and unique approaches tailored to Brazil's restoration challenges.

- **Innovative Technology:** Ceres Seeding develops proprietary drone-based technologies specifically designed for ecological restoration, providing flexibility, precision, and efficiency.
- **Expertise:** Ceres Seeding's team possess deep knowledge of Brazil's restoration landscape, allowing the creation of tailored solutions that maximize success for each project.
- **Versatility:** Ceres Seeding's technologies support a wide variety of native species and ecosystems, enabling the restoration of diverse environments, from rainforests to grasslands.

BUSINESS MODELS AND MILESTONES

Ceres Seeding operates a business model focused on providing customized ecological services. The company offers a range of solutions, from individual services like planting to full-service packages for ecological restoration, tailored to meet the specific needs of each client.

The sales process includes alignment meetings to understand the land's characteristics, the client's restoration goals, and budget, resulting in personalized solutions. Ceres Seeding serves various clients, including carbon credit companies, businesses with ESG initiatives, companies with ecological compliance obligations, and governmental organizations.

Recently, Ceres Seeding completed a 50,000 m² restoration project in partnership with a leading Brazilian carbon credit company, marking a key milestone and opening the way for further collaborations.



Andrés Bisonó León
Founder, CEO
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COMPANY NAME	SOS Carbon
REGISTRATION DATE	Aug 19, 2020
COUNTRY OF BUSINESS	Dominican Republic & USA
INVESTMENT ASK	\$ 3M USD
WEBSITE	https://soscarbon.com
LINKEDIN	SOS Carbon
INSTAGRAM	@soscarbon

FOUNDING TEAM

Andres Bisono Leon - Founder & CEO

BUSINESS DESCRIPTION

SOS Carbon, founded in 2020 by CEO Andres Bisono Leon, operates in the Dominican Republic, USA, Mexico, Antigua and Barbuda and is a cutting-edge company addressing unsustainable agricultural practices from synthetic fertilizer and environmental, social, and economic challenges caused by invasive sargassum seaweed. SOS Carbon has developed a vertically integrated operation from seaweed harvesting in the ocean to value-add product manufacturing. SOS Biotech's flagship product, Marine Symbiotic, is a biostimulant derived from sargassum seaweed that increases crop yield, reduces synthetic fertilizer use, and enhances soil health and crop resilience.

As a spin-off from MIT, the company is at the forefront of sustainable ag-tech, transforming environmental and economic crisis into value chains that support soil conservation and reduce reliance on synthetic fertilizers. The company's vision is to combine pioneering biotechnology research and industrial-scale solutions to tackle global sustainability challenges, driving innovation in agriculture and environmental stewardship.

COMPETITIVE ADVANTAGE

SOS Carbon's competitive advantage lies in their industrial-scale biostimulant, Marine Symbiotic, which is produced through a proprietary process that effectively removes impurities, including arsenic and heavy metals. This ensures the biostimulant's safety and efficacy, distinguishing it on the market. Additionally, SOS Carbon's unique Littoral Collection Model (LCM) leverages local communities and fishermen for seaweed harvesting, creating a sustainable and scalable model that fosters community engagement and economic development. Each LCM system transforms local boats into high-capacity harvesters, does not require new infrastructure to operate, and can harvest up to 150,000 pounds of fresh seaweed daily, all while generating more than seven direct jobs per system.

SOS Carbon also capitalizes on its strategic location in the Caribbean, utilizing local manufacturing capabilities to produce its biostimulant for export to developed markets. By aligning local resources with global market needs, SOS Carbon has positioned itself as a key player in the agricultural and environmental sectors.

BUSINESS MODELS AND MILESTONES

SOS Carbon's financial sustainability is driven by a triple revenue model. The company partners with hotels and power plants to provide sargassum seaweed management services, generating revenue while addressing a pressing environmental challenge. Then, SOS Biotech markets their biostimulant, Marine Symbiotic, to agricultural groups, promoting soil conservation and boosting crop yields. In a third segment, they are advancing the commercialization of the carbon offsets it generates. This approach ensures economic benefits through increased agricultural productivity and reduced reliance on synthetic fertilizers, securing the financial sustainability of the business model.

SOS Carbon has achieved key milestones. The company has deployed over seven Littoral Collection Model (LCM) systems across four countries, harvested over 20 million pounds of sargassum, and empowered over 90 fishermen with sustainable employment opportunities. The biostimulant, Marine Symbiotic, has shown impressive results in improving crop performance, further validating the company's innovative approach to sustainable agriculture.



Martina Sikawa

CEO

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COMPANY NAME

Chemolex Company Limited

REGISTRATION DATE

Oct 28, 2019

COUNTRY OF BUSINESS

Kenya

INVESTMENT ASK

\$ 150K USD

WEBSITE

<https://chemolex.co.ke>

INSTAGRAM

chemolexltd

LINKEDIN

Chemolex

BUSINESS DESCRIPTION

Chemolex Company Limited is a renewable energy and waste management company established in 2017 and based in Kariobangi, Nairobi, Kenya. The company specializes in developing and deploying technology and evidence-based scientific methods to offer sustainable solutions in energy and waste management, primarily targeting off-grid households and informal settlements. Its mission is to empower the youth and women in these areas while addressing environmental challenges. Through its efforts, Chemolex helps curb plastic pollution, reduce environmental degradation, and contribute to climate change prevention. The company operates several projects, including the Plastic Recycling Project, Bioplastic Project, Mobile Minigrid, and most recently, the Community Cooker Project.

FOUNDING TEAM

Martina Sikawa - CEO

Clifford Owino - Founder

Robert Achoge Omondi - Communication, Public relations

COMPETITIVE ADVANTAGE

The bioplastic material developed by the company has been tested and proven to be 100 percent biodegradable in all environments. This ensures that, in its lifecycle, wherever it ends up, it will fully break down without polluting the environment—unlike existing polyethylene polymer solutions, which can take decades to decompose. The bioplastic can also be used to manufacture products like diapers and sanitary towels, which are safe for the skin due to the environmentally friendly process, involving little to no chemical use. Additionally, this bioplastic alternative is 25 percent cheaper than existing solutions, such as non-woven packaging and traditional petroleum-based polymers.

BUSINESS MODELS AND MILESTONES

Chemolex generates revenue through offtake partnerships with leading industry players, who help fabricate its bioplastic material from its raw form into hygiene products such as sanitary pads and diapers. The company also processes the material into paper, supplying it to major and local stores, packagers, bakeries, and various retailers. Additionally, Chemolex plans to establish offtake agreements with paper manufacturers for products like garbage bags and polytubes, ensuring a continuous supply and steady revenue generation.

The company has successfully developed a minimum viable product, which has been widely embraced by customers. It has also established a research and development laboratory, though not fully equipped, that continually enhances the product to ensure top-notch quality. Chemolex has set up a collection center by the shores of Lake Victoria, providing employment to many youth and women, thus economically empowering them. Furthermore, Chemolex has built meaningful partnerships with industry stakeholders to ensure the sustainability of its projects.



Christian Adoh
CEO
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COMPANY NAME	Bio Planet TMC Ltd
REGISTRATION DATE	Aug 28, 2023
COUNTRY OF BUSINESS	Benin
INVESTMENT ASK	\$ 30K USD
WEBSITE	https://bioplanettmc.com
INSTAGRAM	bio_planet_tmc
LINKEDIN	Bio Planet TMC Ltd

FOUNDING TEAM

Christian Adoh - CEO & Founder
Adéléké Ogoutchemi - Plants Production
Rébecca Jesugnon Azongbe - Agricultural Economics

BUSINESS DESCRIPTION

Bio Planet TMC Ltd is a sustainable agricultural company providing high-quality granulated organic fertilizer to farmers in Pobè, Benin. Their product is more affordable and accessible than traditional fertilizers, designed to support farmland restoration and improve soil fertility. With a mission to restore degraded soils and enhance agricultural productivity, Bio Planet TMC aims to expand its reach to more rural communities in Benin and beyond in the next 3-5 years. The company is also committed to creating green jobs for local youth and promoting environmental sustainability. Their eco-friendly fertilizer is produced by recycling biodegradable waste, tailored to meet specific soil needs. Bio Planet TMC's goal is to help farmers increase crop yields and combat food insecurity across Benin and Africa.

COMPETITIVE ADVANTAGE

Bio Planet TMC Ltd's organic fertilizer is a fine, brown granulated product with a 3 mm diameter and a forest-like odor. It dissolves quickly based on soil moisture, supporting optimal growth in cereals, fruits, vegetables, tubers, and perennials. Rich in essential nutrients like nitrogen, phosphorus, potassium, and trace elements such as sulfur, zinc, and calcium, it promotes plant health and resilience. Unlike powdered alternatives, the granular form allows for precise application, reducing waste and maximizing crop benefits. Made with eco-friendly ingredients, it includes neem leaves for natural anti-parasitic properties, a key advantage in pest-prone regions like Pobè, Benin.

BUSINESS MODELS AND MILESTONES

Bio Planet TMC Ltd generates revenue through the sale of its granulated organic fertilizer, packaged in 50 kg biodegradable bags and sold directly to farmers in Pobè and nearby areas. The company follows a competitive pricing strategy aimed at ensuring profitability while remaining affordable for local farmers. In its first year, Bio Planet aims to sell 2,000 bags at \$12 each, generating \$24,000 in sales. By the second year, the company plans to grow, producing 2,620 bags at \$14 each, with projected sales of \$36,680. In the third year, expansion targets 3,500 bags sold at \$17 each, increasing revenue to \$59,500. Bio Planet TMC Ltd has achieved key milestones, including market research to understand local farmers' needs, testing its fertilizer with the Pobè Farmers Association, and securing legal registration. The company formed partnerships with local government and farmers for sustainability initiatives, donated fertilizer for crop yield testing, and officially launched full operations. It has treated over 56 tons of organic waste and created 20 jobs, supporting environmental sustainability and local economic growth.



Rokiadou Traore
Founder & CEO
routra7@gmail.com



COMPANY NAME	Herou Alliance
REGISTRATION DATE	Nov 14, 2019
COUNTRY OF BUSINESS	Mali
INVESTMENT ASK	\$ 200K USD
FACEBOOK	HEROU Alliance
INSTAGRAM	herou_alliance
LINKEDIN	Herou Alliance

FOUNDING TEAM

- Rokiadou Traore - Founder & CEO
- Kadiatou Makan Camara - Chief of operations
- Nicodeme Dakouo - Chief finance and accountance

BUSINESS DESCRIPTION

Herou Alliance empowers women and young smallholder farmers in Mali to restore degraded lands through a climate-smart, inclusive Moringa value chain. By training over 15,000 farmers to plant and commercialize Moringa products, the initiative aims to reduce poverty, combat desertification, and promote biodiversity conservation. Herou Alliance generates economic, environmental, and social impacts: boosting year-round incomes, enhancing soil productivity, capturing greenhouse gas emissions, and improving food security with nutrient-rich products.

COMPETITIVE ADVANTAGE

Herou Alliance's competitive edge lies in its unique developmental focus on empowering female farmers in Mali. As the only company offering technical support specifically to female Moringa farmers, it also creates logistics jobs for rural youth, enhancing the local Moringa value chain. Herou Alliance's replicable model for sub-Saharan Africa leverages Moringa's resilience to dry climates, allowing women to grow it organically, either on their land or alongside horticultural plots. The fast-growing Moringa tree enriches the soil, reduces erosion, and can be harvested multiple times a year, generating steady income for family needs.

BUSINESS MODELS AND MILESTONES

Herou Alliance's business model targets health-conscious consumers, farmers, NGOs, and retail channels through B2B and B2C strategies. It utilizes a multi-channel marketing approach, including digital outreach, partnerships, educational workshops, and product development with certifications to reach diverse audiences. Revenue streams include product sales (seeds, seedlings, processed Moringa), membership fees, and irrigation system usage fees from farmers. Financial growth is supported by equity funds and loans, aiming for long-term sustainability through Moringa-based income generation for women and youth in Mali. Herou Alliance has steadily expanded its impact since 2021, beginning with a pilot project involving 60 farmers and 600 Moringa trees. By 2023, they had trained 10,000 smallholder farmers, resulting in 76,000 Moringa trees planted across three counties in Mali, even overcoming challenges like an army worm infestation. The organization's achievements have earned them numerous recognitions, including awards as the Land Accelerator Africa Champion, Desertech Champion, and recognition by the UNCCD's Great Green Wall initiative.



Tonthoza Uganja
Founder
uganjat@sfsmw.org



COMPANY NAME	Sustainable Farming Solutions
REGISTRATION DATE	Jan 23, 2021
COUNTRY OF BUSINESS	Malawi
INVESTMENT ASK	\$ 100K USD
WEBSITE	https://www.sfsmw.org
FACEBOOK	Sustainable farming solutions
LINKEDIN	Sustainable Farming Solutions Malawi

FOUNDING TEAM

Tonthoza Uganja - Founder & CEO

BUSINESS DESCRIPTION

Sustainable Farming Solutions operates in Malawi with a mission to combat deforestation in rural areas, primarily driven by agricultural expansion and charcoal production. This deforestation, ongoing for the past 20 years, has severely impacted the livelihoods of rural farmers and poses an increasing threat to the landscape under changing climate conditions. Women, in particular, suffer as they are forced to travel longer distances for firewood and fruits.

The company employs an integrated landscape approach centered on four pillars: women empowerment, youth innovation, biodiversity conservation, and the creation of green jobs. By leveraging platforms like AIRIMPACT under the Great Green Action project for monitoring and evaluation, Sustainable Farming Solutions focuses on land restoration, conservation, and extension services. Their work intentionally partners with rural women farmers to foster sustainable and lasting community transformation.

COMPETITIVE ADVANTAGE

Sustainable Farming Solutions' competitive advantage lies in their model centered on building permanence and ownership within the communities it serves. By focusing on capacity building and creating an enabling environment, Sustainable Farming Solutions ensures that communities become self-sustaining over time, allowing the organization to scale their impact. This focus on community ownership and long-term sustainability distinguishes Sustainable Farming Solutions from other organizations in the land restoration and conservation sector.

BUSINESS MODELS AND MILESTONES

Sustainable Farming Solutions achieves financial sustainability through diverse revenue streams. They aim to diversify their revenue streams through carbon credits via the Kabwafu community agroforestry project, to sequester carbon and reduce emissions. They are also listed as a project with VERRA for validation. They train women in beekeeping, enabling them to generate income by selling honey and beeswax through various distribution channels. To expand their impact, they are developing an online platform that connects farmers directly with consumers, offering premium services for a fee. Sustainable Farming Solutions provides farm profiling and advisory services and is working on a prototype for delivering farm data services.

Key milestones include securing \$48,000 in initial funding, piloting services under REFRESH Biodiversity Project with \$36,401 in support, and receiving a \$42,000 grant for a large carbon project. Sustainable Farming Solutions has won notable awards and participated in prominent accelerators, further validating their impact.



Julia Mensa
CEO

jmensa@nunatakbio.com



COMPANY NAME

Nunatak Biotech

REGISTRATION DATE

Oct 24, 2023

COUNTRY OF BUSINESS

Argentina

INVESTMENT ASK

\$ 400K USD

WEBSITE

<https://nunatakbiotech.com>

INSTAGRAM

@nunatakbiotech

LINKEDIN

Nunatak Biotech

BUSINESS DESCRIPTION

Nunatak provides nature-based solutions for remediating and restoring soil health by designing plant-microorganism associations. The company is developing a biotechnological platform that integrates information about soils, plant species, fungi, and bacteria, enabling the creation of various products for soil restoration. Their first product combines the strength of Antarctic microorganisms with fast-growing plant species such as ryegrass. This technology transforms degraded soils into living ecosystems, promoting biodiversity. By utilizing plants, Nunatak offers additional ecosystem services, which can enhance the economic value of the soil.

FOUNDING TEAM

Julia Mensa- CEO & Founder

Matha Martorell - Specialist in Micrology

Francisco Massot - Specialist in Bacteriology and Phytoremediation

COMPETITIVE ADVANTAGE

Nunatak Biotech differentiates itself from the competition by utilizing unique extremophile microorganisms with specific properties. The company specializes in designing plant-microorganism associations that facilitate the removal of organic pollutants, such as oil, and promote effective establishment in adverse conditions. Key competitors include Bluum Bio, Allied Microbiota, Andes Bio, and Talam; however, Nunatak Biotech stands out as the only organization focused on creating plant-microorganism associations specifically for the remediation and restoration of contaminated soils. The company is developing a platform of various associations involving plants, fungi, and bacteria to recover different types of contaminated or eroded soils. The potential of this technology allows Nunatak Biotech to address a variety of industries.

BUSINESS MODELS AND MILESTONES

Nunatak Biotech aims to partner with seed companies and agricultural producers to provide extremophile-inoculated cover crops, targeting erosion, soil biodiversity, and overall soil health. Revenue is expected from cover crop sales, subscriptions, and partnerships. Working with restoration and conservation companies, Nunatak contributes to soil health improvements prior to afforestation, with potential income from soil restoration services and carbon credits. For oil companies, Nunatak Biotech offers technology to restore lands polluted by organic contaminants, minimizing waste and sequestering carbon, with revenue from sustainable land restoration contracts. Key achievements include a proposal to GRIDX, agreements with Green4Growth, selection to Buenos Aires' innovation park, and two pending restoration contracts. Initially focused on hydrocarbon-affected soil, Nunatak now plans to extend to diverse soil restoration markets.



Lilan Dayananda
CEO
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COMPANY NAME	Elzian Agro (Private) Limited
REGISTRATION DATE	Oct 17, 2021
COUNTRY OF BUSINESS	Sri Lanka
INVESTMENT ASK	\$ 150K USD
WEBSITE	https://agro.elzian.com
INSTAGRAM	@elzian.agro
LINKEDIN	Elzian Agro

FOUNDING TEAM

Lilan Dayananda - Founder & CEO

Pankajan Satkunam - Software Engineer

BUSINESS DESCRIPTION

Elzian Agro delivers climate-smart, data-driven agriculture solutions with IoT-enabled devices for real-time soil and atmospheric monitoring. These tools allow farmers to predict issues, optimize crop yields, and improve land quality. Farmers can monitor their fields remotely, make efficient decisions, reduce crop waste, and use resources like water, labor, and fertilizers more effectively. Their automated irrigation system measures soil composition, enabling precise irrigation, soil restoration, and controlled fertilization. Through the Contracted Primary Ecosystem Services (C-PES) and LifeForce projects, Elzian Agro supports tree farming in agroecological systems, verified by their Photosynthetic Biomass app.

COMPETITIVE ADVANTAGE

Elzian Agro offers tailored precision agriculture solutions designed for small-scale farmland owners, using IoT-enabled monitoring and automation systems to optimize limited resources like water, fertilizer, labor, and land. Their integrated web and mobile applications support efficient drip and sprinkler irrigation, boosting crop yields by over 7% and cutting irrigation costs by more than 15%. The system accurately tracks environmental and soil conditions—temperature, humidity, rainfall, and more—providing reliable data for agricultural and industrial needs. With blockchain-secured traceability, patented IoT devices, and partnerships with the International Analog Forestry Network, Elzian Agro leads in analog forestry and precision agriculture, empowering farmers by monetizing both tangible and intangible assets.

BUSINESS MODELS AND MILESTONES

Elzian Agro's business model includes both B2B and B2B2C approaches, generating revenue through direct hardware sales and subscription services for web and mobile data access. Hardware devices are sold with a 20-40% profit margin to farmers, agribusinesses, and soil researchers, while subscriptions provide ongoing revenue from users accessing climate-smart agricultural data. Elzian also conducts pilot programs that demonstrate up to 7% increased crop yield and 15% irrigation cost savings, establishing five geographically varied demo sites and scaling across 50+ acre farmlands. Recognized globally by entities like the FAO and UNDP, Elzian is a leading tech partner for the International Analog Forestry Network and the Belipola Arboretum. Additional revenue comes from a 10% transaction fee through Primary Ecosystem Services quantification.



Chimegsaikhan Munkhbayar
CEO
chimeg@nati.mn



COMPANY NAME

Nomads Agritech Innovations

REGISTRATION DATE

Mar 2, 2021

COUNTRY OF BUSINESS

Mongolia

INVESTMENT ASK

\$ 300K USD

WEBSITE

<https://finy.app/>

INSTAGRAM

@finy_app

LINKEDIN

Nomads Agritech Innovations

BUSINESS DESCRIPTION

Nomads Agritech Innovations supports rural smallholder farmers in adopting sustainable agricultural practices that reduce land degradation and greenhouse gas (GHG) emissions, while facilitating access to green financing and new marketplace opportunities. As the global population is projected to reach 8.6 billion by 2030 and 9.8 billion by 2050—necessitating 70% more food—sustainable agriculture becomes increasingly vital. Smallholder farmers, comprising 85% of the world's 600 million farmers and contributing one-third of the global food supply, encounter barriers to implementing sustainable practices, resulting in considerable land degradation and environmental challenges.

FOUNDING TEAM

Chimegsaikhan Munkhbayar- CEO & Founder

Ulziiburen Dorjpurev - Co-Founder & CTO

COMPETITIVE ADVANTAGE

The biggest advantage of Nomads Agritech Innovations' solution is its ability to connect all key stakeholders—including farmers, producers, financial institutions, verification and auditing services, marketplace buyers, and agri-shops—in one digital platform, Finy. Farmers can now connect more easily than ever through Finy, facilitating the adoption of efficient and sustainable practices. By leveraging credibility and data records, farmers become eligible for green financing and market selling opportunities. This streamlined approach saves significant time and reduces costs for all parties involved.

BUSINESS MODELS AND MILESTONES

Nomads Agritech Innovations offers a solution for the agriculture sector through its digital platform, Finy, connecting key stakeholders. The global green financing market for small farms, valued at \$5.5 billion, faces challenges in verification assessments, limiting access for small farmers. For a \$1,000 monthly subscription, Finy provides essential farm data, with the State Bank of Mongolia already a client. Additionally, Nomads Agritech offers an audit app and web platform addressing the \$5 billion agriculture verification service market, enabling rural auditor training and operations for \$1,470 per month. Finy has digitized one accredited verification service in Mongolia, onboarding 2,000 farmers who each pay an average of \$6 to connect with services. After a successful 2023 pilot, securing \$40,000 in angel investment, Nomads Agritech launched publicly in August 2023, partnering with a major commercial bank and negotiating with four more financial institutions and buyers.



Manuel Olmos Munevar
COO & Project Manager
pipeolmos.1996@gmail.com



COMPANY NAME

The Ecosystem Carbon Conservation

REGISTRATION DATE

Apr 26, 2022

COUNTRY OF BUSINESS

Colombia

INVESTMENT ASK

\$ 25K USD

INSTAGRAM

@teccconservation

LINKEDIN

The Ecosystem Carbon Conservation

FOUNDING TEAM

Manuel Olmos Munevar - COO & Project Manager

David Santiago Rocha - CEO & Co-Founder

BUSINESS DESCRIPTION

The Ecosystem Carbon Conservation is a pioneering business dedicated to peatland restoration and conservation. Its primary mission is to address environmental challenges posed by degraded peatland ecosystems through holistic projects focused on rehydration, reforestation, and habitat restoration to restore their health and functionality. Driven by a commitment to mitigating climate change and preserving biodiversity, the company collaborates with local communities to engage them in the restoration process and ensure the long-term viability of these ecosystems. Key components of its approach include scientific research, data-driven restoration methodologies, and innovative technologies to enhance project effectiveness. Ecosystem Carbon Conservation is also proud to participate in the Restoration Steward program, reflecting its dedication to environmental stewardship and leadership in the restoration community.

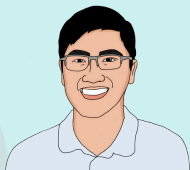
COMPETITIVE ADVANTAGE

The Ecosystem Carbon Conservation leads peatland restoration in the Colombian Andes with a comprehensive approach tailored to the unique challenges of high mountain ecosystems. Focusing specifically on high-altitude peatlands, the company addresses issues of climate, biodiversity, and altitude with targeted strategies. By actively engaging local communities, it fosters sustainability and community ownership, ensuring that restoration efforts have lasting support on the ground. Ecosystem Carbon Conservation also stands out for its use of rigorous, data-driven methodologies, contributing valuable insights to the broader field of ecosystem restoration. With its adaptive strategies, the company prioritizes climate resilience, addressing the vulnerabilities of high-altitude ecosystems to ensure their long-term health. This holistic approach positions the company as a pioneer in peatland restoration in the Andes, setting a standard for effective, inclusive conservation practices.

BUSINESS MODELS AND MILESTONES

The Ecosystem Carbon Conservation ensures financial sustainability by generating and selling carbon credits from its peatland restoration projects in the Colombian Andes. This innovative model creates a reliable revenue stream by enabling businesses to offset carbon emissions and drives investment in ecosystem restoration, linking conservation goals with economic viability. By restoring degraded peatlands, the business supports essential carbon sequestration efforts, contributing significantly to climate mitigation. Among its key achievements is the "Turberas para el Futuro" initiative, focusing on intensive monitoring, analysis, and rehydration of high-altitude peatlands. Through groundbreaking research on methane emissions and spatial patterns in Andean peatlands, the company has advanced scientific understanding of these ecosystems. Recognized as a Restoration Steward by the Global Landscape Forum, the business has also collaborated with national planning bodies to shape environmental policy, underscoring its influence in conservation leadership.

Meet the Finalists from the YECO Awards 2024



Willie Ng
Global Cerah
Malaysia



Andrés Bisonó León
SOS Carbon
Dominican Republic



Tonthoza Uganja
Sustainable Farming Solutions
Malawi



Phebe Ilesanmi
TrashCoin Limited
Nigeria



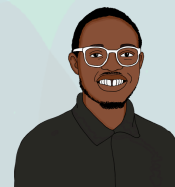
Fernando De Lucca
Pezella Moreno
Ceres Seeding
Brazil



Marta Uetela
BioMec
Mozambique



Maryanne Gichanga
AgriTech Analytic Limited
Kenya



Charles Oyamo
Rethread Africa
Kenya



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