

Turning Mandatory PPE Waste into Next-Gen Industrial Infrastructure.



Bogota - Colombia
Mar 2026

Industrial **Safety** Boots: A Recurring Industrial **Liability**

- **2.2 billion pairs** of safety boots are produced every year worldwide.
- An estimated **90%** of these shoes end up in landfills.
- Footwear has Multi-material construction makes **recycling** extremely difficult



Source: Luis – Asociación de recicladores Familia Ciclo



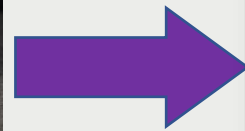
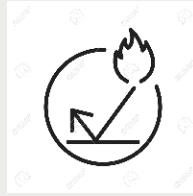
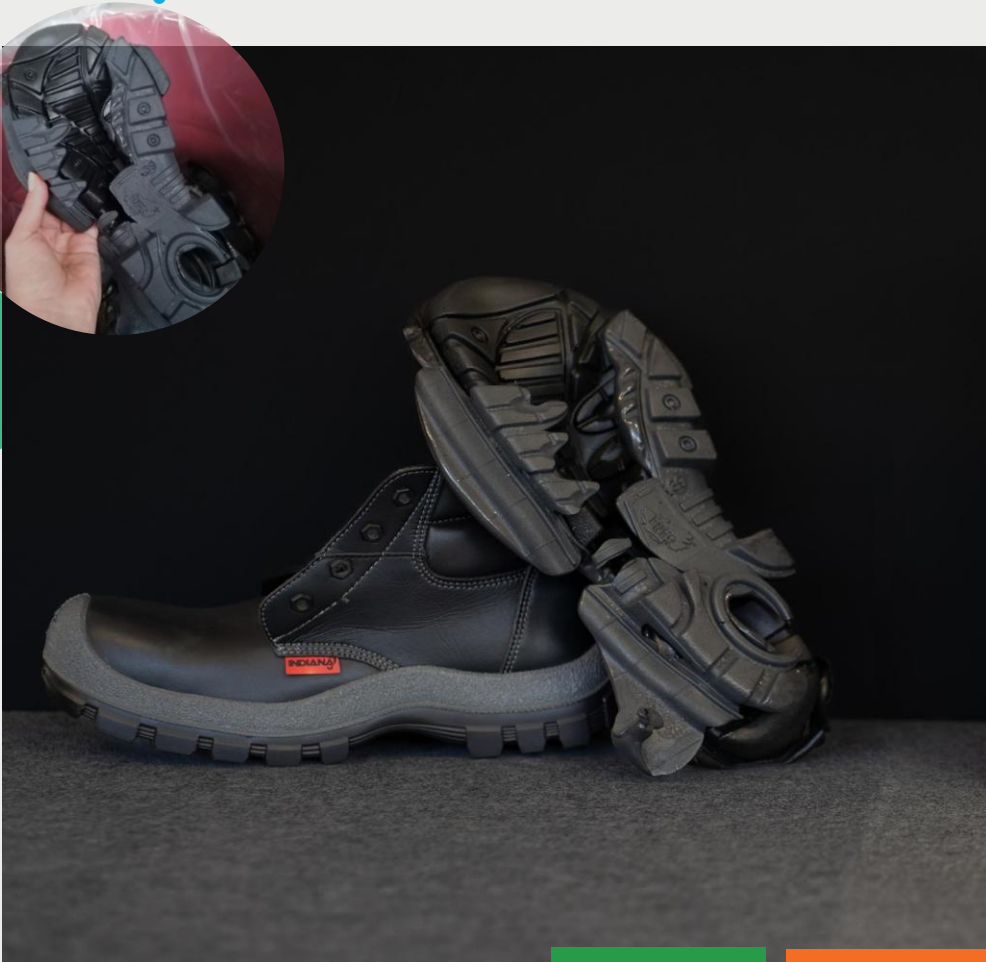
Source: Fieldwork – Pepsico and field recollections

Reference

- APICCAPS, World Footwear Yearbook 2023
- Cheah, L., et al. (2013), Journal of Cleaner Production
- ACICAM, Informe Anual 2022
- U.S. Census Bureau, Foreign Trade Data, 2022
- Industrial Safety Footwear Market (2025 - 2035)
- /footwear-manufacturing-market- taken from <https://www.marketreportsworld.com/market-reports/footwear-manufacturing->

*“This is not just **waste**. It's an **unmanaged industrial resource**..”*

Gescol: Transforming Discarded Boots Into New Products



Flame-retardant and water-resistant
Twice the grip of traditional flooring.

108% greater abrasion resistance.

Engineered to withstand 20 tons of weight.



Patent :
NC 2020/ 0002962



Photo credits: Gescol Collection

Photo credits: Gescol Collection



From Safety-Boot **Waste** to Industrial Materials

*“Monetizing regulatory waste through **circular** infrastructure..”*

Industrial **Waste** Collection



Source: Coltanques waste recollection

- Regulation-driven recurring **waste** stream
- **Fee-based** structured collection

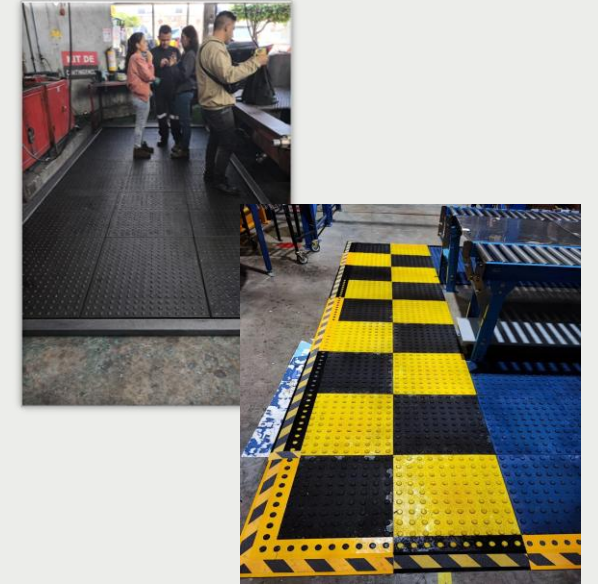
Material **Transformation**



Source: Gescol Report's

- We convert **footwear** polyurethane waste into high-performance industrial **materials** with Compliance-ready **documentation**

Materials **Sold** Back to Industry

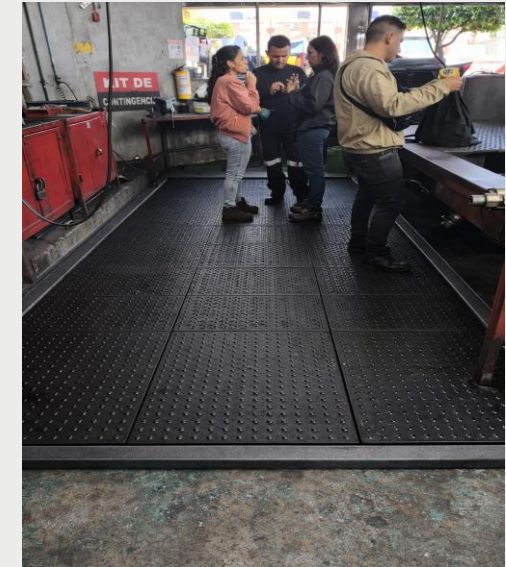


Source: Pepsico flooring project

- Industries **replace** traditional flooring purchases
- The same industries **buy** the materials back as flooring and infrastructure components.

Commercial Validation in Industrial Environments

“Validated in regulation-driven **recurring** industrial environments...”



- Revenue **generated**: USD 13.2K
- 620 panels **installed** in 300+ daily traffic industrial zone
- 2.5 tons of regulated waste **converted**
- 23.6 tons CO₂ **avoided**

- Revenue **generated**: USD 8K
- 620 panels **replacing** recurring acrylic repair costs
- 0.9 tons of regulated waste **converted**
- 4.4 tons CO₂ **avoided**

- Advanced **industrial** paid pilot
- USD 4.8K first **phase** (pilot conversion)
- Anti-slip & heavy maintenance **validation**
- 0.4 tons projected regulated waste **recovery**

Industrial Traction Across Multiple Sectors



Commercial Deployments

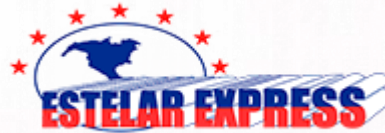
EL DORADO
International Airport



giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



Industrial Innovation Programs



NECA



Industrial Opportunities

- ✓ Airports
- ✓ Logistic Hubs
- ✓ Heavy Industry
- ✓ Manufacturing Plants

- ✓ Medical Laboratories
- ✓ Production Lines
- ✓ Infrastructure wall protection
- ✓ Trucks and cargo vehicles

Market Opportunity — Industrial Safety Flooring & PPE Circular Programs



USD 60 billion TAM

Industrial facilities globally require durable flooring and regulated PPE waste management solutions.

Industrial Flooring market : USD 9 Billions
Protective Infrastructure : USD 2 Billions

Secondary Applications (Enabled by Material Properties)

Thermal insulation market: USD 29.9 billion
 Acoustic insulation market: USD 21.5 billion



USD 15 billion SAM

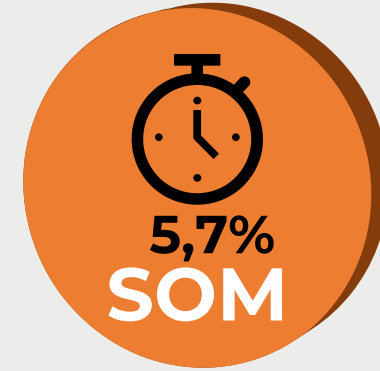
Driven by mandatory PPE replacement and increasing ESG compliance requirements.

LatAm industrial hubs as entry market, with clear expansion to global industrial infrastructure markets

Industrial Flooring market : USD 9 Billions
Protective Infrastructure : USD 1.5 Billions

Secondary Applications (Enabled by Material Properties)

Thermal insulation market: USD 5 billion
 Acoustic insulation market: USD 4 billion



USD 257 M SOM

Latin America presents a strong entry market due to the concentration of logistics hubs, manufacturing plants, and infrastructure projects requiring industrial flooring, insulation and protection materials..

By targeting approximately **5–6%** industrial facilities in the region, Gescol addresses an obtainable market of ~USD 257M across flooring, insulation and protective infrastructure applications.

SOM

Industrial Flooring market : USD 130 million
Protective Infrastructure : USD 17 millions

Secondary Applications (Enabled by Material Properties)

Thermal insulation market: USD 70 million
 Acoustic insulation market: USD 40 million

Reference

- Insulation Market Size, Share, Trends and Forecast by Material Type, Function, Form, End Use Industry, and Region, 2025-2033 Cheah, L., et al. (2013), Journal of Cleaner Production

Competitive Landscape

From Footwear Recycling to Industrial **Circular** Materials



Footwear recycling platforms



- B2C sneaker collection
- Resale or material recycling
- Donation-based models



Brand-led recycling ecosystems



- Brand collaboration model
- Voluntary waste sourcing

- **Recycling Focus**



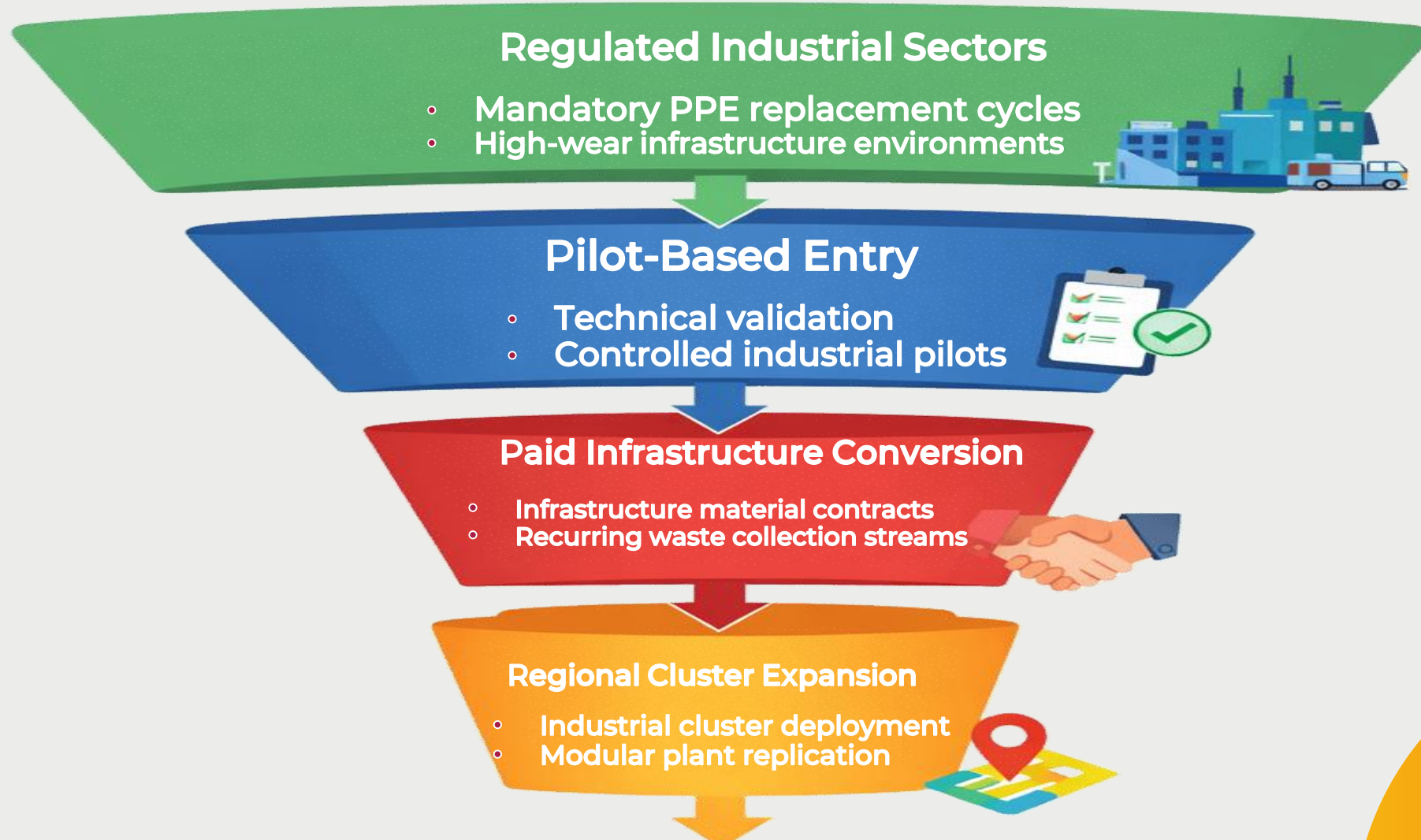
Industrial circular material Infrastructure

- ✓ Regulation driven waste streams
- ✓ Engineered industrial materials
- ✓ Recurring B2B Infrastructure sales
- ✓ Modular plant replication strategy

Go-To-Market / How Gescol **Enters** Industrial Markets

Pipeline Generation

Direct enterprise sales | Industrial partners | Regulation-driven demand



Revenue Architecture



PPE Waste Collection

- Regulated safety boot recovery
- Compliance documentation
- Fee-based waste management



Circular Repair & Traceability

- “Segundo Pie” refurbishment
- Environmental traceability
- Service-based recurring revenue



Industrial Circular Materials

- Patented circular materials from safety boot waste
- Industrial flooring, insulation and protection systems
- B2B infrastructure product revenue



Modular Expansion

- Regional circular production hubs
- Standardized modular plant deployment
- Licensing and infrastructure expansion revenue

Each industrial client **generates** recurring revenue through regulated waste collection, enabling **dual** monetization through **circular materials** and **industrial infrastructure applications**.

Circular Unit Economics – Industrial Client Model

Client Economics

- Annual Revenue per Client ≈ 18,487,500 COP ≈ \$4,622 USD
- Customer Lifetime 5 years
- Lifetime Value (LTV) ≈ 92,437,500 COP ≈ \$23,109 USD
- Customer Acquisition Cost (CAC) (founder-lead) ≈ 520,000 COP ≈ \$130 USD
- LTV / CAC 10×
- Payback < 1 project cycle

1. PPE Waste Collection

- Annual boot waste ≈ 165 kg
- Revenue 412,500 COP ≈ \$103 USD
- Margin 15–20%
- Regulated PPE replacement cycle

2. Repair & Traceability

- Boots refurbished ≈ 45 pairs / year
- Revenue 1,575,000 COP ≈ \$394 USD
- Margin 30–40%
- Environmental compliance service

3. Circular Industrial Materials

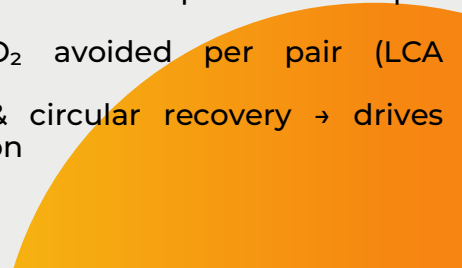
- Industrial flooring panels ≈ 220 panels / project
- Revenue 16,500,000 COP ≈ \$4,125 USD
- Current margin ≈ 25%
- Margin expansion driven by upgrading grinding, molding, and higher production scale (~38%)



Economic & ESG Value for Clients

- ~600+ panels per project (~1.5 tons recovered)
- ~\$150–\$250 avoided disposal costs per project
- 18.65 kg CO₂ avoided per pair (LCA validated)
- Traceability & circular recovery → drives client retention

“Gescol monetizes the same industrial waste stream three times: collection, refurbishment, and industrial materials.”



Founding Team



Neylla Marcela Avila Florez

Co-Founder & Circular Systems Lead – CEO

10+ years of experience in circular economy strategies and waste management

Co-inventor of Gescol's patented technology

International Auditor in Sustainability and Carbon Certifications

Former Sustainability Lead – Constructora Bolívar

Environmental Engineer

MSc in Organizational Management



Juan Guillermo Rios Londoño

Co-Founder & Industrial Operations Lead- CTO

10+ years in footwear industry operations (Proincalza)

Co-inventor of Gescol's patented technology

Industrial process implementation & production scaling

B2B enterprise client management

Electronic Engineer, Specialist in Senior Management

MSc in Organizational Management

Mentor and advisor board



German López

• CEO **TOPTEC**
Manizales



John Cardona

• CEO **NEI**
Medellín



Juan Carlos Loaiza

CEO **PAGUEATIEMPO**
Bogota



Marco Sergio Avila

MD – Occupational Safety
Research



Alexander Pabón Moreno

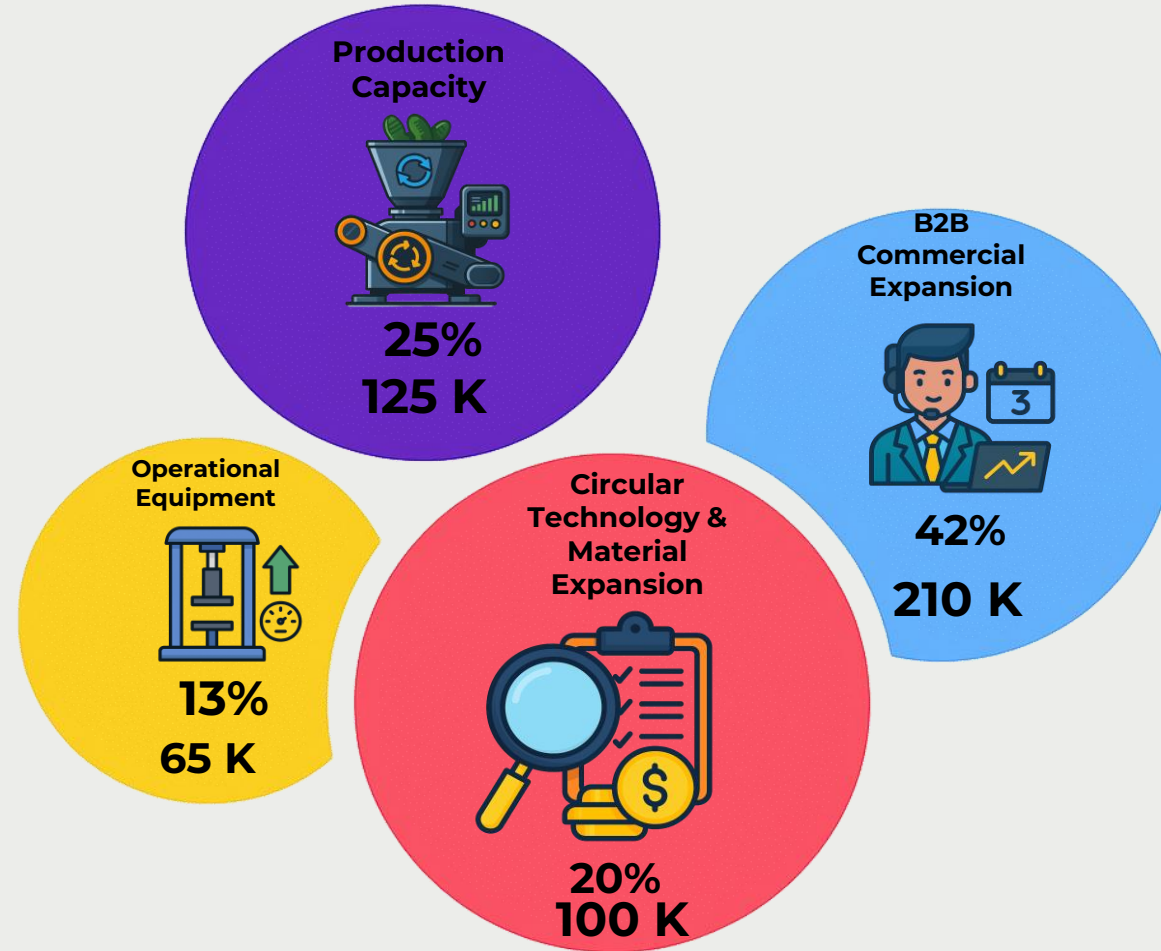
MD, PhD – Occupational Health
Consultant

Seed Round – Scaling **Circular** Infrastructure (Phase 1)

500K USD

Use of Funds:

- Industrial grinding & molding equipment
- Capacity expansion (2–3× output)
- Cost reduction & process optimization
- B2B industrial client acquisition



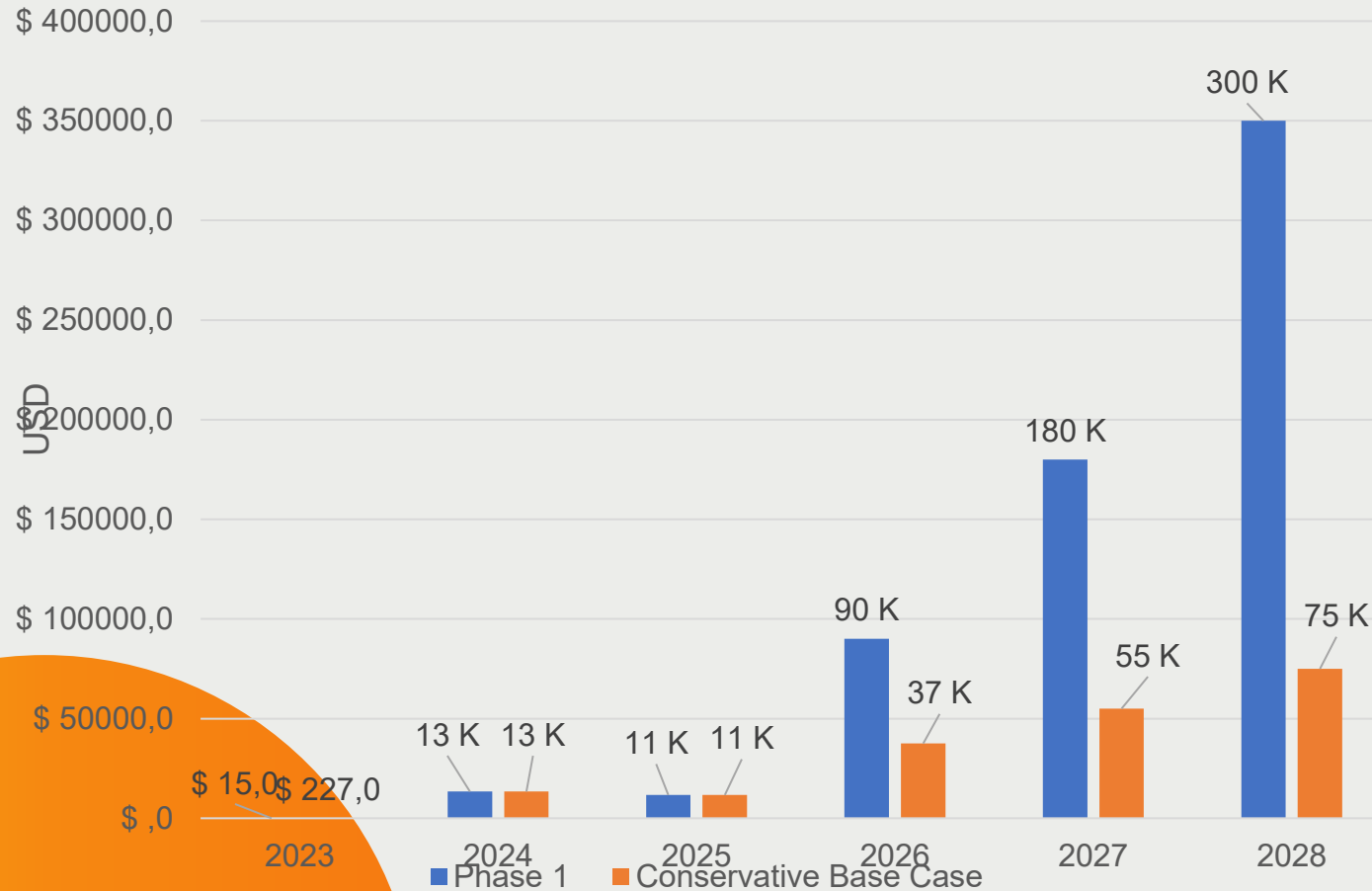
Expected Impact

- New machinery enables 2–3× output, lower unit costs, and stronger raw-material purchasing power.
- Capacity: 480 → 1,200+ panels/month
- Margin: 25% → ~38%
- Clients: 5 → 15+ industrial clients
- Revenue scaling driven by unit economics

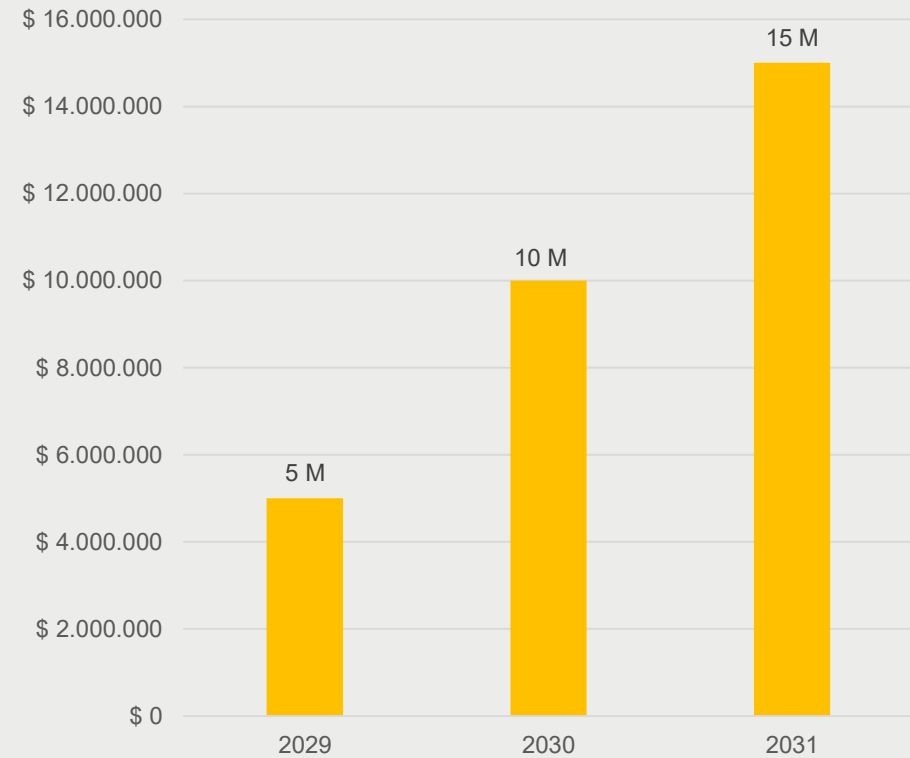
Each modular hub generates ~\$250K–\$300K annually. Scaling to 50 hubs → \$12M–\$15M revenue potential.



Revenue Projection (USD) — Scaling from a **Single Hub** to a **50-Hub** LatAm Network



Phase 2: 50 Hubs (LatAm Network)



Repeatable factory-in-a-box model

Phase 1: \$500K validates modular hub blueprint with 3 machines (1 existing + 2 new).

Phase 2: Follow-on raise to scale across LatAm industrial **clusters**.

2025 revenue reflects temporary production slowdown for machinery upgrade and pilot validation. **“Intentional Retooling”**

Closing the Footwear **Loop** at Industrial **Scale**.

- 10+ tons of footwear diverted
- 11,8 kg CO₂ avoided per panel
- Certified traceability model.

Juan Guillermo Ríos Londoño

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Appendix — **Supporting** Information



Social and Environmental Impact Metrics

+ 33.333 Pairs

Recovered soles

46 Tons

CO2 not emitted

114 Tons of CO2

Annual mitigation capacity

+ 10 Tons

Processed wastes



5176 Grown up Trees

Trees of 20 years old offsetting CO2

10

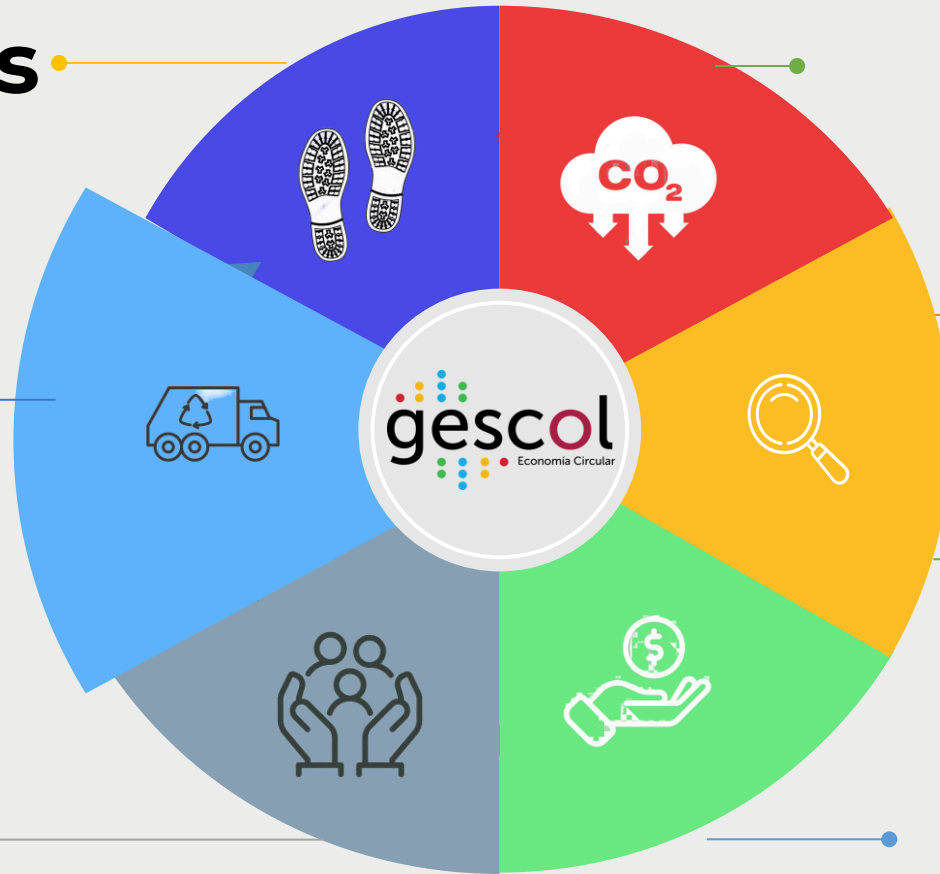
Families benefited through direct employment and collaboration with recycling companies.

+30

Product Users

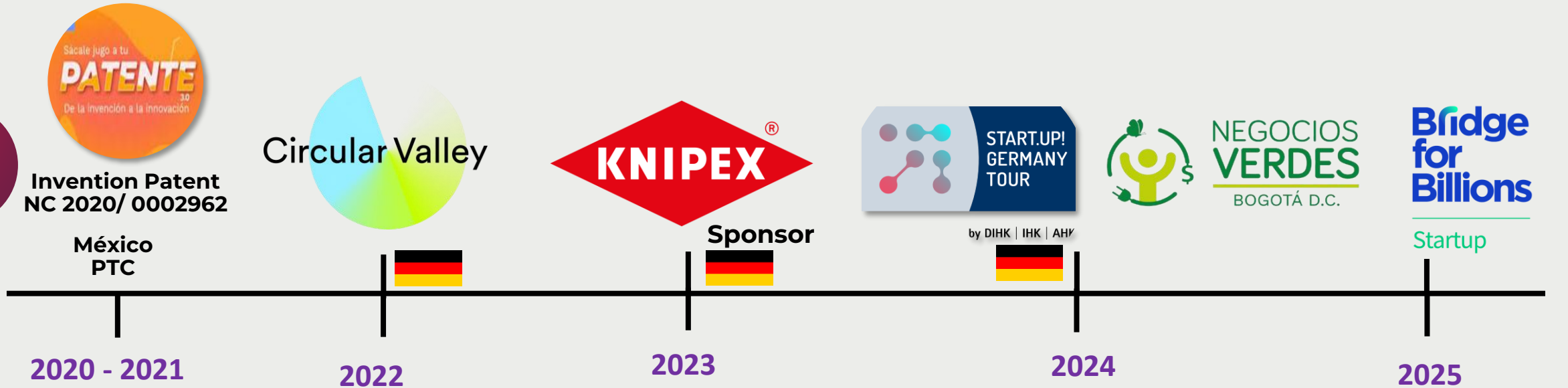
14 Travel by car

Around the world





Traction That Transforms

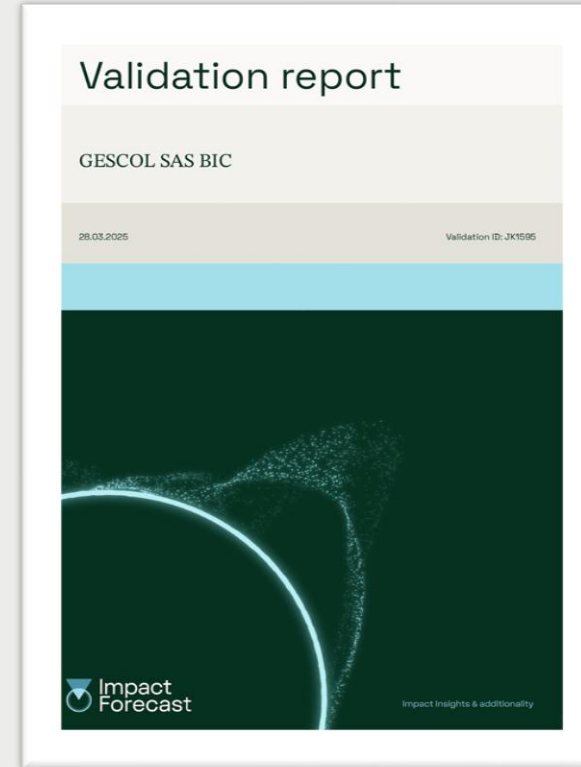



Technical Endorsement and Impact Validation



 Recognized as a Green Business by Colombia's Ministry of Environment

Included in the national portfolio of sustainable businesses

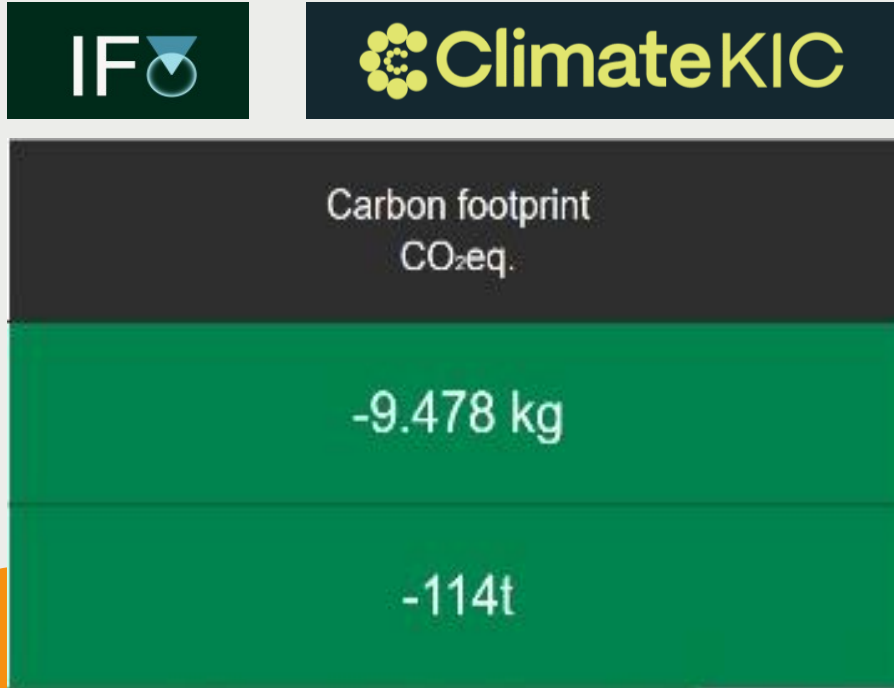


 Climate KIC – Impact Forecast

Each product is independently certified for CO₂ mitigation (Validation report: JK1595).

Our impact model has been validated and supported by top-tier technical and environmental institutions.

Our **impact** is tangible and quantifiable.



source: <https://impact-forecast.com/> Validation ID JK1595

A solution purpose-built to mitigate environmental impact.

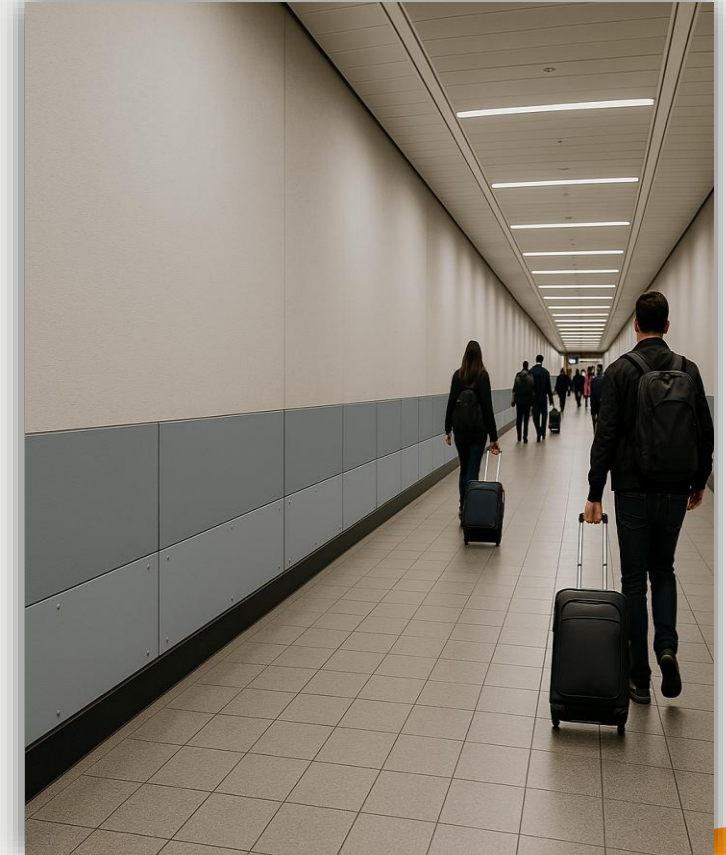
Impact value per unit produced

Annual mitigation

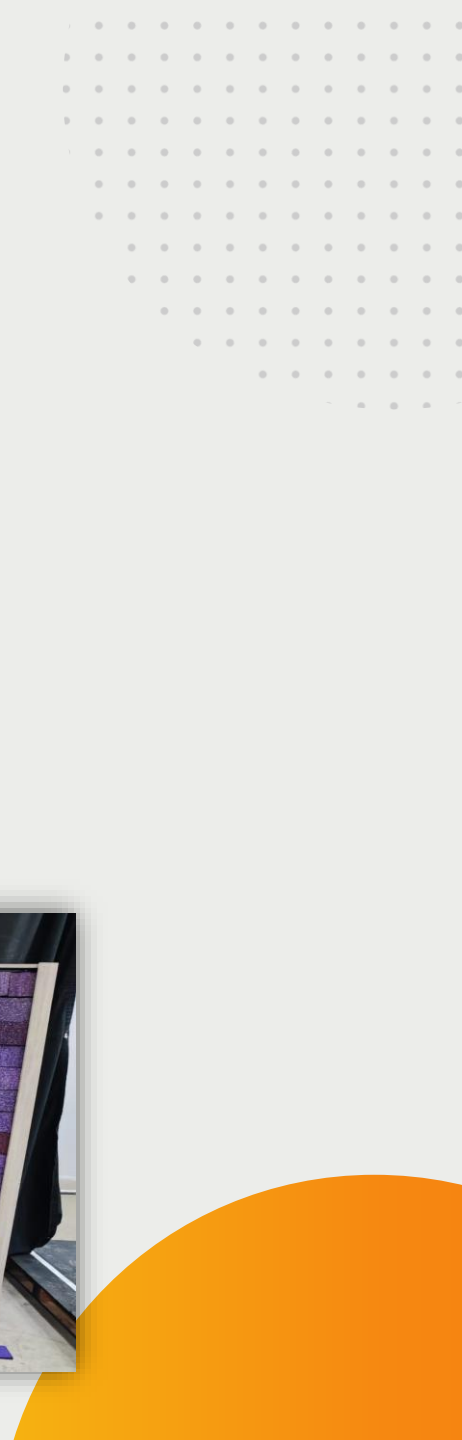
Our business is fully aligned with voluntary carbon markets.
source: Ecosystem Marketplace



Industrial **footwear** reborn: building tough and safe environments



Construcción semi-estructural





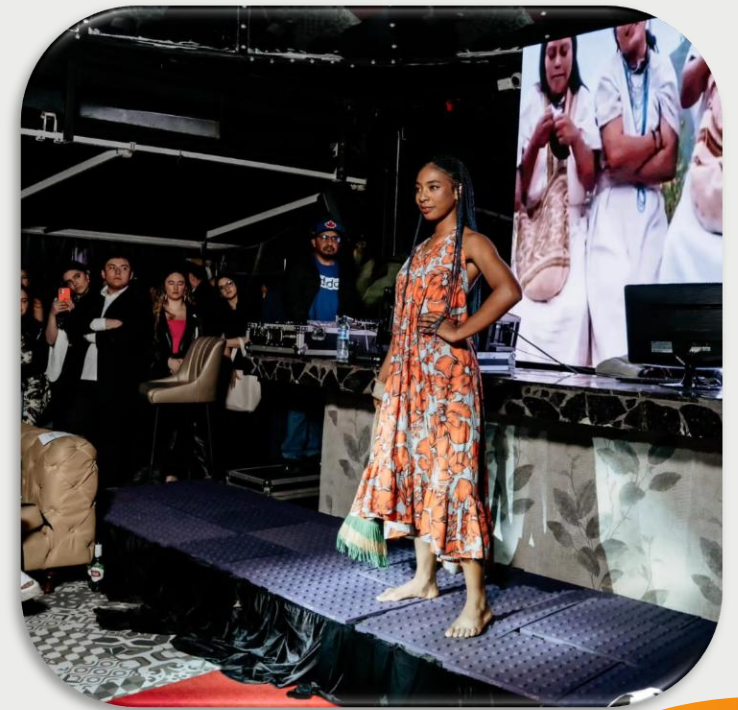
MODAMORFOSIS
Transformando la moda

Fashion show by:
65 B & Laura Caceres

Show de circo
Emprendimientos eco
Mucho más

Cra 65b #18a-30
25 NOV - 2023
4:00 P.M.

Mayor información: 3005561739









We Turn **Used Boots** Into **Safe, Durable Workspaces**



PEPSICO

