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Hook:
When was the last time you threw away your clothes, gadgets, books, or household items?

Have you ever wondered how much longer these items could still serve you—or someone else—before truly becoming waste?

Problem:
That's a problem more common than you expect.

In 2023, we are throwing away over 14 million tons of electronic waste alone every year, along with countless other items like clothes, gadgets, and household goods.
Despite their potential for reuse, these valuable materials are sent to landfills, where they contribute to pollution and waste.
This growing problem doesn't just add to the environmental crisis—it's also a missed opportunity for creating a sustainable economy grounded in reusing and recycling.

Solutions:
SimarroPop is here to change that, offering a platform for buying, selling, and giving new life to items that still have so much to offer. Our mission is to reduce waste and promote sustainability by making second-hand trading accessible and simple. Through our app, users can easily connect with others, giving their unused items a new home while discovering treasures that might otherwise be discarded.

As part of our company A.P.E., SimarroPop benefits from the expertise of a dedicated team:

- **Arman** – Responsible for platform security, with a **Master's degree in Cybersecurity**
- **Enrique** – Knowledge of digital marketing, specializing in **user engagement strategies**
- **Pablo** – Proficiency in app development, with expertise in **UI design**

By creating a community focused on reusing and recycling, SimarroPop actively contributes to a more sustainable world while keeping older items in use for longer, reducing the impact on landfills and promoting a circular economy.

Call to action:
Let's transform the way we buy and sell. With a small action we can all contribute to make our world a better place to live.