



RAYDEN IGANCIO YAP

Founder, Filtro

OVERVIEW

An example of how a social entrepreneur who couldn't sit still while his community suffered through the Pandemic. Rayden, who decided to help people that lost their jobs and people who couldn't afford basic sanitary products started the company Filtro.

Filtro provides employment by getting people to design hand-painted masks. They then donate all of the profits towards buying sanitation kits that include toothpaste, soap, and a bottle of hand sanitizer to anyone that can't afford it.

Started as an intervention to the pandemic, Filtro strives to be a company that can echo the mindset of individuals who want to give back to society. Rayden won second place in the Ascend Now Bullpen and is using the seed fund to fuel new business lines for Filtro.

"The one thing I learned from my experience is that there is no growth in comfort and no comfort in growth. To get out there and make an impact, you have to put in the hours and step out of your comfort zone."

-Rayden Ignacio Yap, Founder of Filtro

AGE 13



RESEARCH

Rayden came in with multiple ideas on how to raise donations. But he needed a little guidance on how to hone in on one method. His Ascend Now coach asked him to research the Indonesian market with respect to what is happening during COVID. Upon doing his research, he found:



Jakarta had an imminent mask shortage



Unemployment was at a decade high - up 37.61% YoY



There was demand for local and sustainable products

RESULTS

After he decided to pursue handpainted masks as his product of choice, Rayden worked with his Ascend Now coach on partnerships, sourcing, and his pitch for the Ascend Now Bullpen. Over the past year, Filtro has achieved some amazing feats. They are now expanding from masks to other products. Here are some of their achievements.

15,000+ USD

12-month revenue

2000+

Masks sold

2000+

Kits donated

5+

Non-profit partners

Non-profit partners



CONCLUSION

Rayden is a living example of the impact someone can have irrespective of age. With a strong work ethic and a drive to create change, he is now focused on self-improvement. He is learning graphic design to create better products and generate more revenue.

Instagram: [filtro.id](https://www.instagram.com/filtro.id)

Website: <https://linktr.ee/filtrofacemask>