GTL Start-Up of February 2023: DryFeet

Name of Start-Up	DryFeet
Name of Founders	Carlos Domínguez Bernáldez, Leonardo Quispe Monterola, Carlos León Egido, Elena Hidalgo Masero, Gonzalo Fernández Escribano, Luisa Recio Rodríguez
Country & Region	Seville, Spain
Main Topic	Personal Hygiene Item Fashion
Date of Launch	04/2022
The Journey from Idea to Start-Up	The idea was brought by a member of the group in order to participate in an university contest. It was conceived when he was in a hotel room with his sister and received complaints about his feet's odor and he realized that he could use some very absorbent clays to fix it. We co-worked with the crystallography department from the University of Seville to test the effectiveness of the clays. The choice of the layer materials has been a constant struggle to reach the maximum quality and comfort in the insoles. All the original founders keep working on experimental tests to start the validation process.

Description of the Business Idea

We offer a sustainable and eco-friendly solution to remove foot odors.

One of the main benefits is the circular economy plan that we are going to carry out.

Our customers can give us the old insoles in exchange for a new and cheaper product.

Contact Details

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DryFeet Company

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