

Aterna · Food & Agriculture

Aterna

Country: ?? Colombia · Bogotá **Category:** Food & Agriculture **CT Taxonomy:** CT-AF-012 — Bio-based Agricultural Inputs **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 5.0 **Funded:** False

Elevator Pitch

Packaging with a biodegradable, eco-friendly coating that preserves the roses.

Climate Problem

The use of single-use plastics, which causes pollution and cannot be recycled or properly disposed of.

Solution

Biodegradable packaging with a coating that dissolves upon contact with water and releases substances that help roses stay fresh longer

Revenue Model

With the sale of our product

Target Market

Flower industry

Social Impact

Demand Evidence

Because this issue causes losses in the flower-growing sector, particularly in the rose industry

Competitors

Not at the moment

Founder Expertise

We have someone with expertise in the flower industry, and as lawyers, we also have a deep understanding of the legal sector

External Support

We have not received any external support

Team

Project design and implementation

Founder

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Revisión #2

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