Duna Verde Piura · Food & Agriculture

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Country: Peru · Piura **Category:** Food & Agriculture **Impact Areas:** Adaptation, Circular Economy **Stage:** Prototype **Team Size:** 3 **Website:** —

Elevator Pitch

AgTech startup producing nutritious hydroponic food in the desert, using a Piura-optimized formula, saving 95% water. We improve animal nutrition, protect the environment, and empower farmers with year-round climate resilience beyond extreme droughts.

Climate Problem

Extreme droughts in arid regions like Piura cause 40% livestock mortality and food insecurity. Conventional agriculture wastes too much water, making traditional forage production unsustainable under current climate change patterns.

Solution

We provide AgTech hydroponic modules using a Piura-optimized nutrient formula. We produce high-quality green forage year-round using 95% less water, allowing farmers to maintain production regardless of rainfall or soil quality.

Revenue Model

Direct sales of modular hydroponic systems, monthly subscriptions for our specialized nutrient formula (SaaS model for nutrients), and technical consulting for large-scale livestock operations.

Target Market

Small and medium-scale livestock farmers in arid and semi-arid regions of Peru (starting in Piura), and dairy industrial complexes facing water scarcity and high forage transportation costs.

Social Impact

Indigenous Peoples, People Living in Extreme Poverty, Women

Demand Evidence

Traditional forage is nutritionally incomplete, forcing farmers to buy expensive supplements. Our pilots and market research show high demand because our solution provides superior nutrition all the year, eliminating the need for extra dietary additives.

Competitors

Traditional forage wholesalers and a few generic hydroponic suppliers. However, no one in the region offers a specific formula optimized for Piura's extreme heat and high salinity water.

Founder Expertise

We combine business strategy (Moisés), AgTech engineering (Teddy), and International Business expertise (Daniela). Daniela is currently finalizing her thesis on this project, providing rigorous data-driven validation for our regional operations.

External Support

We have received technical validation from local farming communities in Piura and are currently finalizing our legal and administrative structure to scale our pilot operations.

Source: ClimateLaunchpad 2026 Application · App ID: 9587 Ingested: 2026-05-25

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