El Ocámbulo · Food & Agriculture

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Country: ?? Colombia · Bogotá DC **Category:** Food & Agriculture **CT Taxonomy:** CT-AF-010 — Organic / Regenerative Agriculture **Impact Areas:** Circular Economy, Nature-Based **Stage:** Launched **Team Size:** 3.0 **Funded:** False **Founder:** Samuel Pérez Moreno

Elevator Pitch

We grow mushrooms in urban spaces using recycled organic waste. Our model creates sustainable protein, reduces waste, and connects small producers through a circular economy ecosystem.

Climate Problem

Organic waste in cities generates emissions and pollution, while food systems rely on high-impact protein sources. This creates unnecessary environmental damage and inefficient use of resources.

Solution

We transform urban organic waste into sustainable protein through oyster mushroom cultivation. Our model reduces waste, produces local food, and connects small producers in a circular economy system.

Revenue Model

We generate revenue by selling fresh oyster mushrooms directly to consumers and businesses, and by building a distribution network that connects local producers to the market.

Target Market

Urban consumers and restaurants seeking sustainable, healthy food, and small-scale producers looking for better market access within a circular economy model.

Social Impact

Indigenous Peoples, Migrants, People Living in Extreme Poverty, Women

Demand Evidence

We have already sold our product to local stores, distributors, and direct consumers, validating demand through repeated purchases and growing interest in sustainable food.

Competitors

Traditional mushroom suppliers and imported products. However, most lack a circular model or local production, which gives us a competitive advantage in freshness and sustainability.

Founder Expertise

Background in horticulture production, and entrepreneurship. Experience in mushroom cultivation, market validation, and be entrepreneur.

External Support

We have built partnerships with local producers and distributors, and have validated our product in the market through direct sales and customer feedback.

Team

Team covers production, operations, and business development, combining technical knowledge in cultivation with commercial and strategic management.

Founder

Samuel Pérez Moreno

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