

INDUSTRIAS MOLINILLITO FOODTECH SAS · Industria limpia (es decir, innovación en materiales, diseño, equipos, control, producción, envasado)

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Country: Colombia **Category:** Industria limpia (es decir, innovación en materiales, diseño, equipos, control, producción, envasado) **Impact Areas:** Mitigation **Stage:** Ideation **Team Size:** 11 **Website:** <https://www.molinillito.co> **Funded:** YES (\$15,000.00)

Elevator Pitch

We are a foodtech with a highly sustainable invention, aimed at replacing plastic blender straws as a sustainable alternative, contributing to the reduction of the impact of personal carbon footprint, eliminating the use of plastic straws.

Climate Problem

We are a FoodTech, a Sustainable Food Industry, focused on developing products to replace single-use plastic blender straws with sustainable and innovative technologies. We revolutionize the way of sweetening and blending.

Solution

Disruption Maturity Level TRL9. It is a bar of 10 cm long and 5mm thick, with a net weight of 5g. It comes in presentations of White Sugar, Brown Sugar, Organic Sugar and Light Sugar with Stevia and Natural and Organic Panela Presentation.

Revenue Model

Sales of the product in the channels Technology transfer

Target Market

Coffee shops, hotels and restaurants, and supermarkets

Social Impact

Mujeres

Demand Evidence

With the TAM SAM SOM Methodology, 140 million cups of coffee are served in the world in a single day, 50% of these cups of coffee are sweetened.

Competitors

Sugar mills Single-use plastic manufacturing companies

Founder Expertise

More than 20 years of experience in FMCG and food companies.

External Support

Seed capital from sena colombia

Team

Market development

Founder

Marlio Silva

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