Mister NONI · Food & Agriculture

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Country: El Salvador · San Salvador **Category:** Food & Agriculture **Impact Areas:** Mitigation, Adaptation, Circular Economy, Nature-Based **Stage:** Private Beta **Team Size:** 2 **Website:** —

Elevator Pitch

We offer products for human consumption and organic farming made from the NONI fruit (Morinda citrifolia). NONI is often called the "magic plant," and science classifies it as a superfood due to its high nutritional density. SUPERFOOD!

Climate Problem

Related to the production of chemical fertilizers and animal feed: water pollution, soil degradation, greenhouse gases, loss of biodiversity, deforestation, resource use (land, forests, water), and antibiotic use.

Solution

With two products made from noni fruit: Produce fertilizers and animal feed that replace chemical products and their polluting manufacturing processes.

Revenue Model

There is a market for organic agriculture that is growing year after year. We have two organic products that will be integrated into a value chain that already has a demand for them: feed for fish, poultry, and livestock, as well as foliar and soil fertilizers.

Target Market

1. Feed buyers (aquaculturists, poultry farmers, etc.) 2. Large-scale organic farmers.

Social Impact

Indigenous Peoples, Refugees - Asylum-seekers and Internally Displaced People, People Living in Extreme Poverty, Women

Demand Evidence

Original research and interviews: Organic feed and fertilizers have seen steady growth over the past 10 years. They command a premium of between 50% and 90% compared to traditional chemical products. Demand remains strong, and current prices are high.

Competitors

There aren't any. The products are the result of an innovation process.

Founder Expertise

1. Product R&D&I.
2. Experience in Lean Startup and Lean Innovation.
3. Proven track record as the owner of a consulting firm.
4. Hands-on experience in logistics, planning, finance, and organization.
5. Experience in Europe.

External Support

NONE

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