NextGen Nutrition (Petfly) · Food & Agriculture

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Country: ?? Colombia · Barranquilla **Category:** Food & Agriculture **CT Taxonomy:** CT-AF-012 — Bio-based Agricultural Inputs **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** 4.0 **Website:** https://petfly.co **Funded:** True (55000.0) **Founder:** Alfonso Serje

Elevator Pitch

NextGen Nutrition is a circular biotech turning food waste and insect proteins into low-carbon functional ingredients for animal nutrition. Through PetFly, we develop hypoallergenic, meat-free supplements for sensitive dogs.

Climate Problem

Pet food is a hidden climate bomb ready to explode. Dogs and cats consume ~25% of global meat and fish, depending heavily livestock, driving methane, deforestation, and water depletion. Meanwhile, LATAM wastes over 4 tons of food every second.

Solution

We transform revalorized food waste and insect proteins into functional, low-carbon pet nutrition. PetFly validates this through vet-grade supplements for sensitive dogs, while we use clinical data to improve formulations over time.

Revenue Model

We monetize through B2B2C, B2B and D2C channels, selling supplements through vets, retailers and direct sales at ~USD $70 per 12-pack. Next, we expand into ingredient cores and dry food for a x7 times higher LTV per pet.

Target Market

Our beachhead market is sensitive and allergic dogs, representing ~20% of all dogs. We target pet parents through vets and specialty retailers, while expanding B2B into functional ingredient cores for manufacturers. Goal: capture ~3% of this niche.

Social Impact

Women

Demand Evidence

We reached ~$3K monthly sales in under 5 months, entering 40+ veterinary clinics and specialty retailers across Colombia. Strong repurchase rates and growing LTV from sensitive-dog owners validate demand for functional, low-carbon pet nutrition.

Competitors

We are among the first companies commercializing circular pet nutrition in Colombia. Local players remain mostly in pilot stages; nearby references include Nibbi (Colombia) and Circular Pet (Chile), as well as indirect competitors: hypoallergenic supps.

Founder Expertise

Our team combines 28+ years across FMCG innovation, circular biotech, veterinary nutrition, microbiology, and climate-tech operations. We bring experience across Europe, North America, and LATAM, plus validation from Climate KIC, 40+ veterinary partners,

External Support

We secured $65K+ USD in non-dilutive funding through Climate KIC CATAL1.5°C (GCF, GIZ, Tec de Monterrey), Five One Labs, Fondo Emprender, Impact Hub and top startup competitions across Latin America.

Team

CEO: strategy, growth & partnerships. COO: operations & supply chain. Technical director: veterinary nutrition & formulations. Team support includes microbiology, clinical validation, data, retail expansion, and commercial execution.

Founder

Alfonso Serje

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