

# nush. mindfoodness · Food & Agriculture

---

## nush. mindfoodness

---

**Country:** Colombia **Category:** Food & Agriculture **Impact Areas:** Nature-Based, Mitigation **Stage:** Launched  
**Team Size:** 2 **Website:** <https://nushfoods.co> **Funded:** NO

---

## Elevator Pitch

---

our consumers are seeking flavor and nutrition without sacrificing quality or convenience. Nush is a frozen food solution that allows us to extend the shelf life of our products for 12 months taking care of their health and environment.

## Climate Problem

---

nutritional quality is not affected by the time we spend in the kitchen, in addition to reduce the waste of fruits and vegetables, promoting biodiversity, circular economy and land restoration

## Solution

---

An easy, quick, and delicious solution, rich in nutrients, fiber, protein, and superfoods that promote energy and productivity, in addition to encouraging the consumption of fruits and vegetables while reducing their waste.

## Revenue Model

---

b2b2c with smoothie pack for retail, smoothie cubes in industrial size for restaurants, spa, cafeterias. b2b getting to the client with our own store,

## Target Market

---

Busy individuals (active/aspiring) valuing convenience & efficiency for healthy meals. Seeking better energy, mood, weight, and increased fruit/veg/protein intake. Wanting delicious, healthy alternatives.

## Social Impact

---

People Living in Extreme Poverty Women

## Demand Evidence

---

we have been in Rappi for 1 year selling 18.000.000 Colombian pesos, as well as We have been approached by restaurant and cafe owners interested in our portfolio, and we are about to start a deal with Olimpica to sell our packages (retail).

## Competitors

---

Acai companies are our main competitor in the market today, however their products contain sugar and no added protein. as OAK BERRY, good acai, selva bubble drinks, myth protein bar, Mel amore barra fresca, cosechas. however most don't have retail product

## Founder Expertise

---

As a health coach and passionate about nutrition, I have dedicated myself to developing products that meet our purpose and standards. while strengthening my personal brand with the nutritional knowledge I've acquired over the past six years.

## External Support

---

Santiago Gaitán: CONSULTING AND SUPPORT SERVICES; Luxco, Juan camilo perez: specialist in nutrition and sports training; Dr Felipe Torres - Medicina Funcional, Mon'tic sas: ingeniera de alimentos, Emprende + universidad externado

## Team

---

Adriana is in charge of everyday production and Rappi service and delivery

# Founder

---

alexandra sanclemente

---

Revisión #2

Creado 2026-05-29 00:56:30 UTC por Angelica Diaz

Actualizado 2026-05-29 11:50:18 UTC por Angelica Diaz