NUTRICHAR · Air & Environment (App 8684)

NUTRICHAR

Country: El Salvador · San Salvador Este **Category:** Air & Environment **Impact Areas:** Mitigation, Adaptation, Circular Economy **Stage:** Ideation **Team Size:** 3 **Website:** — **Founder:** Juan Antonio Benitez Contreras

Elevator Pitch

Nutrichar transforms coconut waste into high-tech biochar, enriched with nutrients and nanostructures to regenerate soil. Our solution permanently sequesters carbon and boosts agricultural productivity through rigorous scientific methods.

Climate Problem

We address soil degradation and the surplus of coconut waste, which emits methane as it decomposes. Nutrichar permanently sequesters carbon and reduces the use of chemicals, which is vital for agricultural resilience and global climate mitigation.

Solution

We transform coconut husks into biochar enriched with nutrients and nanostructures. In practice, we sequester carbon from waste and restore soil health, reducing our reliance on synthetic fertilizers.

Revenue Model

Our main source of revenue is the direct sale of enriched biochar to coffee and cocoa farms with which we already have development agreements. We will also expand into remediation companies and the sale of carbon credits.

Target Market

Our target market consists of coffee and cocoa exporters, farms growing staple crops, and soil remediation companies. We focus on high-value agriculture that requires soil regeneration and scientific validation.

Social Impact

Indigenous Peoples, People Living in Extreme Poverty, Women

Demand Evidence

We validate market demand through agreements with coffee and cocoa farms for field trials, as they understand the benefits of biochar during periods of water stress and in the face of environmental and soil issues that necessitate soil regeneration

Competitors

We compete with traditional synthetic fertilizers and small-scale biochar producers. There are no competitors in the area that match our level of scientific rigor or our use of nanostructures, graphene, and mycorrhizae for nutrient enrichment.

Founder Expertise

We offer training in strategic thinking, business models, and digital marketing. We also bring technical leadership in advanced biotechnology (graphene, nanostructures) and strategic partnerships for scientific validation in the field.

External Support

We have agreements with coffee and cocoa farms for field validation. The Gloria de Kriete Foundation connects us with producers of staple crops, and Jorge Cuadra leads technical development in nanostructures, mycorrhizae, and graphene.

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Founder

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