

Pannana · Air & Environment

Pannana

Country: ?? Colombia · Bogota **Category:** Air & Environment **CT Taxonomy:** CT-WA-002 — Organic Waste & Composting **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 2.0 **Website:** <https://www.instagram.com/pannana.bakery/> **Funded:** False

Elevator Pitch

We salvage ripe bananas that are often thrown away by supermarkets and neighborhood stores, and give them a second life by turning them into delicious, high-quality baked goods.

Climate Problem

We are addressing food waste (currently bananas that are still fit for consumption). This waste generates avoidable emissions from the food system, and reducing it is key to lowering the agricultural sector's climate impact.

Solution

The solution lies in salvaging bananas that are about to be discarded by supermarkets and stores through agreements whereby these businesses provide them to us at a low cost, allowing us to transform them into high-quality baked goods.

Revenue Model

We generate revenue by selling baked goods made with rescued bananas!

Target Market

We used to operate as a business that sold directly to end consumers (young people and adults with middle- to high-income levels in Bogotá), but with this new approach, we also want to reach supermarket chains, retail stores, and cafés.

Social Impact

Persons Belonging to National or Ethnic - Religious and Linguistic Minorities

Demand Evidence

We have primarily validated the demand through the business's sales to end customers between 2019 and 2022. Furthermore, Bogotá is a dynamic city with urban consumers who are open to trendy and innovative concepts.

Competitors

In Bogotá, there are a few businesses that offer similar products, such as banana bread and banana cakes, targeting a similar customer base. However, these businesses do not focus on food rescue or reducing food waste.

Founder Expertise

Based on my experience in the hospitality industry, working in restaurant operations, and with a master's degree in Environmental and Natural Resource Management, I understand both the practical aspects and the environmental impact of failing to promote initiatives that reduce GHG emissions.

External Support

None. The idea started out as a baking business, but I am currently in the process of reorienting and rethinking it to integrate it into a model with a circular economy approach based on waste reduction.

Team

The team currently consists of two people. Responsibilities are divided between legal and administrative tasks, and another area (my area) focused on sales and marketing, including client relations and the pursuit of strategic partnerships.

Founder

Maria Camila Carvajal

Revisión #1

Creado 2026-05-29 03:20:17 UTC por Angelica Diaz

Actualizado 2026-05-29 03:20:17 UTC por Angelica Diaz