# Sempiternal Honey · Food & Agriculture

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**Country:** Costa Rica · Alajuela **Category:** Food & Agriculture **Impact Areas:** Nature-Based **Stage:** Launched
**Team Size:** 10 **Website:** — **Founder:** Jhonny Castro Granados

## Elevator Pitch

We are an organization focus in the conservation, education & investigation of the really endangered native bees, for achieve our goal we sell products and services, like coffee, honey and tours, with that income we develop our conservation proyects

## Climate Problem

I take care of the bees that just pollinates the 75% of all the existing plants, and from the 111 crops more consume by humans 75% are also pollinate by bees, so no bees no ecosystem no food no nothing

## Solution

We are opening sanctuarys where we don't apply quemicals, full of flowers and resources that provides of resources and shelter to countless species, we obtain bee products and crops from these lands that help us fund the project

## Revenue Model

I am already selling honey and other products in more than 10 stores, we have land for grow cacao and coffee for sell final product cause actually we resell, we offer guided tours in our fields the visitors pays and the students enter for free

# Target Market

Almost everyone can be our market anyone with 5$ for a bottle of honey can be our customers, but the ones that are going to help us to achieve a bigger impact would be bigger sales, like online and also big distributors

# Social Impact

Indigenous Peoples

# Demand Evidence

Productive land have better revenue than the SP500, and you don't produce anything without pollinators, we can look also at the graphics coffee, chocolate and honey production doesn't stop to decrease and demand don't stop to increase easy math

# Competitors

There are also other coffee producers, there are also other chocolate producers in the area I receive at my location around 40 k persons during the year so if I place there only my products no competition, no many bee keepers in the area so no competition

# Founder Expertise

More than 5 years working with previous products mentioned and a team of diferent experts who guide me in each specific area

# External Support

None, everything have been done by ourselves, and what makes me more happy is that is working already so with some support I know we are going far

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