

Sr topo · Food & Agriculture

Sr topo

Country: Peru · Lima **Category:** Food & Agriculture **Impact Areas:** Circular Economy, Nature-Based **Stage:** Launched **Team Size:** 2 **Website:** —

Elevator Pitch

Sr. Topo is a pet snack brand focused on natural, dehydrated treats for dogs and cats. The brand combines nutrition, storytelling, and responsible production to offer healthier alternatives for pets while promoting a more conscious approach to pet care.

Climate Problem

Sr. Topo addresses food waste by transforming animal-based ingredients with lower commercial value into natural pet snacks. This helps use resources more efficiently.

Solution

We create natural dehydrated snacks for dogs and cats using animal-based ingredients, turning them into nutritious products instead of letting valuable resources go to waste.

Revenue Model

We generate revenue by selling dehydrated pet snacks directly to customers at local fairs, through social media, and later through pet shops and partner businesses.

Target Market

Pet owners in Peru who want natural, healthier treats for their dogs and cats, especially those with sensitive pets or who prefer more conscious pet care options.

Social Impact

Women

Demand Evidence

We have already sold our products at local fairs, received repeat customers, and gained positive feedback from pet owners looking for natural alternatives.

Competitors

Our competitors are local pet snack brands, natural pet food businesses, and small fair-based brands selling dehydrated treats or homemade pet products.

Founder Expertise

I bring experience in branding, packaging, social media, sales, and direct customer validation through fairs. I have built Sr. Topo from idea to real market sales.

External Support

I have received advice from entrepreneurs, fair organizers, customers, and family members, mainly in branding, sales, product testing, and market validation.

Source: ClimateLaunchpad 2026 Application · App ID: 9419 Ingested: 2026-05-25

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