

Tonatu Amazonas · Food & Agriculture

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Country: Colombia **Category:** Food & Agriculture **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** 4 **Website:** <https://linktr.ee/tonatuamazonas> **Funded:** NO

Elevator Pitch

Creating natural products using ancestral raw materials that honor the richness and wisdom of our communities' traditions. In our business model, we adopt a circular economy, ensuring that all our processes are sustainable and respectful.

Climate Problem

Many people are increasingly disconnected from nature and use products full of chemicals or synthetics that harm their health and the environment. In many production models, natural resources are exploited without a focus on sustainability, leading to.

Solution

By reusing and maximizing resources, it offers a greener alternative that contributes to the preservation of the planet. It is based on the use and preservation of ancestral knowledge, which attracts those interested in products that keep culture and tra

Revenue Model

selling products such as shampoo, tooth powder, soaps, masks

Target Market

People of all ages, mainly between 25 and 45, looking for healthier and more natural options. Tourists who want to share an experience. Those who want to help preserve culture.

Social Impact

Indigenous Peoples Persons Belonging to National or Ethnic, Religious and Linguistic Minorities People Living in Extreme Poverty Women LGBTQI+ People

Demand Evidence

I am already in the market and have had good acceptance

Competitors

I don't have one in my area, but I know of other regions.

Founder Expertise

My contribution is knowledge of communities and logistics

External Support

none

Team

talks, business meetings, project presentations

Founder

Nelson Enrique Hernandez

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