



PROPÓSITO

Transform the fresh food logistics taking advantage of all available resources to contribute for a sustainable region.

VALUES Faith - Trust - Innovation - Integrity - Impact

PROBLEM



Traditional last-mile fresh food sourcing is inefficient and generates 100% reusable waste. With increasing demand, there is an imbalance between supply and demand that affects customers and producers alike.

SOLUTION



Optimized logistics with a circular economy that impacts the world using technology to simplify orders, optimize the supply chain and quantify the impact.

IMPACT



Using Impact Forecast tools, with the efficient management of our own Foodwaste and that of our B2B clients, we can achieve a reduction of 15 tons of CO₂eq annually for next year. Contributing to SDGs 2 (Food Security), 11 (Sustainable Cities) and 13 (Climate Action).

SALES



Sales with sustained growth YoY: 90% 2022 to 2023, 60% projected 2023 to 2024.

CAPITAL RAISING



We seek impact investment that accompanies us on the path of transforming the business, orienting it towards sustainability. Loan with an equity guarantee \$110,000 USD: will invest in technological systems to improve the user experience and achieve scalability; logistics and marketing infrastructure to increase sales; and AI-assisted control platforms that promote increased profitability.

BUSINESS MODEL



1. Sale of fresh food with a B2B model to restaurants and hotels.
2. Online sales, at home, on site and subscription model to be implemented for B2C.
3. Sustainability (CO₂ equivalent reduction) capitalizable (tokenizable) in the medium term.

MARKET SIZE



The fresh fruit and vegetable market amounts to at least \$4 billion annually for El Salvador alone.

At the Food Service level in El Salvador, it consumes around \$200 million annually in fresh food. At the regional level, it at least triples.

COMPETITORS



Basically, fresh food is a commodity with several formal and informal competitors. However, the number is considerably reduced with suppliers that have the formalization and technology necessary to serve Food Service. At the level of sustainability, competition is practically non-existent.

TRACTION



Over 50 weekly recurring B2B clients and more than 100 B2C clients. More than 15,000 orders processed.

CONTACTO



Boris Blanco
CEO y Fundador
blanco@frutoinfinito.com
+503 6009 3735

Sonia Godínez
COO y Equipo Fundador
stgodinez@frutoinfinito.com
+503 7914 4922