

Programa de C-Innovación : Lab Startup 2021

# Hypothesis Development

¡Sal del Edificio!

Team Number\_2





Entrepreneurial Leader(EL)  
Carlos Guillen Núñez  
UNSA



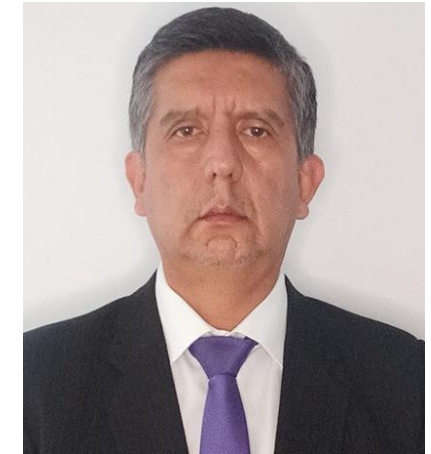
Entrepreneurial Member  
Yon Bander Huacanjulca Avila  
UNITRU



Entrepreneurial Member  
Aldo Javier Guzmán Duxtan  
UNMSM



Industrial Mentor(Im)  
José Huerta Delgado  
UCSM



Principal Investigator(PI)  
Giuliano Valdivia Pinto  
UNALM

*Brief description of your initial technology/product/service.*

ENERGIZING **BEVERAGE** BASED ON ENCAPSULATED ACTIVE  
**NUTRACEUTICAL** MICRO GELS

- **Who is your customer ?**

Companies that market nutraceutical and energizing products for athletes between 25 and 70 years old in Peru. (B2B)

- **What is your product/service?**

Ready to eat natural nutraceutical gel formulated with Jamaica flower, Nostoc, **and Black Maca**. The gel encapsulates and maintains the **main biological properties** (natural diuretic and lowers cholesterol) of the ingredients (proteins, vitamins, minerals).

- **Why will the customer buy it?**

Because companies want to offer **a** food that is easy to consume and transport to **their customers who do sports**; to improve performance ~~and visible results~~. **Our product contributes to a healthy lifestyle** because it provides proteins, vitamins, and minerals to the body **and** strengthening the immune system.

- **Hypothesis :**

The companies that market nutraceutical and energizing products seek to improve the offer of these products for their customers.

- **Experiments :** Phone calls to conduct Google Forms surveys.

In-depth interviews with a group selected by Meet.

- **Interviewees:** Companies that market nutraceutical and energizing products for athletes between 25 and 70 years old in Peru

- **Hypothesis :**

Athletes whos burn energy daily seek to replenish it quickly and naturally through different products such as the gel offered.

- **Experiments :** Phone calls to conduct Google Forms surveys.

In-depth interviews with a group selected by Meet.

- **Interviewees:** Companies that market nutraceutical and energizing products for athletes between 25 and 70 years old in Peru

# Potential Target Customers Worksheet

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#	Name	Job Title	Company	Email	LinkedIn	Phone
<i>Example</i>	<i>Peace Cheong</i>	<i>Program Associate, Entrepreneurship Center</i>	<i>Inha University</i>	<i><a href="mailto:peace1@inha.ac.kr">peace1@inha.ac.kr</a></i>		
1	Alberto Ponce Hunaqui	In charge of the finances	Fundo América S.A.C	<a href="mailto:dino8846i@gmail.com">dino8846i@gmail.com</a>	<a href="https://www.linkedin.com/in/alberto-jasel-ponce-huanqui-371734b4/">https://www.linkedin.com/in/alberto-jasel-ponce-huanqui-371734b4/</a>	+51 987 891 630
2	Margot Pezo	SISANA Nutritionist Manager	SISANA		<a href="http://sisanas.com.pe/">http://sisanas.com.pe/</a>	<b>+519955 11013</b>
3	Brunno Gambetta Paredes	Coordinator	Molycop	<a href="mailto:bgambetta@ucsm.edu.pe">bgambetta@ucsm.edu.pe</a>	<a href="https://www.linkedin.com/in/brunno-gambetta-paredes-4a793a17b/">https://www.linkedin.com/in/brunno-gambetta-paredes-4a793a17b/</a>	+51 979 709 284
4	Rodolfo Franco Molina	Fleet supervisor	Manpower Perú Operación las Bambas	<a href="mailto:fito_r92@hotmail.com">fito_r92@hotmail.com</a>	<a href="https://www.linkedin.com/in/rodolfo-franco-molina-a50407a9">linkedin.com/in/rodolfo-franco-molina-a50407a9</a>	+51 993 384 940
5	Angela Castañerda	Trainer	Imperium fitness	<a href="mailto:angelita_2026@yahoo.es">angelita_2026@yahoo.es</a>	<a href="https://web.facebook.com/ImperiumFitnessGimnasio?_rdc=1&amp;_rdr">https://web.facebook.com/ImperiumFitnessGimnasio?_rdc=1&amp;_rdr</a>	51 941 445 166
6	Gustavo Sanchez	Coordinator	Trujillo Cycling			+5191524 9800
7	Michael Talavera	CEO	MAT Training Center			+51 980 578 356
8	Lic. Yossi Zapata Yucra	Nutrition Manager	Bionutritiva		<a href="https://web.facebook.com/yossi.zapatayucra?_rdc=1&amp;_rdr">https://web.facebook.com/yossi.zapatayucra?_rdc=1&amp;_rdr</a>	
9	Maria Aliaga Guerra	Fitness Nutritionists	Consultorio Nutricional		<a href="https://web.facebook.com/malenaliaga?_rdc=1&amp;_rdr">https://web.facebook.com/malenaliaga?_rdc=1&amp;_rdr</a>	
10	Rosemary Cutipa	Personal Coaching	Bionutritiva		<a href="https://www.linkedin.com/in/rosemary-cutipa-ortega-0998a571/?originalSubdomain=pe">https://www.linkedin.com/in/rosemary-cutipa-ortega-0998a571/?originalSubdomain=pe</a>	

#	Name	Job Title	Company	Email	LinkedIn	Phone
Example	Peace Cheong	Program Associate, Entrepreneurship Center	Inha University	peace1@inha.ac.kr		
11	Karem Soto Bernal	Nutritional Office	Nutriyachay		https://www.linkedin.com/in/nutriyac hay/?originalSubdomain=pe	
12	Adam Vega	Trainers	Imperium Center			51942605645
13	Grimaldo Bravo Olaya	Trainers	Entrenador personal certificado en GB1		https://www.linkedin.com/in/grimaldo -yeicoll-bravo-olaya- 579427b6/?originalSubdomain=pe	
14	Diego Aragon	Trainers	ATLETA IFBB		https://web.facebook.com/diego.arag on.161?_rdc=1&_rdr	
15	Aharon Aranda	Coordinator	Trujillo Runners			51925902858
16	Harline De Luz	Consultorio Nutricional Deportistas	Nutricentro			51952818048
17	Debora Vigo Lima	Consultorio Nutricional De portistas	Nutricionista Club Deportivo		https://www.linkedin.com/in/deborah vigocasta%C3%B1eda/?originalSu bdomain=pe	51986953667
18	José Mig Nut	Consultorio Nutricional Deportistas	NUT			51959541766
19						
20						

- Do you spend time in any sports activity?
- Do you worry about your health and nutrition?
- Do you usually eat some energizing quick dose of energy at any time?
- Do you prefer to strengthen the immune system, raise defenses and provide healthy nutrition?
- Do you know that nostoc and maca are very healthy and nutritious food?
- What do you think of consuming a GEL based on nostoc and maca?