



APRIL
2022

RETO CULINARIO PERÚ 2022

IMPACT REPORT





SUMMARY

From February 21 to March 24, 2022, Creative Startups' first-ever "Reto de Innovación Culinaria Perú 2022", sponsored by the United States Embassy in Perú and created in collaboration with Investa, assisted 20 creative Peruvian food entrepreneurs (70% being females) in developing and growing their business idea and value proposition. The program concluded with a two-day Deep Dive online event in April in which participants attended four business workshops and applied their newly acquired knowledge while delivering their final pitch to a panel of six judges.

Thanks to the support of a combined global network of 24 subject matter experts on a variety of entrepreneurship topics (trainers, mentors, judges, and guest speakers from Perú, Mexico, the United States, and Puerto Rico), this program yielded the following outcomes:



of participants would recommend the course to a friend.



feel very comfortable pitching their business idea



stated having access to mentors whose skills, abilities, and contacts are useful for their startup.



are very confident in growing their business.



Due to the expansion of Perú's gastronomical industry and its culinary excellence, and as shown by the figures below, the Culinary Innovation Challenge was highly popular among Peruvian entrepreneurs.

3,268 APPLICATION VISITS

969 SUBMITTED APPLICATIONS

306 COMPLETED APPLICATIONS

642 PARTIAL APPLICATIONS

The highlights above suggest that there is substantial demand that warrants replicating this course across geographical locations all over Perú in the near future. Based on the program's popularity and outcomes, Creative Startups and Investa recommend funding and supporting this evidence-based approach to economic development to reach more Peruvian entrepreneurs who are eager and able to start or expand their businesses.

Additionally, the Embassy's continued support of this cost-effective program would help scale the strong entrepreneurial ecosystem present in Perú, establish a culture of entrepreneurship, and build the internal capacity of committed and experienced mentors who support nascent entrepreneurs and create jobs in rural and urban areas in Perú.



After reviewing more than 300 eligible applications, Creative Startups, Investa, and external judges from Mexico and the United States selected 20 food entrepreneurs who reflected the diversity of Perú and whose business idea and value proposition were most closely aligned with the program's mission and showed potential for growth.



Resultados: **Reto Innovación Culinaria**

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20 proyectos
seleccionados

55% de
regiones

70% liderado por
mujeres

.....

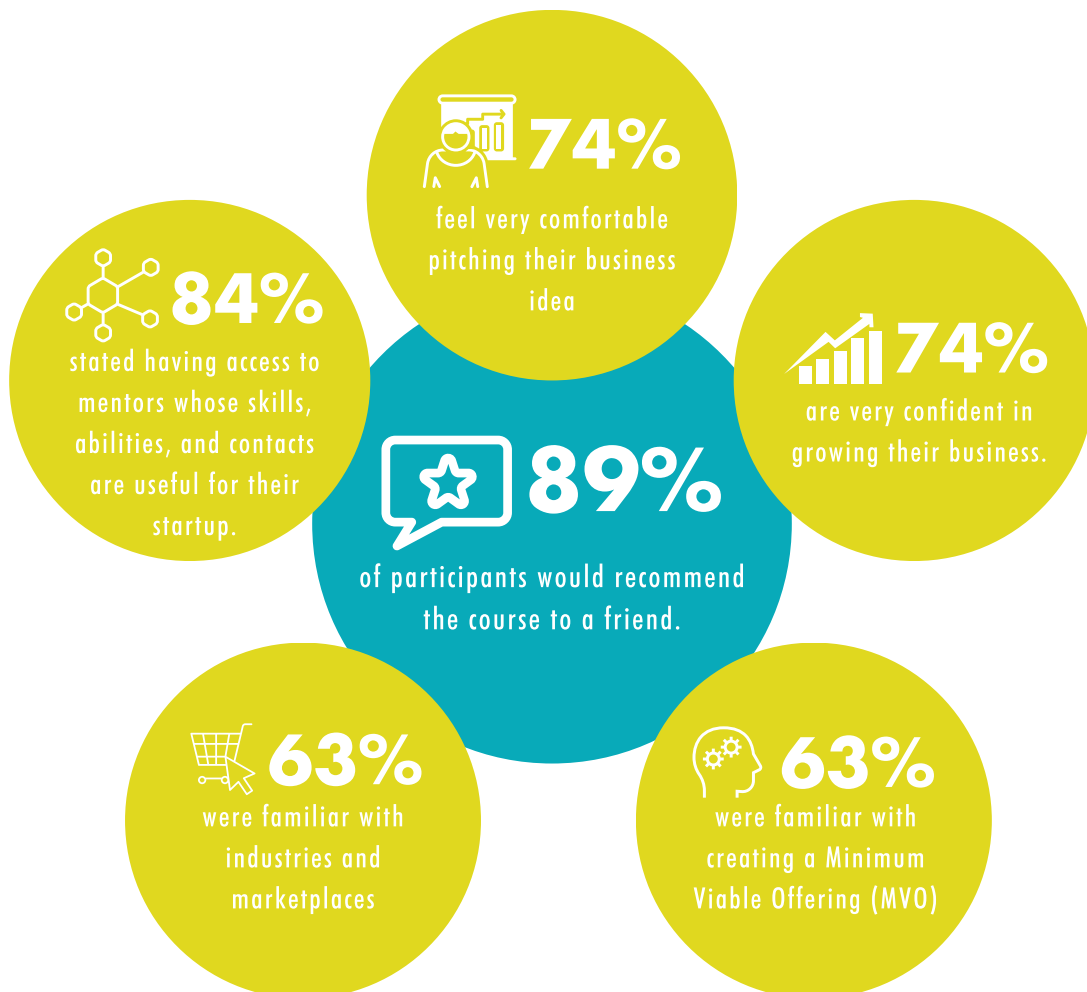
+300 postulaciones



OUTCOME	PRE-PROGRAM	POST-PROGRAM
Felt comfortable giving their pitch	39%	74%
Rated their entrepreneurship network as solid, diverse, and useful for their startup	6%	63%
Stated that they had access to mentors whose skills and contacts are useful for their startup	78%	84%
Were familiar with industries and marketplaces	11%	63%
Were familiar with creating a Minimum Viable Offering (MVO)	56%	63%
Had a detailed plan to manage monthly cash flows	6%	53%
Felt confident or somewhat confident managing cash flows	22%	47%
Were familiar with value-based pricing	28%	58%
Were familiar with clients' lifetime value	11%	53%
Were familiar with the sales funnel	17%	47%
Were familiar with a profitable business model	17%	47%

PROGRAM OUTCOMES

Compared to when the program started, the statistics below show that participants have acquired new knowledge, which has helped them be more confident and comfortable in developing and growing their business idea.



ENTREPRENEUR	BUSINESS	LOCATION
Aileen Castellares Sotelo	Qhali postres	Lima
Alfredo Gama Zapata	Come bien	Arequipa
Berenice Franco Bello	Foodie Box Perú	Callao
Bertha Eusebia Gonzáles Pizarro	Antojitos RosyBert	Reque - Chiclayo - Lambayeque
Christian Breña Barnett	Kawsay	Lima
Christian Roggero	Perú Chef On Line	Lima
Claudia Marín Catacora	Miramar	Tacna
Colette Olaechea Arana	Mamá Chef Colette Olaechea	Lima
Darwing Montero Sarango	Granja integral Amalia Rosa	Morropón
Elizabeth Karen Mayorga Suazo	Kawsay	Huancayo-Junín
Evelyn Virginia Ramos Castellanos	Evands	Huánuco
Joel Armando Huaroto Espinoza	Healthy Box	Lima
Juan Antonio Villaorduña Aristondo	Con Su Lado Peruano	Lima
Karen Liliana Barreto Mondloa	Cascade Hard Cider	Lima
María Milagros Buenos Alférez	Makinchis	Cusco
Mónica Lazarte	Naturalia	Santa Anita
Saida Flores Haboud	Zero - Incubadora de restaurantes y app	Lima
Yadhira Hayashi Amoretti	Pisco, Cata y Maridaje	Chincha Alta
Yury Villegas Fernández	Yurol Natural Market	Lima
Zoraida Alvarado Maldonado	Micyuta	Pilcomayo, Huancayo, Junín.

BEYOND THE NUMBERS

The anecdotal evidence that follows also proves that participants benefited from the program in numerous ways. It is worth noting that two program graduates have already established an initial partnership since an established entrepreneur is helping a nascent business sell her products in the markets she operates in. This example proves how this program instills a partnership mindset among participants so that they are ready to identify those businesses that can become their partners, suppliers, clients, advocates, and promoters.

ELEVATOR PITCH COMPETITION WINNERS' QUOTES

FIRST PLACE — Armando Huaroto, Healthy Box



"I am sincerely grateful for everything you have given us. I think that we would not have been able to acquire all this knowledge somewhere else. @Healthy Box got started with an idea and it is said that when there is a purpose behind an idea, such idea will take off."

SECOND PLACE — Yury Villegas Fernandez, Yurol Natural Market



“We would like to acknowledge a well-organized program, the excellent course materials and each class, which have allowed us to grow our business venture and network while helping us make our mission a reality: To help more families to be healthy throughout the elaboration and distribution of natural and innovative food.”

THIRD PLACE — Yahidra Hayashi Amoretti, Pisca, Cata y Maridaje



“I would like to thank the organizations and individuals who launched the “Reto de Innovación Culinaria” for Peruvian entrepreneurs. After being selected for the program, I had the opportunity to receive a valuable training opportunity. This training allowed me to improve the business idea I have been envisioning, “Pisco, cata y maridaje”. It is an honor to be part of a wonderful global network.”

A GLOBAL NETWORK IN ACTION

Building upon a solid and global network of 24 experienced entrepreneurs and consultants in a variety of business topics, program participants were exposed to direct learning experiences that have prepared them to launch and/or expand their businesses while creating the partnerships they need to be more successful. The core training and mentorship team is as follows.



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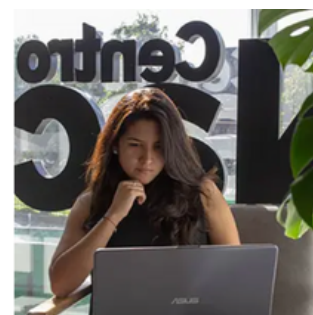
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RECOMMENDATIONS AND NEXT STEPS

Whether designed for urban or rural areas, Creative Startups and Investa have the capacity and expertise to deliver new and existing (online and in-person) programming to Peruvian entrepreneurs. Thus, replicating this successful program across geographical locations and across other industries with potential for growth requires the support of community-minded leaders and organizations, like the U.S. Embassy in Perú.

By continuing to support this effort, the Embassy would continue to send a message of action, collaboration, and optimism even after a post-pandemic era. The Embassy's network support will be critical to advance this program, leverage our resources, and avoid the duplication of entrepreneurship efforts in Perú. Most importantly, the continuation of a true global project of this caliber would help Peruvian entrepreneurs serve as ambassadors of their local roots and cultural identity, which would surely help Perú build a global brand and become a global business hub.

We expect that this impact report has presented you with the evidence you need to renew your commitment to one of the most effective economic development strategies that can take place in a country, which is supporting small businesses creation and retention through hands-on training, learning experiences, and mentoring.