



ecoflora
cares



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The Company

EcoFlora explores **Colombia's deep biodiversity** to develop natural colors that offer a **more practical, effective, and environmentally conscious alternative** to current products in the market.

The company has discovered a way to make the world's first stable natural blue color additive: **Jagua Blue**

The Project

Our project goal was two-fold: First, to devise a **growth strategy** for the food and beverage space as well as adjacent market applications. Second, to recommend how EcoFlora **finance** this growth and prepare them for approaching potential investors.



Our recommendations

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Growth Strategy

- **Food & beverage:** Identified **4 global color houses** as potential L&D partners (out of 14 examined)
- **Adjacent applications:** Identified **personal care** and **dietary supplements** markets (out of 7 examined)

2

Funding Strategy

- Recommended **optimal funding structure**
- Identified **14 impact funds and one corporate VC** as strong investor options
- Prepared **new investor marketing materials** to facilitate outreach

