

HEC Montréal University

2024 SBC Competition

Startup Gud N Healthy



social
business
creation

GUD N HEALTHY

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1. SOCIAL BUSINESS IDEA

1.1 SOCIAL MANTRA ONE - LINER

The social mantra of Gud N Healthy is

"Creating opportunities for a healthy and sustainable future through a market at your fingertips"

With this, Gud N Healthy reflects that it is well positioned to capitalize on the growing consumer interest in healthy and sustainable foods, while striving for environmental balance. According to AgroPerú, several Peruvian ventures are developing products that meet these characteristics, reflecting a clear trend towards healthy eating.

Additionally, an article from The Food Tech points out that in the Latin American market, fast food, in countries like Mexico, is evolving towards more convenient and healthier options, suggesting a shift in consumer demand towards healthier and more accessible foods throughout the region.

Regarding health, 71% of Peruvians would be willing to pay whatever it takes to maintain their health, according to Kantar IBOPE Media. This indicates a robust market for healthy products.

Furthermore, research by Dr. Robert Lustig, cited in Huberman Lab, highlights the negative impacts of sugar and processed foods on health, underscoring the importance of nutritional education and the availability of healthy foods, areas where Gud N Healthy can have a significant impact.

Logo of Gud N Healthy



Source: Startup Gud N Healthy

1.2 CONTRIBUTIONS TO UN GOALS

1.2.1 MISSION AND VISION

Vision and Mission of Gud N Healthy

VISION	MISSION
<p>To be the leading virtual market in healthy products, providing global access to nutritious foods, while fostering local entrepreneurship and a community with sustainable habits</p>	<p>To transform food consumption towards comprehensive sustainability, driving human well-being, empowering local entrepreneurs, and promoting environmental balance.</p>

Source: Startup Gud N Healthy





1.2.2 OBJECTIVES

The mission of Gud N Healthy is to promote healthy eating habits that significantly enhance the health and well-being of consumers, which is essential to its goal of leading the marketing of healthy products.

By fostering wellness, Gud N Healthy attracts more health-conscious consumers, expanding its global presence. Furthermore, its support for local entrepreneurs strengthens economies and creates a more robust and diverse supply chain, facilitating a varied offering of healthy products and consolidating its market leadership position.

By implementing sustainable practices and supporting responsible production, Gud N Healthy reduces its environmental footprint, attracting environmentally conscious consumers, thereby expanding its customer base and reinforcing its reputation as a market leader in sustainability. Below are the United Nations Sustainable Development Goals with which Gud N Healthy aligns:

United Nations Sustainable Development Goals aligned with Gud N Healthy

 <p>2 ZERO HUNGER</p>	 <p>3 GOOD HEALTH AND WELL-BEING</p>	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
<p>Gud N Healthy seeks to provide global access to nutritious foods, offering a wide variety of healthy and affordable options that contribute to eradicating hunger and ensuring that all individuals, especially the most vulnerable, have access to adequate, healthy, and nutritious food throughout the year.</p>	<p>Furthermore, Gud N Healthy aims to promote better nutritional education and access to high-quality foods, which contributes to the prevention of non-communicable diseases such as obesity and diabetes.</p>	<p>Additionally, it aims to foster local economic growth by empowering entrepreneurs and supporting the agricultural production of sustainable foods, thus promoting inclusive and sustainable economic growth.</p>	<p>Gud N Healthy plans to create an integrated framework that transforms food consumption and agricultural production, guiding them towards more responsible and sustainable patterns, reducing environmental footprint, and promoting conscious choices among its consumers.</p>

Source: Startup Gud N Healthy

2. ESG PREPAREDNESS

2.1 TARGET ISSUES

In 2023, it has been evidenced that the availability and access to healthy foods remain a problem in many regions, particularly in Latin America. According to a report by the FAO, approximately 3.1 billion people worldwide cannot afford a healthy diet due to the acquisition price, and this situation has been exacerbated by inflation and economic crises stemming from the COVID-19 pandemic and the war in Ukraine.

In Latin America, the high costs of a healthy diet have exacerbated food insecurity, with an average cost of \$3.89 per person per day (UN News, UNICEF). Additionally, the scarcity of platforms providing healthy products (3.84%) and the lack of time availability further widen this gap towards healthy consumption.

This affects consumers and producers primarily. High prices and the lack of availability of healthy foods lead consumers to opt for less nutritious foods. In the United States,

62% of consumers indicated they would buy more organic products if they were more affordable (Indian Retailer). Consequently, health issues such as obesity and diabetes, among others, increase.

On the other hand, producers are also affected, as organic products, which often rely more on traditional agricultural practices and less on synthetic inputs, are particularly vulnerable to phenomena such as droughts, floods, and extreme temperatures, leading to price increases (Fortune Business Insights).

In recent years, awareness of the importance of disease prevention has grown in Peru. According to TGI, a study on the habits and behaviors of the Peruvian consumer, 71% of Peruvians would pay whatever it takes for their health. 60% are willing to spend more on good quality meals, and 48% believe it is worth paying a little more for organic food. However, 53% indicate that they do not take care of themselves properly due to a very hectic lifestyle and the limited visibility of healthy foods.

Objective problems faced by Gud N Healthy



Source: Startup Gud N Healthy

2.2 ROOT CAUSES

Gud N Healthy faces several critical social and environmental challenges to address due to the aforementioned issues. In terms of social challenges, limited access to healthy foods stands out, with approximately 23.5 million people living in food deserts, according to the USDA, contributing to a higher incidence of chronic diseases such as obesity and diabetes, affecting 60% of adults in Peru (INEI, 2020).

Furthermore, local entrepreneurs often lack sufficient support to compete with large corporations, as evidenced by only 10% of farmers in Latin America having access to

international markets. This reduces sustainable agriculture and increases dependence on imported products.

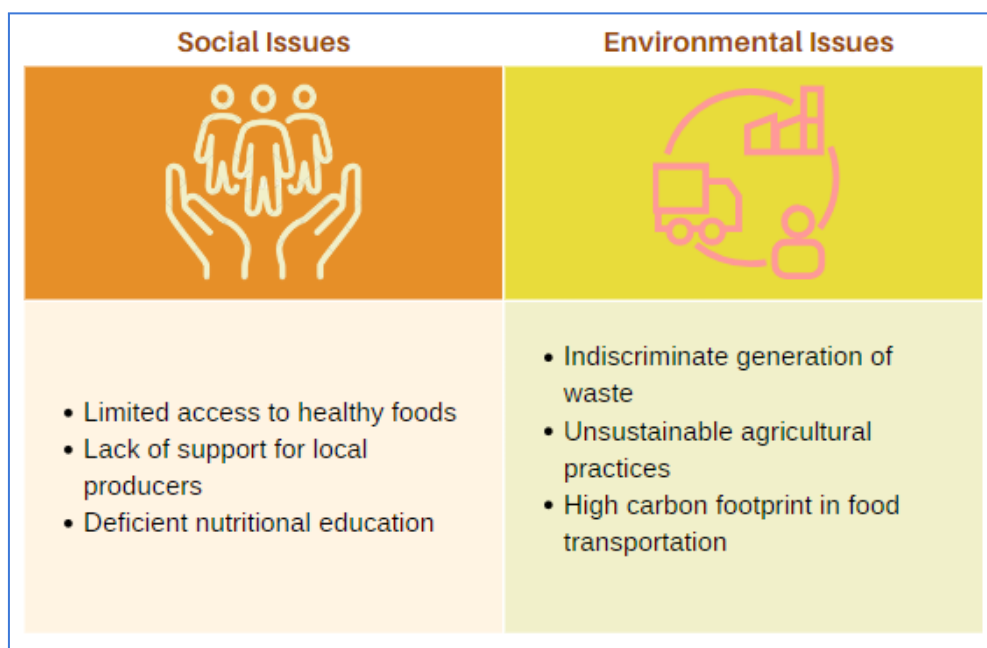
Poor nutritional education is also a significant issue, with 80% of adolescents not having a balanced diet, according to the WHO, leading to unhealthy food choices and diet-related health problems.

In the environmental realm, waste generation is critical, with 30% of globally produced food being wasted (FAO) and approximately 7 million tons of solid waste generated annually in Peru (MINAM, 2021). Additionally, the use of unsustainable agricultural practices degrades 33% of the world's soils (FAO) and contributes to climate change.

The high carbon footprint associated with food transportation, representing 11% of global greenhouse gas emissions related to food (FAO), significantly increases greenhouse gas emissions.

To address these issues, Gud N Healthy plans to facilitate access to healthy foods through its virtual platform, promote the visibility of products from small-scale farmers, provide accessible nutritional education, implement zero waste practices, promote sustainable agriculture, and optimize the supply chain to reduce CO2 emissions. With these strategies, Gud N Healthy is committed to improving the health and well-being of communities while protecting and preserving the environment.

Fundamental causes of the problems addressed by Gud N Healthy



Source: Startup Gud N Healthy

2.3 CURRENT SOLUTION LANDSCAPE

2.3.1 THRIVE MARKET - EEUU

Thrive Market is an online platform that offers a wide variety of healthy food products, as well as home and personal care items, all selected to meet specific quality standards and values. Its main objectives are to offer affordable prices and provide accessibility to its products with commitments focused on sustainability and social responsibility, working with brands that share its values and contributing to charitable causes and social impact projects.

The advantages of shopping at Thrive Market include competitive prices, as it offers up to 30% discounts on organic products, which attracts budget-conscious consumers. It also provides convenient deliveries, saving time and effort for busy consumers. Additionally, it has the added advantage of a variety of over 400 products that are not found anywhere else, satisfying the diverse needs of its consumers. Currently, Thrive Market is located in California, where 29% of consumers in the state have reduced the quality of their food choices due to stress and lack of time (International Food Information Council).

One of the main disadvantages of Thrive Market is the limited access to international consumers, as it only operates in the United States. This, combined with the increasingly saturated e-commerce market, means that Thrive Market is competing more and more with major players such as Amazon and natural food stores. On the other hand, it has 1.4 million active users, so one of its main challenges is delivery logistics, i.e., ensuring fast and reliable shipments when handling perishable products that need to maintain their quality during transport.

Logo of Thrive Market



Source: Thrive Market

2.3.2 JÜSTO - MÉXICO

Logo of Jüsto



Source: Jüsto

Jüsto is an online platform focused on the food and grocery sector. Its goal is to transform the way people buy and consume food, offering a convenient, efficient, and customer-centric shopping experience. In addition to promoting sustainability and social responsibility to reduce its environmental impact and support local communities.

The supermarket sector has been disrupted for years, with the main value proposition being the price war. Therefore, Jüsto found a competitive advantage by establishing much fairer practices, reflecting also fairer prices for the consumer. Thus, the results obtained in 2023 recorded a 400% growth in its operations compared to 2019. In addition to offering a variety of consumer and cleaning products, it seeks to promote a more sustainable approach by reducing waste.

One of the disadvantages, as with Thrive Market, is the competitiveness with other similar services, which can make differentiation and customer acquisition difficult. In addition, the costs associated with product delivery may deter some consumers, especially those who are accustomed to shopping at nearby physical stores and do not wish to spend.

On the other hand, Jüsto has a presence in four of the main cities in Mexico: Mexico City, Querétaro, Guadalajara, and Monterrey. Additionally, in September 2021, Jüsto began its expansion to Latin America by starting operations in Sao Paulo, Brazil, and in

October 2021, it acquired Freshmart, a leader in the 100% digital supermarket sector in Peru. Therefore, the main challenge was to ensure that the infrastructure and logistics are in line with the business growth while maintaining high standards of customer service.

Another significant challenge is that, according to the startup's figures, 80% of Jüsto's suppliers are micro, small, and medium-sized enterprises (MSMEs). While it drives the growth of local commerce through the elimination of intermediaries and fair practices, there is also the challenge of ensuring quality standards in its products.

2.4 SOLUTION TO IMPLEMENT

The solutions to be implemented by Gud N Healthy are designed to enhance access to healthy products, promote sustainability, and support local entrepreneurs. The key components are as follows:

2.4.1 ACCESS TO NUTRITIOUS FOODS

Gud N Healthy offers an innovative digital marketplace that significantly expands the options for healthy foods, ensuring their affordability and accessibility, especially in underserved communities. This approach not only addresses food deserts but also seeks to reduce diet-related health problems such as obesity and diabetes by facilitating access to healthy foods for a larger number of people.

According to the Ministry of Health of Peru, more than 60% of the Peruvian adult population is overweight or obese, underscoring the importance of this initiative (Andina). Additionally, studies show that 71% of Peruvians are willing to pay more for healthy foods, reflecting a growing awareness and demand for nutritious options (Kantar IBOPE Media).

2.4.2 SUPPORT FOR LOCAL ENTREPRENEURS

Gud N Healthy plans to form strategic partnerships with local entrepreneurs, providing them with an opportunity to access a broader market. This will not only strengthen local economies and create more employment but also promote sustainable consumption practices.

Furthermore, this collaboration ensures a diverse range of products for consumers, thereby enhancing food safety and quality. A report by the World Bank highlights that 99% of businesses in Peru are micro, small, or medium-sized enterprises (MSMEs), which are crucial for the country's economic development (EYNG).

2.4.3 SUSTAINABILITY INITIATIVES

On the other hand, Gud N Healthy aims to use sustainable packaging and implement a robust recycling program, incentivizing consumers to return packaging in exchange for rewards. These initiatives aim to significantly reduce environmental impact by minimizing waste and promoting recycling, aligning with global sustainability objectives. According to the Ministry of the Environment (MINAM), Peru generates approximately 7 million tons of solid waste per year, of which 53% is organic (PQS).

2.4.4 EDUCATION AND COMMUNITY ENGAGEMENT

Additionally, the platform will provide educational resources on nutrition and sustainable practices, empowering consumers to make informed decisions about their diet and the environmental impact they generate. This approach fosters a community conscious of health and responsible for the environment, promoting healthier and more sustainable eating habits. Continuous education and community engagement are key to building a base of well-informed consumers committed to sustainability.

Solutions to be implemented by Gud N Healthy



Source: Startup Gud N Healthy

2.5 SOLUTION UNIQUENESS

Gud N Healthy is distinguished by its comprehensive approach to addressing health, economic, and environmental challenges through an innovative digital platform, offering a robust digital marketplace that facilitates a wide range of healthy food options, ensuring their accessibility, especially in underserved communities and/or populations. This approach not only addresses food deserts but also aims to reduce diet-related health issues such as obesity and diabetes by making healthy food more accessible. According to the Global Wellness Institute, the wellness economy, which includes healthy eating and nutrition, is projected to grow significantly, underscoring the market opportunity for initiatives like Gud N Healthy.

Furthermore, Gud N Healthy seeks to closely collaborate with local entrepreneurs, providing them with access to a broader market. This collaboration not only strengthens local economies and creates employment but also promotes sustainable agricultural practices, which are less emphasized in conventional food distribution models. The World Bank highlights the importance of supporting local SMEs for economic development and the generation of sustainable employment.

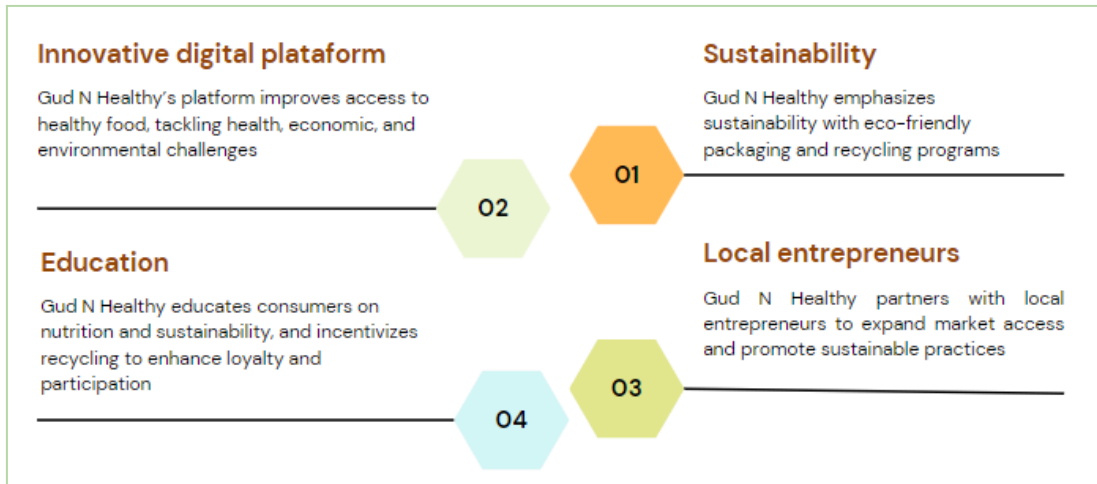
The platform also stands out for its commitment to sustainability, emphasizing the use of eco-friendly packaging and robust recycling programs that incentivize customers to actively participate. By integrating sustainability into its core operations, Gud N Healthy not only reduces its environmental footprint but also promotes circular economy practices, aligning with the vision of the Ellen MacArthur Foundation regarding the importance of circular economy models for waste reduction and resource conservation.

Moreover, Gud N Healthy provides educational resources on nutrition and sustainable practices, empowering consumers to make informed decisions and fostering a community that values health and environmental responsibility. The importance of consumer education in promoting sustainable consumption is supported by research from the United Nations Environment Programme (UNEP). Additionally, the platform rewards customers for recycling packaging, which not only encourages recycling but also strengthens customer loyalty and engagement. According to The Recycling Partnership, incentive-based recycling programs significantly increase recycling rates and consumer participation.

In summary, Gud N Healthy distinguishes itself with its holistic approach, combining a digital marketplace, support for local entrepreneurs, a strong focus on sustainability, educational initiatives, incentive-based recycling, and data-driven decision-making.

This integrated strategy addresses multiple aspects of the food and sustainability ecosystem, aligning with global trends toward healthier and more sustainable lifestyles.

The main stakeholders of Gud N Healthy



Source: Startup Gud N Healthy

3. STAKEHOLDER ENGAGEMENT

The main stakeholders of Gud N Healthy include three key actors who play fundamental roles in the success and operation of the platform. These are local entrepreneurs, agricultural producers, and consumers.

The main stakeholders of Gud N Healthy

LOCAL ENTREPRENEURS	AGRICULTURAL PRODUCERS	CONSUMERS
They represent the authenticity and diversity of products within the platform, strengthening its offerings and attracting consumers interested in supporting local communities.	They provide fresh and quality products to the platform, contributing to the promotion of sustainable agricultural practices and the economic development of local regions.	They are the foundation of the demand for healthy and sustainable products, driving the growth and viability of the platform through their purchasing choices and feedback.

Source: Startup Gud N Healthy

3.1 ENGAGEMENT STRATEGY

Gud N Healthy aims to forge strategic partnerships with consumers, agricultural producers, and local enterprises through various strategies, with the goal of integrating them into the platform.

Through these initiatives, it aspires to cultivate relationships of trust and mutual benefit with its key stakeholders, thus fostering an environment of mutual collaboration and growth in the healthy and sustainable food sector. These strategies are as follows:

3.1.1 BROAD MARKET ACCESS

The platform's strategy is to provide local businesses and agricultural producers with a national reach through the Gud N Healthy application, overcoming geographical limitations. According to eMarketer's report, e-commerce in Peru has experienced significant growth, albeit at a more moderate pace in 2023, with an approximately 10% increase in online sales.

According to the Food and Agriculture Organization of the United Nations (FAO), a significant proportion of consumers are showing interest in purchasing healthy and sustainable foods online. This trend reflects a growing awareness and demand for products that contribute to better nutrition and sustainable agricultural practices.

3.1.2 VISIBILITY AND ADDITIONAL PROMOTION

The platform will allow products from entrepreneurs and producers to stand out with an attractive presentation through the homepage and targeted digital marketing campaigns.

Digital marketing statistics show that 60% of consumers discover new products through social media platforms such as TikTok, Instagram, and Facebook. A study by ConsumerLab found that 70% of Peruvian consumers trust online influencer recommendations.

3.1.3 MARKETING AND ADVERTISING SUPPORT

Gud N Healthy will offer personalized marketing resources, such as professional visual content and digital strategies, to increase product visibility and sales.

According to Google Ads data, email marketing has an average ROI of 3800%, highlighting the effectiveness of this strategy in driving sales and customer engagement. A Statista report reveals that 80% of Peruvian consumers use their mobile devices to search for product information before making an online purchase.

3.1.4 TECHNICAL SUPPORT AND TRAINING

Gud N Healthy will provide webinars and personalized guidance on relevant topics to enhance product quality and marketing.

Statistics from the National Institute of Statistics and Informatics (INEI) show that 30% of Peruvian businesses consider lack of training and guidance as a barrier to their growth. A study by McKinsey found that 70% of companies investing in training for their employees experience a significant increase in productivity and profitability.

3.1.5 CONNECTIONS WITH OTHER INDUSTRY PLAYERS

Additionally, it will facilitate collaborations among participants and opportunities for commercial expansion through an established network of contacts.

According to data from the Ministry of Agriculture and Irrigation of Peru, 50% of Peruvian agricultural producers face difficulties in accessing broader markets due to logistical and distribution limitations.

A report from the Lima Chamber of Commerce indicates that 60% of small businesses in Peru consider establishing collaborations with other industry players as crucial for expanding their operations and increasing their income.

3.1.6 TRANSPARENCY AND TRUSTWORTHY RELATIONSHIPS

Gud N Healthy will foster open and honest communication among all stakeholders, with feedback mechanisms in place to continuously improve the platform.

According to an Edelman Trust Barometer survey, 80% of Peruvian consumers consider transparency and honesty as the most important attributes for building trust in a brand. Data from Harvard Business Review indicates that 64% of consumers are willing to pay more for products and services from companies that have a reputation for transparency and business ethics.

3.1.7 COMMITMENT TO SUSTAINABILITY

Gud N Healthy will also carefully select products that meet ecological and ethical standards, promoting sustainable business practices and the production of healthy food.

According to Nielsen statistics, 56% of Peruvian consumers are willing to pay more for products perceived as sustainable and environmentally friendly.

A report from the Universidad del Pacífico highlights that 70% of consumers in Peru consider a company's commitment to social and environmental responsibility important when making purchasing decisions.

The main strategies of Gud N Healthy



Source: Startup Gud N Healthy

3.2 SOCIAL SUPPORT CAMPAIGN PERFORMANCE

Gud N Healthy has received significant support from various institutions and local producers, underscoring confidence in our project and its potential scalability. Regarding support from critical stakeholders, we have garnered backing from prominent educational institutions. The University of the Pacific granted us a scholarship to participate in the Social Business Creation Competition 2024, in addition to providing us with guidance and mentorship. Likewise, the University of Lima has offered us consultancy and mentorship support, bolstering our project with key knowledge and strategies.

Our mentors include Hernando Zurita, Ana Padilla, and Bernardo Ferriz, who have been instrumental in our development. We have also established connections with the

Organic Chocolate Association in Peru, specifically with producers in the Piura region. They have sent videos of their production, demonstrating their interest and confidence in our platform. This not only diversifies our offerings but also strengthens the relationship with local producers, promoting fair trade and sustainable agriculture.

Our project has received notable support both morally and financially. In terms of moral support, participation in competitions and the mentorship received have reaffirmed the viability and positive social impact of Gud N Healthy. Regarding financial support, the scholarship granted by the University of the Pacific provides us with the necessary resources to participate in international competitions, increasing our visibility and growth opportunities.

To substantiate this support, we have documentation of the scholarship from the University of the Pacific and records of mentorship sessions, as well as presentation and production videos from the Organic Chocolate Association of Peru. This comprehensive backing demonstrates the confidence of key stakeholders in the vision of Gud N Healthy, underscoring its capacity for growth and alignment with sustainability and community health objectives.

The main believers of Gud N Healthy



Source: Startup Gud N Healthy

4. LEARNING CURVE

Based on the fieldwork conducted, there is considered to be great potential for the development of a healthy and sustainable consumption application in Peru. We know that Peruvian consumers, unlike their Latin American neighbors, exhibit differences in their consumption behavior.

It has been identified that in Peru, cities tend to be the focal point of many applications due to the higher population density, where 80% of consumers on platforms like Rappi, a platform specializing in product and service delivery, are concentrated in Lima. Therefore, it has been considered that segmentation should be focused on cities with higher population density such as Lima, Arequipa, Lambayeque, among other cities in Peru, where people, due to lack of time, tend to make online purchases.

An area for improvement in the application is the incorporation of a section for healthy foods for children and babies, a segment of the Peruvian market with enormous potential and no specialized competitor in healthy infant nutrition.

In the same vein, platforms like Thrive Market have a significant competitive advantage in distributing healthy products for children, as it is estimated that the global market for organic foods for children will experience significant growth at an annual compound rate of 10.2% between 2021 and 2027.

In Peru, the availability of platforms specifically dedicated to promoting infant nutrition is limited or little known. However, 45% of Peruvian parents are willing to pay a little more for healthy foods for their children.

On the other hand, to strengthen our sustainability measures through awareness, it is considered relevant to establish partnerships with local companies dedicated to recycling, as the Gud N Healthy digital platform incentivizes users to recycle their packaging through a rewards system.

Opportunities for improvement for Gud N Healthy



Source: Startup Gud N Healthy

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