



EMPOWERING RURAL ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT IN THE PERUVIAN ANDES: INSIGHTS FROM PERUMIN INSPIRA

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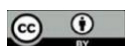
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Abstract

This study explores the role of rural entrepreneurship in driving sustainable development in the Peruvian Andes, with insights from the Perumin Inspira Challenge in 2023. It highlights the diversification of rural economies through innovative, value-added ventures that go beyond traditional agriculture and extractive industries. The research examines 65 entrepreneurial ventures from the Perumin Inspira Challenge, which target United Nations Sustainable Development Goals (SDGs) and span across agriculture, health, environmental sustainability, eco-tourism, and social impact. These ventures, led by both male and female entrepreneurs, showcase diverse economic impacts, with some focusing on high-value markets while others prioritize social benefits for larger populations. The analysis reveals gender and regional disparities in profit generation and outreach, emphasizing that while male-led businesses generally achieve higher profits, female-led ventures often serve more beneficiaries. Altitude also influences profitability, with higher-altitude ventures tending to generate lower profits. The paper concludes with recommendations for scaling local innovations by addressing gender disparities, geographical challenges, and market access, aiming to foster inclusive and sustainable growth in rural regions of Peru.

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1. Introduction

Rural development is an increasingly significant topic due to their multifaceted impacts on society. It not only contributes to health and social development goals but also have repercussions in the environment. The lack of economic options makes rural populations migrate in search of better opportunities, especially youth and women. The regions where they are from often suffer of reduced labor force and economic activity, while the destination areas may face strain on their resources and infrastructure.

Historically, rural areas have focused their development strategies primarily on agriculture or extractive industries. These approaches, while essential, have limitations in terms of economic sustainability and growth. There is a pressing need to diversify these strategies to include value-added agricultural chains, which can transform basic agricultural products into more valuable goods as well as other non-agricultural related business that foster the comparative advantages of the rural areas. This shift has the potential to significantly improve local conditions by providing better income and employment opportunities for rural residents.

However, the lack of consistent and comprehensive policies aimed at enhancing the competitiveness of rural areas has been a significant barrier. Without these policies, the potential for fostering business development and encouraging local innovation remains limited. Effective policies are crucial for creating an environment where rural businesses can thrive, innovate, and contribute to the overall economic development of their regions. By addressing these policy gaps, we can unlock the potential of rural areas, making them more resilient and sustainable, and ultimately mitigating the issues associated with rural poverty and migration.

In this context, there are numerous opportunities to create development hubs and foster entrepreneurship. This movement is driven by the increasing desire among young people to establish businesses in their local communities (GEM, 2024). By anchoring these ventures in local traditions while taking advantage of global connectivity, these businesses have the potential to generate significant economic growth.

Growing evidence suggests that rural regions can benefit immensely from entrepreneurs who diversify the local economy. Studies by Müller (2016), Stathopoulou et al. (2004), and Baumgartner et al. (2013) indicate that entrepreneurial activities can introduce new industries and services, reducing dependence on traditional agricultural and extractive industries. This diversification not only creates new job opportunities but also stimulates innovation and resilience within rural economies.

Furthermore, entrepreneurship can contribute to the revalorization of local resources and cultural heritage. According to Tregear (2005), businesses that incorporate local traditions and resources can enhance the cultural value of these areas, making them more attractive to both locals and tourists. This, in turn, can lead to increased investment in the preservation and promotion of cultural heritage, further boosting the local economy.

Nonetheless, the impact of these initiatives on gender and regional disparities remains uncertain, particularly in the Peruvian Andes. While entrepreneurship can provide opportunities for all members of the community, there is a risk that existing inequalities may persist or even worsen if specific efforts are not made to address them. For example, women and marginalized groups may face additional barriers to starting and growing businesses, such as limited access to finance, education, and networks. Similarly, more remote or underdeveloped regions may not benefit equally from these initiatives, potentially widening the gap between different areas.

This article outlines the role of entrepreneurs in fostering rural development by presenting evidence from a nationwide contest aimed at promoting local entrepreneurship. The added value of this program lies in its ability

to identify the opportunities that local entrepreneurs are pursuing and to understand how gender aspects influence the benefits and distribution of different types of local innovation for rural development in Peru.

The paper analyzes the main types of entrepreneurial ventures that have significant socio-economic and environmental impacts. It also compares the ventures by examining differences in their types and the effects on expected annual income in various rural locations in the Andes.

By studying the experiences of entrepreneurs who participated in this contest, the article provides valuable insights into the unique challenges and opportunities faced by rural entrepreneurs. It highlights how local innovation can drive sustainable development and improve living conditions in rural areas. Additionally, the research explores gender disparities in entrepreneurship, shedding light on how male and female entrepreneurs differ in their approaches, challenges, and outcomes.

This analysis can be valuable for policymakers, development practitioners, and other stakeholders interested in promoting inclusive and sustainable rural development. By understanding the diverse impacts of different types of entrepreneurial activities, the article offers recommendations for creating supportive environments that enable both men and women to thrive as entrepreneurs. This includes addressing gender-specific barriers and ensuring equitable access to resources, training, and networks.

This study is separated in four main sections, background in the theory of entrepreneurship, the methodology where we present the challenges where we obtained the funds of AgriLAC Resiliente initiative from the CGIAR provided to identify the type of business presented, a final discussions and conclusions where we analyze role of public and private policies to scale those innovations.

2. Background

2.1. Entrepreneurship in developing countries.

There is a growing concern that rural areas are depopulating (Zimmerer, 1991; Almeida, 2017) and therefore, creating problems in the communities as there is no economic incentives for installing industries, have qualified labor, or providing services and public infrastructure, creating a vicious circle of lacking opportunities for local people. This can not only produce risk to people that migrate with an uncertain future, with risk to poverty and malnutrition, but also can jeopardize local culture and economies, pressure resources in receptive communities or cities.

One solution is the promotion of local entrepreneurs to promote rural development. GEM (2024) defines entrepreneurship as “the act of starting or running a new business to bring new products and technologies to the market and turn the ideas of entrepreneurs into tangible goods and services that consumers or other businesses want to buy”. Entrepreneurships have emerged as one of the most powerful innovations to revitalize rural settings and generate a virtuous cycle to stop depopulation and generate at the same time new nodes of development (Phillipson et al., 2011).

One of the most important contributors of the theory of entrepreneurship was Joseph Schumpeter. He wrote in 1934 that innovation was the main driver of economic development. Enterprises that seek to innovate Innovation encompasses internal processes of firms that depend on the nature of their products, their competitive strategies and their internal competencies (Virkkala, 2007).

Therefore, the difference between a rural and an urban entrepreneur may be found in the effects of the rural environment in the entrepreneurial process (McElwee and Smith, 2014). Without doubt, rural entrepreneurs play an important role in economic and social development of the rural space because its socio-economic context is often characterized by a limited access to human and financial resources (Esparcia, 2014).

The Total Entrepreneurial Activity (TEA) is index derived from the Global Entrepreneurial Monitor (2024) and is described as the number of adults 18 to 64 years old per 100 involved in starting a new business or managing a business less than 3.5 years old, Peru was at the top of three rankings from all the countries evaluated in the GEM report¹ until 2018: by total, female and male entrepreneurial activities. However, this ranking does not differentiate between entrepreneur types nor survival time of those ventures.

There are two types of entrepreneurs described in the literature (Schoar, 2010), the ones that don't have another option or the options are not considered adequate, and the ones that oversees an opportunity and take advantage of this market need to generate a business. The first ones are named "subsistence or necessity entrepreneurship" and the second one are "transformational of opportunity entrepreneurship".

Subsistence entrepreneurs are motivated to support their families and generally are self-employed. Transformational entrepreneurs, on the other hand, has high levels of human capital and have higher willingness to take risks, also it creates job opportunities. Usually, self-employed entrepreneurs are trapped into poverty, with as low education, lack of access to financial support or networks where 80% of entrepreneurship are microenterprises, most of them informal and had a reduced life expectancy of less than a year (Produce, 2018). The latest are the one targeted for this study².

2.2. Fostering local innovations for development

To promote local entrepreneurship in rural areas, it is essential to consider the multiple dimensions that define these spaces. First, rural areas share common geographical features connected by varying levels of public infrastructure, which can either limit or enhance development opportunities. Policies must be designed with these spaces in mind—whether they are watersheds or economic corridors—if we are to leverage their potential synergies. This also involves recognizing the role of intermediate cities surrounding rural areas, as they play a critical part in the region's development.

Additionally, the multi-activity nature of rural spaces must be acknowledged. Non-agricultural rural activities have gained increasing importance, absorbing a growing share of rural employment and income.

Efforts to generate income should focus on organizing production chains to enhance competitiveness. Key strategies include promoting trade agreements between private companies and producer organizations, developing local technical assistance markets with the involvement of local experts, offering business development training, and establishing market information systems to support decision-making. These actions are essential to unlock the opportunities that rural settings offer and drive sustainable economic growth.

¹ <https://www.gemconsortium.org/data>

² https://www.esan.edu.pe/images/Conexion/documentos/Jorge_Merzthal_Toranzo_-_Emprendimientos_en_el_Peru_barreras_y_opor_-_gestionpe.pdf

3. Methodology

Data for this study came from the challenges for promoting rural entrepreneurship as part of the Perumin Mining Convention in 2023. The challenge is known as PERUMIN Inspira, which aims to foster sustainable development in the highlands of Peru and contribute to the United Nations Sustainable Development Goals (SDGs) agenda.

Specifically, PERUMIN Inspira³ is an award aimed at social enterprises that have an impact on reducing social and economic gaps, contributing to the sustainable development of populations in the Andes (starting at 500 meters above sea level), and it maintains the following objectives:

- i. Identify the greatest diversity of social enterprises nationwide that respond to the following United Nations Sustainable Development Goals (SDGs): SDG 1 No Poverty, SDG 2 Zero Hunger, SDG 3 Good Health and Well-being, SDG 5 Gender Equality, SDG 6 Clean Water and Sanitation, SDG 8 Decent Work and Economic Growth, SDG 12 Responsible Consumption and Production, and SDG 13 Climate Action, and that are addressing the most relevant social problems for the development of the Peruvian Andes.
- ii. Contribute to achieving the SDGs by 2030 from the private sector, academia, and research sector, with the goal of improving the living conditions of the country's vulnerable communities.
- iii. Recognize social enterprises that stand out for being innovative, scalable, and sustainable, and together with them promote a culture of management and measurement of social impact in such initiatives.
- iv. Position entrepreneurship as a tool for social change, bringing stories of entrepreneurs who today exercise their right to transform their environment, and with it, our country.

In this study, we analyzed the 65 entrepreneurial ventures registered for the 2023 PERUMIN Inspira Challenge Grant (Figure 01). We first characterized these ventures and then assessed their potential for contributing to rural development. The analysis included a detailed characterization and an economic evaluation of the reported benefits, categorized by type of innovation, gender of the entrepreneur, and geographical focus. Additionally, a social analysis was conducted to examine the number of producer and consumer beneficiaries in rural areas, providing insights into the ventures' broader social impact.

³ <https://perumin.com/perumin35/public/es/inspira>

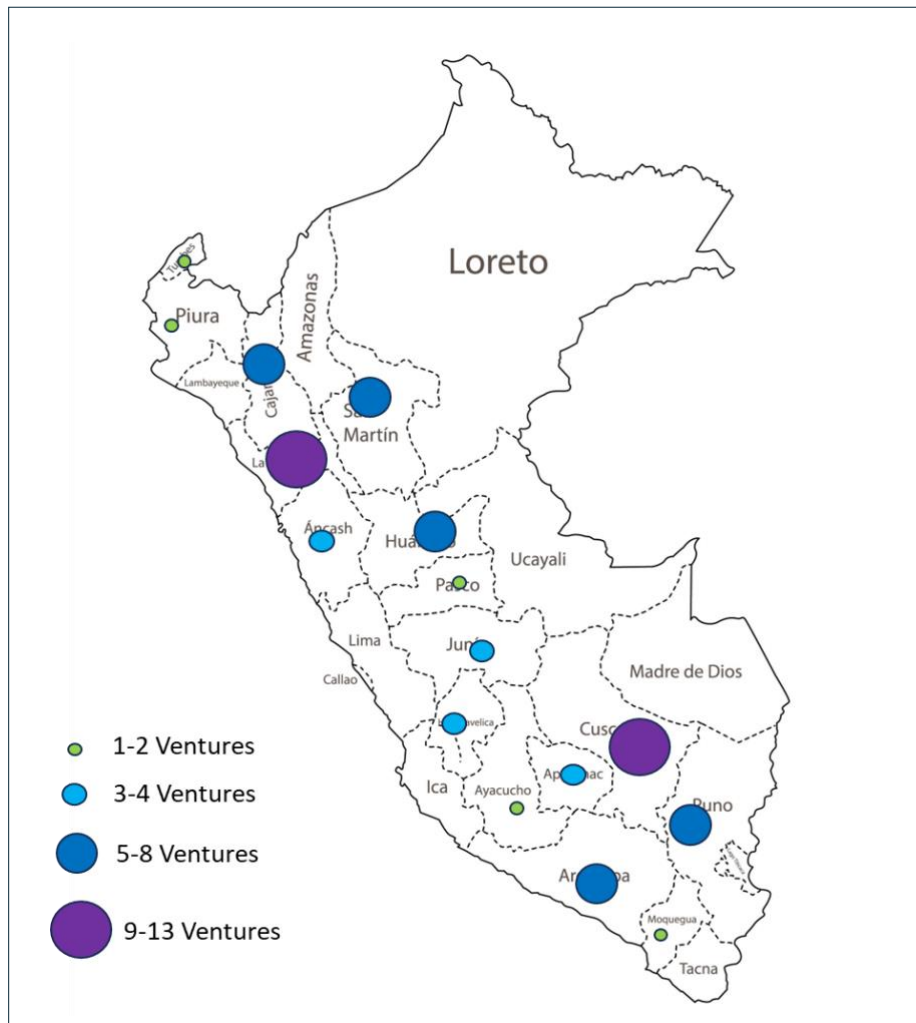


Figure 1. Map of the number of entrepreneurial businesses presented in 2023 Perumin Inspira Challenge per Department, Peru

Findings

After a careful analysis of the types of entrepreneurs presented in the Perumin Inspira 2023, we found five groups that describe the best (Details of these categories are presented in Appendix 1):

- A. **Agriculture and Food Production:** Production of raw agricultural products such as fruits, vegetables, livestock, and organic fertilizers to promote biodiversity conservation, and sustainable production. 16 business cases
- B. **Health, Wellness, and Nutrition:** Production of processed agricultural products for food and cosmetics as well as other initiatives to promote a healthier lifestyle. 11 business cases
- C. **Environmental Sustainability and Innovation:** Manufacturing of household equipment for improving energy generation, water efficiency and environmental quality, as well as sustainable infrastructure and input production. 10 business cases
- D. **Artisanal and Eco-Tourism Enterprises:** Handicraft textile manufacturing and tourism industry. 12 business cases
- E. **Social Impact and Empowerment:** Service providers related for empowering, education, and financial support. 16 business cases.

3.1. Business types and rural entrepreneurship:

The distribution of the impact of the different business cases in terms of profit and the number of producers and consumers beneficiaries are presented in Figure 2.

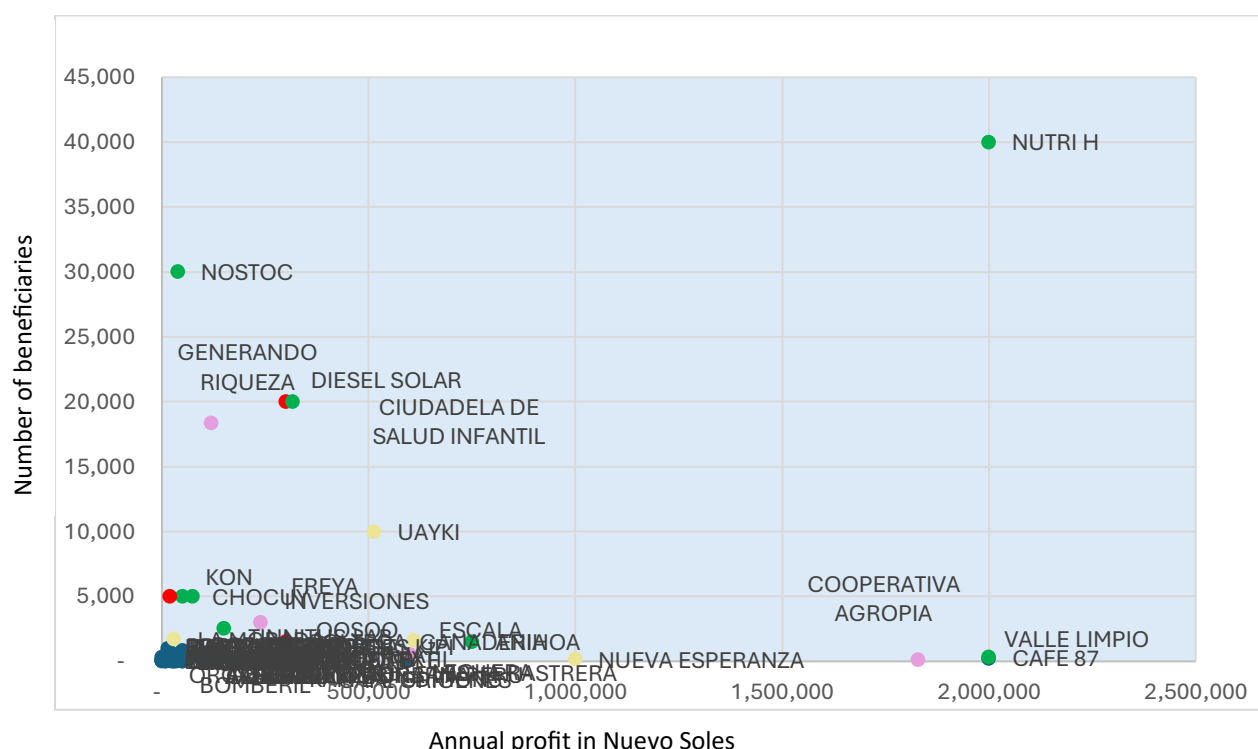


Figure 2. Relation between income and number of beneficiaries in rural areas that each entrepreneur presented in Perumin Inspira, 2023⁴.

The analysis of entrepreneurship data highlights standout ventures, particularly in terms of income, such as "Valle Limpio," "Café 87," and the Agropia Cooperative. These agricultural ventures add value to products like palo santo wood, coffee, and potatoes, and target national or international markets. However, they benefit a relatively small number of producers. In contrast, innovations like "Nostoc," "Generando Riqueza," "Diesel Solar," and "Ciudadela de Salud Infantil" excel in terms of beneficiaries, focusing on processed products for anemia reduction, equipment, training, and health services. These ventures reach a large number of rural consumers but generate lower profits, as they often prioritize social pricing or serve local markets.

One venture that successfully balances both income and a large number of beneficiaries is "Nutri H." With a strong market presence at the national level, Nutri H serves consumers at risk of anemia in both rural and urban areas of the Andes, while maintaining solid profits that enable continued growth. Other ventures, although still profitable, tend to serve fewer beneficiaries and generate lower income due to their more localized focus or the need for additional support to scale up.

The variation in profit and beneficiary reach is important when evaluating innovations, as different industries come with different fixed costs. For instance, industries producing processed food, like nutrient-based products or coffee, require higher initial capital investments. In contrast, artisanal crafts involve lower startup costs, relying

⁴ Annual profit and number of beneficiaries are based on declared statement from entrepreneurs and proxy of the potential effect of this

mostly on local inputs and worker training. These ventures can generate enough income to empower women, improve their quality of life, and preserve local traditions. Therefore, we identified 3 categories in the ventures:

High Income, Low Beneficiaries: Ventures like "Valle Limpio" and "Café 87" are examples where businesses achieve significant profits but serve a relatively small number of producers. These ventures often target national or international markets, focusing on high-value products.

Low Income, High Beneficiaries: Conversely, initiatives such as "Nostoc" and "Ciudadela de Salud Infantil" prioritize reaching a large number of rural consumers, often at lower profit margins. These businesses emphasize social pricing or local market service, which can limit their financial returns but maximize their community impact.

Balanced Ventures: Some businesses, like "Nutri H," manage to strike a balance between generating substantial income while serving a large number of beneficiaries. This dual success indicates effective market strategies that cater to both profitability and social needs.

An additional question arises: who typically decides to pursue more capital-intensive ventures—men or women?

3.2. Gender and rural entrepreneurship:

There was a varied range of entrepreneurs presented in PERUMIN Inspira challenge grant that were led by both male and females in the different categories impacting their communities by improving profitability level and estimated number of beneficiaries of the innovations (Figure 3).

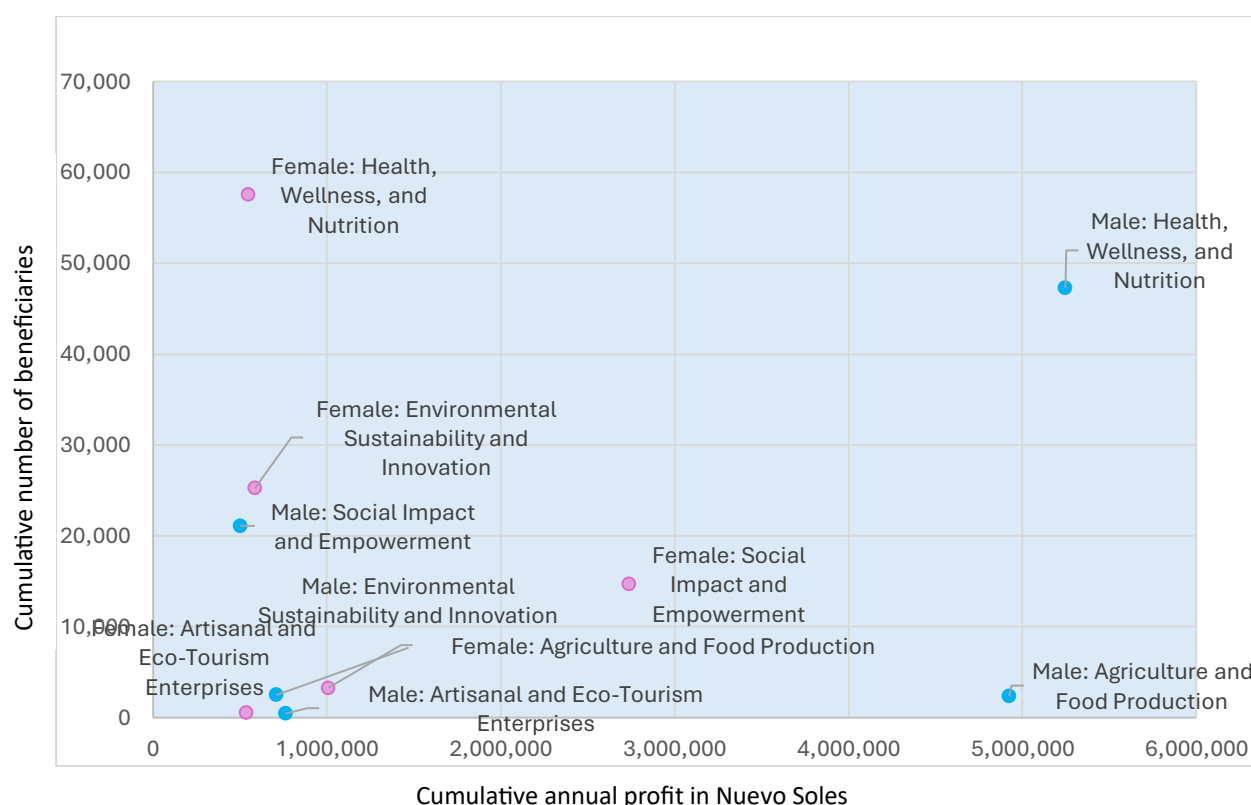


Figure 3. Categories of business presented in the Perumin Inspira Challenge award with declared annual profits and direct beneficiaries (in producer and/or consumer side) in Peru, 2023

Of the 65 entrepreneurial ventures submitted to the Perumin Inspira Challenge Grant, 36 were led by female entrepreneurs, with the remainder by male entrepreneurs. The categories "Agriculture and Food Production" and "Social Impact and Empowerment" attracted the highest number of candidates for both genders, representing nearly half of all business cases. In contrast, innovations in "Environmental Sustainability and Innovation" saw the fewest entries in the 2023 Perumin Inspira Challenge.

An analysis of profit per beneficiary reveals that female entrepreneurs are less efficient compared to their male counterparts, with a profit-to-beneficiary ratio of 1:3.5. This difference is largely due to the nature of the women's business tend to prioritize, such as handicrafts and social empowerment initiatives, which operate on a smaller scale and benefit a limited number of rural people. Meanwhile, male-led businesses typically focus on mass production, with a broader consumer base, particularly in areas like nutrition. Even within the same category—"Health, Wellness, and Nutrition"—women-led ventures earned nearly 10 times less income than male-led ones, despite serving more beneficiaries. Female-led ventures in this category averaged 109,600 soles in profit, with none exceeding 350,000 soles, while male-led ventures had profits as high as 2 million soles, with an average of 875,000 soles annually.

3.3. Geographical focus and rural entrepreneurship:

Several of these entrepreneurial ventures have market opportunities across multiple Peruvian departments, influencing the concentration of businesses in each region. Female-led businesses are predominantly located in the southern Peruvian Andes, while male-led ventures dominate the northern Andes (Figure 4). However, women in their primary region of operation—the South—tend to generate significantly lower profits compared to men, whose ventures are concentrated in the North. This disparity underscores the regional and gender differences in business outcomes.

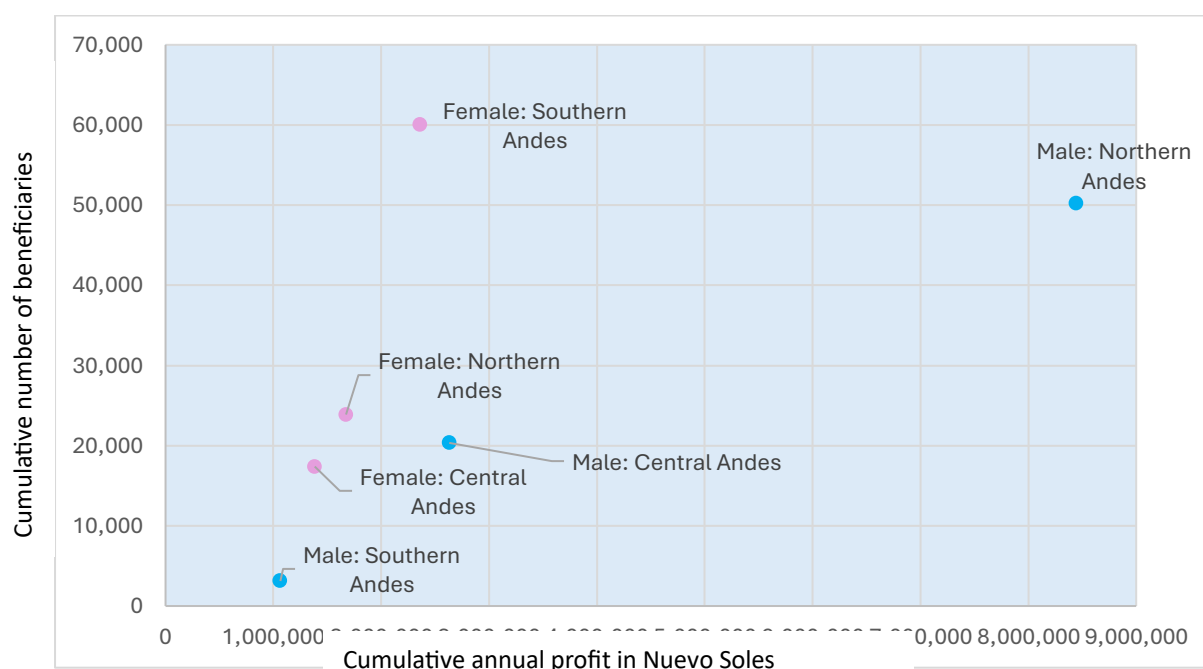


Figure 4. Accumulated profit, and number of beneficiaries per Department of the entrepreneurs presented in Perumin Inspira in 2023. In circle is the percentage of profit/beneficiaries that correspond to female entrepreneurs.

In the Northern Andes, innovations are predominantly male-led, generating high profits and benefiting ventures such as Valle Limpio (Piura), Nutri H (La Libertad), and Café 87 (San Martín), each with returns nearing 2 million soles. In contrast, the Southern Andes are home to mostly female-led ventures. While these initiatives tend to yield lower financial returns, they reach a significantly larger number of beneficiaries. For example, entrepreneurs from Ciudadela de Salud Infantil (Cusco) and Nostoc (Cusco) have innovations that benefit between 20,000 and 30,000 consumers. This contrast highlights the diversity in leadership and impact across regions.

There is another way to analysis this data through the effect of the altitude on the profits (Table 1 and Figure 5).

Table 1. Average and median of the annual profits of the ventures by altitude

Altitude range	Mean	Median
0-500 m.a.s.l	No profit reported	No profit reported
501-1000 m.a.s.l	366,667	110,000
1001-2000 m.a.s.l	469,597	301,200
2001-3000 m.a.s.l	213,410	33,250
> 3,000 m.a.s.l	219,731	75,000

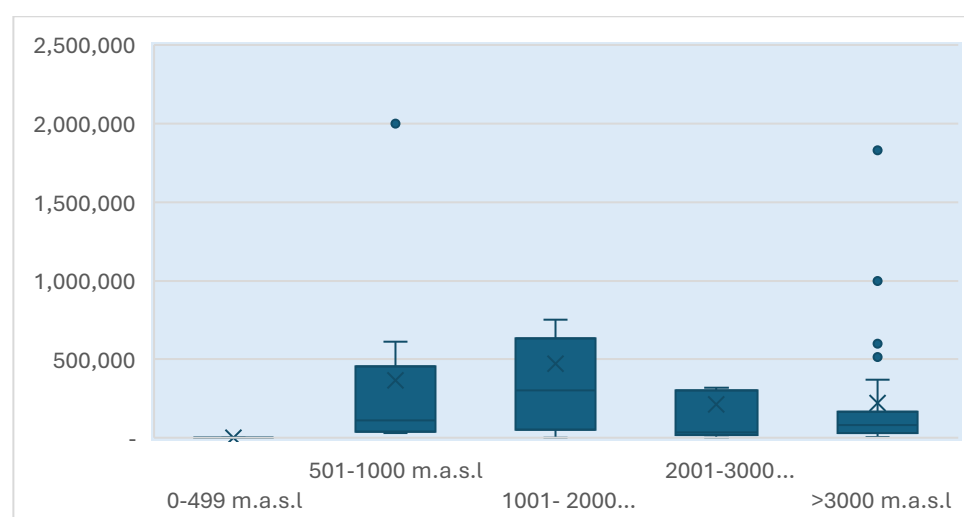


Figure 5. Relation between the altitude and the profits of the ventures that participate in the 2023 Perumin Inspira Challenge

The analysis of the data yields intriguing insights. Focusing on the average and median profits by altitude (Table XX), we observe that entrepreneurs operating at altitudes below 2,000 meters above sea level (m.a.s.l.) tend to generate higher incomes compared to those above this threshold. This trend becomes even more pronounced when considering outliers (Figure XX), indicating a clear pattern: as altitude increases, profits generally decline. Notably, most entrepreneurs in the Andes at elevations exceeding 3,000 m.a.s.l. report relatively low profits. This is an interesting result that confirm previous experience inn Peru, where laws have even been passed to promote rural agroindustry, but they have not worked in the highland areas. One example is the Law for the Promotion of Productive Activities in High-Andean Zones, Law No. 29482 (2008), which aimed to promote rural agroindustry (for companies located above 3,200 meters above sea level).

However, there are notable exceptions among these outliers. For instance, **Cooperative Agropia** achieves annual profits of approximately 1.83 million soles (around USD \$485,000) by focusing on the conservation and fair-trade sale of organic-certified products like native potato chips, fried corn, and dehydrated goldenberries. This cooperative works closely with local communities and has established a market in Europe for its high-quality offerings produced in Tayacaja, located in the Highlands of Huancavelica. Agropia stands out as a special case, having been active for over 15 years, making it more mature than the other initiatives presented at Perumin Inspira 2023. With strong institutional support, it has successfully addressed challenges related to human capital limitations and market failures⁵. Another significant enterprise is **Valle Limpio**, which generates an annual income of 1 million soles (around USD \$265,000) by collaborating with locals to sustainably produce Palo Santo wood for incense, smudges, essential oils, and other products sourced from the highlands of Piura.

These cases illustrate that while altitude presents challenges for profitability in many ventures, innovative approaches and market strategies can lead to success even in higher elevations.

3.4. Learning for scaling potential from those local innovations

The evaluation of an innovation's readiness for scaling involves several stages, from initial concept development to its potential impact in different environments (Sartas et al., 2020). Innovations should be assessed based on their alignment with local needs, the availability of technical and institutional capacities, local resources, enabling conditions, and the needs of target beneficiaries. A comprehensive understanding of the limitations and potential of various innovations is crucial for successful scaling. For instance, innovations aimed at reducing anemia in the Andes may rely on local products that are not easily accessible elsewhere. Similarly, social innovations often require government policy support to ensure their long-term sustainability. Achieving successful scaling thus demands an adaptive approach, sensitive to the unique conditions of each context.

The different needs to scale the different ventures were categorized based on the motivation for participation in the Perumin Inspira 2023:

- A. **Investment in Technology and Equipment:** Various planned investments are mentioned to increase impact, such as the acquisition of high-tech biomedical equipment to improve health diagnostics, and data transfer platforms via the internet, which optimize remote patient monitoring services.
- B. **Working with Vulnerable Communities:** Many entrepreneurs seek to collaborate closely with rural and vulnerable communities. This includes partnerships with women who follow responsible practices through training in rural areas to generate additional income through artisanal products.
- C. **Sustainability and Environment:** Sustainability is a recurring theme. For example, some ventures promote responsible fishing and the use of natural, non-polluting materials. Additionally, initiatives that utilize organic waste to create eco-friendly products are highlighted.
- D. **Job Creation and Education:** The entrepreneurs have a strong focus on job creation in rural and underdeveloped areas, especially for women and young people. The implementation of educational modules and training in areas such as agriculture and technology is also mentioned.
- E. **Strategic Alliances and Funding:** The importance of strategic alliances with governmental institutions and non-governmental organizations is emphasized to secure long-term funding and support. This includes participation in competitions to obtain seed capital and the pursuit of subsidies.

⁵ <https://agraria.pe/index.php/columna/la-sierra-puede-ser-competitiva-y-acceder-a-mercados-de-alta-19277>

4. Discussions

The findings from the analysis of the entrepreneurial ventures presented at the Perumin Inspira 2023 challenge reveal a diverse landscape of rural entrepreneurship, segmented into five primary categories: Agriculture and Food Production, Health, Wellness, and Nutrition, Environmental Sustainability and Innovation, Artisanal and Eco-Tourism Enterprises, and Social Impact and Empowerment. These categories highlight the breadth of innovation across sectors, with varying focuses on profitability, social impact, and scalability.

A key observation is the balance between profitability and beneficiary reach, which differs significantly across ventures. For example, agricultural businesses like "Valle Limpio" and "Café 87" generate substantial profits by targeting high-value products and export markets. However, these ventures serve a smaller group of producers, primarily benefiting from the high market demand for niche products like Palo Santo and specialty coffee.

On the other hand, socially-driven initiatives such as "Nostoc" and "Ciudadela de Salud Infantil" focus on maximizing the number of beneficiaries, particularly in health services and nutritional products aimed at underserved rural populations. Despite serving large consumer bases, these ventures typically operate at lower profit margins, as they prioritize affordable pricing and local market service. These businesses emphasize social impact over financial return, illustrating a trade-off between profit and outreach.

Striking a balance between high profit and large beneficiary reach is a challenge, but ventures like "Nutri H" exemplify how this balance can be achieved. By catering to both rural and urban markets while addressing a critical health issue—anemia prevention—Nutri H demonstrates how businesses can scale both their impact and profitability.

Gender dynamics in rural entrepreneurship also offer important insights. Female entrepreneurs, while actively engaged across all categories, particularly excel in Social Impact and Empowerment and Agriculture and Food Production. However, the data reveals that female-led ventures tend to operate on smaller scales, yielding lower profits per beneficiary compared to their male counterparts as they tend to focus in more socially impactful businesses. This disparity is most evident in sectors like Health, Wellness, and Nutrition, where male-led ventures achieve significantly higher income despite serving similar or smaller consumer bases. This highlights a potential gap in scaling opportunities and market access for women entrepreneurs, likely due to differences in industry focus and resource availability.

Geographically, the data suggests a notable regional divide. Male-led ventures, primarily concentrated in the Northern Andes, generate higher profits and serve fewer beneficiaries, while female-led businesses dominate in the Southern Andes, with a broader reach but lower financial returns. This reflects regional variations in market opportunities, resource availability, and industry focus, underscoring the importance of location in determining the success and scalability of rural enterprises.

Altitude also plays a significant role in the profitability of ventures. As altitude increases, profits tend to decrease, particularly for ventures located above 3,000 meters. However, exceptions such as the Agropia Cooperative demonstrate that, with the right market strategies and product quality, even high-altitude businesses can achieve substantial success. This success can be attributed to two key factors: the time allowed for business maturation, as Agropia benefited from a nearly six-year grace period during which it was subsidized by international cooperation, and the strength of its marketing strategy, which was bolstered by support from an international fair trade company. This suggests that while altitude presents challenges, innovative approaches tailored to local conditions can overcome these barriers.

5. Conclusions

The information analyzed based on entrepreneur data of Perumin Inspira 2023 showcases a wide array of entrepreneurial ventures with varying degrees of profitability and social impact. These types of mechanisms are important because they help identify and strengthen ventures in highly vulnerable regions, using the development of innovations and the specific conditions of each area as a foundation. This approach enables the design of actions that promote their growth and scaling.

The findings highlight several key factors that influence the success of rural entrepreneurship, including industry type, gender dynamics, geographic location, and altitude.

Profitable ventures tend to focus on high-value products and target export markets, while those with a larger social impact prioritize affordability and local market service. Female entrepreneurs, while active across various sectors, face challenges in scaling their businesses and achieving profitability on par with male-led ventures. Regional disparities in market opportunities and profitability further emphasize the need for tailored strategies based on location and resource availability.

To scale these innovations effectively, entrepreneurs must consider a variety of factors, including the availability of capital, market access, and alignment with local needs. Success stories such as Nutri H and the Agropia Cooperative illustrate that with the right combination of innovation, market strategy, and community engagement, rural enterprises can achieve both financial sustainability and significant social impact. These findings underscore the importance of supporting rural entrepreneurs with the resources, training, and networks necessary to scale their ventures and maximize their potential.

We found that ventures in highly vulnerable areas share certain characteristics that can be further strengthened:

- (i) They focus on valuing agrobiodiversity and contributing to food and nutritional security;
- (ii) They generate added value through the development of processed products that connect with niche markets;
- (iii) They highlight their contribution to nutrition and health as a unique differentiator;
- (iv) They are often led by young people;
- (v) They are transitioning from prototype stages to larger-scale operations;
- (vi) They create local employment opportunities;
- (vii) They strategically contribute to the achievement of various SDGs;
- (viii) They are integrated with local innovation ecosystems, driving research and development processes in their regions; and
- (ix) They contribute to mitigating the impact of climate change.

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7. Appendices

7.1. Appendix 1. Type of entrepreneurs documented in the Perumin Inspira Challenge (Source: Perumin Inspira 2023 database)

- A. 10.4160/cip.2024.11.002 The category **Agriculture and Food Production**. include sixteen business innovations, this category features diverse agricultural and food production initiatives in Peru that promote sustainable food production and biodiversity conservation, with key food related projects supporting local producers, women's employment, organic waste recycling, and eco-friendly products, benefiting thousands of families nationwide, both consumers and producers.



Picture 1. Imagine from promotional video from the entrepreneurship of the Agriculture and Food Production category: “Generando Riqueza desde la Infancia”, Huánuco, Peru.

In this category, we identified initiatives such as Misha Rastrera, Inversiones Qosqo, Agropia, Inmortal Food, and others, where biodiversity is central to their business models. These enterprises link biodiversity management, biocultural heritage, and food processing for the modern consumer market, generating income through value-added products from crops like potatoes, quinoa, cereals, and other Andean and jungle crops. Other enterprises like Barboom and De Inca produce alcoholic beverages from native Andean tuber crops such as potatoes and mashua for an export market. Biofertilizantes Terra focuses on producing biofertilizers from agricultural residues.

Other businesses include organic coffee producers (Café Orígenes, and Café 87), sustainable livestock farming (Uniendo Huellas, and a milk production enterprise), and seafood products (Ceviche Mix). These enterprises generate income through sustainable production practices, transforming locally available resources. Additionally, health-focused stores offering local consumers healthy products were established in Arequipa and Huánuco.

In other approaches, Generando Riqueza desde la infancia and Agro Club have focused on agricultural-related training. Generando Riqueza works on improving agricultural production in schools, while Agro Club specializes in the certification of organic products.

- B. The category **Health, Wellness, and Nutrition** had eleven business innovations participating in the challenge contributing to various industries. This category showcases innovative Peruvian enterprises improving health, combating malnutrition, and promoting sustainability through initiatives like telemedicine, nutraceuticals, fortified foods, and eco-friendly cosmetics, benefiting hundreds of thousands of consumers across various regions.



Picture 2. Imagine from promotional video from the entrepreneurship of the Health, Wellness, and Nutrition category: “Inspirall”, Moquegua, Peru.

In terms of nutrition anemia is the main outcome the nutrition related entrepreneurs tries to tackle, with initiatives such as Nostoc that produces and sells nutraceutical gummies made from *Nostoc sphaericum* (Ilullucha); Inspirall that produces and sale of fortified agro-food products, enriched with spirulina and cushuro; Nutri H which is dedicated to the production and sale of cookies with bovine hemoglobin for the fight against childhood anemia; and Chocuy that elaborate products made from freeze-dried guinea pig meat mixed with cacao and other high-nutritional-value ingredients, formulated to combat malnutrition and anemia in children.

Other big group is cosmetics produced with natural and local products. Business such as Atris which works sustainably in the collection of orchids and medicinal plants for the production of perfumes and biocosmetics; Inventhia that is dedicated to the development and sale of a repellent-blocker product that prevents the spread of dengue; Anihua that is dedicated to the sale of natural cosmetic products (shampoos, soaps, and powders) using agricultural waste from Peruvian biodiversity incorporating sun protection, thereby helping to prevent skin cancer; Freya that produces natural cosmetics such as serums and body creams made from oils (essential oils extracted from materials considered waste in their industries, such as eucalyptus leaves, lemongrass, and citric peels); and Valle Limpio which is

dedicated to the sustainable production of Palo Santo wood for the creation of incense, smudge sticks, and essential oils.

There are other types of health-related entrepreneurship relevant to a more general health related issues such as diagnostic and treatment of an specific disease via an app (Tinnitus Lab) and a Children's Health Citadel for treating children where access to those services is very limited.

- C. The **Environmental Sustainability and Innovation** category showcased ten business innovations, each specializing in a wide array of solutions designed specifically for rural communities. This category highlights innovative and sustainable Peruvian enterprises focused on environmental protection, climate change adaptation, using AI, water-saving technologies, solar energy, composting, and eco-friendly farming practices to improve the livelihoods of thousands across various regions.



Picture 3. Imagine from promotional video from the entrepreneurship of the Equipment category: “Creatividad y tecnología desde la comunidad campesina de Colcabamba”, Huancavelica, Peru

- D. The **Artisanal and Eco-Tourism Enterprises** category encompasses twelve innovative businesses, each celebrating the rich traditions of rural communities through artisanal creations. This category highlights artisanal, cultural, and eco-tourism enterprises in Peru that focus on community empowerment on business development, sustainability, and cultural preservation, benefiting hundreds of families by creating jobs, supporting artisans, and promoting rural tourism and wildlife conservation.



Picture 4. Imagine from promotional video from the entrepreneurship of the Artisanal and Eco-Tourism Enterprises category: “Tejiendo Esperanza”, Ancash, Peru

- E. Finally, the **Social Impact and Empowerment** category had sixteen entrepreneur participating in Perumin Inspira. a diverse array of innovative solutions has emerged to address societal needs to improve sustainable development at local level in the Andes. This category highlights social enterprises in Peru that focus on community empowerment, education, and sustainable development, using technology, entrepreneurial training, financial inclusion, and gender-focused initiatives to improve the lives of thousands, including people with disabilities, adolescents, and underserved communities.



Picture 5. Imagine from promotional video from the entrepreneurship of the Social Impact and Empowerment category: “América Solidaria”, La Libertad, Peru.

7.2. Appendix 2. Characteristics of the business cases led by women in Perumin Inspira 2023.
(Source: Perumin Inspira 2023 database)

	Name	Type	Location	Beneficiaries	Profit
1	MISHA RASTRERA	Agriculture - Food	Various	593,569	120
2	UNIENDO HUELLAS	Agriculture - Food	Huancavelica	35,000	5
3	BARBOOM	Agriculture - Food	Huánuco	30,000	17
4	INVERSIONES QOSQO	Agriculture - Food	Cuzco	239,371	3,000
5	TIENDA SALUDABLE	Agriculture - Food	Huánuco	110,000	116
6	BIOFERTILIZANTES TERRA	Agriculture - Food	Huánuco	-	20
7	TEJIENDO ESPERANZA	Artisanal - Tourism	Áncash	166,377	127
8	ARTESANIAS HUAMAN	Artisanal - Tourism	Cuzco	117,600	10
9	KNIT PROJECT	Artisanal - Tourism	Cajamarca	50,000	10
10	TEXTURAS DE ALTURA	Artisanal - Tourism	Cuzco	25,000	30
11	BIOSERRANO	Artisanal - Tourism	La Libertad	6,501	70
12	KANKACHU DEL ARRIERO	Artisanal - Tourism	Apurimac	10,000	20
13	KONCHUKOS TEXTIL	Artisanal - Tourism	Áncash	129,960	215
14	PARADAR	Artisanal - Tourism	Cuzco	30,000	17
15	KON	Environm. Innovation	Pasco	50,000	5,000
16	WAYRY PERU	Environm. Innovation	Cuzco	121,500	90
17	POZOS TAJO ABIERTO	Environm. Innovation	Puno	64,000	160
18	YAKUFIL HOME	Environm. Innovation	Arequipa	50,000	850
19	DIESEL SOLAR	Environm. Innovation	San Martín	300,000	20,000
20	TINNITUS LAB	Health - Nutrition	Junín	150,000	2,500
21	CIUADELA DE SALUD INFANTIL	Health - Nutrition	Cuzco	315,756	20,000
22	NOSTOC	Health - Nutrition	Cuzco	38,400	30,000
23	CHOCUY	Health - Nutrition	Huánuco	20,000	5,000
24	ATRIS	Health - Nutrition	Piura	24,000	40
25	YAPAYKUY	Empowerment	Puno	55,000	250
26	EVOLUCIONA PERÚ	Empowerment	Huancavelica	-	50
27	YANAPAQ CONSULTORES	Empowerment	Arequipa	98,000	50
28	ESCALA	Empowerment	Various	610,000	1,600
29	LA MORADA	Empowerment	Arequipa	30,000	1,700
30	UAYKI	Empowerment	Various	512,998	10,000
31	VISIONARIA PERU	Empowerment	Cuzco	369,623	80
32	TANGARANA	Empowerment	San Martín	30,000	500
33	AMERICA SOLIDARIA	Empowerment	La Libertad	33,250	300
34	NUEVA ESPERANZA	Empowerment	Cajamarca	1,000,000	150
35	FORMADORES PARA LA VIDA	Empowerment	La Libertad	-	45

7.3. Appendix 3. Characteristics of the business cases led by men in Perumin Inspira 2023.
(Source: Perumin Inspira 2023 database)

	Name	Type	Location	Beneficiaries	Profit
1	CAFÉ ORIGENES	Agriculture - Food	Cuzco	370,000	168
2	CEVICHE MIX	Agriculture - Food	Huánuco	60,000	300
3	INMORTAL FOOD	Agriculture - Food	Junín	10,000	50
4	COOPERATIVA AGROPIA	Agriculture - Food	Huancavelica	1,829,364	120
5	PRODUCTOS ORGANICOS	Agriculture - Food	Arequipa	4,000	100
6	GANADERIA LECHERA	Agriculture - Food	Cajamarca	600,000	500
7	AGRO CLUB	Agriculture - Food	La Libertad	-	300

8	CAFE 87	Agriculture - Food	San Martín	2,000,000	315
9	DE INCA	Agriculture - Food	La Libertad	50,000	500
10	GENERANDO RIQUEZA	Agriculture - Food	Huánuco	120,000	18,371
11	CMA	Artisanal - Tourism	Puno	111,000	327
12	ECOALDEAS	Artisanal - Tourism	San Martín	50,000	22
13	KAM EXPEDITIONS	Artisanal - Tourism	San Martín	300,000	100
14	MOVIDICK PERU	Artisanal - Tourism	La Libertad	300,000	4
15	INVERNADEROS DE BAMBU	Environm. Innovation	Junín	9,000	3
16	VERMI URBANA	Environm. Innovation	Arequipa	320,000	400
17	SANISYSTEM	Environm. Innovation	Puno	80,000	485
18	SOLTECA	Environm. Innovation	La Libertad	300,000	1,500
19	CARBON DE COCO	Environm. Innovation	San Martín	-	100
20	INSPIRALL	Health - Nutrition	Moquegua	120,000	100
21	INVENTHIA	Health - Nutrition	Huánuco	302,400	500
22	ANIHOA	Health - Nutrition	Tumbes	750,000	1500
23	FREYA	Health - Nutrition	La Libertad	75,000	5,000
24	NUTRI H	Health - Nutrition	La Libertad	2,000,000	40,000
25	VALLE LIMPIO	Health - Nutrition	Piura	2,000,000	200
26	INGENIERIA BOMBERIL	Empowerment	Cajamarca	20,000	200
27	PREPASO	Empowerment	Apurímac, Cuzco	15,000	1,000
28	ROBOTS KIPI	Empowerment	Huancavelica	300,000	1,000
29	RUWANA	Empowerment	Arequipa	15,000	34
30	EL LEGADO	Empowerment	Tacna	30,000	500

7.4. Appendix 4. Description of the business cases led by women in Perumin Inspira 2023. (Source: Perumin Inspira 2023 database)

	Name	Description
1	MISHA RASTRERA	Misha Rastrera works with 41 small producers in 18 regions, offering over 200 products that reflect the biodiversity and communities from which they originate. In 2021, we grew 100% in production and 200% in sales, demonstrating the success of revaluing and conserving these resources. We have received more than 10 awards, benefiting primarily producers and families in Lucanas, Ayacucho, and Urubamba, Cusco.
2	UNIENDO HUELLAS	Uniendo Huellas is a company dedicated to breeding and selling live and dressed guinea pigs of the "Peru" line in Ñahuincucho, Huando district, Huancavelica department. It creates more jobs for the women of my community, helping them generate their own income. Currently, it works with five women from the community.
3	BARBOOM	BARBOOM is a company focused on transforming organic residual biomass into alcohol and essential oils, mainly producing potato vodka in Huánuco and working with 17 producers.
4	INVERSIONES QOSQO	Inversiones Qosqo Peru S.A.C. produces and sells extruded cereals made from Andean grains (quinoa, cañihua, and kiwicha), benefiting producers from high Andean regions. They are concerned with the growing health problems related to anemia and malnutrition in Canchis, Cusco, benefiting about 3,000 consumers.
5	TIENDA SALUDABLE	Tienda Saludable offers an innovative response to the challenges faced by local farmers and entrepreneurs through a fair and sustainable trade chain, benefiting 116 in Leoncio Prado, Huánuco.
6	BIOFERTILIZANTES TERRA	Biofertilizantes TERRA sells biol fertilizer made from plants and provides technical advice on production, application, and environmental care, benefiting 20 families in Huánuco
7	TEJIENDO ESPERANZA	Tejiendo Esperanza is a company that uses weaving as a means of empowerment for women to generate their own income and improve their quality of life. We have three textile workshops with 127 artisans in Yungay, Ancash.

8	ARTESANIAS HUAMAN	Artesanías Huaman is a group of 10 clay artisans dedicated to making and selling ocarina crafts in Calca, Cusco.
9	KNIT PROJECT	Knit Project Peru sells textiles made from natural materials produced by around 10 Peruvian artisans. Each piece is handmade using natural dyes in Chugurmayo, Cajamarca.
10	TEXTURAS DE ALTURA	Texturas de Altura adds value to the weaving craft performed by women from communities in the Anta province, Cusco. They specialize in linear embroidery, fostering creativity and identity with local symbols, working with 30 weavers.
11	BIOSERRANO	Bioserrano sells organic handicrafts and foods from small artisans and farmers, ensuring quality control and packaging in mostly biodegradable containers, marketed through WhatsApp or at fairs in Otuzco, La Libertad, benefiting 70 people.
12	KANKACHU DEL ARRIERO	KANKACHU DEL ARRIERO sells a healthy snack called "charqui" with a smoky aroma, accompanied by Andean corn, reflecting local identity. It collaborates closely with alpaca meat suppliers, benefiting 20 alpaca farmers in Abancay, Apurímac.
13	KONCHUKOS TEXTIL	COOPERATIVA KONCHUKOS TEXTIL has 215 artisans trained in textile production, promoting the use of collective brands and access to raw materials, training, and equipment in Huari, Ancash.
14	PARADAR	Paradar sells amigurumis (handmade crochet dolls called "minitú," measuring 10cm, 15cm, or 20cm in height and customized according to client photos), and offers both in-person and virtual workshops, benefiting 17 weavers in Espinar, Cusco.
15	KON	KON is a company that uses artificial intelligence algorithms to provide air pollution data with various indicators in Paragsha and Vinchos, Huánuco, benefiting about 5,000 people in these provinces.
16	WAYRY PERU	Wayry Peru sells the "Ducha Wayru," a portable, comfortable, and multifunctional shower system that uses less than 10 liters per bath. Educational workshops on water saving and hygiene have trained 90 families. Over 80 users across Peru's coast, highlands, and jungle now save up to 50% of water, equating to an average annual saving of 5,000 liters per family in Calca, Cusco.
17	POZOS TAJO ABIERTO	This company is dedicated to building and equipping open-pit wells with windmills that simultaneously provide renewable electrical energy to the rural sector in Cabanillas, Puno, benefiting 160 families.
18	YAKUFIL HOME	YAKUFIL HOME is a system that purifies greywater (non-fecal water) using VERTICAL PURIFYING GARDENS to integrate landscaping while saving over 30% of potable water, benefiting 850 people in Arequipa.
19	DIESEL SOLAR	El Diesel Solar sells solar lamps, bringing energy to Peru's most remote areas using an innovative Pay-As-You-Go (PAY-GO) financing method, enabling consumers to pay for clean technology in installments. It benefits 20,000 people in Lamas, San Martín.
20	TINNITUS LAB	Tinnitus Lab is a company that diagnoses and treats tinnitus through an app and software that provides treatment via telemedicine, based in Huancayo, with around 2,500 beneficiaries.
21	CIUDELA DE SALUD INFANTIL	Ciudadela de Salud Infantil has served over 20,000 children in various medical specialties in Urubamba, Cusco.
22	NOSTOC	Nostoc produces and sells nutraceutical gummies made from <i>nostoc sphaericum</i> (Ilullucha), harvested by highland Andean communities in Cusco. They aim to reduce childhood anemia by revaluing this Incan treasure, benefiting around 30,000 consumers.
23	CHOCUY	CHOCUY offers products made from freeze-dried guinea pig meat mixed with cacao and other high-nutrition ingredients. These formulas combat malnutrition and anemia in children, pregnant women, and adults in Huánuco, benefiting 5,000 people. They promote guinea pig farming and the planting and harvesting of cacao, aguaymanto, camu camu, and other crops, benefiting around 5,000 consumers.

24	ATRIS	ATRIS is a company that markets bio-cosmetics and ecosystem valorization, working with 40 rural women who collect orchids and medicinal plants to make perfumes and bio-cosmetics in Piura.
25	YAPAYKUY	Yapaykuy is a company that uses technology to serve society and empower people with disabilities in Juliaca, Puno, reaching 250.
26	EVOLUCIONA PERÚ	The EVOLUCIONA PERÚ PROGRAM is dedicated to productive education for indigenous adolescents, training them as entrepreneurial leaders and generating income in Ocoro, Colcabamba, and Tayacaja in Huancavelica. Around 50 adolescents have benefited.
27	YANAPAQ CONSULTORES	Arequipa. There, they work with women from CP Lago del Colca Chichas, where there are high rates of chronic malnutrition, especially among children. They developed an AQUAPONICS PRODUCTION MODULE, providing trout (animal protein) and vegetables (plant protein) to ensure food security, benefiting 50 women.
28	ESCALA	Escala promotes entrepreneurship development in vulnerable populations in Peru by strengthening business management skills through scholarships. They provide training in finance, marketing, organization, and soft skills to 1,600 entrepreneurs across Arequipa, Huanta, Cajamarca, Cusco, Huancayo, Chupaca, Puno, and Juliaca.
29	LA MORADA	La Morada offers space design services for gender-focused education and project-based learning, using gamification, Canva, Lego Serious Play, and design thinking. They have directly impacted over 1,700 people in Arequipa.
30	UAYKI	Uayki is a low-cost portable kit that deploys an asynchronous LAN network, offering a platform ecosystem with digital content and tools. There have been over 45 Uayki system implementations, with more than 10,000 registered users across 11 regions of Peru, including Lima, Callao, Ancash, Cusco, Huánuco, Pasco, Apurímac, La Libertad, Huancavelica, Puno, Junín, and Cajamarca.
31	VISIONARIA PERU	Visionaria Perú provides workshops, resources, educational materials, practical learning opportunities, safe spaces, and personalized pedagogical support, creating community networks between students and leaders. They have impacted over 10 districts in Cusco and 80 people in the provinces of Calca, Quispicanchi, and Anta.
32	TANGARANA	Plataforma Social Tangarana sells audiovisual technology services to improve education, benefiting 500 people in Moyobamba, San Martín.
33	AMERICA SOLIDARIA	América Solidaria offers consulting services for CSR projects, corporate volunteering, training, and solidarity product sales. They have impacted more than 300 people living in poverty in Patate, La Libertad.
34	NUEVA ESPERANZA	Nueva Esperanza provides savings and loan services to its members to meet basic needs or invest in productive ventures. They promote financial inclusion for rural populations in Cajamarca, benefiting 150 farming families.
35	FORMADORES PARA LA VIDA	The "Forming for Life" club aims to economically empower adolescent and young women aged 14 to 24 to become agents of change, enabling them to start entrepreneurial initiatives in La Libertad, benefiting 45 young women in Trujillo, La Libertad.

7.5. Appendix 5. Description of the business cases led by men in Perumin Inspira 2023. (Source: Perumin Inspira 2023 database)

	Name	Description
1	CAFÉ ORIGENES	Café Orígenes stands out for producing shade-grown coffee at altitudes between 1,500 and 2,400 meters above sea level (MASL). They work with 168 producers across three rural communities in the Lacco Valley, Cusco. Their coffee scores between 83.5 and 87 on the specialty scale, and they sell to markets in the United States and the United Kingdom, as well as in Lima and in hotels and restaurants in Calca, Cusco.
2	CEVICHE MIX	Ceviche Mix is a food technology company that sells a personal kit of ready-to-mix refrigerated ceviche made from squid. They contribute to environmental sustainability by using biodegradable packaging and collaborating with responsible artisanal fishermen from the Peruvian sea. Squid is rich in omega-3 fatty acids, which are beneficial for cardiovascular and brain health, and low in cholesterol, making it a healthy option for those seeking to manage cholesterol levels. Ceviche Mix has benefited 300 families in Huánuco.
3	INMORTAL FOOD	Immortal Food is a venture from the Mantaro Valley that processes and sells dehydrated fruits, vegetables, and meats, as well as powdered products and probiotic drinks without added sugars, preservatives, or flavorings. They work with local and Central Amazonian ingredients, benefiting 50 families in Huancayo, Junín.
4	COOPERATIVA AGROPIA	Cooperativa Agropia is a cooperative of small-scale producers from the districts of Pazos, Castrovirreyna, and Huaribamba in the province of Tayacaja, Huancavelica. They focus on the conservation and fair trade sale of organic-certified native potato chips, fried corn, and dehydrated goldenberries, benefiting 120 families.
5	PRODUCTOS ORGANICOS	An organic products company in Castilla, Arequipa, sells organic potatoes, beans, barley, vegetables, and forage for livestock, as well as meat and dairy products. They also offer eco-tourism and transfer simplified technology for irrigation, using a solar-powered pumping system to lift water over 40 meters and distribute it through a drip irrigation system, benefiting 100 people.
6	GANADERIA LECHERA	The dairy improvement venture in Hualgayoc, Cajamarca, has improved dairy farming and produces fresh milk and cheeses, benefiting 500 producer families.
7	AGRO CLUB	Agro Club is an educational platform offering specialized agricultural courses and services for evaluating and certifying methods to reduce crop losses in export crops like blueberries. It has the potential to benefit 30,000 producers and interested parties in Trujillo, La Libertad.
8	CAFE 87	CAFÉ 87 helps facilitate commercial connections and provides support to 315 farmers in the Alto Mayo Protection Forest in Rioja and Moyobamba, San Martín, exporting roasted ground coffee to markets in the United States, Europe, and Asia.
9	DE INCA	De Inca produces and sells wine made from Mashua, benefiting 500 people in Otuzco, La Libertad.
10	GENERANDO RIQUEZA	Generating Wealth from Childhood focuses on training in regenerative syntropic agriculture to improve soil health, crops, and students' knowledge. They sell ornamental, fruit, and forest plants, as well as organic vegetables and fertilizers (liquid and solid) in three provinces in the Huánuco region, benefiting 18,371 people in Huamalies, Huánuco.
11	CMA	CMA provides training, workshops, and quality control systems for the production and sale of hand-knit garments made from alpaca and cotton using international designs, ancestral techniques, and trendy colors, benefiting 327 people in Chucuito, Puno, Moho, Huancane in Puno.
12	ECOALDEAS	Ecoaldeas advises, accompanies, and commercializes adventure activities and ecotourism through a sustainable rural impact model by empowering the ecotourism value chain. They promote adventure trips with the Tourism Association of the Native Community of Chirikyacu and experiential tourism programs with the Committee of Artisans and the Organic Farm Café Don Emiliano, benefiting 22 families in Lamas and Tarapoto, San Martín.

13	KAM EXPEDITIONS	Kam Expeditions designs and operates birdwatching, wildlife photography, and environmental education expeditions. They have established a conservation area adjacent to a regional conservation space called Morro de Calzada Amazon Center, producing the "Voces del Bosque" series and benefiting 100 people in Moyobamba, San Martín, and northern Peru.
14	MOVIDICK PERU	Movidick Perú sells fishing rods, reels, and accessories for sport fishing, employing four people in Trujillo, La Libertad.
15	INVERNADEROS DE BAMBU	A company in the Mantaro Valley designs and builds low-cost greenhouses with bamboo for the organic production of two blueberry varieties, employing three people in Jauja and Chupaca, Junín.
16	VERMI URBANA	Vermi Urbana specializes in the sale of Californian worms and provides advice on their breeding for domestic composting and organic fertilizer production, benefiting 400 families in Arequipa.
17	SANISYSTEM	SANISYSTEM sells an eco-friendly, waterless portable sanitation solution, including toilets and a biotechnological treatment plant that converts waste into fertilizer. They also provide technical studies, technology transfer training, monitoring, and maintenance services, benefiting 485 families in Quiquijana (Cusco) and Chaconi (Puno).
18	SOLTECA	Solteca sells geotanks and drip irrigation systems to improve water efficiency for 1,500 farmers in Gran Chimú province, La Libertad.
19	CARBON DE COCO	A charcoal company produces and sells biomass charcoal, coconut fiber, easy-to-open coconuts, and coconut bowls, while advising on eco-sustainable ventures. They benefit 100 people in San Martín.
20	INSPIRALL	Inspirall produces and sells fortified food products and ingredients with spirulina and cushuro, developing fortified products on an industrial scale and benefiting 100 people in Mariscal Nieto, Moquegua.
21	INVENTHIA	Inventhia produces and sells a repellent-blocker product that prevents dengue and protects skin from UV rays, benefiting 500 people in Huánuco.
22	ANIHOA	Anihoa sells natural cosmetic products (shampoos, soaps, and powders) using agricultural waste from Peru's biodiversity, applying biotechnology to incorporate sun protection and prevent skin cancer, benefiting 1,500 consumers in Tumbes.
23	FREYA	Freya produces and sells natural cosmetics like serums and body creams made from essential oils extracted from materials considered waste in their industries, such as eucalyptus leaves and citrus peels. The company produces 12 tons of raw materials and sells in 30 locations across Peru, benefiting 5,000 people in Sánchez Carrión, La Libertad.
24	NUTRI H	Nutri H produces and sells beef hemoglobin cookies to fight childhood anemia, with annual sales of S/.1,750,158 and over 4 million packages sold, benefiting 800,000 people in La Libertad.
25	VALLE LIMPIO	Valle Limpio sustainably produces Palo Santo wood for incense, smudges, essential oils, and other products, benefiting 200 people in Ayabaca and Morropón, Piura.
26	INGENIERIA BOMBERIL	Ingeniería Bomberil offers various products aimed at Peruvian firefighters, including the app KAHUIDE, which reduces response times for emergencies, potentially benefiting 20,000 firefighters nationwide.
27	PREPASO	Prepaso offers a platform with micro-courses, resources, and admission exam simulations for university applicants, with the potential to benefit 100,000 people in Apurímac and Cusco.
28	ROBOTS KIPI	A robotics company sells robots made from recycled materials, virtual simulators, platforms, apps, and educational texts for use in social responsibility initiatives in rural and poor areas, benefiting 1,000 students in Tayacaja, Huancavelica.
29	RUWANA	Ruwana is a social project that empowers mothers in the Flora Tristán community in Arequipa by providing training for the production and sale of alpaca and cotton knitted goods, benefiting 34 mothers.
30	EL LEGADO	The Academia Socio Deportiva "El Legado" and Escuela D.T. (Transfer Dynamics) offer sports programs, workshops, courses, and community programs benefiting over 500 people in Tacna.

WWW.CIPOTATO.ORG

The International Potato Center (CIP) was founded in 1971 as a research-for-development organization with a focus on potato, sweetpotato and Andean roots and tubers. It delivers innovative science-based solutions to enhance access to affordable nutritious food, foster inclusive sustainable business and employment growth, and drive the climate resilience of root and tuber agri-food systems. Headquartered in Lima, Peru, CIP has a research presence in more than 20 countries in Africa, Asia and Latin America.

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