



**Situation:**

When the pandemic hit, I started a cooking school, but when everything shut down, I decided to try something new. My wife was always struggling to find fresh food, and she kept asking me how come she didn't have real food, even though she had a chef at home. That's when I came up with the idea of creating vacuum-packed meals.

We've developed a unique technology that uses vacuum-packed food, and we've made it environmentally friendly by using bags made of sugar cane that we import from Brazil. Our product is free of BPA and less harmful to the environment. We buy everything from scratch and prepare our food fresh every day, keeping it in the bag for up to seven days with refrigeration. Our food is already pre-packed, so it only takes three minutes to heat, and we offer over 90 items on our menu, ready to serve.

I started sending out free samples, and people started calling to place orders. We launched our business almost two years ago, starting with only 100 orders in the Miami area, but soon expanded to the entire state of Florida. We participated in local competitions and won the Bank of America competition. We even had the opportunity to serve our food directly to customers at the Holiday Village, which resulted in great feedback.

## **How has your business grown since working with the Miami-Dade Business Navigator Program?**

StartUP FIU Business Consultant Adriana Madrinan and Florida SBDC at FIU Cristine Lerner worked with me monthly where we discussed various strategy plans. They have been instrumental in helping me with their insightful thoughts and ideas, and they always challenge me to think outside of the box and guide me in the best directions. Dr. Atkin approached me with a competition opportunity to install our product at FIU Engineering Campus and sell it directly to students. The entire experience has been a great learning opportunity for me, and I am excited to continue growing our business. We've had a great response from students, and our food is quick and easy to prepare. We give our customers the option to choose one protein, one side, and one veggie for a fixed price, giving them control over what they want to eat. We're excited to continue growing our business and bringing our fresh and convenient food to more people.

As a food tech business, innovation is critical to our business, and I am always thrilled to have meetings with them because they bring fresh solutions and opportunities. Their contributions and guidance have been invaluable, and I am excited to see what 2023 will bring for our company.

## **What word of advice would you give to other entrepreneurs?**

“My advice to fellow entrepreneurs is to keep pushing, keep dreaming, and never give up. Every day presents a new challenge, and being an entrepreneur means experiencing both the best and worst moments of your life in a single day. But I thrive on challenges and the opportunity to gain new perspectives, making every day exciting.

I refuse to do the same thing every day or work in a monotonous environment. For me, being an entrepreneur is about doing something different each day. So, my word of advice is to persist and keep trying. Although it's not easy, persistence is key.”

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