



RE-INVENTA
EL CAMPO



Acceleration report

Gen 4: 2025-2026

Programa
financiado por



Foundation

Index

01

- Introduction 3
- Reinventa el campo 2025 4
- Objectives 5
- Program Timeline 6
- **Phase 1 - Call and Selection** 7
- Call and Selection 8, 9
- Application Process 10 - 12
- Selection Process 13 - 15
- Selected Projects 16 - 21

02

- **Phase 2 - Bootcamp**..... 22
- Bootcamp Planning 23
- Bootcamp Evaluation 24
- Bootcamp Feedback and Experience 25 - 29
- Bootcamp Impact Measurement 30
- Overview of the Entrepreneurs 31 - 34
- Improvements after Bootcamp 35 - 42
- Entrepreneurs Key Area of Interests 43
- Most Valuable Learnings 44
- Connections rom the Program 45, 46
- Most Significant Change after the Program . 47,48
- Entrepreneurs Comments 49
- Bayer Workshops..... 50
- Bootcamp Evaluation 51

Index

03

• Phase 3 - Specialized Acceleration	52
• Acceleration Components	53
• Selection Process	54
• Selected Projects	55 - 57
• Initial Diagnosis	58,59
• Lead Mentor.....	60,61
• Acceleration Needs	62,63
• Specialized Acceleration.....	64
• Final Diagnosis.....	65 - 75
• Performance Results	76 - 83
• Impact Measurement	84
• Impact Results	85 - 92
• What our Entrepreneurs are Saying	93
• Suggestions for Program Improvement	94
• Bayer Group Sessions	95
• Closing Session	96 - 102
• Program Feedback and Experience	103
• Communication Strategy	104 - 105
• Call and Selection	106
• Media Outreach	107
• Data	108
• Program Milestones	109
• Ecosystem engagement	110
• Strategic Communications Insights	111

04

• Phase 4 - Financing	112
• Viwala's Credit	113 - 115
• Next Steps	116
• Colectiva Community	117
• Added Value	118 - 119
• Corporate Alliances	120 - 121

Introduction

Agriculture is an essential element of Mexico's economy and rural development, but persistent challenges such as low productivity, limited access to technology, and the growing impacts of climate change continue to constrain its full potential. Meeting these challenges requires not only resources but also bold innovation that can transform the way food is produced, distributed, and consumed.

In this context, **Reinventa el Campo acceleration program plays a critical role:** By providing entrepreneurs with **mentorship and practical tools, we help them adopt innovative technologies and practices that promote sustainability and long-term growth.** The program not only strengthens business models but also empowers rural communities to embrace innovation, adopt modern practices, build resilience, and connect with broader markets.

By accelerating change in Mexico's agricultural sector, Reinventa el Campo contributes directly to food security, competitiveness, and inclusive development demonstrating how strategic support and innovation together can turn challenges into opportunities for the future of agriculture.



Reinventa el Campo 2025

Reinventa el Campo is an **acceleration program for early-stage agro-entrepreneurs in Mexico who are transforming agricultural tools, practices, and processes to build a more sustainable and competitive sector.** The program fosters innovation in agriculture while creating real benefits for rural communities.

Participants receive **specialized training from agricultural and business experts, personalized mentoring, and opportunities to access funding.**



The program is structured in two phases:

- **Bootcamp (3 weeks):** 50 entrepreneurs take part in intensive workshops covering key topics such as business model, marketing, water management, and climate change adaptation.
- **Acceleration (4 months):** 10 selected entrepreneurs continue with tailored mentorship and strategic support to strengthen and scale their ventures. Finalists may also apply for preferential financing.

For more details visit: <https://reinventaelcampo.com/>



Objectives

Reinventa el Campo **empowers agro-entrepreneurs to transform Mexico's agricultural landscape**, providing mentorship, resources, and support to turn innovative ideas to solutions that strengthen rural communities and drive lasting impact

01

Promote agricultural innovation by supporting early-stage entrepreneurs who develop new tools, practices, and processes that have a positive impact in the sector.

02

Strengthen entrepreneurial capacities through training, expert mentoring, and access to resources tailored to the needs of agro-entrepreneurs to scale their initiatives.

03

Empower rural communities by fostering inclusive growth, encouraging the adoption of modern practices, and generating new opportunities in the sector.

04

Generate long lasting value by supporting businesses in achieving financial success while delivering measurable, sustainable, and long-term social impact.

Program Timeline



Phase 1

Call and selection



Call and Selection

For this edition of Re Inventa el Campo, we activated a multi-actor outreach strategy to increase program awareness and attract innovative agro-entrepreneurs across Mexico.

Key actions

- **120+ ecosystem partners** shared the call with their communities.
- Press outreach across **7 media outlets**, reaching **95M+ impressions**.
- Activation of Bayer and New Ventures channels through social media, newsletters, and a LinkedIn Live session.
- Collaborations with **agricultural content creators** to reach specialized audiences.
- **Stories from previous cohort agro entrepreneurs** used to inspire new applicants.

Result

These efforts generated **160+ applications** from entrepreneurs developing solutions to transform the future of agriculture in Mexico.

Click [here](#) to access the whole media kit



 [Click here](#) to watch the video and discover the results of the call and selection process.



1 min

Application Process

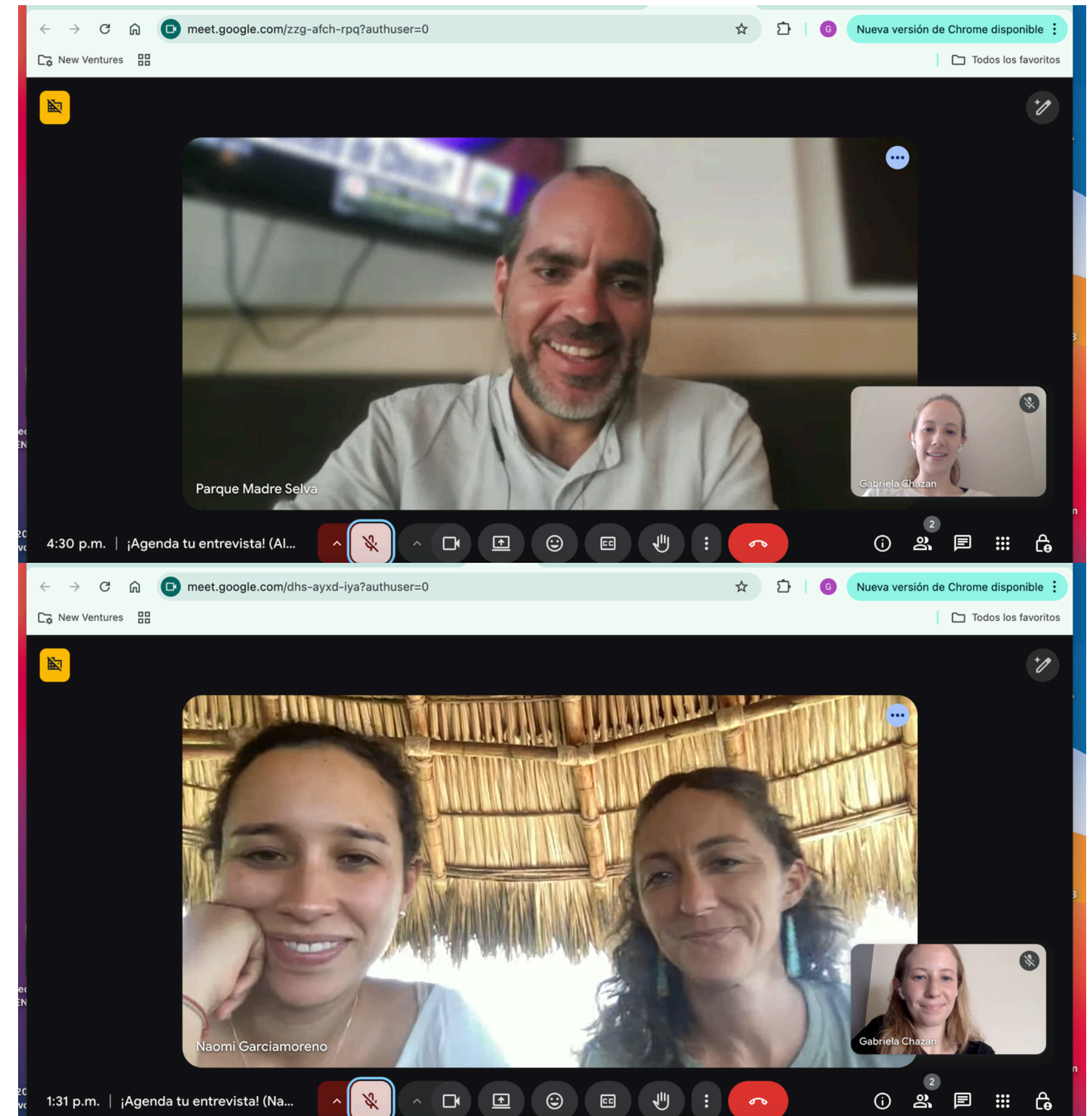
To apply for Reinventa el Campo, entrepreneurs submitted their applications through Google Forms.

Once applications were received, one-on-one interviews were conducted with applicants who met the minimum qualifications.

The purpose of these interviews was to **gain a deeper understanding of each project, including the entrepreneur's vision, challenges, and goals for participating in the program.**

We received 162 applications, we set out to receive at least 100 applications and surpassed our target by over 50%, demonstrating strong interest and engagement in the program.

We conducted 90 interviews to understand further in depth the projects applying to Reinventa el Campo. Out of 162 applications, 72 were disqualified due to unmet requirements, lack of response, or prior participation.



Application Process

90 Interviews

The 90 participants who advanced to the interview stage were those whose profiles, based on the information provided in their application forms, met the requirements to take part in the Reinventa el Campo Bootcamp.

The main reasons why the remaining applicants did not move forward to the interview stage were a lack of genuine intention or potential impact in their projects, or because their ideas were not viable or innovative.

Selection Process

01

Following the interviews, **detailed presentations were prepared summarizing the key information of each project. These materials, together with an evaluation tool and rubric, were provided to evaluator pairs: comprising one representative from New Ventures and one from Bayer to ensure a transparent and consistent review process.**

02

The projects were organized into four groups of approximately 20 each, and after the evaluations were completed, an average score was calculated for every project to determine their advancement to the Bootcamp stage

- **To access all the project's presentations, click [here](#)**
- **To access the instructions, click [here](#)**

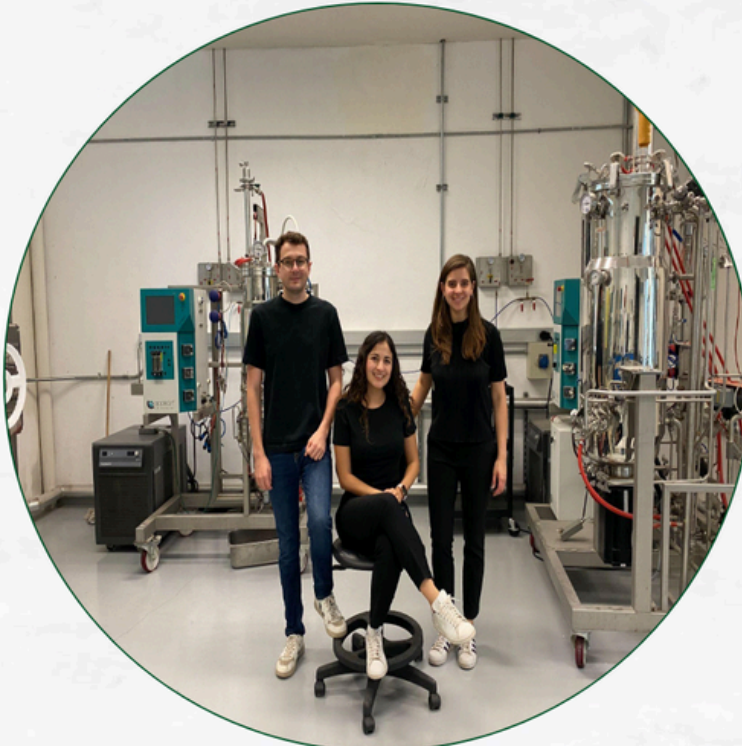




Gente Viva

- **Año de fundación:** 2025.
- **Etapas:** Proyecto en operaciones.
- **Ventas 2024:** \$1,000,000 pesos mexicanos.
- **Qué hacen:** Comercializan productos vivos que cuidan la tierra, la gente y el agua. Venden productos agroecológicos que regeneran la salud de la cuenca y el tejido social. Resuelven la degradación del campo y la erosión de la cuenca a través de la agricultura regenerativa.
- **Propuesta de valor:** Utilizan agroforestería y permacultura, con intervenciones pequeñas y lentas. Encuentran mercado para sus productos que valora y da un precio justo.
- **Impacto en el Campo:** Encuentran mercado para sus productos que valora y da un precio justo, lo que mejora la calidad de vida de los agricultores mientras restauran la salud de sus tierras. Contribuyen a mejorar la calidad de vida en el campo al generar empleos justos y estables, valorando el conocimiento tradicional y fortaleciendo la identidad cultural. Promueven la regeneración y nutrición del suelo.
- **Categorías en las que aplican:** Productos o servicios agrícolas, Capacitación,
- **Redes sociales:** Instagram: @genteviva_permacultura.
- **Comentarios adicionales:** Muy interesados en estructurar su proyecto, asesoría y apoyo para su sostenibilidad y crecimiento. Lo recomiendo muchísimo, tiene mucho impacto y son 2 fundadoras mujeres.





Apical

Año de fundación: 2022.

- **Etapas:** Proyecto en operaciones.
- **Ventas 2024:** \$0.00 pesos mexicanos.
- **Qué hacen:** Resuelve el problema de la falta de información precisa sobre la microbiología del suelo en la agricultura, al ofrecer pruebas genéticas personalizadas que permiten tomar decisiones agronómicas basadas en datos, optimizando el uso de insumos y mejorando la productividad de forma sostenible.
- **Propuesta de valor:** El estudio revela el perfil microbiano específico de cada lote agrícola y, a partir de estos datos, brindamos recomendaciones prácticas para optimizar el uso de fertilizantes, bioinsumos y otras estrategias agronómicas.
- **Impacto en el Campo:** Empoderan al agricultor para que pueda tomar mejores decisiones. El impacto ambiental radica en la reducción del uso de agroquímicos, el aumento del rendimiento y la reducción de CO2. Ayudan a los agricultores a identificar zonas que necesitan intervención, evitando la aplicación generalizada de productos y reduciendo gastos innecesarios, lo que optimiza su inversión y promueve un manejo más sostenible.
- **Categorías en las que aplican:** Capacitación, Digitalización y herramientas tecnológicas,
- **Redes sociales:** apicalbio.com
- **Comentarios adicionales:** Lo recomiendo muchísimo, están muy interesados en recibir apoyo para crecer exponencialmente, obtener herramientas y mentores, y generar comunidad

Selection Process



Of the 90 interviews, **78 projects were evaluated**, while **12 were excluded from the selection process for not meeting the eligibility requirements**

Click [here](#) to access the document

Puntaje por cada uno	Impacto	Propuesta de Valor	Etapas	Potencial de Escalabilidad	Innovación
1	Impacto limitado o sin claridad sobre el problema que resuelven.	No es clara o poco diferenciada.	Idea	Limitaciones significativas para crecer o expandirse. Modelo de negocio débil.	Sin elementos nuevos o replican modelos existentes.
3	Aborda un problema relevante, pero con impacto poco localizado o poco medible.	Es entendible y responde a una necesidad, aunque puede mejorar	MVP o Prototipo desarrollado	Potencial para escalar. Necesita fortalecer su modelo.	Elementos innovadores presentes pero hay espacio para añadir más valor.
5	Resuelve un problema significativo con impacto claro y medible en lo social, ambiental o social.	Propuesta clara y muy atractiva. Responde a necesidades de manera efectiva.	Empresa en operaciones	Modelo replicable, con visión clara de escalamiento o expansión regional/nacional.	Altamente innovador, ofreciendo soluciones nuevas.

Proyecto	Impacto	Propuesta de Valor	Etapas	Potencial de Escalabilidad	Innovación	Total
Mixtela Mia	3	3	3	3	3	15
Entinnova	5	5	5	4	4	23
Mercado el 100	4	4	5	4	3	20
Apical	5	4	3	4	4	20
Tierra Viva 2020	5	4	5	4	4	22
Synergy	4	5	5	4	4	22
Sibia	4	4	3	4	4	19
Rancho los montes	3	4	3	2	2	14
TEAA	0	0	0	0	0	0
Come Ala Terra	4	4	3	5	4	20
Metlalli	3	3	2	2	2	12
LESS SALT	5	4	3	5	5	22
Bloom	4	5	3	5	4	21
Pulmon verde regenerativo	3	4	3	3	3	16
Cultivando Ideas	4	4	3	3	3	17
AgroPort	5	3	3	5	5	21
Rancho santa elena	1	1	1	2	2	7
IA-Hagro	4	3	1	4	3	15
Neural Harvest	5	4	3	5	4	21
Beemount	3	3	3	2	2	13
Rancho Milpan	4	4	3	3	3	17
Hidrolechugas leon	3	4	4	4	3	18
Proyecto Pueblo Viejo	3	3	3	1	2	12
Derivados del Agave	3	3	3	4	3	16
Ce Acatl Sistemas Automatizados S.A. de C.V.	3	4	3	4	4	18
Agrodeli	3	3	3	1	1	11

Selection Process

The evaluation had a maximum possible score of 25 points.
The selection criteria for the Bootcamp were as follows:

01

Automatic Selection: Projects scoring above 20 points were automatically admitted, totaling 15 projects.

02

High-Scoring Selection: To complete the cohort, 17 projects scoring between 17 and 19 points were admitted.

03

Committee Review: The final spots were determined by an evaluation committee, which reviewed and discussed the remaining projects. Additionally, 3 backup projects were identified in case of non-responses or unsigned MoUs.

04

Automatic Rejection: Projects with 10 points or fewer were excluded, resulting in 9 rejections.



Selected Projects

¡Ala Terra!	Healthy snacks made from 100% rescued local fruit that would otherwise go to waste.
Abiotech	Supports small farmers through organic production, training, and fair commercialization, bridging the gap between producers and final consumers.
ACADEMIA INDERS	The most complete online and in-person training platform for farmers in Mexico.
Agricultura Regenerativa APS	Restoring and regenerating agricultural soils through sustainable farming practices.
Agrodeli	Delivery service that connects farmers directly with consumers.
AgroMush	Rural women-led initiative producing edible mushrooms while fostering sustainable community development through collective learning and agroecological practices.
Agrotecnología Alternativa	Converts fresh organic waste into natural antimicrobial products, helping crops last longer.
Apical	Soil genetic testing to help farmers optimize fertilizer use, reduce costs, and increase sustainable productivity.
AppSAN	A digital tool designed to improve plant nutrition and crop health.
ArteSanos del Bosque	Regenerative forestry project that strengthens local skills and transforms forest and agroforestry systems using nature-based solutions.

Selected Projects

Bee Harvest Guard	Uses drone imagery and technology to digitalize agriculture, detect problems, predict harvests, and manage operations with an integrated ERP system.
BIORAM BIOTECH SOLUTIONS	Agricultural biotechnology company focused on products to improve the soil's health while reducing carbon emissions.
BioS3 LAB	Biotech startup that creates microtechnology for regenerative farming while tracking impact through blockchain.
BioUnicel	Eco-friendly biodegradable alternative to styrofoam for packaging protection.
Bloom	Smart farm management software for planning and monitoring agricultural production.
Café de sombra Aroma de montaña	Organic shade-grown coffee from Oaxaca, produced with care from seed selection to post-harvest handling and sales.
Ce Ácatl Sistemas Automatizados	Software system designed to increase sugarcane production efficiency.
CREDIS AGRO	Crowdfunding platform that finances rural resilience projects and farmers.
Derivados de Agave (Cooperativa esencia de maguey)	Adds value to aguamiel by producing syrup and nutritional yeast, among other agave-based products.
E-fectivo	Digital payments and e-commerce platform that promotes financial inclusion in rural communities.

Selected Projects

EcoScience Lab	Develops biological products that improve crop growth and capture carbon from the atmosphere.
Ecovermis	Transforms plastics into eco-friendly biofertilizers.
El Hijuelo	Adds value to bananas by turning them into chips for sale, while also offering professional services for farmers.
El rescate del maguey pulquero	Revives the population of maguey pulquero, a native Mexican plant, using an affordable restoration method.
entinnova	Advanced irrigation technology that saves up to 50% more water compared to drip irrigation.
FHM Sustratos Agrícolas	Suppliers of high-quality and sustainable substrates for greenhouses.
Finaqua	Agri-fintech that provides irrigation loans tied to farmers' water efficiency, promoting sustainable water use.
Finca Cacayo	Produces organic cacao and transforms it into chocolate, preserving biodiversity while promoting the cultural and nutritional value of cacao.
Gente Viva	Produces and sells agroecological foods that improve health while regenerating the land and strengthening the community bonds.
Green Matter	Develops agricultural bio-products and uses IoT and AI tools to optimize crop production.

Selected Projects

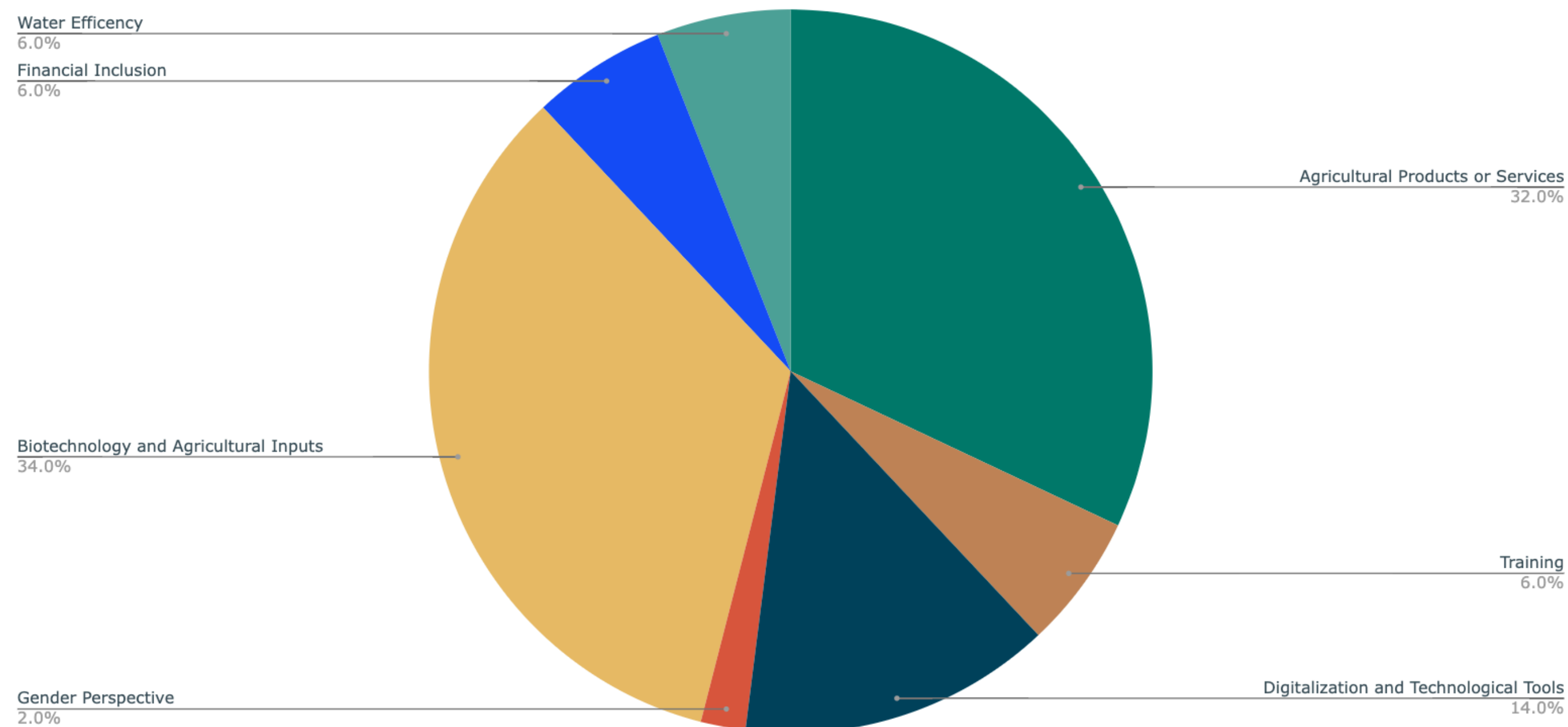
GreenCarbon Group	Investment platform that funds sustainable projects and entrepreneurs.
Growmind AI	AI-powered co-pilot that helps farmers manage the entire production cycle, reduce risks, and increase profitability.
Grupo Mexa RN SAPI de CV	Provides integrated solutions for the sugarcane industry and its derivatives with high value-added products.
Hidrolechugas León	Grows lettuce using sustainable practices that protect soil and water.
IIICCE	Offers online and in-person self-paced training courses tailored to improve farmers' efficiency.
Less Salt	Magnetic water treatment technology that prevents mineral buildup, improves efficiency, reduces water use by 30%, and extends equipment life.
MicroIN	Biotech startup that makes agricultural bio-products more effective by improving microorganism stability and performance.
Neural Harvest	AI assistant that helps farmers manage agricultural tasks more efficiently.
Nutrilodo	Converts industrial sludge into soil enhancers, turning waste into resources for farming.
Orgánicos Limpios Separados - FOCA	Transforms organic waste into nutrient-rich soil products in just 2 days.

Selected Projects

Parque Madre Selva	Ecological reserve that produces honey, cacao, vanilla, fruits, and vegetables sustainably to fund the NGO and preservation project
Plétora, café del bosque	Organic forest-grown coffee produced sustainably to support local communities and responsible consumption.
Rancho Milpan	Revives idle farmland by producing in them, creating jobs and investment opportunities.
Reintegra orgánica	Provides solutions for recycling organic waste and regenerating degraded soils with a circular economy product
Stella BioAgTech	Develops and markets bioproducts for crop nutrition and protection.
Synergy	Products to protect crops against new climatic conditions such as extreme drought and atypical frosts while enhancing the soil
TierraSphere	Restores land while using AI to measure carbon and biodiversity in real time, improving yield and resilience.
Todo del Campo	Composting service for agricultural and urban waste, turning it into valuable products for a circular economy.
TopTape	High-durability repair tape for agricultural plastic coverings, used for both prevention and maintenance.
Wormie	Produces and sells live and dried Tenebrio molitor insects and their frass as sustainable animal feed and soil enhancers, supporting circular economy practices.

Selected Projects

Main Categories



Phase 2

Bootcamp



Bootcamp Planning

While conducting the interviews, **we identified several recurring challenges faced by the entrepreneurs.**

These insights, combined with the **key areas and topics we aimed to address, guided the design of the Bootcamp and the selection of specialized tutors for each session.**

The Bootcamp was structured to provide a **comprehensive and holistic learning experience, strengthening each project across multiple dimensions.** The core areas of focus included: **Business Model, Financial Management, Marketing and Sales, Impact, Management and Networking.**

To ensure that participants could directly apply the knowledge to their projects, we required them to submit **three essential deliverables:**

01 Impact Business Model Canvas

02 Theory of Change

03 Financial Planning Exercise

Semana 1					
Horario	Lunes 11	Martes 12	Miércoles 13	Jueves 14	Viernes 15
8:30-10:00 am	Bienvenida	Design Thinking	Impact Business Model Canvas	Ventas	Pensamiento sistémico
10:00-10:15 am	Descanso	Descanso	Descanso	Descanso	Descanso
10:15-11:45 am	Medición de impacto	Networking	Diagnóstico financiero	Planeación Financiera	Marketing digital y branding

Semana 2					
Horario	Lunes 18	Martes 19	Miércoles 20	Jueves 21	Viernes 22
8:30-10:00 am	Agricultura regenerativa	Tendencias e innovaciones agrícolas	Networking	Adaptación al cambio climático	Gestión del agua
10:00-10:15 am	Descanso	Descanso	Descanso	Descanso	Descanso
10:15-11:45 am	Estrategias de sostenibilidad y competitividad	Gestión de riesgos y seguridad en campo	Introducción de tecnología al campo	Herramientas de gestión de proyectos	Preparación del Pitch de impacto

Semana 3					
Horario	Lunes 25	Martes 26	Miércoles 27	Jueves 28	Viernes 29
8:30-10:00 am	Práctica de Pitch (Grupo 1)	Práctica de Pitch (Grupo 2)	Pitch day	Pitch Day	Pitch day
10:00-10:15 am	Descanso	Descanso	Descanso	Descanso	Descanso
10:15-11:45 am	Economía circular en el agro	Práctica de Pitch (Grupo 3)	Libre	Libre	Cierre del programa

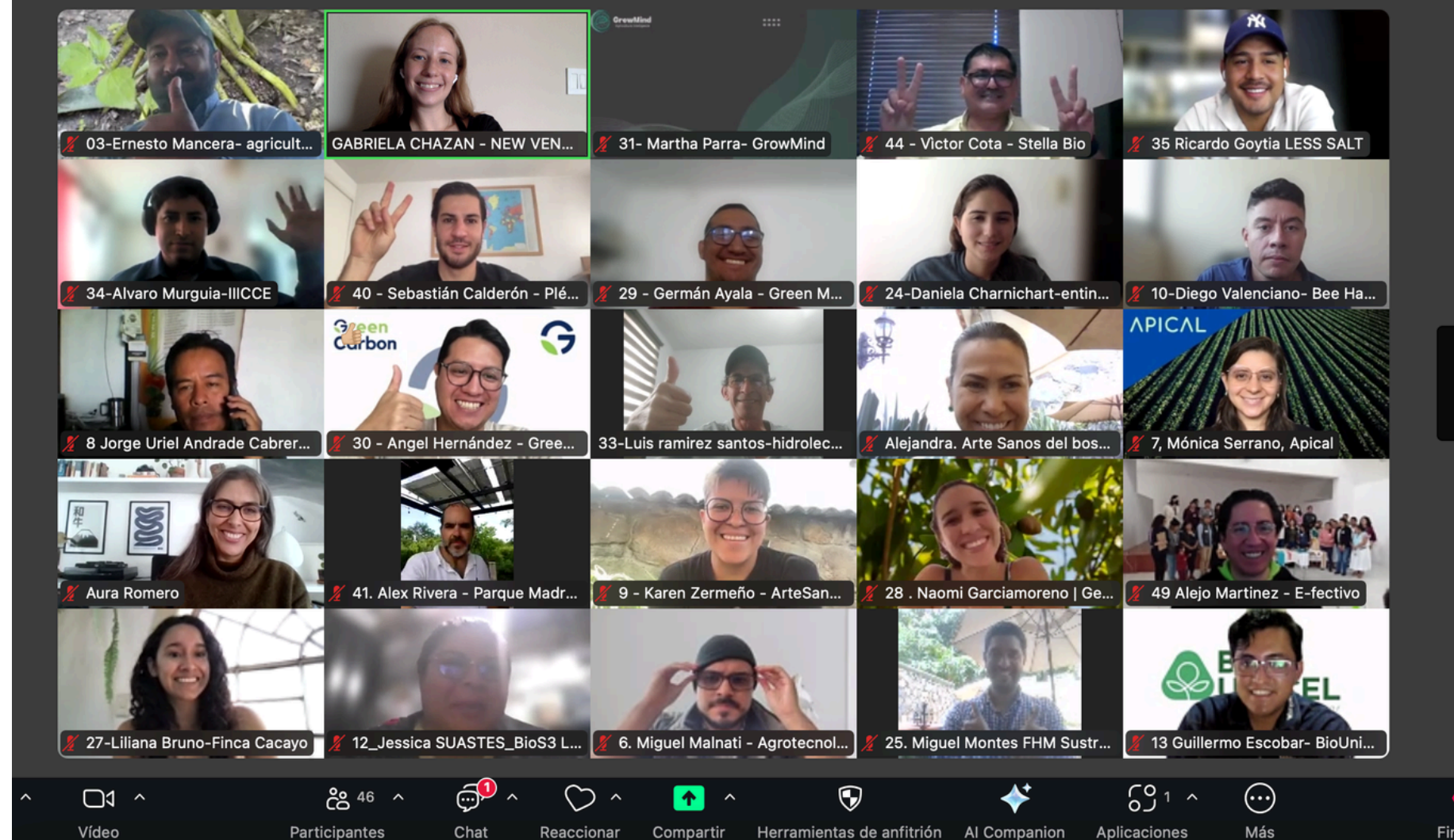
Bootcamp Evaluation

During the Bootcamp, **participants were evaluated on three key criteria: attendance and participation, deliverables, and pitch.**

For the pitch sessions, a standardized evaluation tool was provided to the jury. Each of the six evaluators used this tool to assign scores, which were then consolidated into an average score for every project.

Based on these results, a **selection committee reviewed the highest-ranking projects.**

The committee validated the scoring process, deliberated on each case, and ultimately **determined which projects advanced to the Acceleration Phase. This ensured a transparent, fair, and merit-based selection.**



Bootcamp Feedback and Experience

Click on each picture to listen to the testimonies



Álvaro Murguía Cozar
IIICCE

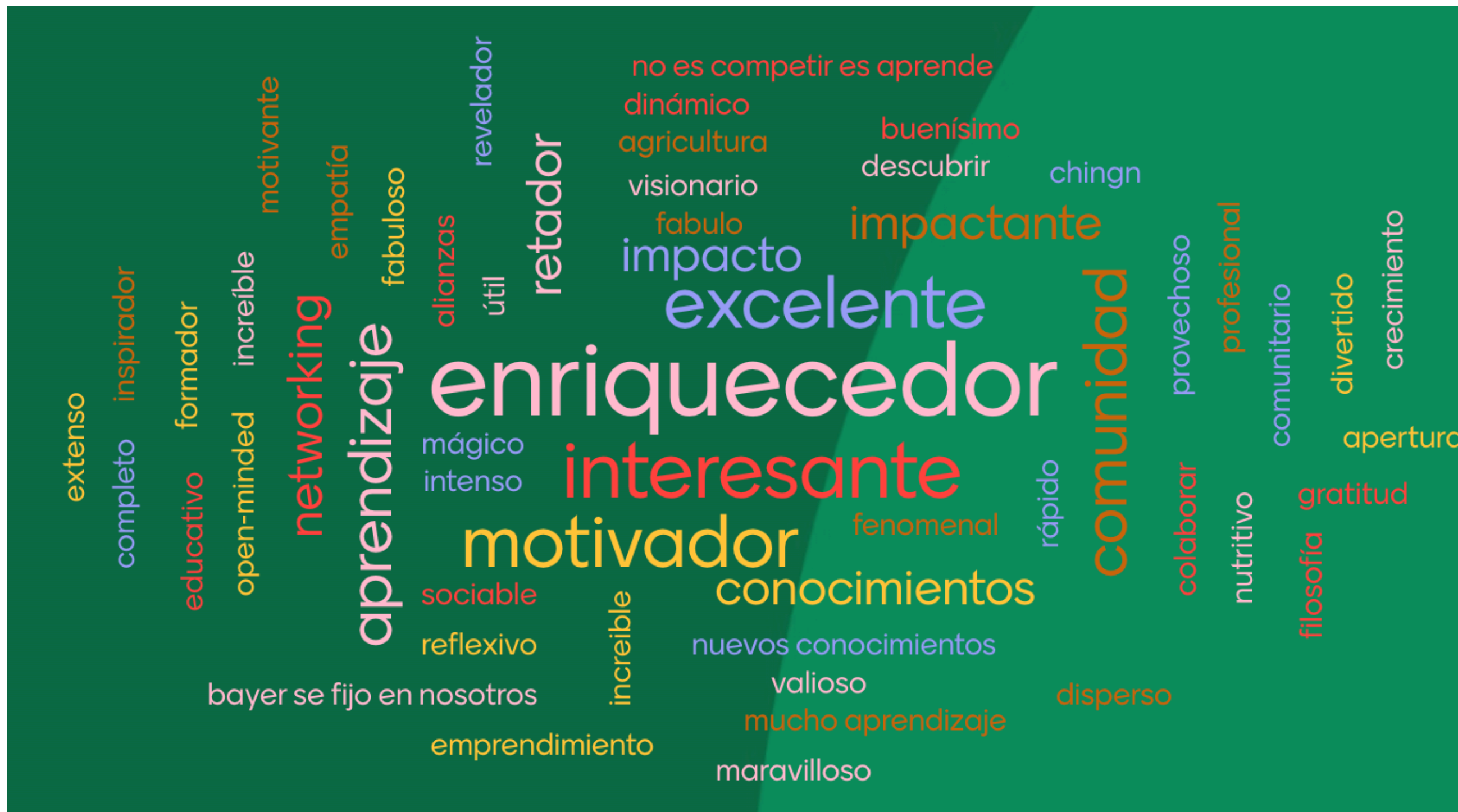


Luis Ernesto Mancera Juárez
Agricultura Regenerativa
APS



Alejandra Rodríguez Gómez
ArteSanos del Bosque

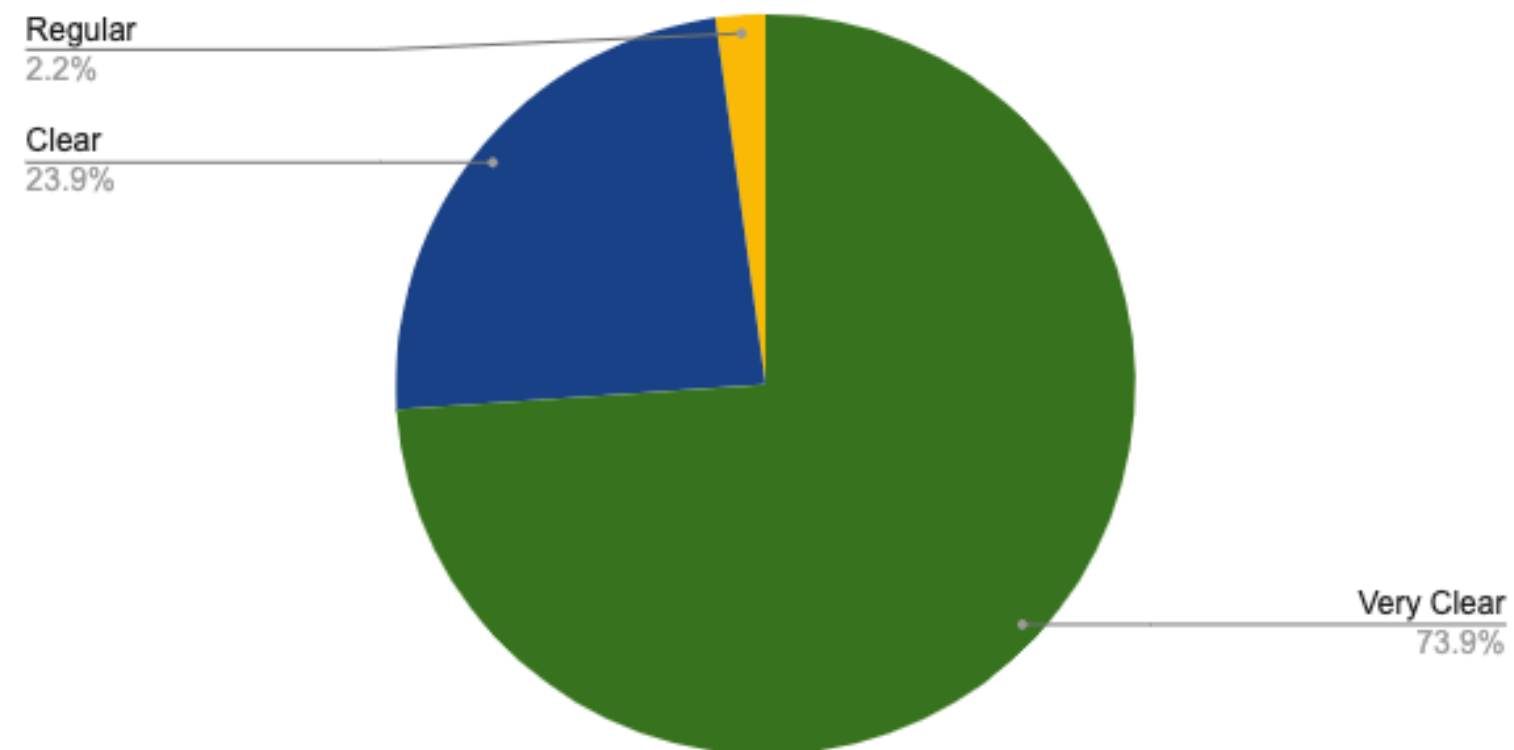
Bootcamp Feedback and Experience



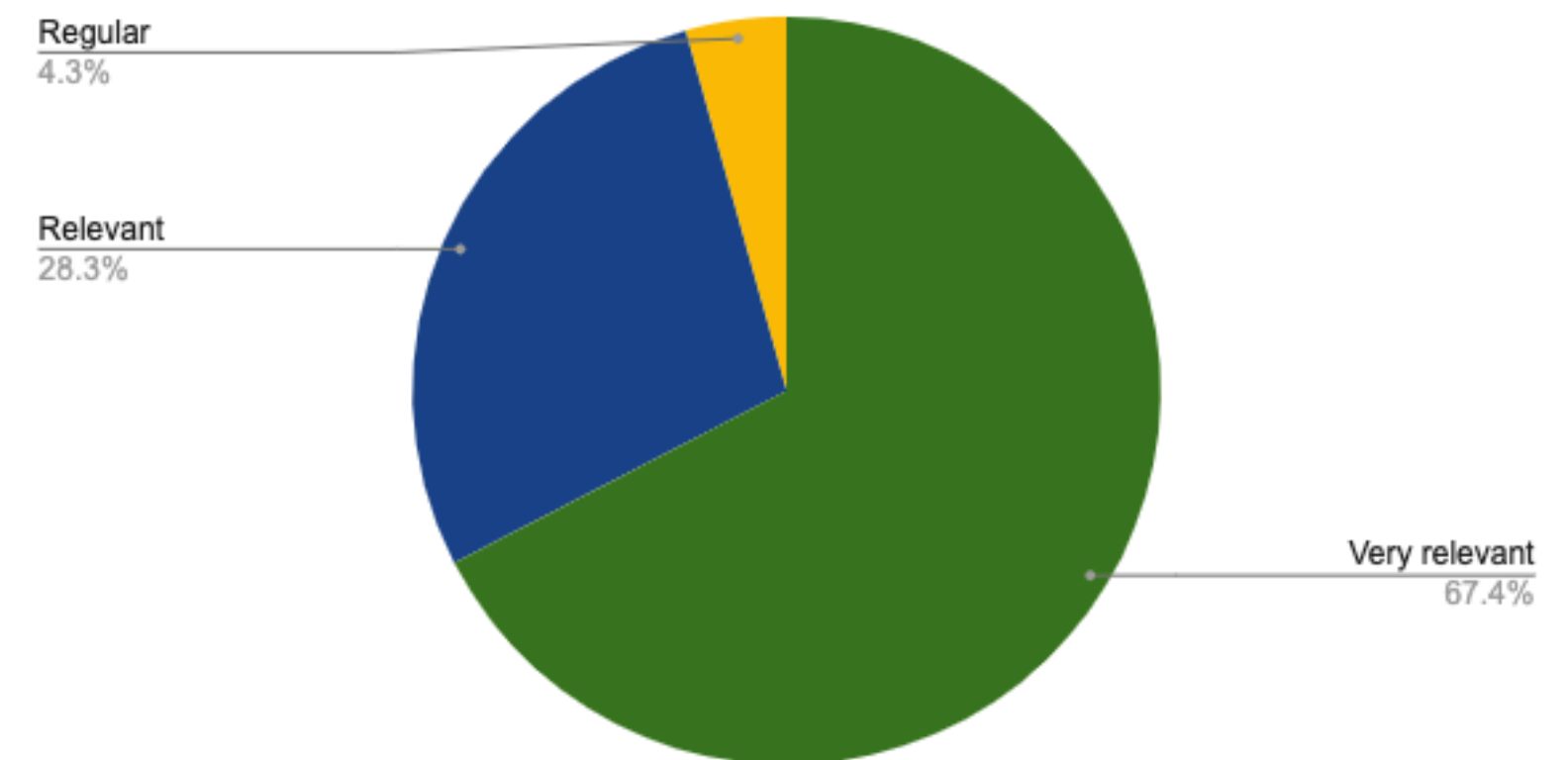
Entrepreneurs answers to describe the program with one word

Bootcamp Feedback and Experience

How clear did you find the explanations and concepts presented?



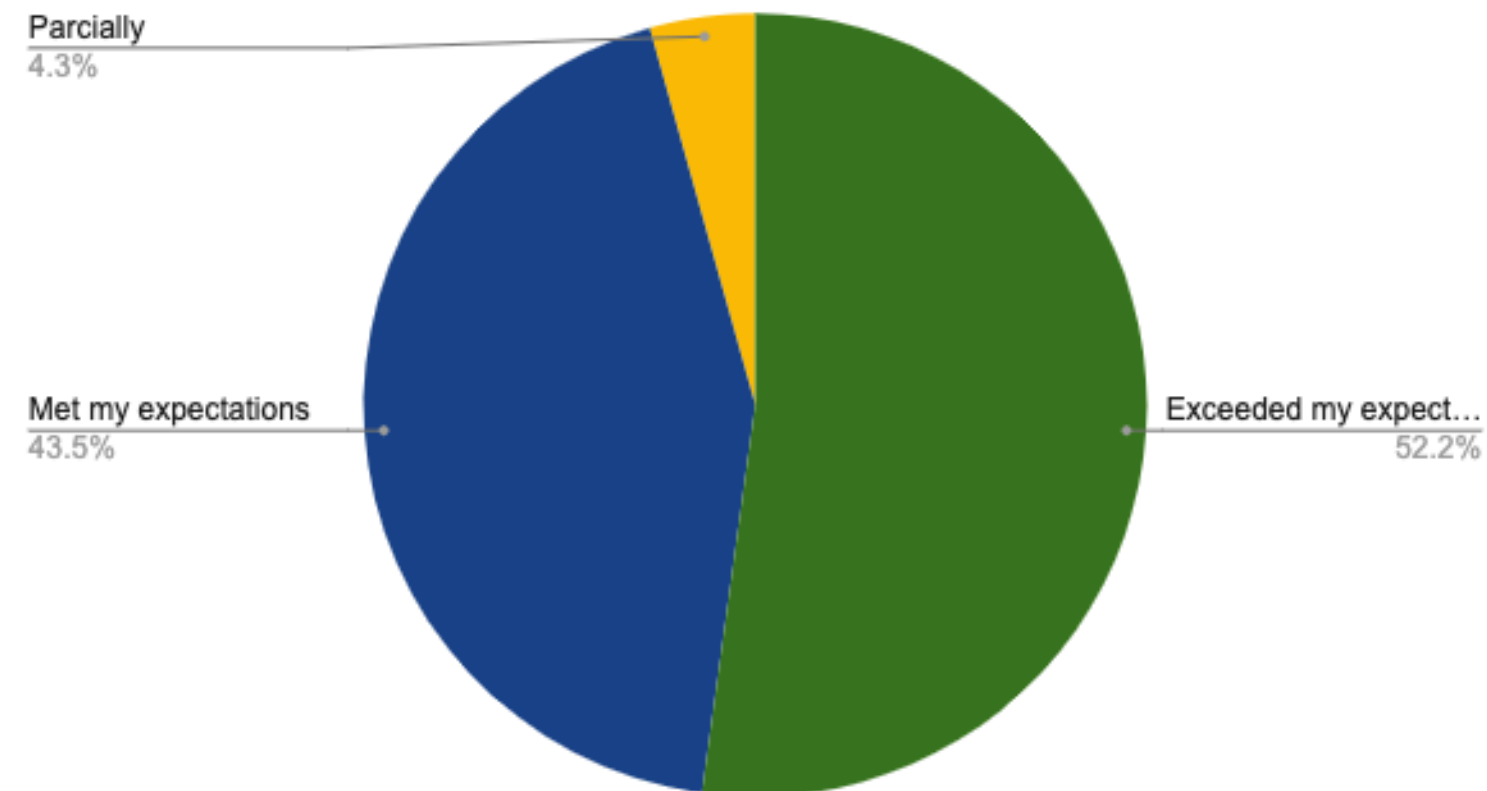
Do you consider the topics covered to be relevant to your business?



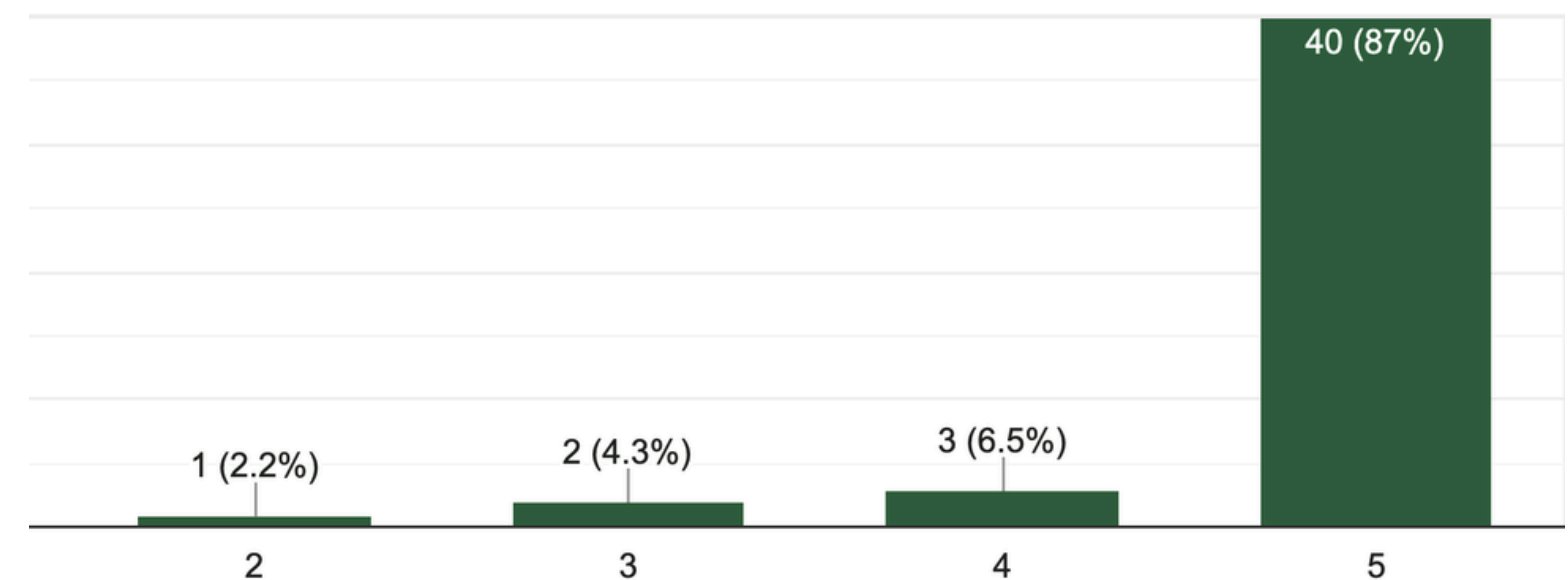
Entrepreneurs' response to the final survey about their experience

Bootcamp Feedback and Experience

Did the Bootcamp meet your expectations?



On a scale from 1 to 5, how likely are you to recommend this program?



Entrepreneurs' response to the final survey about their experience

Bootcamp Impact Measurement

The following section presents the results of the **impact measurement conducted during the bootcamp phase of the Re-inventa el Campo 2025 program.**

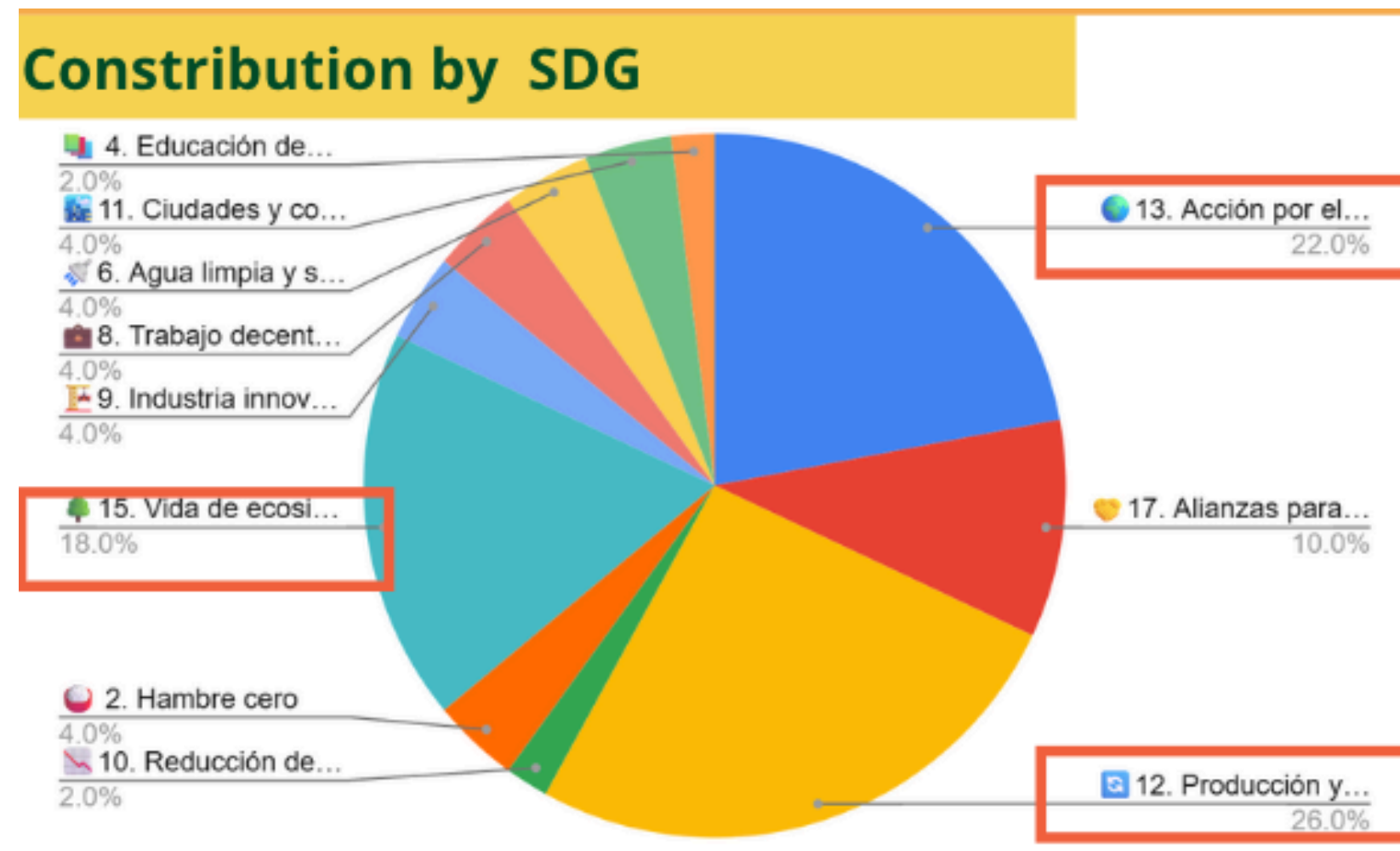
This evaluation focuses on **assessing the progress of participating entrepreneurs in key competencies**, including the application of systemic thinking, business management skills, and problem-solving approaches in their agricultural ventures. **By comparing baseline and endline data, we aim to identify the areas where participants have shown measurable improvement, as well as insights to guide future program iterations.**



These findings provide a **clear view of how the bootcamp experience contributes to strengthening the knowledge, practices, and overall capacity of emerging agricultural entrepreneurs.**

Overview of the Entrepreneurs

Key Characteristics



The entrepreneurs are contributing in almost all Sustainable Development Goals as below SDGs: 4, 11, 6, 8, 9, 15, 2, 10, 13, 17, and 12.

The top three SDGs they are most actively working on are:

- 12 – Responsible Consumption and Production
- 13 – Climate Action
- 15 – Life on Land

Overview of the Entrepreneurs

Key Characteristics

- **Environmental Impact:**
6 entrepreneurs
- **Social Impact:**
3 entrepreneurs
- **Social and Environmental Impact:**
41 entrepreneurs

Environmental Impact Category	Number of Entrepreneurs	Percentage
Reduction in pesticide/chemical use	32	50.80%
Soil regeneration	30	47.60%
Regenerative agriculture / sustainable practices	30	47.60%
Circular economy and waste utilization	24	38.10%
Efficient water use or water saving	23	36.50%
CO ₂ capture and reduction	17	27.00%
Biodiversity conservation	12	19.00%

Social Impact Category	Number of Entrepreneurs	Percentage
Increased income for farmers	46	73%
Access to healthier agricultural products	39	62%
Education and training for producers	36	57%
Inclusion of women and youth in the value chain	34	54%
Improved food security	32	51%
Job creation in rural communities	29	46%
Strengthening community organizations	20	32%

Entrepreneurs could select all the impact areas relevant to their work.
These tables show the percentage of entrepreneurs contributing to each environmental and social category.

Overview of the Entrepreneurs

Key Characteristics

The direct beneficiaries of entrepreneurs primarily include farmers, agricultural producers, product consumers, rural communities, and workers involved in the agricultural value chain.

Based on the base line, the most common beneficiaries are:

- **Farmers / agricultural producers** → This is the most frequent group across the entrepreneurs (e.g., Apical, AppSAN, Agricultura Regenerativa APS, Bloom, Nutrilodo, etc.).
- **Product consumers / clients** → Several entrepreneurs sell directly to customers, making them primary beneficiaries (Agrodeli, Come Ala Terra, Café de Sombra Aroma de Montaña, Wormie, etc.).
- **Rural communities / ejidos / farming families** → Some entrepreneurs impact entire communities, ejidos, or families of workers (ArteSanos del Bosque, Gente Viva, El Rescate del Maguey Pulquero, Rancho Milpan).
- **Workers / agricultural employees** → Certain entrepreneurs focus on improving the conditions of their workers (BioUnicel, Plétora Café del Bosque, TopTape).
- **Professionals / agronomists / specialists** → A few projects target professionals within the agricultural sector (Academia Inders, Bloom, Neural Harvest).
- **Quick insight:** The main focus is on farmers and producers, followed by product consumers, and then communities or families linked to production. This indicates that most ventures have a direct impact on agricultural production and its value chain.

Overview of the Entrepreneurs

Key Characteristics



The entrepreneurs not only have a direct impact on their beneficiaries but also on a broad group of indirect beneficiaries.

Indirect beneficiaries include:

- Families of producers
- Rural communities
- Local suppliers
- Partner companies
- Field workers
- Other stakeholders related to agricultural activities.

This reflects a comprehensive and community-focused approach in which the benefits of entrepreneurse vs extend beyond the direct beneficiaries

Improvements After Bootcamp

Impact Measurement After the Program	No. of Entrepreneurs
I will do it in the near future	3
Yes, I am in the process of designing/creating impact indicators	16
Yes, I am in the process of designing/creating impact measurement tools	14
I already have them but will modify them with the knowledge acquired	17
Total	50

Out of 50 entrepreneurs, **most are either developing or improving their impact measurement systems.**

Only a small minority (6%) have not started yet, highlighting a general readiness among the cohort to track and enhance their program's impact.

This suggests that **the program has likely increased awareness and capacity for systematic impact measurement among the participants.**

Improvements After Bootcamp

Impact Measurement Knowledge Before and After Bootcamp	Before (no. entrepreneurs)	After (no. entrepreneurs)
I don't know the topic	11	1
I know it but have not applied	9	6
I know it and have applied it partially	20	23
I know it and apply it consistently in my venture	10	20
Total	50	50

Here are the IMPACT percentage improvements in each category after the program

0 – I don't know the topic: -90.91%

A significant reduction in entrepreneurs with no knowledge after the program, reflecting strong improvement in understanding.

1 – I know it but have not applied it: -33.33%

There was a decrease in the number of entrepreneurs that only knew the topic but hadn't applied it, indicating progress in practical application.

2 – I know it and have applied it partially: +15.00%

A slight improvement in entrepreneurs that partially applied the knowledge, showing growth but still room for further development.

3 – I know it and apply it consistently in my venture: +100.00%

The biggest improvement, with a 100% increase in entrepreneurs that now consistently apply the knowledge in their ventures.

Improvements After Bootcamp

Knowledge and Application Before and After Bootcamp	Before (no. entrepreneurs)	After (no. entrepreneurs)
I don't know the topic	9	3
I know it but have not applied	19	13
I know it and have applied it partially	18	21
I know it and apply it consistently in my venture	4	13
Total	50	50

Here are the MARKETING & BRANDING percentage improvements in each category after the program:

0 – I don't know the topic: -66.67%

A significant decrease in the number of entrepreneurs with no knowledge, reflecting a major improvement.

1 – I know it but have not applied it: -31.58%

A decrease in entrepreneurs that knew the topic but had not applied it, indicating progress towards practical application.

2 – I know it and have applied it partially: +16.67%

A slight improvement in entrepreneurs that applied the knowledge partially, showing progress but still room for further development.

3 – I know it and apply it consistently in my venture: +225.00%

The most notable improvement, with a 225% increase in entrepreneurs that consistently apply the knowledge.

Improvements After Bootcamp

Knowledge and Application Before and After	Before (no. entrepreneurs)	After (no. entrepreneurs)
I don't know the topic	0	6
I know it but have not applied	10	11
I know it and have applied it partially	14	21
I know it and apply it consistently	26	12
Total	50	50

Here are the **FINANCE** percentage changes (improvement or decline) for each category:

0 - I don't know the topic: $\infty\%$

Since the number of ventures with no knowledge increased from 0 to 6, the percentage change is infinitely large, indicating a shift in the group from having no knowledge to acquiring knowledge.

1 - I know it but have not applied: +10.00%

There was a small increase of 1 venture in this category, reflecting a slight improvement in applying the knowledge.

2 - I know it and have applied it partially: +50.00%

A significant increase in ventures that partially applied the knowledge, indicating a strong improvement.

3 - I know it and apply it consistently in my venture: -53.85%

The number of ventures consistently applying the knowledge dropped by 14 ventures, showing a decline, which may reflect the shift in self-perception after the program.

The Dunning-Kruger effect occurs when people overestimate their abilities until they gain a deeper understanding, realizing they knew less than they initially thought. Rather than being negative, this phenomenon indicates that the training effectively challenged and deepened their understanding, helping them identify weaknesses and areas for growth.

Improvements After Bootcamp

Knowledge and Application Before and After	Before (no. entrepreneurs)	After (no. entrepreneurs)
I don't know the topic	17	6
I know it but have not applied	12	11
I know it and have applied it partially	19	17
I know it and apply it consistently in my venture	2	16
Total	50	50

Here are the Project management tools (OKR, SCRUM, GANTT) percentage changes or improvement for each category after the program:

1 - I don't know the topic: -64.71%

A significant decrease, showing that many ventures moved from not knowing the topic to gaining at least some understanding.

2 - I know it but have not applied: -8.33%

A small decrease, indicating that while some ventures started applying the knowledge, others may have become more focused on applying it consistently.

3 - I know it and have applied it partially: -10.53%

A slight decrease, suggesting that some ventures moved from partial to more consistent application, while others may have reassessed their level of application.

4 - I know it and apply it consistently in my venture: +700.00%

A dramatic increase, showing that 16 ventures moved from partial application to consistently applying the knowledge, reflecting a major improvement

Improvements After Bootcamp

Knowledge and Application Before and After	Before (no. entrepreneurs)	After (no. entrepreneurs)
I don't know the topic	8	0
I know it but have not applied	12	3
I know it and have applied it partially	21	19
I know it and apply it consistently in my venture	9	28
Total	50	50

Here are the Tools to design an impact business model percentage changes or improvement for each category after the program:

1 - I don't know the topic: -100.00%

A complete elimination of ventures with no knowledge of the topic, indicating a major improvement in understanding.

2 - I know it but have not applied: -75.00%

A significant decrease, showing that most ventures that knew the topic but hadn't applied it began to implement the knowledge.

3 - I know it and have applied it partially: -9.52%

A small decrease, suggesting that some ventures moved from partial application to more consistent application.

4 - I know it and apply it consistently in my venture: +211.11%

A dramatic increase, with a 211% rise in the number of ventures consistently applying the knowledge.

Improvements After Bootcamp

Knowledge and Application Before and After	Before (no. entrepreneurs)	After (no. entrepreneurs)
I don't know the topic	12	2
I know it but have not applied	12	3
I know it and have applied it partially	14	25
I know it and apply it consistently in my venture	12	20
Total	50	50

Here are the Design Thinking tools percentage changes or improvement for each category after the program:

1 - I don't know the topic: -83.33%

A significant decrease, indicating that many ventures gained knowledge during the program.

2 - I know it but have not applied: -75.00%

A large decrease, showing that ventures that previously knew the topic began applying it.

3 - I know it and have applied it partially: +78.57%

A strong increase, indicating that a significant number of ventures moved from partial to full or consistent application.

4 - I know it and apply it consistently in my venture: +66.67%

A notable increase, with many ventures now consistently applying the knowledge gained.

Improvements After Bootcamp

Knowledge and Application Before and After	Before (no. entrepreneurs)	After (no. entrepreneurs)
I don't know the topic	9	2
I know it but have not applied	6	3
I know it and have applied it partially	22	19
I know it and apply it consistently in my venture	13	26
Total	50	50

Here are the Impact measurement tools (ToC and ESG) percentage improvement for each category after the program:

1 - I don't know the topic: -77.78%

A significant decrease, indicating that most ventures moved from having no knowledge to gaining understanding.

2 - I know it but have not applied: -50.00%

A reduction, showing that ventures that initially knew but hadn't applied the knowledge started implementing it.

3 - I know it and have applied it partially: -13.64%

A slight decrease, suggesting that some ventures advanced from partial to more consistent application of the knowledge.

4 - I know it and apply it consistently in my venture: +100.00%

A dramatic increase, reflecting a 100% improvement in ventures that now consistently apply the knowledge they gained.

Entrepreneurs' Key Areas of Interest

Before the Bootcamp

Before starting the bootcamp, we asked the entrepreneurs to tell us which topics they were most interested in learning.

Here are the counts of how many entrepreneurs requested each topic:

- **Sales:** 15 entrepreneurs
- **Marketing:** 12 entrepreneurs
- **Impact measurement:** 12 entrepreneurs
- **Operations:** 8 entrepreneurs
- **Finance:** 8 entrepreneurs
- **Sustainable practices:** 2 entrepreneurs
- **Other:** 1 entrepreneur

This shows a strong focus on sales, marketing, and impact measurement as the primary areas of interest for most entrepreneurs.

Most Valuable Learnings

Here are the 8 most valuable learnings from the bootcamp reported by entrepreneurs:

- **Knowing that I can generate a positive impact**
- **Persona-based design and branding**
- **Financial analysis**
- **Systems thinking, and digital marketing**
- **A clearer vision of my business, redefining the business model**
- **Pitch creation**
- **Networking**
- **Learning about many incredible proposals and knowing that we are not alone in the entrepreneurial journey**



These are the most frequent learnings identified by the entrepreneurs.

It seems that topics related to pitching, networking, impact generation, and financial analysis were highly valued by the participants.



Connections from the Program

Connection type	No. of entrepreneurs
Synergies	13
Expand networking	12
See other entrepreneurs as potential suppliers	5
Potential allies	3
Other entrepreneurs as potential clients	2
Total	35

35 out of 50 entrepreneurs stated that they have developed some type of connection with other entrepreneurs or mentors.

Although only one synergy is reported, which was a product purchase from another entrepreneur by Finca Cacayo, **13 ventures stated that they have identified potential synergies** with other entrepreneurs from the bootcamp, and 12 of them expanded their networking and would like to continue fostering these relationships.

Connections from the Program

Entrepreneur	Testimony
AgroMush	With Agrodeli, I realized that we are from the same municipality and from the beginning I loved their proposal, it was a surprise to find out they are from my town. We will meet next week to discuss possible collaborations.
BioS3 LAB	During the bootcamp, I made connections with other entrepreneurs focused on regenerative agriculture, water technologies, bio-inputs, and sustainability. These alliances allow me to explore future collaborations for joint pilots, exchange learnings, and strengthen the impact network.
Finca Cacayo	We discussed our projects in-depth and the possibility of alliances with 3 projects, I have already purchased products from one of them.
Green Matter	An alliance with one of the ventures to support them in solving some of their production issues.
Hidrolechugasleon	With a partner from Chihuahua who works with microorganisms.
Neural Harvest	An alliance to conduct field validations, no longer private, with producers.
TierraSphere	I connected with Angel and will connect with Claudia. Hopefully, more - super entrepreneurs!!

Most Significant Change After the Program

Category / Tool	Observations
Marketing / Digital Marketing / Branding	Includes digital marketing, marketing strategies, branding, and social media. Most entrepreneurs will apply it to improve communication, sales, and brand positioning.
Systems Thinking / Theory of Change	Strategic tools to improve processes, design impact indicators, and structure sustainable businesses.
Pitch / Business Presentation	Mostly applied to present projects to investors or clients and improve communication of business value.
Finance / Financial Analysis / Financial Planning	Use of financial knowledge to better structure projects, plan budgets, and assess profitability.
Design Thinking / Canvas / OKRs / Scrum	Business design and strategic planning tools applied to improve products and internal processes.
Impact Measurement / Indicators	Integration of metrics and KPIs to evaluate the impact of projects, especially in sustainability and agriculture.
Sustainability / Circular Economy / Sustainable Practices	Direct application in business products and processes to generate added value and environmental responsibility.

Entrepreneurs' Comments

01

I was able to **strengthen the design of impact indicators, improve the pilot proposals, and establish new strategic alliances with other entrepreneurs in the agro and sustainability sectors.** Additionally, I consolidated the use of innovation methodologies and systems thinking.
-BioS3 LAB

03

I **now have a presentation with key points that I can share with potential clients,** and I can also measure the metrics to see how profitable the business is.
-Less Salt

05

Establishing a central objective and a clear brand image.
-El Hijuelo

02

Grounding the idea we are pursuing; there were many factors I hadn't considered that are important for my project.
- ¡Ala Terra!

04

I understood the **positive impact my company can have.**
-IIICCE

06

Better defining my customer profile and setting clear objectives for my project.
-Academia Inders



Bootcamp Evaluation: Average 9.14

On a scale from 1-10

Top 5 Valued Aspects by Entrepreneurs:

- **Mentorship and Quality of the Team:** Entrepreneurs highlighted the quality of mentors and the organization of the team. Example: “Very good mentors, very qualified, and Gaby, who always managed the organization.”
- **Networking and Strategic Alliances:** The program provided opportunities to connect with other entrepreneurs, mentors, and investors, forming key partnerships for business growth. Example: “Alliances are essential for us to continue on this path of environmental and human resilience.”
- **Practical Application and Concrete Tools:** Entrepreneurs appreciated the practical tools they could immediately apply in their businesses, such as pitching, digital marketing, and design thinking. Example: “It brought a lot of value and we gained concrete tools to apply immediately.”
- **Clarity and Organization of the Program:** The structure and clarity of the program were highly valued, with many noting the content was very valuable and well-organized. Example: “Nothing, I liked the organization and clarity of the tasks.”
- **Focus on Sustainability and Social Impact:** Many entrepreneurs emphasized how the program helped strengthen their focus on sustainability and impact measurement, allowing them to better structure their projects. Example: “The Theory of Change helped give more weight to my value proposition.”

Bayer Workshops

Evaluation

The evaluation of the workshops conducted by the Bayer team was rated on a scale from 1 to 5, and the average score was 4.1.

Comments on the workshops conducted by the Bayer team were:

- Excellent teachings.
- Very valuable information
- Provide more concrete data.
- Increase interaction with the entrepreneurs.

The workshops delivered by Bayer were:

- Sales
- Regenerative Agriculture
- Tendencies and innovation in the Agricultural Sector
- Carlota’s Case: Introducing technology to the field

Phase 3

Specialized Acceleration



Acceleration Components

**Selection of 10
entrepreneurs**

Initial diagnosis

**Match with lead
mentor + Specialized
acceleration**

Group sessions

Final diagnosis

Viwala's credit

Selection Process

To select the entrepreneurs for this phase, three criteria were evaluated:

- **Attendance and participation during the Bootcamp**
- **Bootcamp deliverables**
- **Pitch evaluation: The jury consisted of two representatives from New Ventures and two from Bayer. Each jury member used an evaluation tool to score each project.**

The average score for each project was calculated, and the highest-performing teams were selected to advance to the Personalized Acceleration phase. **To ensure a fair and final decision, the jury convened as a selection committee to review the results, discuss each project, and confirm which entrepreneurs would move forward to the next phase.**

Criterio	1-2 (Bajo)	3 (Medio)	4-5 (Alto)
Propuesta e Innovación	La propuesta es poco clara o nada innovadora; no se entiende bien el problema ni la solución.	La propuesta es clara, pero la innovación es limitada o no del todo convincente.	La propuesta es muy clara, diferenciada y presenta innovación evidente frente al mercado.
Modelo de Negocio	No queda claro cómo generará ingresos o no es sostenible.	Hay una lógica de ingresos, aunque con vacíos o supuestos poco definidos.	El modelo de negocio es claro, realista y sostenible; se entiende cómo generará valor económico.
Escalabilidad	No hay un plan realista para crecer a nuevos mercados o audiencias.	Se percibe potencial de crecimiento, aunque con riesgos o limitaciones importantes.	Se presenta un plan claro y viable de crecimiento a nuevos mercados o audiencias.
Impacto Social o Ambiental	No se percibe impacto social/ambiental relevante.	El impacto está planteado, pero de forma superficial o poco medible.	El impacto es claro, relevante y medible; se muestra cómo beneficiará a la comunidad o al medio ambiente.
Presentación	Desorganizada, confusa o poco profesional; transmite inseguridad.	Clara y entendible, aunque con debilidades en estructura, visuales o proyección.	Muy clara, estructurada, convincente y profesional; uso efectivo de visuales y seguridad al presentar.

Evaluation rubric used by the jury to score each pitch presentation.

Selected Projects

➤ [Click here](#) to watch the video and discover the 10 agro-entrepreneurs moving into the acceleration phase.



1 min

Selected Projects

Name	Description
Apical	Apical is a science-based, data-driven solution that analyzes soil DNA to provide practical recommendations on fertility and biological protection, helping producers optimize farm management and improve agricultural performance.
Bee Harvest	Bee Harvest is a software development company specializing in geospatial intelligence for agriculture. We process drone-captured imagery and develop machine learning and deep learning methodologies to automate processes and deliver cloud-based solutions.
Bloom	Bloom is an AI-powered management software for agro-input applications and field monitoring. It helps agronomists make smarter decisions and automate their work, while enabling producers to increase profitability and reduce their environmental impact.
Entinnova	Entinnova distributes the world's most efficient irrigation system: RDI. We aim to contribute to food security, regenerate soils, and build resilience to climate change through this technology.
Finaqua	Finaqua has developed and implemented two technological innovations: (1) monitoring water use in crops (which is largely nonexistent, and what little is measured is rarely verified), and (2) transforming how agricultural financing is provided and what it is provided for supporting farmers who have traditionally been excluded from the financial system.

Selected Projects

Name	Description
Finca Cacayo	Finca Cacayo offers an initial line of agroecological cacao transformed into various chocolate-derived products, connecting consumers with the authentic origin of cacao and its roots. Its products are traceable and environmentally friendly in their processes, helping restore value to cacao consumption while highlighting its ancestral heritage.
Gente Viva	Gente Viva grows, processes, and sells agroecological foods that protect people's health and our territory.
GreenCarbon Group	Green Carbon Group is a private equity fund created to invest in entrepreneurs and sustainable, innovation-driven ventures focused on people, solutions, and impact. What sets us apart from other capital options is a fully supportive evaluation process that helps validate, certify, and implement.
LESS SALT	Less Salt designs, manufactures, and distributes magnetic conditioners that modify the structure of minerals in water, preventing scaling and improving water efficiency. This technology can save up to 30% of water, reduce the use of chemicals, and increase agricultural and industrial productivity offering an eco-friendly, energy-free solution with proven results in over 1,000 installations across Mexico.
Wormie	Wormie is a biotechnology company that produces livestock inputs using Tenebrio molitor, which has the ability to biodegrade Styrofoam and reintroduce it into the food chain. We offer natural protein in live and dehydrated formats, as well as organic fertilizer, as nutritious, accessible, and sustainable alternatives for breeders and producers looking to improve animal performance and reduce environmental impact.

Initial Diagnosis



With each selected entrepreneur, the Project Manager conducted an **initial diagnostic interview with each entrepreneur via Google Meet. This assessment identified their needs, key improvement areas, and growth opportunities.**

The diagnosis served **two main purposes:**

- **Mentor Selection** – By understanding each entrepreneur's specific challenges, we matched them with a mentor whose expertise best suited their needs, ensuring personalized and relevant support.
- **Focused Mentorship** – Entrepreneurs gained clarity on their priority areas, enabling them to set clear objectives and make the most of their mentorship sessions.

This **process ensured that each entrepreneur received the most relevant tools and guidance, strengthening their individual progress and enhancing the overall impact of the program.**

Initial Diagnosis

Example of the Diagnosis:

20%	MODELO DE NEGOCIOS	RUBRICA	RESULTADO INICIAL	RESPUESTA
1	¿Cuál es tu propuesta de valor y qué problema resuelve? - 1 frase	1: La propuesta de valor no es clara o no aborda un problema concreto. 2: Propuesta de valor y problema definidos, pero con poca precisión. 3: Propuesta de valor y problema resuelto claramente en una frase concisa.	2	Cacao agroecologico con prácticas sostenibles y rescatando la herencia ancestral
2	¿Cómo generas ingresos?	1: No está claro cómo se generan los ingresos. 2: Los ingresos se generan, pero el modelo no es claro o es poco sostenible. 3: Modelo de ingresos bien definido y sostenible.	2	Venta de cacao fermentado seco - grano - venta B2B Chocolates y productos derivados de cacao B2C Experiencias de educación Se tienen identificados pero hace falta poder llegar con ellos
3	¿Quién son tus clientes y cómo los segmentas?	1: No se identifican claramente los clientes ni su segmentación. 2: Segmentación de clientes definida, pero con poca profundidad o diferenciación. 3: Clientes claramente identificados y segmentados con precisión.	3	Chocolateros de todo México que lo transforman Restaurantes y tiendas de organicos en SMA Cliente que vive las experiencias Amazon y mercado libre (pendiente)
4	¿Cuál es tu canal de distribución principal y cómo llegas a tus clientes?	1: No se define un canal de distribución principal o es irrelevante. 2: Canal de distribución presente pero con pocos detalles. 3: Canal de distribución claro y efectivo para llegar a los clientes.	2	Envíos nacioanles Pequeñas tiendas en donde se vende el chocolare
			RESULTADO INICIAL	

0.15

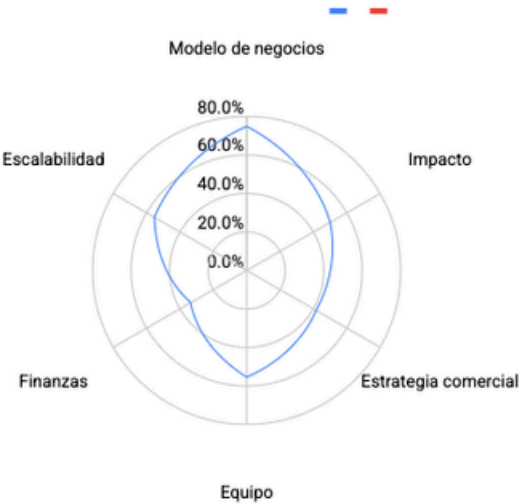
Resultado: 9
Max total 12

20%	IMPACTO	RUBRICA	RESULTADO INICIAL	RESPUESTA
1	¿Qué impacto estás generando en el ámbito social y ambiental?	1: No se identifica un impacto claro o es muy limitado. 2: Se genera impacto, pero sin especificidad. 3: Impacto significativo y bien articulado en términos sociales y ambientales	3	Social: Generar más comunidad entre productores, compartir saberes, alianzas con otros rubros de cacao para compartir conocimiento, buen sueldo y estabilidad económico Ambiental: conservación de especies nativas y del cacao
2	¿Cómo lo mides?	1: No se mide el impacto generado. 2: El impacto es medido de forma básica. 3: Medición clara y cuantificable del impacto generado.	1	A través de la trazabilidad - Ventas Resultados - prosperidad en la comunidad
3	¿Tienes Teoría de Cambio?	1: No se mencionan estrategias de impacto o son irrelevantes. 2: Estrategias de impacto identificadas pero con falta de detalle. 3: Estrategia es clara y específica con actividades concretos.	1	Se tiene en la teoría pero aun no hay estretgias de implementación de la misma
4	¿Consideras el impacto un valor agregado dentro de tu modelo de negocio?	1: No, el impacto es adicional 2: Se integra de manera básica 3: Estrategia de comunicación al cliente clara sobre el impacto que genera un valor agregado a la marca	1	Está dentro de la propuesta de valor pero no se esta comunicandolo adecuadamente
			RESULTADO INICIAL	

0.10

Resultado: 6
Max total 12

Diagrama Inicial



Criterio	SCORE		MAX SCORE
	DIAGNÓSTICO INICIAL		
Modelo de negocios	75.0%	0.15	0.20
Impacto	50.0%	0.10	0.20
Estrategia comercial	41.7%	0.06	0.15
Equipo	55.6%	0.08	0.15
Finanzas	33.3%	0.07	0.20
Escalabilidad	55.6%	0.06	0.10

51.81%

Prioridades de la empresa para aceleración			
Modelo de negocio y estructura: Prioridad: Clarificar el modelo de negocio, definir bien quienes son los clientes, etc.			
Finanzas Prioridad: comprender las herramientas financieras básicas			
Estrategia comercial y marketing: Prioridad: mejorar ventas y estrategia de marketing			
Impacto: Prioridad: cómo medir el impacto y cómo comunicarlo			

Lead Mentors



Each project was paired with a Lead Mentor, an experienced professional who guided the entrepreneur throughout the four-month acceleration process, ensuring consistent progress and strategic focus.

Key Responsibilities

- **Work closely with the Project Manager and the entrepreneur to define clear, actionable objectives** based on the initial diagnostic assessment.
- **Deliver strategic guidance and tailored mentorship** aligned with the specific needs, stage, and priorities of the business.
- **Provide ongoing, constructive feedback** to help entrepreneurs refine their strategies, strengthen decision-making, and address key challenges.
- **Ensure continuous alignment with the program's objectives** while supporting the consolidation and growth of the business.

The Lead Mentor played a central role in **supporting entrepreneurs through critical decisions, helping them overcome challenges, and enabling them to fully leverage growth opportunities throughout the program.**

Lead Mentors



Alberto Arroyo



Diana Popa



Juan Diego Rueda



Pablo King



David Perez



Fernanda Pacheco



Juan Pablo Marichi



Paola Flores

Acceleration Needs

Name	Key needs	Mentor
Apical	Strengthen B2B and B2C commercial strategy, refine the business model and financial fundamentals, and quantify impact.	Diana Popa
Bee Harvest	Clarify the business model, improve sales and marketing strategy, and define and communicate impact.	Alberto Arroyo
Bloom	Strengthen B2B and distributor sales, build a scalable organizational structure, and define a clear growth path.	Diana Popa
Entinnova	Finalize the business model, strengthen commercial strategy, and improve financial planning and fundraising readiness.	Alberto Arroyo
Finaqua	Strengthen financial and credit structuring, refine commercial strategy, and consolidate organizational structure.	Juan Pablo Marichi (Finance) Fernanda Pacheco (Human Resources)

Acceleration Needs

Name	Key needs	Mentor
Finca Cacayo	Clarify the business model and target buyers, strengthen financial management, and improve commercial, marketing, and impact practices	Paola Flores
Gente Viva	Clarify priority business lines, strengthen commercial and financial strategy, and define and communicate impact indicators.	Juan Diego Rueda
GreenCarbon Group	Clarify the operating model, strengthen impact measurement and communication, and refine commercial and financial strategy.	David Perez
LESS SALT	Clarify the business model, improve strategic B2B sales, and strengthen financial management capabilities.	Paola Flores
Wormie	Clarify the business model, define a clear growth and scalability strategy, and integrate impact into the value proposition.	Pablo King

Specialized Acceleration

 The program included **eight one-on-one mentoring sessions, each lasting 1.5 hours and held every two weeks. This structure provided entrepreneurs with sufficient time to implement recommendations and advance on agreed action points between sessions.**

Key Elements

- **OKRs (Objectives and Key Results):** Defined **collaboratively by the New Ventures team, the mentor, and the entrepreneur to establish clear priorities and systematically track progress throughout the process.**
- **Focused yet flexible approach:** While each session followed defined objectives and a structured roadmap, **mentors remained adaptable, providing timely guidance to address emerging challenges and evolving business needs.**

This methodology ensured that entrepreneurs **received personalized and strategic support, maintained clear direction, and progressed consistently while adapting to the dynamic realities of their businesses.**

Final Diagnosis

 **After completing the eight mentoring sessions, the Project Manager conducted a final diagnostic assessment using the same evaluation tool applied at the beginning of the program.** This allowed for a consistent and objective measurement of the progress achieved during the acceleration process.

Objectives:

- **Identify the specific areas where mentorship generated the greatest impact.**
- **Evaluate the overall effectiveness of the program and determine where each project achieved the most significant progress.**
- **Highlight remaining challenges and areas requiring further development.**

The following slides present detailed information on the priority areas addressed by each enterprise during the mentorship process, along with the final diagnostic results to provide a clear view of the progress achieved throughout the program.

Final Diagnosis

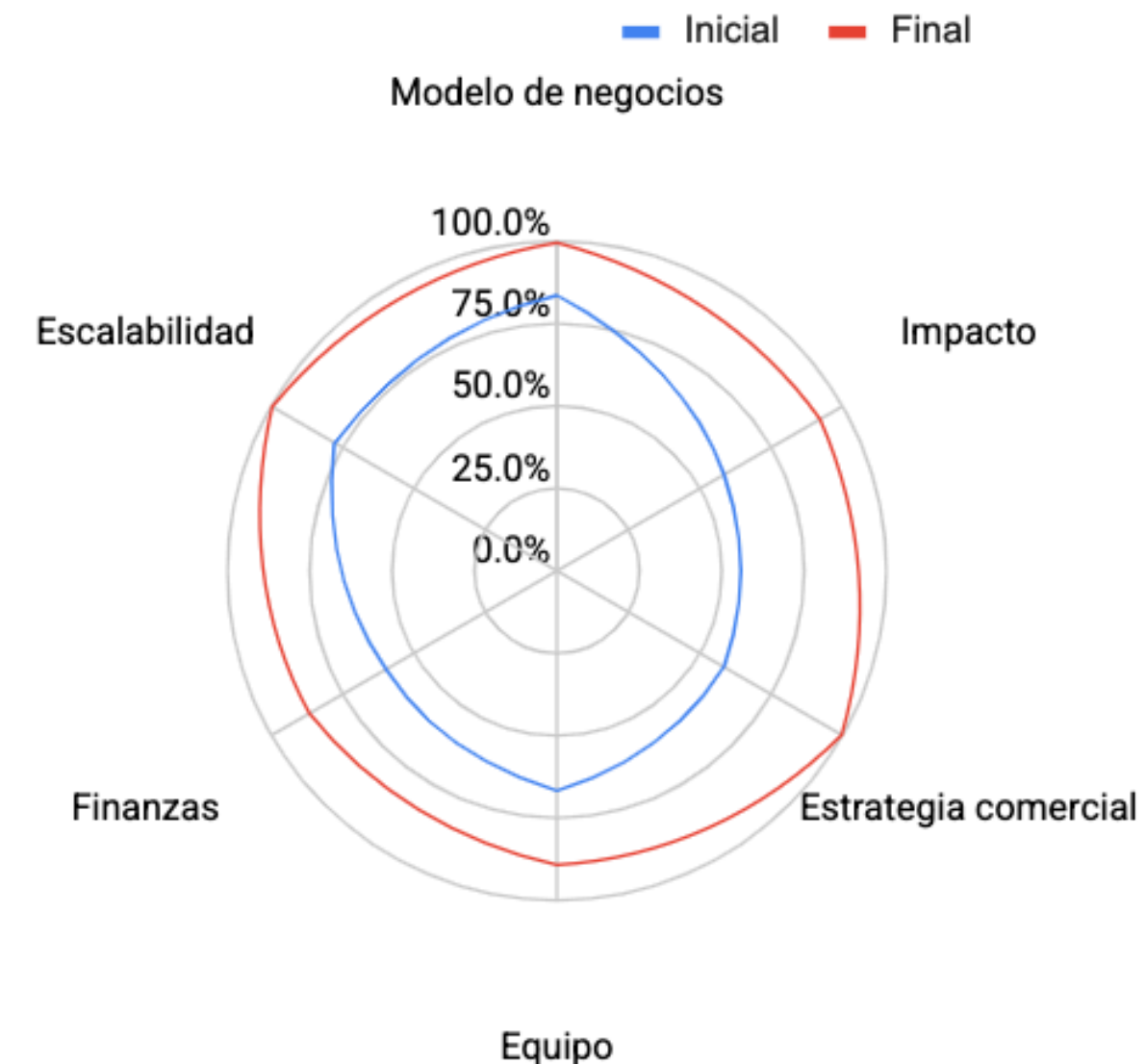
Apical

01

Apical is a science-based, data-driven solution that **analyzes soil DNA to provide practical recommendations on fertility and biological protection**, helping producers optimize farm management and improve agricultural performance.

02

During the mentorship they focused on **strengthening impact, business model, and commercial strategy**. The process prioritized defining measurable impact metrics, refining the business model through clear monetization opportunities, and structuring a focused commercial approach, including defining the ideal customer profile, sales process, and core commercial materials. **The mentorship helped align strategy, financial planning, and value proposition.**



To access the final diagnosis click [here](#)

Final Diagnosis

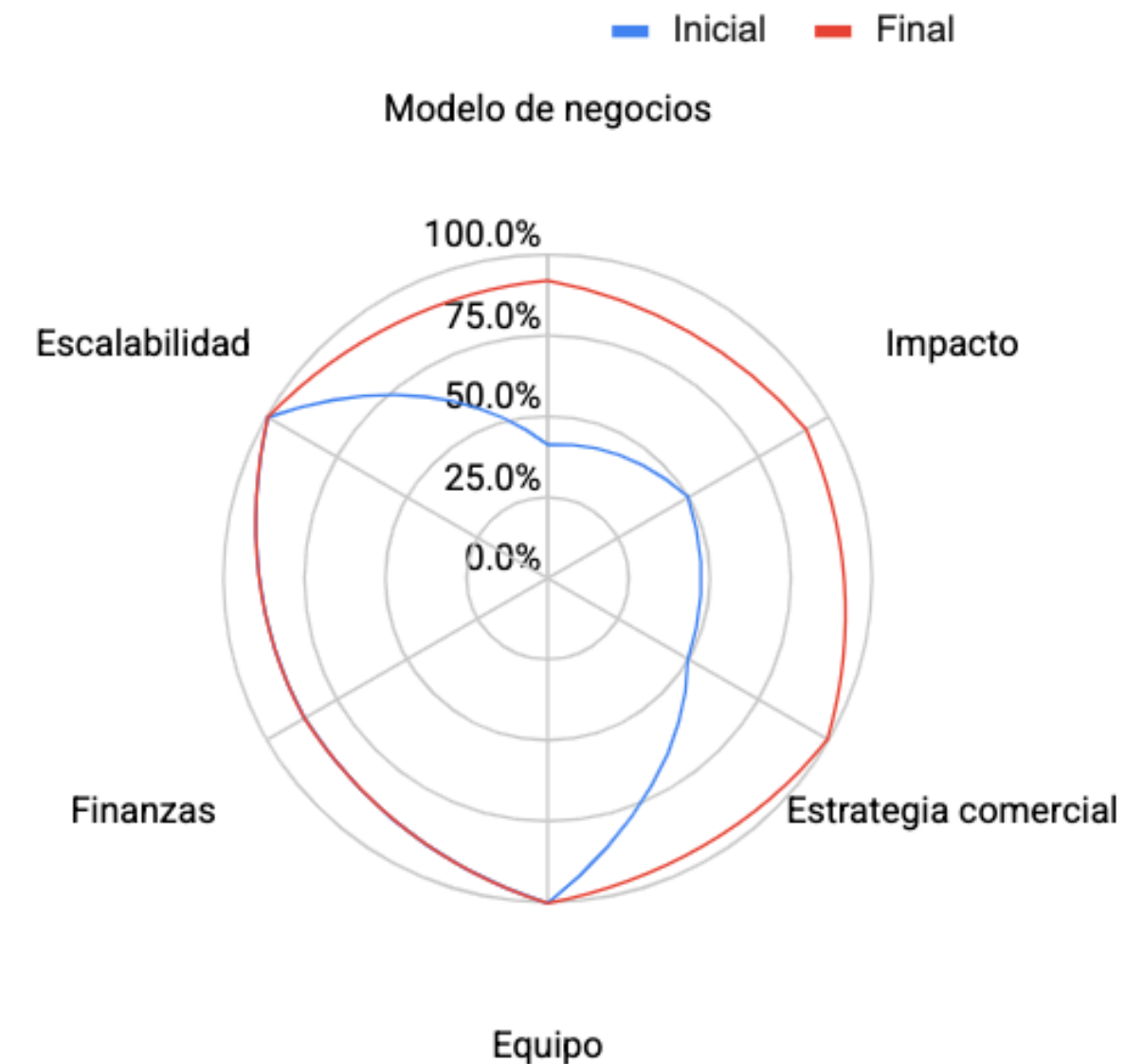
Bee Harvest

01

Bee Harvest is a **software development company specializing in geospatial intelligence for agriculture**. We process drone-captured imagery and develop machine learning and deep learning methodologies to automate processes and deliver cloud-based solutions.

02

During the mentorship they focused on **clarifying its business model, strengthening its sales and marketing strategy, and integrating impact into its value proposition**. Key efforts included defining a scalable pricing and monetization structure, improving the sales process and ideal customer profile, and developing a clear commercial and impact narrative to support sustainable growth.



To access the final diagnosis click [here](#)

Final Diagnosis

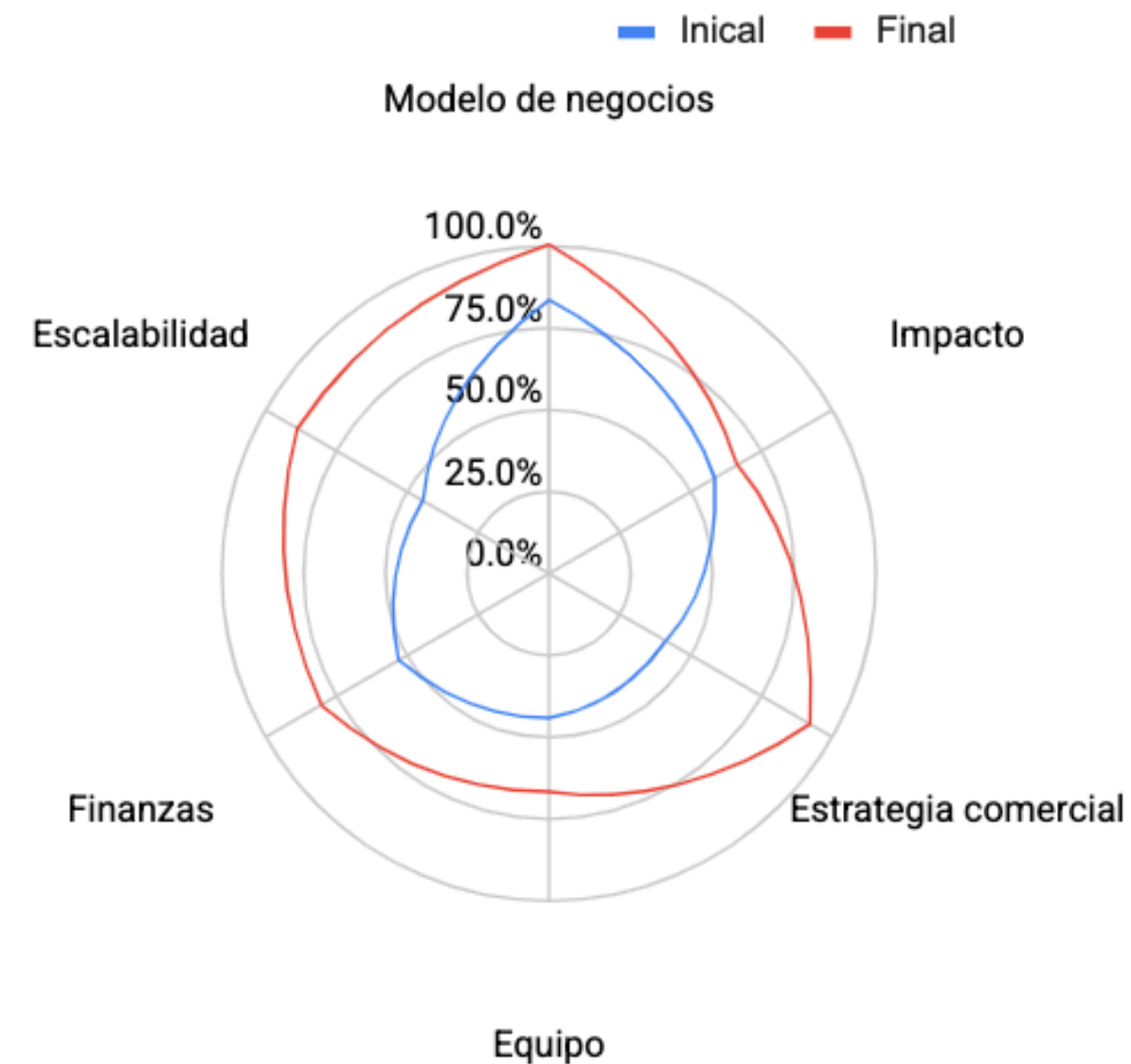
Bloom

01

Bloom is an **AI-powered management software for agro-input applications and field monitoring**. It helps agronomists make smarter decisions and automate their work, while enabling producers to increase profitability and reduce their environmental impact.

02

During the mentorship they focused on **refining Bloom's business model and commercial strategy, including a pivot toward a more scalable subscription-based approach and a clearer Ideal Customer Profile**. They strengthened their interactive sales demo, validated the new model with potential users, redesigned the organizational structure to prioritize sales, and aligned their financial model (TAM-SAM-SOM, cash flow, and MVP costs) with a three-year scalability vision centered on strategic alliances with distributors.



To access the final diagnosis click [here](#)

Final Diagnosis

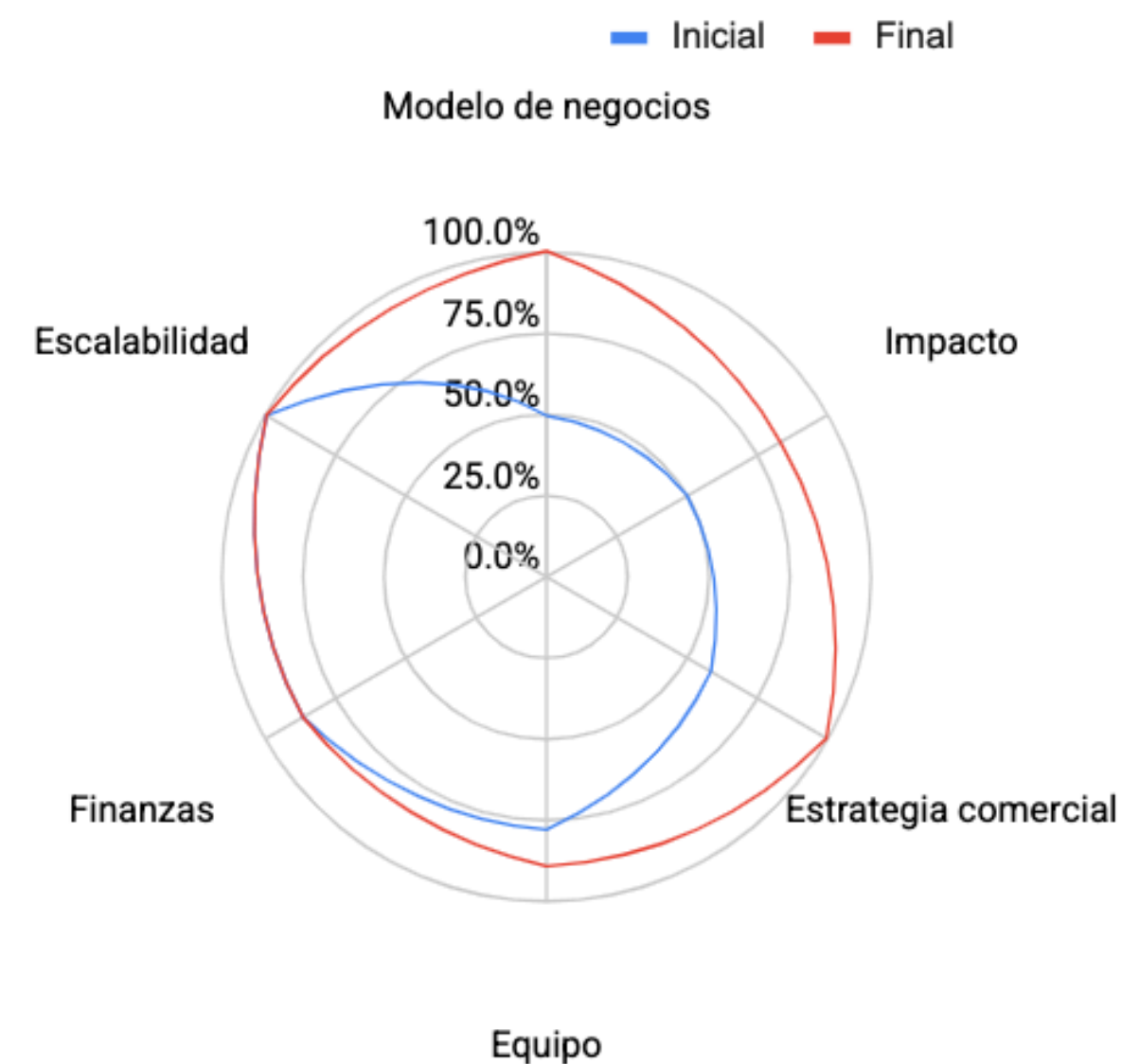
Entinnova

01

Entinnova **distributes the world's most efficient irrigation system: RDI**. We aim to contribute to food security, regenerate soils, and build resilience to climate change through this technology.

02

During the mentorship they focused on **strengthening its business model and commercial strategy**. The process emphasized defining a clear ideal customer profile, structuring a step-by-step sales process, refining its go-to-market approach, and developing differentiated value propositions for key segments. **Additionally, the team worked on integrating impact into the value proposition, building strategic alliances, and identifying relevant funding sources.**



To access the final diagnosis click [here](#)

Final Diagnosis

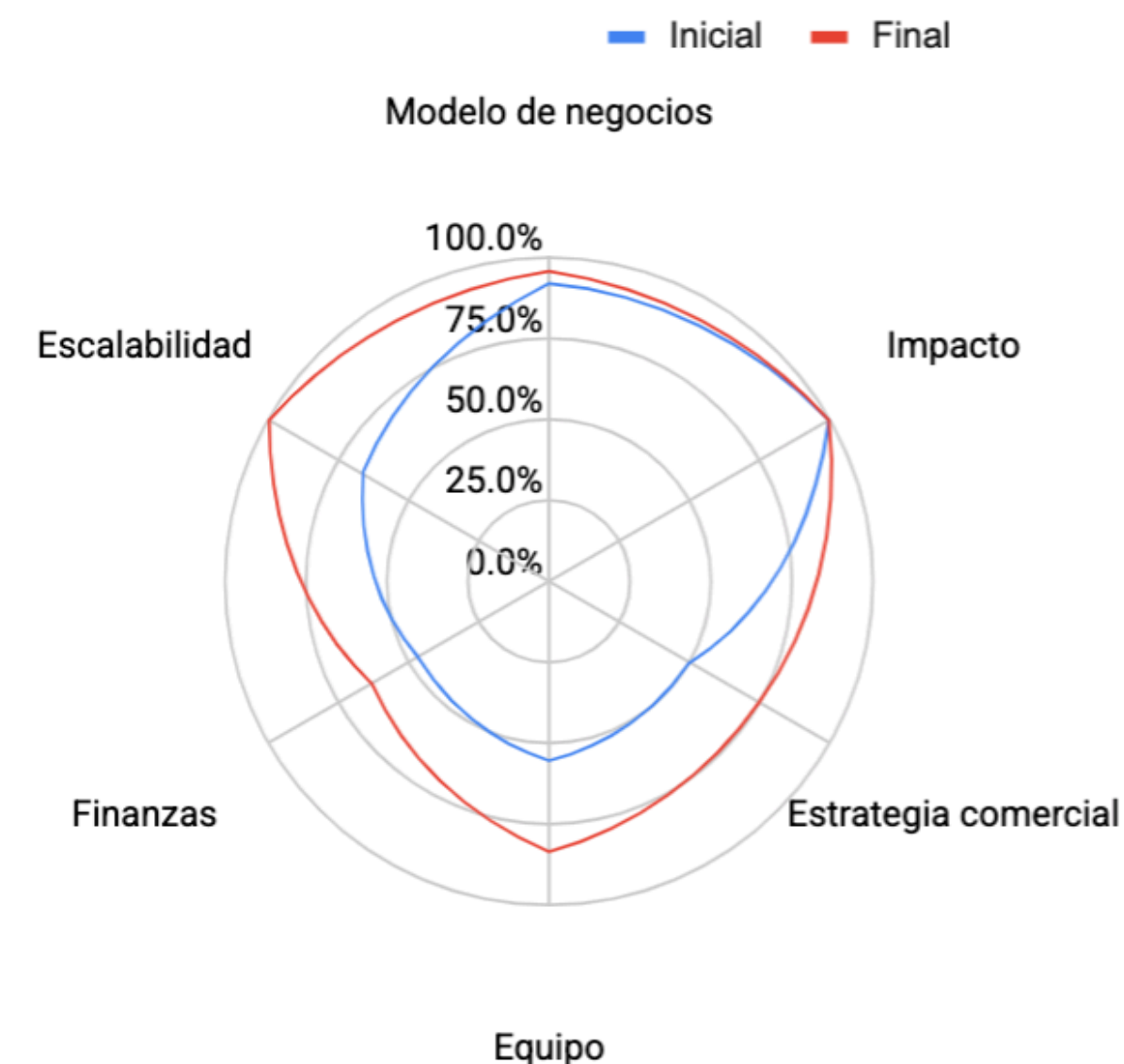
Finaqua

01

Finaqua has developed and implemented two technological innovations: (1) **monitoring water use in crops** (which is largely nonexistent, and what little is measured is rarely verified), and (2) **transforming how agricultural financing is provided and supporting farmers who have traditionally been excluded from the financial system.**

02

During the mentorship they focused on **designing Finaqua's first agricultural credit products** by identifying the most suitable crops, structuring loan terms, interest rates, and risk models based on water savings and farmer profiles. **In addition, they worked on strengthening the company's organizational foundations by defining team roles, culture, and values.**



To access the final diagnosis click [here](#)

Final Diagnosis

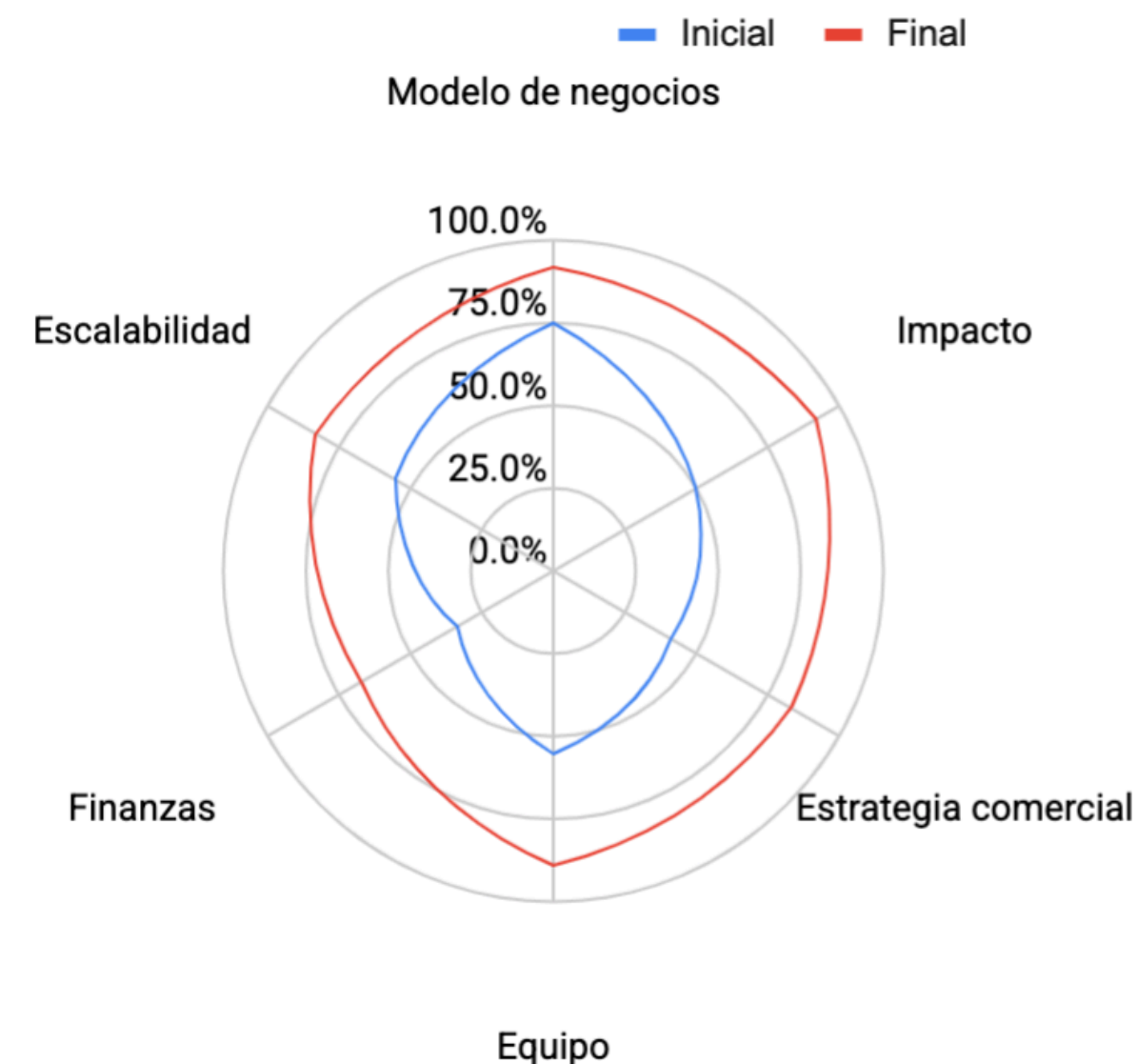
Finca Cacayo

01

Finca Cacayo offers **agroecological cacao transformed into various chocolate-derived products, connecting consumers with the authentic origin of cacao and its roots**. Its products are traceable and environmentally friendly in their processes, helping restore value to cacao consumption while highlighting its ancestral heritage.

02

During the mentorship they focused on **structuring and clarifying its business model, strengthening its commercial strategy, and building financial and impact foundations**. The process prioritized defining key customer segments and value propositions, developing a solid commercial pitch tailored to different sales channels, and improving financial management. Additionally, the team worked on **identifying measurable impact indicators and integrating into its value proposition to support profitability and long-term growth**.



To access the final diagnosis click [here](#)

Final Diagnosis

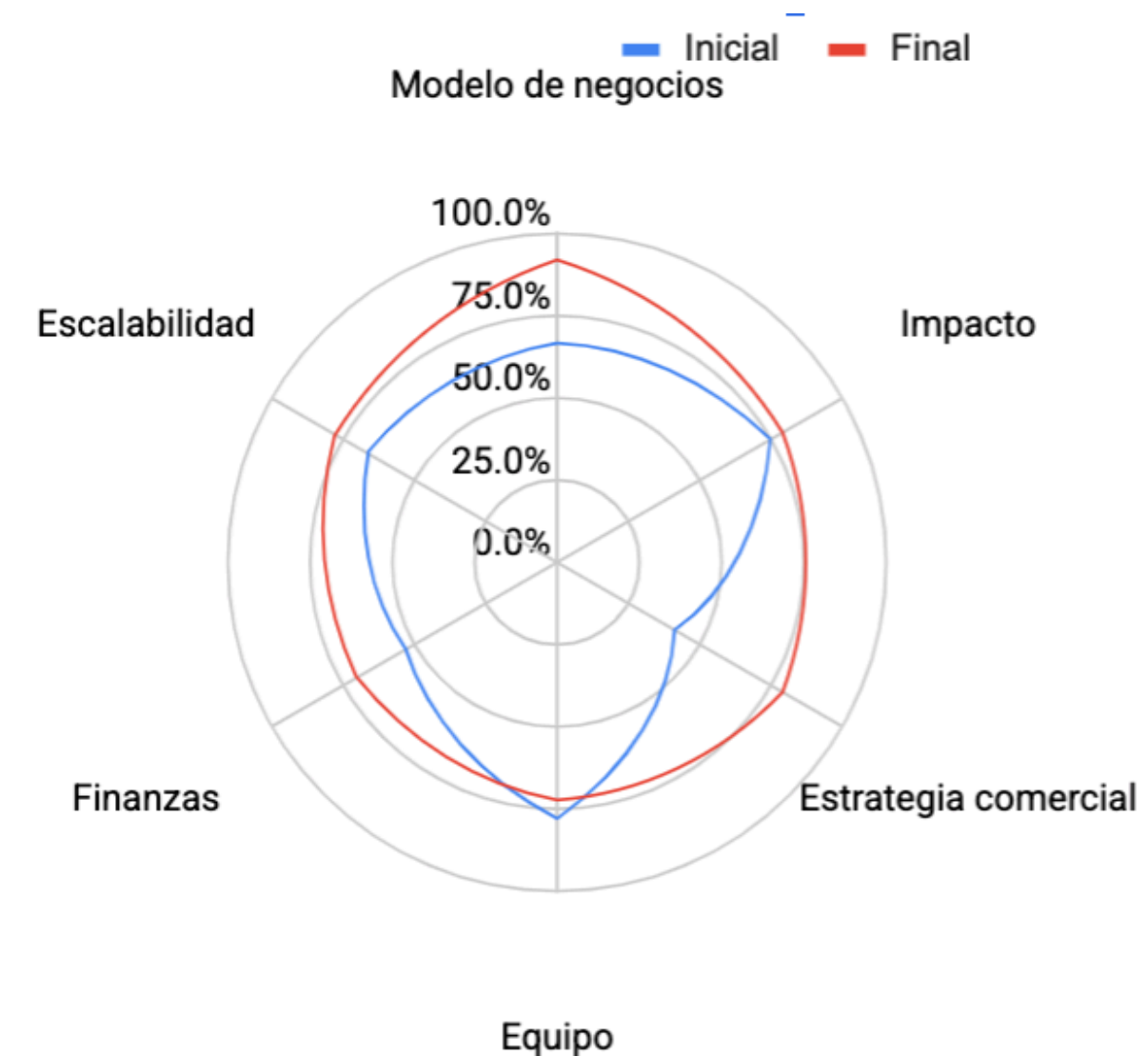
Gente Viva

01

Gente Viva **grows, processes, and sells agroecological foods that protect people's health and our territory.**

02

During the mentorship they focused on **building a solid financial strategy and strengthening its business model to achieve long-term sustainability.** The process prioritized developing a clear budget, projected cash flow, and cost structure to better understand profitability, identify the break-even point, and evaluate the performance of each business line. At the same time, the mentorship **supported strategic decision-making, cost control, and sales planning, enabling the entrepreneur to define priorities and move toward a more financially sustainable and structured operation.**



To access the final diagnosis click [here](#)

Final Diagnosis

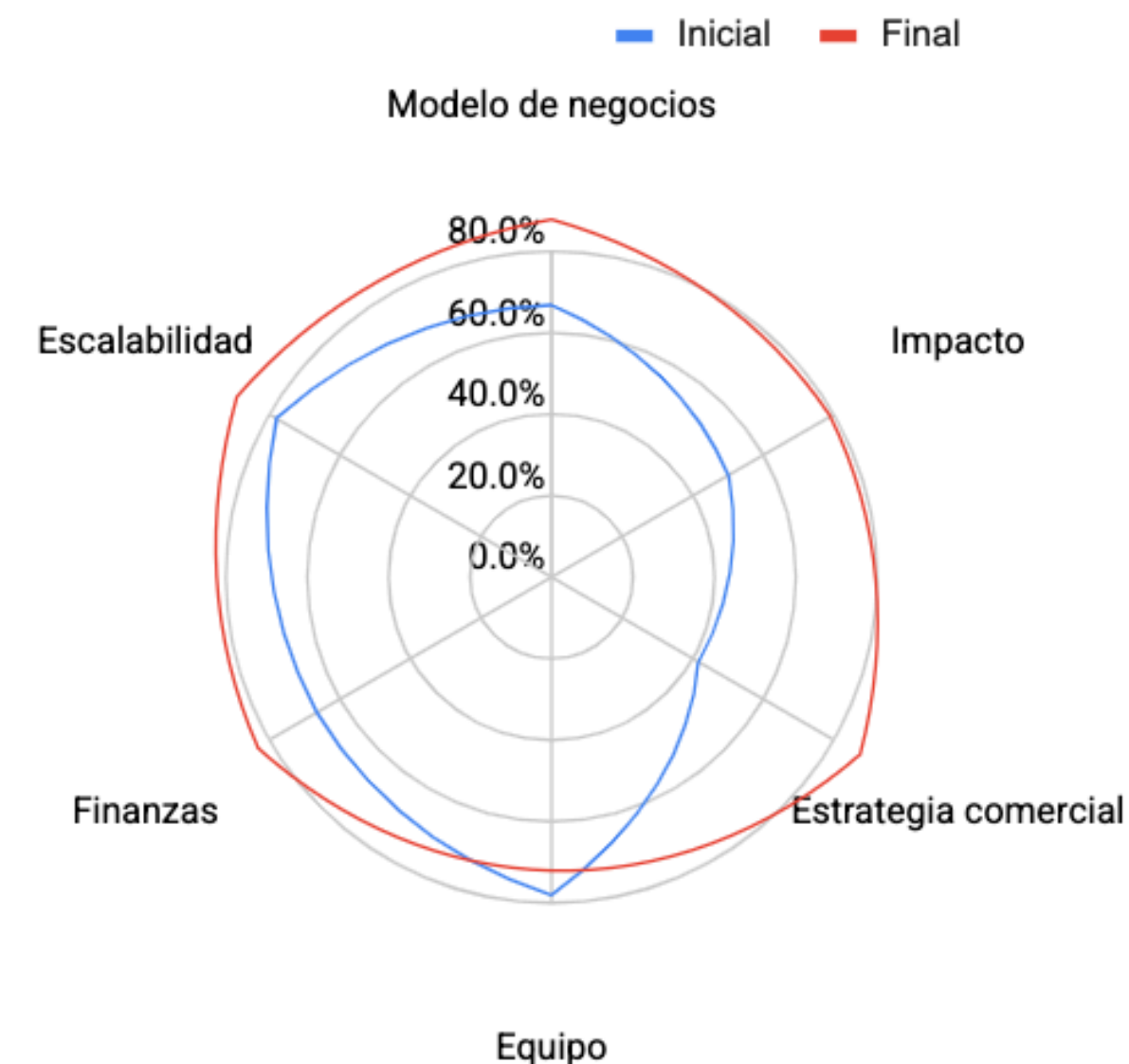
Green Carbon

01

Green Carbon Group is a private equity fund created to **invest in entrepreneurs and sustainable, innovation-driven ventures focused on people, solutions, and impact**. What sets us apart from other capital options is a fully supportive evaluation process that helps validate, certify, and implement.

02

During the mentorship they focused on **designing and validating its investment model, defining its minimum viable financial structure**. The sessions prioritized establishing the target profile of companies to be funded, building a structured evaluation and selection process, designing a follow-up and capacity-building system for portfolio projects, and aligning financial sustainability with measurable impact indicators. **Additionally, the team refined its commercial strategy, investment thesis, partnerships, and pitch.**



To access the final diagnosis click [here](#)

Final Diagnosis

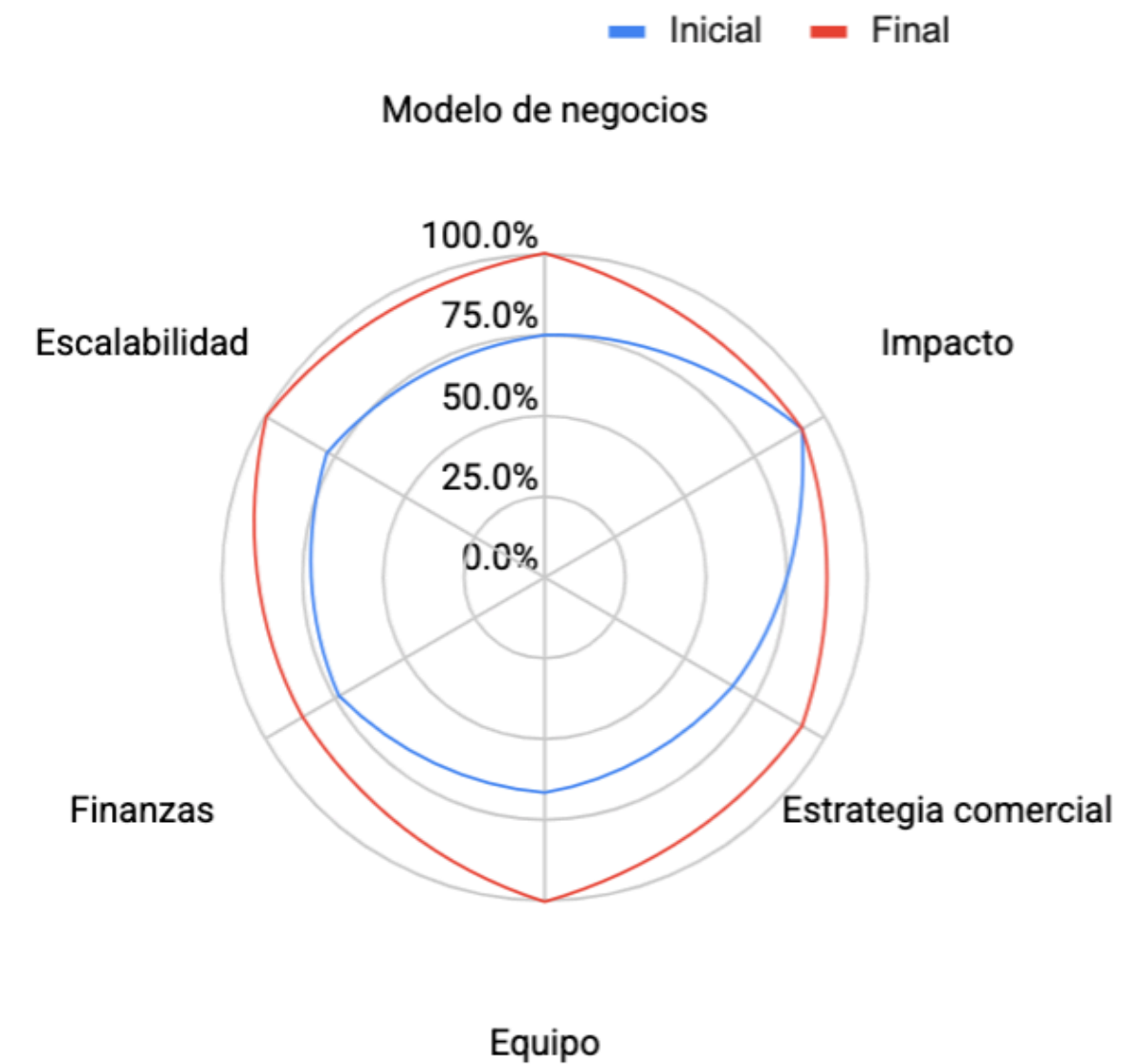
Less Salt

01

Less Salt **designs, manufactures, and distributes magnetic conditioners that modify the structure of minerals in water, preventing scaling and improving water efficiency.** This technology can save up to 30% of water, reduce the use of chemicals, and increase agricultural and industrial productivity offering an eco-friendly, energy-free solution with proven results in over 1,000 installations across Mexico

02

During the mentorship they focused on **strengthening their B2B and distributor sales strategy by developing a structured sales process and creating a comprehensive commercial toolkit, including a validated sales pitch adaptable to both corporate and agricultural clients.** Additionally, the mentorship supported the identification of key customer segments, the mapping of priority agricultural markets, and the development of training materials for distributors and sales teams



To access the final diagnosis click [here](#)

Final Diagnosis

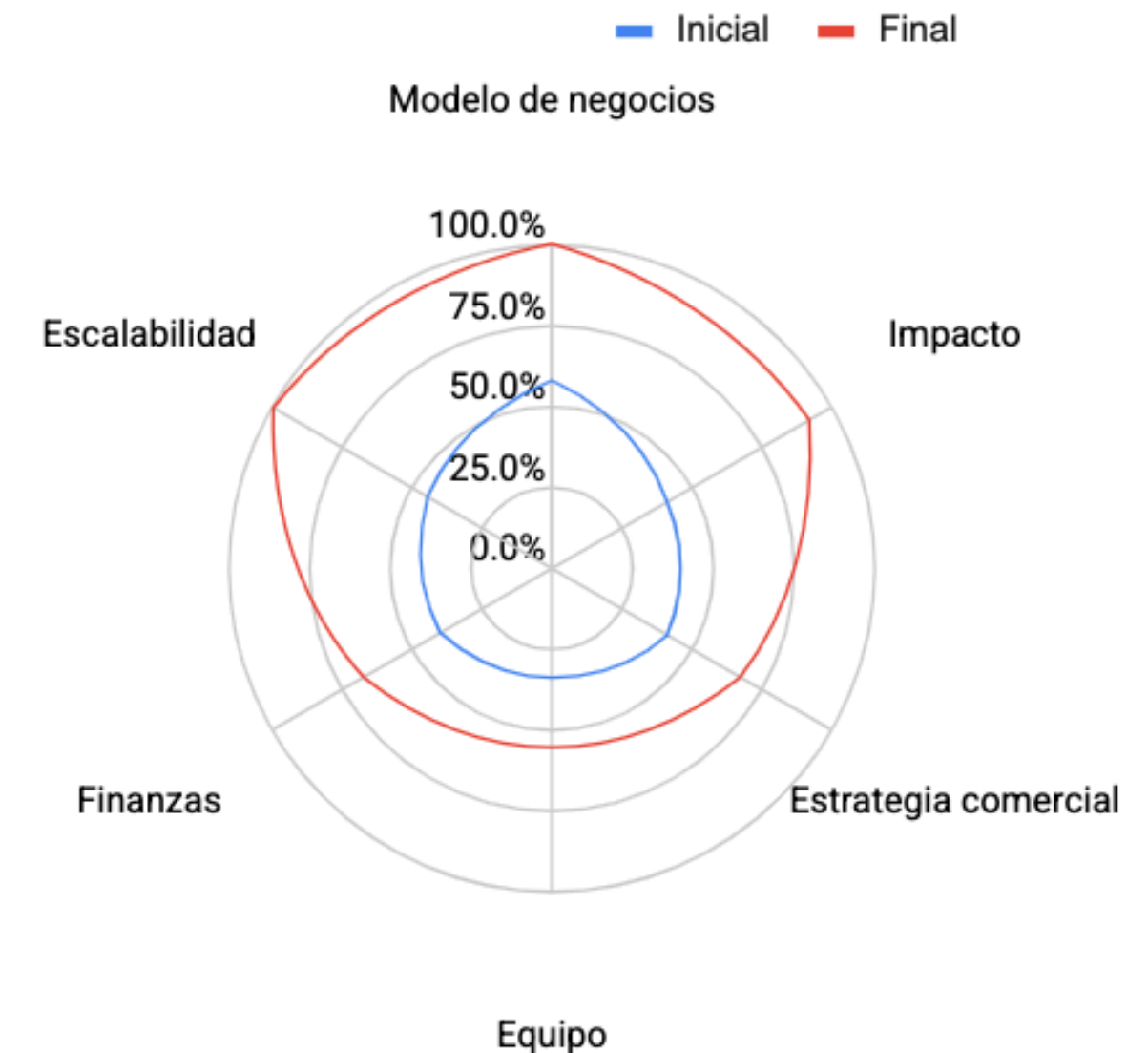
Wormie

01

Wormie is a biotechnology company that produces **livestock inputs using *Tenebrio molitor*, which has the ability to biodegrade Styrofoam and reintroduce it into the food chain.** We offer natural protein in live and dehydrated formats, as well as organic fertilizer, as nutritious, accessible, and sustainable alternatives for breeders and producers looking to improve animal performance and reduce environmental impact.

02

During the mentorship they focused on **consolidating a clear and implementable business model, defining its growth and scalability path, and integrating measurable impact into its value proposition.** The process prioritized identifying and targeting key customer segments, building a sustainable and scalable monetization strategy aligned with circular economy principles, and establishing a strategic roadmap with clear long-term goals. At the same time, the entrepreneur worked on defining impact indicators and strengthening the impact narrative to ensure both economic viability and environmental contribution.



To access the final diagnosis click [here](#)



Performance Results

The program's direct impact is assessed by comparing the initial and final diagnosis, measuring how many elements entrepreneurs incorporate across six key areas:

01

Business Model

02

Impact

03

Business Strategy

04

Team

05

Finance

06

Scalability

This approach shows that as entrepreneurs progressively strengthen these areas, their potential for business growth increases, improving their prospects for long-term sustainability and success.

Performance Results



The following table compares the initial and final evaluations to identify improvements across all assessed criteria. Each category includes an initial and final score, along with the percentage of variation observed. Overall, **the results show significant improvement in all criteria, highlighting the program's effectiveness in strengthening the participating startups.**

Criteria	Average Change		
	Initial	Final	Variation
Business Model	69.2%	90.8%	23.3%
Impact	62.5%	81.7%	22.5%
Business strategy	49.2%	81.7%	36.4%
Team	65.6%	73.9%	17.2%
Financials	60.0%	69.0%	19.0%
Scalability	71.1%	83.9%	26.1%

Performance Results

01

Business Strategy (+36.4%): This category shows the largest improvement, indicating that the program enhanced founders' ability to define clear growth strategies and market positioning.

03

Business Model (+23.3%): Startups strengthened their value propositions and revenue models. This suggests the program effectively helped founders clarify how their solutions generate value and capture revenue.

05

Financials (+19.0%): Startups improved their financial planning and understanding of cost structures and projections.

02

Scalability (+26.1%): The strong increase reflects improved capacity to scale solutions across markets or producers. Startups finished the program with more replicable and growth-oriented business models.

04

Impact (+22.5%): Participants improved their ability to define and communicate the social and environmental impact of their solutions in the agricultural sector. This reflects stronger alignment between business growth and sectoral impact.

06

Team (+17.2%): Moderate improvement suggests better role definition and collaboration within teams during the program. This category shows the smallest increase, which is expected because team composition changes are harder to influence in a short program.

Performance Results

Individual Progress

Startup	Average Change		
	Initial	Final	Variation
Apical	67.4%	94.6%	27.1%
Bee Harvest	71.4%	95.0%	23.6%
Bloom (16 sesiones de 45 m	54.2%	82.3%	28.1%
entinnova	70.5%	22.7%	20.7%
Finaqua	68.5%	86.2%	17.8%
Finca Cacayo	51.9%	84.3%	32.4%
Gente Viva	63.5%	78.4%	14.8%
GreenCarbon - de Cubebid	63.5%	83.1%	19.7%
LESS SALT	75.2%	95.0%	19.8%
Wormie	43.23%	80.12%	36.85%
Overall Average	62.9%	80.2%	24.1%

Performance Results

Individual Progress



APICAL

Improved by 27.1%, showing strong progress during the program and reaching a high final score that reflects strengthened strategic clarity and a more solid business structure.



BEE HARVEST

Increased its performance by 23.6%, achieving one of the highest final scores in the cohort and demonstrating how the program helped consolidate and refine an already strong business model.

BLOOM

Improved by 28.1%, indicating significant progress from its initial assessment and highlighting the program's role in strengthening its business fundamentals and direction.

Performance Results

Individual Progress



ENTINNOVA

Showed a 20.7% improvement, reflecting steady progress in strengthening its strategic planning and operational structure throughout the program.



FINAQUA

Improved by 17.8%, showing moderate progress while maintaining a strong final score, reinforcing its business structure although several concepts remain in the implementation stage.

FINCA CACAYO

Recorded a 32.4% increase, one of the largest improvements in the cohort, demonstrating how the program helped clarify its strategy and strengthen the overall structure of the project.

Performance Results

Individual Progress



GENTE VIVA

Increased its performance by 14.8%, showing gradual progress and improvements in project structuring while continuing to develop key areas for growth.



GREENCARBON

Improved by 19.7%, benefiting from program insights that helped refine its value proposition and identify clearer strategic opportunities.

LESS SALT

Increased its performance by 19.8%, reaching a very high final score and showing how the program helped strengthen and validate an already advanced and scalable business model.

WORMIE

Achieved the highest improvement in the cohort with a **36.9% increase**, reflecting a transformative progression in its business structure, strategy, and overall project maturity.



Performance Results

Overall Progress

The program significantly strengthened the overall maturity of the participating projects, increasing the cohort's average performance from 62.9% to 80.2% (+24.1%). **This improvement shows that entrepreneurs were able to clarify their business models, strengthen their strategic planning, and better structure their projects for growth.**

Additionally, some projects experienced **transformational progress, particularly those that started with lower initial scores, demonstrating the program's ability to provide critical guidance, practical tools, and insights** that helped the entrepreneur refine their value propositions and identify clearer pathways for development and scalability in the sector.

Impact Measurement

The direct impact measurement of the program is based on evaluating the number of elements incorporated by entrepreneurs five key areas:

01

Impact data clarity: Do you clearly know what to measure, how to measure it, and which data will prove your impact?

02

Business Model: How would you describe the state of your business model?

03

Value proposition: How clear is your value proposition now?

04

Income satisfaction: How satisfied are you with your venture's current sales and revenue?

05

Social impact satisfaction: How satisfied are you with the social impact your venture currently generates?

The methodology is using self-reported responses from each entrepreneur to track changes in their skills throughout:

BASELINE

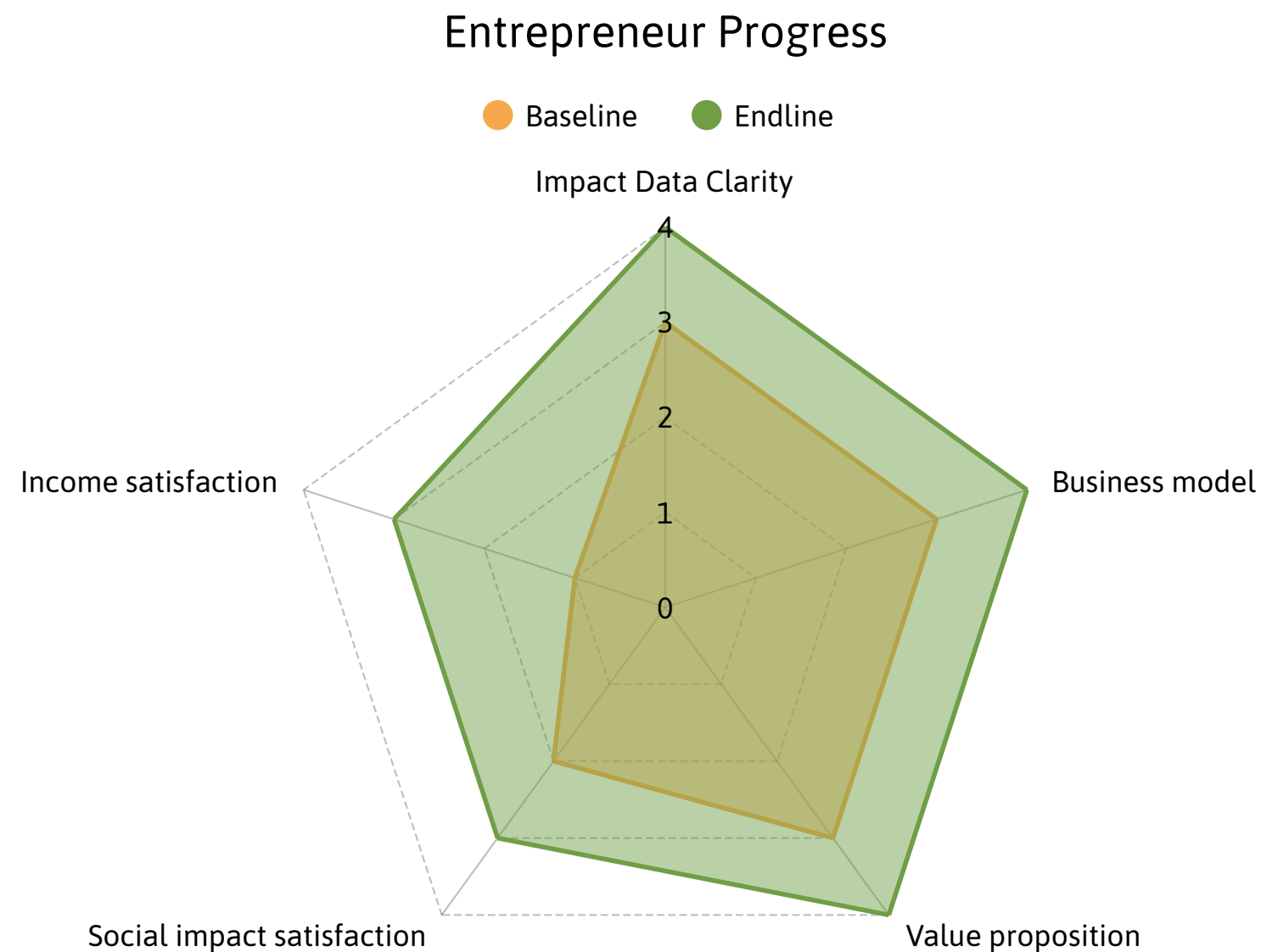
ENDLINE

It is important to note that the conclusions drawn are based on self-reported responses from entrepreneurs. Therefore, our analysis and insights are built upon these responses, making assumptions accordingly.



Impact Results

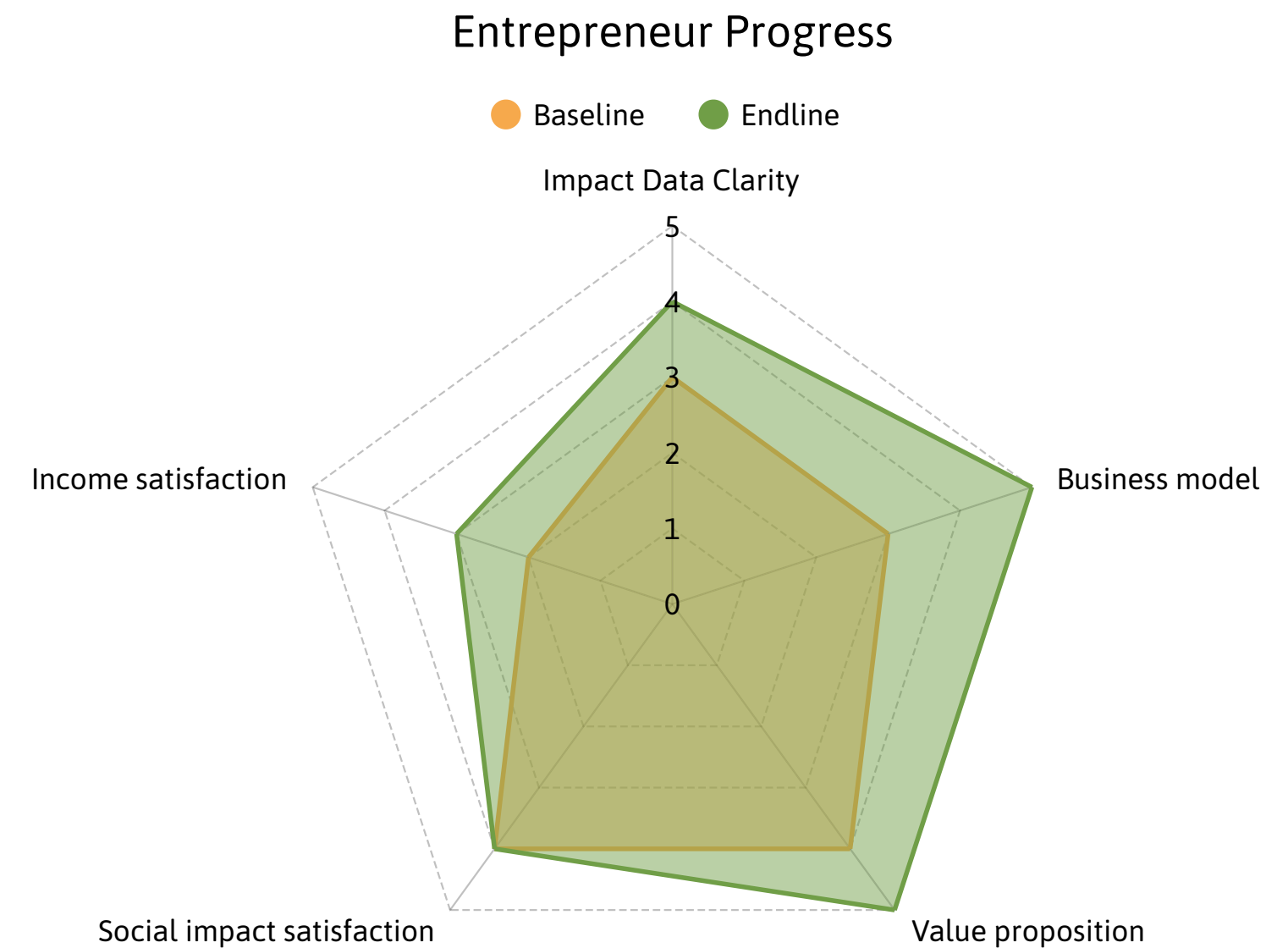
Apical



Biggest change during the program: We added a new customer segment to our business model.

STRATEGIC ALLIANCES WHERE MADE

Bee Harverst

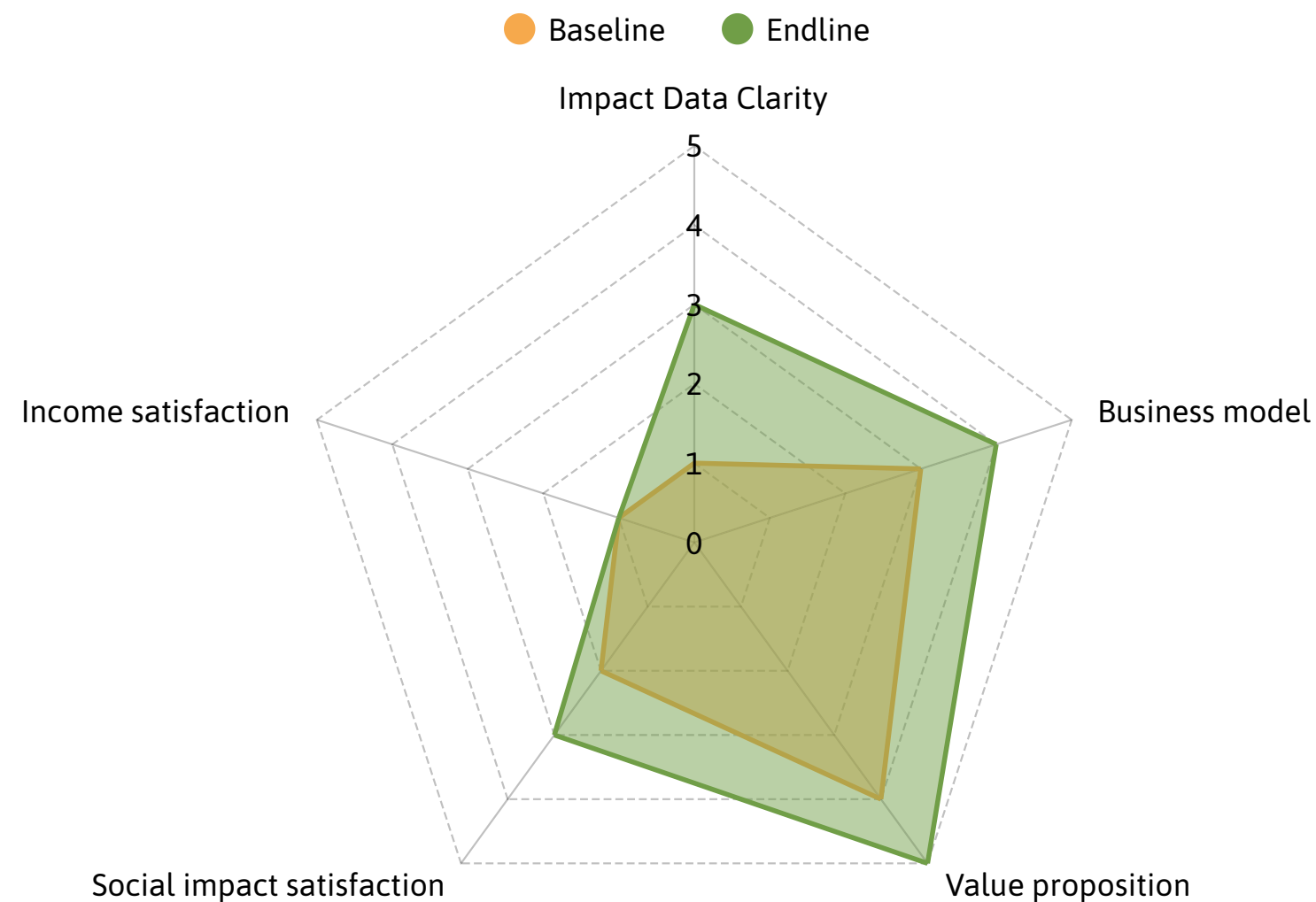


Biggest change during the program: Refine the business model, define a go-to-market strategy, and clearly articulate the target customer profile

Impact Results

Bloom

Entrepreneur Progress

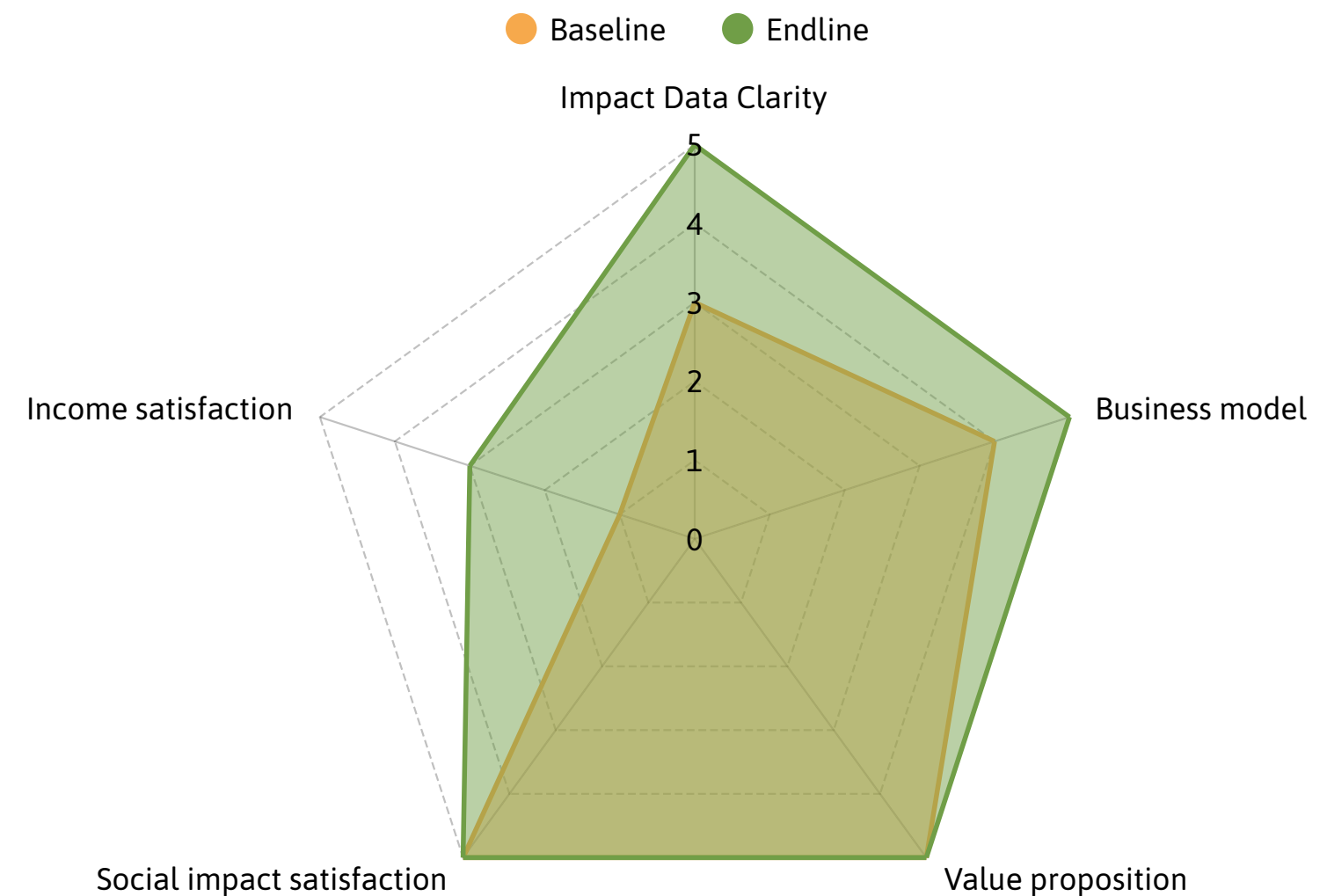


Biggest change during the program: Change the business model.

STRATEGIC ALLIANCES WHERE MADE

Entinnova

Entrepreneur Progress

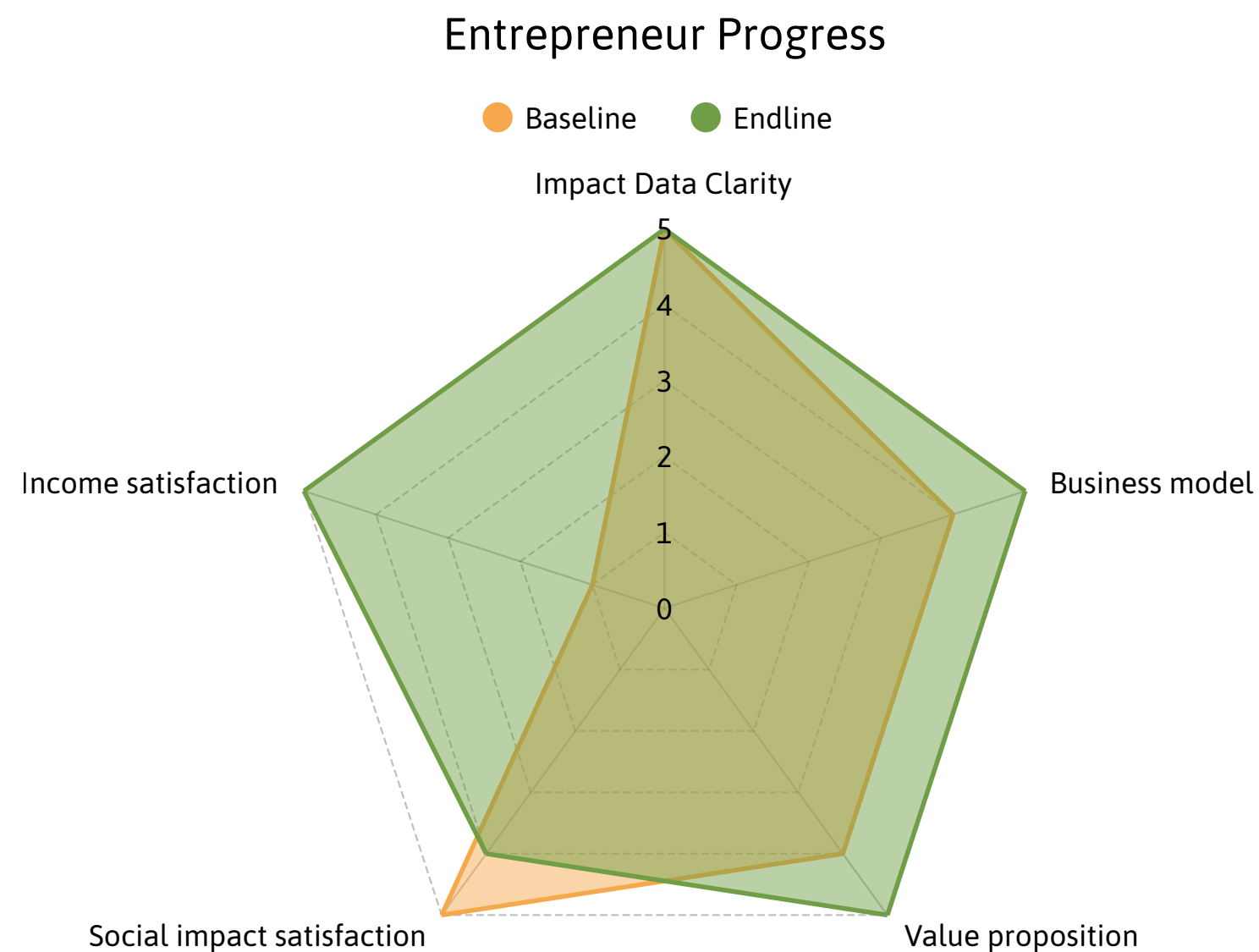


Biggest change during the program: To define clearly the business model and its long-term profitability

STRATEGIC ALLIANCES WHERE MADE

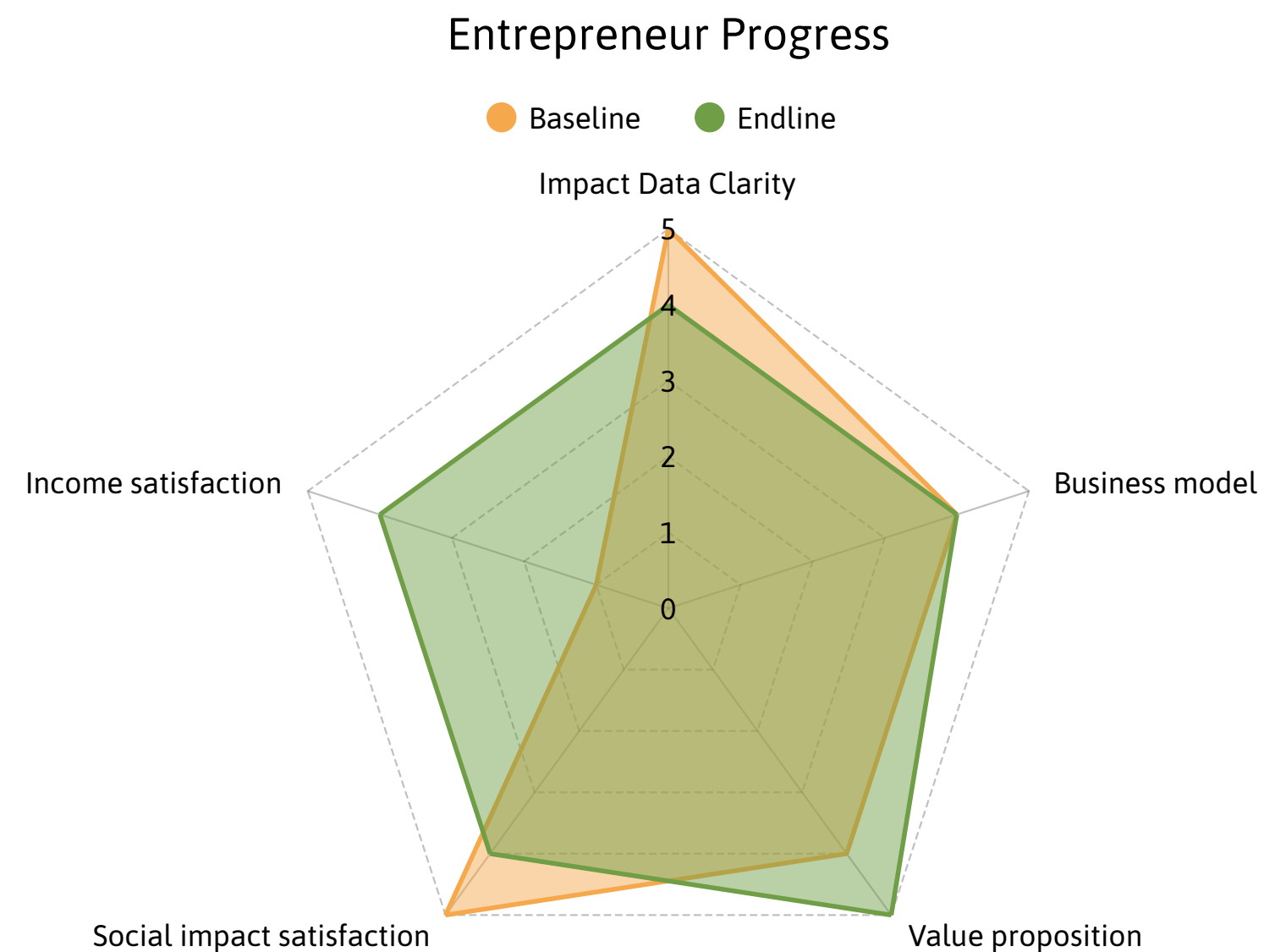
Impact Results

Finaqua



Biggest change during the program: To refine the business model and ensure its long-term financial sustainability

Finca Cacayo



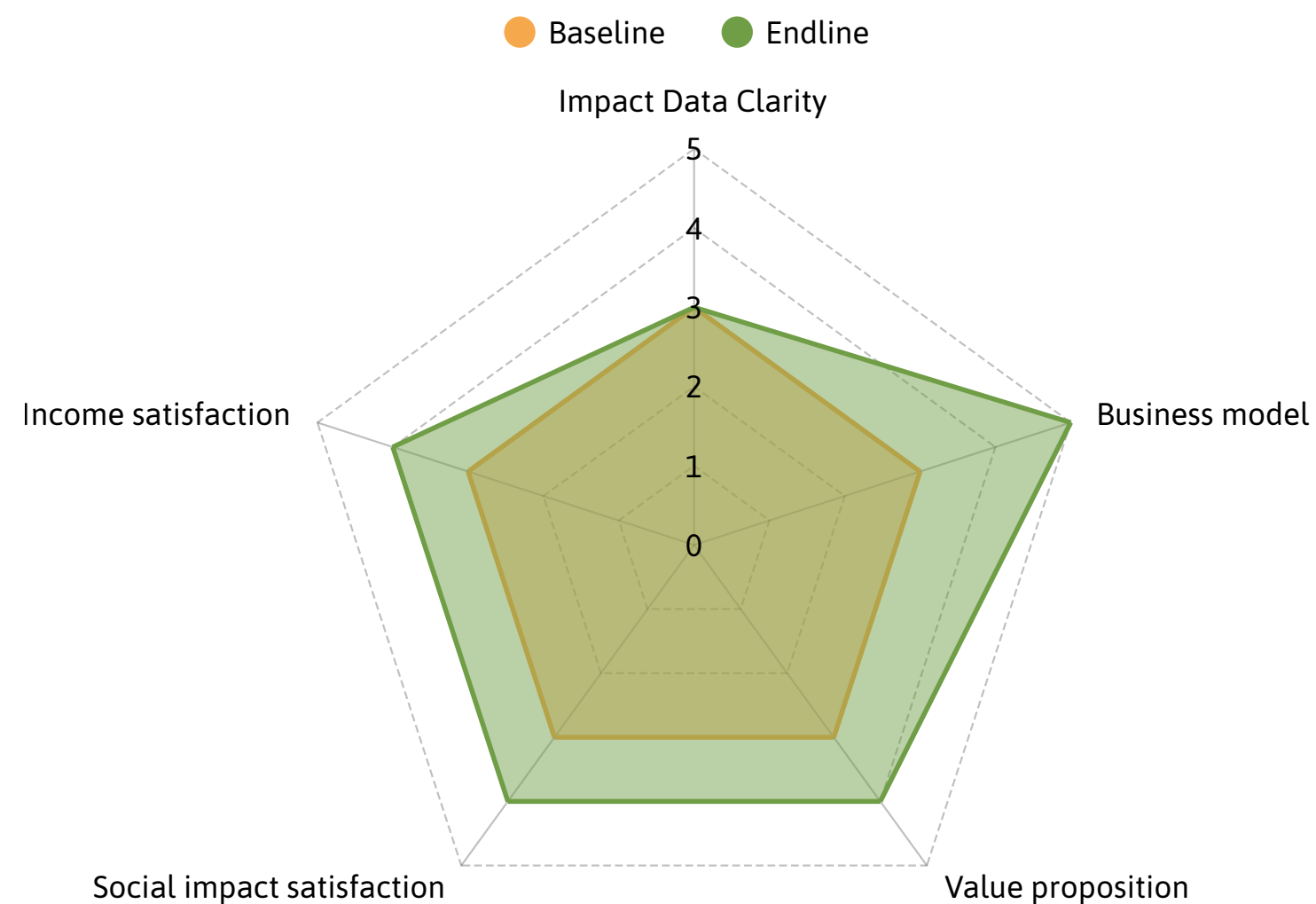
Biggest change during the program: Improved financial organization, developed segment-specific catalogs, and strengthened value proposition communication.

STRATEGIC ALLIANCES WHERE MADE

Impact Results

Gente Viva

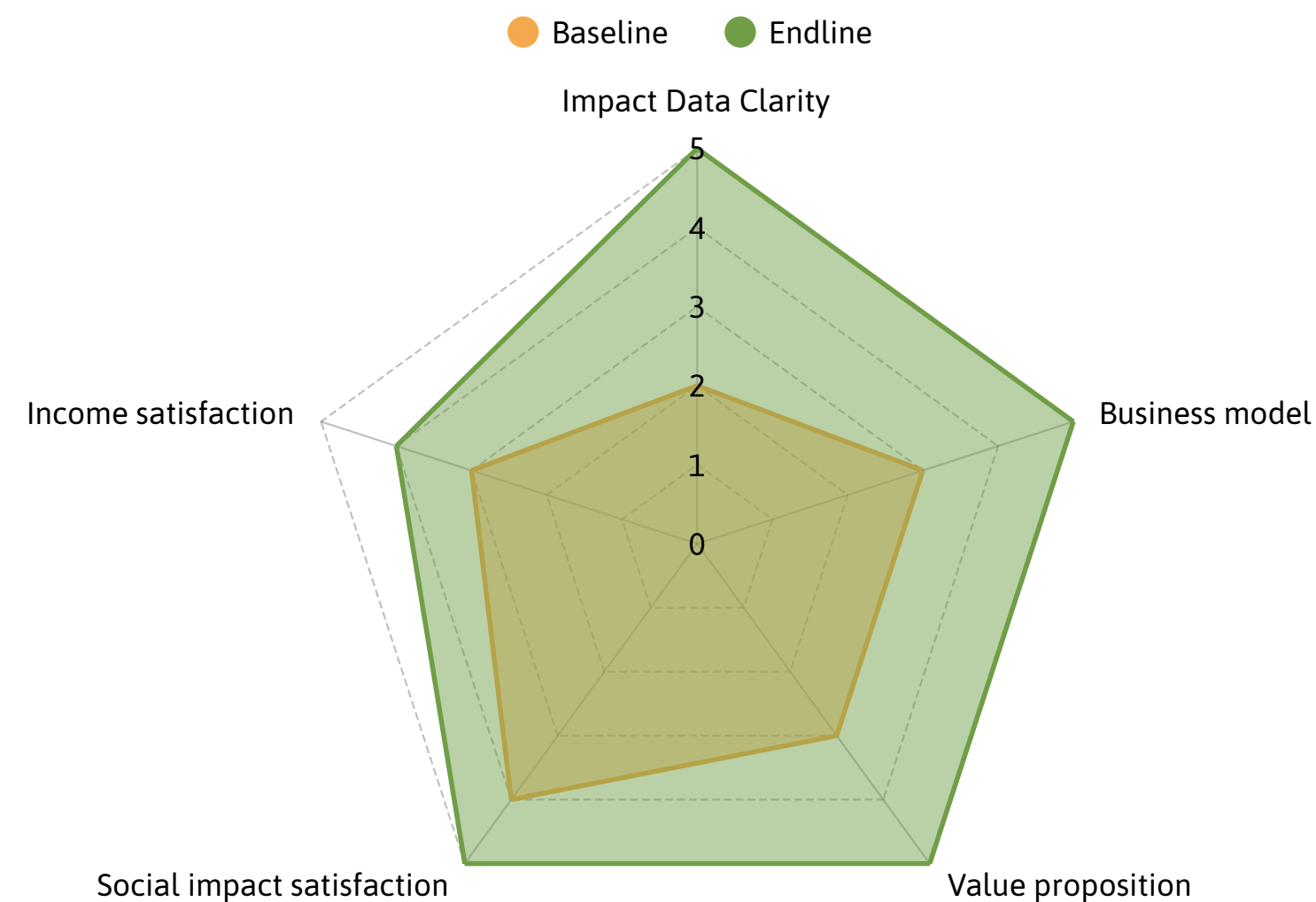
Entrepreneur Progress



Biggest change during the program: Refined our business lines, gained clarity on profitability, and discontinued non-profitable segments

Green Carbon

Entrepreneur Progress

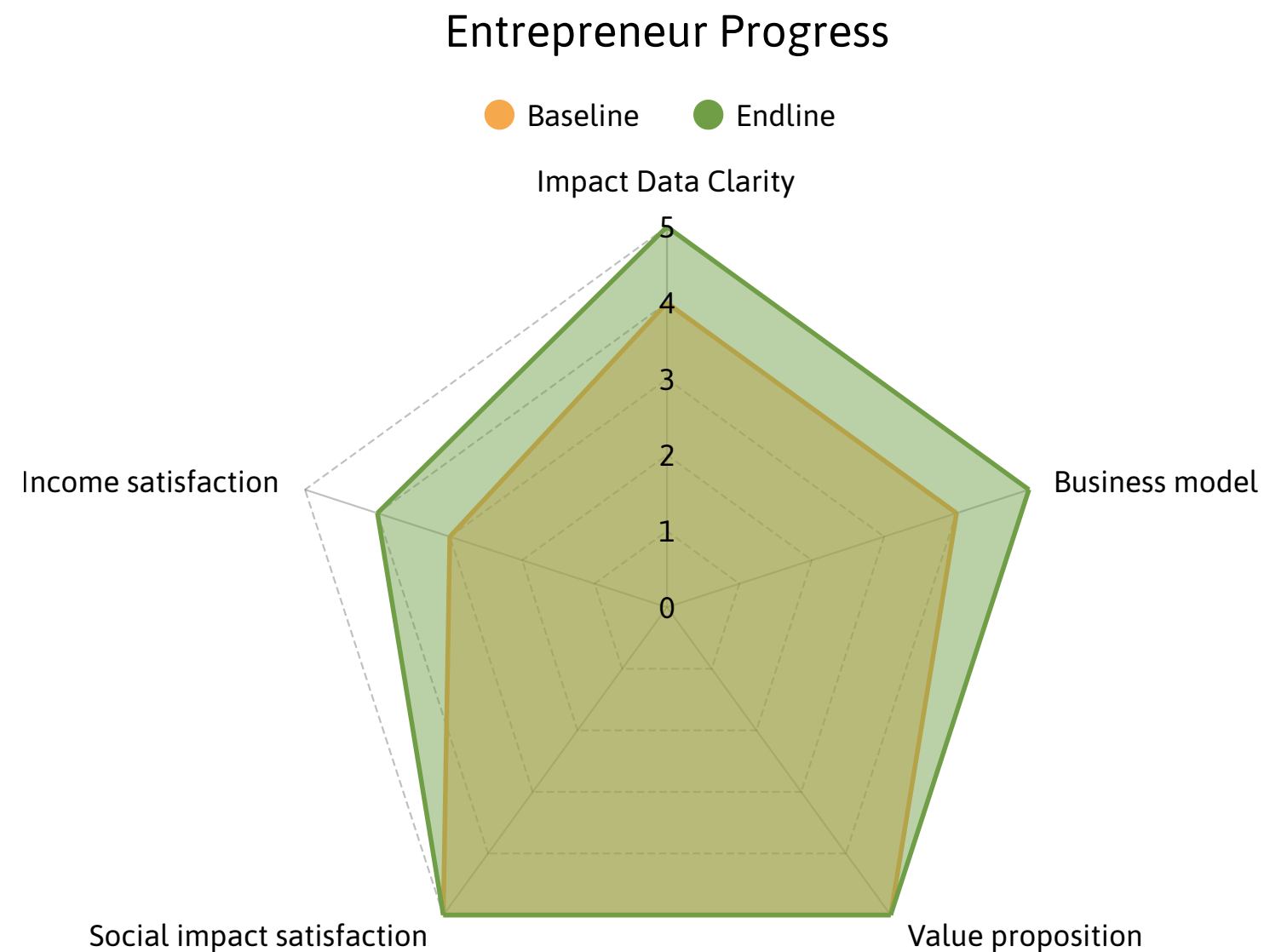


Biggest change during the program: Built a comprehensive structure across operations, finance, commercial strategy, messaging, and key impact metrics.

STRATEGIC ALLIANCES WHERE MADE

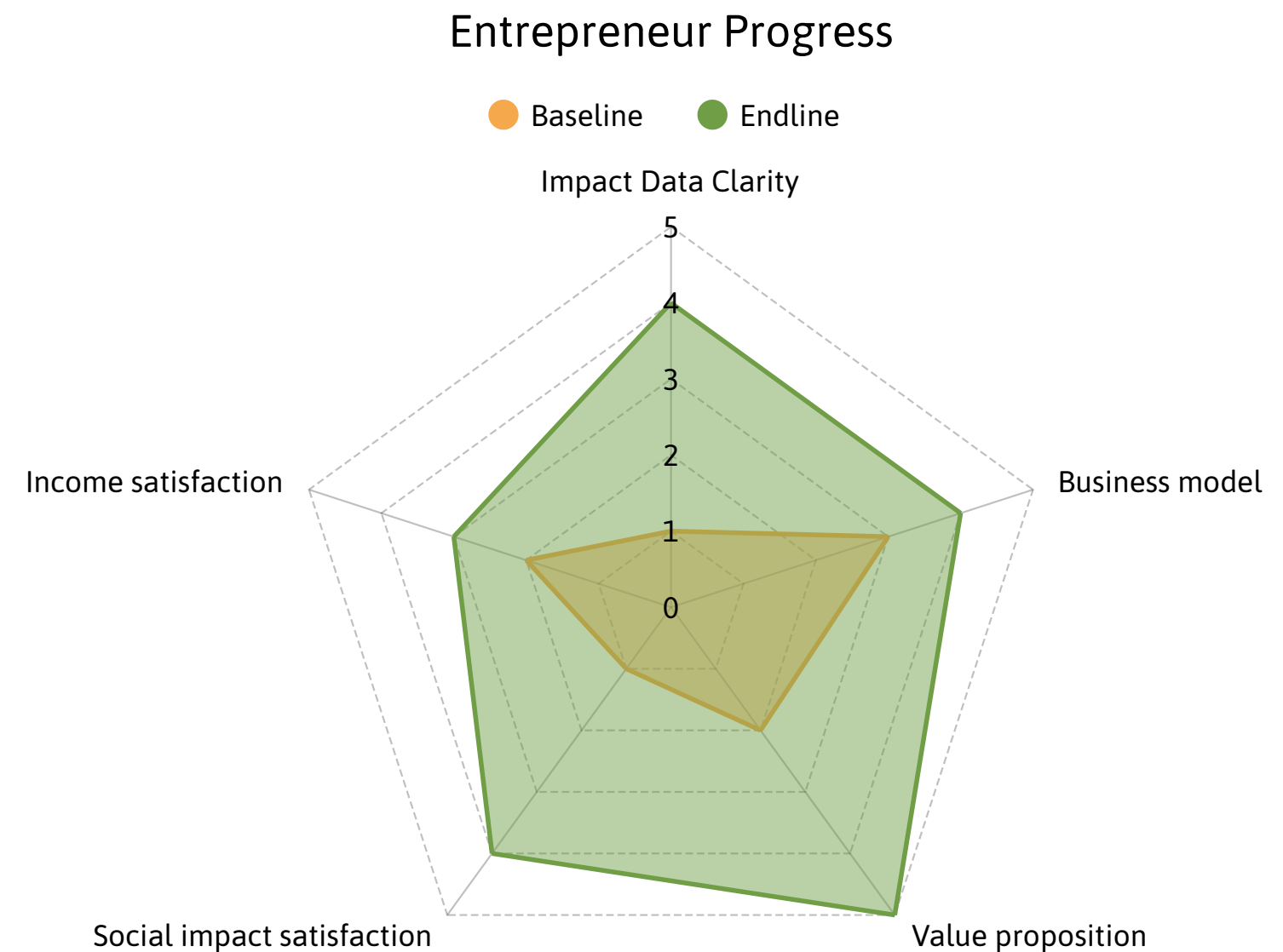
Impact Results

Less Salt



Biggest change during the program: Sales pitch presentation.

Wormie



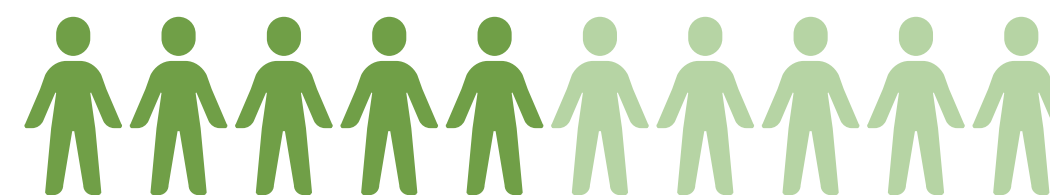
Biggest change during the program: The approach was refined to better align short- and long-term objectives, as well as the overall vision of the venture.

Impact Results

Collective Progress

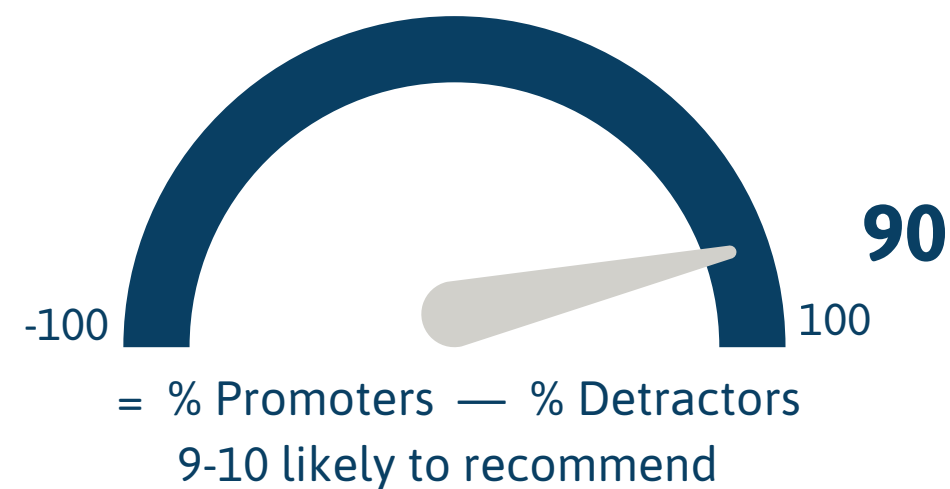


8 out of 10 entrepreneurs report establishing or strengthening their impact metrics through the program.



5 out of 10 Entrepreneurs established strategic partnerships through the program.

Net Promoter Score®

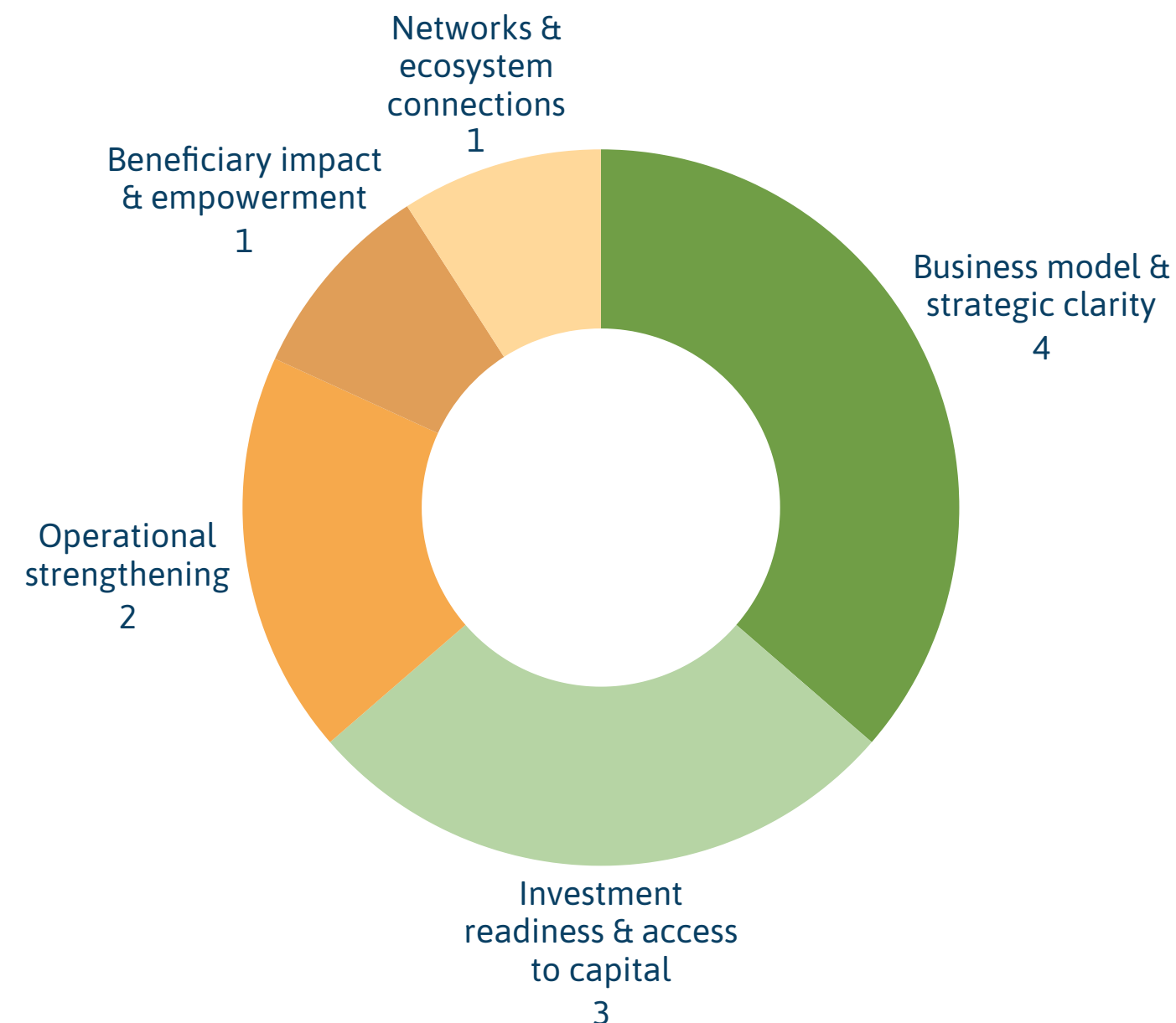


The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor.

Impact Results

Collective Progress

Top Benefits Valued by Entrepreneurs



The program's most valued contribution was strengthening **business model and strategic clarity**, enabling entrepreneurs to better define their value proposition and focus on a specific customer segment.

Investment readiness also improved through pitch deck development, increased confidence to engage with investors.

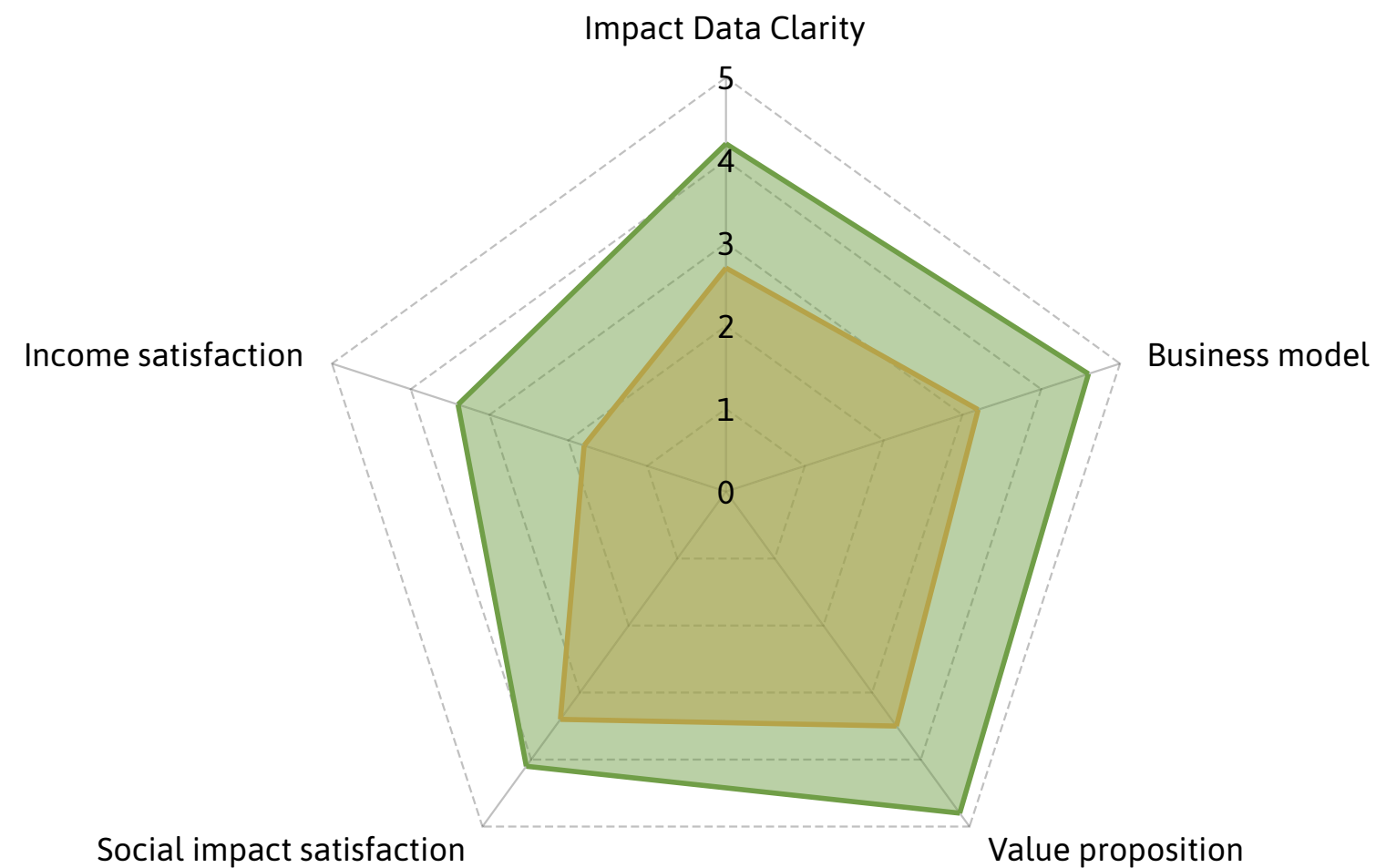


Impact Results

Collective Progress

Entrepreneurs Progress

● Baseline ● Endline



This is the **average across the 10 entrepreneurs** for the five key elements we measured.

Income satisfaction showed the greatest improvement, with an increase of 1.6, likely driven by the redefinition of their business models and their scalability.

On the other hand, **social impact satisfaction showed the smallest improvement**, with an increase of 0.7, which makes sense as entrepreneurs have become more critical and rigorous in how they assess their impact.

What our entrepreneurs are saying

“Many of the things I have achieved would not have been possible in such a short time without this program. I am very happy and excited about what’s ahead.” - Finca Cacayo

“The advisory sessions were excellent, our advisor deeply understood the agricultural market and helped us refine both our business model and customer strategy.” - Apical

“The mentors genuinely care about helping our ventures succeed. I wish there were more people like them in the world.” - Finaqua

Our mentor was key in giving us clarity, without the program, our business would be heading in a very different direction.” - Gente Viva

“I would love to have the opportunity to collaborate with Bayer; I believe it would be a great growth opportunity for us to present our project to them.” - Less Salt

Suggestions for Program Improvement

“Access to investors and opportunities to pitch our ventures would be highly valuable.” - Bee harvest

“A demo day with corporates and philanthropic organizations would be a great addition for finalists.” - Finaqua

“Additional sessions focused on go-to-market strategies would be especially valuable in the agricultural sector.” - Bloom

“Creating more spaces for peer learning and networking would strengthen the overall experience.” - Gente Viva

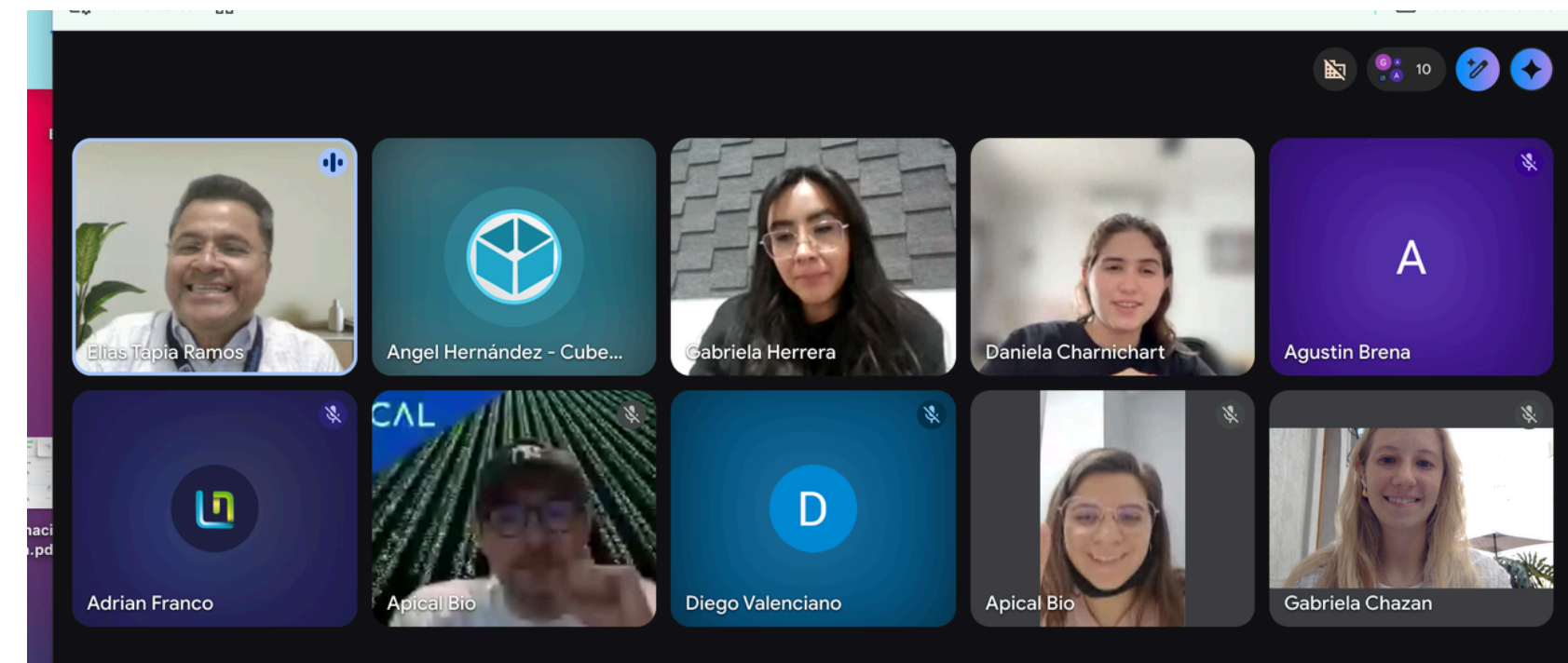
Bayer Group Sessions

New Trends in Agriculture

The session explored **key trends in agricultural innovation**, with **Elías Tapia Ramos** highlighting the use of AI, virtual reality, drones, and biorational management as part of the shift toward Agro 4.0. The discussion also addressed how faster information flow is accelerating farmers' adoption of innovation

Sales

The session focused on understanding the **agricultural sales process** and **identifying business opportunities in Mexico's agribusiness sector**, led by **Jesús Muñoz**. Key points included farmer segmentation, building strong value propositions supported by clear ROI and KPI measurement to successfully close deals.



Closing Session

The closing session focused on **reflecting on the program's achievements, celebrating participants' progress**, and outlining continued support through New Ventures' alumni network, Colectiva.

Entrepreneurs shared key learnings, such as improved financial clarity and stronger communication skills, while the New Ventures team highlighted the impact-driven innovation demonstrated throughout the program and encouraged participants to continue collaborating and growing beyond the accelerator.

he session included **interactive reflection dynamics where participants identified key learnings, growth in their projects, next steps, and their commitment to the agricultural sector**, alongside a Menti evaluation where they rated the program, described it in one word, shared appreciation for mentors, and offered advice to other entrepreneurs.



Closing Session

What is the most important lesson you learned from the program?

What changed or progressed in your business during the program?

Semillas que me llevo
¿Cuál es el aprendizaje más importante que te llevas del programa?

New Ventures:
Ejemplos:

- validación de mercado
- estrategia comercial
- mentorías clave
- comunidad

BLOOM:

- Que no todo tiene que ser perfecto al lanzar un producto, lo importante es estar en el mercado y aprender junto con el

LESS SALT:

- -Lograr conectar o conectar de manera clara el valor del product con las necesidades reales

CREENCARBON

- Crear la teoría del xambio y las tendencias del mercado en productos sustentables (sesión de David P.)

BEE HARVEST:

- Estructurar la forma de vender y segmentar clientes.
- La forma de comunicar las ideas.

APICAL: Restructurar nuestro modelo financiero y volver a vincularlo con el comercial

FINAQUA (Agustin):

- Mentorías en finanzas y organización
- Articulación y comunicación de ideas
- Mejorar capacidad de síntesis (pitch).

GENTE VIVA:

- La claridad financiera es vital para la sostenibilidad del negocio. Esta claridad es clave para una adecuada toma de decisiones.
- Identificamos qué es lo que valora nuestro cliente y cuál es el valor que nosotros entregamos.

Lo que creció
¿Qué cambió o avanzó en tu emprendimiento durante el programa?

New Ventures:
Ejemplos:

- nuevo modelo de negocio
- alianzas estratégicas
- claridad de impacto

BEE HARVEST:

- La comunicación y la visión del modelo del negocio.

CREENCARBON

- Hubo una evolución total del modelo, gracias a las asesorías de David, distinguir las etapas, y considerar el seguimiento de los proyectos después del financiamiento

FINAQUA:

- Definir bien el modelo de negocio y su rentabilidad.
- Mejorar mis habilidades para dirigir un equipo fundador.

BLOOM:

- Hicimos un pivot en el modelo de negocio y el tipo de cliente al que vamos dirigidos

LESS SALT:

la manera en la que presentamos nuestro producto es mucho mas estructurado que nos permite comunicar todo de manera mas clara

GENTE VIVA:

Gracias a la claridad financiera que adquirimos, reestructuramos nuestra estrategia con base en la rentabilidad de las diferentes líneas de negocio.

APICAL: Entendimos más el mercado y abrimos un nuevo canal de clientes

Closing Session

What is the next most important step for your project?

After Reinventa el Campo, my commitment to the countryside is...

Lo que voy a cultivar después
¿Cuál es el siguiente paso más importante para tu emprendimiento?

New Ventures: Ejemplos • empezar pilotos • fortalecer equipo • expandirse	BEE HARVEST: • Seguir vendiendo y desarrollando tecnología. • Posicionarme en el mercado y llegar a punto de equilibrio.	GENTE VIVA: Implementar los mecanismos de seguimiento financiero que generamos y alinear la operación a la información que estos nos dan.	APICAL: accionar comercialmente, estamos contactando y lanzando con clientes
BLOOM: Lanzar MVP	LESS SALT: Seguir trabajando en las estrategias y poner en practica lo aprendido	CREENCARBON • Poder participar y ayudar en el futuro a proyectos en NV.	FINAQUA: • Implementación de pilotos. • Alianza con corporativos (ayuda Aura!).

Compromiso con el campo
Completa la frase:
“Después de Reinventa el Campo, mi compromiso con el campo es...”

New Ventures: Ejemplos • mejorar trazabilidad • regenerar suelos • construir cadenas de valor justas	BEE HARVEST: • Digitalizar el campo para aprovechar los insumos, capacitar tecnológicamente a las personas del campo y tener un campo mas sostenible y sustentable.	GENTE VIVA: Compartir nuestros errores. Continuar con prácticas sostenibles y compartirlas en nuestra región, de manera que sigamos regenerando lo ambiental y lo social.	APICAL: Generar información acerca de la interacción biológica - química -planta para robustecer el plan de fertilización y la fertilidad del suelo en el campo agrícola
BLOOM: • Mejorar la toma de decisiones • Incrementar el ROI en el uso de agroinsumos	LESS SALT: Seguir impulsando soluciones reales que ayuden al productor a ser mas eficiente, rentable y sostenible	CREENCARBON • Seguir impulsando el campo mexicano, las innovaciones y los proyectos sostenibles	FINAQUA: • Ayudar a cadenas de suministro a ser más sostenibles (agua) • Mejorar la productividad de agricultores • Crear sistemas resilientes al cambio climático

Closing Session

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Closing Session

How would you rate the program?

¿Cómo calificarías el programa?



What advice would you give to other entrepreneurs at Reinventa el Campo?

¿Qué consejo le darías a otros emprendedores de Reinventa el Camp?

Que pregunten todo lo que puedan

Estar conscientes de que fallar es parte del camino, así que hay que buscar formas para expulsar o controlar toda la energía.

No se rindan eventualmente sus esfuerzos serán reconocidos y valdrá completamente el esfuerzo y pasión que invirtieron

Que sean flexibles y no apegarse a una sola idea

Que las asesorías de expertos son los más valiosos aliados que tenemos cuando emprendemos, aprovechemos la oportunidad

Llevar registros y conocer tu información financiera es clave para tomar decisiones que te lleven a la mejor estrategia de tu negocio. Sin embargo, no hay que olvidar el entusiasmo y el propósito.

Aprovechar el botcamo y las asesorías al máximo. No desanimarse, y apoyarse con otros y con NV para llevar sus ideas y proyectos a la realidad

Closing Session

What word would you use to describe the program?

¿Qué palabra usarías para describir el programa?

aleccionador
crecimiento
enriquecedor apoyo guía progreso
impulsor

Closing Session

What are you grateful to your mentors for?

¿Qué le agradeces a tus mentores?

David Pérez es lo máximo.

Juan Pablo y Fernanda: Muchísimas gracias por el tiempo dedicado. Su apoyo aumentará las posibilidades de éxito de Finaqua.

Le agradecemos a Diana su apoyo, reestructuramos nuestro modelo financiero y comercial, encontramos oportunidades muy importantes, hicimos un cambio positivo 360

La paciencia y la profundidad con la que se adentran en tu negocio para poder entender cada uno de los problemas por los que estás pasando y ayudarte a resolverlos de la mejor manera

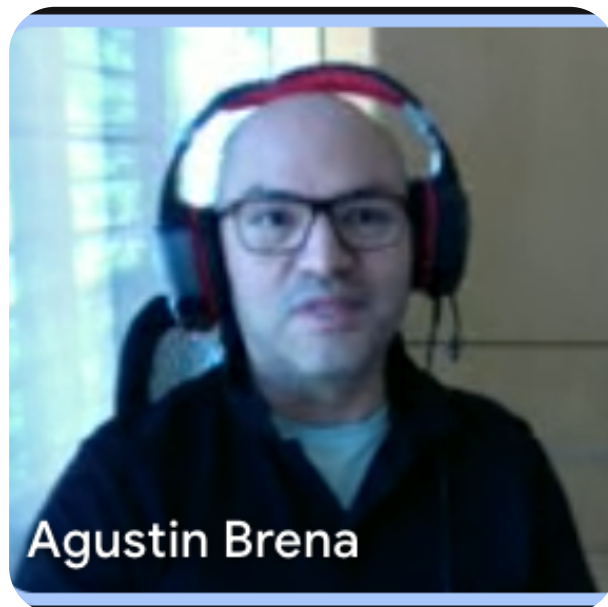
Juan, gracias por tu paciencia, la claridad, el acompañamiento, el profesionalismo. Nos llevaste de la mano a conocer la organización y ver de frente nuestra realidad y nuestros errores.

Le agradezco a Alberto por su tiempo, su sinceridad y su pasión por compartir conocimientos.

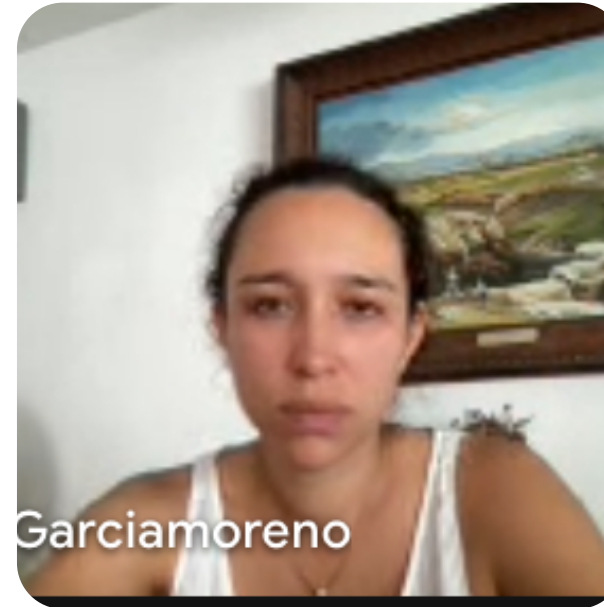
Le agradezco muchísimo a Paola la paciencia así como el darnos una nueva perspectiva, y guiarnos a mejorar mucho nuestras estrategias.

Program Feedback and Experience

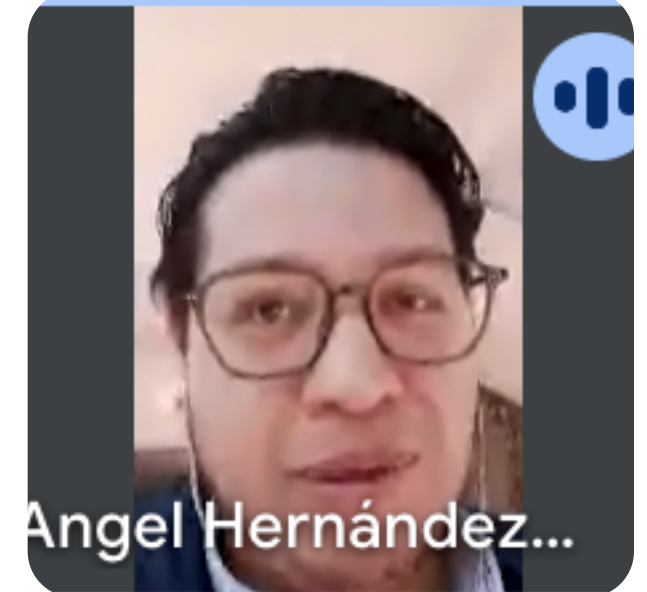
Click on each picture to listen to the testimonies



Agustín Brena
FINAQUA



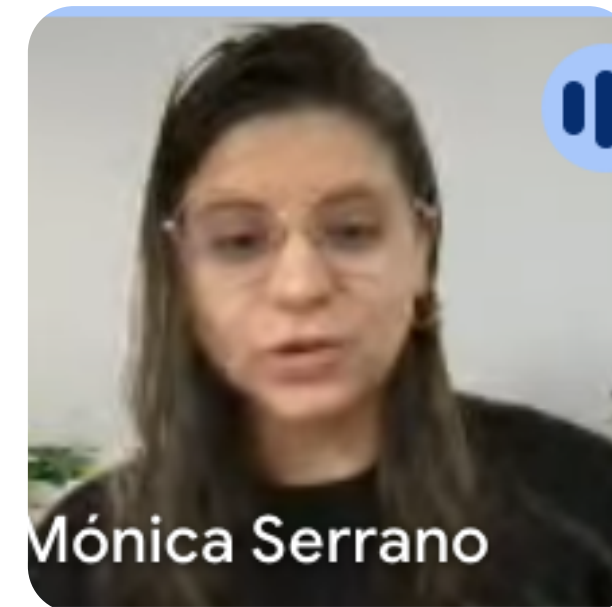
Naomi Garciamoreno
Gente Viva



Angel Hernández
GreenCarbon



Diego Valenciano
Bee Harvest



Mónica Serrano
APICAL

Phase 4

Financing



Viwala's Credit

For this edition, **the eligibility criteria established in the previous year were maintained**. This included the adjustment introduced last edition, where the minimum annual revenue requirement was reduced from 1,000,000 MXN to 500,000 MXN, allowing greater access to Viwala's credit for early-stage ventures.

So far, 1 project has submitted their application:

- **Bloom:** They currently have an existing credit that limits their borrowing capacity, so it is unlikely that VIWALA will grant them the money.



Estamos comprometidos en apoyar a emprendedores que impulsen proyectos que impacten en la calidad de vida de los agricultores, **a través de capacitación, innovación, digitalización, soluciones sustentables, equidad de género, inclusión financiera, entre otros.**

Beneficios del crédito

- Proceso **rápido y simple**
- **Consultoría gratuita** una vez al mes
- **Nuestro proceso es 100% digital**



Características del préstamo:

- ✱ Tasa fija anual de **2.9%** en **M.N.**
- ✱ Plazo de **12 meses**
- ✱ Préstamos **desde 50,000 hasta \$120,000 MXN**



Viwala's Credit

We reached out to entrepreneurs who meet the requirements for the credit to understand why they had not applied. Their responses were the following.

FINCA CACAYO

At the moment, **they are not in a position to take on a credit until their financial situation improves**, as they prefer to stabilize their finances before committing to additional debt.

GENTE VIVA

They perceive applying for a loan as too risky for their current stage.

BEE HARVEST

The credit was not attractive given the amount offered, as **they are currently seeking financing closer to 2 million MXN.**

LESS SALT

They indicated that the credit could potentially be useful for a future project, but not at this time.

Considering that only one application was received for the Viwala credit, **this financing opportunity will also be promoted among the previous cohort of the program. This will help maximize the use of the available capital and expand access to funding for more entrepreneurs.**

So far, Lluvia Sólida from the 2024 edition has applied for a credit, and VIWALA is currently reviewing their application and financial information.

Viwala's Credit

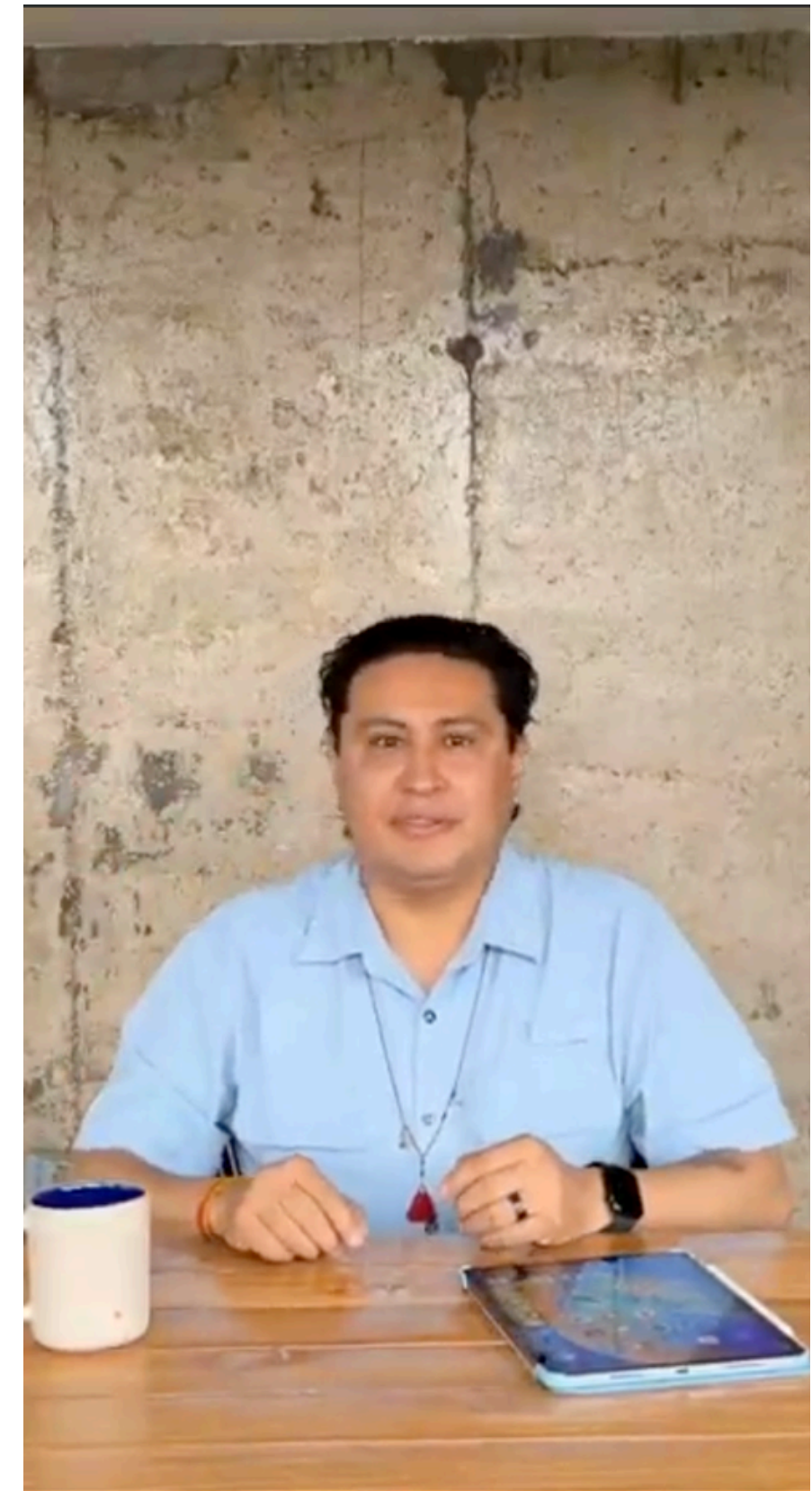
2025 Credit

EL RINCÓN VERDE

In the 2024 edition, **El Rincón Verde signed a \$300,000 MXN credit agreement over 24 months at a 2.9% interest rate.** The entrepreneur has maintained an excellent repayment record, meeting all monthly installments on time and without delays.

According to the founder, **this financing enabled a long-postponed strategic step: the modernization and digitalization of their educational area.** While they had long envisioned offering online courses and workshops to expand access to food-growing knowledge, operational priorities had consistently delayed this transition. **The credit became the catalyst for launching their digital transformation representing not only financial support, but a decisive move toward growth.**

As a result, **they've achieved a meaningful expansion of its impact. Previously limited to in-person courses in Guadalajara, El Rincón Verde now operates under a hybrid model, allowing participants across Mexico and Latin America to access training in urban gardens, sustainable agriculture, and environmental education remotely. This shift has strengthened both their scalability and their long-term social and environmental impact.**



Click on the image to listen to Alex's testimony



RE-INVENTA
EL CAMPO



Next steps



Colectiva Community

Entrepreneurs now have unlimited and free access to **Colectiva's services, including ongoing mentorship to address specific challenges, support in connecting with investment funds and financial institutions, and opportunities to engage with Colectiva's network through targeted sessions.** They also benefit from continuous learning on **relevant industry topics, a collaborative community to share progress and experiences, and access to information on key initiatives, programs, and events within the sector that can support their growth.**

Added Value



A key component of our mission is to **foster a strong entrepreneurial community where founders feel supported and accompanied throughout their journey.** As part of this commitment, we actively share relevant events and strategic spaces that enable entrepreneurs to grow, learn, and build meaningful connections, helping them position themselves as key actors within the agriculture, impact, and technology ecosystems.

Added Value

Binational Agriculture Working Group

During the year, **we invited our community to participate in the Binational Agriculture Working Group**, organized in collaboration with Consejo Nacional de Humanidades, Ciencias y Tecnologías, University of California, Berkeley, and Alianza MX. **More than five entrepreneurs from our network attended, gaining exposure to binational collaboration opportunities, strengthening their networks, and engaging with key actors in the agriculture and innovation ecosystems.**

FLII

ÉKOLE

(Bootcamp 2024) **Sponsored the event, an opportunity that emerged through connections made through the program**, by providing sustainable snacks for attendees. As a result, the project **gained new clients, connected with potential investors, and deepened its understanding of the impact ecosystem, helping strengthen its project.**

¡ALA TERRA!

(Bootcamp 2025) **Cristina described FLII as a transformative experience that expanded her understanding of impact investing and the key actors within the ecosystem**, allowing her to better align her project with ecosystem needs.

FINAQUA

(Acceleration 2025): **Agustín highlighted FLII as one of the few events that enables high-level networking with investors, entrepreneurs, and ecosystem leaders within the impact sector.**



Corporate Alliances

Corporate Alliances is a new area in New Ventures that aims to connect impact entrepreneurs from the New Ventures' portfolio with corporates in order to generate coollaborations in:

- Philanthropy
- Supplier Services
- Open Innovation
- CVC Investment

A first step is converging these different actors through events and shared experiences.

Corporate Alliances

Experiences:

GAPY
2024 EDITION

Delivered an **innovation talk to the Innovation team at Bayer Mexico**, sharing insights on how to design and think about new business models from an entrepreneurial perspective. Reflecting on the experience, he highlighted it as a valuable opportunity to exchange ideas with Bayer's innovation teams, discussing topics such as agile methodologies, talent management, and artificial intelligence, while recognizing the company's efforts to challenge traditional structures and foster a more innovative and sustainable approach to health and agriculture.

EARTH IOT
2021 EDITION

Participated in a **climate tech demo day** as part of the initiative led by México por el Clima, presenting its solution to corporate stakeholders (Bimbo, José Cuervo, Walmart, IKEA and Fibra Uno) and gaining visibility within a broader climate-focused ecosystem.



Communication Strategy

Throughout the program the communication strategy aimed to position RE-INVENTA EL CAMPO, amplify the program's call for applications, and mobilize agro-entrepreneurs through a multichannel campaign based on content, ecosystem partners, and public relations.

Program rebranding: Transition to Reinventa el Campo, strengthening the program's identity and narrative around agricultural innovation and sustainable impact.



Multichannel strategy : Coordinated use of owned channels, paid media, public relations, ecosystem partners, and agricultural content creators to broaden awareness.

Mobilizing key audiences: Generating interest among agro-entrepreneurs and agricultural ecosystem communities to drive engagement with the call for applications

Communication Strategy

We expanded the visibility of Reinventa el Campo and the program's agro-entrepreneurs



45 content assets

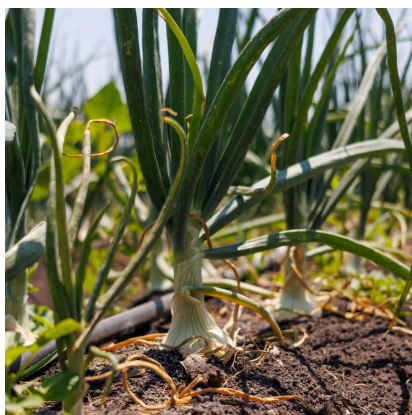
Across multiple formats and platforms including social media and public relations, plus one field visit coverage through photography.



Communication of program milestones

Coverage of milestones, Bootcamp and the 10 selected ventures.

Environmental impact narratives positioning both the program and its agro-entrepreneurs.



Media and ecosystem reach

- **7 media publications** reaching 95M impressions
- 3 collaborations with **content creators**
- **3 podcast interviews**
- **25+ posts** from ecosystem partners



Content generated conversation and engagement

- **People reached:** 684,470
- **Views:** 343,117
- **Interactions:** 15,615

Call & selection



- **35 + social media posts** promoting the call for applications.
- **Interviews with Generation 3 agro entrepreneurs** to inspire new applicants and strengthen the ecosystem.
- Media kit shared with **120+ partners** and targeted 1:1 invitations.
- Digital paid media in states with the highest concentration of the agricultural sector.
- **4 collaborations with strategic agricultural content creators.**



Fungívora: el lado gourmet y funcional de la biotecnología con mucho potencial



Media outreach

Helping to deliver the message trough massive media

Joint press release

- 95,012,000 potential people reached through media exposure.

7 media publications

- Empresas 2030
- Edo Méx al Día
- AgroLatam
- El Emprendedor
- Agronauta
- Líderes Mexicanos

Media outreach

- Bayer: distribution to media covering business, sustainability, economy, and food tech (press release distribution).
- New Ventures: outreach to ecosystem partners, impact sector media, and content creators, including efforts to secure interviews and additional coverage.

Must

Discover new contents!

• See/Hear/Read



Episodio de podcast

Fungívora: el lado gourmet y funcional de la biotecnología con mucho potencial

Agronauta

¿Te has preguntado qué pasa cuando mezclas ciencia, hongos y gente con iniciativa?

Conoce esta startup y cómo su paso por el programa de aceleración por RE-INVENTA EL CAMPO de New Ventures y Fundación Bayer impulsó su crecimiento.

+ Escucha el Podcast aquí

Convocan a emprendedores a transformar el futuro del agro en México

By [Mario](#) on Mié, 18/06/2025 - 14:05



Convocan a emprendedores a transformar el futuro del agro en México

- La convocatoria para RE-INVENTA EL CAMPO 2025 invita a proyectos agrícolas de impacto social y ambiental positivo, con inscripciones abiertas del 2 de junio al 16 de julio de 2025.
- Los seleccionados accederán a capacitación, mentoría especializada, networking y acceso a créditos preferenciales para escalar sus negocios sostenibles.

Ciudad de México, 18 de junio de 2025. La agricultura mexicana enfrenta un momento decisivo, marcado por urgentes desafíos globales y locales. La buena noticia es que la innovación y el compromiso de nuevos emprendedores están abriendo caminos para un campo más inclusivo, eficiente y responsable. En este contexto, Fundación Bayer y New Ventures lanzan RE-INVENTA EL CAMPO 2025, un programa de aceleración diseñado para fortalecer el ecosistema de agro emprendimiento en México y apoyar a los emprendedores innovadores que quieren transformar el futuro agrícola del país.



| 09-07-2025, 2:10:57 PM

RE-INVENTA EL CAMPO 2025: imp proyecto agrícola con impacto

CRIPOTONEDAS Y METAVERSOS

Bayer y New Ventures lanzan la cuarta edición de RE-INVENTA EL CAMPO apuesta por los emprendedores agrícolas.

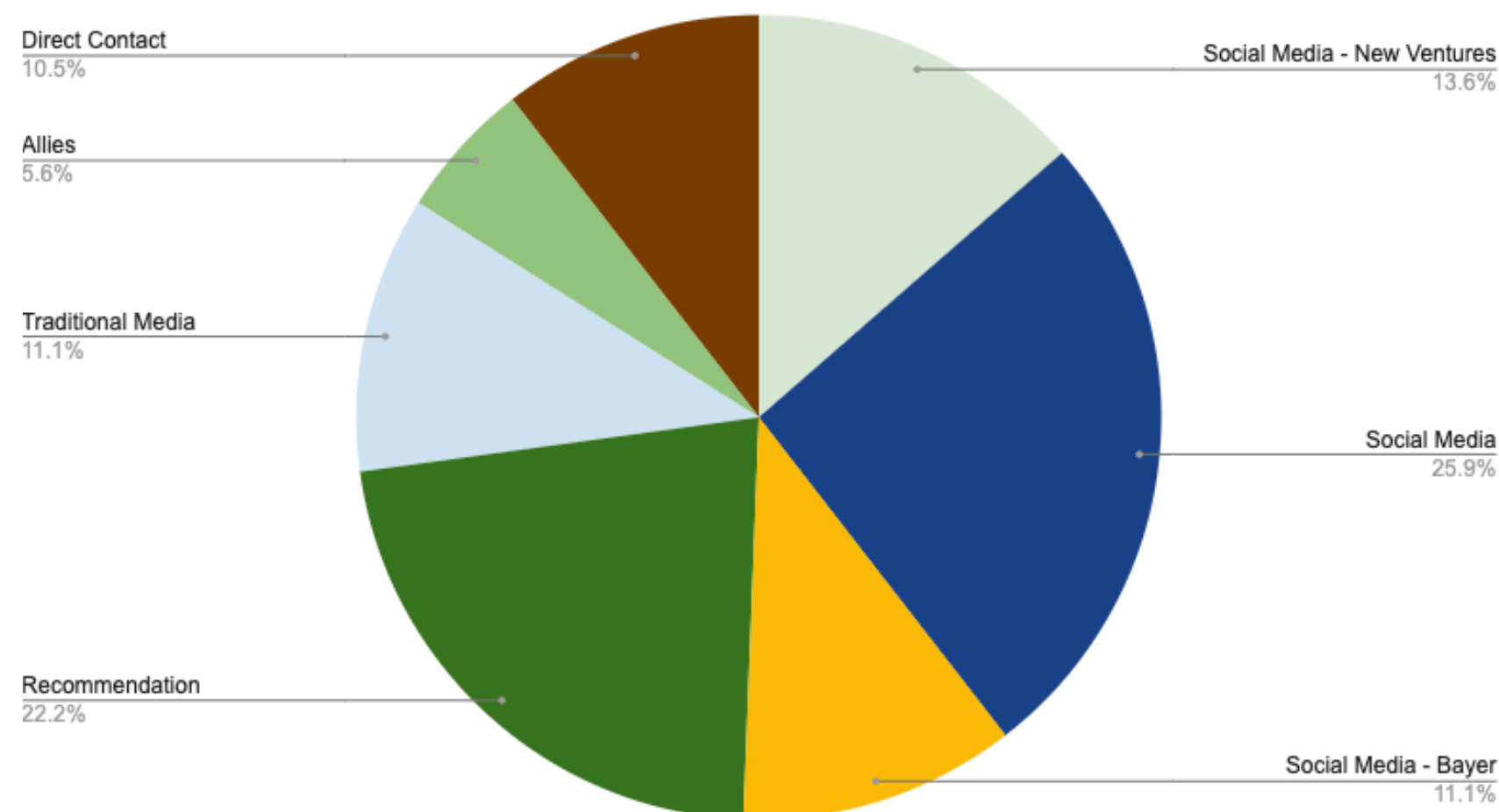
Equipo Editorial



RE-INVENTA EL CAMPO 2025. © Depositphotos.com

Data: How did the entrepreneurs found out about the program

How did you find out about Reinventa el Campo



Most entrepreneurs learned about the program through social media, 44%.

Recommendations also played a significant role in motivating applications, indicating that awareness of the program is spreading and that past participants are satisfied enough to endorse it to others.

Additionally, the data shows that the multi-stakeholder outreach approach was both effective and productive in reaching potential applicants.

Program Milestones



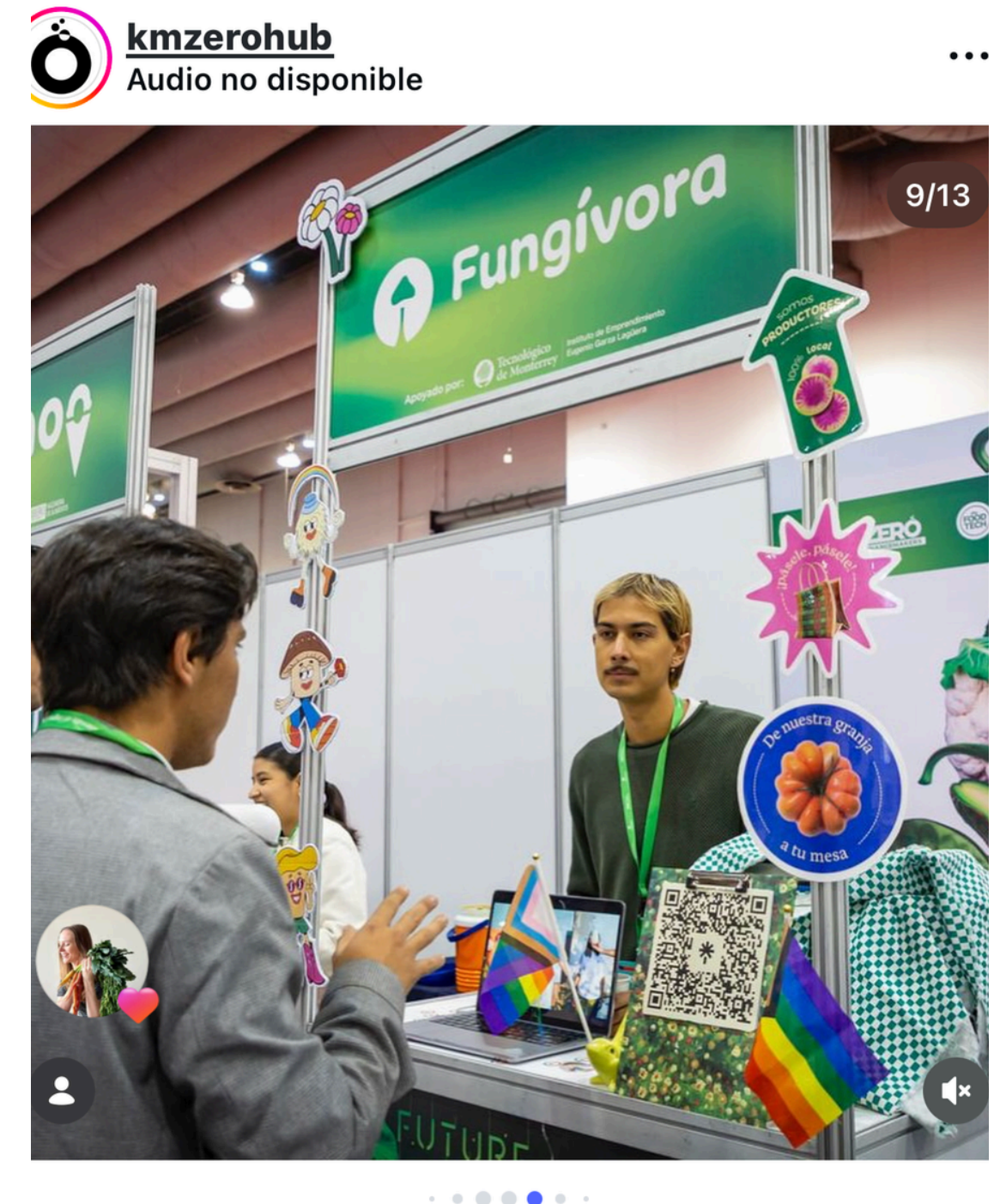
- **Carousels and videos**
 - Call for applications closing
 - 10 selected ventures
 - 5 content series telling the stories of the agro-entrepreneurs
- **Coming next**
 - Entrepreneur testimonials
 - Program closing



Ecosystem engagement

Through public relations efforts, we secured participation opportunities at KM ZERO, including entries to the F Talks Summit, access to conference sessions, and participation in Future Market for Fungivora and Gapy (3rd generation)

[More of F Talks Mexico](#)



Strategic Communication Insights



- **Authentic storytelling drives credibility and engagement**

Content generated through field visits and entrepreneur stories proved especially powerful. Showing agro-entrepreneurs in their real working environments strengthens trust, humanizes innovation, and helps audiences connect with the solutions transforming the agricultural sector.

- **Ecosystem collaboration significantly amplifies reach**

The program's visibility increased substantially through coordination with Bayer's social media agency, public relations teams, and ecosystem partners. Leveraging partner networks proved to be one of the most effective ways to expand awareness and reach new audiences.

- **Social media and community recommendations are the main drivers of discovery**

Most entrepreneurs learned about the program through social media and recommendations, confirming the importance of maintaining a digital-first communication strategy supported by a strong ecosystem community.



RE-INVENTA
EL CAMPO

NEW
VENTURES

Thank you!

Programa
financiado por



Foundation