

# Mastermind program

## Business Ventures



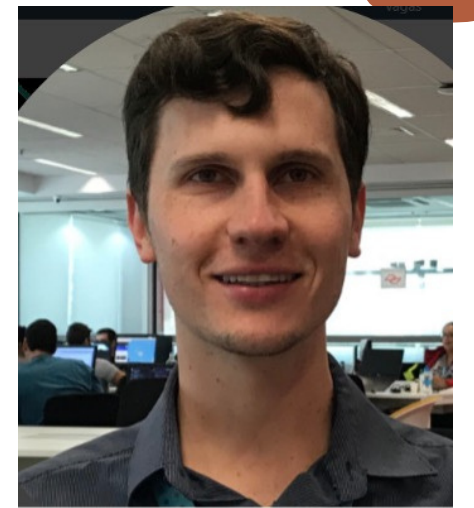
Business Name: Santa Food  
Business Website: [www.santafood.com.br](http://www.santafood.com.br)  
Date Launched: 06/10/2015



**Founder**  
Evelyn Toledo  
Dias



**Founder**  
Fernanda Leite  
Moura



**Founder**  
Gilberto Carlos  
Arnauts

**1. When you started the Ingenuity Incubator, what was the status of your business (e.g., building the concept but not yet in operation and no revenues or profits, already in operation and with revenues and profits but reformulating the concept, already in operation with revenues and profits but designing growth opportunities, etc.) ?**

Operational, with a few customers and low revenue, designing growth opportunities.

**2. When you started the Ingenuity Incubator, what were the main challenges you were facing?**

We were preparing for our market phase, we needed to improve our strategies, in order to grow and belong to a strong mastermind network, which focuses on social impact.

**3. What were the main benefits of the Ingenuity Incubator 6-week program with worksheets and weekly meetings to the progress of your business?**

Knowing social impact cases all around the world, in different scenarios, as well as brainstorming new strategies and partnerships to make us more secure in our business decisions.

**4. How has your business progressed after the Ingenuity Incubator?**

We made connections with other businesses related to our purpose, and with stakeholders. Improved our business planning with social impact strategies.

**5. What are your main goals you want to pursue during the Mastermind phase?**

We are preparing our go-to-market phase and want to get more networking and improve our knowledge of partnerships, similar cases, approach to social investors, and be a part of a social ecosystem.