



Team name	Naturola Millets
Product	Millet Magic
School	VHL Velp- International business in food and flowers
Captain	Nikhil Chinnam
Teamleden	Raghu Patil Shreetej Ladkat RaviChandra Ambarla
Mentor	Rachel Polman & Petros Maliotis
FNLI Coach	Fokke Dooper of UCC Coffee

Dairy production has been a major contributor to carbon emissions consistently over the last couple of decades and continues to be a significant contributor. The Naturola Team offers a product that is a dairy alternative and replaces dairy while providing the required calcium and micronutrients, which are an essential part of a balanced diet. We plan to sell a product made from Finger Millets (Ragi) which are one of the richest sources of vegan calcium and offer 344mg of calcium per 100g of powder along with essential micronutrients. We intend to focus on the vegan market and our ideal customers are vegan consumers. There are not many truly natural, organic, and vegan products with a non-fortified high amount of calcium as well as many other micronutrients and dietary fibre.

