



# Activities Report

2019 - 2022



# Message

New paths for the development of production chains in the Amazon are being created and there are milestones that prove this. One of them is undoubtedly the Bioeconomy Priority Program (PPBio, the acronym in Portuguese), which has been coordinated by Idesam since its creation by the Federal Government (CAPDA/SUFRAMA) in 2019.

PPBio directs public-private investment from companies in the Manaus Industrial Hub (MIH) to generate solutions and add value to the socio-biodiversity of the Amazon. It also helps promote the economy in connection with the conservation of nature in different territories, together with traditional communities and their knowledge, and solving the classic bottlenecks for production in the region. A necessary agenda in the face of the challenges of the biome.

Over four years, we have invested BRL 24.6 million in 30 initiatives that provide useful solutions to the Amazonian production chains. Eight of these were concluded and are consolidated in the area of biocosmetics, technology for fish farming, and food. For MIH companies that seek to invest, 277 initiatives are included in the "Project Databank", with a high potential for impact.

To arrive at these numbers, we carried out a set of efforts to meet the expectations of all parties involved in the PPBio structure, along the different links of the production chains. This report presents the path to these results.

We would like to thank the Manaus Free Trade Zone Superintendence (Suframa) for concurring with our work and the Ministry of Development, Industry, Commerce and Services. We also thank the 33 companies from the Manaus Industrial Hub (MIH) that invested in PPBio.

Special thanks to all the Program's partner institutions, supporters, development agents, and executors of the invested initiatives. All are agents who believe in the future of bioeconomy and share the results achieved so far.

We believe that knowledge is the key to enrich the ecosystem of businesses and services for sustainable production and promotion of socioenvironmental impact in the region that covers 48% of the national territory and where 38 million Brazilian men and women live.



**Carlos Gabriel Koury**

Director of Innovation in  
Bioeconomy at Idesam

# Our Impact



PPBio accumulates expressive numbers, which demonstrate the capacity of biobusinesses in the Amazon. Check them out:



\*up until December 31st, 2022

Want more details?  
Access the QR code  
and learn more!

## Governance

Public Policy



Coordinator



## Investors



Prismalite Importação

## Executors



## Supporters





# How does PPBio work?



PPBio promotes economic and social change in the Amazon. It works by raising mandatory Research and Development (R&D) resources from companies in the Manaus Industrial Hub (MIH), in return for tax exemption benefits for companies. Created by the Manaus Free Trade Zone Superintendence (Suframa), PPBio is a

public policy established by the Federal Government that connects the MIH to the region's biodiversity assets, applying the funds raised in different projects and initiatives. The policy is regulated by the Information Technology Law (Law No. 13,674/2018).



# Team



**Carlos Koury**  
Director of Innovation in Bioeconomy at Idesam



**Paulo Simonetti**  
Consultant



**Samia Mouallem**  
Consultant



**Karol Barbosa**  
Consultant



**Kamille Lopes**  
Project Analyst



**Minelly Belém**  
Intern



**Bianka Silva**  
Financial Assistant



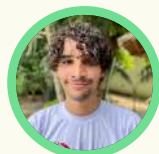
**Andreza Caroline**  
Financial Analyst



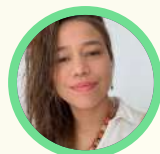
**Taiane Freitas**  
Financial Analyst



**Diego Gonçalves**  
Consultant



**Pedro Vitor**  
Intern



**Eva Duarte**  
Network Articulator



**Omar Velasques**  
Business Analyst

Our team is made up of professionals specialized in the environment, economy, and social issues guided by the Program's mission, managing PPBio's strategies and work approach.

# Program Components



PPBio's lines of action were defined by the Federal Government at the time of its constitution and guide the selection of initiatives to be supported.



The Bioeconomy Priority Program (PPBio, the acronym in Portuguese), like other existing priority programs within the scope of the Committee of Research and Development Activities in the Amazon (CAPDA), can act as an important mechanism for boosting the business environment and the innovation ecosystem of the region. In this specific case of PPBio, bioeconomy is an aspect that has been prioritized in Suframa's strategic actions and the Autarchy wants the results achieved within the scope of the priority program to be very positive and contribute, alongside other actions in progress, to the strengthening of a segment that is directly linked to the vocations and natural potential of the Amazon.

**Leopoldo Montenegro**

Deputy Superintendent of Development and Technological Innovation at Suframa, substitute

\*in March 2023 / Former collaborators: Manoela Borges, Liene Rocha

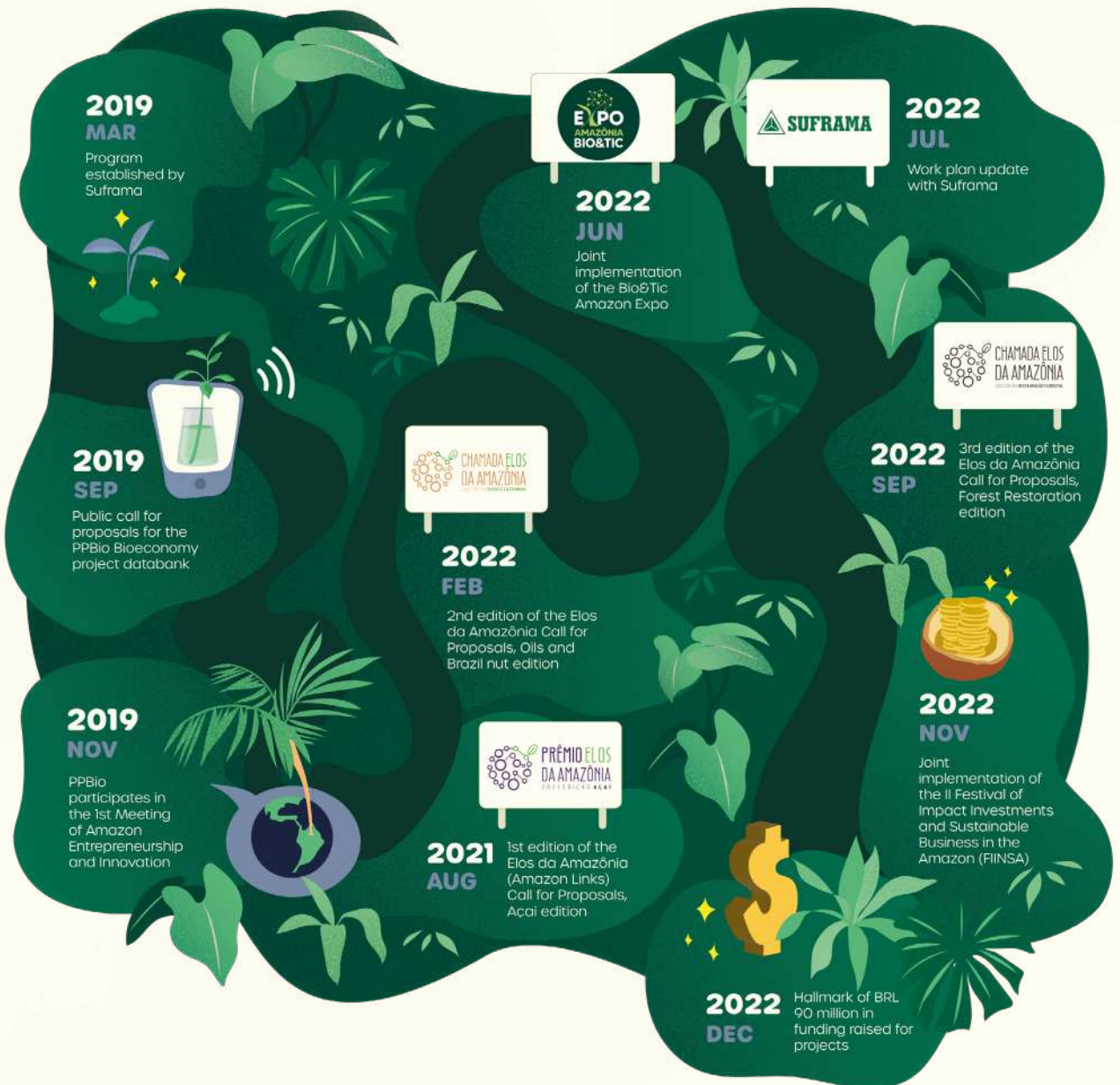


# Timeline



As in the flow of a river, over the course of 4 years, PPBio has traveled paths in different territories, in search of one target: to unblock bottlenecks, promote socio-

productive inclusion, and generate solutions in the production chains of the Amazonian bioeconomy. It was a continuous movement, of growing achievements and partnerships.

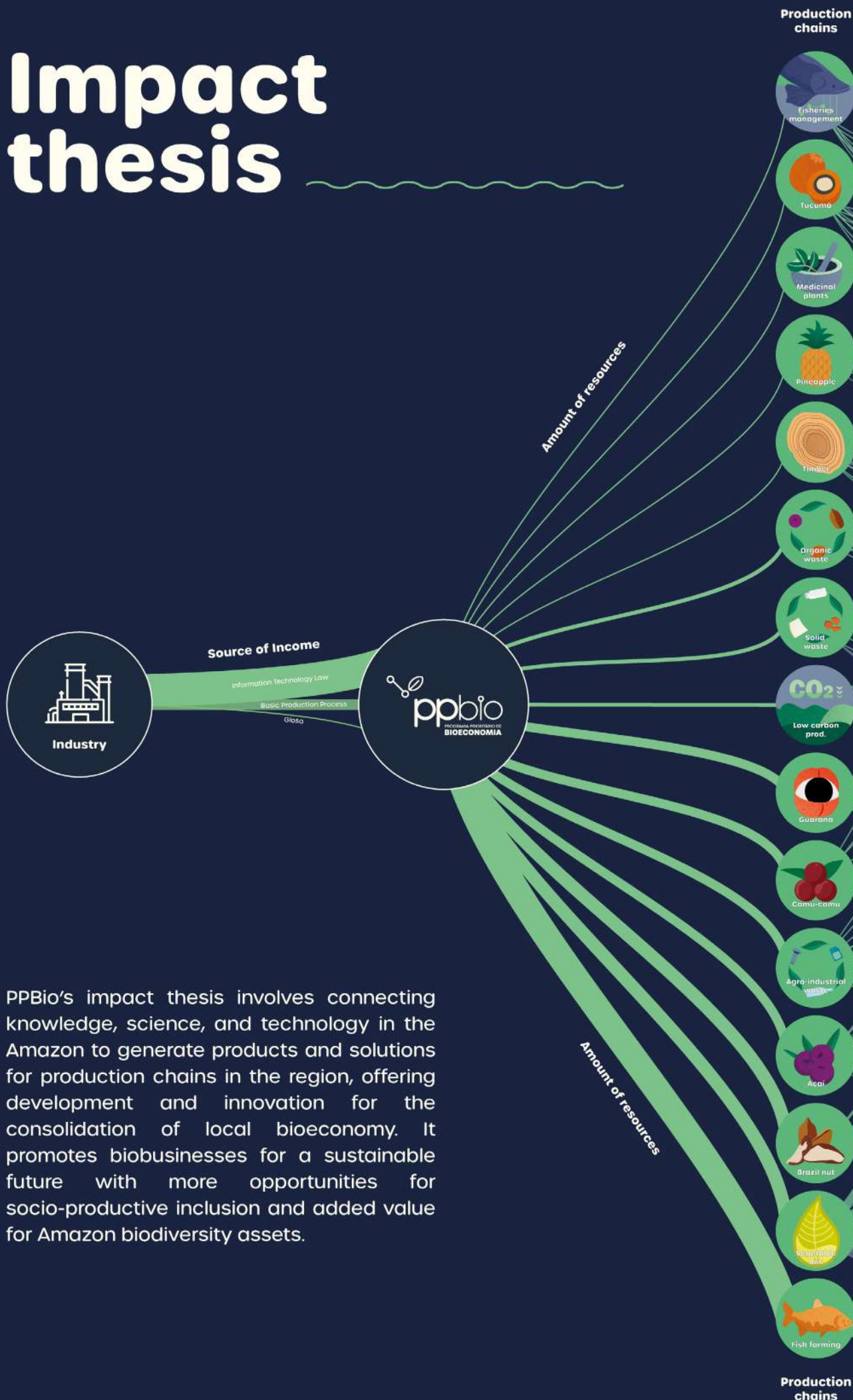


We are honored to support the economic development of the riverside population, through PPBio in Manaus, especially those who live from fishing. This initiative is in line with our social actions, mainly aimed at fostering the economy of the community around us.

**Hersio Massanori Iwamoto**

Manager of R&D and Incentivized Projects at Positivo Tecnologia

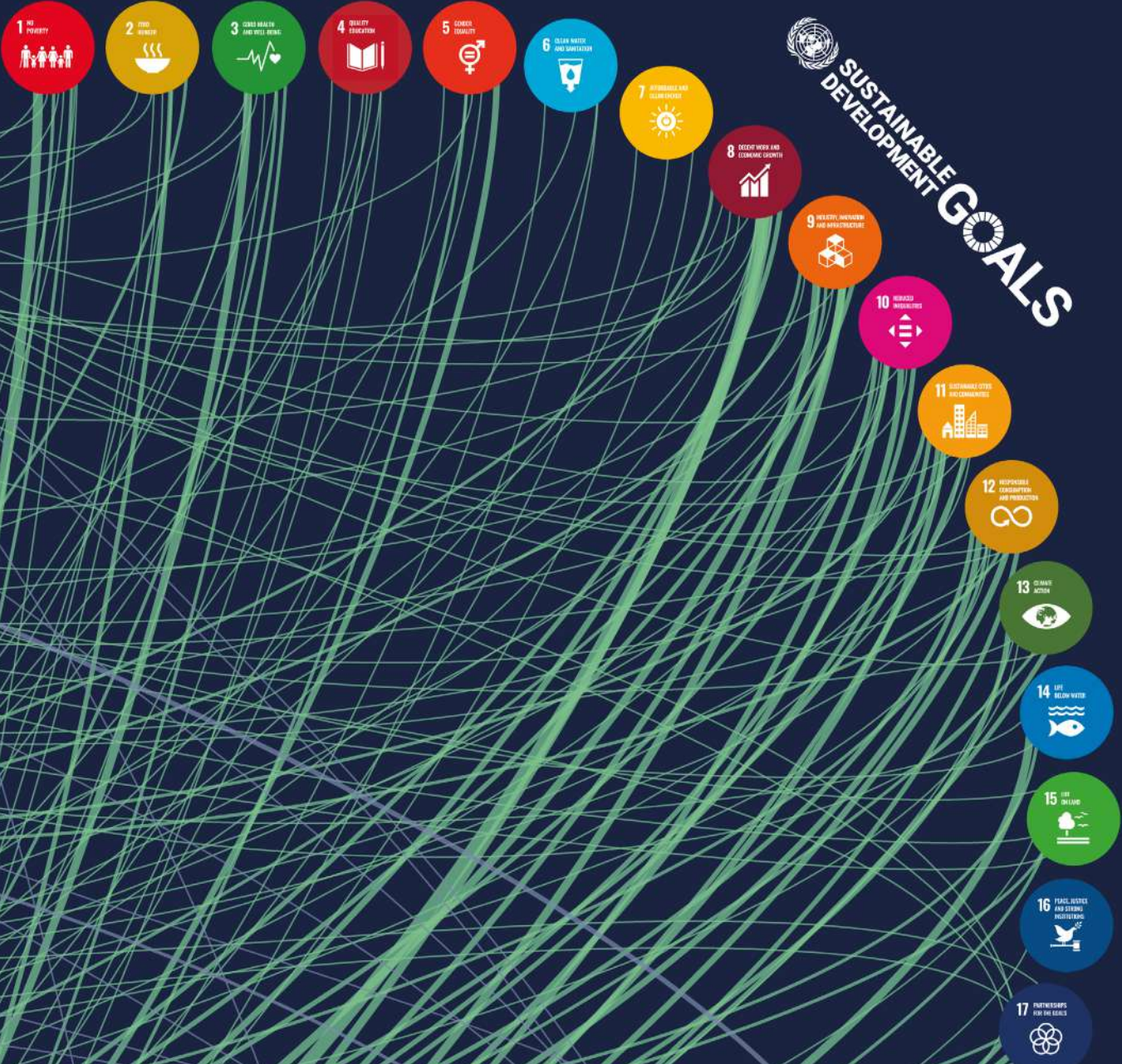
# Impact thesis



PPBio's impact thesis involves connecting knowledge, science, and technology in the Amazon to generate products and solutions for production chains in the region, offering development and innovation for the consolidation of local bioeconomy. It promotes biobusinesses for a sustainable future with more opportunities for socio-productive inclusion and added value for Amazon biodiversity assets.



# SUSTAINABLE DEVELOPMENT GOALS



- 1 POVERTY
- 2 ZERO HUNGER
- 3 GOOD HEALTH AND WELL-BEING
- 4 QUALITY EDUCATION
- 5 GENDER EQUALITY
- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

- Big data
- Blockchain
- New materials
- Cosmetics
- Automation
- Synthetic biology
- Carbon
- AI technology
- Sensors and hardware
- Software and applications
- Space biotechnology

**Key**

- Projects benefiting SDGs
- Projects developing technologies

**Width:** amount of projects





Açaí



Brazil nut



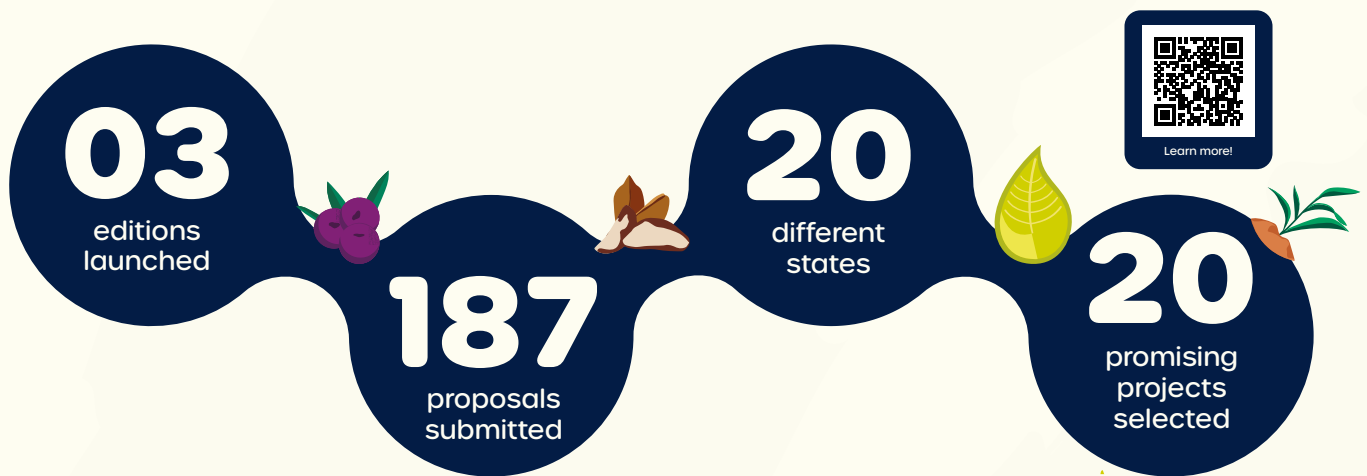
Vegetable Oils



Forest Restoration

The Elos da Amazônia (Amazon Links) Call for Proposals is an initiative carried out by the Institute for Conservation and Sustainable Development of the Amazon (Idesam), via the Bioeconomy Priority Program (PPBio), and Impact Hub Manaus. This is a public call for proposals that seeks innovative solutions for the challenges faced by the

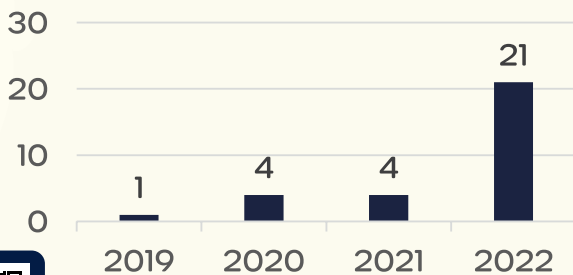
productive chains in the Amazon. It is a way of promoting initiatives and consolidating the solutions that already exist for the sustainable development of the Amazon region. The editions of the call are dedicated to different production chains and the objective is to promote the sustainable development of biodiversity.



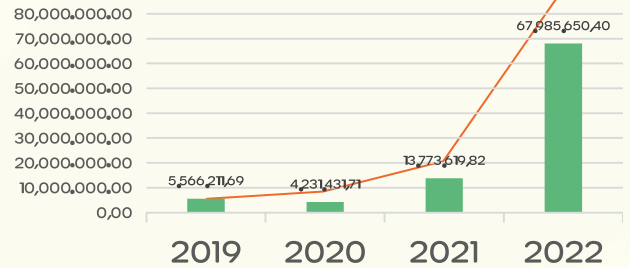
## PPBio-Suframa Work Plan



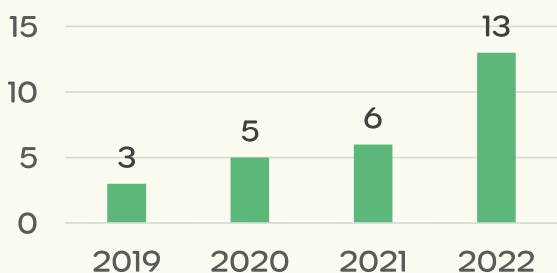
Progress of the number of initiatives approved



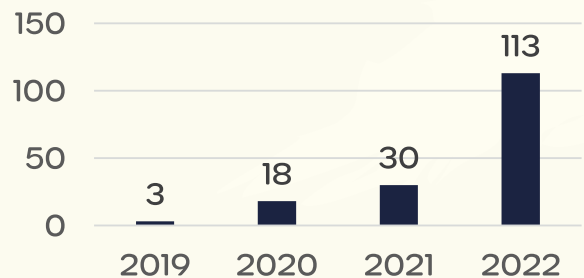
Progress in the amount raised (BRL)



Number of events



Contribution to SDGs\*




\*one initiative may contribute to more than one SDG






# 2019-2022 Projects


The following is a complete list of projects implemented and/or completed by PPBio between 2019 and 2022



## Vegan Protein

**Amazônia Smart Food** • Incubated Startup • Running



Learn more

The project develops vegan protein using bio active compounds from the Amazon, such as tucumã and açai. The vegan protein will be sold in the form of hamburgers, meatballs, and sausages, free of allergens, artificial additives, and with functional, nutritious, and safe properties for consumption.

**Indicators**

**500<sub>k</sub>**

hectares protected by the project

**22**

Amazon communities involved


**BRL 400<sub>k</sub>**

in profits forecasted for 2023

PPBio was of paramount importance for the development of foodtech, providing resources and a network of connections to bring us closer to strategic partners

Pricila Almeida, CEO

NEW PRODUCTS OR SERVICES





## Pirarucu Larvae and Fingerlings

**Giga Baby Alevinagem** • Accelerated Startup • Running



Learn more

The startup is focused on the acquisition and treatment of pirarucu larvae and fingerlings, in an environment monitored every 24-hours. For this, the structure of the project has a shed composed of thirty-two 2,000-liter tanks, with the aim of reducing mortality as much as possible and guaranteeing high quality and origin, to accelerate fish fattening.

**Indicators**

**17**

direct and indirect jobs

**12**

Amazon communities involved

**BRL 300<sub>k</sub>**

in profits forecasted for 2023

This more sensitive perspective, especially for solutions that researchers have been bringing, makes PPBio one of the programs capable of elevating our region to a new level

Esner Magalhães, CEO

GOOD PRODUCTION PRACTICES





## ESG Platform

**Ecodots** • Incubated startup • Running



Learn more

Ecodots develops an automated ESG and greenhouse gas (GHG) inventory management platform. The platform seeks to generate carbon credits, via certified reduction of CO<sup>2</sup> emissions in the Carbon Offset market, and also Reverse Logistics credits, both through the recycling of solid waste.

**Indicators**

**472**

Brazilian municipalities covered

**33**

direct and indirect jobs

**BRL 5<sub>mi</sub>**

in profits forecasted for 2023

From the partnership with Idesam and all its highly qualified technical staff, the platform received financial support that made it possible to develop a new vision

Paulo Araújo, founder

ENTREPRENEURIAL MANAGEMENT







## Where does it Come From?

CERTI Amazônia • STI • Running



Learn more

The project develops traceability technology for the Brazil nut chain. Ensuring the origin of the nut adds export value to the product. The technology includes specification, development, and validation of a computerized system, through a website and application, integrated with multi-user location devices, with an auditable database.

### Indicators

**175**

municipalities producing Brazil Nut

**30**

million hectares protected

**BRL 10 k**

in profits forecasted for 2023

Funding provided by PPBio made it possible for us to start the project for a larger platform, called Bio Connect, to initially support the Brazil nut production chain

**Marco Giaio, director**

TRACEABILITY



## Superfruits

Terramazônia • Incubated startup • Running



Learn more

Project focused on producing a line of powdered functional supplements made from Amazonian actives such as açaí, camu-camu, guarana, and cupuassu. The actives are dehydrated in order to preserve the sensorial and functional properties, maintaining nutritional value. It also seeks to create products such as vegan powdered milk, among others.

### Indicators

**500 kg**

in products sold every month

**04**

Amazon communities involved

**BRL 800 k**

in profits forecasted for 2023

PPBio is a game changer in the history of Terramazônia. Thanks to this partnership, we are developing a very innovative, high added value

**Emerson Lima, founder**

NEW PRODUCTS OR SERVICES



## Multiphase System

IFAM • STI • Running



Learn more

The proposal is to develop a fish farming model that is accessible to the population that lives in floodplains in the Amazon, to take advantage of underutilized areas. The system brings innovation to the fish rearing stages, from nursery to fattening, in synchrony with the water supply from the flood plains.

### Indicators

**250**

community members involved

**08**

direct or indirect jobs

**BRL 54 k**

in profits forecasted for 2023

Based on the partnership with PPBio and Idesam, we received financial support to optimize the project, which is a social technology aimed at family fish farming

**Paulo Adelino, coordinator**

GOOD PRODUCTION PRACTICES



## Artisanal Press

Inova Manejo • Incubated startup • Running



Learn more

The project aims to improve the press for extracting oil from pracaxi seeds. The proposal was idealized for isolated Amazonian communities, adapted to the local conditions, such as the lack of electricity. With the technology, the production of pracaxi oil will be increased, with quality to serve the national and international market.

### Indicators

**3 k**

hectares protected

**300**

community members involved

**08**

direct or indirect jobs

PPBio's support is fundamental for the development of projects that seek to value the community and women extractors and the conservation of the forest

**Anderson Firmino, administrator**

GOOD PRODUCTION PRACTICES





## Diabetic Ointment

Biozer • Incubated startup • Running



Learn more

The project develops a healing gel, made with Amazonian actives, for the treatment of diabetic ulcers. The proposal is to create an alternative to care for conditions caused by this chronic disease.

### Indicators

**100**

hectares protected

**50**

community families involved

**02**

Amazon municipalities covered

PPBio is an essential tool for the development of unique products with Amazonian appeal and in line with global consumer trends

**Danniel Pinheiro, CEO**



## Pricing Platform

Sidia • STI • Running



Learn more

Solving the cost management and pricing of tambaqui produced in Rondônia is the objective of the platform, which will be implemented through a system for mobile devices. The objective is for fish farmers in the region to have autonomy in measuring fish prices, without depending on external agents to make decisions.

### Indicators

**04**

municipalities covered

The importance of the partnership with PPBio Idesam is fundamental for the development of this solution that will help with the pricing and cost management of fish

**Barbara Formoso, analyst**



## Nutrire

IFAM • STI • Running



Learn more

The project develops food supplements for animals from industrial organic waste, which strengthens the bioeconomy by disposing of waste and generating income. An alternative to animal nutrition, which is more expensive in the region due to the logistics of bringing inputs, the project lowers the cost of raising livestock.

### Indicators

**10**

direct and indirect jobs

PPBio's support allowed us to develop Nutrire, a project capable of impacting the entire agricultural production chain in the northern region [of Brazil]

**Isabela Litaiff, researcher**



## Participatory Certification

Instituto Mamirauá • STI • Running



Learn more

The project aims to develop guidelines, procedures, and forms to enable an unprecedented process of organic certification of the management pirarucu. The proposal is innovative in that it enables traditional peoples and communities to access the market in a qualified manner and with the aggregation of processes.

### Indicators

**4.3 mi**

hectares protected

**600**

community members involved

**BRL 4.9 m**

in profits forecasted for 2023

With the support of PPBio, the expectation is that the project will help in the training along the production links and provide technical assistance to enable an unprecedented process of organic certification of pirarucu

**Ana Torres, coordinator**





## Inatú Amazônia

Idesam • STI • Running



Learn more

Inatu is a collective brand of forest products that benefits at least 2,500 people and is a business with a socioenvironmental impact. The partner communities sell vegetable oils - made from copaiba, andiroba, green coffee and breu - with greater industrialization and in larger batches. It promotes extractivist families and value chains.

### Indicators

**2.7 mi**  
hectares  
protected

**800**  
community  
members  
involved

**BRL 1.2 mi**  
in profits forecasted  
for 2023

PPBio brought access to a financial contribution to leverage this business, and now we will develop a sustainability chain in the Amazon

**Marcus Biazatti,**  
leader of the initiative



## Wood Identification

Sidia • STI • Running



Learn more

The project is a botanical identification platform for timber from the Amazon. The idea is to develop a smartphone application, using artificial intelligence, based on macroscopic analysis of the anatomy of timber. The project supports sustainable forestry management activities in the region.

### Indicators

**02**  
products on the  
market  
as a result

This was our first partnership with PPBio Idesam, which introduced us to the pains and opportunities in the area, enabling a project that connects Bioeconomy with Technology

**Bárbara Formoso,** analyst



## Caboclo Ice

Fundação Amazônia Sustentável • STI • Running



Learn more

The project seeks to develop a refrigeration and ice production system, using a solar energy source for conditioning and transport of fish. In this way, it will be possible to sell the production of more isolated riverside communities, which have little access to electricity.

### Indicators

**23**  
direct and  
indirect jobs

**96**  
community  
members involved  
in production

**02**  
municipalities  
covered

With the partnership, the project can become a reality and strengthen community-based income generation in the Rio Negro region, with research and innovation

**Geórgia Franco,**  
coordinator



## EcoCitizen

Instituto Creathus • STI • Running



Learn more

The project is a platform that allows national and international financial resources to be raised to promote sustainable development projects in the Amazon. EcoCitizen allocates donated resources to small-scale producers that meet the requirements defined by the platform.

### Indicators

**10**  
hectares  
protected

**20**  
direct and  
indirect jobs

**BRL 288 K**  
in profits forecasted  
for 2023

The partnership with Idesam allowed us to develop a platform and pilot project together with a fish farmer, in addition to boosting the technical evolution of the team

**Marivaldo do Vale,** director







## RDF Production

IFAM • STI • Running



Learn more

The project seeks to produce refuse-derived fuel (RDF), using non-recyclable industrial waste, to be applied in the process of burning red ceramics, replacing the use of wood. The aim is to reduce the waste generated by industries, by turning what would be discarded into the source of fuel production.

### Indicators

**14**

direct and indirect jobs

PPBio enabled the development of the project, which seeks to reduce waste and improve the industry, and thus we can promote a more sustainable industry

**Raphael Heleodoro, researcher**



## Bioplastic

Idesam • STI • Running



Learn more

Bioplastic seeks to develop alternatives to the use of conventional plastic. The proposal is to develop a chain of pre-processed raw materials made from organic waste from the Amazon, such as Brazil nuts, açai, murumuru, tucumã, among others. The project involves a partnership with extractive communities in the region, strengthening local entrepreneurship.

### Indicators

**776 k**

hectares protected

**05**

direct and indirect jobs

**30**

community members involved

By supporting this pioneering initiative in environmental management, through sustainable management in the Amazon region, Idesam and partners make it possible to take advantage of resources that were underutilized until then

**Manoela Borges, consultant**



## Bioamazon

UEA • STI • Running



Learn more

Bioamazon produces plastic from biocomposites that reduce damage to the environment. Its main raw material is Brazil nut shells. Material that would otherwise be discarded serves as the source for biodegradable products with a polypropylene (PP) matrix. It is the plastic of the future, which can be used in industrial centers, replacing conventional plastic.

### Indicators

**06**

direct jobs

**02**

municipalities covered

The partnership with PPBio was fundamental for the beginning of the project. And the process has been of great value, the speed in answering questions and giving guidance

**Roger Bello, coordinator**



## Forest cosmetics

Amakos Laboratório • Incubated startup • Running



Learn more

Amakos is a forest-based cosmetics startup from the Amazon. The proposal is to develop products from copaiba, dragon's blood, and cocoa. The raw materials are supplied through extractive cooperatives, in an ecosystem that is favorable for the development of bioeconomy in the region.

### Indicators

**06**

direct and indirect jobs

We are in the 13th month of the project with PPBio, a partnership that allows us to get to know communities and develop a research laboratory for the study and innovation of products

**Deivid Matos, administrator**





# Chain management

Agrosmart • Incubated startup • Running



Learn more

The initiative aims to create a complete and easy-to-use mobile application to record the history of collections and costs and thereby support and facilitate the processes of certification and traceability of the origin of the açai. The digital management product is aimed at communities and industries.

## Indicators

**04**

cities covered

**70**

community members involved

With the PPBio partnership, Agrosmart is managing to extrapolate its products with the objective of making the agrifood chain that is more productive, sustainable, and resilient

**Paulo Quirino, head of operations**



# Vegetable production

Idesam • STI • Running



Learn more

The project seeks to improve vegetable production systems. The tropical and humid climate of the region facilitates the appearance of pests, which can be overcome with the development of sustainable technologies, such as the use of greenhouses. In addition, it proposes training courses for young people in the rural sector.

## Indicators

**60**

students involved in the implementation

**03**

municipalities covered

**06**

direct or indirect jobs

PPBio's support made it possible to carry out socioeconomic studies in order to learn about the technological barriers facing horticulture in the project's areas of operation, and to build maps of social, technical and environmental indicators

**Jane Leão, coordinator**



# Pineapple Export

IATECAM • STI • Running



Learn more

O projeto tem o objetivo de desenvolver modelo de exportação de frutos de abacaxi da variedade conhecida como "Turiaçu" do distrito de Novo Remanso, em Itacoatiara (AM), para o Mercado de São Paulo. O desafio para a comercialização é o breve tempo de vida abacaxi após colheita. Então, busca-se implementar métodos de conservação da fruta.

## Indicators

**15<sub>k</sub>**

people directly involved in the chain

**02**

communities involved

**11**

direct and indirect jobs

This research, our first project in partnership with PPBio, will open access to new consumer markets by promoting the sustainable economic development of the region

**Davidson Moura, manager**



# UAV Platform

UEA • STI • Concluded



Learn more

The platform seeks to provide secure sensing and monitoring information to reduce response time and increase the assertiveness of teams facing environmental disasters. The product is premised on being economically accessible and can be attached to a UAV (Unmanned Aerial Vehicle).

## Indicators

**Under development**

The project was successful due to the trust placed by PPBio, which added knowledge to management and helped us understand the technological maturity

**Patrícia Guimarães, coordinator**





# Amazon Pearls

Idesam • STI • Concluded



Learn more

Enjoyed as a delicacy, caviar is known all over the world. The project carried out by Idesam spawned the startup Amanayara Alimentos, which makes products similar to caviar from Amazonian fish roe, especially tambaqui. A business opportunity, adding value to the fish production chain and sustainability.

## Indicators

**10**

direct and indirect jobs

**03**

municipalities covered

Thanks to PPBio, we raised funds and structured the company. We developed a business model, marketing, and market and economic viability studies. We are very grateful to Idesam

**César Oishi, Amanayara CEO**

NEW PRODUCTS OR SERVICES



# Hydrate Face

Biozer • Incubated startup • Concluded



Learn more

Açaí and tucumã butter are the source of an antioxidant facial cream developed through a project carried out by Biozer. With these two main bioactive compounds, the cream is free of synthetic ingredients. It is 100% natural and sourced from the Amazon Forest, which brings commercial appeal to the product in the national and international market.

## Indicators

**03**

municipalities covered

**30**

community families involved

**BRL 200k**

in profits forecasted for 2023

Biozer da Amazônia is in its fourth project via PPBio, a partnership that makes it possible to bring products with science and innovation to the national and international market

**Daniel Pinheiro, CEO**

NEW PRODUCTS OR SERVICES



# Gigasus

Instituto Creathus • STI • Concluded



Learn more

Dedicated to the arapaima (aka pirarucu) production chain, Gigasus is an automation platform for the fish production system that ranges from planning to the implementation of breeding sites. The platform monitors management, tracking spending on feed and the quality of water used in fish farming.

## Indicators

**35**

community members involved

**07**

municipalities covered

**BRL 600 k**

in profits forecasted for 2023

The partnership with PPBio was fundamental. We have developed means of consolidating the production chain, so that the entire process has the same quality and traceability standards

**Marcos Mitozo, partner**

GOOD PRODUCTION PRACTICES



# Energetic Face

Biozer • Incubated startup • Concluded



Learn more

The global market for "green" cosmetics is an expanding trend that could reach US\$ 26 billion by 2025. Considering the business opportunity, the Energetic Face project created a facial cleansing line made from copaiba. They are natural, forest-based cosmetics produced in the Amazon.

## Indicators

**100**

hectares protected

**60**

community families involved

**BRL 500 k**

in profits forecasted for 2023

The partnership allowed us to optimize the management and manufacturing processes, for the expansion of the cosmetics project

**Daniel Pinheiro, CEO**

NEW PRODUCTS OR SERVICES







## Energetic Face 2



Biozer • Incubated startup • Concluded



Learn more

The project develops a facial cleansing line, with micellar water and facial tonic, from 100% natural formulations based on the Amazonian forest. Cosmetic products were created from açaí and copaiba actives, with international certification and free of synthetic ingredients

### Indicators

**200**

hectares protected

**40**

community families involved

**BRL 500 k**

in profits forecasted for 2023

We aim to reach the international market and be recognized as a brand of premium quality natural products. The partnership with PPBio enables us to follow this path

**Danniel Pinheiro, CEO**



## Pirarucu Aquiculture



Idesam • STI • Concluded



Learn more

Develop a technological platform and economic viability for the intensive production of pirarucus in a system of recirculated water. Precision aquaculture project with circular iron and cement tanks, and includes the use of growth enhancers, and reuse of effluents generated.

### Indicators

**15**

direct and indirect jobs

PPBio made a relevant contribution to the project, prioritizing technological support. Today the project works with one of the pirarucu productions with the highest level of technology and innovation in Brazil

**Philip Dalbert, consultant**



## Agrega +



Idesam • STI • Concluded



Learn more

Focused on the development of technology for agriculture in the Amazon region, the project seeks solutions to enhance the planting of tomatoes and non-conventional vegetables, using a cultivation system managed by IoT (Internet of Things). The proposal allows the integrated management of parameters such as humidity, luminosity, and fertilization.

### Indicators

**35**

students involved

**07**

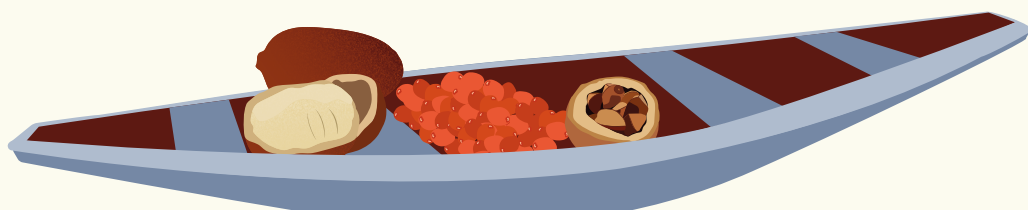
municipalities covered

**BRL 600 k**

in profits forecasted for 2023

PPBio's support enabled training and exchange of experiences, provision of technical material and training of students in the agroecological sector

**Jane Leão, coordinator**



# Biozer



Biozer is a beauty, health, and well-being company that develops essentially natural, safe, and sustainable products, with active compounds from the Amazonian biodiversity. Recognized in the national market as the first natural cosmetics brand with certification for the European and Arab market, the startup has lines of hygiene products, perfumes, and cosmetics that include soaps, oils, creams, and moisturizers, in addition to lines of herbal medicines and functional foods, among others. The company was born from the search for bioactive molecules, of natural origin, from organic, selected, and certified raw materials sourced from the forest.

With a socioenvironmental impact, the company partners with families of extractivists in the Amazon, who supply Brazil nuts, andiroba, pracaxi, patauá, muru-muru, açai, cupuassu and tucumã for production. With no physical stores, Biozer da Amazônia works through e-commerce, serving all of Brazil. The brand already exports to Chile, the United States, Canada, and Israel.



**180**  
community families involved in the implementation\*

**BRL 700 K**  
in profits forecasted for 2023\*



\*for product lines supported by PPBio



# Amanayara



Enjoyed as a delicacy, caviar is one of the most prized foods in the world. With one of the greatest fish biodiversity on the planet, the Amazon has great potential to become a producer of this item. It is with this proposal that the project “Amazon Treasures” was created, executed by Amanayara. Aware of this potential market, the company specializes in the production of caviar analogues made from Amazonian fish roe. The objective is to work with a co-product of the tambaqui, the ovary and the roe - transforming them into a noble commodity, adding value and launching an unprecedented product - all from Amazonian fish.

This raw material, derived from fish farming, is usually discarded due to lack of proper handling and disposal. The use of this material as a delicacy values species from the region. The processing of roe offers a business opportunity, adding value to the fish production chain and environmental, economic, and social sustainability.



**10**  
direct and indirect jobs

**03**  
municipalities covered





# Gigasus



Economic losses in fish farming are one of the main obstacles for the success of the practice in the Amazon region. Based on this problem, the Gigasus and Gigas Baby projects were born, dedicated to increasing the density of the pirarucu production chain, through management follow-up, monitoring expenses with feed, and guarantee the quality of the water used in fish farming.

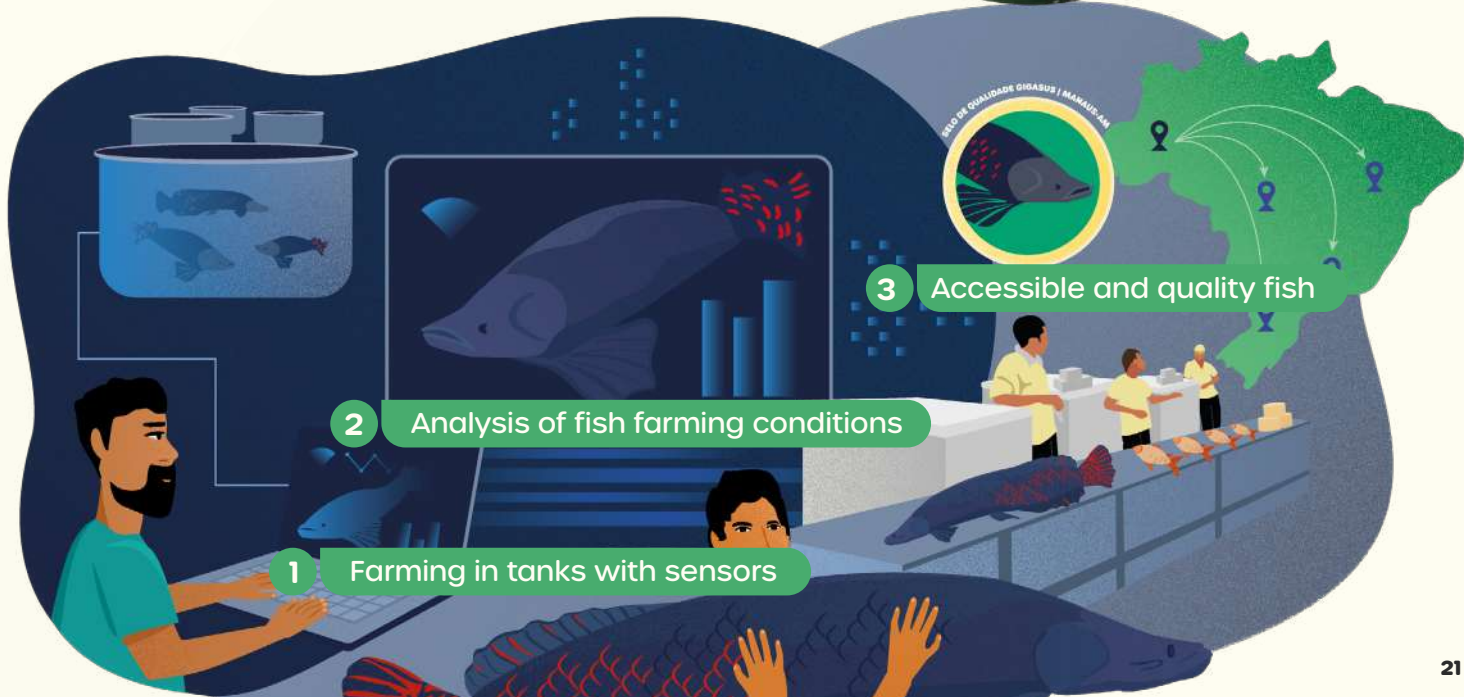
Gigasus is an automation platform for the fish production system that encompasses everything from planning to running aquaculture farms. The project also develops a production system based on the use of circular tanks that allow the use of small areas, until then considered unfeasible for the practice in the conventional model of fish farming.

A “brother” project, Gigasbaby is responsible for acquiring and treating pirarucu larvae and fingerlings, in an environment monitored 24 hours a day. For this, the structure of the project counts with 150-m<sup>2</sup> shed, consisting of thirty-two 2-thousand-liter tanks.



**35**  
community  
members  
involved

**BRL 600 K**  
in profits  
forecasted for  
2023



# Terramazônia



Terramazonia Superplants is a technology-based industry that develops products based on Amazonian biodiversity. Seeking to offer a healthy and practical alternative to eating, the brand specializes in powdered fruits, such as açai, camu-camu, guarana and cupuassu, which are dehydrated in order to preserve the sensory and functional properties, maintaining the nutritional value of the fruits. The company also develops blends of natural active compounds from fruits and plants.

The powder format makes it possible to export Amazonian flavors, which can be consumed in the form of juices, ice cream or other food preparations and serve as raw material for the food, pharmaceutical or cosmetics industries. The company uses raw material harvested in a sustainable manner and directly encourages Amazonian riverside communities in planting, guaranteeing the purchase of production at a fair price and offering an income option for these populations.



**500 kg**  
of products sold per month

**BRL 800 K**  
in profits forecasted for 2023







# Technical information

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**ppbio**  
BIOECONOMY  
PRIORITY PROGRAM

Public Policy

**SUFRAMA**

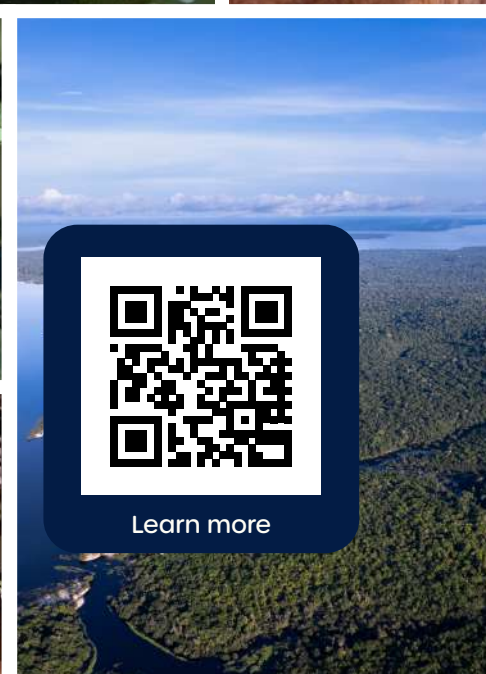
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