Francisco Seguel

Life Gourmet

“ I saw an opportunity to provide nutritious, premium-quality frozen seafood products for the Chilean market. ”

COUNTRY	Chile
INDUSTRY	Consumer
EMPLOYEES	30
YEAR SELECTED	2006
PARTNER	Loreto Seguel
WEBSITE	http://www.lifegourmet.cl/index.php

COMPANY SNAPSHOT

Brother and sister Francisco and Loreto’s company, Mundo Marino, produces premium ready-to-serve frozen meals using only the best-quality crab, scallops, salmon and shrimp from Valparaiso, one of Chile’s fishing centers. Processing the food at its state-of-the-art production facility, the company uses all-natural ingredients with no additives or preservatives. Mundo Marino’s products are sold in Chile through retail and food-service outlets and via home delivery.

Mundo Marino has been featured prominently in the media, visited by the President, and recognized as a successful national business case. After selling the company, Francisco went on to start Life Gourmet, which provides gourmet ready-to-serve dishes for the retail market, and Loreto founded La Bocatta, which focuses on the frozen gourmet dessert segment.

The entrepreneurs sold Mundo Marino to investors in 2008.

ENDEAVOR AND LIFE GOURMET

Endeavor played a key role in helping the Entrepreneurs establish a more advantageous capital structure, and redefining the company's strategy. In addition to the Ernst & Young Fellows program, Immersion Tour, and local Endeavor Forum and Pathways to Prosperity program, the Entrepreneurs benefited from local mentors who restructured the company's capital structure and helped with retail contacts. Local mentors also provided leads for professionalizing accounting and marketing, and helped the Entrepreneurs buy back a portion of the business from initial investors.

Both Entrepreneurs remain highly involved in the network through candidate nominations, interviews, and speeches.