

# Patricia Rivera

Dieta de los Asteriscos



“ I saw an opportunity to make healthy eating simple and fun. ”

<b>COUNTRY</b>	Mexico
<b>INDUSTRY</b>	Business/Professional Services
<b>EMPLOYEES</b>	53
<b>YEAR SELECTED</b>	2006
<b>WEBSITE</b>	<a href="http://www.dietadelosasteriscos.com">www.dietadelosasteriscos.com</a>

## COMPANY SNAPSHOT

Paty, a Mexican nutritionist, is radically changing the way people eat: her Dieta de los Asteriscos (The Asterisk Diet) explains how to eat healthily and in a simple way. Strong demand for her consulting services following the success of two books led her to open a clinic. In order to reach an even wider audience, Paty decided to franchise the clinic business. She develops her own functional food products, and has adapted her methodology with an eye towards the American market.

## ENDEAVOR AND DIETA DE LOS ASTERISCOS

In addition to the global eMBA program and Immersion Tour, Paty benefited from an advisory board which helped professionalize the business and advise on a new business model, and peer support sessions with fellow Endeavor Entrepreneurs. She has also benefited from legal, HR, and PR support.

Paty frequently speaks on behalf of Endeavor on the radio, at conferences and at universities.