The founders of *SUPERSENTIALS*



JAAD JORIO · COFOUNDER OF SUPERSENTIALS

Jaad co-founded SUPERSENTIALS with Lourdes Soler Pérez after thirteen years living aboard a sailboat. From Alicante, he leads the development of SYNERGIC, covering microgreen cultivation, product formulation and analytical validation of its composition.

He trained as an engineer and has been an entrepreneur for more than twenty years, creating and running companies in several sectors. Before SUPERSENTIALS, he set up ventures in communications and technology, and in the nautical sector, where he also worked as a professional captain.



LOURDES SOLER PÉREZ · COFOUNDER OF SUPERSENTIALS

Lourdes co-founded SUPERSENTIALS with Jaad Jorio, turning their years of self-sufficient eating at sea into a project devoted to plant-based nutrition.

A physiotherapist with a degree in Physical Activity and Sport Sciences and a former elite athlete, she brings to the project a background in health, sport and healthy living habits. She played for Spain's junior handball team and on a European championship-winning side before turning her career towards physiotherapy.

QUOTES

- *"We didn't set out to create a sulforaphane supplement, or even a company. At first, growing microgreens was simply part of our self-sufficiency project aboard the sailboat."*
- *"It would have been much easier to buy a standardised ingredient and put it in a capsule. But our idea was different: we wanted to provide sulforaphane without separating it from the other components in the plant."*
- *"We'd like SYNERGIC to become part of many people's daily lives and a reference name in the world of sulforaphane. But without losing what made us start this project: working with the whole plant and making the most of everything it offers."*

TOPICS AVAILABLE FOR INTERVIEWS

· Life aboard, self-sufficiency and growing microgreens at sea.
· Returning to Spain and setting up the farm in Polop.
· Why whole microgreens and freeze-drying.
· How a preparation protocol with measurable sulforaphane came about.
· A family business, material choices and the road ahead.

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