**IDEA 3**

Sale of just products.

This is an idea that tries to create a line of products that can be sold at a price that is mathematically fair. It is one of the ideas of social entrepreneurship that would please the consumer.

For example: it happens a lot that the kilograms of X product is worth 10 euros. But half a kilo offer it at 6 euros.

Then people with low resources like they do not reach the 10 euros have to buy half a kilo. It turns out that the following week repeats the process. The person ended up buying the kilo at 12 euro!

We have ventures such as Algramo where the customer buys the amount he wants at the right price. The product of the previous illustration would be valued half kilo in 5 euros, the fourth kilo in 2.5 and so on.