

## PURPOSE

What is the biggest purpose behind your idea?  
(a highly aspirational tagline that tries to solve a global challenge)

Make car  
drives  
climate-  
friendly



Produce  
clean air and  
a green,  
emission-free  
environment

## SOCIAL IMPACT

What positive impact does  
your idea have on society?

The population will be  
more aware of the  
numbers related to  
pollution since we plan  
to have sensors on the  
device that build our  
database.

People will feel better  
about themselves since  
they would behave  
more climate friendly.  
We could help them  
contribute to saving the  
planet.

We produce clean  
air which is good for  
everyone - the  
people, the animals  
and the planet. It  
will benefit  
everyone's health  
and make air more  
enjoyable.

Our product will  
bring  
communities  
closer thanks to  
the transparent  
database. We  
can offer  
everyone the  
needed sources  
about pollution  
and make them  
control the  
numbers. If a  
community  
succeeds in  
driving climate-  
friendly, it will  
bring the people  
in the community  
closer.

## PEOPLE

Who will benefit  
from your idea?

Everyone who drives a car  
and everyone who can  
breathe

## MOONSHOT

Describe your idea in 3 sentences!

We are creating a device that will make  
car drives climate-friendly. It can be  
installed on electric vehicles and thus  
convert the CO2 produced by the cars in  
the immediate vicinity into oxygen.  
People will be able to clean the air and  
live climate-friendly, they can benefit  
from the electric cars around them or  
become a electric-vehicle-driver  
themselves.

## BREAKTHROUGH TECHNOLOGY

Which technologies help you realize your idea?

- Direct air capture technology
- Electric vehicles

## FINANCIAL IMPACT

How do you make sure your  
idea is financially sustainable?

We would be a data-  
company as well. Data is  
valuable and by selling it to  
scientists or governments  
we would finance our  
project / production.

## ENVIRONMENTAL IMPACT

What positive impact does  
your idea have on the  
environment?

Less greenhouse  
gas could stop  
the rising  
temperature

If the temperature  
will not rise  
anymore and even  
fall down to its  
normal  
temperature,  
catastrophic events  
(forest fire, melting  
ice) will occur less  
often or not at all

9 INNOVATION AND  
INFRASTRUCTURE

