

## PURPOSE

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

we want to save the soil that has provided mankind with the invaluable gift since the beginning of time.

it's about time we step up and #SAVETHESOIL!

## SOCIAL IMPACT

What positive impact does your idea have on society?

our idea will increase awareness about the growing environmental problem being inflicted upon the earth by human practices, especially farming.

we want people, especially in less developed areas, to get introduced to the modern technology that will help them keep up with the rest of the world

## ENVIRONMENTAL IMPACT

What positive impact does your idea have on the environment?

the main target of our idea is to mitigate soil erosion

this would in turn help prevent problems such as weakening of the earth's crust and frequent earthquakes

## PEOPLE

Who will benefit from your idea?  
mostly farmers, or people

trying to make a livelihood from farming

## MOONSHOT

Describe your idea in 3 sentences!

our moonshot is called agri-initiatives

we are trying to change agricultural practices that harm the environment. we are doing so by introducing

vertical farming

## BREAKTHROUGH TECHNOLOGY

Which technologies help you realize your idea?

hydroponics and modern greenhouses helped us develop our idea

## FINANCIAL IMPACT

How do you make sure your idea is financially sustainable?

our idea does not require a huge initial investment. People interested in farming can start their business in under \$100 in the premises of their houses.

