

PURPOSE

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

Our purpose is to save and improve the world by making it possible for everyone to protect the most important workers in our ecosystem, the bees.

SOCIAL IMPACT

What positive impact does your idea have on society?

HeyBee can help improve the health and well-being of people (especially in urban areas) by connecting them back to nature and providing them with the right tools to look after our most important pollinators that are also easy-care. By joining a community of like-minded people, HeyBee creates long-lasting connections, between humans and bees.

ENVIRONMENTAL IMPACT

What positive impact does your idea have on the environment?

Bees all around the world currently pollinate 75% of the world's most important crops for humans. Unfortunately, during the last 15 years, bee species have started disappearing rapidly due to several reasons such as climate change and excessive use of pesticides. HeyBee provides easy to use tools for setting up safe environments for wild bees to collect pollen and lay their eggs. With this, we aim to change the trend of the bee population for the good of humanity.

PEOPLE

Who will benefit from your idea?

Many people will benefit from HeyBee. Most importantly, all of humanity will benefit from this idea as we are protecting one of the most important insects that we need in order to get our food. Without bees, humans have only 4 years to live, showing how important it is to protect those small but powerful insects.

MOONSHOT

Describe your idea in 3 sentences!

HeyBee's mission is to provide all wild bees with a secure environment, a home to live and necessary flowers around them in order to protect them and ensure their safety. We will do so by letting customers (particularly in urban areas) purchase 3D-printable hives which are specifically designed for wild bees and are easy to use. This way, everybody, young and old, can protect our most important insects while having fun, learning and getting closer to nature.

BREAKTHROUGH TECHNOLOGY

Which technologies help you realize your idea?

3D Printing, IoT, Data analysis

FINANCIAL IMPACT

How do you make sure your idea is financially sustainable?

The goal of HeyBee is to be financially stable through purchases of our 3D blueprints of beehives for wild bees which you can print at home or at a public 3D printer near you, partnerships with companies for sponsored hives, and also through donations for 3D printing beehives. In case none of these options work, customers can also purchase an accessory (bracelet for example) which will also include a hive printed and set up by us. HeyBee will also offer specific types of flowers in order to attract the wild bees to their new homes, combined with a step-by-step plan that guides our customers through their journey of building their own small beeparadise. Optional learning kit will also be available for a one of a kind learning experience for kids, aiming to educate them while having fun and protecting our most important insects.