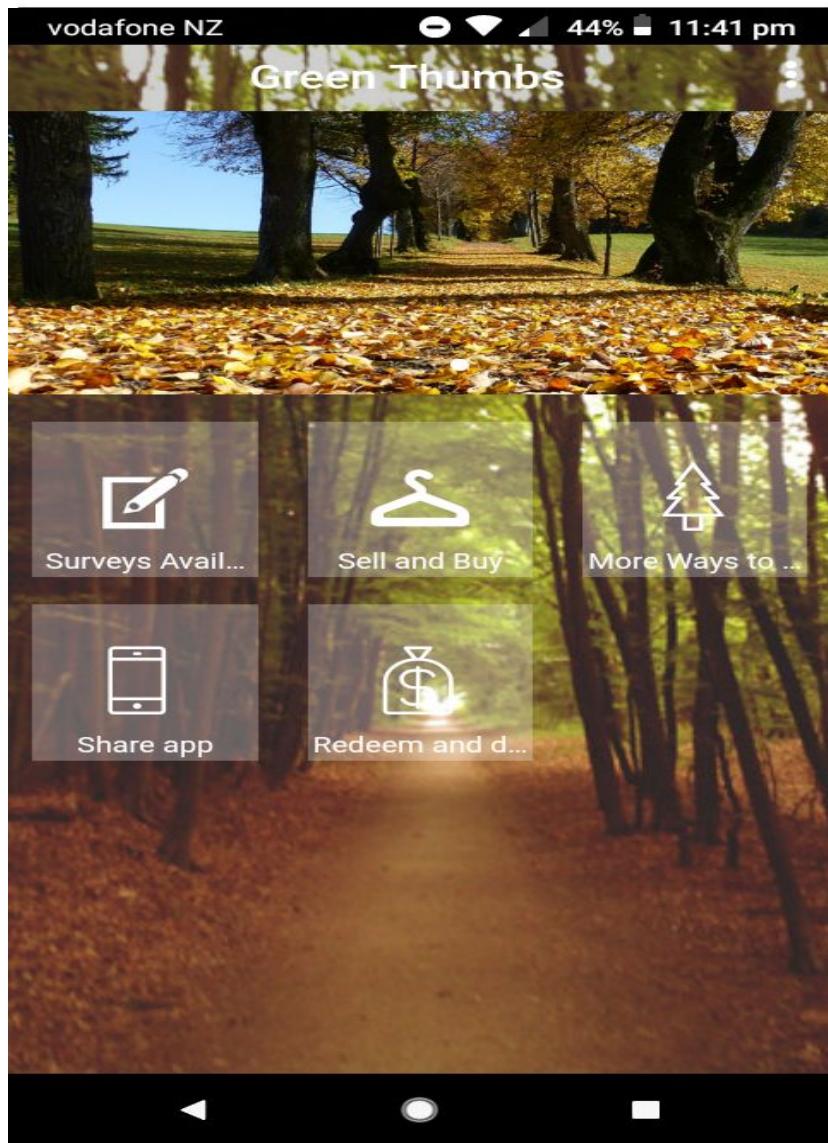




Summarise your idea using our 'fill in the blanks' template below and a visual which reflects your project.



MY INNOVATION IS CALLED Green thumbs

MY NAME / TEAM NAME IS Ella Crichton

I / WE GO TO SCHOOL AT Otumoetai College

MY / OUR BIG IDEA IS An app that allows companies to collect data though paid surveys. The user of the app is able to donate a percentage of their earnings towards planting trees.

AND IT HELPS It helps spread awareness towards deforestation while contributing towards the solution, plus it helps companies to get wanted data, and

The user of the app both by allowing them to have a percentage of earned profits and to create a feel good feeling.

BY SOLVING THE PROBLEM OF Deforestation and its lack of sustainability.



THE PROBLEM

Communicate the problem you are trying to solve, how big it is, who it affects and why it matters.

Deforestation is the action of clearing a wide area of trees. This becomes a large problem when forests are not planted as it's unsustainable.

Why does it matter?

Deforestation is a big contributor to the big G, Global warming. The more trees the better as they absorb carbon, the biggest contributor to global warming, trees however when they are cut down release all the stored carbon back into the atmosphere. This is one of the main reasons it matters, as well as its substantial effect on people and animals.

How big is the problem?

Roughly 18 million acres of forest is lost each year to deforestation, or 27 soccer fields per minute. Animals lose habitats, carbon is released into the atmosphere, lack of root causes soil erosion which leads to a disrupted ecosystem. As a whole this problem is massive, and it just keeps getting worse. At the current rate we are going we will have no forest left by 2100.

Deforestation

Who does it affect?

The forest is home to roughly 200 million people, with a further 1.4 billion people relying on the products of the forest for survival. Deforestation threatens them and every part of their lifestyle. It also heavily affects the animals that live in forest areas as their habitats are being destroyed and source of food taken away.



YOUR RESEARCH

Communicate who your innovation is for, what they need, who you spoke to when carrying out your research and what technology or science you might use to make your innovation work.

Who my innovation is for:

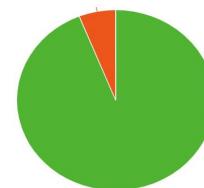
Companies and business, people interested in gathering data, people that want to help a cause but may not have the funds to donate, and people looking for a little extra cash. While it would be open to anyone regardless of age, people over the age of 16 and under the age of 50 are shown to be more likely to be willing to take surveys, as well as being the most useful to those wanting data. All you'd need is a phone, internet connection, and if the user wants to receive funds themselves some kind of bank account.

What's already out there:

Online survey sites already exist, however many of them are buggy and keep a large portion of the profits rather than giving it to the user. There are also some apps also allow users to plant trees though their actions, but are less direct. For example the app "forest" means users have to set some kind of time goal to stay off their phone, if they manage a real tree is planted. They do this by getting the user to pay a small subscription. This app has been making a huge difference and proves that this idea works, however I don't believe it's as efficient as it should be, as it means people that dont have the money to begin with can't participate.

After asking a random 25 people I found that a strong majority of people would use greenthumbs. few people however suggested that some kind of store on the app would be another benefit. For example if you wanted to sell an old t-shirt you could do it though the app and choose how much of the proceeds go towards planting trees. This would work similarly to trade me but going towards something more.

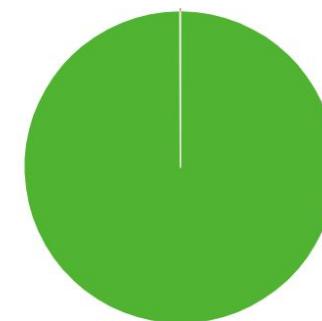
I thought this was a great idea and decided that rather a purely survey app it could be an app that has many ways to fundraise.



I definitely wouldn't use green thumbs (4%)



I would definitely use Green Thumbs (96%)



I care about deforestation (100%)



I don't care about deforestation (0%)

Making it work: to make the product work I'd have to pick a legitimate organization that already planted trees for small funds, this cuts out a lot of the stress and means profits can be donated without too much fuss. An app would obviously also have to be developed to do the job and run smoothly, which shouldn't be insanely hard in today's world where lots of software for just that is available.

YOUR INNOVATION

Explain your final idea, how it works and how it solves a problem.

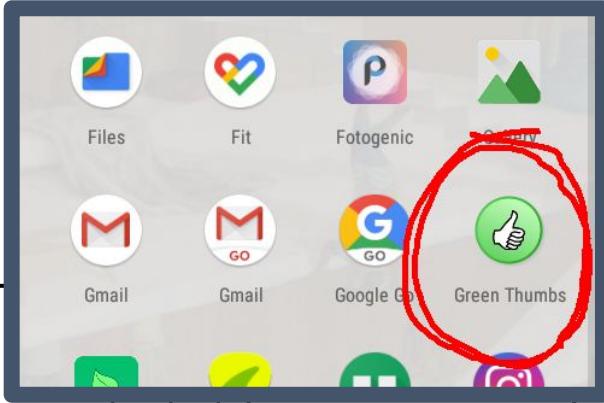
So what is it?

Simply put Green Thumbs would be a Survey app much like the ones you've undoubtedly seen advertised. They allow companies/businesses to get real data from real people in exchange for some form of currency.



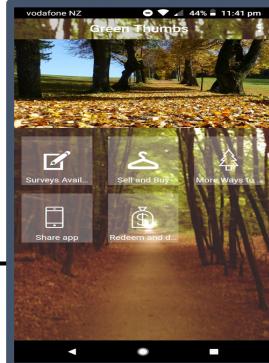
Why an App?

I wanted green thumbs so be online rather than a physical solution from the very start, but even more specifically than that I wanted to make it primarily available for mobile devices, in the form of an app. This is because of my target age range (16-50) show a strong preference to apps rather than websites, with 85% according to a recent study done by compuware saying that they'd rather use an app and find them more trustworthy. It being on a mobile phone also makes it easy accessible as most people carry their phone around with them.



How will it work?

It will operate fairly similarly to any get pay to say survey site, with one key difference, the user can decide what percentage of their earnings will go towards planting trees. Organizations like OneTreePlanted allow people to donate a dollar to plant a tree, so the chosen amount could simply be donated to an already existing organization. After talking to a range of potential users I found that many would like the app to have other features and ways to help. After discussing this we agreed that an in app store with the same ability to pick the amount to be donated would be beneficial, as it clears out clutter, and recycles things that would otherwise be thrown out, all while helping a good cause.



How is it solving a problem?

While a key part of minimizing deforestation is reducing the amount of trees we cut down, we can only go so far with that as tree products will always be in demand. However if we create a sustainable world where we plant back what we use we will be well on our way to having a green yet practical world. This is where green thumbs comes in. Planting trees, like everything in the world has a cost, and green thumbs is a way of combining today's technology and peoples want to feel good about themselves as well as helping a real cause to pay for this cost. It not only does this but has two added bonus of connecting companies with consumers, giving them a way to better understand their needs and improve likewise, and spreading awareness about the issue.