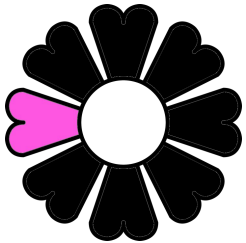
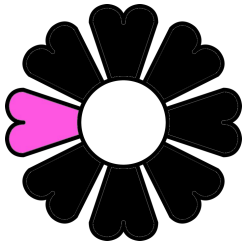
Spring Up 

Spring Up 

Collect blooming trees around you
and monitor climate change in your backyard

Your challenge:

Get as many pictures of blooming trees as possible

Our challenge:

Process your collected data and show the impact of climate change near your home

Why are we better?

- Motivate and Engage
- Digital
- User friendly
- Predictive
- High density data
- Scalable

Who are we here for?

School classes

Acquisition via educational program

Baden-Württemberg

(Theresia Bauer)

Gardner

Acquisition via tree nursery shops

Dehner
GARTEN-CENTER

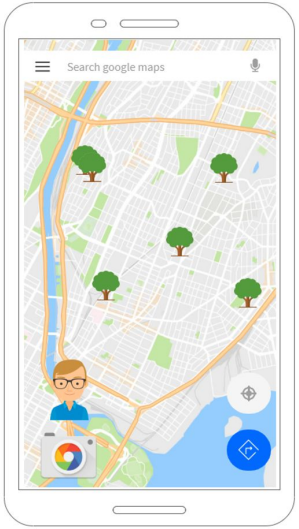
HUBEN

Walk the dog people

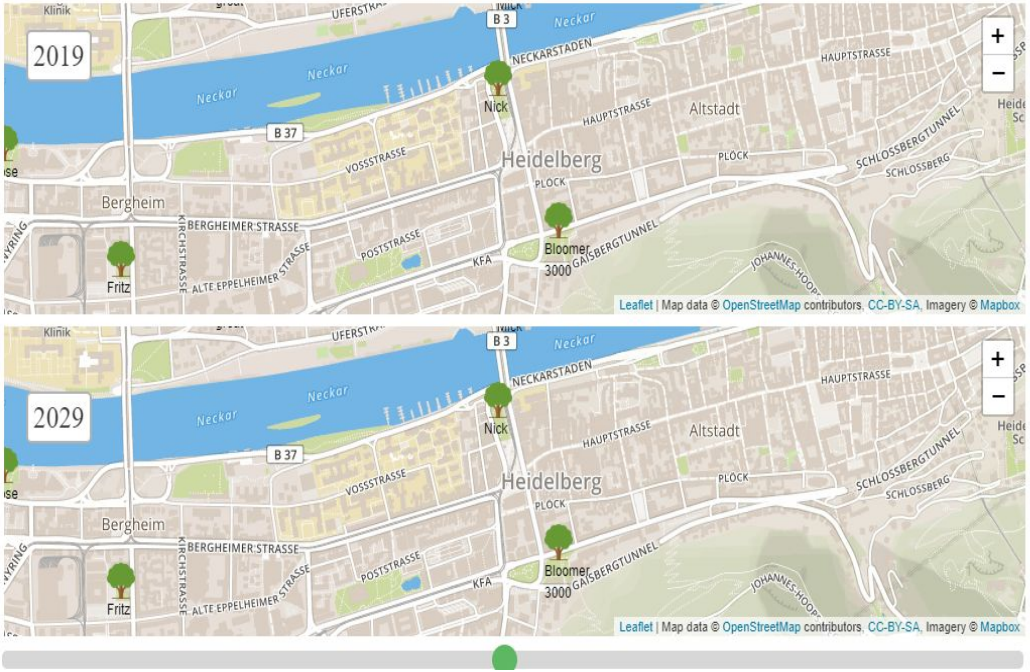
Acquisition via Dog Food Stores

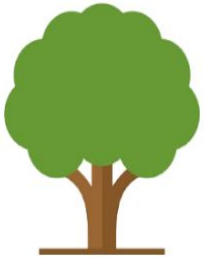
We provide a fun game App to search the blooming trees (Like a treasure hunt)

We establish a Homepage to Monitor Change of blooming Trees in season and years



The Blooming Tree Hunt





Be the first to watch a tree bloom

Win amazing prizes

Monitor climate change

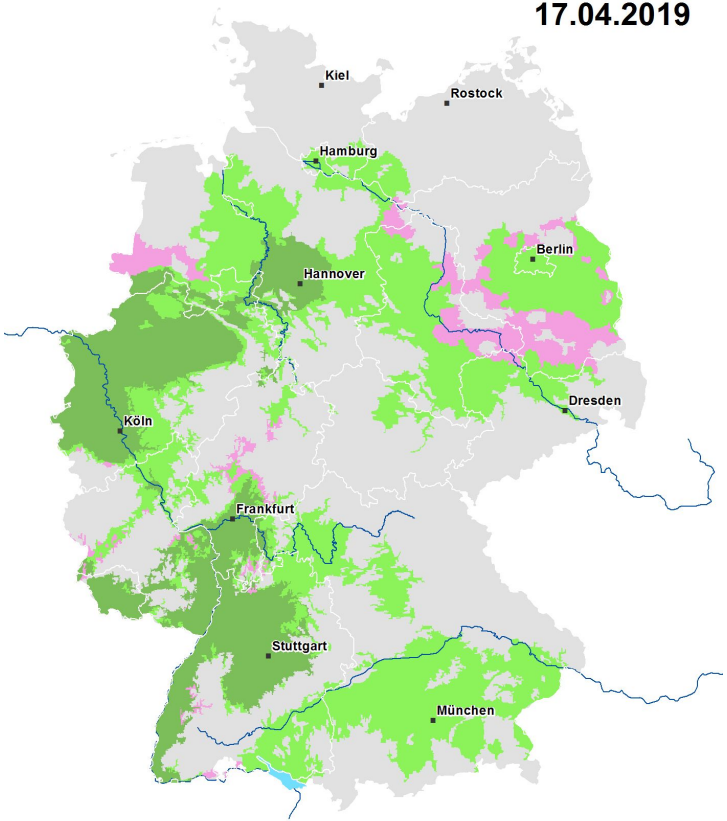
Spring Up

https://bloom.flavigny.de

Dream Team: Christian, Daniel, Denny, Fahad, Marisa, Tony, Utz, Zhen Dong

Stand der Apfelblüte in Deutschland

17.04.2019



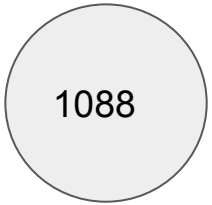
Stand der Apfelblüte

- Demnächst erste Blüten
- Beginn der Blüte
- Vollblüte

RESEARCH GROUP FOR EARTH OBSERVATION

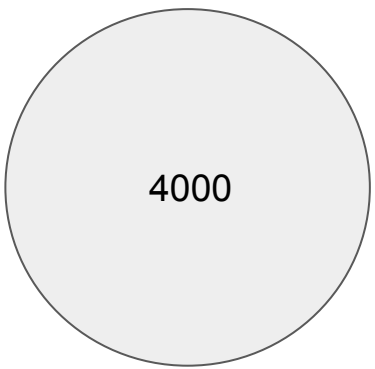
Scalability

DWD Bundesweit



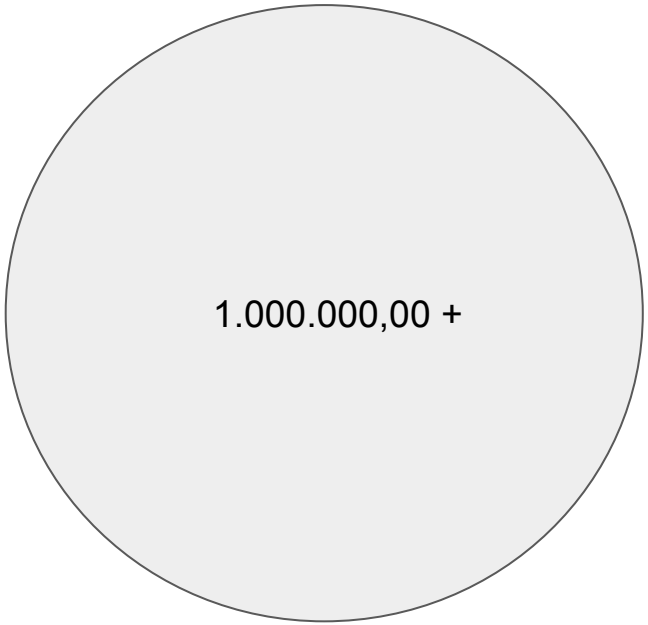
Spring Up

Watch how the bloom periods change over time.



Spring Up

Watch how the bloom periods change over time.



Costs and Finance

To implement the App , Homepage and Dataprocess
Marketing, social media etc. 600.000,-€

To Run the system aprox. 36.000,-€ p.a.

Companies spend many for
“Greenwashing” Events e.g. 4.000,-€ day

BERGWALD PROJEKT

PLANT-MY-TREE

KLIMASCHUTZ - PARTNER

Adopt -a- Tree
Community Forestry Project

Legal aspect

Same AGB than Instagram, Facebook , Whats App ..

People volounterily share the data

Who else would be interested in that Blooming Tree search/hunting

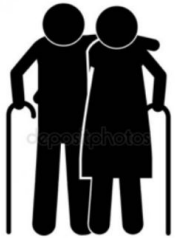
Tourists

Acquisition via Tourist Office

Students

Acquisition via University

Senior citizens



Acquisition via