

**ARDHI UNIVERSITY**



**SCHOOL OF EARTH SCIENCE, REAL ESTATE,  
BUSINESS AND INFORMATICS**

**(SERBI)**

**DEPARTMENT OF COMPUTER SYSTEM AND  
MATHEMATICS (CSM)**

**BACHELOR OF SCIENCE IN INFORMATION SYSTEM  
MANAGEMENT (B.Sc. ISM)**

**SEMESTER I, THIRD YEAR 2023/2024**

**BB336: ENTREPRENEURSHIP**

**INSTRUCTOR NAME: PRO MBURA**

**TASK: TEST 02**

**STUDENT NAME: THOMAS N JOSEPH**

**REGISTRATION NUMBER: 27017/T.2021**

QUESTION 01

Make a choice of your own business idea and provide detailed business description as per business plan requirement.

Not more than one page.

Submission date: 18<sup>TH</sup> JANUARY 2024

**Business idea:** Greenify Cities and Building Urban Oases

**Problem:** City dwellers face air pollution, heat stress, and a lack of green spaces, damaging health and well-being.

**Solution:** Greenify Cities creates a network of hyperlocal urban forests using modular biofilters and community engagement. These vibrant oases improve air quality, combat heat islands, and boost mental and physical health.

**Target Market:** City governments, residents, and environmentally conscious businesses seeking healthier, more resilient urban environments.

**Competitive Advantage:**

- ❖ Modular biofilters: Easily adapt to various spaces and budgets.
- ❖ Data-driven approach: Continuously improve performance with real-time monitoring.
- ❖ Community engagement: Foster ownership and long-term success.
- ❖ Strategic partnerships: Accelerate city-wide implementation and secure funding.

**Revenue Streams:**

- Biofilter sales & installation
- Consulting fees
- Corporate sponsorships
- Maintenance contracts

**Management Team:** Experienced professionals in bioengineering, urban design, community engagement, and business development.

**Next Steps:**

- Secure funding & pilot city partners.
- Refine biofilters & data systems.
- Develop community engagement strategies.
- Launch pilot project & gather data.
- Scale operations & expand globally.