**Hardcore entrepreneur hackathon 4.0**

**Project Name:** Fresha

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**Idea in short:**

Fresha is an air quality monitoring app, with a simple but attractive design. With Fresha, we intend to make people in our community, which is a severely polluted city in Romania, with many factories and almost no electric cars, to take notice of the air quality in the area. If they are informed properly, they can take measures and perpetually stop any negative effects of bad air quality to affect their health.

1. **Product – Problem we solve**

Our community’s problem is represented by pollution. It affects hundreds of people everyday, causing allergies and respiratory problems such as asthma. We have come up with a solution: Fresha is a user-friendly app that monitors air quality. It informs the user about air quality and whether it can affect the user’s health. Fresha offers information about the negative effects of bad air quality, causes and measures to take. With Fresha, we intend to raise awareness and educate people on air quality and how it might affect their health if they don’t take proper measures.

1. **Our target group**

The target audience for Fresha the locals from Ploiești, aged between 30-50, with average income and especially those who have respiratory diseases, diseases of the nervous system and who have been affected by air pollution.

1. **Smart Objectives**

With Fresha, we intend to provide quality weather and air quality data and help people understand more about sustenability and enviorment.

1. **Price**

Fresha presents the possibility of being further developed so that it can show the data for the whole Europe and later for the entire Planet through satellite collected information. We have come up with a clear and understandable business plan for out app:

Sources of income:

* premium version-5 euro;
* Social media;
* funds from the European Union;
* tickets from environmental activities and events;

Costs:

* promotion;
* tools and materials needed to test the code;

Predictions:

* If everything goes as we planned, the receipts in the first 3 months will be 300 euros, and in the first year 1200 euros.

1. **Promotion**

We intend to attract users in the first year by promoting our product on social media; thousands of people use social media and apps like Instagram, Tik Tok and Facebook everyday. Also, we’d like to organize events, webinars and competitions to inspire more users to use our app in order to monitor the air quality in a specific area.