

PROJECT NAME: BotaniQuest

TEAM: PRORivals

MEMBERS: DAMIR MAZARE

IDEA IN SHORT:

Connecting children with nature through an interactive app that develops creativity, attention and botanical knowledge.

Hardcore Entrepreneur hackathon 5.0

1. PRODUCT - PROBLEM WE SOLVE



Children in urban areas interact less and less with nature, having limited knowledge about plants. Our app turns time spent on the phone into an educational and fun experience.

2. OUR TARGET GROUP & [SDGs](#)



The application is aimed at children aged 5 to 11 through parents, schools and school clubs.

3. SMART OBJECTIVES



The 5 elements

Objective 1: Increase the number of active users

Objective 2: Increase revenue from annual subscriptions

Objective 3: Launch a minimum of 5 new plants per week

Objective 4: Increase the app's rating

Objective 5: Establish collaborations with 3 schools or educational centers

4. PRICE



Monetization

- Free access – Includes a set of basic plants.
- Annual subscription – Full access to all plants and weekly updates.
- In-app purchases – Special thematic plant packages.

5. PROMOTION



How and where we market

Digital Marketing

- Create active profiles on platforms like Instagram, TikTok, and Facebook to showcase features of the app such as "Plant of the Week" and user-submitted plant drawings.
- **Weekly Drawing Challenges:**

Partnerships: Collaborate with schools, kindergartens, and educational centers to introduce BotaniQuest as an interactive learning tool for students.

Seasonal Events: Host themed events like "Spring Blossom Week" or "Tropical Plant Month"