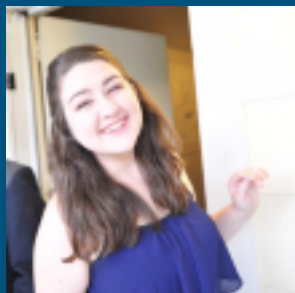
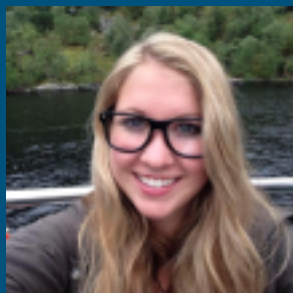


Habitat



Kayla Mlssman
Journalist



Kristen Keks
Journalist



Diana Guardado
Designer



Casey Freeman
Filmmaker



Alivia Blount
Engineer



Chloe Yuqing Jiang
PR Professional







Habitat





Honeybees are disappearing. There's no way around this fact—actually, most people aren't aware of the issue. Honeybees are crucial to plant life, which directly affects crop yield and the livestock.

Immerse yourself: Experience the gentle honeybees and learn about the effect they have on the human race.

NRDC
 NATURAL RESOURCES DEFENSE COUNCIL

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SAVE OUR BEES

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One out of every three bites of food we take relies on bees for pollination. Of 100 major crops, 75 are pollinated by bees—including apples, cucumbers, broccoli, onions, pumpkins, carrots, avocados, almonds, and so many more.

But America's bees are in crisis. These critical pollinators are dying at some of the highest rates ever recorded—a whopping 42 percent of U.S. bee colonies collapsed in 2015, well above the average 31 percent that have been dying each winter for nearly a decade. Their devastating decline is due in large part to the skyrocketing use of dangerous pesticides called neonicotinoids, or neonics, unleashed by multinational chemical giants like Bayer, Monsanto, and Syngenta.

Bees are also suffering from the loss of wildflower habitat, rapidly spreading diseases, and climate change. As a result, our hardworking pollinators are dwindled out and even more susceptible to pesticide poisoning—and the future of America's food supply is left hanging in the balance.

Bees are Dying
 AND BAYER IS THE #1 SOURCE OF BEE-KILLING HERBICIDES

BEES AND HERBICIDES

Bayer, the German aspirin maker, is also the world's no. 1 maker of bee-killing neonicotinoids. Urge the company's CEO to pull his bee-killing chemicals from the U.S. market—and save America's bee colonies from

Mission statement

We will be the first movers in the virtual reality space, telling powerful, original stories about the environment in compelling ways.

Here's how.



**Meet our
audience.**

61%

of millennials want
to change the world

Marketing

Social: Facebook/Twitter ads

**Build a following on Youtube - introduce them
to a virtual reality channel**

Environmental non-profits partnership

Funding

Partnerships

Kickstarter and investment

Subscription

Costs

- **\$10,000 Equipment**
- **\$20,000 Contract Journalists**
- **\$10,000 Video Editors**
- **\$1,000,000 build Technology for VR platform**



Habitat

**We will take you out of
your habitat to help
save theirs.**

GREENPEACE WORLDWIDE ABBREVIATED FINANCIAL STATEMENTS

Greenpeace worldwide campaigns expenditure, 2013



Greenpeace worldwide income, 2013



Greenpeace worldwide fundraising expenditure, 2013

