رواد مصر الرقمية

وزارة الاتصالات
وتكنولوجيا المعلومات

Group_5 (YAT576)

Brand Name: Sky Roots

BRAND OVERVIEW

Sky Roots is an innovative brand that transforms residential rooftops into sustainable green spaces. We provide specialized agricultural products, professional support services, and a smart application that delivers practical solutions and innovative guidance for planting and plant care. Our goal is to make urban agriculture accessible for everyone, creating a cleaner environment and promoting a healthier lifestyle.

The idea of Sky Roots began with the vision of turning unused rooftops into living green areas that combine sustainability and innovation. By reconnecting people with nature, we aim to inspire communities and contribute to a greener, better future.

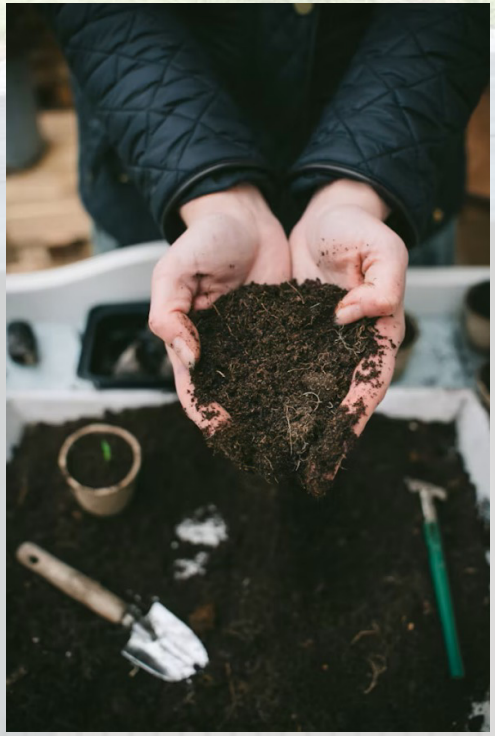
BRAND CORE

Purpose

To enable individuals and communities to adopt rooftop farming by offering tailored solutions, expert support, and smart technology that make planting simple, sustainable, and rewarding.

Vision

To become the leading rooftop farming solution in the region, inspiring urban communities to embrace sustainability and transform cities into greener, healthier spaces.



Mission

Empowering people to turn their rooftops into productive green spaces by providing the right tools, guidance, and technology — creating cleaner air, healthier food, and a better quality of life for future generations.

BRAND ATTRIBUTES

Sustainability

Committed to creating eco-friendly urban farming solutions.

Innovation

Smart technology and practical guidance for easy rooftop planting.

Accessibility

Making agriculture possible for everyone, regardless of space or expertise.

Community Impact

Building greener cities and healthier lives.