NASA INTERNATIONAL SPACE APPS CHALLENGE 2023

Everything Starts with Water

Team BLUE EARTHERS

TEAM: BLUE EARTHERS

INTRODUCTION

The most valuable and abundant resource present on the planet, water. Almost all processes on earth are somehow related and or dependent on water. Be that life processes or just moving of land for life to exist on.

Despite the well understood importance of water, humanity in many ways continue to work in favour of polluting and creating hindrances in the many paths that water takes around the Earth system.

Proposed OBJECTIVES

To create a **Visual tool** to spread **awarness** regarding the conservation of this precious resource.
To aid the way information would be shared and used to educate the population regarding importance of water.

OUR SOLUTION

Objective 1

We are building a **website** to engage a large number of students across the whole world to aware them about the water and its production process also the availability of pure drinking water.

Objective 2

We are including a lot of **visual graphs**, **diagram** as well as **animation video** for better learning of the students.

Objective 3

Here we introduce water cycle, its distribution, pollution and also solution as well as some new technology which we should adopt.

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Buisness Model

01 Web Based Solution

We can promote several business through our website which related to water purification, AWG model etc.

02 A Friend in need is a Friend Indeed

We will be helping startups which are active in the field and increase impact

03 Generating revenue

By optimising our website and hence ;eading to more traffic, this will allow us to operate without charging subscription fees

https://souravdebnath10.github.io/Nasa-final-project/Nasa.html

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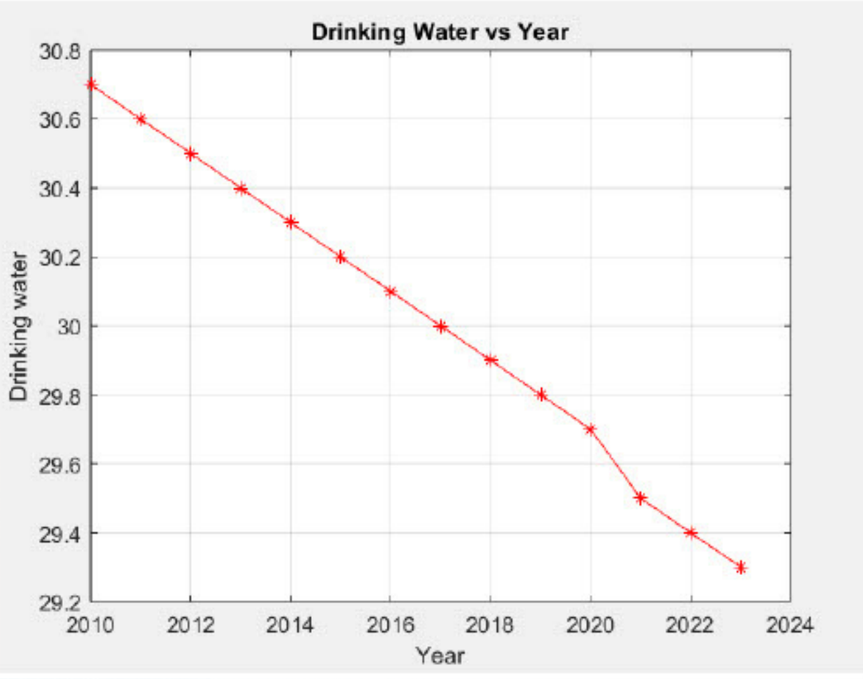
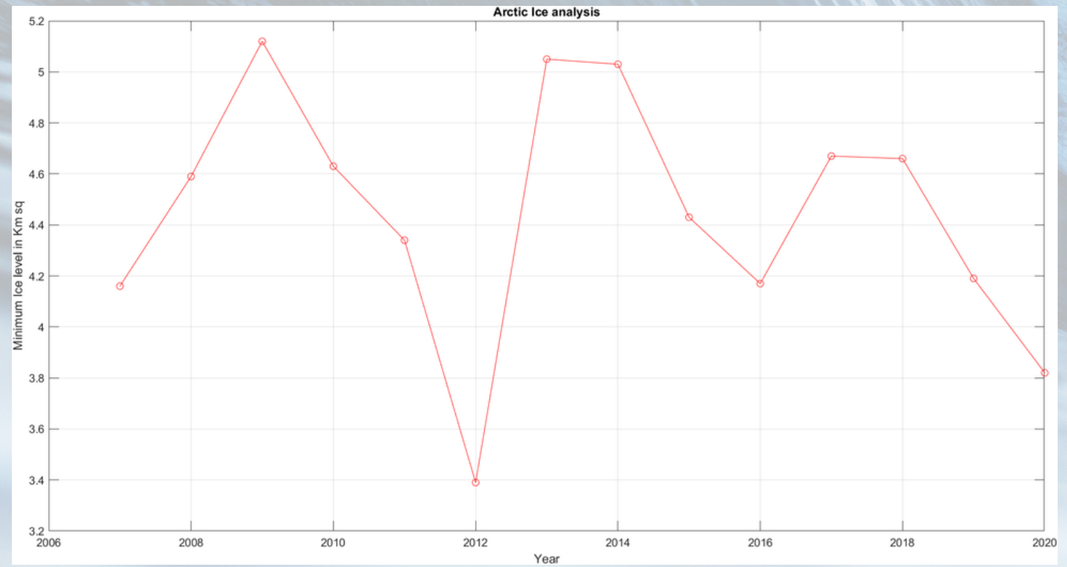
Graphical Analysis

Adjacent are the graphical analysis of data related





Graphical analysis of data for depletion in arctice ice level in Sq Km.

Graphical Analysis

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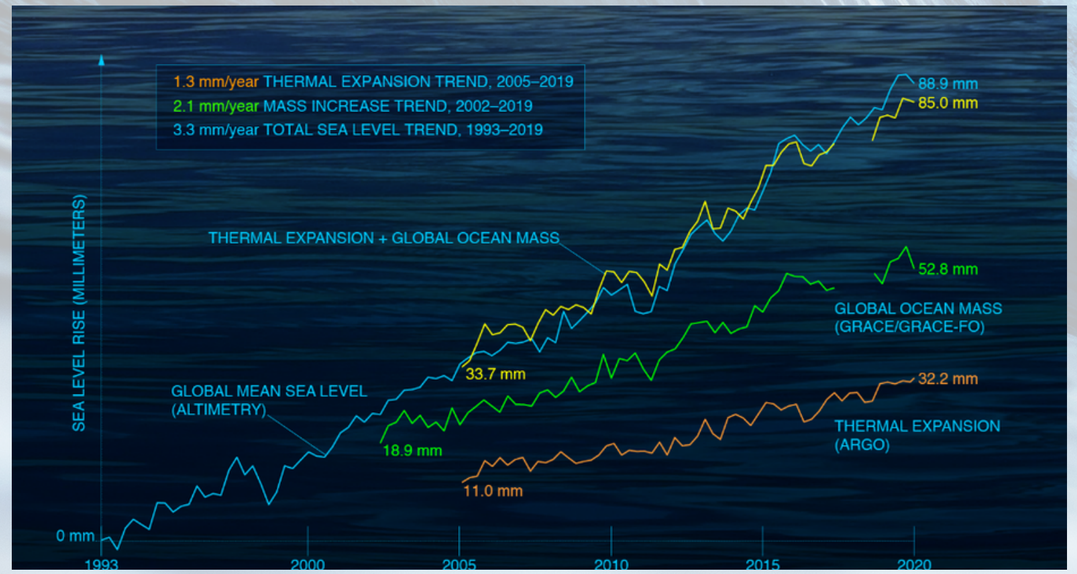
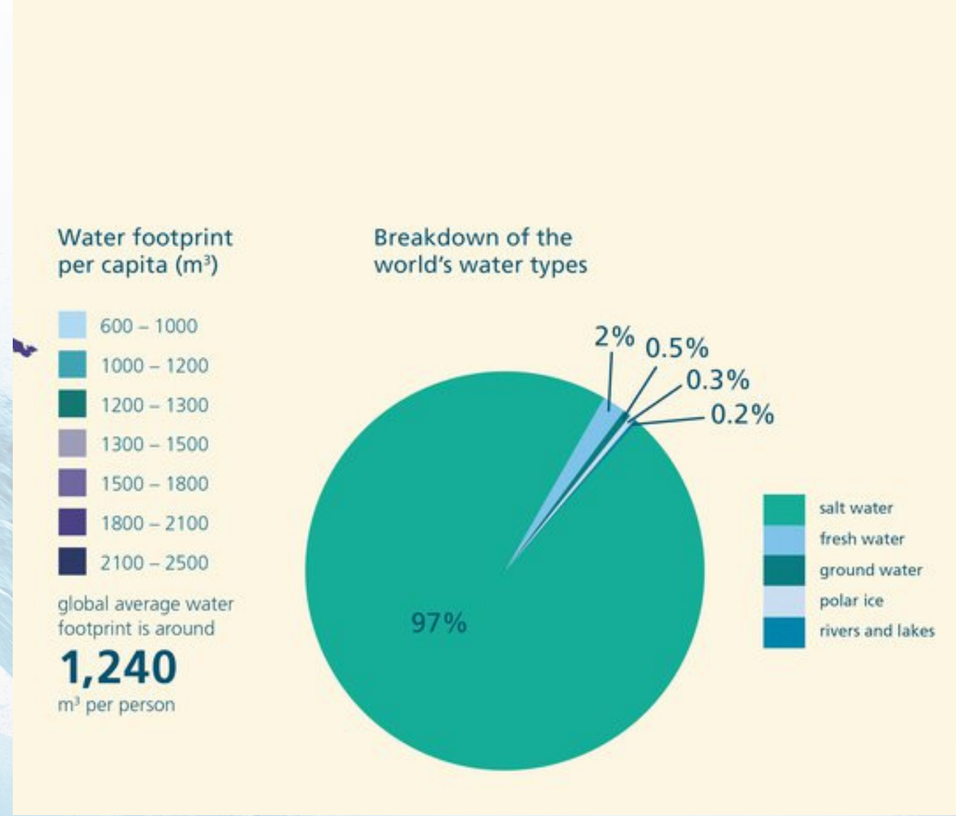




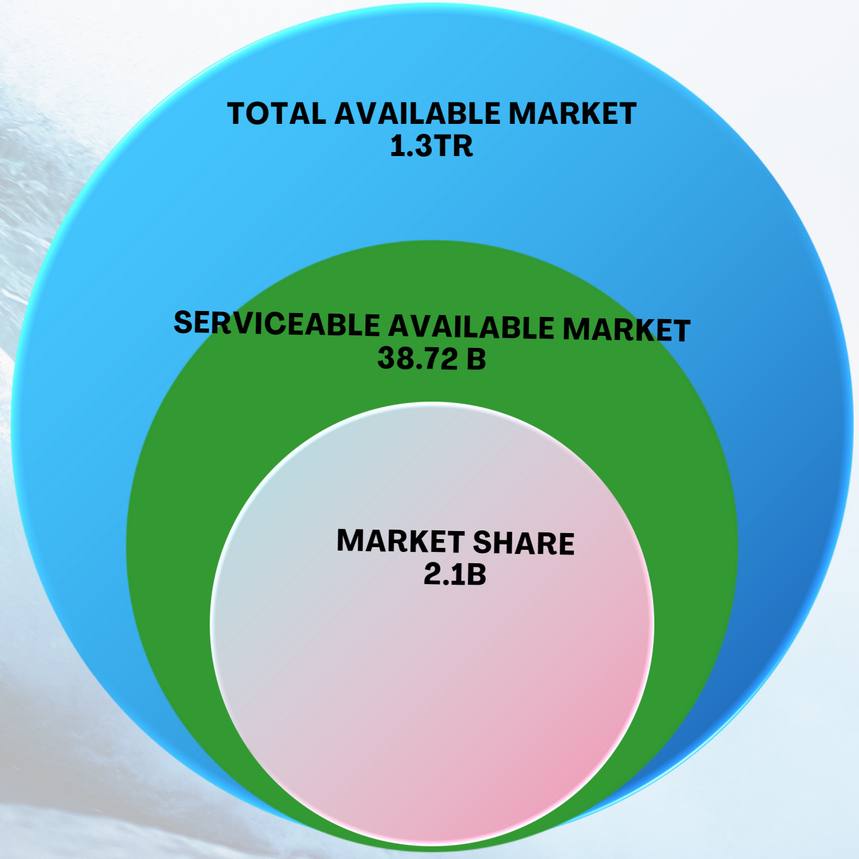
Visualisation of available water for consumption.

Graphical analysis of data for Sea level rise. Effect of **climate change.**

Market TRENDS

Adjacent is the **Market Trend** analysis for web revenue of websites catering to the topics of research.

- Available market share for websites catering to topics like our
- Serviceable market of websites- Websites catering to research and education in general.
- Serviceable market of all websites.



BUSINESS CANVAS

Key Activities :

We can supply a lot of data on all about water with relevant source and research papers

We'll also have graphical and visual data provided

Create mass awareness on some serious issue

Promote some new technology as an alternative of our previous approach

Constantly update our data with time to give accurate data

Key Resource:

We take our resource from Wikipedia, research paper and some journal

Visual data from verified source

Digital marketing

Revenue:

Revenue comes from web trafficking

Advertise run will generate additional revenue

We can sell our own product also

Channel :

We can promote our page through social media, YouTube, google optimization

Schools, colleges and institutes can promote our website

Also we can attach to government campaigns

Value proposition :

We can offer a great resources on all about water on our webpages.

Attractive animation, video, relevant photos, essential graphs for better understanding.

We'll run various ad to generate more value.

Customer Segments

Our main targeted segment is the youth generation and student.

We engage a lot of students our website as our topic is so relevant with our daily life, so students from any class and any stream can be benefited by us.

We also engage middle-class families to sell some products and can run relevant advertisement.

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