

PANGAEA X

DOCUMENT TO COMPLETE

PANGAEA X 2023

- REGISTRATION FORM
- VIDEO BRIEF
- TEAM PARTICIPANTS FORM

REGISTRATION FORM

To commence the process, you need to fill out an online questionnaire that plays a crucial role in evaluating your project. All the questions are listed in this document. We advise you to thoughtfully prepare your responses before answering them via the online form. Furthermore, you have the flexibility to begin the registration process and temporarily halt it, allowing you to revisit and edit your responses at any time before the application deadline.

You will find the questions in Annex 1.

PARTICIPANT FORM

In Annex 2, you will find the participant form to complete. Once the participant form is completed, save the file in PDF format, and upload it to the registration form in the dedicated location, naming it: TEAMNAME.PDF

VIDEO BRIEF

Create a two-minute video introducing the team and its members, answering the question, "What makes your team the best at making your idea a reality?" Focus on the team and your skills, not on your idea.

Once created, upload it to Youtube or Vimeo and share the link of this video in the registration form in the dedicated location.

(⚠️ Make sure the link is available ⚠️)

ANNEX 1: REGISTRATION FORM

1. To get started, share your team's name with us:

2. How many people are in your team? (min. 2 people or max. 4 people)

3. What environmental challenge does your proposed project address? (Do not discuss your solution in this section)

Example: Our proposed project aims to address the issue of deforestation, which has significant negative impacts on local ecosystems and contributes to climate change.

2. What data or evidence do you have to support the identified environmental issue and its underlying causes?

Example: According to the World Wildlife Fund, an estimated 18.7 million acres of forest are lost yearly due to deforestation, leading to biodiversity loss, soil erosion, and increased greenhouse gas emissions.

3. Who are your top 3 personas? (Do not discuss your solution in this section)

A buyer persona is a representation of your ideal customer, based on real data about their age, gender, income level, job title, and other factors. Creating a buyer persona allows you to better understand your target market and craft marketing messages that resonate with them

Example: Our target personas are local farmers, government officials, and conservationists.

4. What are the pain points that your potential customers encounter? (Do not discuss your solution in this section).

Example: Local farmers face economic and resource constraints that make it difficult to transition to sustainable land use practices. Government officials often lack the necessary resources and political will to enforce regulations that protect forests. Conservationists struggle to engage local communities and effectively communicate the importance of forest conservation.

6. What kind of research have you conducted to support the above statement? Please upload any materials to support on format : PP_TEAMNAME.PDF

Example: We have conducted a literature review of existing research on deforestation, as well as interviews with local stakeholders.

7. What is your proposed solution to the identified environmental issue and/or customer pain points?

Example: Our proposed solution is to establish a community-led agroforestry program that provides training and resources to local farmers to implement sustainable land use practices. This will not only help reduce deforestation but also improve the economic sustainability of local communities.

8. Please indicate the SDGs with which your solution is aligned.

Choose as many as you like.

- SDG 7: Affordable and clean energy
- SDG 12: Responsible consumption
- SDG 14: Life below water
- SDG 15: Life on Land

7. Explain how does your proposed solution align with the themes of the Pangaea X program and contribute to the SDGs?

Example: Our proposed solution aligns with the themes of the Pangaea X program by promoting community engagement and sustainable development. It contributes to SDG 15 (Life on Land) by reducing deforestation and promoting biodiversity.

8. Have you received feedback from at least one potential customer during the market testing phase?

Yes

No

a. What were the main learnings from this test?

Example answer: Our market testing has shown that local farmers are receptive to the idea of transitioning to sustainable land use practices, but they face significant economic and resource constraints.

b. What kind of test have you conducted to support the above statement?

Example: We conducted a survey of local farmers to gather feedback on the feasibility and potential benefits of our proposed solution.

c. Please upload any supporting materials on format TEST_TEAMNAME.PDF

Example : Upload here the results of your your survey

9. What is your high-level plan for implementing the proposed solution, including the timeline, budget, resources, and key milestones?

Example: Our high-level plan for implementing the proposed solution consists of several key steps. Firstly, we will focus on securing funding from grant organizations to cover the initial costs of establishing the agroforestry program. We will also look for potential revenue streams such as the sale of sustainably grown products or ecotourism to ensure long-term financial sustainability.

Secondly, we will partner with local NGOs and government agencies to establish training programs that will provide the necessary resources and knowledge to local farmers to implement sustainable land use practices. We will conduct research and collaborate with experts to develop a tailored training program that meets the specific needs of the community and ensures maximum impact.

Thirdly, we will work directly with local farmers to implement sustainable land use practices, including agroforestry techniques, soil conservation methods, and other sustainable agriculture practices. We will provide ongoing support and resources to ensure successful adoption of these practices.

Lastly, we will monitor the impact of our program through regular evaluation and feedback from local stakeholders. This will allow us to make any necessary adjustments and measure the effectiveness of our efforts.

Overall, we anticipate a timeline of three years for the implementation of our program, with key milestones including securing funding, establishing partnerships and training programs, implementing sustainable land use practices, and monitoring the impact of our program. We will allocate resources as needed to ensure the success and sustainability of our project.

10. How will your proposed project have a positive impact on the local community and the environment?

Example: Our proposed project will make a positive impact by reducing deforestation and promoting biodiversity, improving the economic sustainability and food security of local communities, and providing training and resources to empower local farmers.

11. What data or evidence do you have to support the expected impact of your proposed project?

Example: We have conducted a literature review of existing research on the benefits of sustainable land use practices, as well as surveys.

12. How will your proposed project be financially sustainable without depending on donations or other philanthropic resources? (In other words, what is the business model)

Example: Our proposed project's business model is centered around establishing a community-led agroforestry program that will provide training and resources to local farmers. This will help improve their economic sustainability and food security, leading to increased yields and incomes. As farmers begin to see the benefits of sustainable land use practices, they will be more likely to continue implementing these practices, creating a self-sustaining model. Additionally, we plan to explore potential revenue streams such as the sale of sustainably grown products or ecotourism.

13. Please describe the background, skills, and experience of each team member and how you see their contribution to the success of the proposed project. In other words, how do your respective skills complement each other?

Example answer: Our team consists of four members, each of whom brings unique skills and experiences to the project.

- **John** has has a background in sustainable agriculture and will be leading the training and education efforts for the agroforestry program.
- **Martha** has experience in grant writing and fundraising and will be responsible for securing funding for the project.

14. By applying to this program, you confirm that:

- *You agree to be photographed and filmed during your participation, and you consent that the content produced may be used for promotional purposes.*
- *You authorize Pangaea X to collect, use and store your personal data in connection with the Pangaea X program.*

15. By applying to this program, you confirm that your team is available on all the following dates:

- August 22nd to 27th, 2023 (arrival in Lausanne, Switzerland on the 22nd and departure on the 27th of August)
- October 28th, 2023 (online)
- December 1st, 2023, at Station F in Paris, France (day starts at 8 am)

ANNEX 2: PARTICIPANT FORM

PARTICIPANT 1: HEAD OF PROJECT

Last name:

First name:

Date of birth:

Residence address:

Nationality:

Occupation / School:

Phone:

E-mail:

Area of expertise (E.g., administrative, creative, analytical etc...) :

PARTICIPANT 2

Last name:

First name:

Date of birth:

Residence address:

Nationality:

Occupation / School:

Phone:

E-mail:

Area of expertise:

PARTICIPANT 3 :

Last name:

First name:

Date of birth:

Residence address:

Nationality:

Occupation / School:

Phone:

E-mail:

Area of expertise:

PARTICIPANT 4 :

Last name:

First name:

Date of birth:

Residence address:

Nationality:

Occupation / School:

Phone:

E-mail:

Area of expertise: