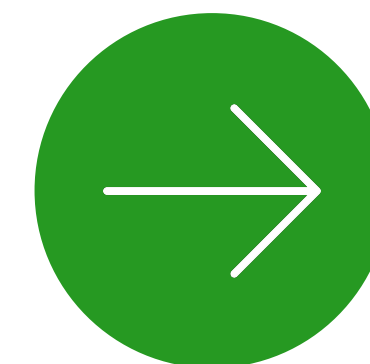




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ENTREPRENEURSHIP IDEAS



GREEN





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PermaLife

INTRODUCTION

The aim of this project is to reduce the use of pesticides and other harmful chemicals on agricultural products in the province of Salamanca.

PROBLEM

The excessive use of harmful chemicals in Salamanca's soils. This reduces the quality of life of people in the region in terms of food.

SOLUTION

The use of permaculture, which uses biodiversity to promote soil enrichment. Encouraging this type of agriculture on an urban scale, whether in vegetable gardens, vertical gardens or on new building sites, is one of our priorities.

VENTURE

example:

Farming company needs support to increase crop yields by reducing the use of chemicals. PermaLife brings life to your soils by facilitating the installation of permaculture.



HOW DOES ENTREPRENEURSHIP ARISE?

1

WHAT PROBLEMS HAVE ARISEN??

- A broader customer base needs to be built up
- The service cannot be implemented massively



3

WHAT SOLUTIONS DO WE VALUE??

- Identifying small and medium-sized farmers in the area
- Public funding
- Integrate with Rural Cooperatives



WHY DO WE CHOOSE TOURISM?

Many of the people working in this field have in some cases a significant level of



2



4

WHY DID WE CHOOSE THIS SOLUTION??

The main way to get clients for this type of venture is through networking, so identifying individuals and interest groups is highly valued.



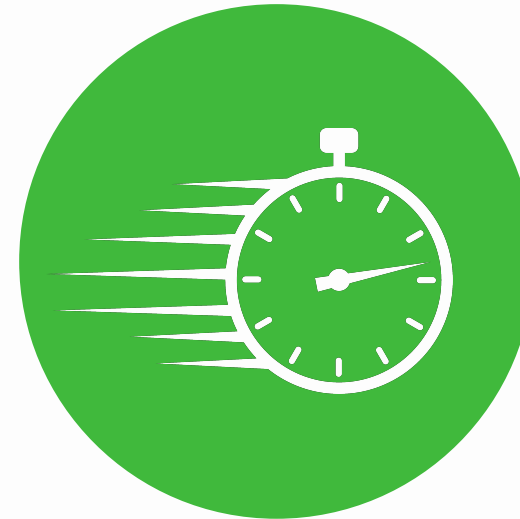


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TOOLS USED

Brainstorming, SWOT analysis,
Web development and market
research



TIME SPENT

Six meetings of approximately 2
hours each



CHALLENGES OR OBSTACLES

The main obstacle was to define
how to use permaculture as a
growth opportunity.



ACHIEVEMENTS

We managed to find a solution
that addresses the entire
problem without harming the
environment, using innovative
and sustainable technology over
time, creating a positive impact
on society and, above all, in rural
areas.



ENTREPRENEURSHIP

DESCRIPTION:

Permalife is a company focused on developing technological solutions centred around permaculture to promote more cost-effective, sustainable, and environmentally friendly agriculture, benefiting both the environment and our clients' budgets.



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OBJECTIVE

Facilitate the implementation of permaculture as a method for soil enrichment, increased productivity, and the improvement of urban spaces through gardens.

TECHNOLOGY

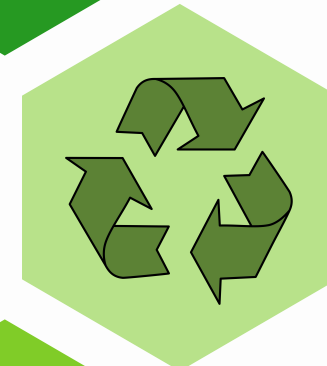
Through the website, the aim is to simplify the request process for the installation of urban gardens and provide consultancy to large-scale farmers on this subject.

SOCIAL IMPACT

It has a dual purpose: on one hand, it contributes to the purification of urban environments through gardens, improving the quality of life for people, and on the other, it provides a platform for permaculture to evolve on a larger scale.

SUSTAINABILITY

The care of urban gardens will be shared with those who wish to install them through our services, passing on the knowledge to create, sustain, and replicate these initiatives with the support of our professionals.

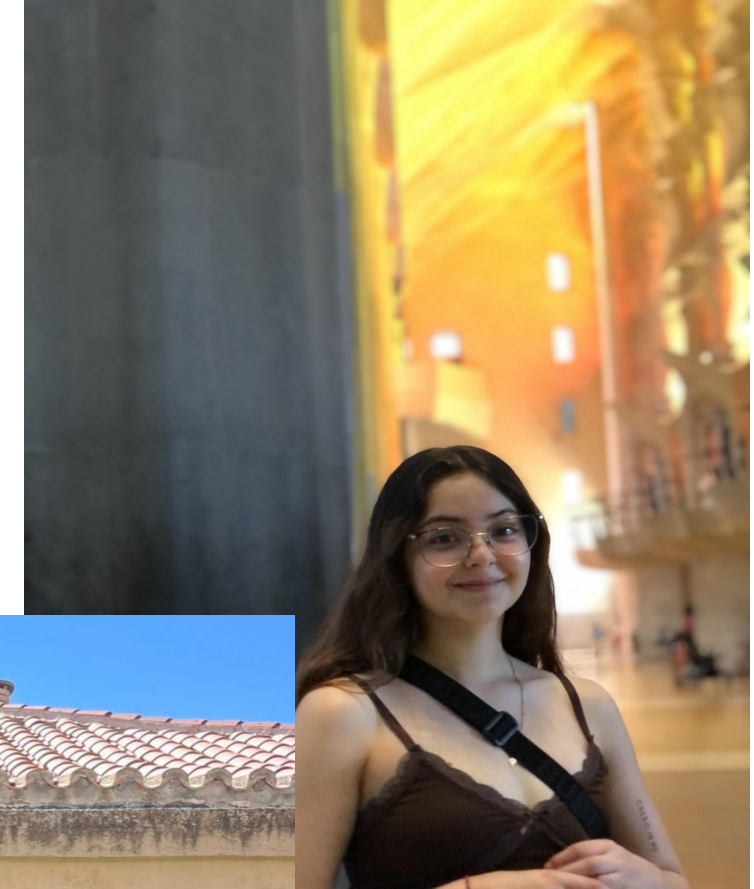
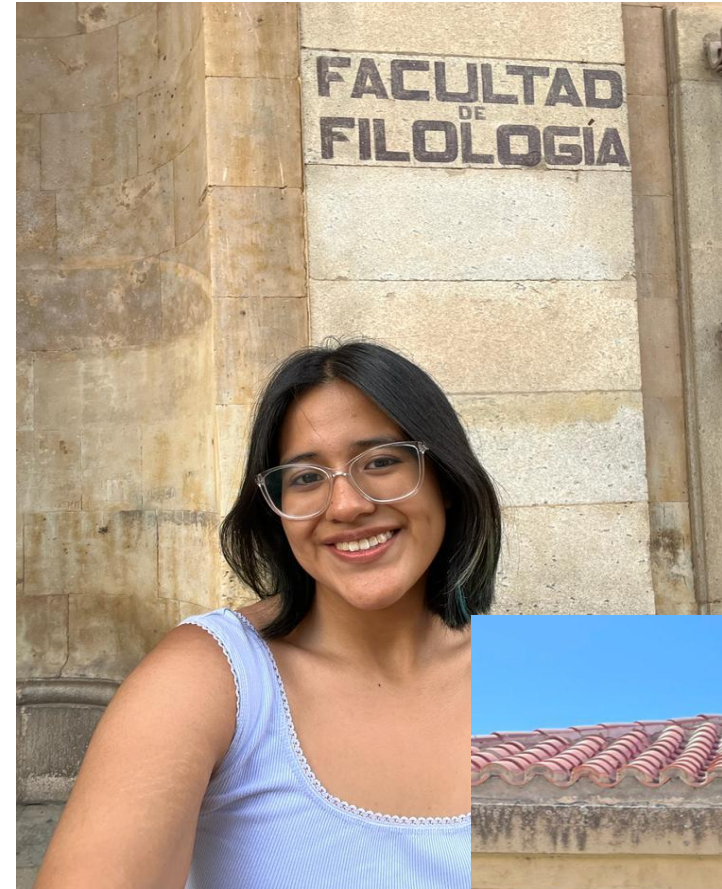




THE TEAM

It is made up of three members.

- Andrea Baras Toledo
- Amanda Robles
- Alaitz Otero



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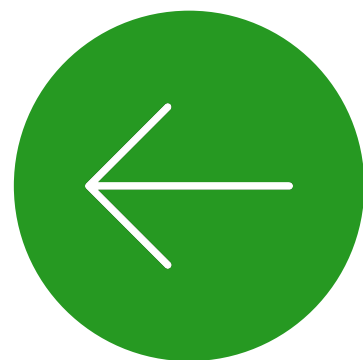
CONCLUSIONS

- Eco-friendly
- Reduces soil pollution
- Alternative to the use of harmful chemicals
- Improvement of technology used in agriculture
- Creation of a new civic culture around urban gardens
- Promotion of new forms of production





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