PLAN-IT EARTH 2021

CONNECT. CREATE. COMPETE.

Plan-It Earth 2021 was Georgetown University's two-day virtual environmental ideathon on March 20-21 that brought together sustainability students, experts, and practitioners to generate entrepreneurial solutions to critical environmental challenges.

The 2021 theme was *Urban Development in the Age of Climate Change*, which aimed to promote the link between developing sustainable urban communities and climate action.

Competition tracks were based on UN Sustainability Goals 9, 11, 12, and 13.

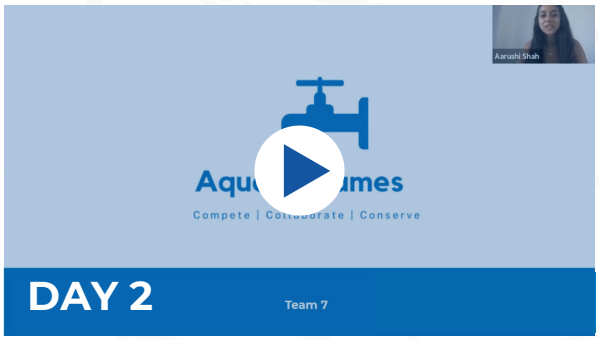
9
STUDENT TEAMS

7
UNIVERSITIES

13
EXPERT MENTORS

$4K
PRIZE MONEY

OPENING REMARKS, KEYNOTES
↪ bit.ly/planit2021-day1



PITCHES, AWARDS CEREMONY
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PLAN-IT EARTH
SOLVE. GENERATE. COMPETE.

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PLAN-IT EARTH 2021

CONNECT. CREATE. COMPETE.

Undergraduate and graduate students formed multidisciplinary teams to *CONNECT* with entrepreneurship and environmental experts, *CREATE* a tech-enabled idea with a multidisciplinary team, and *COMPETE* for up to $4,000 worth of prizes to launch their projects. Each team were responsible for giving a pitch on their work at the end of Plan-It Earth. Pitches was 5 minutes long: 3 minute for presentation and 2 minute for Q&A with the judges.

CONNECT

with experts in entrepreneurship and sustainability

CREATE

a tech-enabled idea with a multidisciplinary team

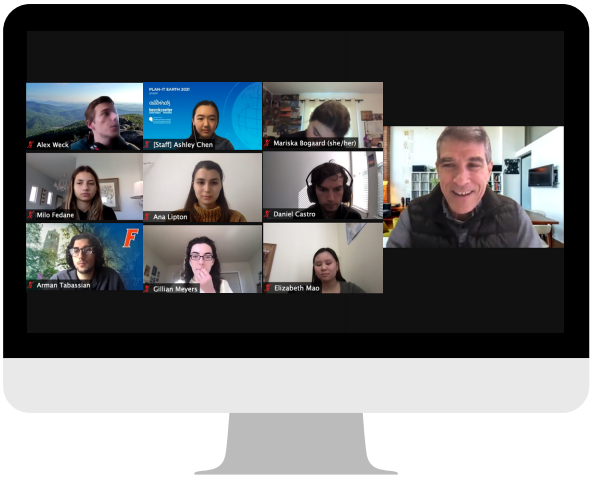
COMPETE

in a pitch competition for prizes & funding to launch your project

Experts in sustainable development, entrepreneurship, and conservation-leaders in academia, business, and philanthropy-volu*nteered as mentors to guide the group as well as breakout session leaders and judges.* Additionally, *two keynote speakers* addressed critical topics in impact: **Pete Marra** on sustainability entrepreneurship, and **Nate Wong** on social impact scaling.

Pete Marra
Director of Georgetown Environment Initiative

Nate Wong
Chief Strategy and Social Innovation Officer of the Beeck Center



Over the course of the weekend, students learned about critical sustainability issues, business development skills to launch ventures, and methods to scale impact. Student participants also had the opportunity to engage in interdisciplinary teams and collaborate with experts at the intersection of sustainability and business innovation. *Plan-It Earth serves as a launching pad for students to become the impact leaders of tomorrow.*

PLAN-IT EARTH 2021 WINNERS

ALLBIRDS FIRST PLACE: PRIZE $2000

Cool Compost aims to create the best indoor compost collection product for the residential market. With current options leaving bugs and odors, Cool Compost will revolutionize the market by creating the first ever compost bin that households actually want to use. The product is accompanied by a companion app that provides users with various features. The Cool Compost caddy and app work in tandem to create an all-in-one platform for composters to start or continue their environmental journey.

Team Members:
Elizabeth Mao, Jaewoo Ahn, Gracey Owen, Anna Csigirinszkij, Seamus Masterson

BEECK CENTER SECOND PLACE: PRIZE $1500

Pick it Up! —a project supported by the U.S. Census Bureau sought to tackle the plastic pollution issue on the Georgetown campus. First, Pick it Up! built three educational modules teaching students about recycling and environmental activism. Then, they partnered with the Wilson Center and the Earth Day Network on the Earth Challenge 2020 App. Lastly, they created a strategy playbook, providing guidance for other campuses to replicate our initiative.

Team Members:
Jamal Jaffer, Gillian Meyers, Anya Wahal

GE THIRD PLACE: PRIZE $500

Roost will leverage pre-existing data: large scale migration data from research institutions, local data on crowdsourced bird observations from mobile apps like iNaturalist and Audobon, observations from their customers' drones, and their specialized radar system (RoostRadar) with microdoppler, to build a daily map of no-fly zones for drones. The software will generate optimal flight paths to minimize the number of drone-bird interactions each day. As Roost builds reliability and reputation, they aim to license to DJI, so that the drones they sell come pre-downloaded with this software.

Team Members:
Joon Park, Alex Weck, Daniel Castro