

Entrepreneurship 6: User Adoption Plan (Junior Division)

Team name + Short Project Summary: *suggested 1 paragraph*

We created Árvolife, an app that encourages people to take care of the environment in a simple and fun way. In the app, you plant a virtual tree, and as you complete sustainable actions in your daily life, it grows. What makes it even more interesting is that, as your tree evolves, parts of a story are unlocked, including curiosities and interesting facts about nature.

How have you gotten people to use your app or invention?: *suggested 1-2 paragraphs*

We started by showing the app to friends, family, and classmates and asking them to test it and share their feedback.

We also talked about the project on social media to get more people interested. To make sharing easier, we used an artificial intelligence platform called base44 to create the app as a link

How many people have used your app or invention so far?

So far, 10 people have tested the app and approved it.

What feedback did they give you?: *suggested 1-2 paragraphs*

People liked the idea of the tree growing as they progress, because it feels motivating.

Some suggested adding more customization options, more story content, and making the app easier to use. We're using this feedback to improve the app.

How do you plan to get people or organizations to use your app or invention this year?

suggested 2-3 paragraphs

This year, we plan to promote Árvolife on social media with simple videos showing how it works.

We also want to present it in schools and connect with environmental organizations, showing that the app is a fun way to learn and help the planet.
