Application: ExID-25S-8682345858

Shereef Gbadamosi - shereef.GBADAMOSI@um6p.ma
(MOROCCO APPLICANTS) Explorer Innovation Fund

Summary

ID: ExID-25S-8682345858
Last submitted: Aug 23 2025 14:24 (+01)
Labels: Pending Approved New Application, S25 Invited to MFB, F25 Full FB

Eligibility Criteria

Completed - Feb 19 2025

Eligibility Criteria Form

- **Eligibility Organizations: UM6P, GEP, MASCIR, 1337, YouCode, Hassan II, Al Akhawayn, Mohammad V, Cadi Ayyad, Paset and Technopark students (undergraduate, masters and PhDs) postdocs and researchers**
- **Eligible members (see Eligibility Organizations above) and their teams that have a startup idea that they are already working on or want to start working on are eligible to apply.**
    - **All business models are welcome, including non-profit, social ventures, commercialization of eligible organizations (see Eligibility Organizations above) research and projects.**
    - **This does not include internships, charities, or research that you are not actively trying to commercialize or bring to market.**
- **Teams can have members from any eligible department or organization (see Eligibility Organizations above), as well as members from outside the Eligibility Organizations. However:**
- **A team must have at least one full-time member from an eligible organization (see Eligibility Organizations above) in a leadership role (if company is registered, then eligible member has to be one of the registrants).**
- **Upon graduation or terminating affiliation with any of the eligibility organizations (see Eligibility Organizations above), a team is no longer eligible to continue within Explorer.**
    - **Recruiting an eligible member to the team for the sole purpose of continuing the participation in Explorer will not be accepted as an eligibility criteria. Such addition to the team must happen at least ½ a cohort in advance. Please consult with the Explorer staff early about any clarifications required.**
- **Team members can be added/deleted anytime during the cohort (through Explorer portal).**
- **Team absolutely must be committed to their Business and Completing/Revising LBMC, Customer Segments, Customer Discovery, Early Adopters**
- **Teams must disclose prior or other sources of funding. This will not exclude you from being in the Explorer program in any way unless your venture has raised more than 500.000. Dhs in equity funding.**

The Reviewer Panel and Funding Board reserve the right to disqualify any entry that in its judgment violates the letter or the spirit of the guidelines, processes and rules of the Venture Explorer Innovation Fund Program.

Responses Selected:

Yes, I agree with the above terms

Add Team Members

Completed - Feb 19 2025

Add Team Members Form

This is to certify that all team members have been added and have filled out their biographical information.

1. All team members have been added as collaborators on this application (see "Add collaborator" button on this application's main page).

Click on "Back to application" to see add collborators button

Responses Selected:

Yes

****Each team member should have their own SurveyMonkey account ****

2. All team members are committed to logging into their own Explorer SurveyMonkey account (not the account of the person submitting the application), and filling out their profile. This is a very important commitment. Please make sure all team members are going to do this step.

Responses Selected:

Yes

Explorer Innovation Fund Application

Completed - Feb 22 2025

Explorer Innovation Fund Application Form

Please fill out all required before submitting your application. If this is a continuation application, some of your previous entries are listed. Please make sure to update where necessary.

NOTE: Due to UM6P policies, Explorer **no longer accepts eligibility from staff** (only students, researchers and post-docs). If you are a continuing team, you may continue filling this application, but you no longer are able to request additional funding. Please contact explorer@um6pventures.com with any questions. Note that a staff member can be on a team where the main applicant is a student, researcher or post-doc from an eligible institution.

Category Selection

1. Please select which fund you are applying for:

Explorer Innovation Fund Between 50.000 - 250.000 Dhs

Terms and Conditions

1. Terms and Conditions

1.1 Program Timeline

Applications deadline: September 1st, 2025

Cohort active: October 2025 - February 2026

Responses Selected:

I agree to the program timeline

1.2 Explorer Participation Guidelines:

I have read and understood the Explorer Participation Guidelines and by choosing yes below I agree and certify that I will abide by the Explorer Participation Guidelines and I will ensure that my team will also abide by the Explorer Participation Guidelines. The Explorer Participation Guidelines can be found at the link below:

Click Here to see Explorer Participation Guidelines

Responses Selected:

Yes

Project/Company Information

2. Project/Company/Team Information

2.1 Company/Project/Team Name

Aerogreen Africa

2.2 If your company/team name has changed since you first applied to Explorer, list any previous names

2.3 How many people are on your team?

(Please include yourself in the count. It's OK if the answer is 1)

3

2.4 Provide a URL to your project/company website if you have one

(No response)

2.5 Upload your team/company logo

This helps you be more memorable when we share your information with our sponsors. We encourage you to upload an image that represents your company if you have one.

aerogreen africa logo.pdf

Filename: aerogreen africa logo.pdf **Size:** 56.6 kB

2.6 Select up to three keywords that apply to your business venture.

Please place them in order of relevance where 1 is the most relevant. Please drag the numbers 1, 2 and 3 on the relevant areas. If you do not make any selections, this will impact the ability of the reviewers to review your application.
if you can't drag the numbers, then make sure you are using a laptop or contact explorer@um6pventures.com for help

1	Agriculture
2	Internet of Things
3	Design

Please confirm that you have made ALL three area selections above.

Responses Selected:

I have made all three selections

2.7 Proposed business model

B2B2C (Business to Business to Consumer)

2.8 Target Market

Responses Selected:

Morocco

Africa

2.9.a Did your idea come out of your institutions research or project (e.g. your thesis)?

If yes, you will need to get sign-off from the UM6P Technology Transfer Office (TTO) or your organization. Please contact the Explorer office if you have any questions.

No

Proposal Details

3. Proposal Details

Well thought out and written descriptions, in English, of the items below. One liner/sentence descriptions, or incoherent descriptions will result in immediate rejection of the application. Please make sure to put clear thought in your writing and run it by colleague(s) and/or mentor(s) beforehand.

3.1 Problem/Need Addressed by Technology

(150 word maximum)

Morocco faces critical challenges such as water scarcity, land degradation, and food insecurity, impacting agriculture and economic stability. Water shortages limit irrigation, land degradation reduces arable land, and food insecurity threatens growing populations.

Technology-driven solutions like precision agriculture, hydroponics, and AI-powered resource management can enhance water efficiency, restore soil health, and optimize food production. Smart irrigation systems reduce water wastage, while vertical and greenhouse farming maximize land use. Additionally, data-driven decision-making tools help farmers predict and mitigate risks.

By integrating these technologies, Morocco can improve agricultural resilience, ensuring sustainable food production and resource management. These innovations provide long-term solutions for addressing environmental and economic challenges.

3.2 Proposed Solution

Provide a description of your proposed solution (150 word maximum)

AeroGreen Africa provides an innovative solution to address Africa's pressing agricultural challenges, including water scarcity, land degradation, and food insecurity. Our approach integrates aeroponic farming, precision agriculture, and AI-driven resource management to optimize food production while minimizing environmental impact.

The timing is critical as climate change accelerates resource depletion. Our economically viable model ensures affordability and scalability for farmers, reducing reliance on traditional, inefficient farming methods. Moreover, environmental urgency demands sustainable agricultural practices to restore degraded lands and enhance food security.

By implementing AeroGreen Africa's solutions, farmers can maximize crop yields with minimal water and land use, ensuring long-term food sustainability. Our technology-driven system offers real-time data monitoring and predictive analytics, allowing proactive resource management.

With a focus on sustainability and innovation, AeroGreen Africa is positioned to revolutionize African agriculture, fostering a resilient, food-secure future.

3.3 Who is Your Competition?

Companies, Products and/or Technologies (150 word maximum)

Our primary competition includes traditional greenhouse farming, hydroponics systems, and aquaponics. These existing alternatives offer controlled-environment agriculture but often require higher water consumption and more extensive infrastructure compared to our aeroponics solution.

Competitor Companies:

AeroFarms – A leader in aeroponic farming, utilizing vertical farming techniques to enhance food production.
Plenty – Specializes in indoor vertical farms, emphasizing sustainability and high-yield production.
Crop One Holdings – Uses aeroponic technology to produce fresh greens with minimal resources.
Competing Technologies:

Hydroponics – Uses nutrient-rich water but requires more water than aeroponics.
Aquaponics – Combines fish farming with hydroponics but has higher maintenance needs.
Soil-Based Greenhouses – Traditional but less efficient in water and nutrient use.
Despite competition, our focus on sustainable, high-efficiency aeroponics with water conservation as a core advantage sets us apart.

3.4 Describe your team and your team's strengths.

It is strongly recommended that you have at least one teammate (Group size of 2 or more). Please note: all teammates listed here should also be listed on the members section of the application home page (150 word maximum)

Eric Rukebesha has a strong background in agriculture, seed production, and farm management. His deep knowledge of traditional and modern farming techniques, coupled with his ability to engage communities, makes him a key player in connecting farmers, businesses, and stakeholders. Additionally, his active networking within global organizations enhances our reach and influence in the agricultural sector.

Chisa Nwokocha is highly skilled in organization, problem-solving, and teamwork. With her ability to streamline operations and manage projects efficiently, she ensures that our team functions cohesively. Her strength in networking and forming partnerships further enhances our ability to access resources, knowledge, and technological advancements

Shereef Gbadamosi brings expertise in architectural design, sustainability, and climatic analysis. His ability to design buildings suited for agricultural applications, such as greenhouses and vertical farming, allows us to integrate sustainable infrastructure into modern agribusiness solutions. His creative problem-solving skills help in designing innovative and efficient farming environments.

3.5 What do you hope to gain from participation in Explorer?

What are your goals and what do you hope to achieve with Explorer funds and resources? (150 word maximum)

By participating in Explorer, we aim to secure the necessary funding and strategic guidance to scale our aeroponic farming solution, AeroGreen Africa. With Explorer's resources, we plan to refine our technology, expand pilot projects, and demonstrate our model's economic and environmental benefits to local communities. We seek mentorship to strengthen our operational framework, forge partnerships with industry experts, and refine our market entry strategy. Ultimately, our goal is to accelerate adoption of sustainable farming practices across Africa, ensuring reliable food production while preserving vital resources like water and arable land. By leveraging Explorer's support, we can validate our solution's scalability, create local jobs, and pave the way for widespread implementation of aeroponics. Our vision is to become a leading force in Africa's agricultural transformation, driving innovation and resilience in the face of pressing climate and resource challenges.

3.6 Do you plan to use any of your funds as for a summer stipend ?

- Up to two team members can request up to 2.000 Dhs/Month for a maximum of three months during the summer
- Only Students are eligible and will be employed as interns with UM6P
- The team members **MUST** be planning on making working on the project their highest priority during the summer.
- Potential interns **MUST** have authorization from their academic departments to allow them to take an internship during the summer
- Team will have to make a presentation to Explorer to justify the request
- **If you plan to request a stipend it should be clearly INCLUDED and JUSTIFIED in your budget. Separate line items should be included for each student requesting a stipend. (On Explorer Team Budget Plan)**

Yes

3.7 Do you plan to use any of your funds for international travel?

We encourage teams to find other sources of funds for international travel. However, if you do plan to use Explorer funds for international travel, please list all of the travel details below, including travelers, destination, and estimated cost.

Due to COVID-19 restrictions, we follow all UM6P policies.

No

3.8 Team build-out

If you are looking to augment your team, please describe what you are looking for and how you plan to do it. (150 word maximum)

Our current team comprises individuals with complementary expertise in sustainable building, project management, and agriculture. One team member has a robust background in agriculture, seed production, and farm management, proficient in both traditional and modern farming techniques, community engagement, and global networking. This unique blend provides invaluable insights and connectivity to farmers, businesses, and stakeholders. To further enhance our aeroponic solution, we plan to recruit an IoT/automation engineer with proven expertise in smart monitoring and data analytics. Our recruitment strategy will leverage industry networks, startup incubators, and specialized platforms to identify the right candidate. Augmenting our team with this technical skill set will accelerate development, ensure operational scalability, and strengthen our capacity to drive sustainable agricultural transformation through innovative technology.

3.9 High-level business plan and path to market

Describe how you plan to make money and what your path to market is, i.e. how you plan to engage with customers in the next 3 to 6 months. If you don't know yet, state that this is something you are looking for help with (150 word maximum)

Our business plan revolves around monetizing aeroponics systems through strategic partnerships, leasing, and maintenance services. We aim to generate revenue by collaborating with aeroponics system manufacturers and leasing units to large-scale farmers and agribusiness investors.

Our path to market over the next 3 to 6 months involves direct engagement with key stakeholders, including agritech companies, the Ministry of Agriculture, and cooperative investors. We will focus on marketing to urban and peri-urban farmers in Morocco (starting in Souss Massa) and gradually expand across Africa.

Customer acquisition will be driven by direct marketing and strategic partnerships, emphasizing the benefits of water-efficient, high-yield farming. Key success metrics include adoption rates, increased crop productivity, and water conservation.

This is an evolving strategy, and we are actively seeking expertise to refine our approach and scale operations efficiently.

3.10 Track record for the project or team

If this is a brand new project, say N/A, otherwise please let us know what progress you have made either as part of Explorer or outside (150 word maximum)

N/A, however, extensive market research has been conducted to validate its potential. Our team has analyzed the target market, identifying large-scale farmers in urban and peri-urban regions as key customers. We have also established connections with potential business partners, including agritech companies, the Ministry of Agriculture, and investors.

Research has been focused on understanding the scalability of aeroponics in Morocco and Africa, addressing food security challenges and water scarcity. We have also outlined a clear revenue model, estimating a total addressable market (TAM) of $25 million annually.

Additionally, we have developed initial product specifications and cost structures, ensuring feasibility for large agribusinesses. Our next steps involve refining our go-to-market strategy and securing strategic partnerships to accelerate adoption. While this is a new venture, our groundwork sets a strong foundation for growth and execution.

3.11 Please upload your business pitch here (slides only in PDF format). If you are asking for over 25.000 Dhs of funding, this is a mandatory field for consideration. It is optional otherwise.

(if you do not have a business pitch, you should not be applying for over 25,000 Dhs. Remember you can apply for no funding in your first cohort and work with your mentors on your business pitch)

Aerogreen Africa Presentation Slides.pdf

Filename: Aerogreen Africa Presentation Slides.pdf **Size:** 1.5 MB

One Page Pitch

4. One Page Pitch

4.1 Information Release

The responses in this section are for public use. We will be sharing these with sponsors and potentially the general public. Make sure that you are comfortable sharing whatever you include here.

Responses Selected:

I give permission for the information below and the personal information (Name, Email adress, Phone number) to be shared publicly

4.2 Value Proposition

Limit your response to 20 words

Aerogreen's aeroponics solution offers 90% water savings, 30% higher yields, and reduced costs for farmers in water-scarce regions.

4.3 Problem Addressed

Limit your response to 50 words

Morocco suffers from water scarcity, land degradation, and food insecurity, limiting irrigation and reducing arable land. These challenges threaten sustainable agriculture and economic stability amid a growing population and climate change.

4.4 Proposed Solution

Limit your response to 50 words

Africa’s agriculture is threatened by water scarcity, land degradation, and food insecurity—issues worsened by climate change and outdated farming practices. AeroGreen Africa tackles these challenges by revolutionizing food production through aeroponics, precision agriculture, and AI-driven resource management to maximize yields while conserving water and land.

Funding Details

5. Funding Details

5.1.a Have you received Explorer funds for this venture idea in the past?

No

5.2 Current Funding Request (This proposal only, must match your budget)

Please enter numerals only. Do not add any symbols or punctuation. Amount must be in Dhs.

This amount should include your remaining funds from previous cohorts (Question 5.1a - 5.1b). For example, if you were awarded 20000 Dhs previously (5.1a) and you have spent previously 8000 Dhs (5.1b) AND for this this cohort you are asking for an additional 15000 Dhs, then the answer to this question is (20000 - 8000) + 15000 = 27000 Dhs. This amount should be in your budget that you will fill out.

171347

5.3 Potential Cumulative Explorer Funding

171347.0 Dhs

5.4 Have you received, or are you concurrently applying for additional sources of funding?

Explorer teams may have up to 500.000 Dhs in prior investment funding and concurrent investment funding to be eligible for participation. Please list all sources of funding you have received, including prior Explorer funds (if any) and any other funds on or off campus.

Please note: if you are concurrently applying for other sources of funding, please notify us at when you receive the funding decision.

No

5.5 Other Funding

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source

Explorer Team Budget Plan

Completed - Feb 22 2025

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-25S-8682345858

Team Name: Aerogreen Africa Aerogreen Africa

1. If you do not have a budget and are applying for mentoring only and need help with creating a financial plan please click the appropriate box below (you will not be required for fill out a budget).

Responses Selected:

I want to submit a budget

2. Software

	Short Description	Amount (Dhs)	Click to add item
1	Crop Management Software: Platforms like Agrivi, FarmERP, or Cropwise can help manage planting schedules, track yields, monitor inputs, and analyze data.	5000	✔
2	Environmental Monitoring Software: Tools that integrate with sensors to track temperature, humidity, light, and other environmental factors. Examples include HortiMaestro, Priva, or Argus Control Systems.	10500	✔
3	Remote Sensing & Data Analytics: Utilizing satellite imagery and drone data with platforms like PrecisionHawk, Pix4D, or MicaSense for crop health monitoring, early stress detection, and optimized resource management.	5000	✖

Software Total: 20500.0

3. Hardware

	Short Description	Amount (Dhs)	Click to add item
1	Seed boxes: Containers for starting seeds or seedlings before transplanting into the main aeroponics system.	24282	✔
2	Watering System: Pumps, misters, sprayers, and plumbing required for nutrient solution delivery.	14864	✔
3	Labor: Costs associated with assembling and setting up the aeroponics module.	9046	✔
4	Drainage System: Ensures proper removal of excess nutrient solution and prevents waterlogging.	5034	✔
5	E.C. Meter: Measures the electrical conductivity of the nutrient solution, crucial for nutrient management.	2350	✔
6	pH Meter: Monitors the acidity/alkalinity of the nutrient solution, vital for nutrient uptake.	2350	✔
7	Sprinkler Pump: May be needed to provide adequate pressure for the watering system.	1354	✔
8	Thermometer: Monitors the temperature within the greenhouse environment.	175	✔
9	Greenhouse: Provides a controlled environment for the aeroponics system.	68870	✔

	Consider factors like size, materials, and climate control features.		
10	Watering System Housing: Structure to contain and protect the watering system components.	4376	✔

Hardware Total: 132701.0

4. Web/App Development

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Web/App Development Total: 0.0

5. Materials and Services

	Short Description	Amount (Dhs)	Click to add item
1	Electricity: Powers pumps, lights, and other electrical components.	5041	✔
2	Nutrients & Fertilizers: Ongoing cost of replenishing nutrient solutions.	2521	✔
3	Replacement of Components: Covers wear and tear of parts like pumps, misters, and filters.	2016	✔
4	Labor for Maintenance: Regular maintenance tasks, cleaning, and repairs.	3024	✔
5	Cleaning Supplies: Materials for maintaining hygiene and preventing disease	1008	✔
6	Unexpected Repairs: Contingency for unforeseen issues.	2016	✔
7	Miscellaneous Expenses: Sundry items and potential minor costs.	1008	✔
8	Sensors (E.C., pH, etc.): Monitoring and control components for precise adjustments.	1512	✔
9		0	✖

Materials and Services Total: 18146.0

6. Advertising and Marketing

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Advertising and Marketing Total: 0.0

7. Travel

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Travel Total: 0.0

8. Other Expenses

(list stipend requests here if you are requesting any, see question 3.6 on the application)

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Other Expenses Total: 0.0

Project Total: 171347.0

In section 5.2 of your application form, you said your funding request was: 171347 (continuing team) or 171347 (new team) - as a reminder, this number must match the Project Total above. By selecting Mark as Complete, you confirm these numbers match.

IF THE NUMBERS DO NOT MATCH, THIS WILL RESULT IN YOUR BUDGET NOT BEING APPROVED.

S25 Group Review Stage (Final Reviews) for: Vyda Bielkus

Completed - Aug 4 2025
Score: 48% (26/54)

S25 Final Mentor Review Form

Mentor Review Form

Mentor Review Form

1. Your name:

Vyda Bielkus

2. Your email:

vyda@mit.edu

3. Team Name:

Aerogreen Africa

4. List the team members who attended mentorship sessions.

Team Members are: Shereef Gbadamosi , Eric RUKEBESHA, Chisa Nwokocha

Shereef Gbadamosi

5.0 How many times have you met with this team this cohort?

4

5.1 Has the team shared with you/presented/achieved these mile stones:

The above is applicable to both Group and 1on1 format and the Session # (i.e. when they shared this) is of course up to you, so this has not to be done in order. The purpose is for us to be able to make sure we place the teams in the correct mentoring format the next cohort.

Responses Selected:

Session 4 deliverable - Business Pitch ?

6.0 Were you able to collectively agree on goals and/or milestones during the sessions?

Somewhat

7.0 What level of progress would you say this team has achieved in terms of understanding their target market?

Some progress

8.0 How coachable is this team?

Somewhat coachable

9.0 How committed to the project is this team?

Mostly committed

10.0 Did this team identify an initial target market, customer type or early adopter?

Yes

10.1 Did this team pivot?

No

10.2 Did the team conduct customer interviews (not online surveys)?

Small number

10.3 What stage is the team currently at in their product development? (pick the most advanced choice)

Prototype or POC (Proof-of-Concept)

10.4 If any team members apply for a summer stipend, would you recommend they receive it?

Yes

11. If they request more funding would you support their request?

Other: depends on what the use of funds would be

12. Did your team share with you their plans for next cohort , in particular their request for additional funding from Explorer including a high-level project/budget plan?

Yes

13. Did the team present a 5-minute pitch to you?

(If **no**, please elaborate under question 16 why AND make sure you answer No to question 12)

Yes

14. If you support their application for additional funding, do you think they are ready to pitch to the Funding Board for a cumulative amount over 50.000 Dhs?

Yes

15. Would you like to continue mentoring this team through the next cohort?

We would like to keep as many teams working with their current mentors as possible throughout the calendar year.

No, I think they'd benefit from a different match

16. Please elaborate on your answer above and provide general feedback to help us understand the progress this team has made this cohort.

The team has a technical solution in mind to help farmers save water and have higher yields. They are capable team. It seems they want the money to go their next step to develop their solution, and I think that would be alright. They didn't do a great job in distinguishing themselves from the competition, as I would imagine their are solutions in the space already.

17. Please provide feedback that we can share with the teams (This can be duplicate from the previous question).

This is a very important problem to solve. As we discussed in our last session, it's important to really engage and grab your audience with a compelling story of why your product is needed, why it will be loved by your customers and how big that market potentially is. As you continue to enhance your pitch and your project, it would be beneficial to really understand your competitors and how your solution is unique from what already exits and to highlight that more in your pitch.

S25 Group Review Stage (Final Reviews) for: Bader Hamdan

Completed - Jul 21 2025
Score: 56% (30/54)

S25 Final Mentor Review Form

Mentor Review Form

Mentor Review Form

1. Your name:

Bader Hamdan

2. Your email:

baderhamdan@gmail.com

3. Team Name:

Aerogreen Africa

4. List the team members who attended mentorship sessions.

Team Members are: Shereef Gbadamosi , Eric RUKEBESHA, Chisa Nwokocha

Shareef, not sure I met the others

5.0 How many times have you met with this team this cohort?

2

5.1 Has the team shared with you/presented/achieved these mile stones:

The above is applicable to both Group and 1on1 format and the Session # (i.e. when they shared this) is of course up to you, so this has not to be done in order. The purpose is for us to be able to make sure we place the teams in the correct mentoring format the next cohort.

Responses Selected:

Session 2 deliverable - At least 2 major business assumptions ?

Session 3 deliverable - Conducted customer interviews ?

6.0 Were you able to collectively agree on goals and/or milestones during the sessions?

Somewhat

7.0 What level of progress would you say this team has achieved in terms of understanding their target market?

Some progress

8.0 How coachable is this team?

Somewhat coachable

9.0 How committed to the project is this team?

Not committed at all

10.0 Did this team identify an initial target market, customer type or early adopter?

Yes

10.1 Did this team pivot?

No

10.2 Did the team conduct customer interviews (not online surveys)?

Limited (e.g. two or three interviews, good start)

10.3 What stage is the team currently at in their product development? (pick the most advanced choice)

Prototype or POC (Proof-of-Concept)

10.4 If any team members apply for a summer stipend, would you recommend they receive it?

No

11. If they request more funding would you support their request?

No

12. Did your team share with you their plans for next cohort , in particular their request for additional funding from Explorer including a high-level project/budget plan?

No

13. Did the team present a 5-minute pitch to you?

(If **no**, please elaborate under question 16 why AND make sure you answer No to question 12)

No

14. If you support their application for additional funding, do you think they are ready to pitch to the Funding Board for a cumulative amount over 50.000 Dhs?

No

15. Would you like to continue mentoring this team through the next cohort?

We would like to keep as many teams working with their current mentors as possible throughout the calendar year.

No, I think they'd benefit from a different match

16. Please elaborate on your answer above and provide general feedback to help us understand the progress this team has made this cohort.

I don't have much context on the team/project as I had a limited interaction, they were a no show for some of the sessions

17. Please provide feedback that we can share with the teams (This can be duplicate from the previous question).

Interesting idea taking advantage of IoT to tap into the African agriculture space. Continue validating the technology fit and market fit / willingness to adopt such tech

Explorer Self-Assessment and Continuation Plan

Completed - Aug 21 2025

If this is your first cohort, see instructions HERE.

If this is NOT your first cohort, see instructions HERE.

Explorer Continuation Application and Self-Assessment Form

Please fill out all required fields before submitting your self-assessment.

Self-Assessment

Team Information

Team ID: ExID-25S-8682345858

Team Name: Aerogreen Africa

Team Members: Shereef Gbadamosi Eric RUKEBESHA, Chisa Nwokocha

Team Members Emails: shereef.GBADAMOSI@um6p.ma Eric.RUKEBESHA@um6p.ma, chisa.NWOKOCHA@um6p.ma

General Explorer Participation

Please answer these on behalf of your entire team.

1. Did you change team members during the cohort (added or deleted team members)?

No

2. How often has your team met with your mentor(s)?

3

3. If you have not met with your mentors(s), please explain why?

(No response)

4. Has your team found your Explorer mentor(s) to be beneficial?

Very much

5. What is the one thing (ONLY ONE please) you found most helpful about your mentor(s)?

Feedbacks

6. What is the one thing (ONLY ONE please) that you would like to change about your mentor(s)?

Nothing

7. How many unique workshops/webinars/pitch-a-thons offered by Explorer did your team attend (if two or more attended the same one, count it as 1)?

2 - 5

8. Did your team find the Explorer workshops/Webinars helpful?

Yes

9. Did you use the Explorer Expert office hours and if so, did you find them helpful?

No, we did not attend any

Team Progress

Please tell us about your progress and achievements.

These questions are merely key milestones in the commercialization activities and our objective is to understand where you are in that process.

Entrepreneurship is not linear and every idea/company needs to focus on what is most important/critical with regards to the technology and market development.

10. Did you have a major pivot?

No

11. Please describe the nature of the pivot in 500 characters or less.

(No response)

12. What would you say is your team's major challenge?

Product Cost/Pricing

13. Is your current value proposition still valid?

Aerogreen's aeroponics solution offers 90% water savings, 30% higher yields, and reduced costs for farmers in water-scarce regions.

Yes

14. How many times did you revise your Lean Business Model Canvas AND share those revisions with your mentor(s)?

2

15. How much primary market research have you completed?

A great deal

16. Do you have well defined customer segments?

Yes

17. Have you identified an initial target market or customer type?

Yes

18. Have you identified an early adopter?

Yes, but no commitment yet from them

19. Do you have an estimate of the size of your initial market?

25000000

20. Do you have an estimate of the total addressable market for your product/solution?

10000000

21. How many prospective customers has your team interviewed by phone or in person?

1-10

22. Have you run online or written customer surveys and/or focus groups and if so how many responses have you received?

We did not run any online or customer surveys

23. Do you have a working prototype (e.g. MVP)?

No

24. Do you have paying users/customers?

No

25. Is your idea patentable?

Yes, and we have not filed yet

26. What core skills does your team still need to develop the technology?

None, our team is good for now

27. Are there any other acheivements you would like to share (e.g. revenue, partnerships, licensing deals, etc.)?

None

27.1 In the past cohort (or any previous cohorts) have you put in a request to Explorer to spend some or all of you allocated funding (regardless if it was allowed or not)?

No. Please elaborate on on why you chose not use your funding this cohort (e.g. startup too early? Mentors advised you to wait? Didn't have time? Pivoted?): The funding was not sufficient to start the MVP, so we waited.

28. Do you have a pitch deck? (if so, please include a link to it here)

https://www.canva.com/design/DAGoE6ME5Tg/IldY5rZw-uDM0Sulbf_fvA/edit?utm_content=DAGoE6ME5Tg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

29. Do you have a website? (if so, please include a link to it here)

No

Next Cohort Plans

Please tell us about your plans for the next cohort.

30. What are your plans for Explorer in the next cohort?

Reapply for next Cohort and continue with a request for additional funding

31. Will your team meet the eligibility criteria (i.e. at least one member of the team has to be a full-time student, researcher or post-doc at UM6P, GEP, MASciR, 1337, YouCode, Cadi Ayyad, Hassan II, Mohammed V, PASET, Al Akhawayn or Technopark)?

NOTE: Due to UM6P policies, Explorer **no longer accepts eligibility from staff** (only students, researchers and post-docs). If you are a continuing team, you may continue filling this application, but you no longer are able to request additional funding. Please contact explorer@um6pventures.com with any questions. Note that a staff member can be on a team where the main applicant is a student, researcher or post-doc from an eligible institution.

Shereef Gbadamoosi, Eric Rukebesha, Chisa Nwokocha

Continuation Explorer Innovation Fund Application

Completed - Aug 23 2025

Explorer Innovation Fund Application Form

Please fill out all required before submitting your application. If this is a continuation application, some of your previous entries are listed. Please make sure to update where necessary.

NOTE: Due to UM6P policies, Explorer **no longer accepts eligibility from staff** (only students, researchers and post-docs). If you are a continuing team, you may continue filling this application, but you no longer are able to request additional funding. Please contact explorer@um6pventures.com with any questions. Note that a staff member can be on a team where the main applicant is a student, researcher or post-doc from an eligible institution.

Category Selection

1. Please select which fund you are applying for:

Explorer Innovation Fund Between 50.000 - 250.000 Dhs

Terms and Conditions

1. Terms and Conditions

1.1 Program Timeline

Applications deadline: September 1st, 2025

Cohort active: October 2025 - February 2026

Responses Selected:

I agree to the program timeline

1.2 Explorer Participation Guidelines:

I have read and understood the Explorer Participation Guidelines and by choosing yes below I agree and certify that I will abide by the Explorer Participation Guidelines and I will ensure that my team will also abide by the Explorer Participation Guidelines. The Explorer Participation Guidelines can be found at the link below:

Click Here to see Explorer Participation Guidelines

Responses Selected:

Yes

Project/Company Information

2. Project/Company/Team Information

2.1 Company/Project/Team Name

Aerogreen Africa

2.2 If your company/team name has changed since you first applied to Explorer, list any previous names

2.3 How many people are on your team?

(Please include yourself in the count. It's OK if the answer is 1)

3

2.4 Provide a URL to your project/company website if you have one

(No response)

2.5 Upload your team/company logo

This helps you be more memorable when we share your information with our sponsors. We encourage you to upload an image that represents your company if you have one.

aerogreen africa logo.pdf

Filename: aerogreen africa logo.pdf **Size:** 56.6 kB

2.6 Select up to three keywords that apply to your business venture.

Please place them in order of relevance where 1 is the most relevant. Please drag the numbers 1, 2 and 3 on the relevant areas. If you do not make any selections, this will impact the ability of the reviewers to review your application.
if you can't drag the numbers, then make sure you are using a laptop or contact explorer@um6pventures.com for help

1	Agriculture
2	Internet of Things
3	Hardware

Please confirm that you have made ALL three area selections above.

Responses Selected:

I have made all three selections

2.7 Proposed business model

B2B2C (Business to Business to Consumer)

2.8 Target Market

Responses Selected:

Morocco
Africa

2.9.a Did your idea come out of your institutions research or project (e.g. your thesis)?

If yes, you will need to get sign-off from the UM6P Technology Transfer Office (TTO) or your organization. Please contact the Explorer office if you have any questions.

No

Proposal Details

3. Proposal Details

Well thought out and written descriptions, in English, of the items below. One liner/sentence descriptions, or incoherent descriptions will result in immediate rejection of the application. Please make sure to put clear thought in your writing and run it by colleague(s) and/or mentor(s) beforehand.

3.1 Problem/Need Addressed by Technology

(150 word maximum)

Morocco faces critical challenges such as water scarcity, land degradation, and food insecurity, impacting agriculture and economic stability. Water shortages limit irrigation, land degradation reduces arable land, and food insecurity threatens growing populations.

Technology-driven solutions like precision agriculture, hydroponics, and AI-powered resource management can enhance water efficiency, restore soil health, and optimize food production. Smart irrigation systems reduce water wastage, while vertical and greenhouse farming maximize land use. Additionally, data-driven decision-making tools help farmers predict and mitigate risks.

By integrating these technologies, Morocco can improve agricultural resilience, ensuring sustainable food production and resource management. These innovations provide long-term solutions for addressing environmental and economic challenges.

3.2 Proposed Solution

Provide a description of your proposed solution (150 word maximum)

AeroGreen Africa provides an innovative solution to address Africa's pressing agricultural challenges, including water scarcity, land degradation, and food insecurity. Our approach integrates aeroponic farming, precision agriculture, and AI-driven resource management to optimize food production while minimizing environmental impact.

The timing is critical as climate change accelerates resource depletion. Our economically viable model ensures affordability and scalability for farmers, reducing reliance on traditional, inefficient farming methods. Moreover, environmental urgency demands sustainable agricultural practices to restore degraded lands and enhance food security.

By implementing AeroGreen Africa's solutions, farmers can maximize crop yields with minimal water and land use, ensuring long-term food sustainability. Our technology-driven system offers real-time data monitoring and predictive analytics, allowing proactive resource management.

With a focus on sustainability and innovation, AeroGreen Africa is positioned to revolutionize African agriculture, fostering a resilient, food-secure future.

3.3 Who is Your Competition?

Companies, Products and/or Technologies (150 word maximum)

Our primary competition includes traditional greenhouse farming, hydroponics systems, and aquaponics. These existing alternatives offer controlled-environment agriculture but often require higher water consumption and more extensive infrastructure compared to our aeroponics solution.

Competitor Companies:

AeroFarms – A leader in aeroponic farming, utilizing vertical farming techniques to enhance food production.
Plenty – Specializes in indoor vertical farms, emphasizing sustainability and high-yield production.
Crop One Holdings – Uses aeroponic technology to produce fresh greens with minimal resources.
Competing Technologies:

Hydroponics – Uses nutrient-rich water but requires more water than aeroponics.
Aquaponics – Combines fish farming with hydroponics but has higher maintenance needs.
Soil-Based Greenhouses – Traditional but less efficient in water and nutrient use.
Despite competition, our focus on sustainable, high-efficiency aeroponics with water conservation as a core advantage sets us apart.

3.4 Describe your team and your team's strengths.

It is strongly recommended that you have at least one teammate (Group size of 2 or more). Please note: all teammates listed here should also be listed on the members section of the application home page (150 word maximum)

Eric Rukebesha has a strong background in agriculture, seed production, and farm management. His deep knowledge of traditional and modern farming techniques, coupled with his ability to engage communities, makes him a key player in connecting farmers, businesses, and stakeholders. Additionally, his active networking within global organizations enhances our reach and influence in the agricultural sector.

Chisa Nwokocha is highly skilled in organization, problem-solving, and teamwork. With her ability to streamline operations and manage projects efficiently, she ensures that our team functions cohesively. Her strength in networking and forming partnerships further enhances our ability to access resources, knowledge, and technological advancements

Shereef Gbadamosi brings expertise in architectural design, sustainability, and climatic analysis. His ability to design buildings suited for agricultural applications, such as greenhouses and vertical farming, allows us to integrate sustainable infrastructure into modern agribusiness solutions. His creative problem-solving skills help in designing innovative and efficient farming environments.

3.5 What do you hope to gain from participation in Explorer?

What are your goals and what do you hope to achieve with Explorer funds and resources? (150 word maximum)

By participating in Explorer, we aim to secure the necessary funding and strategic guidance to scale our aeroponic farming solution, AeroGreen Africa. With Explorer's resources, we plan to refine our technology, expand pilot projects, and demonstrate our model's economic and environmental benefits to local communities. We seek mentorship to strengthen our operational framework, forge partnerships with industry experts, and refine our market entry strategy. Ultimately, our goal is to accelerate adoption of sustainable farming practices across Africa, ensuring reliable food production while preserving vital resources like water and arable land. By leveraging Explorer's support, we can validate our solution's scalability, create local jobs, and pave the way for widespread implementation of aeroponics. Our vision is to become a leading force in Africa's agricultural transformation, driving innovation and resilience in the face of pressing climate and resource challenges.

3.6 Do you plan to use any of your funds as for a summer stipend ?

- Up to two team members can request up to 2.000 Dhs/Month for a maximum of three months during the summer
- Only Students are eligible and will be employed as interns with UM6P
- The team members **MUST** be planning on making working on the project their highest priority during the summer.
- Potential interns **MUST** have authorization from their academic departments to allow them to take an internship during the summer
- Team will have to make a presentation to Explorer to justify the request
- **If you plan to request a stipend it should be clearly INCLUDED and JUSTIFIED in your budget. Separate line items should be included for each student requesting a stipend. (On Explorer Team Budget Plan)**

Yes

3.7 Do you plan to use any of your funds for international travel?

We encourage teams to find other sources of funds for international travel. However, if you do plan to use Explorer funds for international travel, please list all of the travel details below, including travelers, destination, and estimated cost.

Due to COVID-19 restrictions, we follow all UM6P policies.

No

3.8 Team build-out

If you are looking to augment your team, please describe what you are looking for and how you plan to do it. (150 word maximum)

Our current team comprises individuals with complementary expertise in sustainable building, project management, and agriculture. One team member has a robust background in agriculture, seed production, and farm management, proficient in both traditional and modern farming techniques, community engagement, and global networking. This unique blend provides invaluable insights and connectivity to farmers, businesses, and stakeholders. To further enhance our aeroponic solution, we plan to recruit an IoT/automation engineer with proven expertise in smart monitoring and data analytics. Our recruitment strategy will leverage industry networks, startup incubators, and specialized platforms to identify the right candidate. Augmenting our team with this technical skill set will accelerate development, ensure operational scalability, and strengthen our capacity to drive sustainable agricultural transformation through innovative technology.

3.9 High-level business plan and path to market

Describe how you plan to make money and what your path to market is, i.e. how you plan to engage with customers in the next 3 to 6 months. If you don't know yet, state that this is something you are looking for help with (150 word maximum)

Our business plan revolves around monetizing aeroponics systems through strategic partnerships, leasing, and maintenance services. We aim to generate revenue by collaborating with aeroponics system manufacturers and leasing units to large-scale farmers and agribusiness investors.

Our path to market over the next 3 to 6 months involves direct engagement with key stakeholders, including agritech companies, the Ministry of Agriculture, and cooperative investors. We will focus on marketing to urban and peri-urban farmers in Morocco (starting in Souss Massa) and gradually expand across Africa.

Customer acquisition will be driven by direct marketing and strategic partnerships, emphasizing the benefits of water-efficient, high-yield farming. Key success metrics include adoption rates, increased crop productivity, and water conservation.

This is an evolving strategy, and we are actively seeking expertise to refine our approach and scale operations efficiently.

3.10 Track record for the project or team

If this is a brand new project, say N/A, otherwise please let us know what progress you have made either as part of Explorer or outside (150 word maximum)

N/A, however, extensive market research has been conducted to validate its potential. Our team has analyzed the target market, identifying large-scale farmers in urban and peri-urban regions as key customers. We have also established connections with potential business partners, including agritech companies, the Ministry of Agriculture, and investors.

Research has been focused on understanding the scalability of aeroponics in Morocco and Africa, addressing food security challenges and water scarcity. We have also outlined a clear revenue model, estimating a total addressable market (TAM) of $25 million annually.

Additionally, we have developed initial product specifications and cost structures, ensuring feasibility for large agribusinesses. Our next steps involve refining our go-to-market strategy and securing strategic partnerships to accelerate adoption. While this is a new venture, our groundwork sets a strong foundation for growth and execution.

3.11 Please upload your business pitch here (slides only in PDF format). If you are asking for over 25.000 Dhs of funding, this is a mandatory field for consideration. It is optional otherwise.

(if you do not have a business pitch, you should not be applying for over 25,000 Dhs. Remember you can apply for no funding in your first cohort and work with your mentors on your business pitch)

Aerogreen Africa Presentation Slides.pdf

Filename: Aerogreen Africa Presentation Slides.pdf **Size:** 1.5 MB

One Page Pitch

4. One Page Pitch

4.1 Information Release

The responses in this section are for public use. We will be sharing these with sponsors and potentially the general public. Make sure that you are comfortable sharing whatever you include here.

Responses Selected:

I give permission for the information below and the personal information (Name, Email adress, Phone number) to be shared publicly

4.2 Value Proposition

Limit your response to 20 words

Aerogreen's aeroponics solution offers 90% water savings, 30% higher yields, and reduced costs for farmers in water-scarce regions.

4.3 Problem Addressed

Limit your response to 50 words

Morocco suffers from water scarcity, land degradation, and food insecurity, limiting irrigation and reducing arable land. These challenges threaten sustainable agriculture and economic stability amid a growing population and climate change.

4.4 Proposed Solution

Limit your response to 50 words

Africa’s agriculture is threatened by water scarcity, land degradation, and food insecurity—issues worsened by climate change and outdated farming practices. AeroGreen Africa tackles these challenges by revolutionizing food production through aeroponics, precision agriculture, and AI-driven resource management to maximize yields while conserving water and land.

Funding Details

5. Funding Details

5.1.a Have you received Explorer funds for this venture idea in the past?

Yes

Total Amount (in Dhs).

This is the total amount you have been awarded so far for this project by Explorer in all previous cohorts regardless if you have spent any of it or not.

5000

5.1.b How much did you spend already?

Please enter numerals only. Do not add any symbols or punctuation. Amount must be in Dhs.

This amount is the total that you have already spent or has already been approved for spending by Explorer. For example, if you have already spent 5000 Dhs and Explorer has approved a purchasing request for 2000 Dhs, then this box should contain 7000 Dhs.

0

5.2 Current Funding Request (This proposal only, must match your budget)

Please enter numerals only. Do not add any symbols or punctuation. Amount must be in Dhs.

This amount should include your remaining funds from previous cohorts (Question 5.1a - 5.1b). For example, if you were awarded 20000 Dhs previously (5.1a) and you have spent previously 8000 Dhs (5.1b) AND for this this cohort you are asking for an additional 15000 Dhs, then the answer to this question is (20000 - 8000) + 15000 = 27000 Dhs. This amount should be in your budget that you will fill out.

171347

5.3 Potential Cumulative Explorer Funding

171347.0 Dhs

5.4 Have you received, or are you concurrently applying for additional sources of funding?

Explorer teams may have up to 500.000 Dhs in prior investment funding and concurrent investment funding to be eligible for participation. Please list all sources of funding you have received, including prior Explorer funds (if any) and any other funds on or off campus.

Please note: if you are concurrently applying for other sources of funding, please notify us at when you receive the funding decision.

No

5.5 Other Funding

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source

Continuation Explorer Team Budget Plan

Completed - Aug 23 2025

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-25S-8682345858

Team Name: Aerogreen Africa Aerogreen Africa

1. If you do not have a budget and are applying for mentoring only and need help with creating a financial plan please click the appropriate box below (you will not be required for fill out a budget).

Responses Selected:

I want to submit a budget

2. Software

	Short Description	Amount (Dhs)	Click to add item
1	Crop Management Software: Platforms like Agrivi, FarmERP, or Cropwise can help manage planting schedules, track yields, monitor inputs, and analyze data.	5000	✔
2	Environmental Monitoring Software: Tools that integrate with sensors to track temperature, humidity, light, and other environmental factors. Examples include HortiMaestro, Priva, or Argus Control Systems.	10500	✔
3	Remote Sensing & Data Analytics: Utilizing satellite imagery and drone data with platforms like PrecisionHawk, Pix4D, or MicaSense for crop health monitoring, early stress detection, and optimized resource management.	5000	✖

Software Total: 20500.0

3. Hardware

	Short Description	Amount (Dhs)	Click to add item
1	Seed boxes: Containers for starting seeds or seedlings before transplanting into the main aeroponics system.	24282	✔
2	Watering System: Pumps, misters, sprayers, and plumbing required for nutrient solution delivery.	14864	✔
3	Labor: Costs associated with assembling and setting up the aeroponics module.	9046	✔
4	Drainage System: Ensures proper removal of excess nutrient solution and prevents waterlogging.	5034	✔
5	E.C. Meter: Measures the electrical conductivity of the nutrient solution, crucial for nutrient management.	2350	✔
6	pH Meter: Monitors the acidity/alkalinity of the nutrient solution, vital for nutrient uptake.	2350	✔
7	Sprinkler Pump: May be needed to provide adequate pressure for the watering system.	1354	✔
8	Thermometer: Monitors the temperature within the greenhouse environment.	175	✔
9	Greenhouse: Provides a controlled environment for the aeroponics system.	68870	✔

	Consider factors like size, materials, and climate control features.		
10	Watering System Housing: Structure to contain and protect the watering system components.	4376	✔

Hardware Total: 132701.0

4. Web/App Development

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Web/App Development Total: 0.0

5. Materials and Services

	Short Description	Amount (Dhs)	Click to add item
1	Electricity: Powers pumps, lights, and other electrical components.	5041	✔
2	Nutrients & Fertilizers: Ongoing cost of replenishing nutrient solutions.	2521	✔
3	Replacement of Components: Covers wear and tear of parts like pumps, misters, and filters.	2016	✔
4	Labor for Maintenance: Regular maintenance tasks, cleaning, and repairs.	3024	✔
5	Cleaning Supplies: Materials for maintaining hygiene and preventing disease	1008	✔
6	Unexpected Repairs: Contingency for unforeseen issues.	2016	✔
7	Miscellaneous Expenses: Sundry items and potential minor costs.	1008	✔
8	Sensors (E.C., pH, etc.): Monitoring and control components for precise adjustments.	1512	✔
9		0	✖

Materials and Services Total: 18146.0

6. Advertising and Marketing

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Advertising and Marketing Total: 0.0

7. Travel

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Travel Total: 0.0

8. Other Expenses

(list stipend requests here if you are requesting any, see question 3.6 on the application)

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Other Expenses Total: 0.0

Project Total: 171347.0

In section 5.2 of your application form, you said your funding request was: 171347 (continuing team) or 171347 (new team) - as a reminder, this number must match the Project Total above. By selecting Mark as Complete, you confirm these numbers match.

IF THE NUMBERS DO NOT MATCH, THIS WILL RESULT IN YOUR BUDGET NOT BEING APPROVED.

Funding Board Review Stage (New Applications) for: Dillon Muhly-Alexander

Incomplete
Score:

Review Task Form

FUNDING BOARD MEMBER (your name): **Dillon Muhly-Alexander**

email: **dillonma@mit.edu**

Team ID: ExID-25S-8682345858

Team Name: Aerogreen Africa

Applicant: Shereef Gbadamosi

Team Members: Eric RUKEBESHA, Chisa Nwokocha

Value Proposition: Aerogreen's aeroponics solution offers 90% water savings, 30% higher yields, and reduced costs for farmers in water-scarce regions.

Problem Addressed: Morocco suffers from water scarcity, land degradation, and food insecurity, limiting irrigation and reducing arable land. These challenges threaten sustainable agriculture and economic stability amid a growing population and climate change.

Proposed Solution: **Africa’s agriculture is threatened by water scarcity, land degradation, and food insecurity—issues worsened by climate change and outdated farming practices. AeroGreen Africa tackles these challenges by revolutionizing food production through aeroponics, precision agriculture, and AI-driven resource management to maximize yields while conserving water and land.**

MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

REVIEWERS: Hicham Benabou, Ira Hochman

AMOUNT JUSTIFICATION FROM REVIEWERS:

- **enough to build a first proto**
- **Business model & define customer first.**

REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- **171347**
- **171347**

RECOMMENDED AMOUNT BY REVIEWERS:

(No response)

Invite to Mock Funding Board?

(No response)

RECOMMENDED FUNDING LEVEL:

(No response)

Internal Feedback (if any, to EXPLORER Administration):

From Initial Review Stage:

-

From Mentor Review Stage:

-
- Interesting team, but need to get the business/G-T-M strategy defined. Prob need guidance on marketing, sales & business models in order to direct their PMR.

(No response)

External Feedback (TO CANDIDATES):

- Great idea and great team
  Go and run costumer discovery with your mentors
  Gather additionnal team members with IT background
- Food insecurity and water shortage a important problems to address. Thank you for tackling this. Work with your mentors on building a crystal clear "go-to-market" strategy where you have identified your first best customers and how they purchase and implement your solution. With that knowledge, you can better refine then build your prototype. Your mentors can help you do this. Seek them out. Good luck!

(No response)

Funding Board Review Stage (New Applications) for: loubna fatine

Incomplete
Score:

Review Task Form

FUNDING BOARD MEMBER (your name): **Ioubna fatine**

email: **fatineloubna@gmail.com**

Team ID: ExID-25S-8682345858

Team Name: Aerogreen Africa

Applicant: Shereef Gbadamosi

Team Members: Eric RUKEBESHA, Chisa Nwokocha

Value Proposition: Aerogreen's aeroponics solution offers 90% water savings, 30% higher yields, and reduced costs for farmers in water-scarce regions.

Problem Addressed: Morocco suffers from water scarcity, land degradation, and food insecurity, limiting irrigation and reducing arable land. These challenges threaten sustainable agriculture and economic stability amid a growing population and climate change.

Proposed Solution: **Africa’s agriculture is threatened by water scarcity, land degradation, and food insecurity—issues worsened by climate change and outdated farming practices. AeroGreen Africa tackles these challenges by revolutionizing food production through aeroponics, precision agriculture, and AI-driven resource management to maximize yields while conserving water and land.**

MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

REVIEWERS: Hicham Benabou, Ira Hochman

AMOUNT JUSTIFICATION FROM REVIEWERS:

- **enough to build a first proto**
- **Business model & define customer first.**

REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- **171347**
- **171347**

RECOMMENDED AMOUNT BY REVIEWERS:

(No response)

Invite to Mock Funding Board?

(No response)

RECOMMENDED FUNDING LEVEL:

(No response)

Internal Feedback (if any, to EXPLORER Administration):

From Initial Review Stage:

-

From Mentor Review Stage:

-
- Interesting team, but need to get the business/G-T-M strategy defined. Prob need guidance on marketing, sales & business models in order to direct their PMR.

(No response)

External Feedback (TO CANDIDATES):

- Great idea and great team
  Go and run costumer discovery with your mentors
  Gather additionnal team members with IT background
- Food insecurity and water shortage a important problems to address. Thank you for tackling this. Work with your mentors on building a crystal clear "go-to-market" strategy where you have identified your first best customers and how they purchase and implement your solution. With that knowledge, you can better refine then build your prototype. Your mentors can help you do this. Seek them out. Good luck!

(No response)

Funding Board Review Stage (New Applications) for: Mohamed Ismail Ettabi

Completed - Apr 2 2025
Score: 4% (4/104)

Review Task Form

FUNDING BOARD MEMBER (your name): **Mohamed Ismail Ettabi**

email: **mohamedismail.ettabi@emines.um6p.ma**

Team ID: ExID-25S-8682345858

Team Name: Aerogreen Africa

Applicant: Shereef Gbadamosi

Team Members: Eric RUKEBESHA, Chisa Nwokocha

Value Proposition: Aerogreen's aeroponics solution offers 90% water savings, 30% higher yields, and reduced costs for farmers in water-scarce regions.

Problem Addressed: Morocco suffers from water scarcity, land degradation, and food insecurity, limiting irrigation and reducing arable land. These challenges threaten sustainable agriculture and economic stability amid a growing population and climate change.

Proposed Solution: **Africa’s agriculture is threatened by water scarcity, land degradation, and food insecurity—issues worsened by climate change and outdated farming practices. AeroGreen Africa tackles these challenges by revolutionizing food production through aeroponics, precision agriculture, and AI-driven resource management to maximize yields while conserving water and land.**

MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

REVIEWERS: Hicham Benabou, Ira Hochman

AMOUNT JUSTIFICATION FROM REVIEWERS:

- **enough to build a first proto**
- **Business model & define customer first.**

REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- **171347**
- **171347**

RECOMMENDED AMOUNT BY REVIEWERS:

5000, 5000

Invite to Mock Funding Board?

NO

RECOMMENDED FUNDING LEVEL:

Partial Amount: 5000

Internal Feedback (if any, to EXPLORER Administration):

From Initial Review Stage:

-

From Mentor Review Stage:

-
- Interesting team, but need to get the business/G-T-M strategy defined. Prob need guidance on marketing, sales & business models in order to direct their PMR.

Interesting team, but need to get the business/G-T-M strategy defined. Prob need guidance on marketing, sales & business models in order to direct their PMR.

External Feedback (TO CANDIDATES):

- Great idea and great team
  Go and run costumer discovery with your mentors
  Gather additionnal team members with IT background
- Food insecurity and water shortage a important problems to address. Thank you for tackling this. Work with your mentors on building a crystal clear "go-to-market" strategy where you have identified your first best customers and how they purchase and implement your solution. With that knowledge, you can better refine then build your prototype. Your mentors can help you do this. Seek them out. Good luck!

Great idea and great team
Go and run costumer discovery with your mentors
Gather additionnal team members with IT background
Food insecurity and water shortage a important problems to address. Thank you for tackling this. Work with your mentors on building a crystal clear "go-to-market" strategy where you have identified your first best customers and how they purchase and implement your solution. With that knowledge, you can better refine then build your prototype. Your mentors can help you do this. Seek them out. Good luck!

Funding Board Review Stage (New Applications) for: Smriti Bhaya

Incomplete
Score:

Review Task Form

FUNDING BOARD MEMBER (your name): **Smriti Bhaya**

email: **smriti_b@mit.edu**

Team ID: ExID-25S-8682345858

Team Name: Aerogreen Africa

Applicant: Shereef Gbadamosi

Team Members: Eric RUKEBESHA, Chisa Nwokocha

Value Proposition: Aerogreen's aeroponics solution offers 90% water savings, 30% higher yields, and reduced costs for farmers in water-scarce regions.

Problem Addressed: Morocco suffers from water scarcity, land degradation, and food insecurity, limiting irrigation and reducing arable land. These challenges threaten sustainable agriculture and economic stability amid a growing population and climate change.

Proposed Solution: **Africa’s agriculture is threatened by water scarcity, land degradation, and food insecurity—issues worsened by climate change and outdated farming practices. AeroGreen Africa tackles these challenges by revolutionizing food production through aeroponics, precision agriculture, and AI-driven resource management to maximize yields while conserving water and land.**

MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

REVIEWERS: Hicham Benabou, Ira Hochman

AMOUNT JUSTIFICATION FROM REVIEWERS:

- **enough to build a first proto**
- **Business model & define customer first.**

REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- **171347**
- **171347**

RECOMMENDED AMOUNT BY REVIEWERS:

(No response)

Invite to Mock Funding Board?

(No response)

RECOMMENDED FUNDING LEVEL:

(No response)

Internal Feedback (if any, to EXPLORER Administration):

From Initial Review Stage:

-

From Mentor Review Stage:

-
- Interesting team, but need to get the business/G-T-M strategy defined. Prob need guidance on marketing, sales & business models in order to direct their PMR.

(No response)

External Feedback (TO CANDIDATES):

- Great idea and great team
  Go and run costumer discovery with your mentors
  Gather additionnal team members with IT background
- Food insecurity and water shortage a important problems to address. Thank you for tackling this. Work with your mentors on building a crystal clear "go-to-market" strategy where you have identified your first best customers and how they purchase and implement your solution. With that knowledge, you can better refine then build your prototype. Your mentors can help you do this. Seek them out. Good luck!

(No response)

AEROGREEN AFRICA

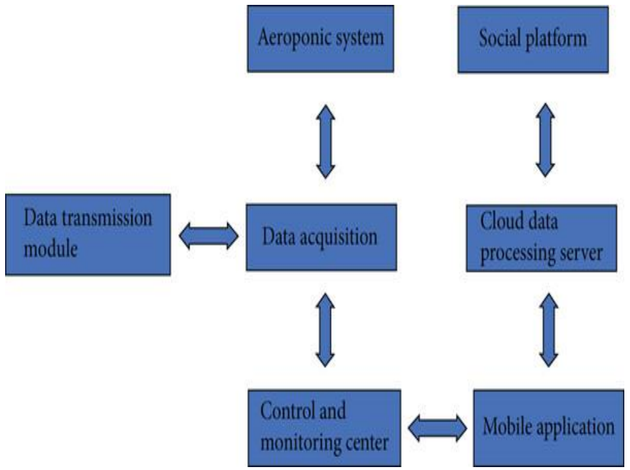
Innovating Agriculture Through Aeroponics and Smart Farming

Starting our journey, with farmers for farmers

Agenda

Business Core

- AeroGreen Africa is an agritech company focused on designing and implementing innovative smart greenhouse farming solutions using aeroponics, vertical farming to address water scarcity, food security, Labor theft, and environmental challenges in Africa, focusing on Morocco



Key Features:

- Aeroponic systems deliver nutrients via mist.
- IoT integration for real-time monitoring of Temperature, moisture, pest, crop growth, and more.
- Vertical farming for high-yield crop production.
- Focus on high-value crops like tomatoes and peppers.

Problem

Core Morocco/African Issues:

Water Scarcity

Agriculture consumes approximately 70% of Morocco's water resources, primarily due to irrigation practices in arid and semi-arid regions. (FAO, 2022).

Land Degradation

Shrinking arable land due to urbanization and climate change (World Bank, 2023).

Food Insecurity

Increase in population, dependence on imports and inefficient traditional farming methods(FAO, 2022).

Specifics to Morocco:

- Souss Massa region faces severe droughts
- Limited adoption of modern farming technologies

Solution/Necessity

Why AeroGreen Africa?

Timing

Increasing focus on sustainable development and food security through year round production.

Economic Viability

Farmers save up to 90% of water and achieve 20% higher yields.

Environmental Urgency

Combat drought, soil degradation, and sufficient food production to meet the increasing population demand

Aerogreen Africa

How is our Product Work?

• Technological Advancements

• Aeroponics use advancements in technology, leading to improved efficiency, productivity, and accessibility.

Automated Systems:

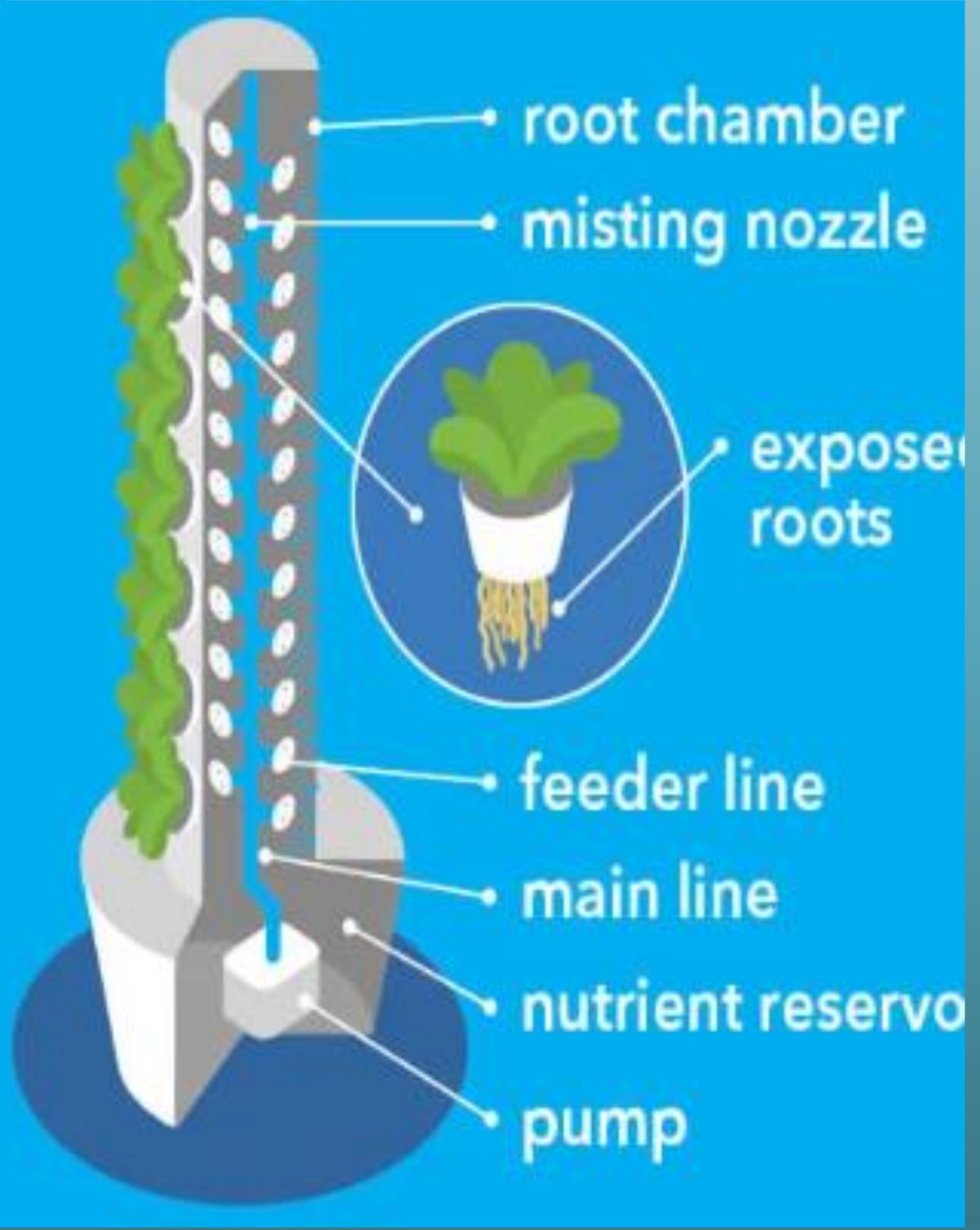
• Our System use Automation technologies, like sensors, actuators, and smart controllers, are being integrated into aeroponic systems. These systems can monitor and adjust environmental parameters, nutrient delivery, and misting cycles, optimizing plant growth and resource utilization.

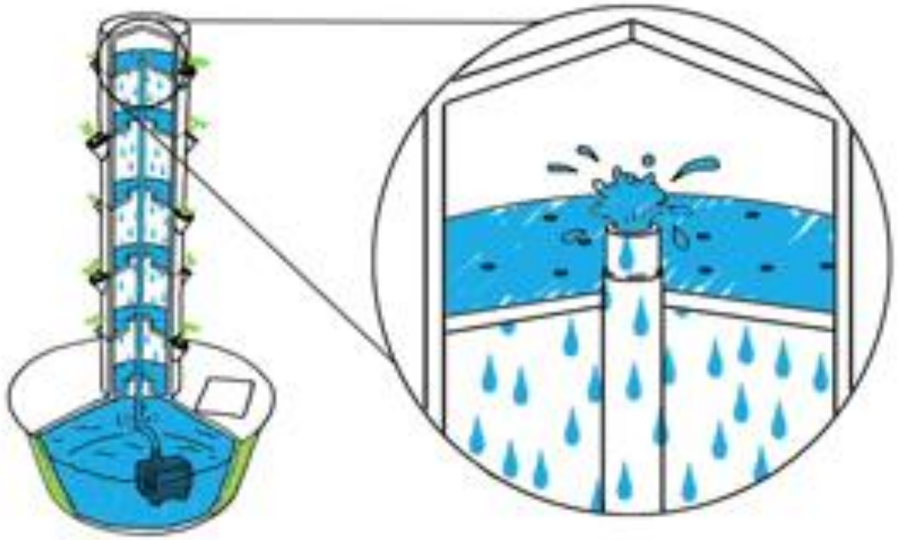
Remote Monitoring and Control:

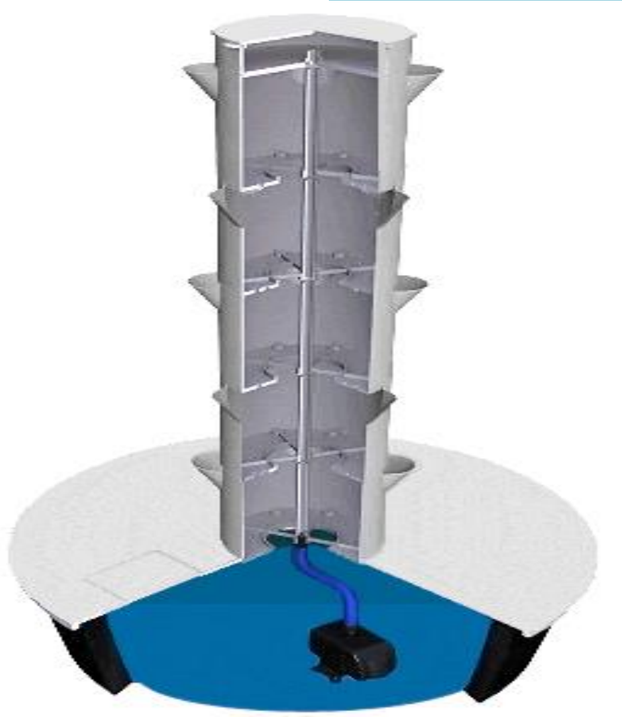
- With the help of IoT (Internet of Things) and cloud-based technologies, aeroponic systems can be remotely monitored and controlled.
- Growers can access real-time data, receive alerts, and make adjustments from anywhere, enhancing convenience and precision in cultivation.

Expansion of Commercial Applications

- Aeroponic systems are already being deployed in various settings, including indoor farms, research institutions, and vertical farming facilities.







- Aeroponic systems offer several advantages over other hydroponic techniques.
- The increased oxygen levels in the root zone promote faster growth rates and encourage the development of healthier, more robust plants.
- The absence of soil also minimizes the risk of soil-borne diseases and allows for easier monitoring and management of plant health.

1. Initial Infrastructure

Item	Cost (USD)	Cost (MAD)
Greenhouse	$6,830	68,870
Watering System Housing	$434	4,376
Sub-total	**$7,264**	**73,246**

2. Aeroponics Module

Item	Cost (USD)	Cost (MAD)
Seed Boxes	$2,409	24,282
Watering System	$1,474	14,864
Labor	$897	9,046
Drainage System	$499	5,034
Sub-total	**$5,279**	**53,226**

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Based on the information provided and the available data, an updated cost breakdown for establishing an aeroponics system in unit in a greenhouse focusing on a unit

Grand Total

Total Cost	USD	MAD
Overall	$15,718	132,701

Aeroponics System Maintenance Costs (Annual

Item	Estimated Cost (USD)	Estimated Cost (MAD)
Electricity (Pumps, Lights, etc.)	$500	5,041
Nutrients & Fertilizers	$250	2,521
Replacement of Components		
- Watering system parts	$120	1,210
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- Sensors (E.C. meter, pH meter, etc.)	$150	1,512
Labor for Maintenance	$300	3,024
Cleaning Supplies	$100	1,008
Unexpected Repairs	$200	2,016
Miscellaneous Expenses	$100	1,008

| Total Annual Maintenance Cost | $1,800 | 18,148 |

Target Market

Primary Audience

- Large-scale farmers in urban and peri-urban regions.

Targeted business partners

- Agribusiness investors and cooperatives.
- Agritech Companies, Holland Greentech
- UM6P
- Ministry of Agriculture and Fisheries in Morocco

Target Regions:

- Starting in Morocco (Souss Massa), expanding across Africa.

Sustainability

Long-Term Benefits:

Reduces reliance on imported crops, ensuring food security and increasing export capacity

Promotes sustainable water management in agriculture.

Year-round crop production in controlled environment, Providing more space for open field crops e.g cereals

Environmental Impact:

Mitigates greenhouse gas emissions and reduces soil degradation

Supports urban greening and reduces water consumption and carbon sequestration

Channels

Direct Marketing

Customers will be reached via direct marketing

Branded Partnerships

- Agribusiness investors and cooperatives.

Market/Industry

Market Size

Global controlled-environment agriculture market growing at a CAGR of 12%.

Broad Market TAM: $25,000 x 1,000 farms = $25 million annually.
•Beachhead Market TAM: $25,000 x 400 farms = $10 million annually.

Competitive Advantage

Scalability of aeroponics tailored to Morocco's and Africa's climatic and food insecurity challenges.

Scalable for urban farms and large agribusiness operations.

Future Outlook

Vision:

- Expansion to additional African countries (e.g. Nigeria, Chad).

AI-powered aeroponic systems for enhanced precision.

- AeroGreen training centers for educating farmers.

Goals (5 Years):

Capture 20% of Morocco’s urban farming market.

- Pilot projects in 3 African nations.

- Achieve $25M annual revenue.

Aerogreen Africa

Problem

The problem of water scarcity, soil degradation.

Existing Alternatives

Traditional greenhouse farming, Hydroponics system, Aquaponics

Solution

These problems can be solved by introducing Aeroponics farming system in green house

Key Metrics

- Increase in crop productivity.
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- Water conservation rate

Unique Value Proposition

Aeroponics system providing nutrient-rich mist directly to plant

High Level Concept

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Visualizing personas with the alignment of other end users within the market segment.

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Innovative tech savvy entrepreneurs focused on sustainability, high value crops and efficient eco friendly farming

Cost Structure

•System Cost: Approx $50,000- $100,000 per unit, including installations. Units Needed: Average farm requires 5 units, totaling $250,000 for a 15 meters square area of Greenhouse.

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Aerogreen Africa, We empowers farmers to incorporate technologies in farming.

THANK YOU

Aerogreen Africa

MEET AEROGREEN AFRICA TEAM

Shereef PELUMI

Constance CHISA

Eric RUKEBESHA


AEROGREEN
AFRICA

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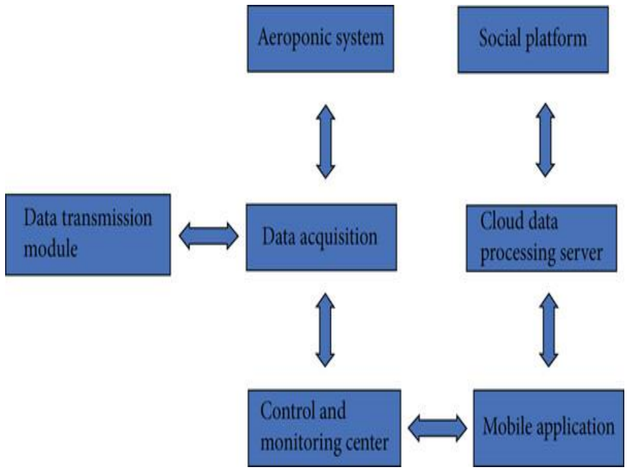

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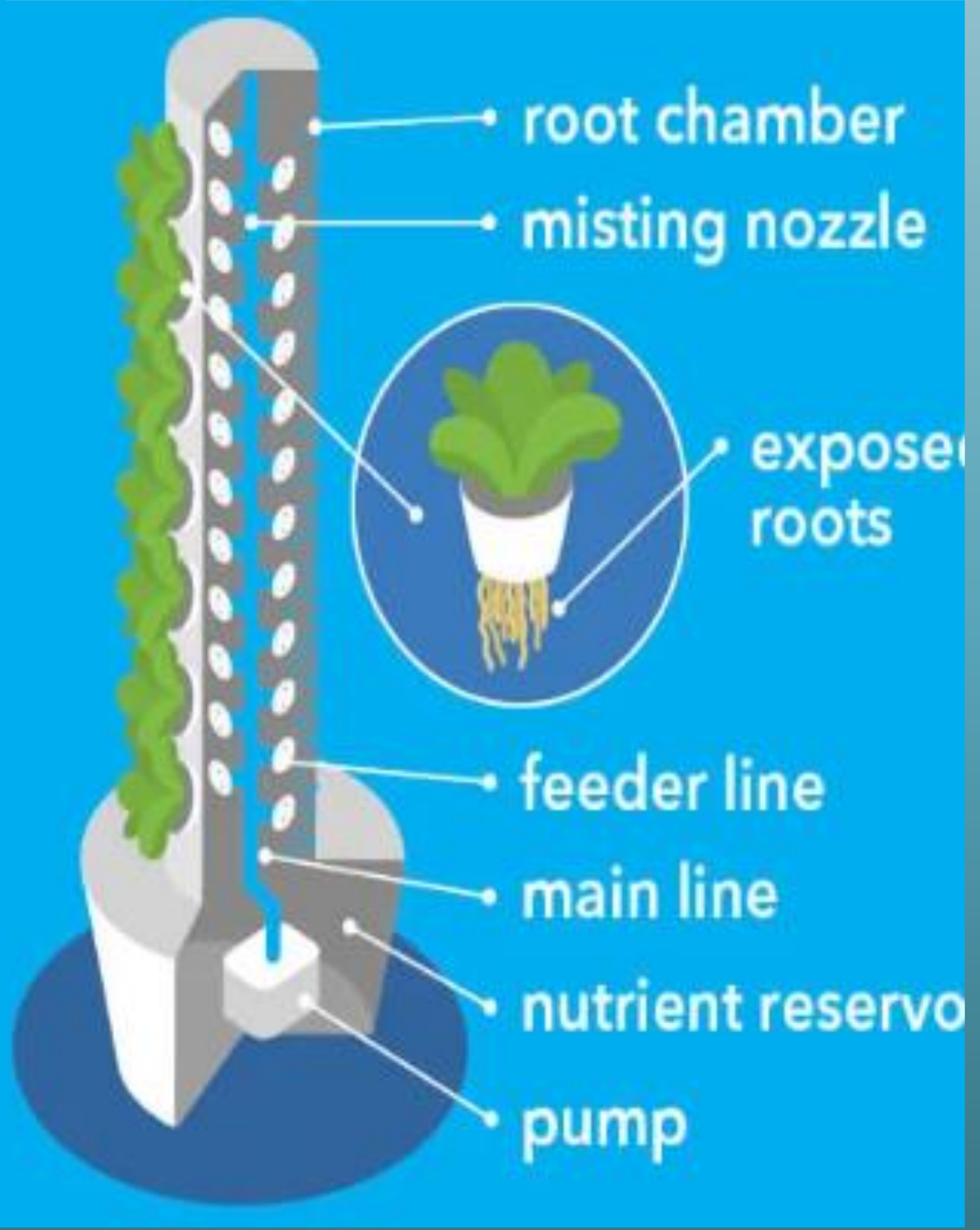

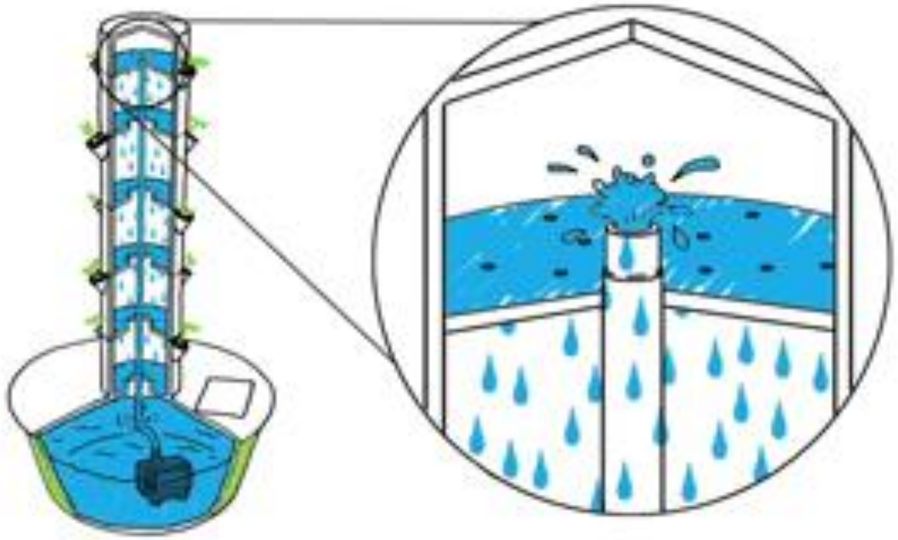

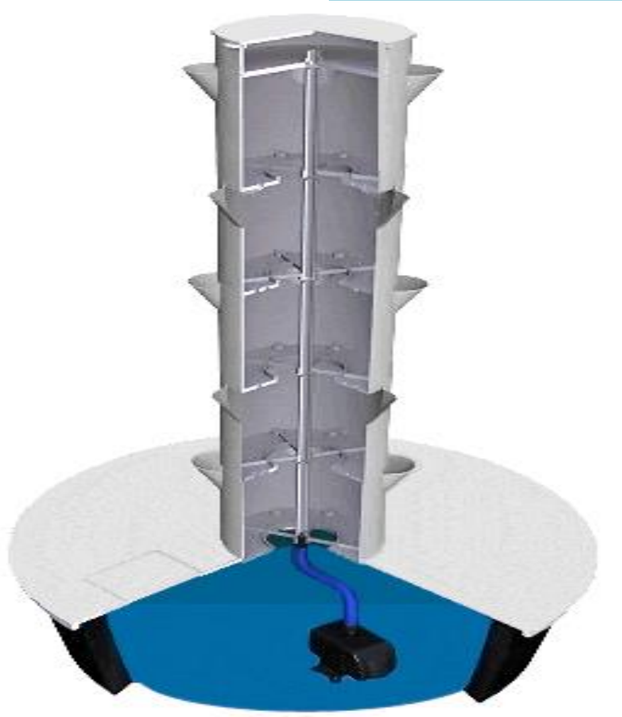

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