

ASTRID



Company Description

Climate change needs to be addressed by all levels of society. Astrid Climate Change is an EdTech company dedicated to elevating climate literacy through the use of interactive and immersive technologies. For people to have agency over their futures on the planet, climate literacy - the ability to understand and relate to the issues surrounding us - is a necessary tool.

Why us?

We are experience designers from Gagarín Interactive, a design studio with 29 years of experience in creating award-winning interactive exhibitions for museums and exhibitions. At the core of our design process is close collaboration with scientists.

Mission and vision

We aim to make climate science more accessible and enjoyable. The way we teach climate change must evolve and become more effective and we believe that learning can be both beautiful and playful whilst also being scientifically sound.

Team

Ásta Olga Magnúsdóttir
Geir Borg
Lemke Meijer
Vanessa Julia Carpenter
Laufey Inga Stefánsdóttir
Sunna Björk Mogensen
Haukur Breki Hilmarsson
Beatriz Prados

Project description

Our product suite utilizes the latest technologies in order to captivate and inspire youth, namely Virtual Reality and interactive, online experiences. These are designed specifically for climate change curriculums in schools and are also suitable and beneficial for adults and the general public.

Unique value proposition

We are transforming the way everyone learns about climate change.

Achievements

We have an MVP called the Garden of Choices, a virtual reality multiplayer roleplaying experience for up to five players. We are currently developing our next product, a single player VR experience focused on the Arctic Ocean which we have designed with ocean scientists. MVP release: 03/24.

Financing needs

We are seeking EUR 2.000.000 to bring our first Minimum Viable Products to Minimum Marketable Products. We require funders who are passionate about supporting climate change actions and educational transformation.

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