

Marketing Validation

This project is Finalist in the TIC AMERICAS 2020 challenge winning out of 2,085 projects which you can see via

<https://ticamericas.net/finals/finalist/caribbeansargassumproblem.php>



Figure 1- Recognition of achievement by the TIC AMERICAS

I got awareness about the problem through a platform called the digital maker space by conservation x labs. The community manager tom posted the problem and I started proposing many solutions and I remember the community saying no to my different design ideas and big yes to this design finally. Then the project got published in the

Digital Make Space website in the conservationx labs which you can see via the link <https://conservationx.com/project/id/372/caribbeanssargassumproblem>

And my project has been great topic for discussion in the Digital Maker Space community via <https://conservationx.com/lab/discuss/1135>

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What a great idea! This may spark some further thoughts from @Anteneh Gashaw who is working on a solution to Sargassum - and for @Andreas Merk who is working on a solution to create biochar briquettes out of invasive species.

I wonder how else we could use the method to repurpose sargassum...? Briquettes (for cookstoves) probably wouldn't be the best solution for the tropics, but maybe something else for use in the Caribbean... I'm trying to think of things that cause a negative impact that we could potentially replace, like plastic bags. Six-ring can holders maybe, *that's been done at least once.*

Anteneh, instead of simply being diced and trucked away, perhaps the sargassum could be repurposed?

Andreas, what do you think about a similar solution to yours - but for sargassum instead of terrestrial invasive plants?

May 28 by Tom Quigley

Figure 2- comment by experts in the Caribbean

According to Mickey Charteris (<https://www.caribbeanreeflife.com/caribbean-reef-lifeblog/record-breaking-amounts-of-sargassum-in-the-caribbean-what-is-it-and-where-is-itcoming-from>) this is a unique design ever to be proposed. I have attached the email exchange between me and Mickey Charteris.

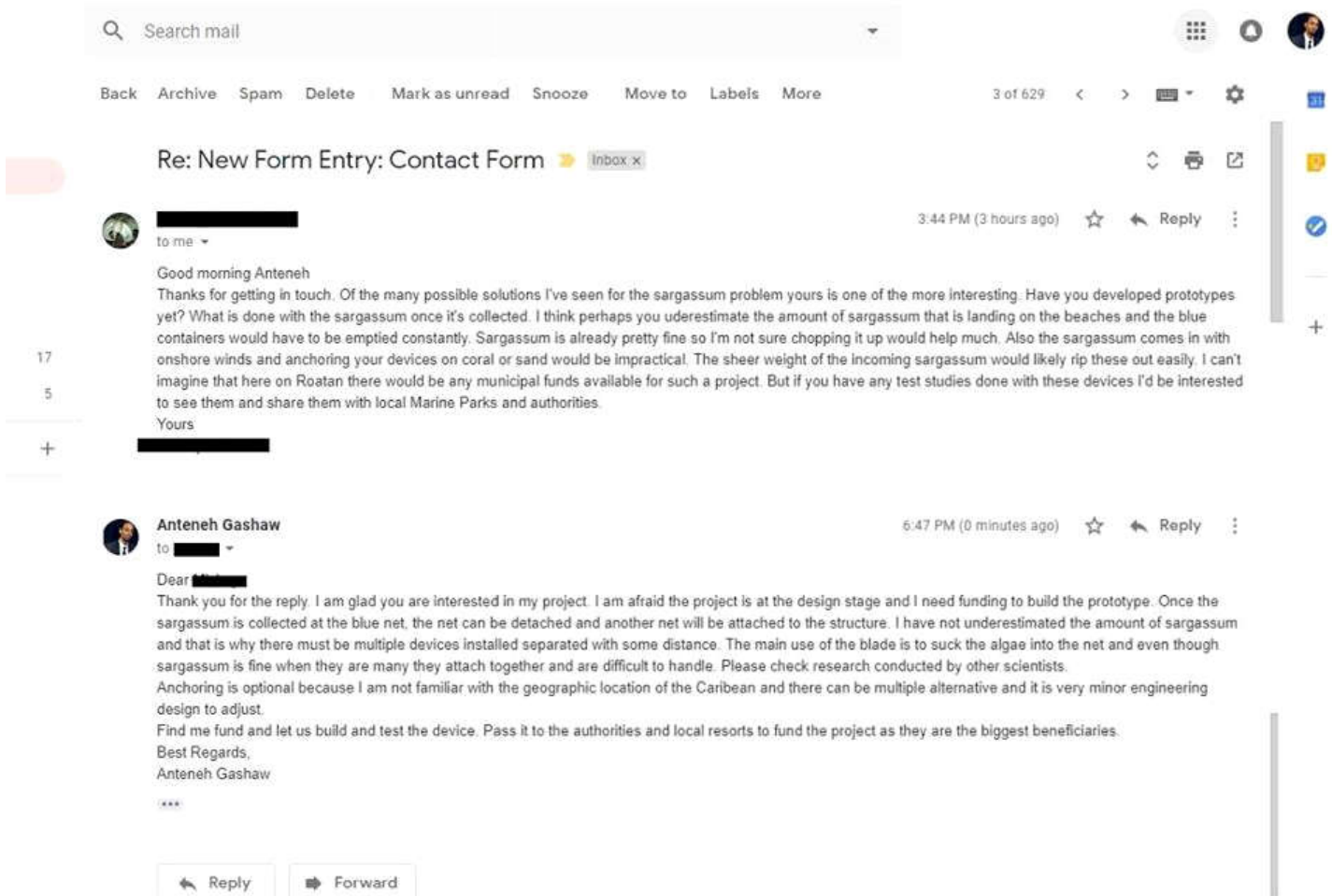


Figure 3- comment by expert in the Caribbean,