



Connecting Bridges and Borders Program

Entrepreneurship and Innovation NJCU—Jersey City Connect Project

Applying AI to Agriculture and Urban Planning

<https://www.youtube.com/watch?v=St2gcGPVINO&feature=youtu.be>

Jersey City, July 31, 2020—The agricultural industry, though vital to the modern world, rarely contributes positively to the environment and cleanliness of the air in which we breathe. Recent shifts in the average American person’s free time spent at home due to COVID-19 have led to an emphasis on the advent of individualized and local farming habits. This idea is what makes companies like GrowSquares possible.

This week’s exciting new episode of “Connecting Bridges and Borders” consists of a fascinating conversation with Zachary Whitman from GrowSquares, a rapidly growing application that boasts its “remote sensing technologies” to survey any person’s space and decide which plants would grow best where they live, and how to tend to those plants. Professor Weiss and Whitman discuss the environmental benefits of such an app, as well as its impressive abilities to gauge an area and create personalized experiences for each user.

Whitman outlines the ways in which GrowSquares might transform the agricultural world as we know it—albeit, in small, concentrated pockets of society—by promoting the growth of goods for the individual.

“We like to position ourselves as the intersection of technology and microbiology,” Whitman explains.

That is, up to date technology coupled with detailed microbiology is a combination fit for reducing the carbon footprint of thousands of individuals in metropolitan areas, and eventually rural and suburban areas as well.

About Us

The Institute for Dispute Resolution at NJCU is a platform under the School of Business that seeks to promote international negotiation and mediation techniques to manage disputes in cross border commercial and general conflict resolution forums.

GrowSquares is an application designed to simplify gardening for the everyday person; with personalized growth plans and tips for building the best garden, GrowSquares optimizes the experience of individual local gardening.

<https://www.growsquares.com/>

Contact

Darby Zelaskowski, Public Relations

dzelaskowski01@manhattan.edu

<https://www.njcu.edu/academics/schools-colleges/school-business/institute-dispute-resolution-idr>

American-Hungarian Chamber of Commerce

<http://en.amhuncham.org/>