**Session Proposal**

1. **Session Title**

Soil Technology Applications and Entrepreneurship: Driving Sustainable Soil Solutions

1. **Session Organizers**

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1. **Session Description**

Bridging the gap between innovative soil technologies and real-world impact requires effective application and entrepreneurial vision. This session explores the integration of advanced soil technologies – encompassing precision sensing, novel amendments, biological inoculants, data analytics, and AI-driven management tools – with robust business models and entrepreneurial strategies. We will examine case studies where technological solutions are successfully applied to address critical soil challenges like degradation, nutrient imbalances, pollution, and climate resilience. A core focus will be on fostering entrepreneurship within the soil sector, highlighting pathways for scientists, engineers, and farmers to translate research into viable products, services, and startups. Discussions will cover technology commercialization challenges, funding landscapes (venture capital, grants, impact investment), market adoption barriers, policy enablers, and the role of public-private partnerships. The session aims to catalyze connections between innovators, investors, policymakers, and practitioners to accelerate the deployment of integrated soil technologies for scalable, sustainable soil management and enhanced food production systems globally.

1. **Relevance**

This session directly aligns with the congress theme "Soil and the Shared Future for Humankind" by focusing on practical, scalable solutions. Integrating advanced technologies with entrepreneurial drive is essential for reversing soil degradation, enhancing agricultural productivity sustainably, and building climate resilience – all critical for global food security, environmental health, and equitable livelihoods. It addresses the urgent need to translate soil science into impactful action through market-driven innovation, supporting the transition towards sustainable land use essential for humanity's shared future.

1. **Format**

Oral presentations, Lightning pitches (for early-stage innovations/startups), Panel discussion, Facilitated networking.