Dear Aspiring Entrepreneurs,

 I would like to invite you to join the revolution of our time by learning more about going green with rooftop gardening. Over the past decade the population of our city has grown incredibly. In order to accommodate this population growth, we have developed new roads and constructed new buildings. Although we have tried to keep in mind leaving green spaces to enjoy they have still become a rarity. There is a shortage of green space in the city of Austin. We want to be able to grow plants in a cost efficient manner on our rooftops. These rooftops are the perfect setting for our citizens to begin their own rooftop garden. You have probably already become familiar with some the great benefits that come with rooftop gardening. Rooftop gardening is an attractive and energy-saving alternative to a conventional rooftop. Rooftop gardens can keep buildings cooler, save energy, extend the useful life of the roof, and add beauty and useable space.

 The opportunity to join the rooftop garden revolution is here and along with it is an opportunity for you to be creative and come up with a product that will get more people to join. As your mayor I urge you to join by coming up with a kit for rooftop gardening. It should include all the things you deem necessary for anyone to start their own rooftop garden. Think out of the box, be innovative and exciting, but keep in mind that we want many if not all of our citizens to join by purchasing a kit to get started.

Good luck,

Austinland City Mayor