

AI-Accelerated Idea for App That Supports Farmers Wins Red Bull Basement World Final in Tokyo

By [Red Bull Basement](#)

[Red Bull Basement](#), the global event empowering a new generation of innovators to launch world-changing, AI-accelerated startups, has crowned its winner for 2024: Team AgriConnect from the Philippines. The award ceremony was the culmination of a three-day World Final that brought national-winning teams from nearly 40 countries to Tokyo, Japan.

More than 110,000 applications were submitted worldwide for the 2024 edition of Red Bull Basement. From ideation to execution, the national winners invited to Tokyo developed the skills, confidence, and networks needed to turn their visions into reality. The World Final was an intensive opportunity featuring workshops, AI training, and networking with international entrepreneurs, innovators, coaches and business leaders such as Jessica Hawk, Corporate Vice President for Data, AI, and Digital Applications at Microsoft, Amar Al Naimi, a Red Bull esports professional who has founded several businesses, and many more.

Hawk said, “At Microsoft, our mission is to empower every person and every organization on the planet to achieve more. There's a creative

energy that these young people are bringing and connecting their creativity with the possibilities of generative AI – there's magic in that. I expect that some truly legendary experiences are going to come from this type of forum.”

On the concluding day, the teams showcased their ideas to the world in an Idea Gallery exhibition, and the Top 10 made a pitch to the global judging panel: Hans Yang, head of Microsoft for Startups; Letizia Royo-Villanova, early-stage investor at renowned Silicon Valley-based VC firm and accelerator Plug and Play; Jun Yuh, an influential entrepreneur and business mentor; Ryan Sagare, host and producer of the AMD Meet the Experts webinar series; and Molly Carlson, Red Bull cliff diving athlete and entrepreneur.

The Top 10 ideas ranged from a mental strength training app empowering athletes to a sustainable vehicle battery, but it was AgriConnect founder Aldrin Sojourner Gamayon who captured the judges' vote. The ingenious idea for an agriculture tracking app that allows even remote farmers to monitor their crops, build resilience and increase yield was inspired by the innovator's own family. As the winner, Gamayon will embark on a three-week, all-expenses-paid trip to the California technology hub of Silicon Valley, where he will be immersed in a program of networking and mentorship with tech and VC leaders.

“This means so much, because I'm doing it beyond myself. I'm doing this for Filipino farmers,” Gamayon said. Looking at his trophy, he added, “This wasn't just about competing or winning. It's about sharing moments and memories with people who are like-minded. I

share this with all the other teams who are here.”

Previous Red Bull Basement winner Audvice from Austria – an AI-powered private podcasting platform for HR and educational professionals – has gone on to secure multi-million-dollar investments, partner with global brands and attract a transformative acquisition deal.

Red Bull Basement collaborated with Microsoft and AMD for this 2024 edition, focusing strongly on AI technologies to deliver the best possible experience. The Red Bull Basement Chatbot, powered by Microsoft, uses Azure OpenAI Service which includes AMD Instinct™ Accelerators and AMD EPYC™ Processors as part of its hardware infrastructure, to assist teams in developing ideas and creating business plans. These components are integral to the service’s ability to handle complex AI workloads efficiently. In addition, the national winners received an AI-enabled laptop with the latest AMD Ryzen™ AI processor technology to utilise Microsoft’s AI technologies during the critical Development Phase as they prepared for the World Final in Tokyo, Japan.

Today’s innovators are driven by entrepreneurial ambitions and a purposeful desire to make a true impact. Red Bull Basement empowers the next generation of innovators to develop and launch outstanding ideas, accelerated by AI technology. Participants are offered personal growth opportunities from networking to collaboration and expert mentor workshops – holistically supporting their aim to innovate and disrupt today's

status quo with the help of the latest technology. In the culmination of the 2024 edition, teams from nearly 40 countries engaged with thought leaders, entrepreneurs and visionaries from around the world as they brought their ideas to life at the World Final.

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