



Crypto Trees Whitepaper

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ABSTRACT

Climate change is the most concerning problem of the new decade since it's quickly deteriorating the lives of all living things causing diseases, disturbances in the day to day of most persons and in more extreme cases, a direct correlation to millions of deaths globally.

What we're proposing is a blockchain application that aims to stop air pollution by planting real trees in the areas where they are most needed when users purchase virtual collectible trees while users and companies get rewarded for doing so in tokens.

Using IoT devices to measure the impact of each individual tree planted, companies can employ this dApp to reduce their footprint so that they can operate at a higher production rate. Individuals finally have a simple way of contribution to the environment with a way of reducing air pollution without any overhead.

In this document we are presenting the motivations and goals that we aim to reach along the way of creating a decentralized application and planting system that will create a positive impact to the environment for the longer term so that future generations can enjoy a greener, healthier world.

MOTIVATION

The main reason we started this project was because of a profound analysis about how the world will look like if we continue using the same methodologies to generate energy while ignoring the ever present polluted environment most of us live in.

Another major motivation was the problem of contributing to the environment for the everyday person. It's easy to plant a tree but the extensive maintenance and measuring of the positive impact it makes is harder since it requires a team of dedicated individuals working on the plantations for months and even years.

There's a huge need in the market for devices that can precisely measure the absorption of greenhouse gases and oxygen emissions of trees because it's a hard problem to solve that none has tackled yet. We will be the first ones to deliver a solid Arduino powered IoT device that measures real-time data for each individual tree.

A constant stream of cars emitting poisonous chemical gases to the air we breathe, factories generating massive amount of unhealthy air pollutants that not only affect the workers in those plants but also the consumers that receive the contaminated products and massive amounts of toxic waste generated by every single individual living in a community.

Those byproducts of the modern lifestyle won't fix themselves until we create measures that balance the negative impact to the environment in a simple, easy to use manner that every individual can use freely from their own devices. Because the only way we can begin to tackle air contamination is by combining efforts with all the individuals that are climate conscious, people that understand that their legacy is dictated by present decisions, people that share our vision of a cleaner, more humane world to live and it begins by measuring each individual component participating in the process.

Companies are returning to use biodegradable alternatives to their products which means that they will need more wood to produce packages and boxes. Essentially, we can expect

a huge increase in demand for wood based product which will cause a reduction of world's forests sizes. We'll help in that sector by producing sustainable tree developments so that we get wood while growing the plantations.

The Paris Agreement signed by most countries in the planet is a great demonstration of how important these climate change challenges are to the world leaders. It consists on countries committing to reduce their carbon footprint and greenhouse gases emissions. They understand better than most the simple fact that we must regulate emissions and create measures to counteract the negative emissions that modern technology.

VISION

We envision a world in which citizens can enjoy a clean environment in which they feel safe breathing pure air generated by the most efficient system we have to date: natural trees.

Because trees are organisms capable of capturing toxic air particles to absorb them into clean, breathable air all around them. Why not take advantage of the system used by nature itself to self-regulate air conditions for millions of years, even before humans populated the planet.

We believe that we can facilitate the contribution of potentially millions of users interested in reducing air pollution by creating an intuitive blockchain application that works in conjunction with real plantations.

Even though we fully believe in the trust provided by decentralized technology, we understand that it may be too complicated for more traditional users familiar with classic web and mobile experiences. That's why we are creating our dApp with centralized alternatives to allow everybody to participate in the project even without blockchain experience as a user automatically. Those already connected to the Ethereum blockchain will see no difference to the real application.

We'll use the funds raised in the Security Token Offering to purchase real land in which to plant the virtual trees acquired by our users while also expanding our operations to increase the rate of plantation. We'll set monthly goals to contribute to the environment using those proceedings as an example of how companies should treat nature.

Our goal is to create large areas full of trees that act as world's lungs to a level comparable to the Amazon rainforest in order to reduce air pollution. It will be a massive reserve of wildlife, natural wood for companies to use and places that people can enjoy for cleaning their own energies.

We are working towards a long-term vision in which thousands of trees planted by us can be used as natural resources for wood and sources of massive amounts of clean air since trees, by nature, grow slow and take dozens of years to reach a considerable size.

We also want to help companies by providing an easy system to purchase large quantities of trees to plant that will grow with their name on them so that they continue reducing their global impact without having to worry about the management of it all. Just purchase and see the results of an automatic strategy delivered by skilled workers all around the globe. It's a fantastic way of improving the brands name to their customers since we all like those that are actively working towards making the world a better place.

We will popularise becoming greener as a natural activity that everybody practices. We'll partner with companies to benefit those that help solve environmental issues so that the world benefits from people's consumption.

For companies

Companies will benefit from using our dApp to offset their carbon emissions to become carbon neutral by purchasing large amounts of trees. Those trees will evolve over time, generating more and more clean air while filtering toxic gases to the point of offsetting an excess of greenhouse emissions while generating valuable AIR tokens that can be traded for real assets.

At some point, companies will generate more beneficial gases than greenhouse gases which will become an asset that generates funds in the form of ever increasing AIR tokens. They will receive certificates as proof of their contribution to reducing climate change. They will be able to sell their trees at any point as wood or as a tradable virtual collectible.

For individuals

Individuals can purchase trees-as-a-service as a simple, yet reliable investment since trees become assets that generate a surplus of AIR tokens after some time. Users can simply purchase and forget their trees to find out months later that they made a nice profit.

Trees are unique and collectible which means that they preserve their value long after purchased. Individuals will benefit from the easiest way that they can contribute to the environment since they can pay it and forget it. No more moving costs to take care of your plantation since we do all the work while you get the satisfaction of a full grown tree generating clean air.

THE CRYPTOTREES DAPP

Overview

The work-in-progress decentralized application that we are currently building will be the most advanced, yet easy to use system to purchase virtual collectible ERC-721 trees that generate ERC-20 AIR tokens while providing a dashboard with your individual impact to the global climate.

A place where people can buy unique trees based on real types in a few clicks with their Ethereum wallets as long as they have the funds required to pay for the management costs of planting and taking care of the trees. They can also purchase trees with their credit card or paypal accounts if they don't have an Ethereum account since we understand people's decisions to use the dapp without an Ethereum account.

The moment a user buys a tree, we plant the real equivalent of their collectible in the location of their choice from a pool of owned areas across the globe. We'll constantly work on acquiring new areas that can be filled with growing trees for the benefit of humanity. They will be public and accessible by anyone interested in checking their own trees. Those areas will be a source of income since we'll setup an entrance fee for enjoying the place.

Dashboard

We'll provide a dashboard to owners of trees that will contain updated information about the trees' status including their contribution to air contamination reduction, age and state of the tree, monthly pictures of the tree's progress and maintenance costs for guaranteeing the optimal trees' development.

The dashboard will also provide the amount of AIR tokens that you get daily as a tree owner equivalent to the real clean air filtered by your ever evolving tree as a reward for producing a cleaner climate for the entire world to enjoy.

There are important costs associated with planting and maintaining large quantities of trees, that's why we'll take a portion of the purchase price as funds to use for keeping trees in great shape for as long as possible.

The dashboard will be powered by an IoT that receives real-time information of changes surrounding the tree so that you can make an informed decision of the trees' state to verify the proper development of your little plant. These Arduino based devices will be initially created and manufactured by us using 3D printers with biodegradable materials until we can outsource the production of larger quantities to companies specialised in creating sustainable, clean manufacturing.

Each tree will have a unique identifier associated with it to guarantee that the tree has been planted at the specified location. In the dashboard users will see a map with the trees owned, updated pictures of the real trees and the identifiers.

Marketplace

Cryptotrees' marketplace will allow individuals to purchase virtual, collectible, unique ERC-721 trees that can be traded at any point with other users. The moment you buy a tree, it will begin growing according to your own real-world linked tree. The more it grows the more valuable it becomes since it generates ERC-20 AIR tokens that can be traded for other cryptocurrencies or used inside our store.

The store is simply a place to trade your AIR tokens by getting discounts for specific products from partner companies. We'll integrate several exchanges' API in our store so that you can immediately exchange your coins for other cryptocurrencies without leaving the dApp, in a few minutes.

New unique crypto trees will be generated daily and will be planted the moment someone purchases them. You can purchase unique trees one by one. Alternatively, companies can purchase large quantities of specific types of trees to continuously reduce their environmental impact so that they can produce at faster rates.

Users have to pay a fixed fee of \$5 dollars as maintenance costs for each tree monthly the first month in which we take care of all costs associated with maintaining the trees by using

raised funds from the Initial Coin Offering. We may reduce or increase the monthly fee depending on future conditions.

Understanding decentralization

Our application is decentralized because we believe in putting trust back to the owners of the virtual trees since each tree will be traceable using ERC-721 tokens. By combining standards with ERC-20 tokens, we can finally provide a valuable token representing the real-world contribution to the environment with precision.

In the blockchain we can't fake or modify existing information which is great for trusting on the promises made by the decentralized application.

Because of the decentralized nature of the system, the application won't have a single point of failure, which means that we can guarantee a working backend for as long as Ethereum is an active project.

THE ERC-20 AIR TOKEN

Overview

The main token used for the entire CryptoTrees platform is the AIR token, a new ERC-20 Ethereum-based token created to provide users with a simple system to measure the impact they are making to the environment.

Trees generate AIR tokens daily based on their size and measures taken from our proprietary IoT devices that captures air conditions surrounding each tree such as air pollution in the air and ground moisture to understand the most optimal moment to water the tree. The older and larger a tree is, the more AIR it generates which means more revenue for tree owners.

Users can receive their AIR tokens for each tree manually every 24 hours or wait until the AIR accumulates into a larger size.

AIR tokens represent the real-world impact that each tree makes to the environment. We use IoT devices to register how much clean air a tree generates to attain measurable data for transferring the right amount of AIR tokens to the owner.

Utility

The token will be used as a reward for tree holders that actively participate in the system by purchasing and maintaining trees for longer periods of time. It will be used as a medium of exchange for coupons, discounts, products and services available in the CryptoTrees' marketplace.

Users can use their AIR tokens to pay the monthly fee for maintenance costs as a partial or total payment. Ideally, large trees will generate enough clean AIR that they can pay for themselves to sustain their continuous growth for years to come. Until then, the responsibility is on the hands of each tree owner to pay for the minimal maintenance costs.

Given that the supply of AIR token is fixed and limited, we'll update the AIR rewards based on a percentage of tokens to distribute daily. This means that we will never run out of AIR tokens to reward tree holders since the rewards will be reduced the more trees there are in

the market. The reduction in rewards will produce an increase in the token value because of reduced supply, thus rewarding engaged holders.

Initially, there will be a daily distribution of 1% of free AIR tokens to tree holders. The more holders there are, the less each one gets which is understandable since the combined efforts overcome the individual.

Specifications

Total supply: **100 million tokens**

Token name: **AIR**

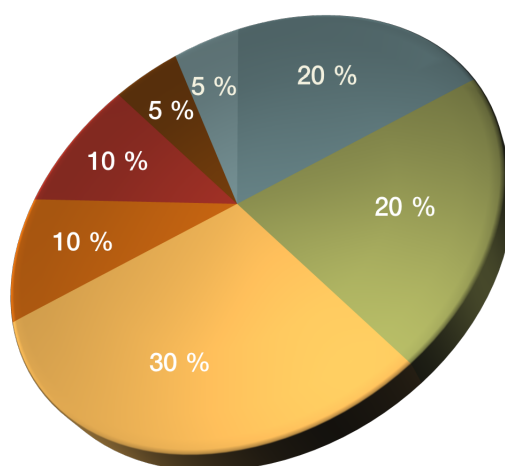
Token symbol: **AIR**

Decimal places: **18**

The total supply is fixed and won't be modified unless urgent conditions dictate so. Things like additional funding rounds with later ICOs or alternative funding methods.

Token Distribution

● Marketing ● Development ● STO ● Private Sale ● Founders ● Bounties ● Advisors



GROWTH

Overview

We'll put in place several systems to bring users to the platform so that they can join the CryptoTrees revolution by purchasing collectible trees that benefit humanity. Following are the main marketing strategies that we'll use to attain a sizeable growth over a specific period of time.

Content Marketing

By dedicating resources to write insightful articles providing value to environmentalists that want to participate in healing the world with planting trees we'll grow a dedicated user base of people that want to get involved in our mission.

These will be SEO optimized articles targeting specific keywords to slowly but surely rank in search engines in order to increase awareness and add users to our platform.

Social Media Marketing

Social media sites manage a massive amounts of traffic that can be targeted to reach the best individuals to grow the platform as efficiently as possible. By leveraging popular social media sites, we can exponentially increase the number of interested users.

Blogger outreach

We'll find the best blogs that are frequented by people that are specifically interested in niche topics such as nature, global climate, environmental issues and sustainable living for developing countries.

Influencer outreach

Influencers are a major force in recent years because of their capacity to build strong audiences that relate to their message. People trust influencers that speak their language.

That's why we'll use that type of marketing to attract engaged individuals motivated to get the most value out of our project and decentralized application.

Bounty programs

We'll create bounty programs rewarding the promotion of our project with tweets, re-tweets, mentions in larger accounts, articles on steemit, medium and linkedin and youtube videos. All of the rewards will be paid in tokens after the token generation event and they will be instantly tradable on exchanges.

STO

Overview

The Security Token Offering will start in October 1st and it will last for 3 months until January 1st to allow investors from all backgrounds to invest in the project so that they can get their tokens.

Investors will receive ownership rights which means that will be able to vote on the decisions taking place inside the company using their tokens. However the topics of discussion will be decided by the developers and founders, holders will have voting rights on how those topics evolve.

Restricted countries

Because of the variety of security laws in every country of the planet, we had to restrict and prohibit participating in the STO process the following countries. If you're a citizen of any of these countries, you can't legally participate in the STO:

- United States
- China

The remaining countries can freely participate in the STO.

Timeline

The STO will begin October 1st 2019 and it will last 3 months ending in January 1st 2020 since we want to provide a long enough margin of time to investors that want to contribute sooner or later.

Pricing

The price of the tokens will be a fixed 1 dollar per token and a total of 30 million tokens will be sold.

Our hardcap is 30 million dollars and the softcap is 3 million dollars. If we don't reach the softcap, we'll consider refunding contributions and vote to determine the desired plan to action with those investors.

Exchanges

The token will be available on Binance DEX, EtherDelta and Bancor since those are completely decentralized allowing users to keep the ownership of their keys to avoid centralization problems where users can't extract their funds in case of an attack.

Our token will be available right after the STO ends at January 1st 2020.

TREES-AS-A-SERVICE (TAAS)

Overview

People concerned with the climate change are suffering from uncertainty and confusion. Anybody can cultivate trees but how do we measure the impact of each individual tree to the environment? How do we guarantee the most efficient tree development to optimize time invested so that the trees grow faster and healthier?

Most people are too busy to worry about dedicating the intensive care required to maintain a tree so that it becomes a healthy living being. That's why it makes sense to productize the process by purchasing and forgetting with trees-as-a-service. Just pay the initial fee and the monthly subscription maintenance fee to keep your trees growing and generating AIR tokens.

Companies in Europe on the other hand, depend on the cap-and-trade system which limits emissions by putting a price on the negative impact they are making to the environment. This means that they pay for each carbon emission they make beforehand. The limits get stricter over time so they have to continuously reduce their emissions with all sorts of programs.

Trees-as-a-service helps companies on the short and long term because they can immediately reduce their impact by purchasing trees from the dApp while growing trees that can produce more clean air. At some point they will be able to stop paying for allowances to governments since they will be self-sustaining in their clean emission efforts. It's the best plan for guaranteeing a greener future where companies become carbon neutral and even carbon positive by producing an excess of clean gases while filtering greenhouse gases.

Infinite scalability

At any point you can purchase a massive number of trees since we work with an array of seed companies dedicated to generating large quantities of healthy seeds. Which is great given that at certain point, trees are almost self sustaining because of their capacity to store water in perfect climate conditions.

Our goal is to have access to plenty of cultivation areas to virtually allow individuals and companies to purchase vast amounts of trees.
