



Tree Eggs

Business Plan

Table of Contents

I. **Executive Summary**

Highlights

Objectives

Mission Statement

II. **Description of Business**

Company Ownership/Legal Entity

Location

Interior

Products and Services

Suppliers

Service/Management

Financial Management

III. **Marketing**

Market Analysis

Security

Market Segmentation

Competition

Exit Strategy

IV. **Appendix**

Determining Start-Up Capital

Miscellaneous Documents

V. **Possible Partner**

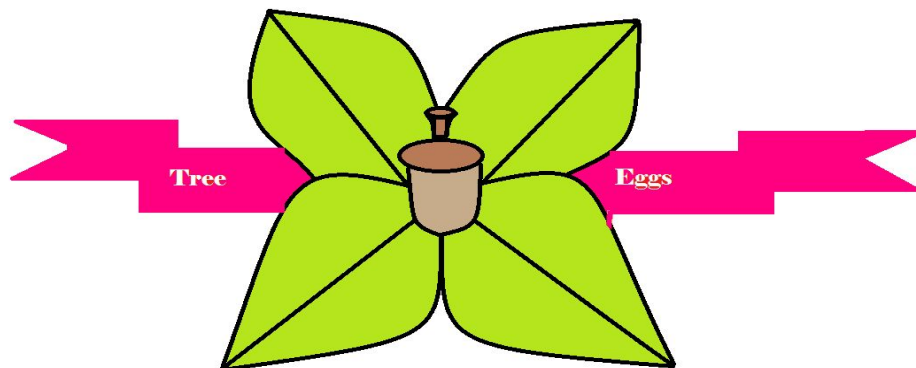
Executive Summary

In many video games you step into a new world, and you are immediately tasked with saving it. Many people become addicted to this fantasy, while neglecting relationships, community, and personal responsibility. Escapism is not healthy, when you still have things to take care of in the real world. Collectively enough people are disengaging from reality, to put the planet in jeopardy.

Our educational software, **Tree Eggs**, attempts to gamify the process of empowering real heroes. It is a different kind of game that encourages users to become more engaged, rather than less. It is fun for all ages; and easy for a family to play together.

Highlights

The ongoing methane leak in Aliso Canyon, California, runs down the clock on reversing climate change. Our company is a Hail Mary shot at the buzzer. One of the most effective ways to absorb atmospheric carbon dioxide is to plant trees. It is a fulfilling activity that is difficult to organize. You have to purchase a tree, find a place to plant it and have general knowledge of keeping it alive. Tree Eggs is an attempt to streamline this process.



We want to educate users on the different species of trees, and learn how to identify native ones. The users are given quizzes to build general knowledge of biology, ecology and plant propagation. A tower defense strategy game is tied to the amount of time spent exploring the **Tree-Egg-Apedia** and taking quizzes.

Objectives

For now, we only have a database, which we are slowly filling with descriptions of trees. We have to own this content in order to use it commercially.

In order to run a Kickstarter campaign, we would like to have the following objectives squared away:

- Retain a lawyer to help us with registering a trademark, forming a LLP, writing employment contracts, and nondisclosure agreements.
- Recruit a graphic designer to help skin the game, and design promotional materials.
- Have at least one hundred trees searchable in the **Tree-Egg-Apedia**
- Design the first ten Quizzes
- Purchase a City Builder Bundle from the [Unity Assets Store](#)

We do not want to crowdfund until we have a beta-trial, since this unique game will draw skeptics. We also would like to prove our competence in delivering a product. We have most of the skills and resources to get to this point, without a large outside investment.

Objectives of Crowdfunded Capital:

- Hire someone trained in video game design to consult, and tool our best features into the optimal user experience.
- Hire more staff to expand the tree guide content.
- Gain more experience in growing trees from seeds.
- Get attention from Teachers, Librarians, Scout Leaders, and other youth organizations.
- Make contacts with Parks Departments to find places to plant trees.
- Make contacts with Department of Agriculture, about Conservation Reserve Program plantings.
- Develop user demand for local businesses to sponsor tree planting projects.
- Purchase Targeted Advertising

In Game:

- Develop a digital nursery, which guides users through growing native trees from seed.
- Finish story line for 7 Biomes in the United States.
- Catalog every tree species in the United States.

- Write more quiz content.

Mission Statement

To be honest, the mission of this company is to use child labor to build carbon credit empire.

Description of Business

Instead of attempting to make money with deceptive micro-transactions, and selling manipulative advertising, we would like to make the game both ad-free, and actually free. Free games are easy to find in the both the Google Play, and Apple Stores. Many trick children into making charges on their parent's credit card. Some are designed mechanically impossible to win, without paying. They are nicknamed "Pay-to-Win."

Why would anyone pay real money to make digital accomplishments? Many games are designed to be addictive, often referred to as Skinner Boxes, after the early Behaviorist. They hook players just like a drug to keep them playing.

By appealing directly to rational adults who control the content children have access to, we would like to hold ourselves to higher ethical standards. After the original crowdfund amount, all income will come from sale of tree planting equipment, and corporate sponsorship.

Company Ownership/Legal Entity

We would like to form a LLP, in order to maintain ethical control. With crowdfunding we would not have to have shareholders, who demand profits over everything else. Since the first artist would be doing a large amount of speculative creative work, we might offer them the third partnership.

The focus is mostly Non-Profit. It is just easier to start a business first. The goal of one third of the partner's is to be non-profit. The profits of the other two partners is controlled by them, as long as they agree to an ecological standard in gaining them.

It is hard to patent digital products, you have to get to market first, and work hard to build the biggest customer base. Many popular mobile games were developed by independent people, and copied by large studios, with bigger advertising budgets.

We will need to file trademarks for the name, and character designs.

Location

We will not need a physical location for quite some time. All employees could work remotely, but

we would prefer they are grouped geographically to attend meetings.

The app will start off focusing on trees from the Midwestern region for convenience. As the app's user base grows, and features mature we will roll out different regions with additional stories for all users. This will educate the users about the ecology of different biomes, as well as, their natural history.

Eventually the developers would like to globalize the franchise worldwide.

Interior

Game Play Descriptions Not Included in this Copy.

Products and Services

We would like to sell licensed merchandise made ethically. We would also like to sell kits of tree growing equipment.

The maintenance of the app is a big service.

Organizing tree planting events is another.

Sell carbon credits to corporations in order to buy local land to build private parks, and wildlife areas.

Sell international carbon credits to raise standards of living in third world countries.

Suppliers

The licensed merchandise could be made in America to create jobs. This would give us a competitive edge since toys have a very wide profit margin. This would be quite far down the road.

Alibaba has many distributors of greenhouse equipment, manufactured in China. They also can print very nice packaging cheaply. If our company sold kits online, we could have a useful merchandise tie in. A book made especially for the kit could make the paying premium for less than ten dollars in equipment justifiable to parents. Purchases from Alibaba would be made immediately after Kickstarter was funded, to gain press from quick turnaround on the reward. We could have the online store ready to launch, before the Kickstarter.

Service/Management

I am studying at WIU this fall to study Park, Recreation, and Tourism Administration, while

minoring in Nonprofit Management. I have a Permaculture Design Certification from the Sonoran Permaculture Guild. I also have extensive internships in organic gardening.

I would like to provide coordination between this organization, and local governments. This sounds like a big task, but if you read the catalog classes offered by many communities, they offer many different kinds of technology training from Pinterest, to iPads. I can see many community leaders happy to implement the program.

In the case of any kind of conflict, whether it be ego related, policy stagnation, or funding problems, we could go the corporate route. Local businesses could be approached in order to donate a space for people to plant trees. If this took off, permaculture designers like myself could be hired to design, and organize these projects.

What I want more than money is land that I can beautify. I would love to sell international carbon credits, and start an appropriate technology NGO. It could be more effective to partner with an existing NGO, and give them money to grow. [The School of Permaculture Aid and Orphanage Program](#) could be a great partner. I would love to learn from them, and ramp up their cause.

My business/life partner has a Master's Degree of Computer Science from NIU. He has 7 years' experience working in .NET development. He will be able to vet future employees, to see if they are qualified for the task of servicing the software. He was a Sergeant in the Army and has experience managing employees.

The mission of our company might save us hundreds of thousands of dollars in labor costs. Very qualified interns, and volunteers will line up to help grow our company. Charities with heavy administrative costs like Susan G. Komen for the Cure, have set the bar pretty low on expectations. It would not be difficult to gain a huge following, if we were to just do what we say we do.

Financial Management

I have taken classes in Microsoft QuickBooks, this should carry us through the start-up process. We will use Wave at the beginning to save on monthly software costs.

Marketing

We intend to market on YouTube. We are going to sign a diverse array of people, and give them equipment to take long exposure videos of growing plants. Some people will get GoPros, to wander the woods, and identify trees. This depending on the skill set of the contractor. They have a

contract, but make money only from YouTube views.

Imitators are encouraged, but the originals will be highly qualified in either the outdoors, or botany.

Many games are also played on Twitch. This popular new site has potential for live feeds of growing plants, and the maintenance required. The scientific method will be encouraged religiously to innovate ways to help the saplings grow.

Social media is not a safe space for women owned video game companies. I cannot emotionally handle the human toxic waste that is the Gamergate community long-term. We will need to hire a marketing firm early on, because that is one thing I refuse to deal with. We have the Instagram, Facebook, Reddit, Snapchat, Pinterest, and Twitter pages to hand over to that poor soul.

These fears may seem overly cautious, but the legal system has proven toothless, against internet mobs harassing and threatening violence to women in the industry. As much fun, and free advertising we could get by doing interviews and possibly a TED Talk, we could risk drawing the gaze of this hate group, if we are not cautious.

Most marketing will be directly to teachers, cities, and libraries through cold calls. Possibly using booths at conferences. We would like to pinpoint what resources teachers, and homeschooling parents use to make lesson plans. Targeted google ads would be very effective on those websites. We may also approach educational bloggers to showcase the product.

Matt was a Cub Scout Den Leader. Many of the responsibilities characteristic of a role model, leave little extra time to plan scout activities. The Boy Scouts of America has a magazine that they send to the parents of every child enrolled in scouting. We are very interested in purchasing advertising space in this publication, to help scout leaders short on time to prepare activities.

Market Analysis

I built these ideas on my favorite video game as a child, Pokemon. I bought the **Tree Eggs** domain name June 2015, and Nintendo made an announcement I have waited for all my life that September. The game Pokemon had many technical limitations early on. Most of the gameplay was imagined, due to grainy graphics. Pokemon Go is a mobile game currently being developed to be played in real life.

They made the announcement that they were not going to leave the huge pile of money laying on the table, they could make from updating the gameplay for current technology. I don't even know if they will legally let me make my game now. A ray of hope is the rampant imitation in the industry.

There are thousands of games where you walk around with a gun shooting things, for example.

The only thing we are really copying from Pokemon is the index of wild animals. Trees do not move, so gameplay will be tower defense, similar to Plants Vs. Zombies. They have plumbed the possibilities for creative weaponization of vegetables, so we are taking a more realistic approach to game play.

Interestingly enough the template we want to purchase is based on the mobile game Clash of Clans. I think there is enough mixing there to make our idea unique.

Security

The safety of children is very important. The game can be played together as a family, and can have multiple accounts so everyone can take the quizzes, and learn the material. Otherwise there is no online multiplayer element, and we will not store customer data. Coordinating safety at plantings shouldn't be a problem if parents monitor their children. Most events will also be monitored by teachers, government employees, or scout leaders.

Again I am afraid of people involved in previous gamergate controversies. This time for the safety of children. The group has been chased off the controversial message board 4chan, and has moved to the even less moderated 8chan. Another topic other than hating women in gaming, that is too extreme for 4chan is child pornography. If we catch the attention of this group, we may also be putting our users in danger.

(I am a worry wort compared to Niantic)

Market Segmentation

We would like to make the game free so anyone can enjoy it. I don't regularly purchase apps, so I wouldn't expect the customers to. I don't want a pay wall at the gate.

Children need to be able to read in order to play, I am a strong believer in giving children as much information as they want. I can still name most of the first 150 Pokemon from memory, I wished I had put that enthusiasm into something more useful. The game will be playable with minimal reading; younger children will need to play along with family.

Little girls love to nurture things, dolls have been played with since prehistory, our product is a shoe in for them. I am also sure the parents of little boys would prefer a game like this, to shouting profanities on Call of Duty. I would love to guide young men, away from the misogynist gamergate

nation.

I can see this game developing into a hobby for adults young, and old. They will be attracted to our quality standards. I love the quote:

“A society grows great when old men plant trees they will never enjoy the shade of.”

Hopefully we can find large scale institutional contracts.

Competition

Our main competition is from Nintendo, Pokemon Go, and Yo Kai Watch. We have yet to try either of these games to see how to differentiate. We no longer have a 3DS to try Yo Kai, and Pokemon Go is still being developed.

Children’s console gaming, if you have wandered through any electronics department recently, is moving towards physical figures that unlock different parts of the game. There are now 4 competing franchises Skylanders, Marvel Playmation, Lego Dimensions, and Disney Infinity. If you add together the costs of the console (\$350), game (\$60) and dozens of figures (\$15), a thousand dollars would not be an unreasonable amount to pay to win just one franchise. The oldest franchise Skylanders is being updated yearly, with hundreds of dollars in new merchandise. Matt can neither confirm, or deny getting an almost complete Skylander collection for his son.

The animal behaviorist Temple Grandin, writes about how animals, including humans love novelty. The desire of children’s developing brains for stimulation, and new experiences, has been misinterpreted as innate materialism. People young, and old often desperately want new things, just to quickly grow tired of them.

There is also a very strong urge to collect things, once they have been announced as a set. Who has not died needlessly in a game, trying to reach one more coin? There are only eleven pokemon different between most twin versions of the game. People still spent \$60 each for two almost identical games in order to have them all.

The goal is to make enough of a profit to stay sustainable, but focus the drive to collect on the nuts, and tree seeds.

There are millions of mediocre games on mobile platforms. Many are uncreative efforts to get rich off micro-transactions, and paywalls. Our ethical standards and creativity will put us ahead of the

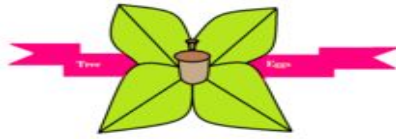
pack.

Exit Strategy

Heather would be happy to stay involved in this business as long as possible; in more of a nonprofit administrator role, than an entrepreneurial one. Her main goal is to make a positive impact, and planting trees.

Matt's time is expensive. He is past the time in his life, where he can take drastic career risks. He will need a very large incentive to be able to leave his job, which may never happen. He is more than willing to have an executive role, or sell his shares altogether, once they are worth something.

The differences in commitment levels, may lead us to forming a corporation instead of a LLP.



INVOICE

Gardening Kit

Tree Eggs

626 30th Avenue
East Moline, Illinois 61244
United States

BILL TO
First Customer
Jon Doe

Invoice Number: 1
Invoice Date: February 28, 2016
Payment Due: February 28, 2016

Amount Due (USD): \$19.12

Product	Quantity	Price	Amount
Square Bamboo Planter Square-Biodegradable Rice Planter	3	\$0.16	\$0.48
Flower Bamboo Planter Flower- Biodegradable Bamboo Planter	1	\$0.43	\$0.43
Greenhouse Plastic Plastic Greenhouse	1	\$2.18	\$2.18
Plant Mister Spray Bottle	1	\$0.15	\$0.15
Planter Holders Small Plates to hold Square Pots	3	\$0.10	\$0.30
Tree Stakes Fiberglass Tree Stakes	4	\$0.05	\$0.20
Shipping Cost of Local and International Shipping and Duties	1	\$5.00	\$5.00
Profit Cost of Kit Over Materials	1	\$10.00	\$10.00

Subtotal:	\$18.74
IntDuties 10% (Duties):	\$0.38
Total:	\$19.12
Amount Due (USD):	\$19.12

View Product Details: plastic greenhouses for sale



Verified Supplier - Ninghai Plastic Eighth Factory

FOB Price: **US \$1.65 - 2.18 / Piece**
[Get Latest Price](#)

Min.Order: 1000 Piece/Pieces

Description: plastic greenhouses 1.the base is made of PP 2.the cover is made of PS 3.the cases are... [View detail](#)

Leave Messages

[Contact Supplier](#)

Similar Products


- 

greenhouse for supermarket,greenhou...
FOB Price: **US \$2.1 - 2.7/Unit**
Min. Order: 1000 Unit/Units
- 

hard greenhouse for sale,hard green...
FOB Price: **US \$2.1 - 2.7/Unit**
Min. Order: 1000 Unit/Units
- 

hydroponic trays
FOB Price: **US \$2.1 - 2.7/Unit**
Min. Order: 1000 Unit/Units

View Product Details: glass plant sprayer, glass mini hand sprayer, plant spray mister



Verified Supplier - Xuzhou Shinny Packaging Material Co., Ltd.


FOB Price: **US \$0.1 - 0.5 / Piece**
[Get Latest Price](#)


Min.Order: 50000 Piece/Pieces


Leave Messages

[Contact Supplier](#)

Similar Products

- 

Colorful glass bottle water pot spr...
FOB Price: **US \$0.1 - 0.5/Piece**
Min. Order: 50000 Piece/Pieces
- 

glass plant sprayer
FOB Price: **US \$0.1 - 0.5/Piece**
Min. Order: 50000 Piece/Pieces
- 

glass sprayer for watering plant, f...
FOB Price: **US \$0.1 - 0.5/Piece**
Min. Order: 50000 Piece/Pieces

View Product Details: [Biodegradable bamboo fiber flower pot with saucer](#)



Verified Supplier - Sanmen Karwah New Environmental Materials Co., Ltd.
FOB Price: **US \$0.43 - 0.46**
[Get Latest Price](#)
Min.Order: 2000 Set/Sets

Leave Messages

Contact Supplier

Similar Products

-  **Bamboo fiber eco flower mini pot**
FOB Price: **US \$0.13-0.16/Piece**
Min. Order: 3000 Piece/Pieces
-  **Biodegradable bamboo fiber flower p...**
FOB Price: **US \$0.34-0.36/Piece**
Min. Order: 3000 Piece/Pieces
-  **Bamboo fiber eco flower mini pot**
FOB Price: **US \$0.29-0.31/Piece**
Min. Order: 3000 Piece/Pieces

View Product Details: [Bamboo fiber eco flower mini pot](#)



Verified Supplier - Sanmen Karwah New Environmental Materials Co., Ltd.
FOB Price: **US \$0.13 - 0.16**
[Get Latest Price](#)
Min.Order: 3000 Piece/Pieces

Leave Messages

Contact Supplier

Similar Products

-  **Bamboo fiber eco flower mini pot**
FOB Price: **US \$0.29-0.31/Piece**
Min. Order: 3000 Piece/Pieces
-  **Eco-friendly natural bamboo fiber f...**
FOB Price: **US \$0.32-0.35/Piece**
Min. Order: 2000 Piece/Pieces
-  **Bamboo fiber eco mini flower pot**
FOB Price: **US \$0.17-0.19/Piece**
Min. Order: 3000 Piece/Pieces

Possible Partner



<http://schoolofpermaculture.com/permaculture-aid-orphanage-programs/#.VtNcLpwrKUK>

“The aid and orphanage programs were birthed in the heart of Nicholas Burtner with the belief that permaculture and holistic practices truly help and empower the dis-empowered and needy. School of Permaculture provides aid to orphanages, kids homes, women’s shelters, and truly struggling agricultural farms (called aid sites) by redesigning their environments and providing truly empowering training and site design. Our focus is not on just providing funds for feeding people or building homes, but a focus on empowerment and regenerative sustainability. We work to get the aid sites off of the I.V. of funding and into real world self-reliance where they are:

- providing their own clean water via thoughtful permaculture strategies
 - growing and creating nutrient dense foods for their inhabitants
 - building and living in off grid super energy efficient housing that also treat their own septic
 - and having an abundance mentality as opposed to coming from a place of lack where the residents can start believing in themselves again and that there is an abundant future for them”
- Quoted from their Website