

EcoKarma Roadmap

From Idea to Impact
Do Good. Earn Crypto.

Phase 1 — Foundation (Now)

Focus: Community, Trust, Validation

- Brand and community launch
- Social platforms live and active
- Community feedback loops established
- Local cleanups and recycling initiatives
- Proof-of-Good concept testing

Outcome: A trusted foundation built on participation, transparency, and measurable action.

Phase 2 — MVP & Missions

Focus: Real Actions, Real Proof

- EcoKarma mobile app launch
- Photo and GPS verification system
- Mission-based cleanups and challenges
- Early rewards system and leaderboards

Outcome: Verified actions backed by evidence, rewarding users for genuine impact.

Phase 3 — EKA Token

Focus: Purpose Over Speculation

- EKA token launch
- Rewards directly tied to real-world impact
- Utility-focused token use across the platform
- Transparent, simple token mechanics

Outcome: A token that represents action, not promises.

Phase 4 — Partnerships

Focus: Scaling Impact Responsibly

- NGO partnerships
- Brand-sponsored missions
- Recycling and sustainability campaigns
- Local and regional expansion

Outcome: Impact grows through collaboration, not centralization.

Phase 5 — Expansion

Focus: Ubuntu at Scale

- Expansion into additional cities and regions
- Global user onboarding
- Community impact dashboards
- Governance exploration (future, if it adds value)

Outcome: A decentralized, people-powered ecosystem where collective action creates measurable change.

Closing: EcoKarma is built on participation, not speculation. Every cleanup, every recycled item, every shared effort contributes to a verified and rewarded impact.