treedefi

Empowering the ESG cryptospace

treedefi.com

🌳 Summary

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Key Features

1 – Key Features

Treedefi is a decentralized exchange with the goal to be a reference point in the new coming ESG – Environment Social and Governance cryptomarket. Through the defi services offered by Treedefi, community members, users, and ESG enthusiasts can help the world change business models, making them compliant with ESG matters.

Treedefi, through the COT – Carbon Offset Token, is enabling its community members, early investors, and users to use renewed features and services to integrate environmental respect with business and DeFi.

But what is a COT? COT is a BEP-20 based token that represents the absorption of 1Kg/year of carbon dioxide; the underlying physical asset that regulates the COT is the ability to absorb through multiple natural vectors like plants or animals.

Using the COT, Treedefi users will be able to list, trade, stake, create liquidity pools, farm, exploit the power of the multi-billion dollar DeFi multiland, and at the same time, help make business more environmentally sustainable.

Platform Auth
Web3 authentication
OAuth access
Private access

DeFi & Blockchain
BNB based

Platform Highlights
Starting 150.000.000 Kg CO2 absorption project
Lend/Borrow COT backed new issued tokens
ESG Liquidity Pools

Team & Devs
International team
Live platform

Tokenomics
Token Supply: 150.000.000
Type: deflationary
Ticker: COT
Network: BSC
Deflation: Autoburn

Exchange Features
Liquidity Pool
Bridge
Borrow/Lending
ESG Token Listing
ESG Launchpad
ESG Launchpool

Security & Governance
GitHub repo
Smart contract
Smart contract audit
Progressive DAO
Multisig Team Wallet

Token holders benefits
COT staking
Early launchpad
Privileged access
Discounts
Airdrops
Perks
B2B functions
Convenient SWAP

Community Members
Ticketing
Support and chat
Proposals
AI Knowledge base

Charity & Sustainability
Environmental projects across the world to support and contribute to help to grow
Blockchain based projects with real life based financial underlying
Social ROI based projects exploiting sustainable environmental business

2

ESG: Market Overview & Key Factors
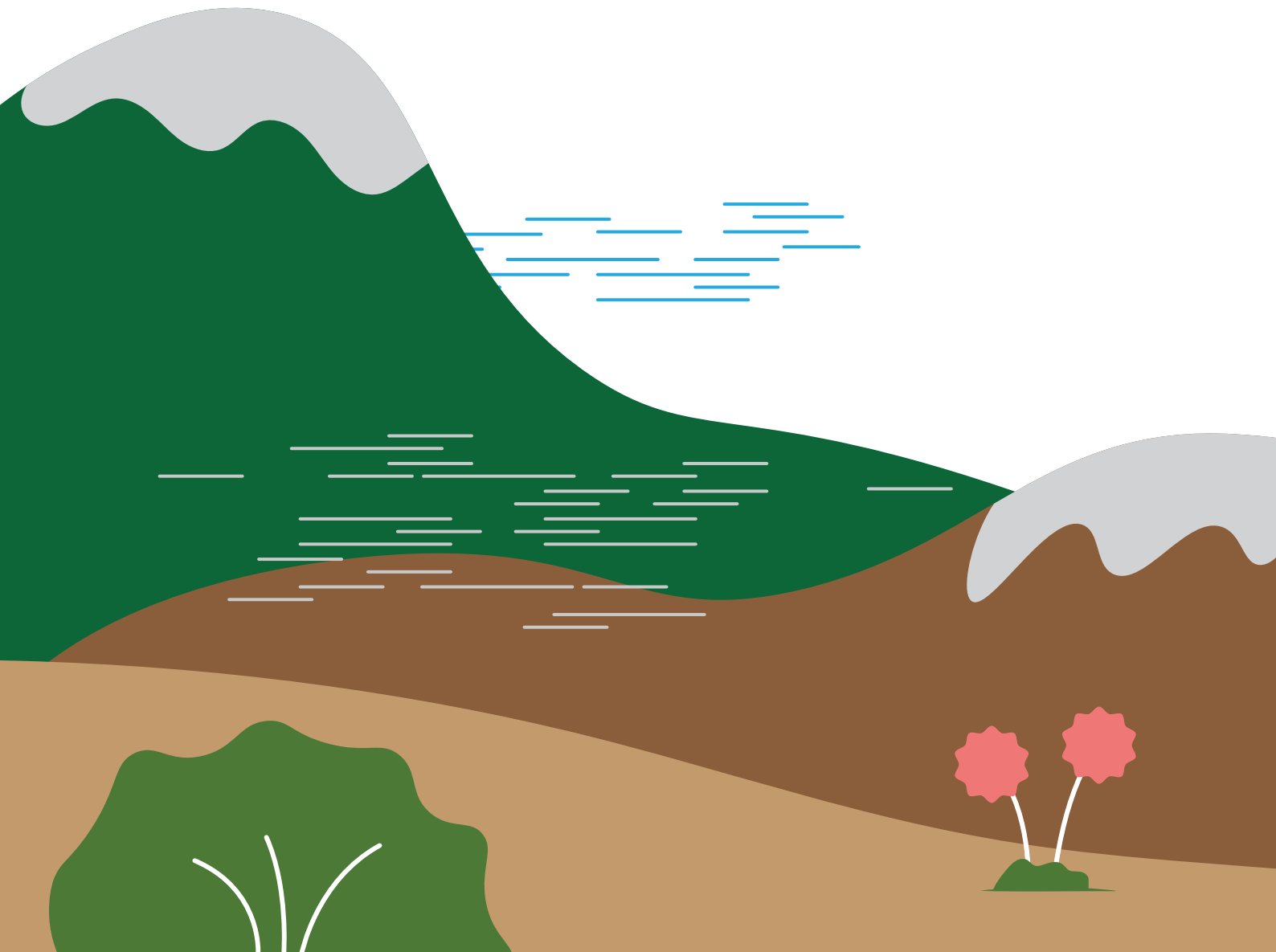
2.1 – Market and Key Factors

We are about to experience a social and business revolution: governments and companies have finally understood the importance of the climate, our beloved environment and the relationship between humans and the planet.

We need to act, not now but yesterday!

ESG is far more than a set of good intentions; it's about creating business interactions to achieve genuine results. Real success is not about climate change, diversity and disclosures alone; it's about embedding solid ethical principles to make investments into sustainable innovation across various markets and feasible social needs.

According to Acume Research and Consulting, the global investor ESG software market size accounted for USD 558 Million in 2021 and is predicted to be worth USD 2Billion by 2030, with a CAGR of 15.7% during the forthcoming period from 2022 to 2030.

Investor ESG Software Market Report Key Highlights:

- The Global investor ESG software market size was valued at US$ 558 Million in 2021 and is projected to grow at CAGR 15.7% from 2022 to 2030
- The Asia Pacific investor ESG software market is expected to register the fastest CAGR during the forecast period
- Expanding urbanization, strong BFSI, and retail industry, and increasing consumer income level in the Asia Pacific region make

it a potentially very lucrative market for the rapid development of investor ESG software

- Rise in federal environmental programs and regulations, increase of millennials in the workforce is likely to propel the investor ESG software market's growth

This data leads to a new business approach, new profitability indicators to become public and explicitly used to perform profitability and respect across social differences.

Source:
Investor ESG Software Market Size – Global Industry Share, Analysis, Trends and Forecast 2022 – 2030

2.2 – Key Factors

At the moment, there isn't a form of taxonomy in ESG's factors by which it would be possible to focus specific attention, but they can be measured from a business point of view. Defined factors, according to the CFA institute, are the following:

Environmental
Conservation of the natural world
- Climate change and carbon emissions
- Air and water pollution
- Biodiversity
- Deforestation
- Energy efficiency
- Waste management
- Water scarcity

Social
Consideration of people & relationships
- Customer satisfaction
- Data protection and privacy
- Gender and diversity
- Employee engagementA.
- Community relations
- Human rights
- Labor standards

Governance
Standards of running a company
- Board composition
- Audit committee structure
- Bribery and corruption
- Executive compensation
- Lobbying
- Political contributions
- Whistleblower schemes

In many of these areas and specific factors Treedefi is intended to deliver its

decentralized exchange by which community members and users are able to present and issue token–based businesses across the world.

2.3 – Treedefi market approach

At Treedefi we believe that any crypto operation should be open, anonymous, and easy to access; we noticed that the actual complexity of instruments like decentralized wallets is still high, this leads to reduced market adoption and, therefore, lower trading volumes. A lower level of adoption could impact the project's success.

To greatly increase volumes and adoption Treedefi is implementing two specific strategies for increasing users, volumes and token adoption:
A. Opening the platform to a wide choice of web2 and web3 authentication protocols
B. Make the COT selling fast and easy from a crypto or FIAT perspective

Strategy 1 – Increased platform accessibility
This strategy makes the platform open to a wide range of user authentication; with this technology any user can access the platform no matter the protocol used. This strategy represents the ground for the Strategy 2 so that any user can be bound, depending on the purchasing platform, to a service or a token.

Web3
- Decentralized wallet like Metamask, TrustWallet, Binance Chain Wallet, Core.io

Web2
- Open Authentication like Google, Facebook,

Apple, and Discord
- Private Access like Username and password with 2FA available

Strategy 2 – Unleashing selling channels

This strategy creates a one-to-many selling process by which anyone, a skilled crypto user or a fiat user, can buy the COT or the absorption service using two interchangeable and distinct processes:

Crypto user? Use crypto on the Treedefi's platform

1. Using web3 authentication, COT is bought from crypto world providers like exchanges, liquidity pools and smart contract services; every time a single COT is bought/sold an absorption service of 1kg/year for at least 5 years is bound to the address.
2. The user will find in the Treedefi platform the GPS coordinates to check where his absorption service is operating and how it is operating. Once the user sells the token also the service is sold and therefore bound to the destination address.

> 💡 *Selling via crypto: the crypto user buys COTs and as a reward obtains a CO2 absorption service.*

Traditional user? Credit card on the Treedefi's e-commerce

1. The absorption service is bought on the accredited Treedefi's e-commerce platform using FIAT through standard credit cards and PayPal payment gateway; once the service concerning one or more kilograms is bought, it is bound to the user. Confirmation email and instructions are sent to the user's e-commerce registered email.
2. For checking where the absorption service is operating, the fiat skilled user accesses

the Treedefi's platform, with web2 authentication services, and among the absorption services finds also in the platform the respective COT representing the kilos bought in the e-commerce platform.

> 💡 *Selling via FIAT money: the FIAT money user buys a service and as a reward obtains COTs.*

Treedefi and COT together represent a first mover in implementing a hybrid token: the platform will exploit the ambivalence and the combination of utility and a service that's in demand to increase market value, market share, and user adoption.

Treedefi Market Approach
COT adoption & use

Enter the Treedefi platform with any auth methods; those who are not familiar with crypto are tempted to access the crypto space due the earned COT reward

Web2 Authentication

Web3 Authentication

Strategy 1
Increased Platform Accessibility

Treedefi E-commerce
Traditional User Pays FIAT Receives Absorption COT as reward

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Treedefi Exchange
Crypto User Pays crypto Receives COT Absorption as reward
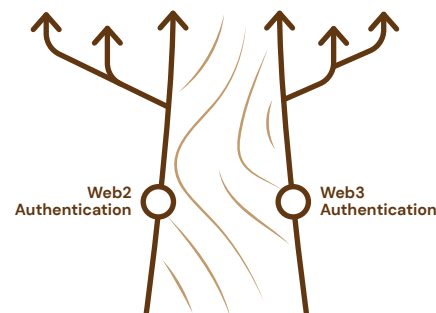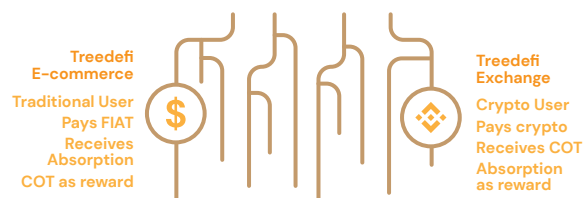
Strategy 2
Unleashing Selling Channels for COT

2.4 – Social responsibility

The aim of being disruptive is not only to produce new business models or killer applications; Treedefi aims to innovate and operate to make the world a better place.

Treedefi wants to allocate a specific percentage of its revenues to sustainability blockchain-based programs and real ESG initiatives so the community can verify and support the platform and the sustainable projects.

A reserved platform service is being developed to host and track the charity initiative through the full-disclosure paradigm; the team already moved in this direction through the foundation of the Treedefi Suisse.

Considering fair conduct, the minimum ethical code to run a business and grow with the community, projects, and token issuing will be socially audited so that maintaining the privacy of the proposers will not mean full disclosure of their information but will create the minimal conditions to avoid rug pulls and scams.

2.5 – Events: earth, air and water

The real-life application always brings active and genuine attention from the community and from people outside the blockchain ecosystem. Treedefi has already touched the lives of the communities built around the chosen tree-planting areas. Planting activities have made several positive changes not only to the ecosystem of the partnered community but also to the lives of the residents, giving them a better environment as our trees continue to grow.

It is also noteworthy that real-life efforts have made Treedefi a respected name in several parts of the world, such as Brazil, Indonesia, and the Philippines.

Despite the initial business was to plant trees, the new paradigm imposes a wider perspective of the environment; for this reason Treedefi's actions and events are based and focused on the multiple sources of CO_2 absorption actions.

Events and actions are covering:
- Earth: planting trees, clearing lands, increasing woods, etc…
- Air: filtering, diverse CO_2 absorbing, etc…
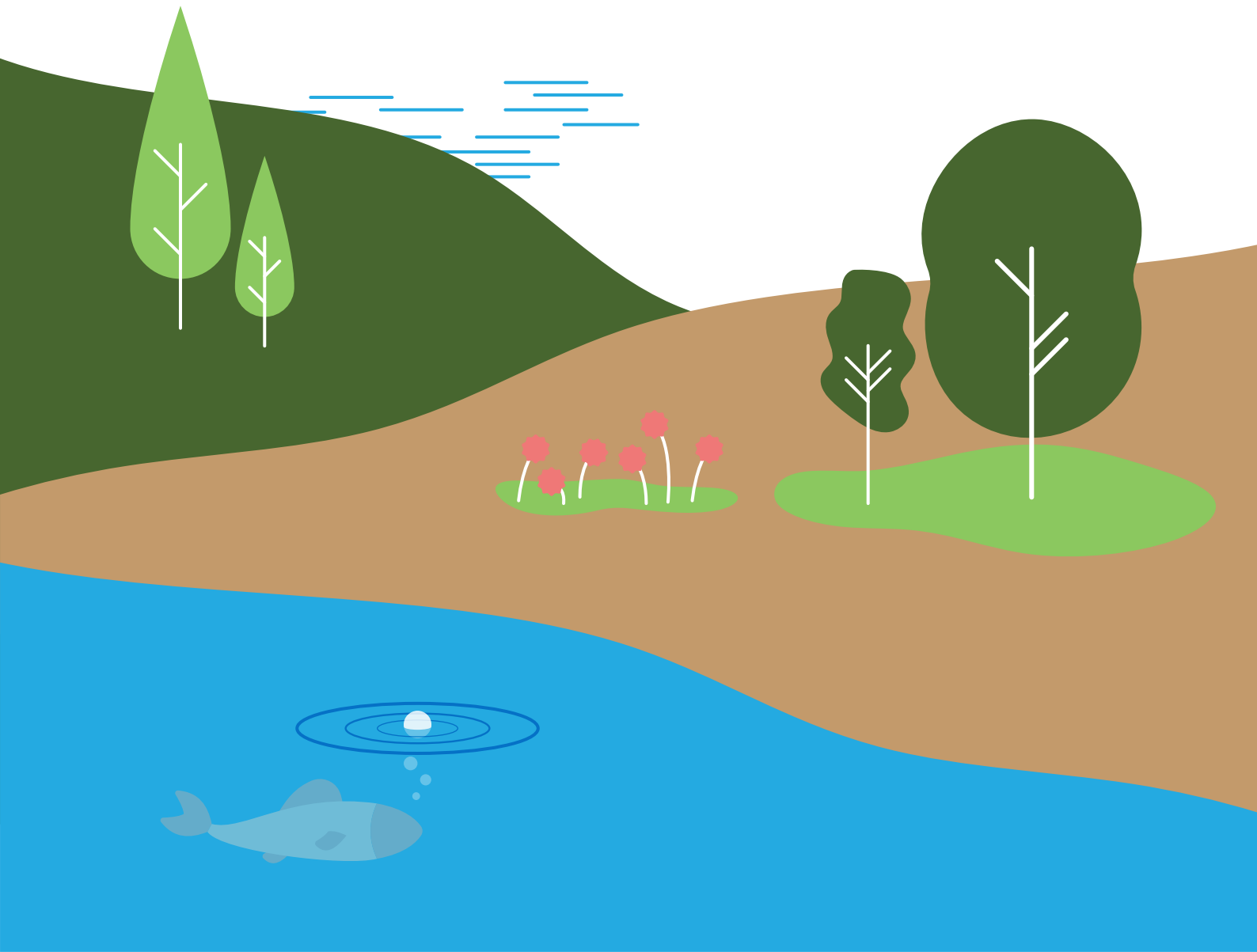- Water: farming seaweed and oysters, clams, and other shellfish to help remove excessive nitrogen, etc…

2.5.1 – An international example

Treedefi has made a strong bond with both public and private organizations as a result of combined efforts to plant more trees; the results are public on our YouTube channel and in our Medium posts.

3

Features & Functions

3.1 – Treedefi: ESG Crypto Ecosystem

Treedefi aims to deliver and establish a new paradigm in the ESG market; to achieve this, a lot of services mainly based on the virtual representation of physical assets are required.

The paradigm behind the ecosystem is based on the virtual representation of financial and economic value in the form of the COT token. The token's value is derived from the ecosystem's ability to generate natural wealth and wellness.

Based on this paradigm, main services were developed to fulfill the will of users and community members to interact with natural physical assets through virtual tokenization. It is fundamental to understand that from a user's perspective, any service or any token, including COT, will never represent or will refer to a fungible, negotiable financial instrument that holds monetary value.

3.1.1 – COT, the Carbon Offset Token

Treedefi has its own token: the COT, literally the Carbon Offset Token. The token is merged with the ecosystem to create sustainable tokenomics to support the platform, the smart contracts, and the growth of the business.

COT is a token representing the absorption of 1Kg/year of carbon dioxide; the underlying asset that regulates the COT is the ability to absorb CO_2 through multiple natural vectors like plants or animals.

COT uses a deflationary tokenomic model so that its intrinsic value will grow to support the continuous development/continuous integration of services to satisfy, at best, the evolving ESG market and the new ventures that will use Treedefi as its DEX.

The Tokenomics will be completely disclosed in the relevant chapter so that Treedefi enthusiasts can better understand the value of the Treedefi platform as well as the ecosystem.

From an economic perspective, Treedefi recognizes the need to be tightly integrated with the environment and related activities and businesses; due to this specific aim, the wealth of the ecosystem is based on real assets not directly owned by Treedefi but from specific professional partners across the world like farmers, fishermen, researchers, etc.

COT initial value will be calculated from the absorption of one kilogram of CO_2 from one square meter of hemp cultivation. Therefore, Treedefi COT is initially based on hemp's capacity to absorb CO_2. Treedefi will start to invest its own funds in buying one million square meters of hemp cultivation from specialized farms.

Through third-party licensed and regulated platforms, Treedefi is creating an ecosystem where partners can carry out decentralized

exchanges of ESG derivatives. The COT is the main token used to access these services, and therefore, it can not be categorized as a security.

3.1.2 – NFTree, NFTForest and Marketplace

The NFTrees were the first phase of Treedefi in bridging the application of the carbon credit system from the blockchain to the real-world. These NFTs are backed up by real live trees, which simply means there is an equivalent tree planted for each NFTree minted by Treedefi. As of writing, there are more than 1,000 NFTrees that come from different parts of the world and comprise several species which produce varying carbon offsets.

Treedefi continues to evolve as it grows the platform for the carbon credit system in which the NFTrees will serve as a cornerstone in linking the blockchain to the real-world.

Similar to the NFTrees, the NFTForests are NFTs that represent an exact amount of carbon dioxide absorbed in a specific period. At the end of a staking period of the COT, the user will have three different solutions to choose from:
a. claiming his COT
b. restarting the staking of the COT
c. minting an NFTForest and locking at the same time his COT

In this way, the NFTForest certifies an exact amount of carbon dioxide absorbed, proportional to the COT locked at the end of a

staking period. These NFTs can be offered or sold to other users on the Treedefi platform.

The Marketplace has already been developed and tested; it's a virtual place where users can search for NFTrees that they wish to own or want to contribute to plating, as offered by another who possessed such NFT or directly from Treedefi in case of bulk selling or special offers from planting partners across the world.

B2C and C2C offerings in the marketplace are placed through many ways of connecting supply and demand. At the moment the platform delivers to users two types of auctions: the English and the Dutch. A brief description of the two types is well explained by Cornell University.

3.1.3 – Borrow/lend and liquidity pool

DeFi protocol involves borrowing, lending or staking cryptocurrency in exchange for interest and other rewards. The yield farmers measure their returns in terms of annual percentage yields (APY).

To consolidate as a first mover in the ESG DeFi market, concretize services and make the COT an increasingly valued token, the expanding market strategy is based on the main DeFi vectors and services, namely:
• Borrowing/Lending
• Providing Liquidity

Concerning borrowing/lending, COT is the collateral requested from partners farmers to operate inside the DEX platform to borrow

collateral and use it in the derivatives as well as in the production proposed to the platform.

At the moment, due to financial and development matters, interest-only loans are available, and every issued token has a predefined LTV (Loan to Value) so that every newly issued token has its own risk and rates.

We also have an AI system in development that will determine from data delivered from the country on which the farmer is operating the following lending items:
- Interest
- LTV - Loan To Value
- Margin Call
- Grace Period

Any origination fee is paid in COT to leverage once again the token utility inside the platform.

Liquidity is the manner in which assets are converted quickly and efficiently, avoiding drastic price swings and slippage, which is the difference in the price you wanted to sell an asset for vs. the price it actually sells for. Liquidity pools play a large part in creating a liquid decentralized finance (DeFi) system.

Liquidity pools are crucial to build trust among users as solid liquidity will guarantee that users can convert their tokens with ease.

Treedefi AMM V2 consistently converts fees into COT if not available from the user wallet; this action is to make sure that all the transactions offset their CO_2 footprint.

3.1.4 – Launchpad & Launchpool

The ESG launchpad is a crypto-based fundraising platform that gives investors the opportunity to propose and acquire early crypto projects before they are listed publicly. This enables them to create and allow the community to buy tokens cheaper so that they can maximize their return on investment when the price appreciates later on.

As for the crypto projects, raising funds through a launchpad enables them to reach a broader base of investors. This prevents a large number of their tokens from being bought up by whales that can then manipulate the market and carry out pump-and-dump schemes.

COT holders are committed to a specific amount towards any token sale; the user's final allocation is determined proportionally by the ratio of their committed COT against the total committed COT by all participating users; so the higher a user's commitment, the higher the token quantity they receive.

The Launchpad is organized through a simple automated process by which users can publish their issued token and:

- borrow with a COT as collateral
- create a liquidity pool
- create instruments for secondary markets

3.1.5 – Farmers and trades

Farmers underwent a shift from the initial service proposition; now they are the backbo-

ne of crypto asset financial vision. In fact, farmers can operate in the Treedefi ecosystem leveraging liquidity pools to issue a specific token as a representation of a natural production: a huge vegetable plantation, a fruit tree, farming animal, seaweed plantation etc…

The farmer, issuing the token via the Treedefi platform, will plant/farm real natural products that will be represented via tokens issued on the primary marketplace. Based on a final financial value for that product given by market and statistical market , users, traders, and community members will choose to redeem the product avoiding the gain multiplier, or to sell in a secondary market leveraging the high published multiplier.

All tokens will be categorized using the USDA ERS commodity group and divided into the following categories from the USA ATM – Agricultural Trade Multiplier:
- Farm commodities
- All crops (oilseeds, grains, other crops)
- Livestock (cattle, dairy cattle, and milk, poultry and eggs, animals, except cattle and poultry)
- Nonfarm commodities (nurseries, forestry, and fishing, food processing; beer and wine; other agricultural exports)
- Bulk commodities (oilseeds, grains, bulk tobacco, and cotton)
- High-value commodities (beer and wine, food processing, livestock, nurseries, forestry and fishing, other agricultural exports, other crops).

Using this categorized issuing model, the DEX platform is able to deliver different tokenized

services to third parties and partners; the complexity of these deliverables will be forecasted before the first subsequent quarter.

Treedefi's ability to produce synthetic asset systems based on real assets coming from partners and farmers create tokens that are pegged to a target asset but backed by a different collateral asset by definition based on nature and natural economic processes (planting, farming, agriculture, marine breeding, etc…).

From a service and market perspective Treedefi will onboard the first farmers directly so that the functionalities of the platform are shown and exploited to their full potential increasing the platform positioning in the cryptospace.

3.1.6 – Tellus, the real asset game

The Tellus game has been developed with the aim of creating a strong bond between the crypto virtual world and the real tangible world. Gamers will be rewarded in COT, which they can then spend and trade.

The Tellus game has a fundamental goal: to transform virtual gaming into real ESG activities across the world through the HexMap, a way to use real land to fulfill environmental needs.

The first version of the game was released but has since gone back into development as we are aiming to expand and improve the

gameplay. Users of the first version were able to bridge their assets in the game and build virtual lands to earn seeds. New features will enable players to generate value for the Treedefi ecosystem. The game has a P2E system built around the COT token, and rewards will reflect real-world CO_2 carbon offsets.

Tellus takes from both web 2.0 and web 3.0 technology and will run on any device, making it an inclusive and open platform resistant to censorship from one central actor.

Tellus will also attract P2E gaming guilds. These institutions are made up of large groups of players who pool their skills and resources in order to achieve in-game success. In addition, guilds have been hugely effective at drawing players to blockchain games. We need look no further than the success of blockchain games to appreciate the potential positive impact Tellus will have on the Treedefi ecosystem.

3.2 – The IT platform

It has been difficult for Treedefi to choose a service provider as we are looking for low emission, environmental respect, and great performance that fulfills requests worldwide with instant backup and sufficient CPU power to settle trades.
Although we are yet to sign an official agreement, we strongly feel that AWS will be an ideal service provider. Their official energy policies are available here and, as you'll see, fit nicely with our criteria.

Some parts of their software relies on the Moralis Architecture to provide fast and powerful resources that link EVM-based blockchains to standard databases. We believe in their sustainable policy as described here.

3.3 – Community & Rewards Program

The rewards program guarantees that users staking COT receive discounts on fees and gain access to special features. Bonuses and Rewards are designed to attract stakeholders and investors and to prevent whales from attempting pump-and-dump attacks. Our rewards strategy is composed of the following programs:
- Staking rewards
- Pool Mining
- NFT Airdrop
- Bonuses

3.3.1 – Treedefi community am–bassadors

As the community has grown, we have made a special group for our most passionate members: the ambassadors. Who are the Treedefi Ambassadors?

Ambassadors are those who support marke–ting in the requested effort of increasing brand value by promoting the brand to target audiences. This role involves interacting with the general Treedefi public and users and attending public events or promoting the brand on many marketing vectors.

Treedefi will choose specific profiles of passionate users that will propose themsel–ves; we need excellent interpersonal and communication abilities, leadership, multi–tasking, attention to details and strong pre–sentation abilities.

By definition any social influencer with a contract of more than six months and any marketing public figure that officially repre–sents the Treedefi platform is an Ambassa–dor; only founders and co–founders are not Ambassador.

Ambassadors are incentivized to interact with the community and, in the process, generate traffic, and new content, spread news, and create a feedback loop for the project.

Any ambassador is notified when receiving certain goal–based bonuses; this will keep them engaged with the ecosystem and help strengthen the collaboration between the community and the Treedefi platform.

Ambassadors will be rewarded with the following bonuses:
- Exclusive badge and name tag for Telegram and Discord
- Whitelisting for token sales and discounts
- Recurring merchandising
- VIP pass for all events
- Specific training
- Access to beta testing groups of the new Treedefi functions

The privileges will be accompanied by mon–thly rewards calculated as a percentage of the COT generated through the Treedefi LP.

The Ambassador role will be managed by a maximum number of predefined partners worldwide; this number will be disclosed before the end of the year.

3.3.2 – VIP Program

Treedefi VIP program is developed as a tiered system to encourage customer enga–gement and participation. The reward plan for VIP members drives adoption and participa–tion by making our users, community mem–bers, holders, and investors special.

The discount and other benefits reserved to the token holders are disclosed once the token sale has been completed to avoid any specific market speculation.

VIP Program

VIP	COT Balance	Launchpad	Launchpool	DAO	Taker/Maker	Game Rewards	Lending	Borrowing	CO2 Reseller
User	>500	✓	✓	✗	✗	✗	✗	✗	✗
1	500	✓	✓	✓	✓	✓	✓	✗	✗
2	2.000	✓	✓	✓	✓	✓	✓	✗	✗
3	5.000	✓	✓	✓	✓	✓	✓	✗	✗
4	10.000	✓	✓	✓	✓	✓	✓	✓	✗
5	20.000	✓	✓	✓	✓	✓	✓	✓	✓
6	35.000	✓	✓	✓	✓	✓	✓	✓	✓
7	60.000	✓	✓	✓	✓	✓	✓	✓	✓
8	90.000	✓	✓	✓	✓	✓	✓	✓	✓
9	110.000	✓	✓	✓	✓	✓	✓	✓	✓

3.4 Swapping Treedefi Tokens

Since being deployed, Treedefi has issued SEED, TREE, and TCO2 tokens; this strategy was developed to deliver many use cases for investors with specific business models so that the platform could grow in users, financial value, and TVL (Total Value Locked).

Treedefi is now embarking on a new chapter, and as a result, we will be focusing solely on the COT token. The new targeted approach means that every aspect of the Treedefi ecosystem layers, like Dex, Launchpad, Launchpool, DAO, borrowing/lending, and reselling services, will be fuelled by COT.

Those users who still hold TREE, SEED, and TCO2 will see their tokens swapped for COT based on COT's pre-sale price, and any decimal value beyond the third digit is converted upwards to the second decimal digit. Our strategy prevents the holder from suffering any financial losses.

The swap process is made in a specific timeframe, so the transition to the COT is straightforward. Any technical information concerning the process not included here is available through the official telegram group.

4

Revenues
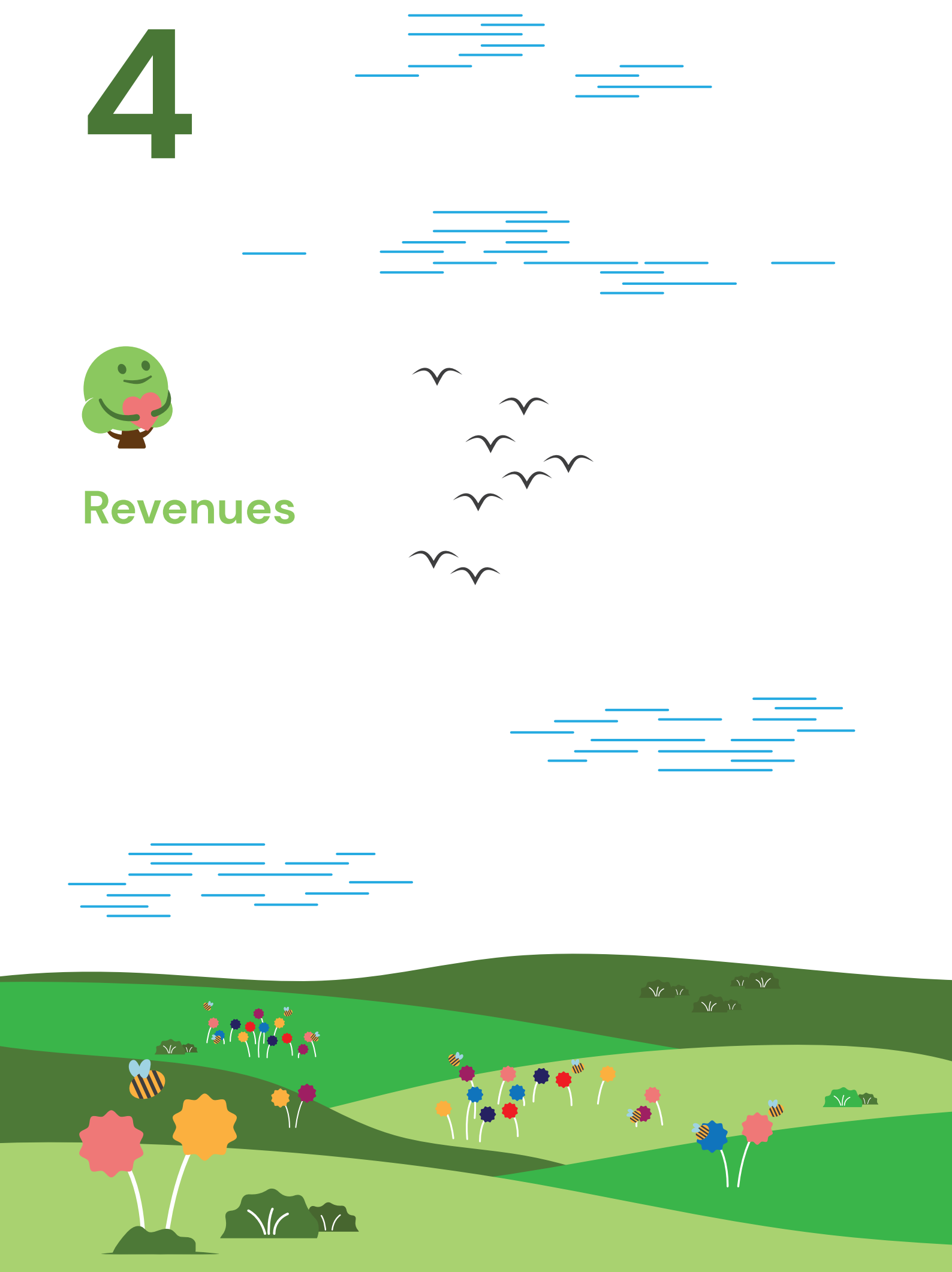
4 – Revenues

Despite Treedefi being a DeFi platform, its structure allows revenues to be generated in three forms beyond COT; these are the following:

1. FIAT money – by selling the absorption quotas to 3rd parties across the world. These revenues are used to pay for legal, business and other types of services worldwide.

2. Stablecoin – for transaction fees and listings. This kind of revenue is used for implementing crypto services to leverage Treedefi expansion in the crypto market; communication, marketing, and community rewards will be paid mainly using stablecoins.

3. Other cryptocurrencies – for the transaction fees and listing services. This kind of revenues are mainly used to increase liquidity pools so that COT is always liquid and financially performant for the user base.

Cryptocurrencies, among the liquidity pools, are partially reinvested as donations to the Treedefi Suisse institution to make farmers, fishermen, researchers and other institutions able to help the planet in accordance with the ESG principles; this kind of virtuous circle will contribute to an increase in the sources of CO_2 absorption and drive demand for COT.

4.1 – Business model consolidation

DEXes are exchanges that take a different approach into trading virtual goods/cryptocurrencies; as a DEX Treedefi operates without any kind of intermediary for clearing transactions, relying instead on self-executing smart contracts.
This kind of dynamic architecture enables instantaneous trades lowering the transaction cost that normally occurs on a Centralized Exchange. Another security advantage that relies on DEXs is the non-custodial framework; with a non-custodial account users are the sole responsible and guardians of their assets, in fact the user maintains the private keys on which the assets are stored.

Based on the Dex business model Treedefi uses its technology for delivering services to its market from which estimated revenues are divided into the following streams:
- Sale of the CO_2 absorption service
- Trading fees from the dex platform
- Launchpads & launchpools
- Borrow/Lending COT
- Sponsored research results
- Derivatives fees
- Transactions fees from gaming

Among the company cost management, the revenue stream is used as the fuel of the company's growth in terms of:
- acquiring natural collateral
- funding research
- planting and farming seaside natural absorption species

Treedefi's goal is to increase the value of the company instead of consolidating hit and run startup strategies with very low company life expectations.

5

Unique Value Proposition

5 – Unique Value Proposition

"A value proposition tells our users why they should do business with you rather than your competitors, and makes the benefits of your products or services crystal clear from the outset."

Our platform aims to create solid crypto-based services to empower the ESG market and increase the role of human nature-based businesses across the world while integrating the decentralized finance features for being open, profitable, durable, and consistent: Treedefi – Empowering the ESG universe.

5.1 – UVP for users

Users are those who access the platform without holding tokens, and that can access a broad range of crypto-based initiatives that are bonded with the ESG market, sustainability, and social ROI; leveraging the power of cryptocurrency and blockchain-based technology is possible to help to develop dispersed communities across the planet while generating profits and respecting the environment.

5.2 – UVP for community members

Community members are those whose access to a full list of benefits like fee discounts, perks, launchpad airdrops, privileged information, pre-sales, pre-listing white paper; and all of this while helping the planet and contributing to making ESG businesses grow. They have mostly been holding COT tokens since the launch of Treedefi.

5.3 – UVP for the market

Crypto universe needs a specialized ESG place to fulfill the requirements of a new generation of businesses. We can leverage the freedom and ease of value transfer offered by cryptocurrencies to create safeguard projects worldwide and protect the environment.

5.4 – UVP for holders & investors

Token holders are those whose COT staking quantity is related to their respective VIP level. They can benefit from the value of a utility token in a still-growing market. The crypto space lacks many players, and Treedefi enters the market with innovation and attraction for new backers: with a professional team and a DAO offering governance.

Investors, like token holders, are those whose stake has a relevant number of tokens; the difference between an investor relies on the quantity of tokens they bought before the launch of the new platform.

With the ESG market so poorly served by the crypto community, there's massive room for growth, and with the first mover advantage, Treedefi stands to snap up a large chunk of the market. Investors stand to benefit from investing in the crypto-ESG market early. Furthermore, the COT token's solid deflationary tokenomics, strong expansion plan, and impressive development team make it the stand-out candidate in the current market.

6

Marketing Plan

6 – Marketing Plan

At Treedefi, we believe that everyone should offset their own emissions to help the planet and create a whole new economy in services, platforms, and financial matters; based on this, Treedefi marketing plan defines the bare minimum strategies to be used from the internal communication department to make the project a global success.

6.1 – Leverage established Community

The Treedefi community uses Telegram and Discord for active interaction, while Twitter and Instagram provide passive information sources. The platform has experienced exponential growth from its launch until now, we expect to grow across the major social media platforms, as you can see below.

Platform	Actual (real users)	Goal (end 2023)
Twitter	24.200	250.000
Instagram	2.281	150.000
Telegram	4.057	50.000
Discord	530	30.000
YouTube	13.500	100.000
Medium	869	10.000

With these initial community numbers, the main strategy is focused on the following short–term goals:
- *increase participant numbers*, giving access to a multitude of people across the world and leveraging the strength of the blockchain's transparency to welcome new supporters
- *increase the interactions*, through an efficient customer support program that responds quickly and truthfully to every query
- *increase communication channels* so that communication results are specific, structured and well–defined, avoiding unnecessary statements made for specu–lative purposes or false claims.

Two main forms of communication with the respective carrier are defined for the market approach established by Treedefi to create value for
- educational purposes
- news and updates
- planting events
- local communities
- services and platform updates
- launchpads
- direct support

Communication channels are mainly divided into:
- Traditional with an extensive use of, but not limited to
  - YouTube
  - Instagram
  - TikTok
  - Browsing
- Crypto with an extensive use of, but not limited to
  - Twitter
  - Discord
  - Telegram

Among these operations is increased pre–sence on Medium and the use of Reddit as an analysis platform for our reputation.

6.2 – Treedefi's funding Switzerland institution

The market that represents a big opportunity to Treedefi requests new business paradigms based on transparency, readiness, ethical commitment, and with utmost attention to the environment and people.

Treedefi is committed to reaching and maintaining all of these paradigms. To achieve our aims, the COT token has been structured in a coherent way. We understand that the key to success is to make COT a true collateral token based on the real-world tangible asset of CO_2 absorption.

To make the absorption a real tangible asset, Treedefi designed and implemented an international procedure that enables CO_2 absorption partners across the world to receive funds for a predefined five years contract to be used to cultivate hemp.

Funds are delivered always through a strong commitment by which predefined rules are managed from a recognized Swiss institution and consist in the following predefined and basic etched requests.

Main Requests
- At least 100 hectares per contract, for the first year, then the minimum will be increased
- Must be totally cultivated with hemp
- Contract duration is mandatory 5 years yearly renewable
- Must be a single contact/interlocutor but cooperatives are welcome

- Treedefi is interested only in cultivation and NOT in the production that remains to the local partner
- Price defined must be for 5 years; Treedefi funds are used every year upon the successful production of the previous year

Economics & Finance
- Payment is made by a Swiss Institution leveraging the world recognized legal environment
- Institution payments are made exclusively using stable coins
- The wallet used for the transaction will be included in the contract that is signed to be transparent with the whole community
- Invoicing is a mandatory requests to fulfill the legal requirements and social integrity

Some minimal and mandatory contract requests made by the Swiss Institution to comply with communication, transparency and business matters are the following:
- Asking any time to access the cultivation to check, from a third party analysis, the status of the production, development and well-being
- Publish on web the cultivation process as well as the GPS position
- The partner must be interviewable and the interview must be publicly available
- Treedefi can ask for an insurance

Community helps this process to deliver the best strategy; Treedefi's lawyers, due a strong commitment to the project, analyze the solutions to be implemented in every country where a partner is located.

6.3 – COT/CO2 selling strategy

Defining a marketing strategy for Treedefi is a complex task that takes inspiration from a hybrid market approach given by the double nature of the COT:
A. COT as a token to be used to access platform's services
B. COT as CO2 absorption service

Treedefi aims to sell tokens and absorption to the whole world through two main selling strategies: selling COT as a dex token and selling COT as a CO2 absorption service.

6.3.1 – COT as a token

As a dex token, the COT is sold via the dex exchange to the Treedefi crypto community and already recognized market, this way Treedefi will receive in exchange cryptocurrencies to be used to run and maintain the business and to proportionally create liquidity pools by which users are able to exchange the COT.

For every sold COT, one kilogram per year of CO_2 absorption is granted to the user for at least a five-year period. The COT token can be managed through any dex wallet and sold in the liquidity pool.

6.3.2 – The Treedefi Store: COT as a CO2 absorption service

As a CO2 absorption service the COT is sold through the e-commerce platform that will be released before the end of '22 so that

everyone will be able to buy via credit card the service of one kilogram a year for 5 years of absorption.

Every customer that is buying a CO2 absorption by default receives a redeemable COT token with a proportion 1:1 with the bought absorption.this kind of sales channel delivers the opportunity to a huge market to buy the absorption and make a user conversion from being a customer of an absorption service to a decentralized exchange.

6.3.3 – Treedefi resellers

To increase its market, and bring users' conversion, Treedefi is creating a network of token holders whose staked COT reaches a specific threshold so that for these token holders, it is possible to become a Treedefi Reseller of CO2 absorption service.

Resellers sell directly to their own customer base receiving up to the 25% of the invoiced cost to the buyer; for Treedefi, the reselling strategy is fundamental because resellers often provide some added value in terms of the customer experience, which enables them to earn the price of the sale.

It is fundamental to understand that without a predefined quantity of tokens in the specific staking pool, the token holders won't receive the code to resell the service and gain rewards in tokens.

Every token holder by default receives a code usable on the e-commerce website to buy CO2 absorption so that any customer base

can be driven to buy the service creating a win-win system.

6.3.4 – Greenathons

Treedefi planned to organize a panel to talk about Cryptocurrencies and sustainability as well as the role of the crypto community in the ESG market; people involved in crypto and advocates are welcome to exploit the transparency power of the blockchain and decentralized finance to increase the ESG perception across countries and within local communities.

Greenathon is also hosting a hackathon where young entrepreneurs and students can participate and whose results are subjected to prizes, grants, and support from the Tree-defi in itself and from its international community.

Greenathon is an event to be proud of from the perspective of the whole Treedefi community and for this reason has a special place on the website that will be published during Q1–Q2 '23.
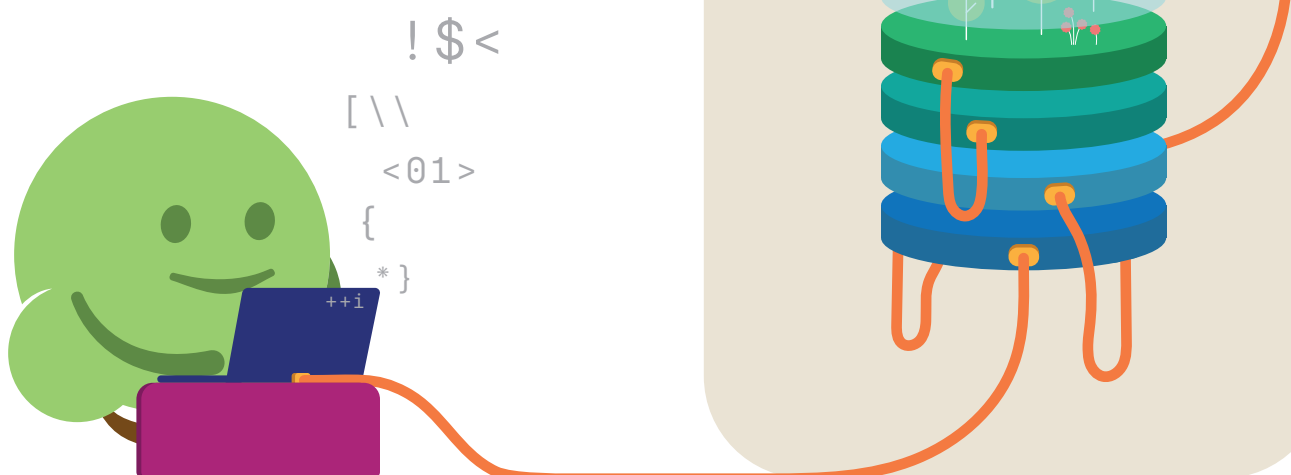
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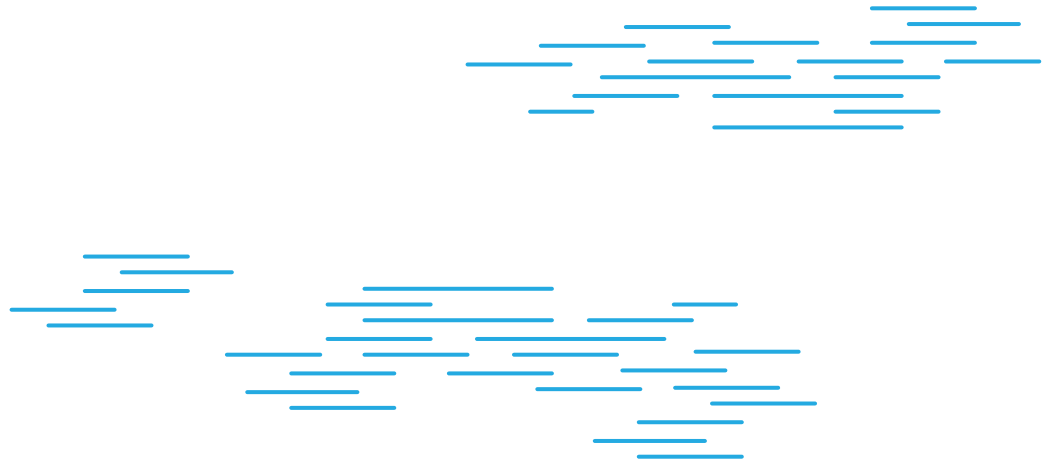
Governance

7 – Governance

Despite the crypto world's practice of asking for capital (ICO/IDO/IEO) before creating a project, at Treedefi we want to share with a community something we believe in; for sharing the project governance a DAO is planned as the governance instrument.

"DAO is a community–led entity with no central authority. It is fully autonomous and transparent: smart contracts lay the foundational rules, execute the agreed upon decisions, and at any point, proposals, voting, and even the very code itself can be publicly audited."
*Source: ConsenSys*

Implementing a DAO, Treedefi project will be open to the community of ESG-excited members so that the platform will always reflect the power of the multitude fulfilling the spirit of open source, blockchain, and freedom.

7.1 – Progressive DAO

While the Treedefi DeFi ecosystem will have DAO features, the larger, overall part of decision–making at the startup will not immediately be handed over to its community.

In the early phases of development, the Treedefi team needs the decision–making process to be fast and agile in order to achieve its aims.
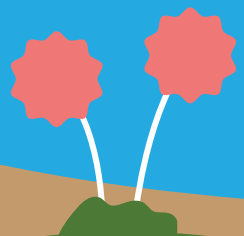
However, step by step, once the main features are deployed and the platform becomes well established, everything will be handed over, including in the first place, the Tree Huggers, the NFTree Club participants, and the whole community of token holders to respect 100% the principles of decentralization.
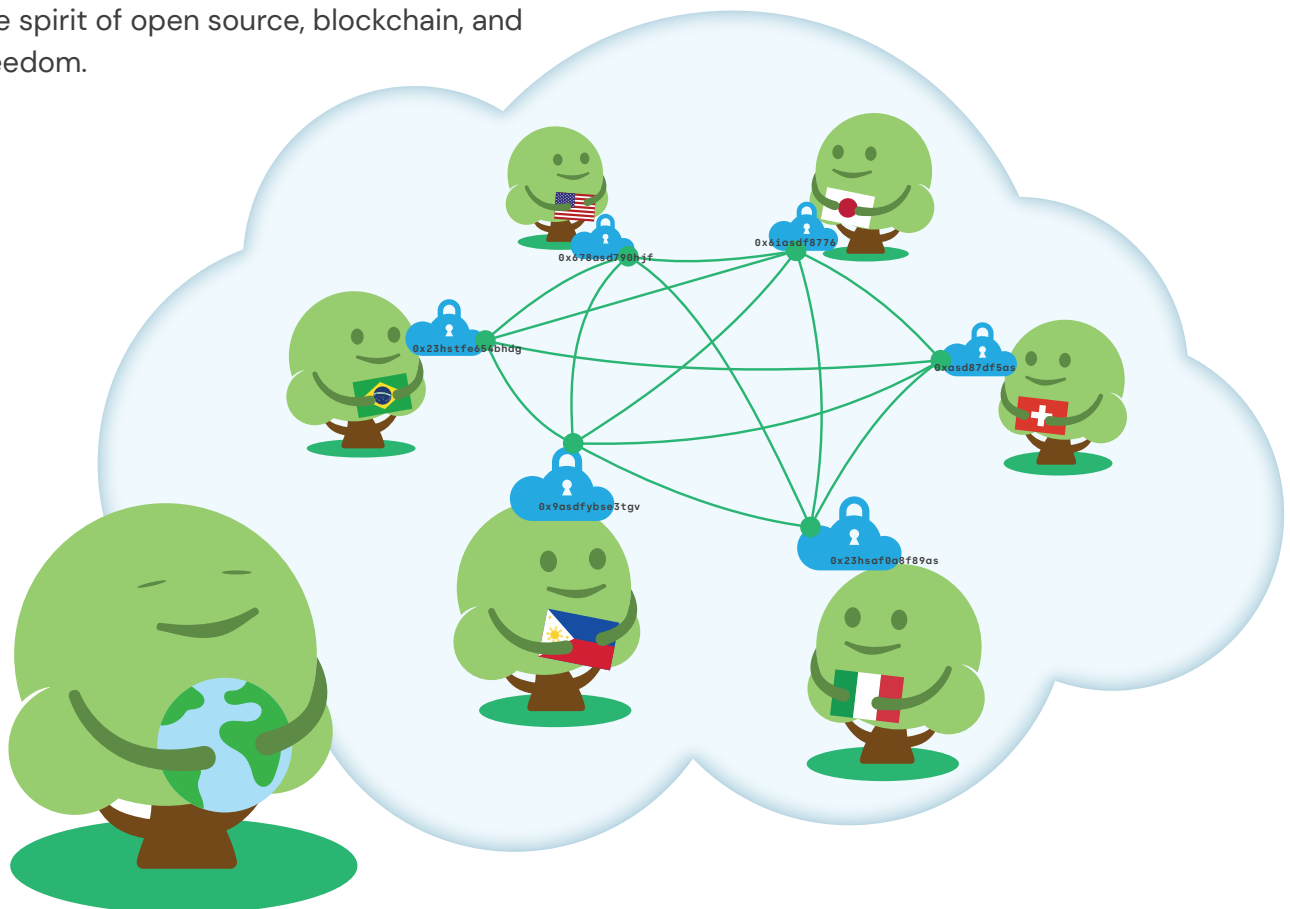
8

Tokenomics

8 – Tokenomics

The tokenomics is modeled to increase the platform performance and sustain the ecosystem as well as to increase recognition, credibility, security and financial stability; Treedefi wants to deliver consolidated services and features still not present in the crypto space with the aim of attract many users, traders and investors who are not directly interested in the ESG.

Among the general company costs, the funds distribution is mainly portioned into the following cost/revenues points :

Technology
Services are maintained, developed and deployed avoiding security breaches and constant availability through web and mobile apps:
- Security Auditing: infrastructural, smart contract and cyclical testing
- Servers and running infrastructure
- Smart contract development
- Dex/services development
- R&D for new services

Business & Financials
As COT is an increasing value token, financials are used across the development of multiple services in the cryptoworld to make COT as collateral for the new services already described. Falling into this category:
- Liquidity Pools
- Launchpool
- DAO
- Additional LPs on other Blockchains
- CEX listing

- Legal & Compliance
- Company management
- Airdrops and special bonuses

Community Growth
Funds that are used to increase the market awareness of the Treedefi platform through marketing actions, community rewards and planting and research charity donations through the Treedefi Suisse. Falling into this category:
- Community perks
- Direct and indirect marketing
- Charities and donations
- Special ESG research programs
- Greenathons & public events

8.1 – Initial Token Sale vs. Initial Token Offering

It is a consolidated as well as common practice in the crypto world to issue a new token with a value estimation to receive in exchange a more valuable token to finance a specific business.

This procedure is called Initial Coin Offering (ICO); the ICO is a procedure to raise funds to do business. It is issued with the aim of raising funds to finance a technical project by offering a token or a cryptocurrency.

As ICO has many disadvantages often not recognized from investors and crypto users:
- Many ICO projects have a low success rate
- If the ICO project fails, the tokens will lose value and become worthless
- ICO-related regulatory mechanisms are not fully available

- There are a huge number of scam possibilities

The main concept is that an ICO is used to be financed and therefore the process is being financed then starting to do stuff.

Treedefi is changing this paradigm in favor of a more professional one; sell tokens of an already established business to make revenues with added-value services.

Despite Treedefi having a running platform, the business model was unclear, undefined and prone to produce a mechanism by which issuing cyclically a new token would result in a new form of financing that, in a vicious cycle, led to asking the market for new funds with a new issued token.

This business model stopped in favor of a new virtuous, consolidated and real model: a hybrid between a tokenized company and a real company whose token is used to create a valued industrial production based on CO2 absorption integrated with high end crypto services, trading and crypto financial services.

For this reason Treedefi is issuing a token sale with an already created collateral so that a user already knows where his token goes and which the business functions are: for this reason the COT tokens are sold in exchange of an already established business of absorption.

8.1.1 – SEED, TREE and TCO2 swap

During its life Treedefi issued 3 main tokens: SEED, TREE and TCO2.

Coherently with the communication given to the community and token holders a swap process will be made available so that any holder of the old tokens will be able to swap to COT. The swap will occur mainly with 3 strategies available to the holders:

1. *Independent sell:* any user will sell the aforementioned tokens to the market with its own will of price and volumes. With this kind of operation users are free to trade in zero time.
2. *Treedefi market swap:* Treedefi swaps aforementioned tokens with an increased market value of the holder tokens. In this case the holders will not be able to trade immediately but after 12 months with a release of 25% month.
3. *Treedefi investment swap:* Treedefi swap aforementioned tokens with the definitive selling price of the token that by definition will be higher than the last price of token sale. In this case the token holder will not be able to trade before 24 months and after 24 months without any limit.

8.2 – Token Allocation & Distribution

The token allocation and distribution has been deeply studied and modeled to make the Treedefi platform financially both scalable and solid. For this reason, were used the following paradigms:
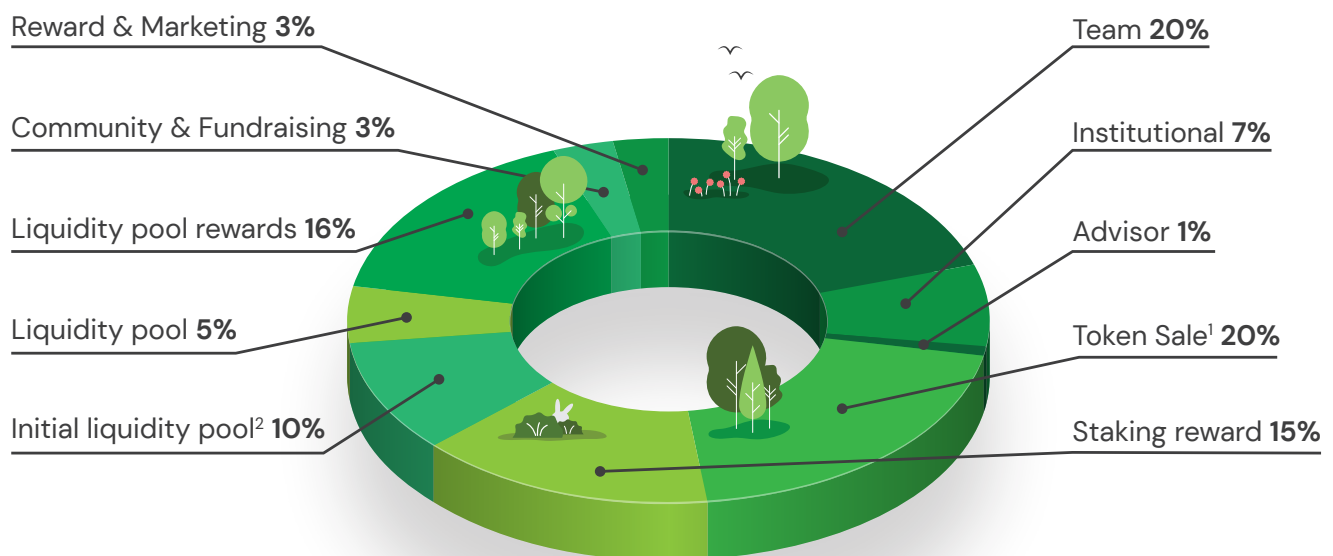
- Deflationary paradigm
- Capped supply to 150.000.000 COT
- Liquidity pool reallocation
- Liquidity mining rewards
- Staking rewards

The tokenomics strategy expects that part of the earnings from the COT selling are reinvested in the platform liquidity to support liquidity pools and therefore the growth of the token, especially as collateral.

Very briefly in the following chapters any item of the token distribution is explained and described.

Token distribution	%	Value	Note
Team	20%	30.000.000	Distributed with vesting
Advisor	1%	1.500.000	
Institutional	7%	10.500.000	
Token Sale[1]	20%	30.000.000	Free to be traded on pools
Staking Reward	15%	22.500.000	Distributed with locking
Initial Liquidity Pool[2]	10%	15.000.000	
Liquidity Pool Deepening & Conditional Dilution	5%	7.500.000	
Liquidity Pool Rewards	16%	24.000.000	
Community & Fundraising	3%	4.500.000	Undistributed as liquidity reserve
Reward & Marketing	3%	4.500.000	
Total Supply	100%	150.000.000	

Reward & Marketing **3%**

Community & Fundraising **3%**

Liquidity pool rewards **16%**

Liquidity pool **5%**

Initial liquidity pool[2] **10%**

Team **20%**

Institutional **7%**

Advisor **1%**

Token Sale[1] **20%**

Staking reward **15%**

(1) Up to 20% of the total supply in proportion to the COT sale.

(2) Up to 10%, in any case in proportion to the result of the COT sale. The raised funds/revenues obtained from the token sale will, also, be used for the creation of the liquidity pool and, consequently, to give the first market price to the COT token; considering this last consideration, the launch price of the COT token in the Liquidity Pool as well as the quantity of allocated COT tokens will vary proportionally to the achievement of the assumed collection objectives in terms of token sale.

8.2.1 – Team

Team's tokens are defined to reward the team concerning the development and the business; the concept behind the team is that Treedefi is not a speculative, hit and run, project. Treedefi is a medium/long project whose value will be increased by time; to make anyone aware about team commitment a lot of actions are made: from the anti rug pull smart contract indefinite commitment of the pools to the time based release of the team tokens.

8.2.2 – Advisor

Advisors are professionals whose professionalism is requested; Treedefi uses these tokens to pay (where possible) and reward lawyers, international accountants, financial experts, technology providers, etc…

8.2.3 – Institutional

This budget refers to token reserved to institutional financial investors that recognize the quality of the Treedefi project and therefore to those institutional that invest bulk quantity of money to specific projects

8.2.4 – Token Sale

As defined Treedefi is issuing a token sale whose tokens are representing an already running business with already defined (and paid) investments. This budget refers to the quantity of tokens to be sold to the public so that the collateral of Treedefi is transferred in the hands of users, investors and crypto enthusiasts.

The token sale prices, in USD, are the following:

COT Absorption Sale	% to sell	Price	Value	Stage
3.000.000	10%	$ 0,50	$1.500.000	Club
3.600.000	12%	$ 0,70	$2.520.000	1st
7.500.000	25%	$ 0,80	$6.000.000	2nd
9.900.000	33%	$ 0,85	$8.415.000	3rd
6.000.000	20%	$ 0,90	$5.400.000	4th

Due financial aspects on the Treedefi Store the cost of the absorption will always be set to 1 USD VAT excluded; the conversion with the value of COT will change depending on the market conditions.

8.2.5 – Staking Reward

This budget describes the rewards allocated for those users that will lock the COTs to being rewarded through the available staking pools; this is one of Treedefi anti–whale strategies to reward investors and protect the project.

8.2.6 – Initial Liquidity Pool

This represents the quantity of tokens to create the initial pool so that any user can exchange through a dex the COT; the underlying financial strategy is explained in the pool strategy chapter.

8.2.7 – Liquidity Pool Deepening & Conditional Dilution

This budget is defined to increase the amount of the liquidity in the liquidity pool; this value is determined to make the COT liquid. Treedefi aims to have a good token exchange rate to make its token holders liquid.

8.2.8 – Liquidity Pool Rewards

Liquidity Pool Rewards are funds used to reward the liquidity pool delivered to give users access to specific liquidity.

8.2.9 – Community & Fundraising

These funds are very important; Treedefi recognizes the fundamental importance of the community and other fundraising actions in case of specific financial and growing scenarios.

8.2.10 – Reward & Marketing

These funds are used for marketing purposes, community rewards and greenathons so that any project can be rewarded and special marketing actions can be defined to increase the project awareness and credibility.

8.3 – Staking Rewards

Rewards and staking are budgeted so that the community and the token holders can benefit from trusting the Treedefi project.

Staking is not divided into time-frame based pools; defined a minimum time-frame of one week, every user can leverage the power of staking with a specific reward with a long-time proportional high-reward scheme.

Staking reward is calculated with the following schema:

$$\frac{(\text{User Tokens} \cdot \text{Locking Time})}{\sum(\text{Locked Tokens} \cdot \text{Locking Time})}$$

8.4 – Liquidity Pool Strategy

To encourage users and community members to interact with the Treedefi platform and the COT token, a liquidity pool will be created.

The earnings from COT selling are used to increase the availability of the pool and increase project's community awareness; at the moment the suggested liquidity pools are
- COT/USDT
- COT/BNB

As per the sale of the COT, a variable percentage of the revenue, estimated between the 15% and the 50%, is used to create the liquidity pools which will be configured in such a way as to be able to balance the price by distributing the value between USDT, USDC, BUSD or other stable coin and BNB.

In doing so, the COT price will be able to maintain relative stability in respect to the market while still being able to benefit from up to 50% of the BNB appreciation; this

strategic choice is strongly consistent with our long-term vision of the market and which sees crypto as a means of payment becoming increasingly popular allowing micro payments to be done from a global perspective.

8.4.1 – Liquidity Pool and Deepening Locking

To give further guarantees to the community, the funds contributed in the liquidity pool both at the time of the creation of the LP and subsequently through the liquidity pool deepening and expansion strategies, will be locked indefinitely through a protocol like Unicrypt.

This locking policy is part of the various expansion and sustainability policies of the liquidity pool to ensure that COT token holders always have liquidity within which to exchange their tokens.

8.5 – Deflationary Model and Auto–Burning

COT is based on a deflationary model and therefore on a predefined supply and time-frame business-oriented distribution. The pre-mined supply will be dedicated to special discounted sales oriented to special users and investors.

The deflationary model has been chosen because it adds value to the token while reducing the threat of bubbles and inflation. By pre-mining the tokens in the initial phase

we avoid the threat of smart contract exploits, a common plague of new projects.

The Treedefi Revenue Model is expected to work in the following steps:
1. Treedefi earns revenues in crypto
2. Treedefi buys back tokens from the Reserve Liquidity Pool
3. Treedefi token burning through the Auto-Burning Algorithm

Treedefi will burn a percentage of the tokens after being bought back from the pools, community, and exchanges; this percentage is determined as per the auto-burning algorithm to fulfill the token's value growth objectives.

8.5.1 – Auto–Burning Algorithm

The cyclical burn will be configured with the Treedefi Auto-Burn feature to provide the community with the transparency and predictability the platform has and wants to achieve. The auto-burn feature is both objective and verifiable, it is independent of revenues generated on the platform and the algorithm will be auto-adjustable so that the burn amount will be based on model:

Deflationary COT Model	%
Token to be burned after being buyed	17%
Treasury liquidity mining	10%
Treasury staking	10%
Treasury reward	15%
Treasury infrastructure	15%
Deeping Liquidity Pool	33%
Total	**100%**

Note
1/3 of funds directed to liquid pool

8.6 – Liquidity Reserve and reward policy

In Treedefi's economy, the different reserves of COT tokens are defined to play a fundamental role. Among these reserves, consisting of both COT tokens pre-allocated in tokenomics and COT tokens subsequently allocated according to buy-back policies, the main ones are here expressed to make the project stable and solid.

8.6.1 – Staking reserves

The staking reserve is the reserve of COT tokens allocated as a reward for investors who decide to lock up their tokens for a certain period of time arbitrarily chosen by the investor.

The COT tokens allocated in the staking reserve will be divided among those who lock their tokens according to the provisions described in this document. This reserve will be fed by additional COTs according to the buy-back mechanism as envisaged by tokenomics.

8.6.2 – Liquidity mining reserves

The liquidity mining reserve refers to the COT tokens allocated to give a reward to those who contribute their COT together with USDT or BNB as liquidity provider.

In essence, anyone who makes their funds available to expand the liquidity pool and therefore the COT market, will be entitled to a

reward that will be proportional both to their capital locked in the liquidity pool in proportion to the total capital locked in the liquidity pool and to the time for which it will leave its capital in the Liquidity pool.

This reserve will also be fed by further COTs according to the buy-back mechanism as envisaged by tokenomics.

8.6.3 – Treasury Infrastructure reserve

Part of the COT tokens repurchased from the market, according to the buyback mechanism as envisaged by tokenomics, will be set aside to finance the long-term development of the Treedefi project. Specifically, these COT tokens will be set aside in the Treasury Infrastructure Reserve.

### 8.6.4 – Treasury rewards and marketing reserves

The COT tokens intended for marketing and community rewards will instead be set aside in the Treasury reward and marketing reserve. This treasury reserve will be fed both by a pre-allocation of tokens and by the buy-back mechanism as envisaged by tokenomics.

8.7 – Safeguarding from wild speculation

To safeguard the economy of the project, Treedefi will strive to find solutions whose balance is well distributed between speculation, token selling and liquidity. Despite the

potential growth of the project, Treedefi's team is strongly committed to the value of the token in place of the cash-flow coming from many revenue streams.

Consistently with the last assertion, the purchased tokens in the initial stages of the sale will be released, and therefore will be available to the user, after the conclusion of the discounted sale phase and in the release proportion of 1/730; this releasing method while maintain the reached value after the discounted purchase, will effectively reduce dumps and avoiding unnecessary specula-tion.
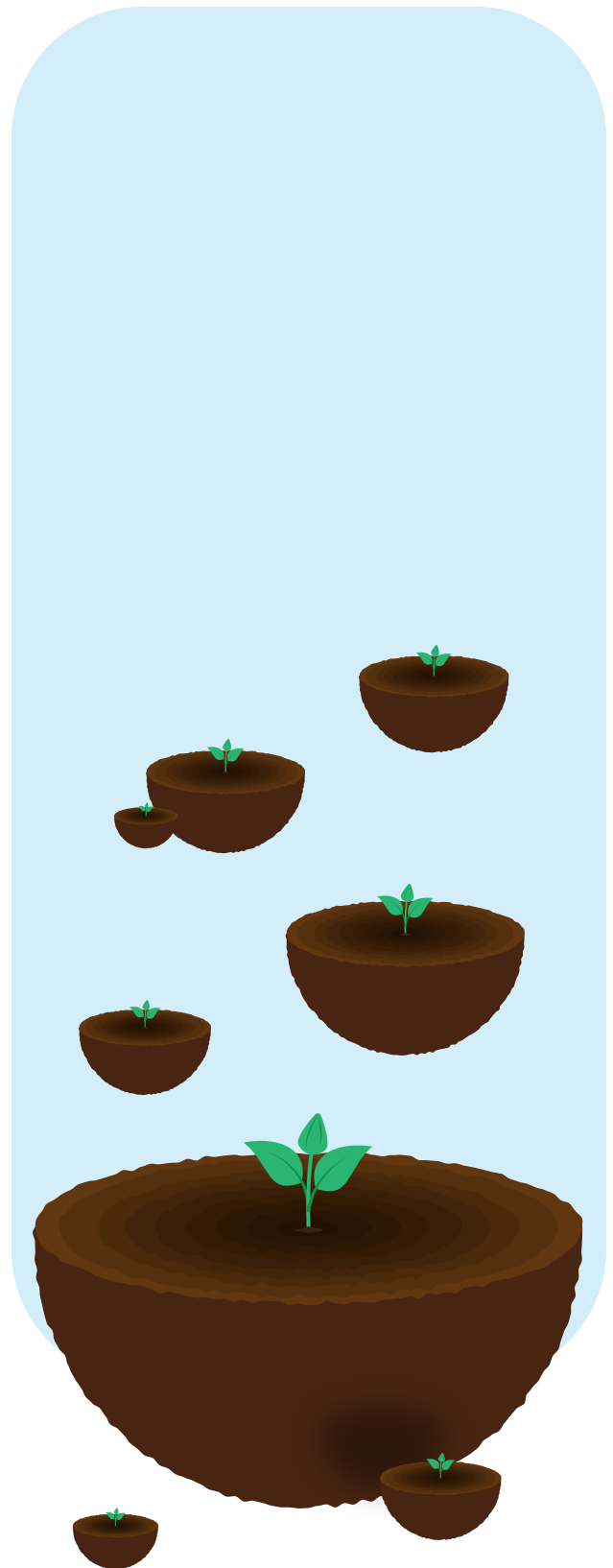
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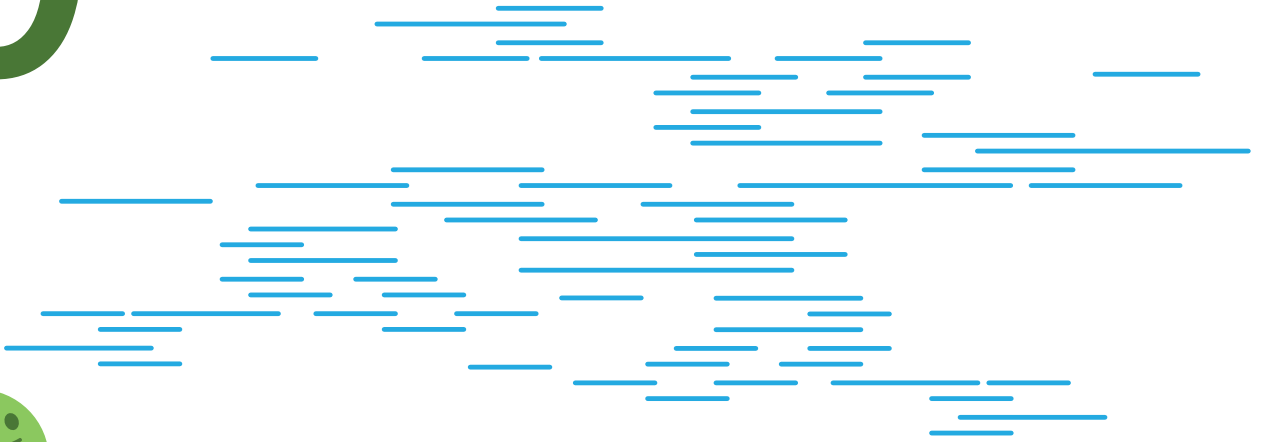
Roadmap & Team
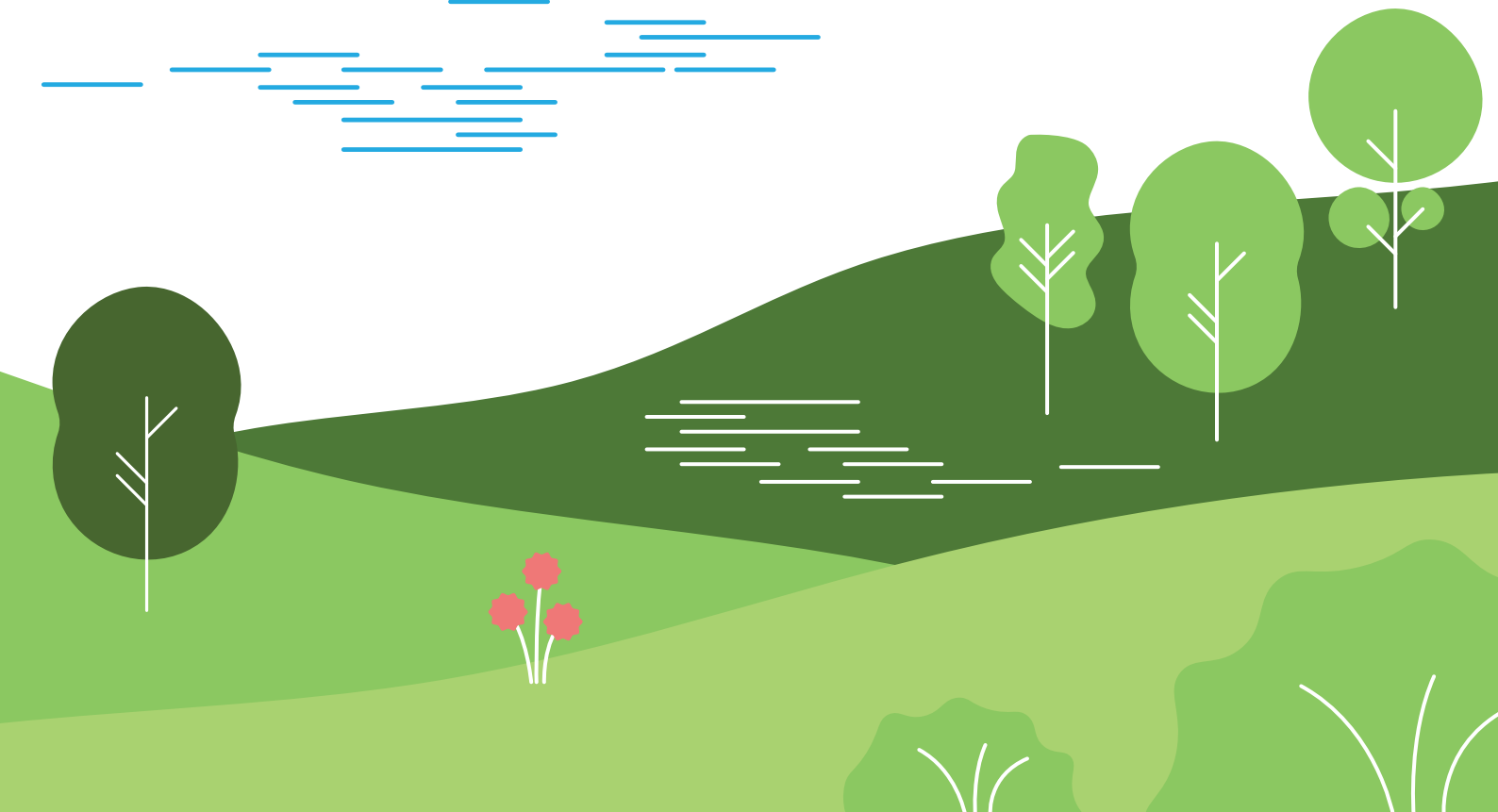
9 – Roadmap & Team

Treedefi is already being reformed and innovated, step by step the project is in renovating and the new business model is being applied to the new paradigm so that the initiative is starting to be consolidated to welcome new users, new features and a new growth.

The changing process started in Sept. '22 and at the moment the following tasks were delivered to the market.

Oct '22
- Treedefi scouting for market incorporation
- Treedefi company incorporation
- Team building & consolidation
- Business modelling

Nov '22
- Treedefi Suisse institution
- Start of marketing & communication
- Resolution of community issues
- Starting Whitepaper development
- Start of Pitch Deck

9.1 – Roadmap

Although the Treedefi platform is in a private development stage, to fulfill our goals and functions was developed a new roadmap to deploy new services and processes, as a result, the following milestone were defined:

Dec '22
- COT Token Generation Event
- Treedefi Store with FIAT payment
- Treedefi UX/UI Refresh
- Back Office infrastructure
- New IT architecture
- Debunking the project for international credibility

Feb '23
- Community rewards
- Staking Pools
- Liquidity Pool (conditional)
- CO2 Reseller
- Treedefi.com new UX/UI

Aug '23
- Farmers & trades
- Launchpad
- Launchpool

Sep '23
- Gaming App & Game Rewards

Jan '24
- Lending/Borrowing
- Unleashing ESG DeFi

Apr '24
- DeFi & Derivatives unleashed
- Public DAO

9.2 – Team & Vesting

Treedefi's team is working endlessly to create solutions to real–world problems; there is an incredible spirit of fun, accomplishment, innovation, goodwill, and collaboration in this process of developing ideas and delivering them online to make the Dex fully functional and able to fulfill the project requirements.

To be very clear, coding is just one of the many tasks that any team will need to make a successful platform run. That's why the Treedefi team is composed of many different technical backgrounds from IT development, to blockchain integration and use, to the financial field as well as international law and fiscal firms.

Treedefi is a service conceived in Switzerland, developed between Italy, the United Kingdom, the Philippines, Brazil, Indonesia, UEA, Caribbean and India with the involvement of many people who, even if they are not part of the team, feel the mission is their own.

The team's strengths are:
- Strong commitment
- Healthy vesting
- Same base of principles
- People in first place
- Business must be a value for stakeholders
- Many years of combined experience

The team's commitment defines the vesting timing so that the members are committed for at least one year preventing any token sale and another 12 months whose selling can not be much more than the ten percent

every month.

The team's tokens will be inserted into a multisig wallet which, through the DAO, decides to make a maximum of 10% (ten percent) of the value available in order to be sold on the market after, obviously, the predefined vesting time.

This type of conduct will be adopted by every participant in the project (founder, consultant or partner) who has a speculative interest shown in the initial stages of the token generation.

Vesting from TGE*	Unlocks after (months)	Monthly free to sell
Team	12	10%
Advisor	12	15%
Investor	12	15%

*TGE – Token Generation Event