

An aerial photograph of a narrow, light-colored dirt or gravel road that curves through a dense forest. The forest consists of tall evergreen trees, with some deciduous trees showing autumnal colors like yellow and orange. The road is surrounded by lush greenery and small clearings. In the lower right foreground, there's a simple metal frame structure, possibly a gate or a small shelter. The overall scene is one of a quiet, rural path through nature.

AMADEMY

# BACKGROUND RESEARCH

## News & Articles

### BRAZIL: AMAZON TRIBES USE NEW TECHNOLOGY AND TRADITIONAL KNOWLEDGE TO MAP THEIR LANDS

The Brazilian Embassy in Washington recently announced the results of a cooperative effort by four tribes of the northeast Amazon, the Brazilian government's Indian agency and the Amazon Conservation Team to map ten million acres of the tribes' ancestral lands. The regions mapped included the Tumucumaque Indigenous Park and the Rio Paru d'Este

They are willing to learn about the outside world and how to do business.  
The chief wants a google alliance to create a satellite imagery of the Amazon in 3D

The Americas

### Brazilian tribal chief uses technology to help save his people, and curb deforestation



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# PROBLEM?

## UNFAIR TRADE & INEQUALITY

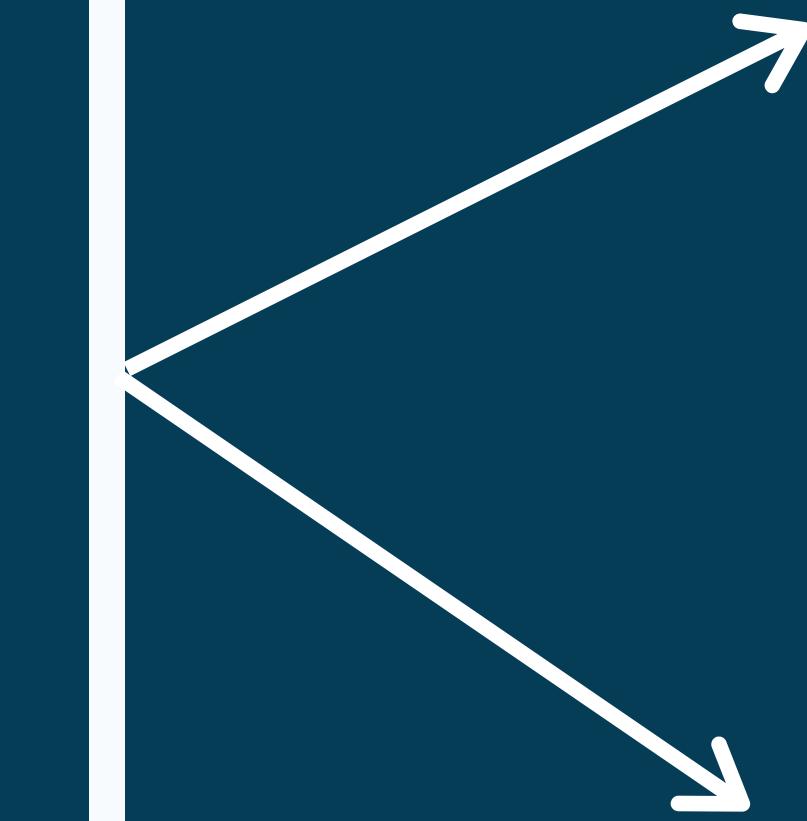
- UNWILLING TO SHARE THE KNOWLEDGE
- AFRAID OF EXPLOITATION
- LACK OF PROPER INFORMATION
- NO TRANSPARENCY
- MANY INTERMEDIARIES



2 SOLUTIONS

EDUCATION

TRADE MARKET

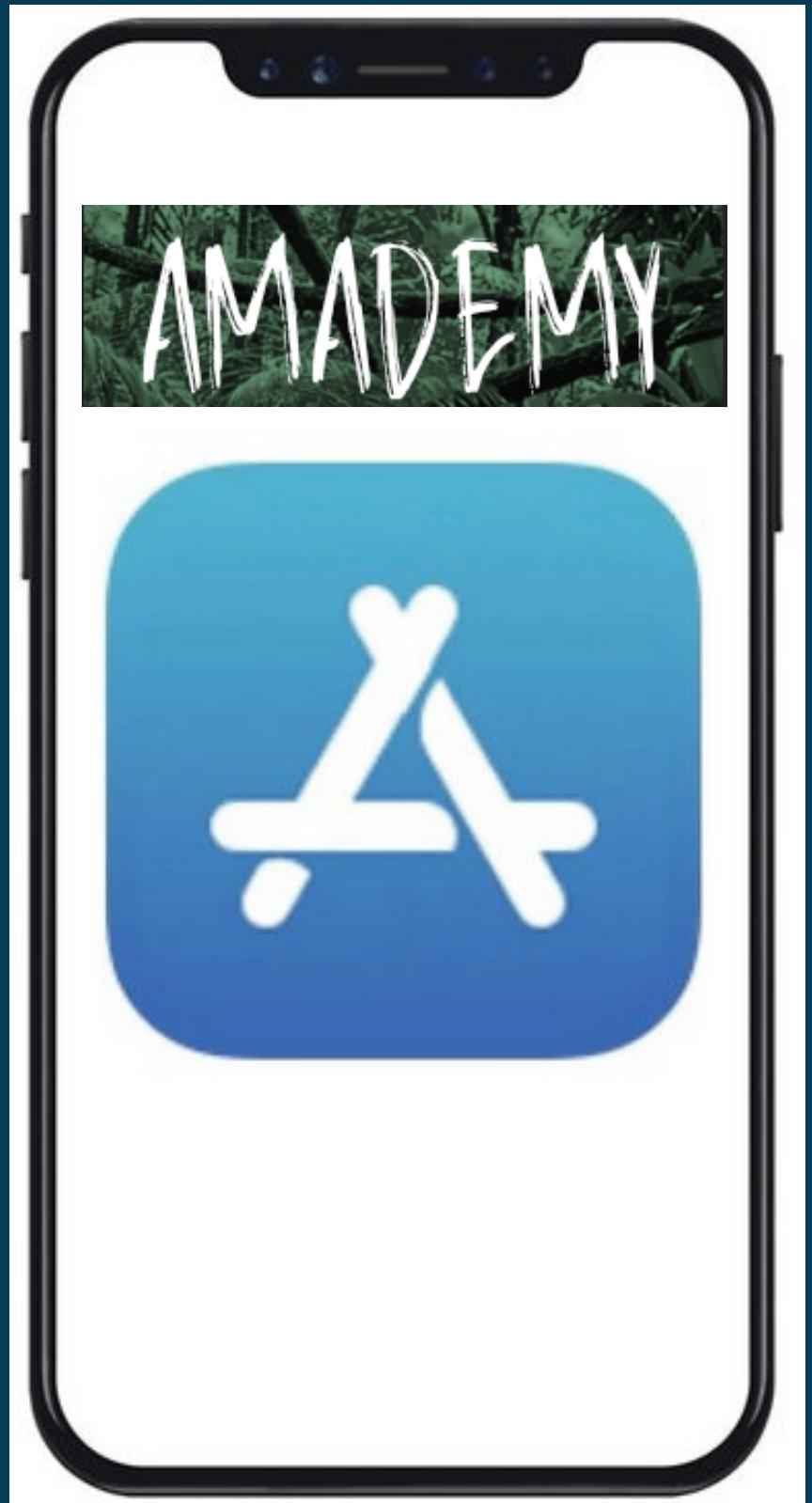


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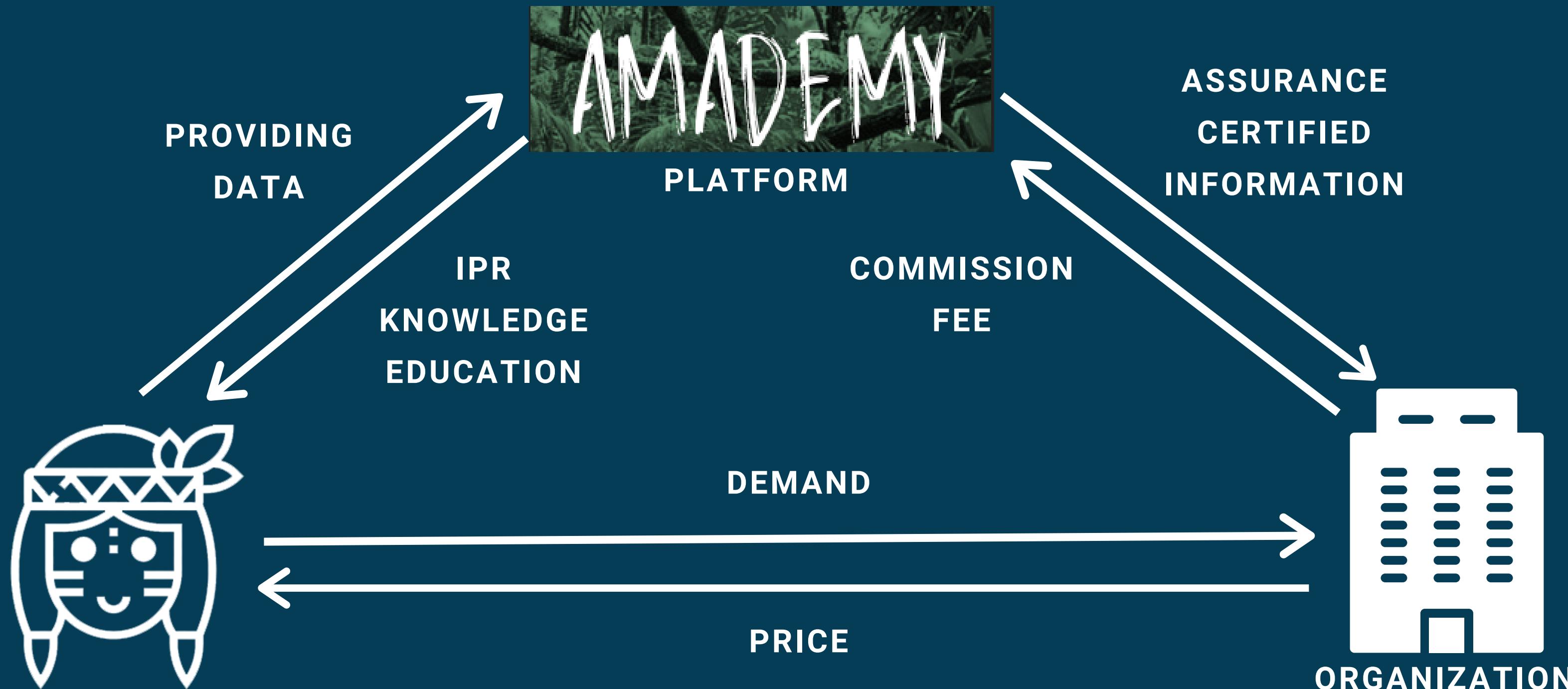
# WHAT TO DO?

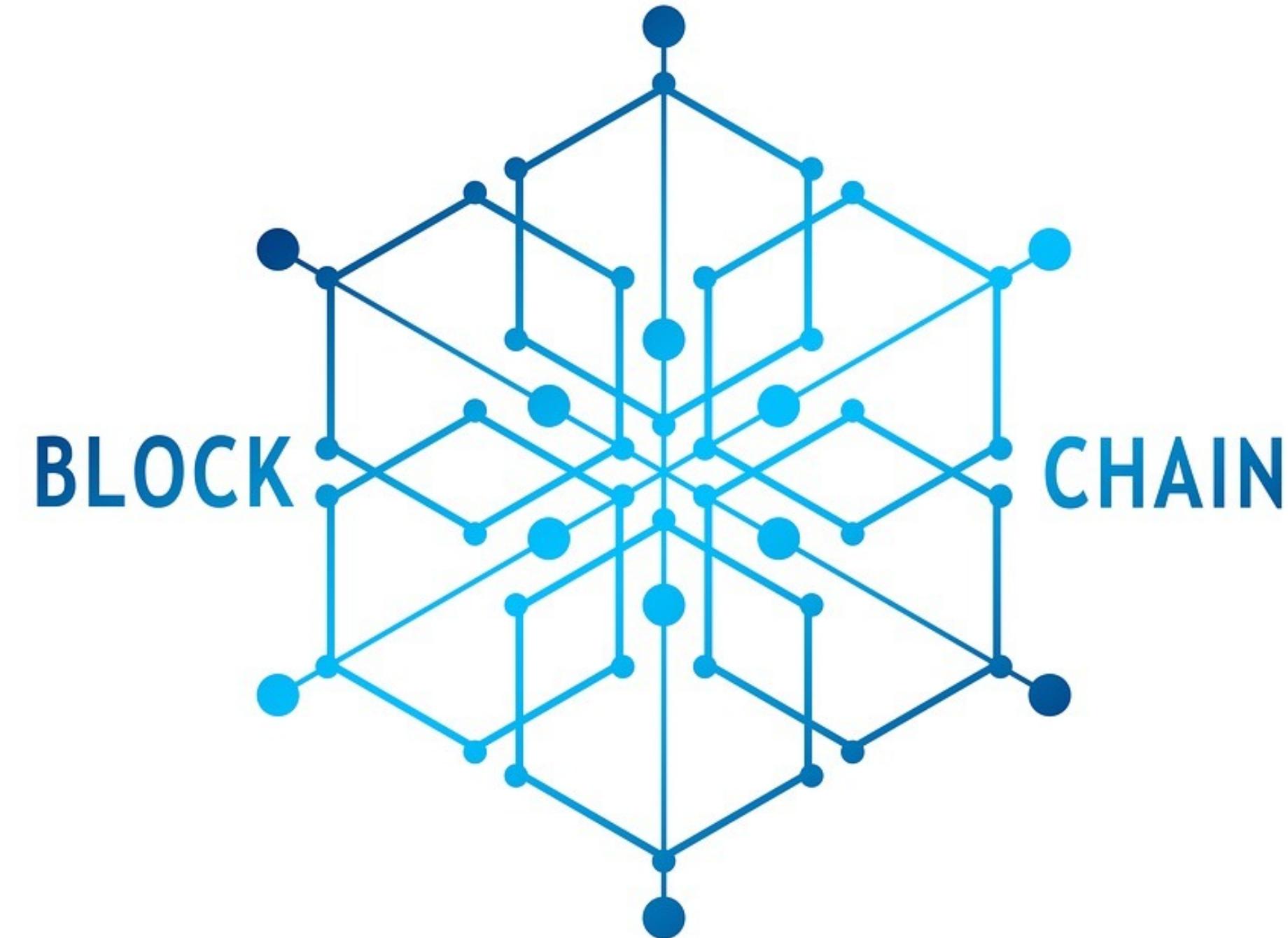
## AMADEMY IS THE SOLUTION

- A single platform for all users
- Connects Amazonians & the world
- Facilitates Fair Trade
- Increases Transparency



# BUSINESS MODEL







# VALUES FOR EDUCATION

1

BOTANY

2

COMMERCE

3

ENTREPRENEURSHIP

# VALUES FOR TRADE MARKET

- 4 MUTUAL BENEFITS
- 5 FAIR TRADE
- 6 TRANSPARENCY
- 7 DECENTRALIZATION
- 8 TRACABILITY

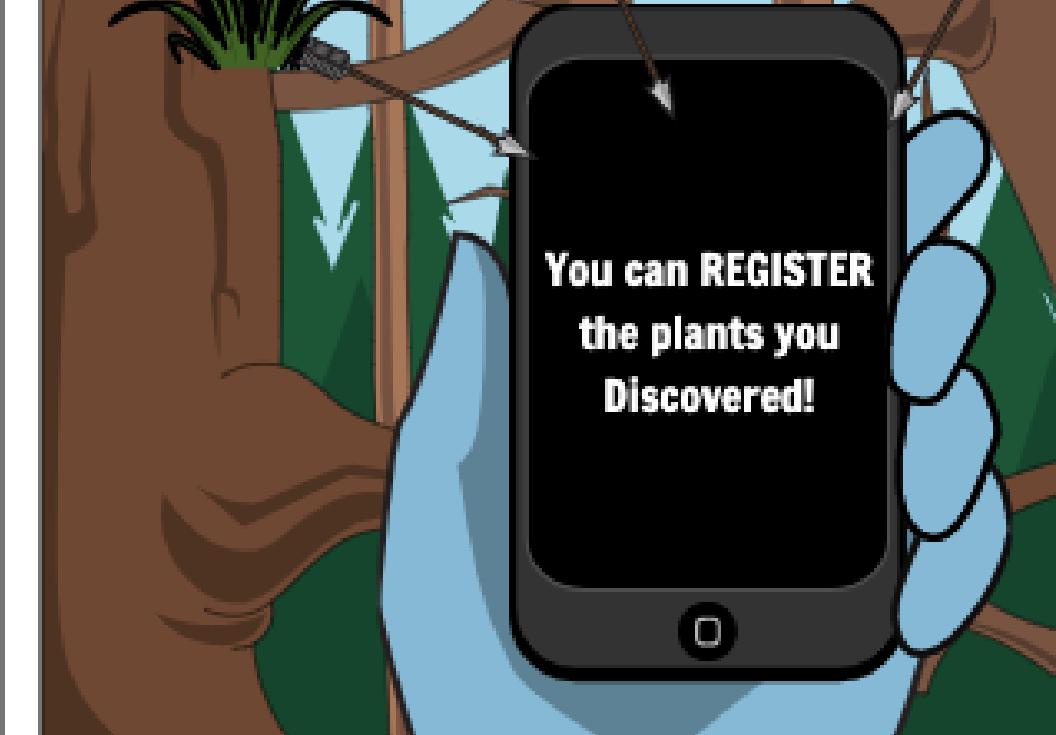
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ALL THESE VALUES WILL  
LEAD TO  
A SAFER ENVIRONMENT  
&  
HAPPIER PEOPLE





AMADEMY Can help  
in so many ways!



You can REGISTER  
the plants you  
Discovered!



EARN and COLLECT  
AMACOINS for  
Many REWARDS!



DIRECTLY trade  
your products  
with  
Organizations



AMA-ZING!