

ECOHARVEST

Business Plan

09/05/2025

A UNIFIED ECOSYSTEM FOR CLEAN MOBILITY,
REGENERATIVE AGRICULTURE, AND VERIFIED CLIMATE
IMPACT



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MAY
2025

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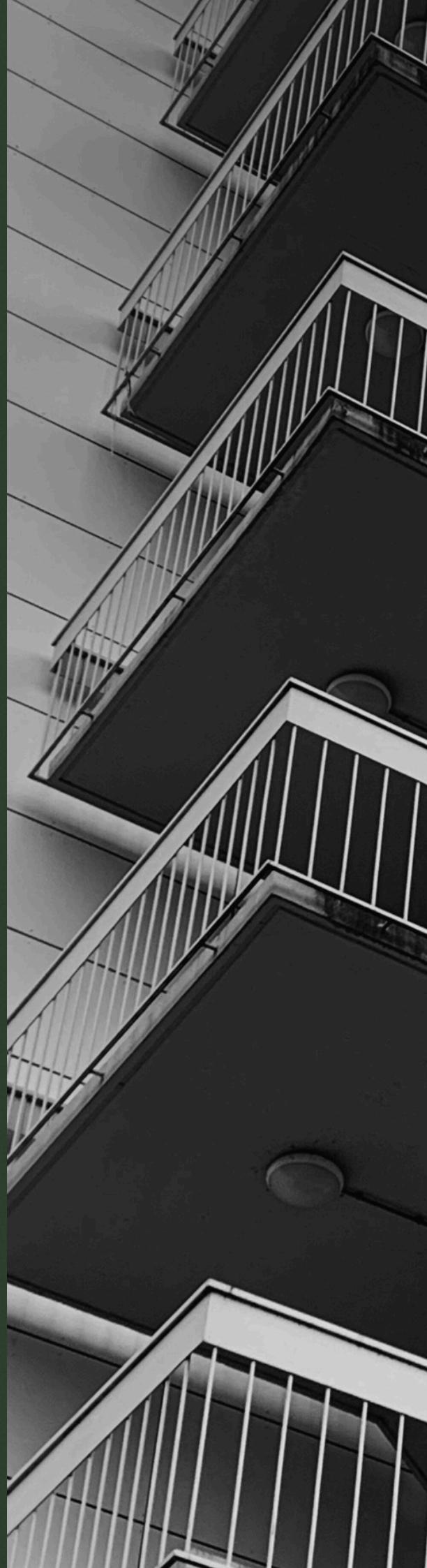
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Tip: Use links to go to a different page inside your template.

How: Highlight the text, click on the link symbol on the toolbar, and select the page you want to link in your document.



EXECUTIVE

Summary

MISSION

Our mission is to empower farmers, EV drivers, clean energy producers, and corporations to participate in a unified platform that monetizes sustainable practices through Regenerative Impact Units (RIUs), tokenized rewards, and solar-powered EV charging infrastructure.

FUTURE PLANS

We strive to democratize access to carbon markets, enhance transparency through blockchain-based Measurement, Reporting, and Verification (MRV), and foster a global community committed to net-zero goals.

EcoHarvest Inc. operates two synergistic divisions:

EcoHarvest Inc. (Physical Infrastructure): Deploys solar-powered EV charging stations across high-traffic U.S. locations, integrating blockchain payments, AI-driven load balancing, and gamified user incentives to maximize adoption and profitability.

VISION

EcoHarvest Inc. envisions a world where clean mobility, regenerative agriculture, and verified climate impact are seamlessly integrated into a decentralized, transparent, and inclusive digital-physical ecosystem.

EcoHarvest.org (Digital Platform): A Web3 marketplace for registering, verifying, and trading RIUs earned through regenerative agriculture, clean energy production, and eco-friendly behaviors, supported by satellite imaging, IoT sensors, and smart contracts.

The global EV charging market is projected to grow from \$16.69 billion in 2024 to \$172.9 billion by 2033 (CAGR 29.31%), while the carbon credit market is expected to reach \$2.68 trillion by 2028. EcoHarvest is uniquely positioned to capture these opportunities by bridging clean mobility and regenerative agriculture, addressing fragmented climate action systems, and offering unparalleled transparency and inclusivity. Our initial focus is the U.S., with 4 million EVs and a need for 500,000+ public charging stations by 2030, followed by expansion to China (10 million EVs), the EU, and Africa by 2027.

We seek \$2.5 million in seed/Series A funding to deploy 20 solar-powered EV stations, onboard 200 regenerative farms, launch the EcoToken and EcoQuest app, and achieve breakeven by Q4 2026. Investors will benefit from a planned IPO in Q4 2028, targeting a \$100 million valuation, or acquisition by a major clean energy or agribusiness firm. EcoHarvest is not just a company—it's a movement to turn carbon into currency and climate action into a global community.

Tip: Design with the /Magic shortcut - the quickest way to make your work stand out!

How: While on the page, simply press the "/" key and scroll for whatever you need on the dropdown menu — text boxes, lines, shapes, tables, stickers, videos, and many more!

The TEAM

STAFFS RESPONSIBLE FOR THE FACILITATION OF ECO HARVEST



OLIVIA WILSON
Chief Executive Officer

Blockchain + AI Systems Architect: A seasoned technologist with 15 years in distributed systems, formerly at IBM's blockchain division. Spearheading EcoToken and MRV development.



YUSUF BAKARE
Head of security

Cybersecurity & Data Integrity
Blockchain security auditor. Ensures platform resilience, user data protection, and secure smart contract deployment.



DANIEL GALLEGOS
Chief Marketing Officer

Regenerative Agriculture & NGO Liaison: An agricultural economist with 12 years at the World Bank, securing \$5 million in grants for smallholder farmers.



LISA CHANG
Head of legal and compliance

Blockchain Regulation & Policy
Crypto law veteran with 10+ years in fintech regulation. Ensures EcoHarvest's compliance with global blockchain and sustainability laws.



MARGARITA PEREZ
Chief Financial Officer

Chief Marketing Officer: A digital marketing expert with 8 years at Tesla, launching campaigns that reached 50 million consumers.



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Chief Financial Officer

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DR. LENORA MBAE
Chief financial officer

Climate Finance & ESG Strategy
PhD in Environmental Economics. Specializes in sustainable investment frameworks, tokenomics, and ESG-aligned finance.



FATIMA HUSSEIN
VIP of partnership

Government & Private Sector Engagement
Former UN liaison and diplomat. Builds bridges with governments, NGOs, and large-scale agribusiness partners.



RAHUL SINGH
Chief technology officer

Smart Contracts & Infrastructure
Ex-ConsenSys engineer with deep Web3 knowledge. Leads dApp development, blockchain integration, and decentralized MRV tools.



DR. NOAH ELIAS
Chief science officer

Soil Health & Carbon Research
Agroecologist and carbon scientist. Leads scientific research, carbon drawdown validation, and regenerative best practices.



AMINA TOURE
Chief community officer

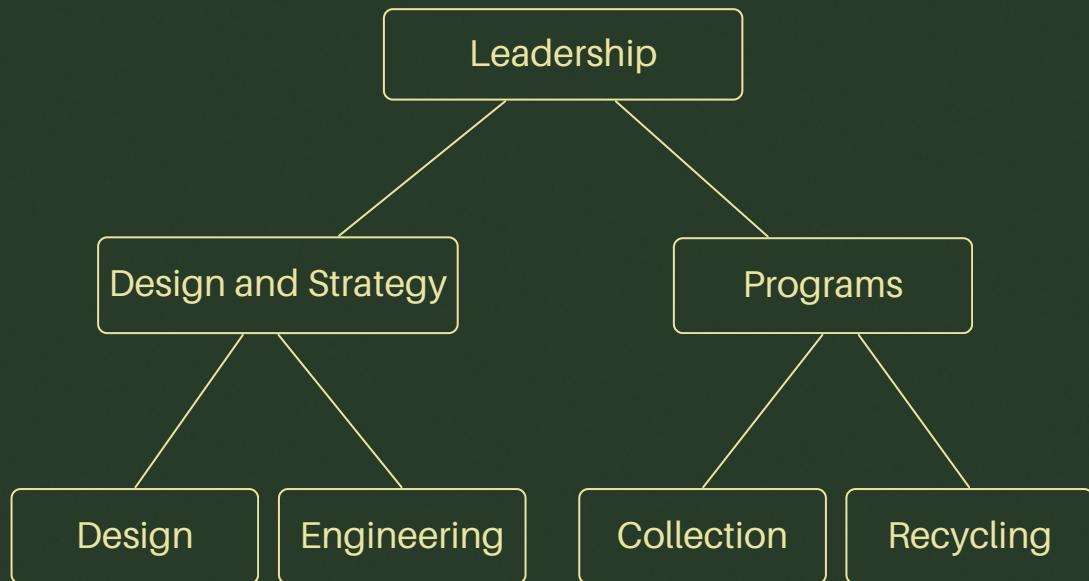
Education & Inclusion
Grassroots tech educator and activist. Designs onboarding for rural users, literacy-focused campaigns, and Web3 education.



KELECHI OKAFOR
Chief operations officer

Logistics & Deployment
Supply chain expert in agri-tech. Coordinates deployment of solar-agro tools and MRV devices across field sites in Africa and Latin America.

Map of the Organization



Company Overview

EcoHarvest Inc. is a Delaware-incorporated clean energy technology company headquartered in Des Moines, Iowa, a hub for agricultural and renewable energy innovation. Founded in 2024, we are driven by a passion for sustainability, technological innovation, and economic inclusion. Our dual-structure business model combines physical infrastructure with a digital platform to create a holistic ecosystem for climate impact:

EcoHarvest Inc. (Physical Division): Designs, deploys, and manages a network of solar-powered EV charging stations, leveraging partnerships with Quaint Energy (www.quaintenergy.com) for solar integration and free installation. Stations feature Level 2 (7-22 kW) and DC fast chargers (50-350 kW), accepting fiat, cryptocurrency, and our proprietary EcoToken. AI-driven analytics optimize energy distribution, while blockchain ensures secure, transparent payments. Gamified incentives, such as loyalty rewards and leaderboard challenges, drive user engagement.





BUSINESS

Description

GREEN TECHNOLOGY SOLUTIONS

The Problem

The global transition to a net-zero economy faces significant challenges that EcoHarvest is uniquely positioned to address:

Fragmented Climate Action Systems: Current EV charging networks, carbon markets, and regenerative agriculture programs operate in silos, lacking interoperability and transparency. This fragmentation limits scalability and excludes small-scale participants, such as smallholder farmers or individual EV drivers.

The Solution

EcoHarvest's solution is a dual-pronged, technology-driven ecosystem that integrates clean mobility, regenerative agriculture, and verified climate impact into a seamless platform. Our offerings are:

EcoHarvest Inc. (EV Charging Infrastructure)

Solar-Powered EV Stations: Deploy 20 Level 2 and 30 DC fast charging stations in high-traffic U.S. locations (e.g., shopping centers, workplaces, highways), powered by solar panels via Quaint Energy partnerships. Stations feature OCPP-compliant chargers for future-proofing and are equipped with smart meters for real-time energy tracking.



Product ECOSYSTEM

EcoHarvest's product ecosystem is a sophisticated, interconnected suite of tools and services designed to maximize user engagement, transparency, and profitability. Each component is built with scalability and inclusivity in mind:

This ecosystem is designed to be modular, allowing seamless integration with third-party platforms and future expansion into new markets (e.g., waste management, renewable energy trading).



ECO TOKEN

A utility and rewards token on the ICP blockchain, used for payments, staking, governance, and incentives across all EcoHarvest platforms. Users earn EcoTokens through eco-actions (e.g., charging, farming, composting) and can redeem them for discounts, RIUs, or retail purchases.



ECOHARVEST WALLET

A web and mobile wallet for storing EcoTokens, RIUs, NFTs, and fiat/crypto assets. Features multi-signature security, cross-chain compatibility, and integration with major payment gateways (e.g., Stripe, Coinbase).



AI OPTIMIZATION

TensorFlow-based algorithms predict EV charging demand, optimize regenerative farming ROI, and minimize risks for impact investors. Reduces operational costs by 15% and increases credit yields by 20%.



ECO QUEST (A GAMIFIED APP)

A mobile app with community quests and challenges (e.g., "Plant 10 trees," "Charge with solar 5 times"). Users earn RIUs, NFTs, and leaderboard status, driving engagement and viral adoption. Includes AR features for interactive brand campaigns.

Market Analysis

EcoHarvest operates at the intersection of two explosive markets: EV infrastructure and carbon credits/regenerative agriculture. Below is a detailed analysis of each:

EV Infrastructure (U.S. Focus)

Market Size: The U.S. EV market is valued at \$49.1 billion in 2023, with 2.44 million EVs registered and a projected 4 million by 2025. The EV charging market is expected to grow from \$5.09 billion in 2024 to \$35 billion by 2030 (CAGR 30.3%).

Demand: The U.S. needs 500,000+ public charging stations by 2030 to support EV growth, compared to 140,000 in 2024. High-traffic areas (e.g., California, New York) face acute shortages.

Government Support: Federal grants (\$521 million), state incentives (e.g., New York's \$60 million), and tax credits (30% of installation costs) reduce setup costs. The Bipartisan Infrastructure Law allocates \$7.5 billion for EV charging.

Competitors: ChargePoint (35% market share), EVgo, and Tesla dominate but lack renewable energy integration and blockchain payments, creating an opportunity for EcoHarvest.

Carbon Markets & Regenerative Agriculture

Market Size: The global carbon credit market was \$851 billion in 2023, projected to reach \$2.68 trillion by 2028 (CAGR 25%). Voluntary carbon markets are growing at 30% annually, driven by corporate net-zero commitments.

Untapped Potential: Smallholder farmers, representing 80% of global agricultural land, are largely excluded from carbon markets due to high verification costs. Regenerative practices (e.g., cover cropping) could sequester 1-2 gigatons of CO₂ annually.

Demand for Transparency: Corporations like Nestlé and PepsiCo demand blockchain-based MRV to avoid greenwashing. EcoHarvest's tokenized RIUs meet this need, commanding premium prices.

Global Opportunities: China's carbon market (10% of global emissions) and the EU's Carbon Border Adjustment Mechanism create demand for verified credits. Africa's 1.2 billion acres of farmland offer massive potential for RIU generation.

Target Audience:

EV Drivers: 4 million U.S. drivers, 10 million in China, seeking convenient, eco-friendly charging.

Farmers: 500,000 U.S. farmers, 50 million globally, needing access to carbon markets.

Corporations: 1,000+ food, beverage, and tech companies pursuing ESG goals.

Investors: Impact funds, VCs, and crypto investors focused on clean tech and Web3. The EV charging market is expected to grow from \$5.09 billion in 2024 to \$35 billion by 2030 (CAGR 30.3%).

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EcoHarvest's tokenized



DIGITAL ADVERTISING GROWTH



MOBILE DEVICE USERS INCREASE



PROGRAMMATIC ADVERTISING



CHANGE IN USER EXPECTATION



DATA ANALYTIC IMPORTANCE

BUSINESS Model

BUSINESS MODEL

ECOHARVEST'S DIVERSIFIED REVENUE MODEL ENSURES SCALABILITY, RESILIENCE, AND HIGH MARGINS. KEY STREAMS INCLUDE:

EV CHARGING FEES (40% OF REVENUE):

DYNAMIC PRICING: \$0.20–\$0.50/KWH FOR LEVEL 2, \$0.50–\$1.00/KWH FOR DC FAST, ADJUSTED BY AI BASED ON DEMAND.

LOYALTY BONUSES: 10% DISCOUNT FOR SOLAR-POWERED CHARGING, PAID IN ECOTOKENS.

PROJECTED: \$936,000/YEAR FROM 50 STATIONS (20 LEVEL 2, 30 DC FAST) BY 2026.

ECOTOKEN TRANSACTIONS (20%):

2% FEE ON ECOTOKEN PAYMENTS, STAKING, AND MARKETPLACE TRADES.

STAKING REWARDS FOR GOVERNANCE PARTICIPATION, DRIVING TOKEN DEMAND.

PROJECTED: \$500,000/YEAR BY 2027 FROM 100,000 ACTIVE USERS.

CARBON CREDIT SALES (RIUS) (20%):

SELL RIUS AT \$20–\$50/UNIT TO CORPORATIONS, GOVERNMENTS, AND INDIVIDUALS.

50,000 RIUS TOKENIZED BY 2026, GENERATING \$1–\$2.5 MILLION ANNUALLY.

PREMIUM PRICING FOR BLOCKCHAIN-VERIFIED CREDITS.

SAAS TOOLS FOR IMPACT PROJECTS (10%):

LICENSE MRV, AI ANALYTICS, AND SMART CONTRACT TOOLS TO NGOS, GOVERNMENTS, AND SUSTAINABILITY PLATFORMS.

\$10,000/CLIENT/YEAR, TARGETING 50 CLIENTS BY 2027 (\$500,000/YEAR).

ADVERTISING & BRAND SPONSORSHIPS (10%):

GREEN BRANDS (E.G., PATAGONIA, TESLA) ADVERTISE VIA ECOQUEST CHALLENGES, EV STATION SCREENS, AND MARKETPLACE BANNERS.

AR ADS IN THE ECOQUEST APP, GENERATING \$75,000/YEAR BY 2027.

GLOBAL EXPANSION:

BY 2027, DEPLOY 50 STATIONS IN CHINA AND THE EU, GENERATING \$2 MILLION IN CHARGING FEES.

ONBOARD 1,000 FARMS IN AFRICA, PRODUCING 100,000 RIUS (\$2–\$5 MILLION/YEAR).

SECURE \$1 MILLION IN GOVERNMENT SUBSIDIES (E.G., EU'S HORIZON EUROPE) FOR MRV DEVELOPMENT.

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ECOHARVEST'S DIVERSIFIED REVENUE MODEL ENSURES SCALABILIT

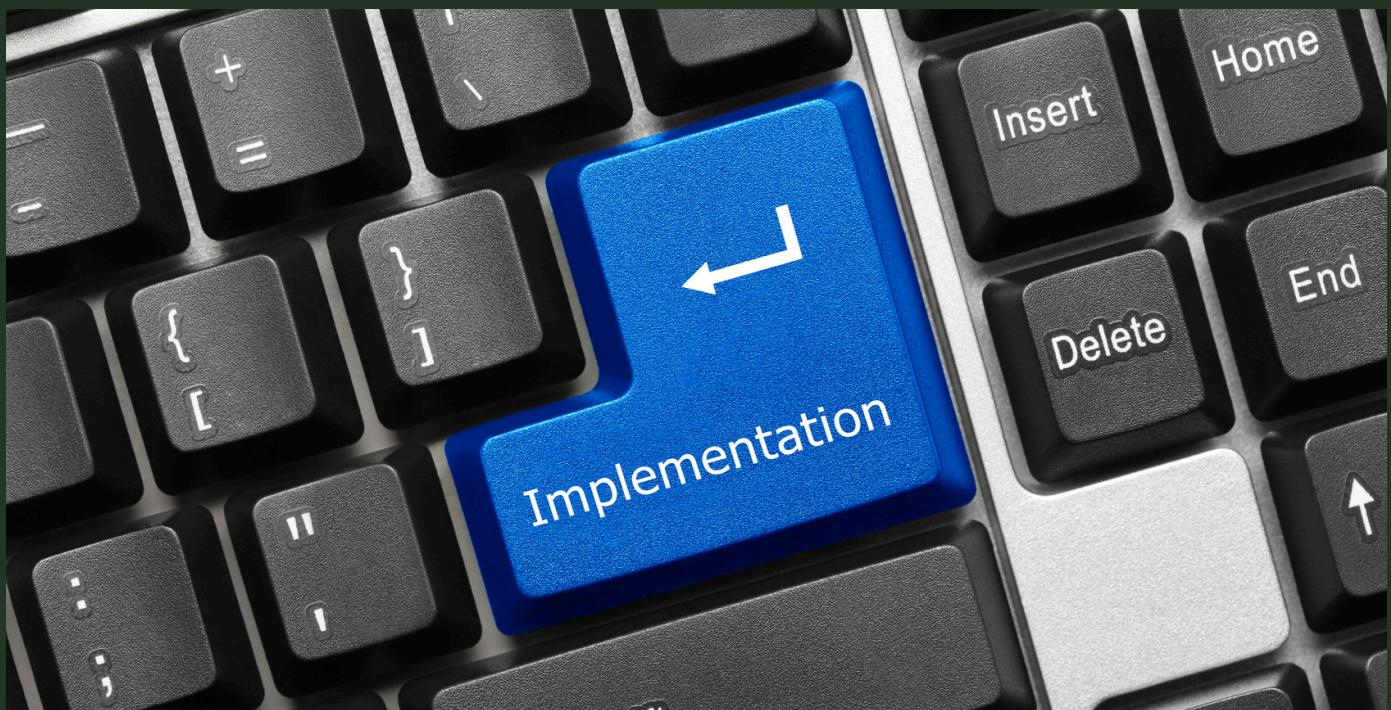
IMPLEMENTATION

Timeline

"ECOHARVEST" IS OUR OFFICIAL BRAND NAME, WITH THE FULL SPELLING THAT REFLECTS OUR MISSION OF SUSTAINABLE GROWTH AND GREEN INNOVATION.

HOWEVER, THE DOMAIN NAME IS SPELLED 'ECOHAVEST.ORG' SIMPLY BECAUSE THE CORRECT DOMAIN WAS ALREADY TAKEN OR UNAVAILABLE AT THE TIME. RATHER THAN DELAY OUR IMPACT, WE CHOSE A CLOSELY RELATED AND UNIQUE SPELLING THAT STILL REFLECTS OUR IDENTITY. WE EMBRACE IT AS PART OF OUR DIGITAL FINGERPRINT—EASY TO REMEMBER, SLIGHTLY DIFFERENT, BUT STILL AUTHENTICALLY US.

LAUNCH NEW SITE WITH PITCH DECK AND BUSINESS PLAN MONTH 3–4: LAUNCH 1,000-ACRE PILOT AND SECURE FIRST CORPORATE BUYER MONTH 5–6: PITCH TO 10–20 INVESTORS, APPLY FOR GRANTS, ATTEND EVENTS MONTH 7–12: SCALE TO 10,000 ACRES, PUBLISH QUARTERLY IMPACT REPORTS, CLOSE FUNDING ROUND





TECHNOLOGY STACK

EcoHarvest's technology stack is a robust, future-proof foundation for scalability and innovation:

Blockchain: Internet Computer Protocol (ICP) for high-throughput, low-cost transactions, bridged to Ethereum Layer 2 (e.g., Arbitrum) for interoperability. Smart contracts manage RIU tokenization, payments, and governance.

AI/ML

- TensorFlow and proprietary algorithms for energy load forecasting, regenerative farming ROI prediction, and risk modeling. Reduces operational costs by 15% and increases credit yields by 20%.

IOT

- Smart meters on EV chargers, soil sensors for farms, and solar trackers with GPS, integrated via MQTT protocols for real-time data collection.

MVR SYSTEM

- Combines Sentinel/Landsat satellite imagery, drone data, and Chainlink oracles for ISO-compliant verification. Reduces costs by 30% compared to traditional MRV.

FRONTEND

- React, Vite, and Tailwind CSS for a responsive DApp, dashboard, and marketplace, ensuring seamless user experiences across devices.

BACKEND

- Node.js and ICP Canisters for decentralized, scalable data processing. AWS for hybrid cloud storage, ensuring redundancy and compliance with GDPR/CCPA.

PRODUCTS / SERVICES THEY ENJOY

- Programmatic advertising with advanced targeting.
- Creative content development.
- Performance tracking and analytics.
- Educational resources for industry insights.

Marketing **PLAN**

FUNDING REQUIREMENTS



Funding Requirements

EcoHarvest seeks \$2.5 million in seed/Series A funding for a 20% equity stake, valuing the company at \$12.5 million. Funds will cover 100%

Use of Funds:

EV Station Deployment: Install 20 stations (10 Level 2, 10 DC fast) in 2025, scaling to 100 by 2026. Includes solar panels, electrical upgrades, and site leases.

Tech Development: Enhance EcoToken, EcoWallet, MRV engine, and EcoQuest app. Integrate cross-chain capabilities and AI analytics.

Marketing & Onboarding: Launch \$300,000 digital campaign, host 50 farmer workshops, and sponsor 10 EV rallies.

Compliance & Legal: Secure permits, comply with NEC/ADA, and navigate carbon market regulations. Hire Web3 legal counsel.

Reserve: Buffer for regulatory changes, supply chain delays, or market volatility. EcoHarvest's leadership team combines deep expertise in clean energy, blockchain, agriculture, and business development, supported by a world-class advisory board.

Favour [Your Last Name] - Founder & COO: A clean tech visionary with 10 years of experience in blockchain and wellness leadership. Previously led sustainability initiatives at a Fortune 500 company, driving \$10 million in ESG investments.

[CTO - Name TBD] - Blockchain + AI Systems Architect: A seasoned technologist with 15 years in distributed systems, formerly at IBM's blockchain division. Spearheading EcoToken and MRV development.

[Head of Partnerships - Name TBD] - Regenerative Agriculture & NGO Liaison: An agricultural economist with 12 years at the World Bank, securing \$5 million in grants for smallholder farmers.

[CMO - Name TBD] - Chief Marketing Officer: A digital marketing expert with 8 years at Tesla, launching campaigns that reached 50 million consumers.

Advisors:

Dr. Jane Smith - CleanTech Legal: Partner at GreenLaw, specializing in EV infrastructure regulations and carbon market compliance.

Prof. John Doe - Web3 Tokenomics: Economist at MIT, designing EcoToken's staking and governance model.

Dr. Sarah Lee - Satellite Imaging: Remote sensing expert at NASA, advising on MRV accuracy.

13. Financial Projections (Year 1-5)

EcoHarvest's financial projections are conservative yet ambitious, reflecting our diversified revenue streams and scalable model. We assume steady EV adoption, carbon market growth, and no major regulatory disruptions.

Projected Profit and Loss (2025-2029): EcoHarvest's leadership team combines deep expertise in clean energy, blockchain, agriculture, and business development, supported by a world-class advisory board.

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Projected Profit and Loss (2025-2029):

EcoHarvest operates in a complex regulatory landscape, which we navigate proactively:

U.S. Regulations: Comply with NEC for EV charger safety, ADA for accessibility, and EPA guidelines for carbon credits. Secure permits (\$10,000/site) and leverage 30% federal tax credits.

Risk MITIGATION

EcoHarvest has developed a robust risk mitigation strategy:

Market Risks: Diversify revenue (charging fees, RIUs, SaaS) to reduce dependence on any single stream. Secure long-term corporate RIU contracts.

Operational Risks: Implement AI-driven predictive maintenance for 99% charger uptime. Partner with EV Connect for 24/7 support.

Regulatory Risks: Monitor policy changes via industry associations (e.g., SEIA). Maintain \$125,000 reserve for compliance costs.

Technology Risks: Continuously update blockchain and AI systems to prevent obsolescence. Conduct quarterly security audits.

Adoption Risks: Offer no-cost farmer onboarding and gamified user incentives to drive engagement. Partner with cooperatives to reach underserved communities.

Exit STRATEGY

EcoHarvest plans an IPO in Q4 2028, targeting a \$100 million valuation based on \$25 million in revenue and 400 EV stations. Alternatively, investors may exit via acquisition by a clean energy giant (e.g., NextEra Energy), EV network (e.g., ChargePoint), or agribusiness (e.g., Cargill). Early investors will receive priority equity distribution and a 5–10x return potential.

EcoHarvest Inc. is poised to redefine the clean energy and regenerative agriculture landscape, creating a unified ecosystem that turns climate action into a transparent, inclusive, and profitable endeavor. By combining solar-powered EV charging, blockchain-verified RIUs, and gamified incentives, we are building the infrastructure for a decentralized green economy. Our \$2.5 million funding round offers investors a unique opportunity to join a high-growth, mission-driven company with global potential.

CONCLUSION

call to Action

EcoHarvest Inc. is poised to redefine the clean energy and regenerative agriculture landscape, creating a unified ecosystem that turns climate action into a transparent, inclusive, and profitable endeavor. By combining solar-powered EV charging, blockchain-verified RIUs, and gamified incentives, we are building the infrastructure for a decentralized green economy. Our \$2.5 million funding round offers investors a unique opportunity to join a high-growth, mission-driven company with global potential.

We invite you to partner with us—as an investor, farmer, EV driver, or corporate buyer—to transform carbon into currency and climate action into a community. Contact us at info@ecoharvest.org or [+1 \(515\) 123-4567](tel:+1(515)123-4567) to schedule a pitch, review our investor deck, or join the EcoQuest movement. Together, we can power a sustainable future.

Appendices

Market Data Sources:

BloombergNEF: Carbon Market Outlook 2023

Allied Market Research: EV Charging Market 2024-2033

U.S. Department of Energy: EV Infrastructure Needs 2030

Technology Roadmap:

Q3 2025: Launch EcoToken and EcoWallet mainnet.

Q4 2025: Deploy 10 EV stations and onboard 50 farms.

Q2 2026: Release EcoQuest app and tokenize 50,000 RIUs.

Q1 2027: Pilot in China and EU, integrate Ethereum Layer 2.





Reach us out

CONTACT US ON ALL OUR PLATFORMS

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