

Greeny - Tree-Planting Game with Real-World Impact and Crypto Rewards

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1. Overview

Greeny is a mobile game concept that combines idle gameplay, tree-based fantasy characters, and real-world environmental impact. Players grow magical trees, complete quests, and earn in-game currency that can be used to fund actual tree planting projects. A key feature of the game is its integration with a blockchain-based token system and a proof-of-impact mechanic, allowing users to receive real photos and GPS coordinates of trees they helped plant.

2. Game Mechanics

Players engage with the game by:

- Tapping and upgrading tree-based characters (elves, spirits, or living trees)
- Completing eco-themed quests and daily tasks
- Unlocking new tree species, groves, and zones

As players make progress, they earn two types of tokens:

- \$LEAF - earned through tapping, ads, or purchases. Used for in-game upgrades and cosmetic items.
- \$TREE - unlocked through gameplay milestones, real-world actions, or referrals. Each \$TREE token is tied to the planting of one real tree.

3. Real-World Tree Planting Integration

When a user unlocks a real tree reward, they receive:

- A digital Tree Certificate featuring the tree's species, date of planting, and personal message
- A real photograph of the planted tree

- GPS coordinates linking to a real-world location (viewable on Google Maps)

Verified "Planters" in rural areas can earn \$TREE tokens by physically planting trees, submitting geotagged photos, and passing moderation checks.

4. Monetization Strategy

The creator (Navid Hezari) will generate income through:

- Ad revenue from rewarded video ads
- In-app purchases (for \$LEAF, cosmetic upgrades, and tree adoptions)
- Token allocation (10-20% of \$TREE supply reserved for treasury and founder)
- NFT collectibles and marketplace royalties
- Partnerships with eco-brands or NGOs
- Grants or crowdfunding through Gitcoin, Giveth, ReFi DAO, and similar platforms

5. Vision and Growth Potential

Greeny aims to start as a mobile game and grow into a broader ecosystem:

- Console or PC version with richer graphics and lore
- An NFT-based collectible system tied to tree spirits
- Educational versions for schools and environmental campaigns
- Brand collaborations and live tree-planting events

6. Ownership and Originality

This document serves as an informal intellectual property timestamp indicating that Navid Hezari is the original creator of the Greeny game concept and related mechanics, including:

- The dual token (\$LEAF / \$TREE) system
- Use of geotagged tree photos and Tree Certificates
- The integration of crypto with real-world environmental action
- The game's lore-driven, tree-based character design

All rights to the concept are retained by the author.

7. Contact

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