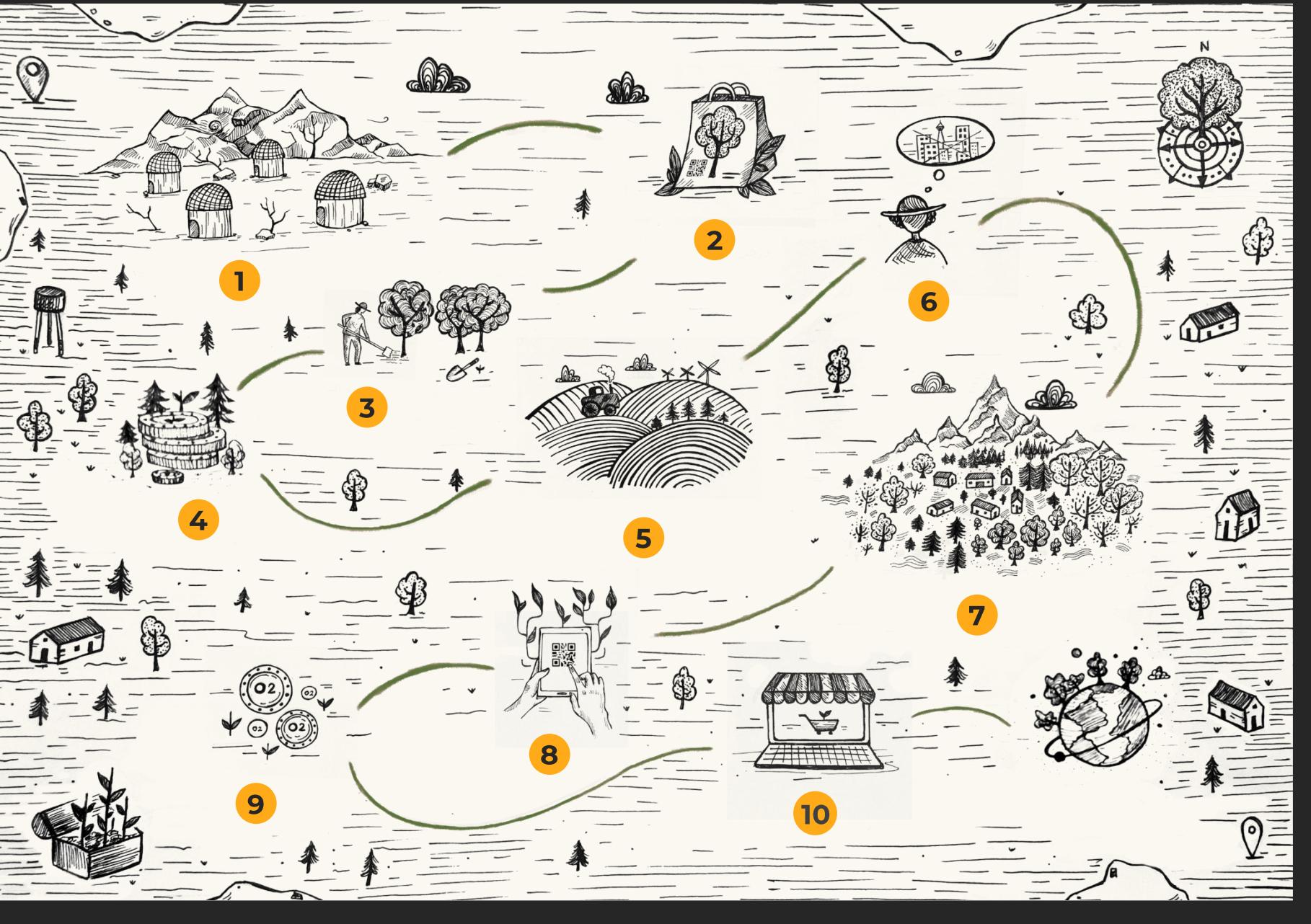


Treejer

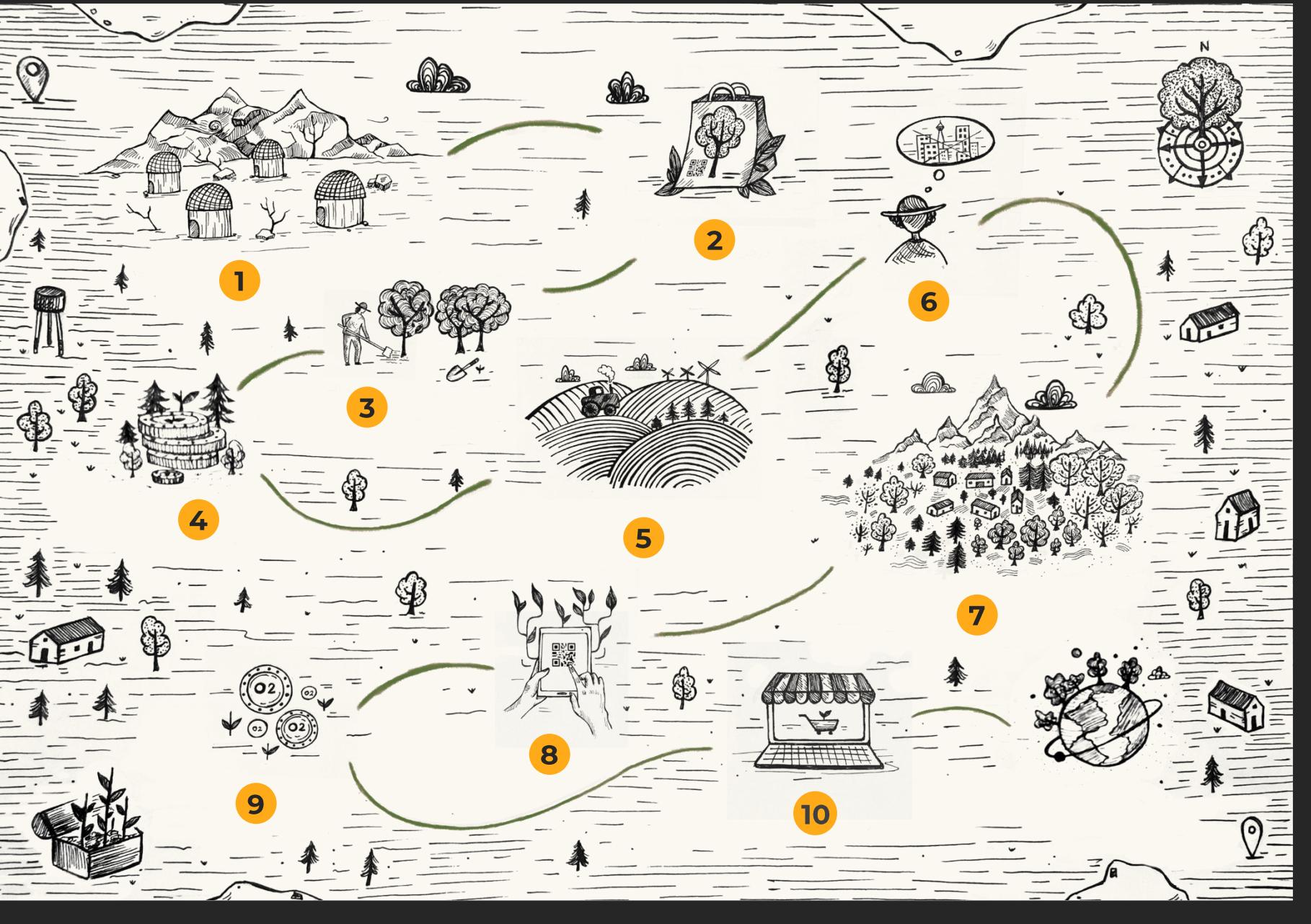


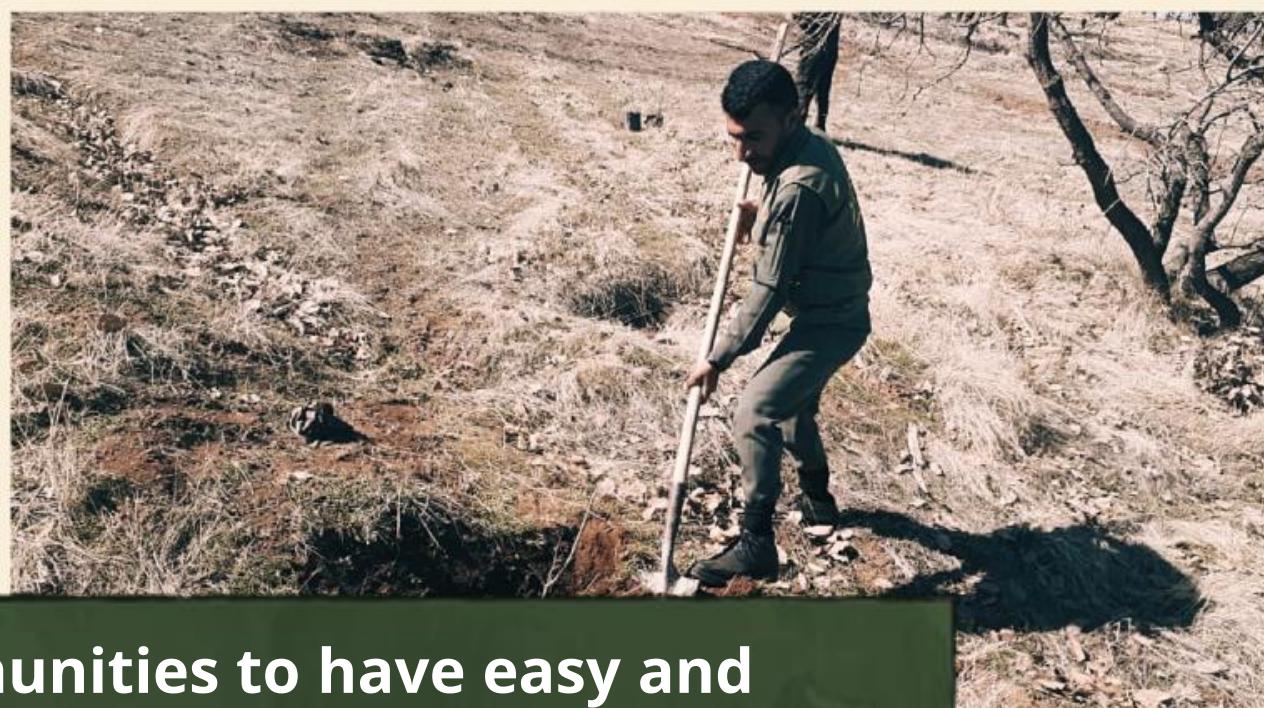
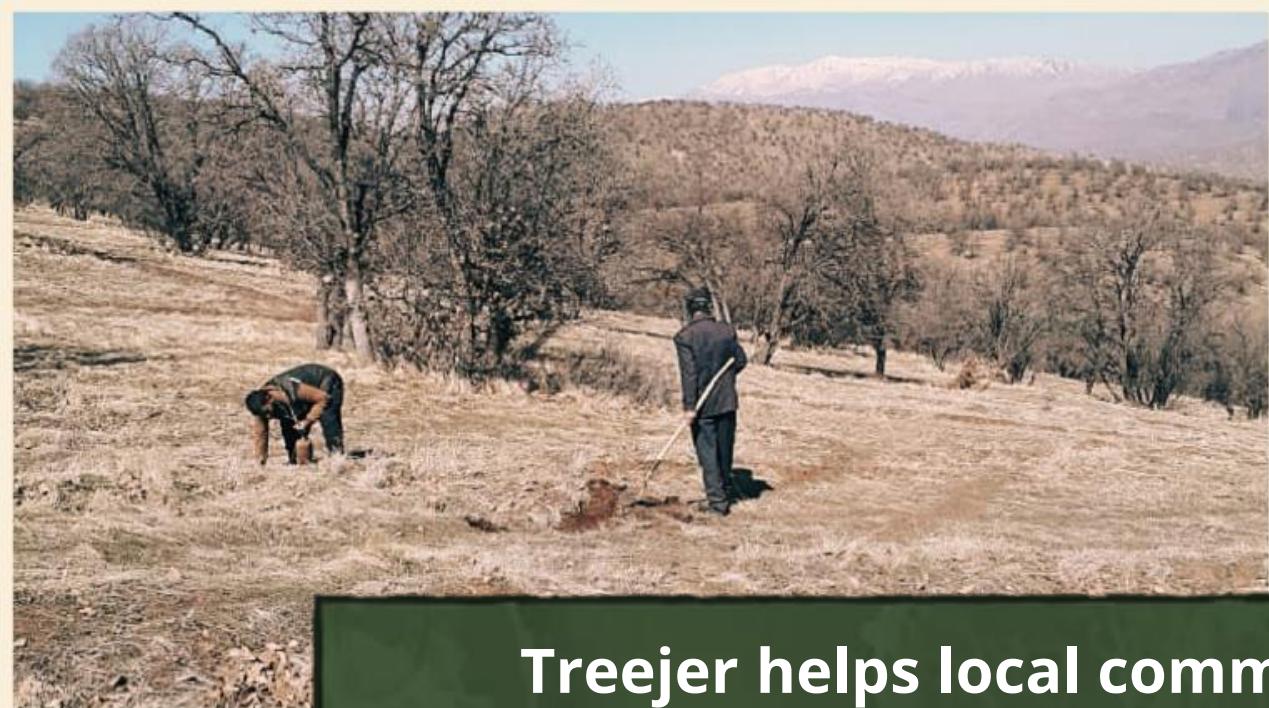
A blockchain-based reforestation platform providing incentives for businesses and individuals to stop Climate Change with the help of local communities.





A
Treejer
Story





Treejer helps local communities to have easy and sustainable access to a set of new green job opportunities.



3.4B rural

Africa and Asia are home to nearly 90% of the world's rural population



1.7B unbanked

Yet two-thirds of them own a mobile phone that could help them

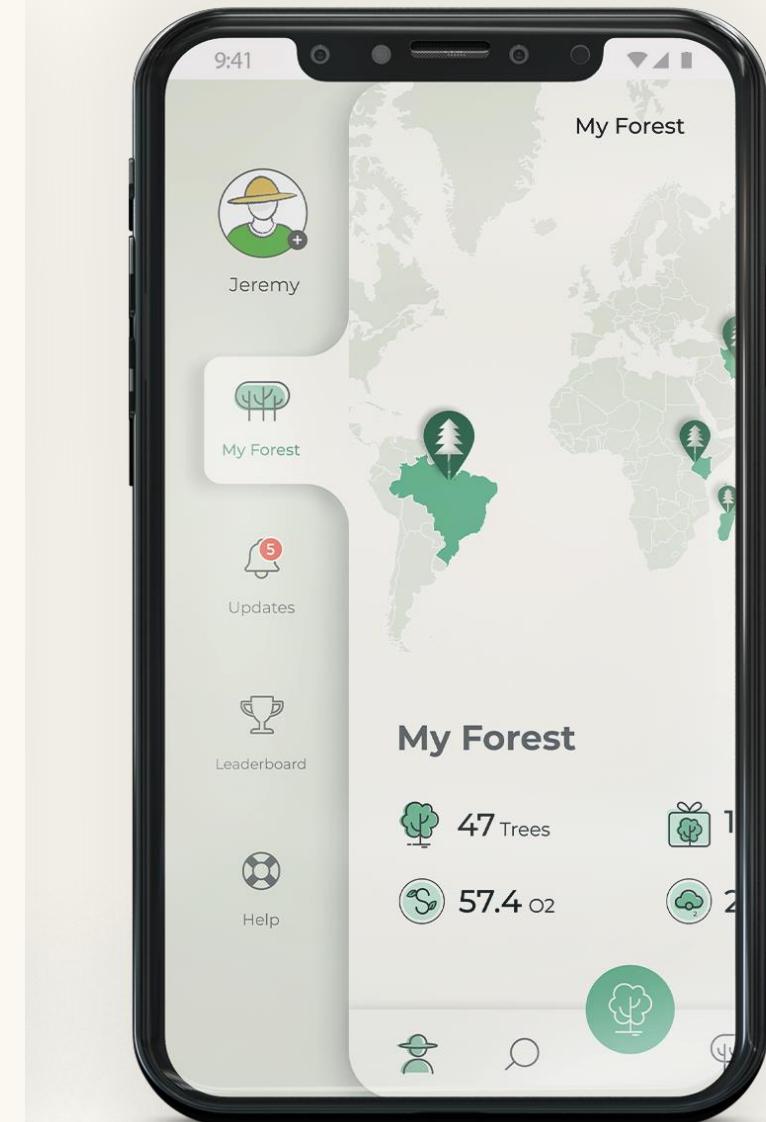
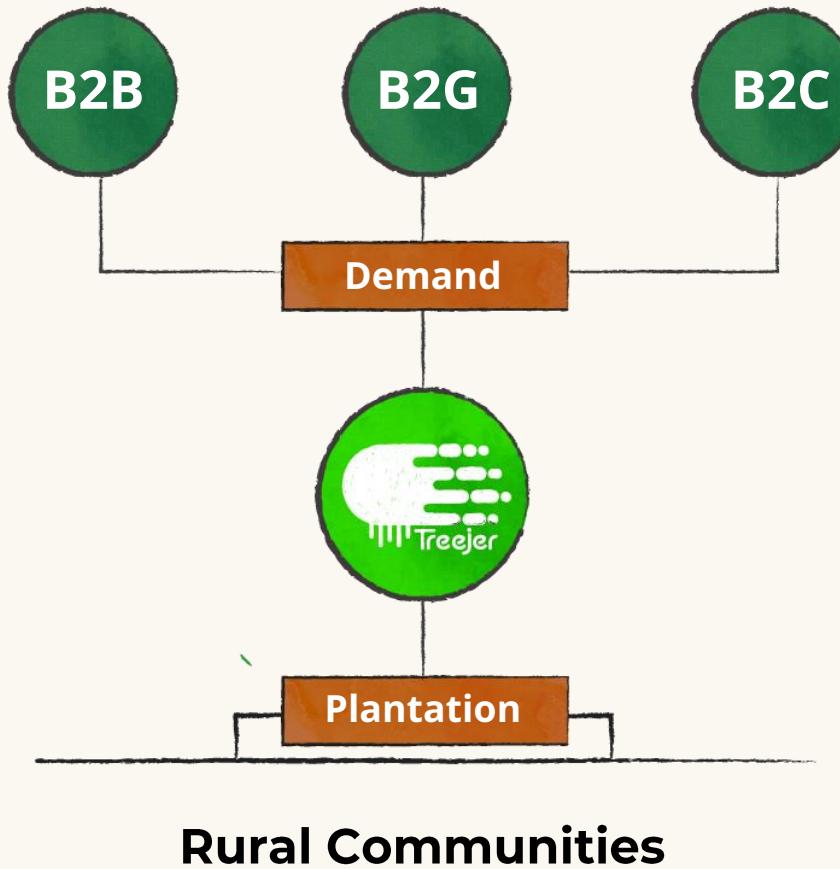
Our World

71% earning <\$10/day

Close to 46% of the world's population is living on less than \$5.50 a day



**Connecting individuals, businesses &
governments to rural communities**



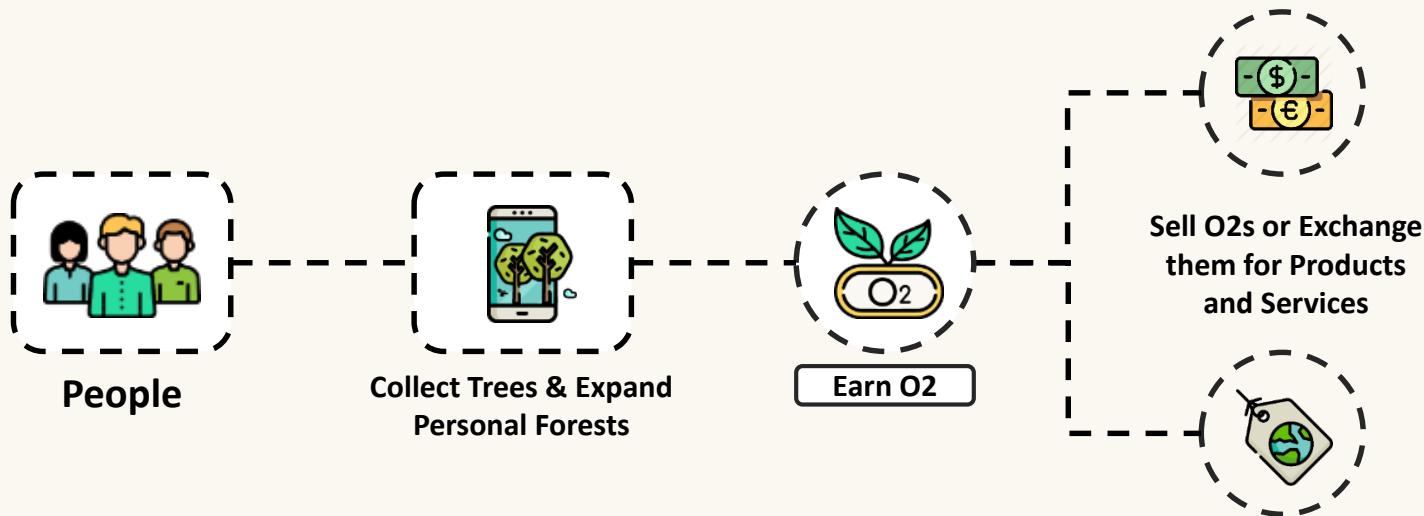
O2: A blockchain-friendly environmental credit pegged to carbon*



* O2 is pegged to the carbon absorbed by trees planted globally within Treejer ecosystem only. This enables different stakeholders to verify source of the credit.

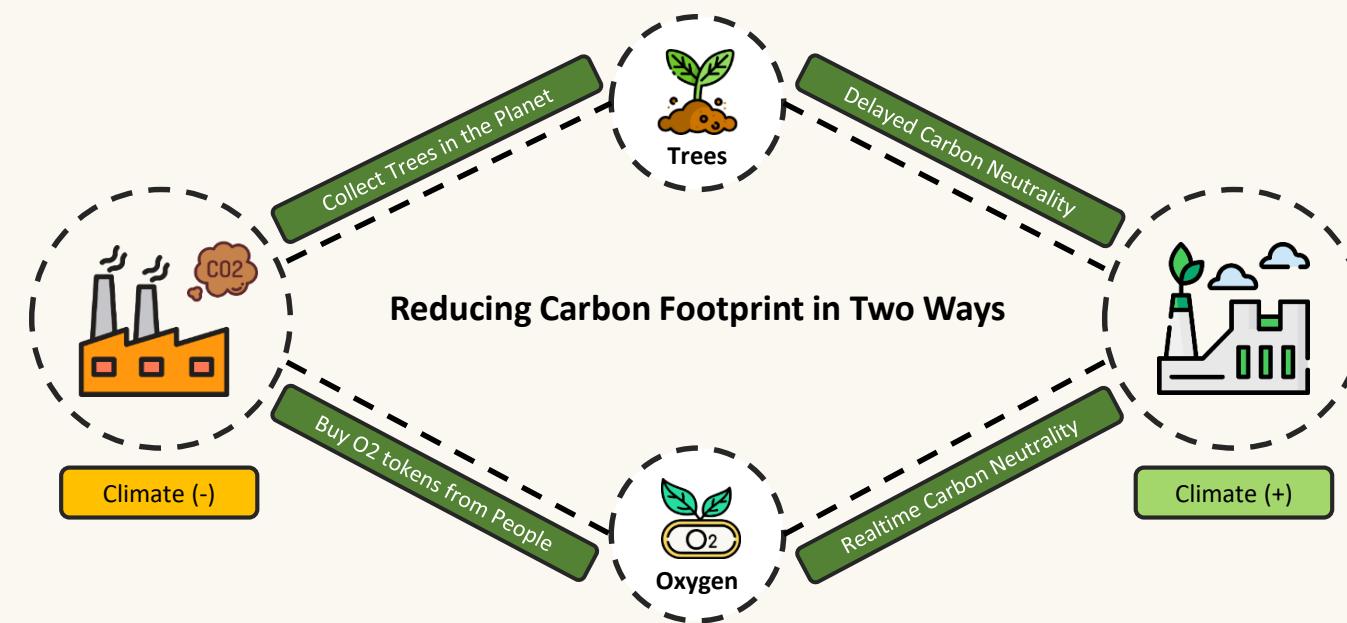
How it works for Individuals

(basic feature)



How it works for businesses

(basic feature)



Live demo available at dev.treejer.com

The screenshot shows the 'My Forest' dashboard of the Treejer application. At the top, there's a navigation bar with three dots (red, yellow, green) and the Treejer logo. On the right, there's a user profile section with the handle '0x545_d4m7', a small user icon, and a tree icon with a red dot.

The main area features a world map with several green tree icons representing planted trees. Labels indicate continents and regions: South America, Middle East, Africa, India, and Asia. To the left of the map, there's a sidebar with icons for 'My Forest' (selected), 'Updates' (with a bell icon), 'Leaderboard' (with a trophy icon), and 'Help' (with a gear icon).

Key statistics are displayed in a row:

- FOREST SIZE: 47 Trees
- O₂ BALANCE: 575.4 o₂
- SEED BALANCE: 294.2 SEED
- GIFTED TREES: 150 Trees

A search bar says 'Enter Tree ID' with a magnifying glass icon. To the right of the map, there's a user profile card for 'Jeremy Greens' (@JaneDoe), featuring a photo of a person wearing a straw hat, a plus sign, and a green '+' button.

On the far right, there are three buttons: 'ADD A TREE' (green), 'GIFT A TREE' (grey), and a 'Redeem Trees' section with a placeholder 'Enter your voucher code'.

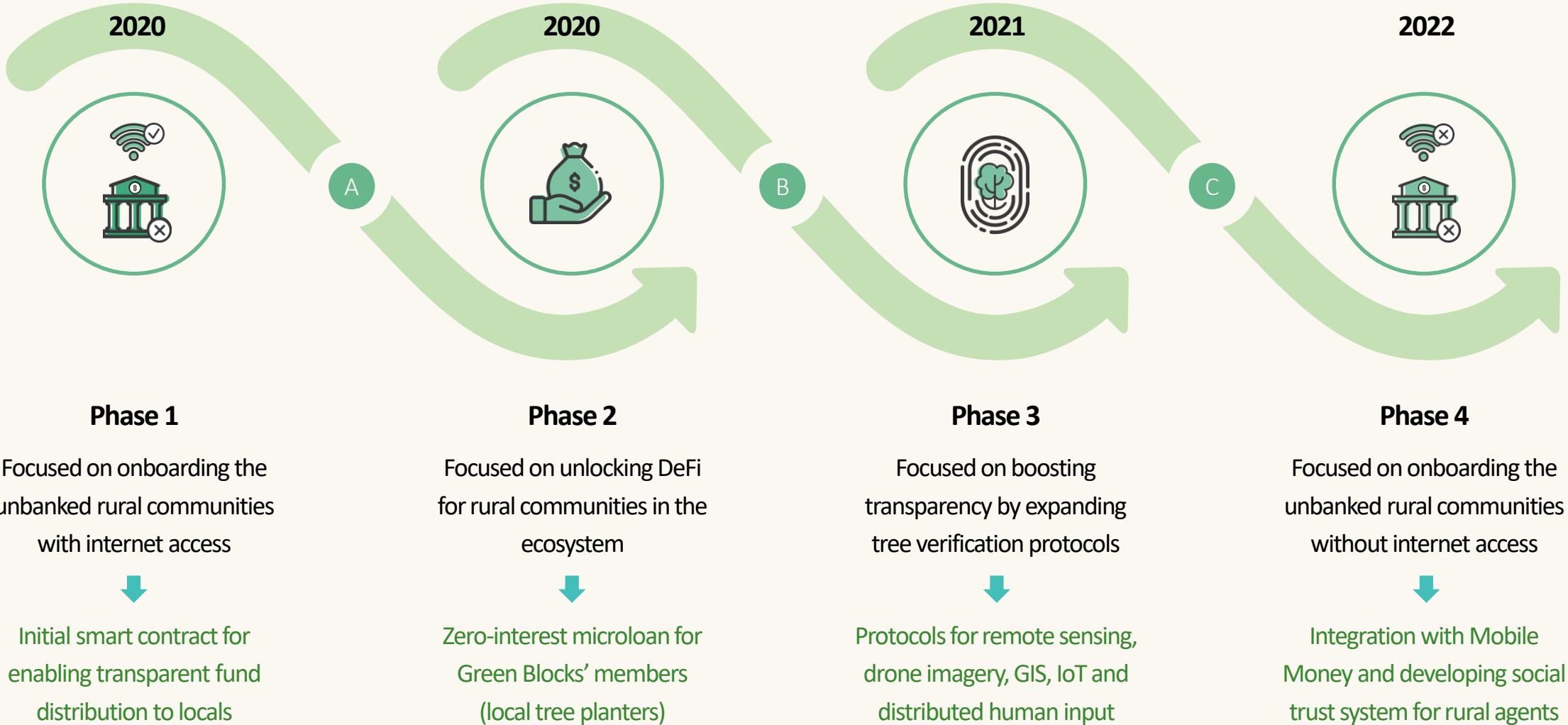
At the bottom, a light grey footer bar contains links: Home, Blog, For Business, About, Contact, and social media icons for Instagram, Twitter, LinkedIn, Facebook, Medium, and Mail.

Current version of the code and prototype is showing the demand side (tree adoption/funding), we're now working on designing/developing tools for the supply side (rural communities or planters) to make fund distribution automated.

-
- Transparency in credit ownership**
Immutable records of environmental credit ownership and utilization
 - Transparency in plantation side**
More transparent information can be obtained about the source of credits
 - Transferability & fungibility of credits**
Environmental credits can be globally transferred in a secure way by tokenization
 - Unlocking new economic/trust systems**
Blockchain is a great tool to help design and test unprecedented social and economic behaviors

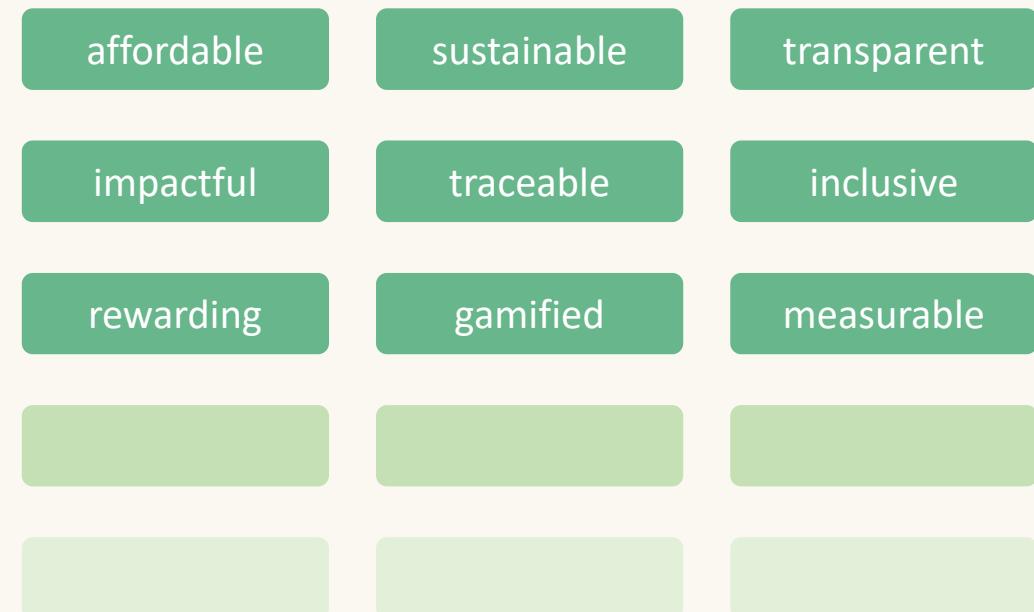
**Why we're
using
Blockchain**

Protocol Advancement Roadmap



Bringing an unprecedented set of values to world reforestation!

Treejer is providing a more _____ Climate Action
through financial inclusion of the rural communities.



Validation

And KPIs for Success

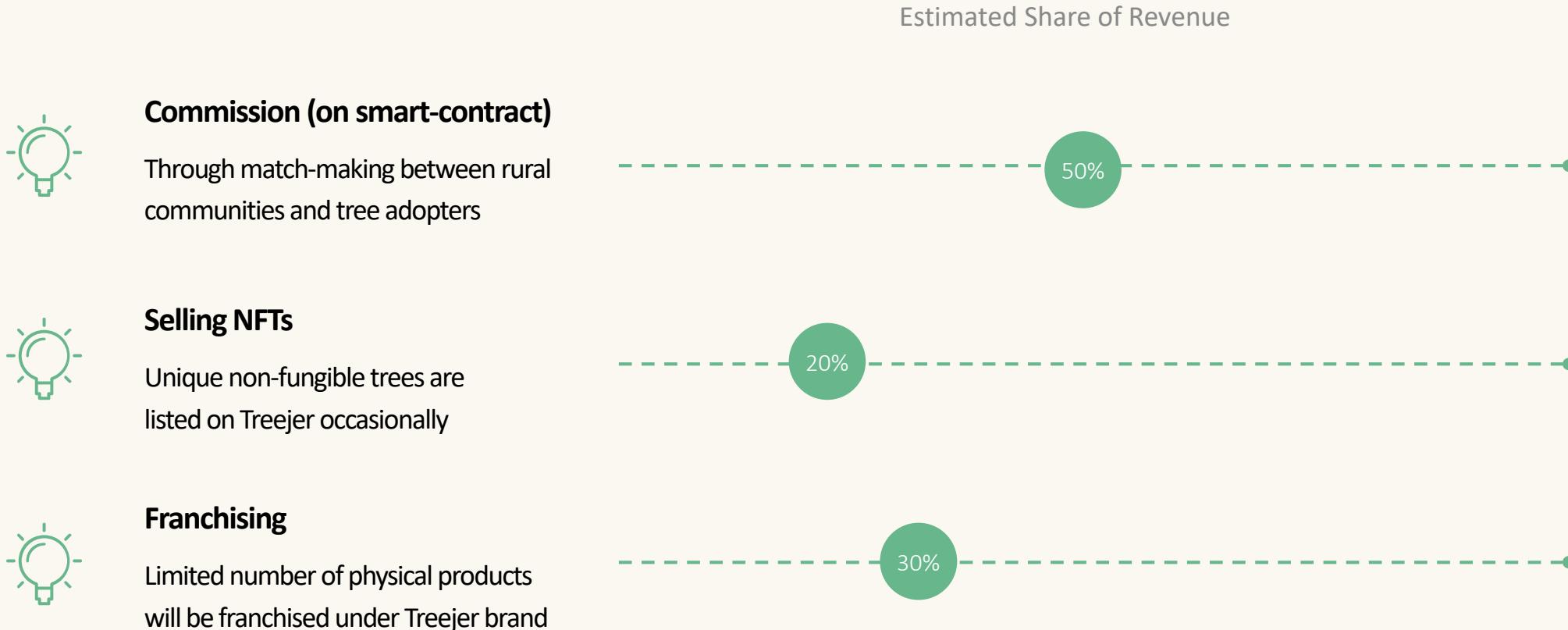


The following brands purchased trees to send as gift :



Purchases were made on our Persian/Arabic landing page (treebox.treejer.com) that was developed for marketing test. It was a kind of crowdfunding to activate 2 rural communities in the Middle East region.

Revenue Model





Our Team

#PlantersWithoutBorders

Business

(15+ year experience)

Ermia Saharkhiz
CEO

Amir Habibzadeh
CTO

Philippe Castonguay
Technical Adviser

Tech

(26+ year experience)

Mohamad Mohebifar
Senior full-stack developer

Bahareh Tavakoli
Creative Director

Ali Hamidian
Chief Earth Scientist

Science

(10+ year experience)

Leo Okakura
Chief Biodiversity Officer





Thank you!

Treejer



info@treejer.com



TreejerTalks