

a **web3** educational, mobile-first **platform**,  
that enables users to combine interactive  
**learning** with impact and **climate action**

*Winner of  
Celo's  
2022  
hackathon  
in various  
categories*

- 1 SocialFi theme award
- 2 Top25 award
- 3 Toucan's bounty award
- 4 MVP bounty award

# Problems

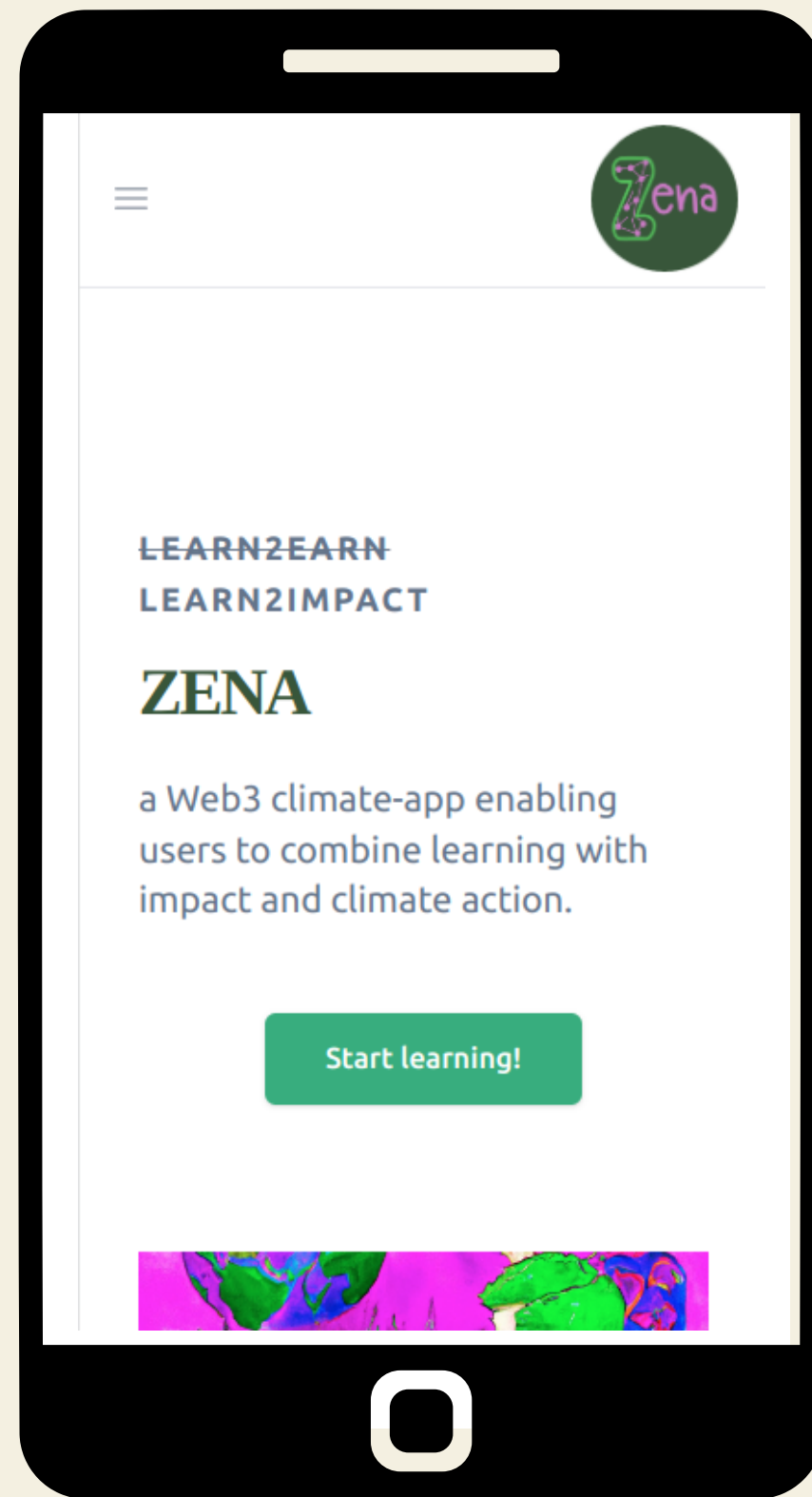


**Climate crisis** – our planet is facing massive climate change and there is a need for immediate climate action



**Education system** – barely any interactive and hands-on learning about future technologies at schools

# Our solution



- ZENA provides a **mobile-first learning platform**, where various educators can upload content to
- ZENA app users earn **CO2/carbon-backed tokens** by completing learning chapters and quests
- Transferring these tokens into a certificate NFT, retires CO2/carbon, **supporting** reforestation, biodiversity, local communities, and many more **sustainability projects**

# Tokenizing Carbon?!

**Yes!**, it's possible with ReFi (RegenerativeFinance)  
Web3 architectures, that make carbon credits  
from verified sources traceable and immutable

# Our team

Our team of five females with expertise in computer science, social science and education as well as design thinking and climate activism.

**Grit** – Project Manager  *Yaeko\_8700*

**Justina** – UX researcher  *JCukini*

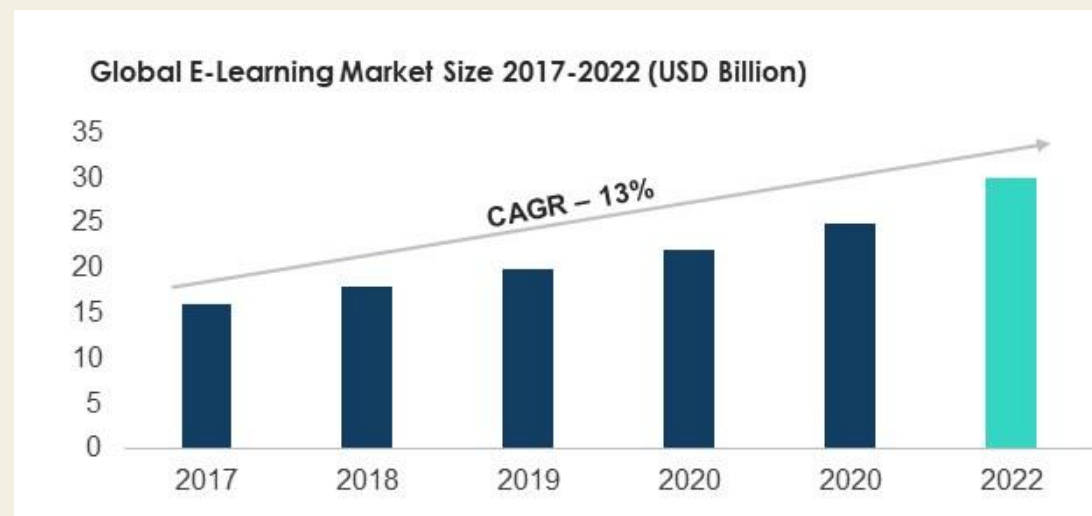
**Rike** – Fullstack Engineer  *rikecodes*

**Astrid** – Frontend Developer  *\_asti\_v*

**Miriam** – Educational adviser  *Miriam\_Schimka*



# Market Analysis



## E-Learning market is still growing

GenZ and GenA face a new age of education.



## ReFi Is Going Mainstream

As we head into 2023 we are starting to see dozens of exciting Web3 projects focused on leveraging crypto rails for accelerating the path to the...

2 weeks ago



## ReFi (Regenerative Finance) going strong

ReFi sector in Web3/Crypto gains more and more attention.



# Business Model



## Revenue Streams

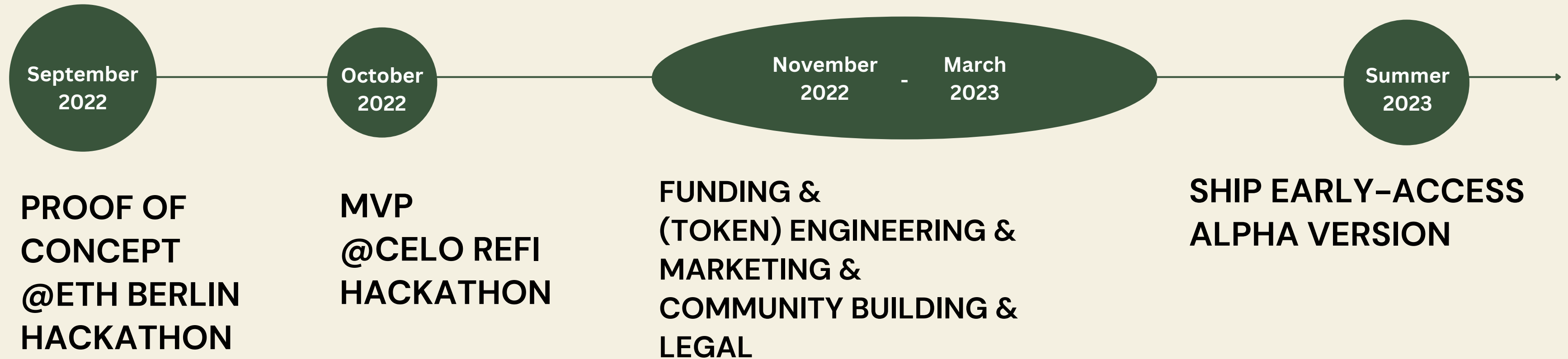
Commercial educators pay per offered class/course module

Funding from sponsoring companies, that want to shrink their carbon footprint

Donations (from end users, and others)



# Our roadmap



# Thank you!

We are ZENA.



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**Slides: <https://zena.academy/pitch.pdf>**