Treejer Protocol

Handbook for Partnerships

Version 1.0

valid until January 2022
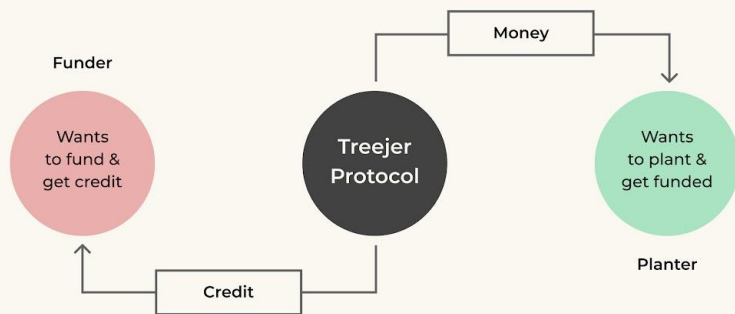
Protocol Overview

(A) In a nutshell

Treejer is an open protocol connecting funders to rural planters worldwide. The project is experimenting with cutting-edge concepts such as decentralized finance (DeFi), non-fungible tokens (NFTs) and smart contracts to unlock new opportunities in climate finance and rural development.

Funder

Money

Wants
to fund &
get credit

Treejer
Protocol

Wants
to plant &
get funded

Credit

Planter

In simple words, Treejer Protocol acts as a transparent bridge. Individuals and organizations are encouraged to fund trees with it and local communities are paid to plant and maintain them as they grow.

The project is supported by **UNICEF Innovation Fund**. We're one of the 8 blockchain projects (out of 500 applicants) that got investment from UNICEF in 2021. Our latest Gitcoin grant is backed by ~1k contributors.

(B) Impact

Trees are being planted in strategic locations to secure a high social and environmental impact, in 10 countries through LatAm, Africa and Middle East. Some of these communities live on $1/day. Imagine the social impact we can make together besides planting trees!

10 Countries	**100k** Initial trees	**911** Contributors
3 Continents	**170+** Planters	**Open** Source

"

Each single tree is a non-fungible, transferable and collectible token on blockchain. Everything from the tree's digital ownership and history of funding to its underlying rural stories is discoverable.

"

Genesis Collection & Launch

(A) Genesis collection

These are the first 10k trees being planted via Treejer protocol. In addition, they're NFT collectibles with randomly generated look and unique attributes from over a million variations.

(B) More than a NFT collection

— Use a smart and bankless protocol connecting funders to planters

— Mint a clean NFT tree linked to a real traceable tree

— Access real-life and on-chain attributes of the trees

— Expand your forest by adding trees using a simple dashboard

— Send trees as gifts to others

— Bring your 3D and REAL trees to the metaverse

— Run green marketing campaigns for your projects

(C) Plant a forest

Every project has its carbon footprint, we help you offset it through community-based forest projects. Whether you're a NFT project, artist, DeFi protocol or DAO, you can have a positive impact here.

Genesis trees

These first 10k unique trees are a curated NFT collection in the form of generative collectible trees. Almost 30% of the funds raised via Genesis goes to planters and other grassroots funds in a transparent model (at the smart contract level).

Genesis trees have dynamic mint price which starts from 0.033 ETH and then increases incrementally every 100 trees to 0.3 ETH.

Regular trees

Regular trees are at the core of Treejer protocol. They allow local communities to get funded to plant forests and at the same time enables worldwide funders to get invovled in climate action transparently and with adequate incentives. Only 10% of funds from regular trees goes to Treejer's Treasury. Currently it costs only $10 to plant a tree and it's paid in DAI.

Join the ReFi Movement

Partners can plant a forest using Treejer protocol at any time. However, launch partners receive additional benefits such as access to Genesis Trees or even having their branded tree design added Genesis collection.

1 Public commitment to plant a forest

Partnering projects publicly announce their commitment to fund a forest via Treejer. They don't need to pay anything in advance but fund the committed trees at the time of launch. We help you with the content.

2 Help Treejer expand its community

One of the best contributions our launch partners can have to the project is to help us build a more diverse community on Discord and Twitter. A simple Discord/Twitter link at the end of your announcement is enough.

3 Collect Genesis and regular trees on Jan 20th

We are launching soon in January. Please make sure you fund the committed trees at day one (**January 20th**) to receive the highest social exposure from our community.

> Treejer covers all partnership annoucnements and gives full exposure to climate commitments. There's a possiblity that our partners or investors, such as UNICEF, follow the same approach independently if they find a partnership interesting.
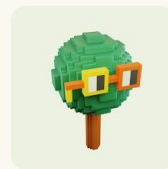
Additonal One-Time Opportunity

A branded tree in our Genesis collection

There's a one-time opportunity for only 5 reputable projects to be featured in our genesis collection design by having a custom tree shape representing their community. The eligible projects commit to plant a forest with minimum size of:
- **5k Regular trees (costs ~$50k)**
- **20 Genesis trees (costs betwen 1-10 ETH)**

This unique partnership is only availble before Treejer's launch, so we can design the NFT shapes in time. Some other notes:
- There are 144 tree shapes and only 5 slots available for this
- These shapes will be among the rarer ones in rarity ranking
- They exist forever as a part of our Genesis collection
- They will be minted to some lucky users randomly
- Only the first 5 reputable projects are eligible

This is a sample Genesis tree shape we've created for nounsDAO. It follows the project's visual identity

*Mint price of Genesis trees varies based on how early collectors mint them. It starts from Ξ0.033 and ends with Ξ0.3. Collecting 25 genesis would cost appx. 1-10 ETH. More info on pricing page

Tree Pricing

1 Payment method and currency

Partners will use our interface to use the protocol after launch:
- Regular trees: **Polygon DAI**
- Genesis trees: **Polygon ETH**

2 Genesis pricing details

The Genesis collection has a dynamic minting price and it increases incrementally every 100 trees. The price starts at Ξ0.33 and ends at Ξ0.33 indicating earlier collectors pay less.

3 When to partner?

There's no limit. Regular trees will always be available to fund, however, the Genesis collection may sell out very soon. And the early backers (genesis collectors) are special to us...

4 Can I invest in Treejer?

Treejer is practicing a fair launch event. Even founders and team members are going to collect Genesis trees the same way as others. We're not accepting equity-based investment for now and have recommended all interested VCs and angels to participate in the Genesis event like other users. However, any questions or inquiries can be sent to **info@treejer.com**

Genesis Trees

From Ξ0.033 / Tree

- ✓ Limited 10k supply
- ✓ First trees planted via Treejer
- ✓ Generative NFT art
- ✓ 70% goes to Treasury
- ✓ Metaverse-friendly
- ✓ Clean NFT on Polygon
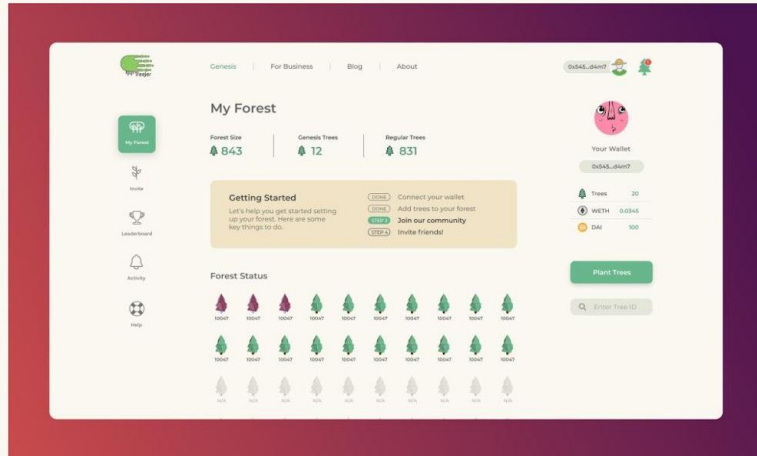- ✓ Best for collectors and backers
- ✓ Priced in ETH

Regular Trees

$10.00 / Tree

- ✓ Unlimited supply
- ✓ Only 10% goes to Treasury
- ✓ Metaverse-friendly
- ✓ Clean NFT on Polygon
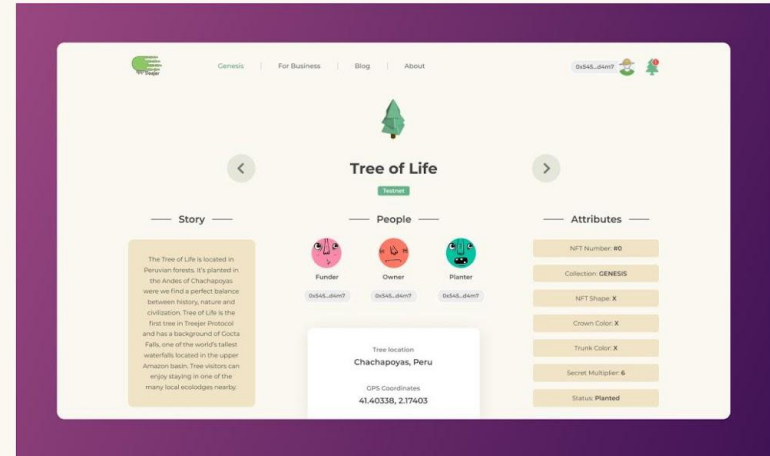- ✓ Best for Climate Action
- ✓ Priced in DAI

Inside Treejer's Web Interface

Dashboard

The user dashboard is where they can start a forest and expand it by adding trees to it. They can also send tree gifts to others. Rural communities plant and maintain those trees.

Tree Profile

Each tree is represented by a clean NFT on Polygon network. The tree profile shows NFT traits in addition to real-life attributes of the trees such as location, funder or planter info.

Let's build the smart future together!

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