



Greenstand

Technical Capabilities



Greenstand

ALLEVIATE EXTREME POVERTY. COOL OUR PLANET. REBUILD DEPLETED LANDS.



Greenstand

FINDING PERSONAL & FINANCIAL DIGNITY IN A HOSTILE ENVIRONMENT





Greenstand

TREE PLANTING VERIFICATION PLATFORM

A woman in the foreground is wearing a bright yellow patterned top and a green headwrap. She is holding a wooden staff with both hands. In the background, there are other people, including a man in a plaid shirt and a woman in a blue headwrap, standing in a grassy field under a cloudy sky.

Planting trees is not
[primarily] about the
individual nor about a
forest - it is about
rebuilding a community.



Connecting billions of people on the breadline
with individuals and organisations looking to
offset their negative ecological impact.



The platform

Green exchange platform



The stakeholders

Putting names to faces



LUCY



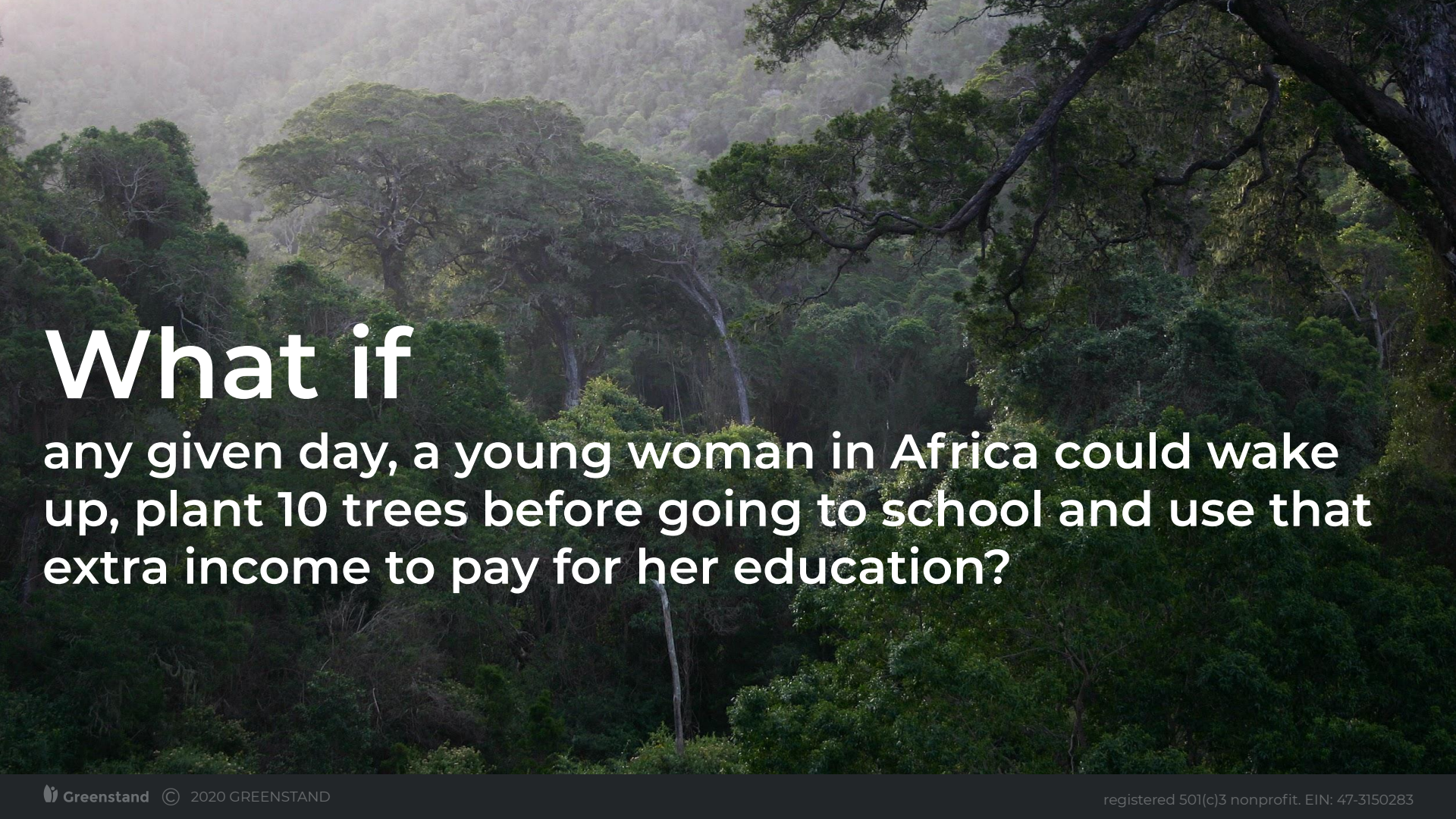
GREENSTAND'S
TREE TRACKER



3rd part exchange



MONDELEZ

A lush green forest with tall trees and a misty background. The text is overlaid on the left side of the image.

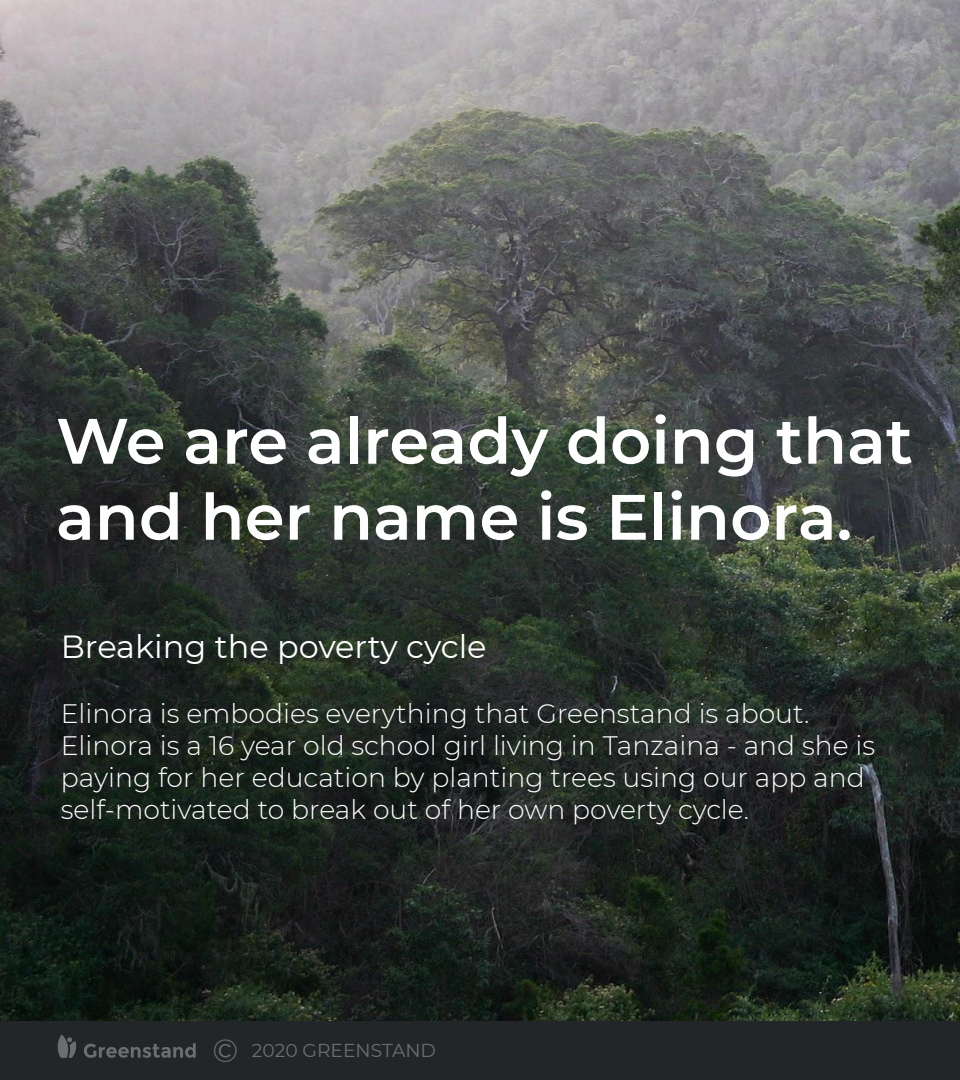
What if

any given day, a young woman in Africa could wake up, plant 10 trees before going to school and use that extra income to pay for her education?



We are already doing that
and her name is Elinora.





We are already doing that and her name is Elinora.

Breaking the poverty cycle

Elinora is embodies everything that Greenstand is about. Elinora is a 16 year old school girl living in Tanzaina - and she is paying for her education by planting trees using our app and self-motivated to break out of her own poverty cycle.



Old Fangak

South Sudan - A barren & challenging environment with little infrastructure.

In remote villages and areas such as our Old Fanak site, we are exposed to many additional challenges that we are now in a position to solve.

These challenges range from digital and monetary literacy, to lack of cellular networks, money links and no way to charge smartphones.

What is consistent, is that people understand the value of trees and need a consistent source of money to survive.



Building Bridges

Greenstand's strength is the ability to connect with some of the most isolated communities

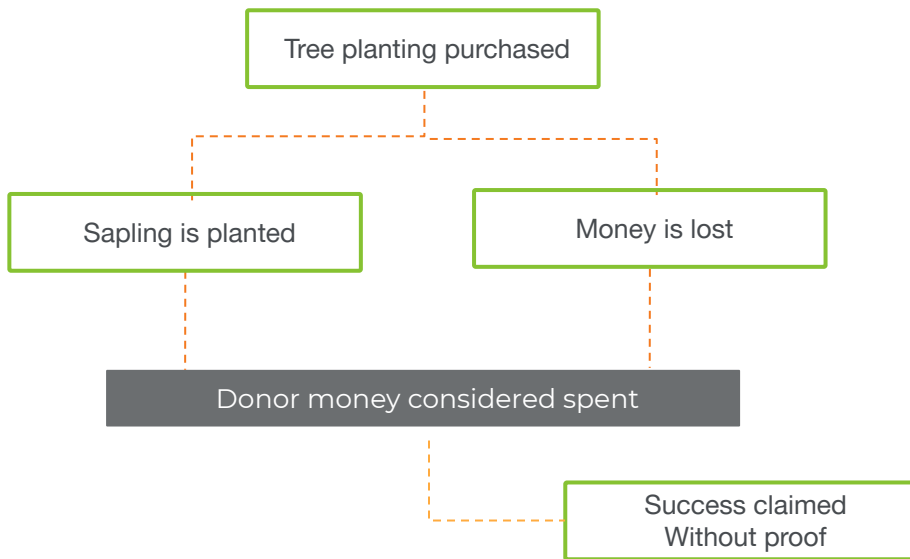
Greenstand combines off-location support with people on the ground. In some instances we need to set up initial training and provide pre-installed handsets - but even in rural and refugee environments handsets are becoming common and digital literacy is growing. As the community begins to discover this untapped income opportunities w experience organic growth.

This platform will facilitate displaced persons to build bridges and form bonds with host communities by allowing them to add environmental and ecological value the communities. Imagine a refugee showing up and asking to help you improve your property, free of charge.

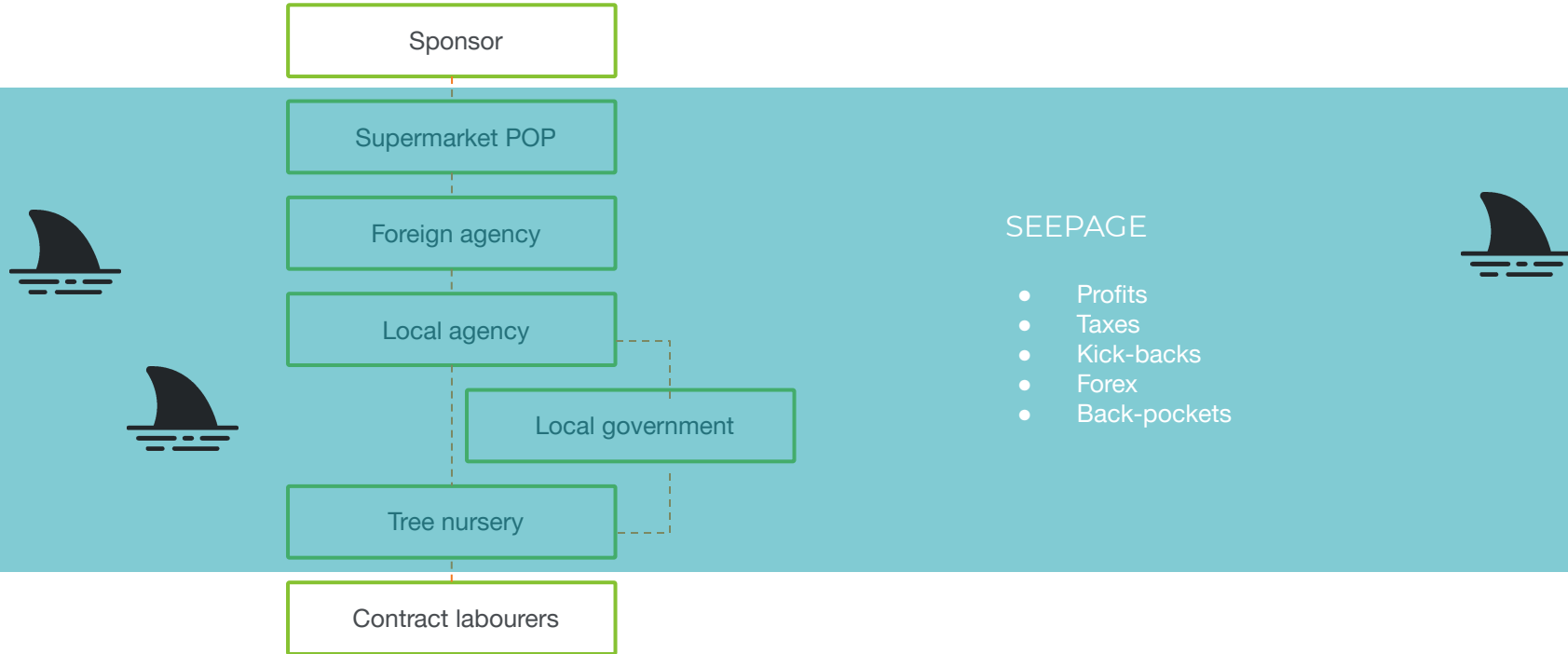


Traditional tree sponsorship

Token journey



The sharks move in



Lucy

Self employed Tree farmer using treeTracker



Lucy is managing 591 trees which she has planted.

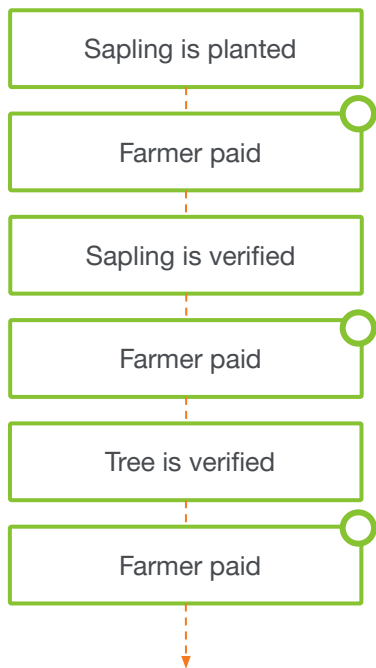
We are currently on 0.05c (USD) which means Lucy earns an extra 30 USD a month or 70 000 TZ Shilling.

30 USD gives her 30 loaves of bread, 1 kg chicken, 1 kg beef and a 5 kg of veg. This is enough to feed her family.



Paid tree farmers

Growing forests. Currently implemented at a limited scale



Tree Rings concept



Jane has purchased 10 tokens shown in orange.

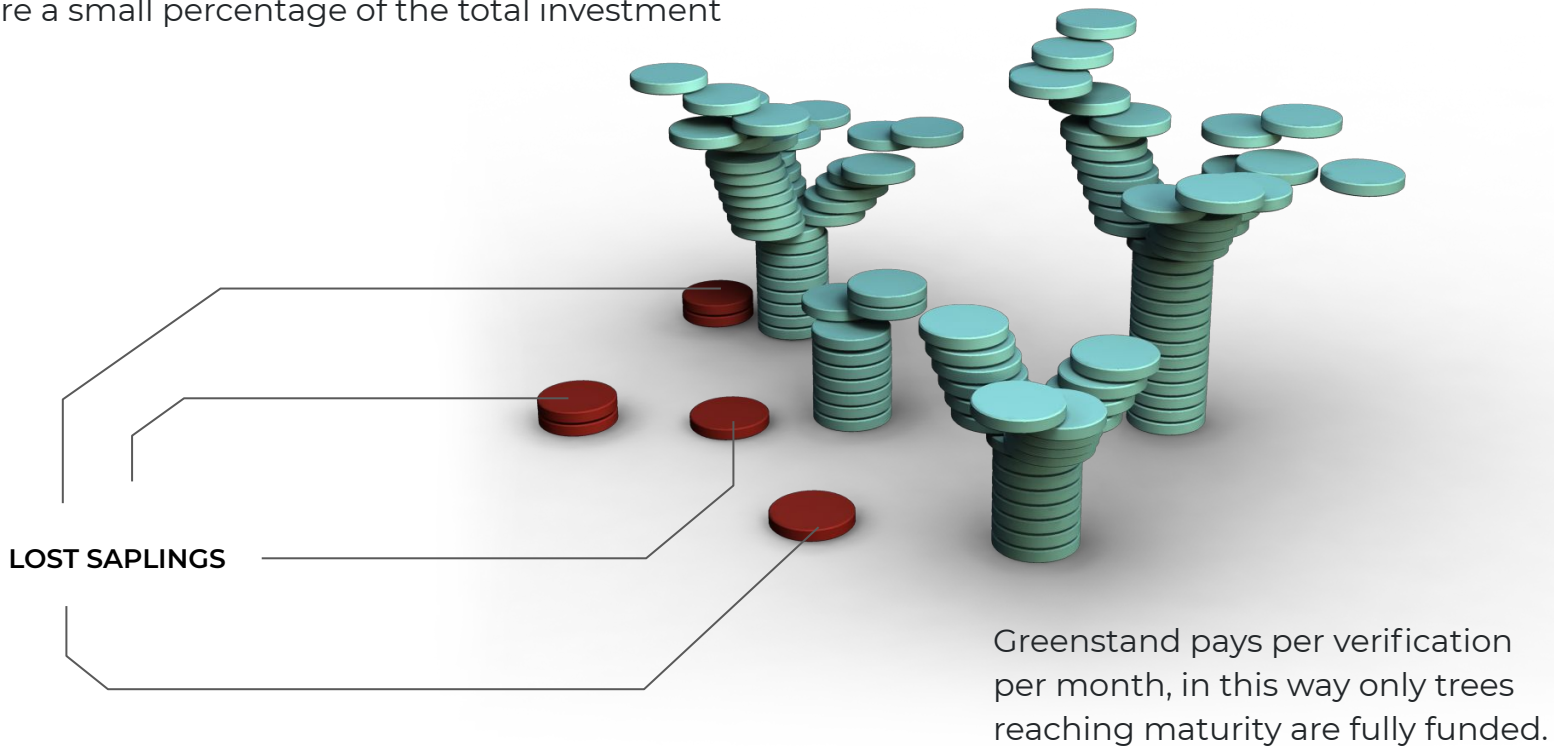
Jane's tokens are invested across the forest over time.

Using tree Tracker on-line she can identify where her trees are located.



Mitigating expected losses

Lost saplings are a small percentage of the total investment



Biodiversity

Tracking on species basis

Baobab case study

- Last tree standing in a drought
- Supports a wide variety of animal life with rich fruits and flowers
- Micro-habitats and homes for everything from leopards, warthogs
- Foundation for regrowth when the rains return
- Bobabs are hard to grow



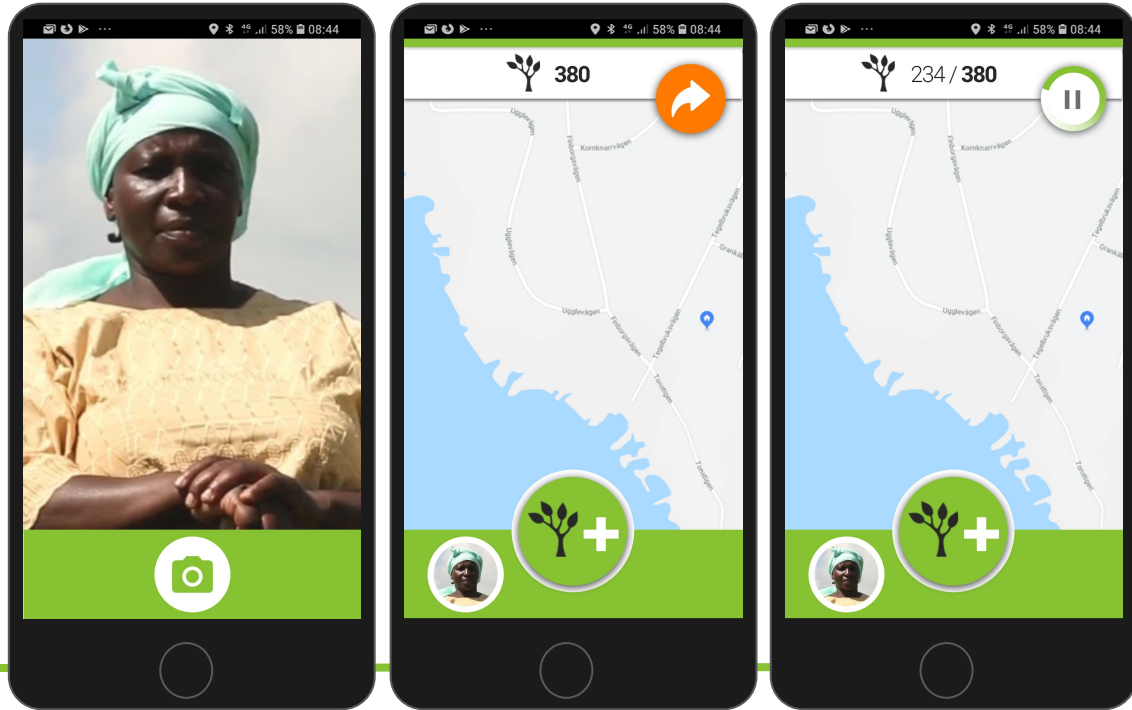
NOT ALL TREES ARE EQUAL

App

Strong focus on accessibility for illiterate users

Data capture

- A photo of the user
- A photo of the sapling
- Geo-coordinates
- Time stamp
- Species (most of the time)

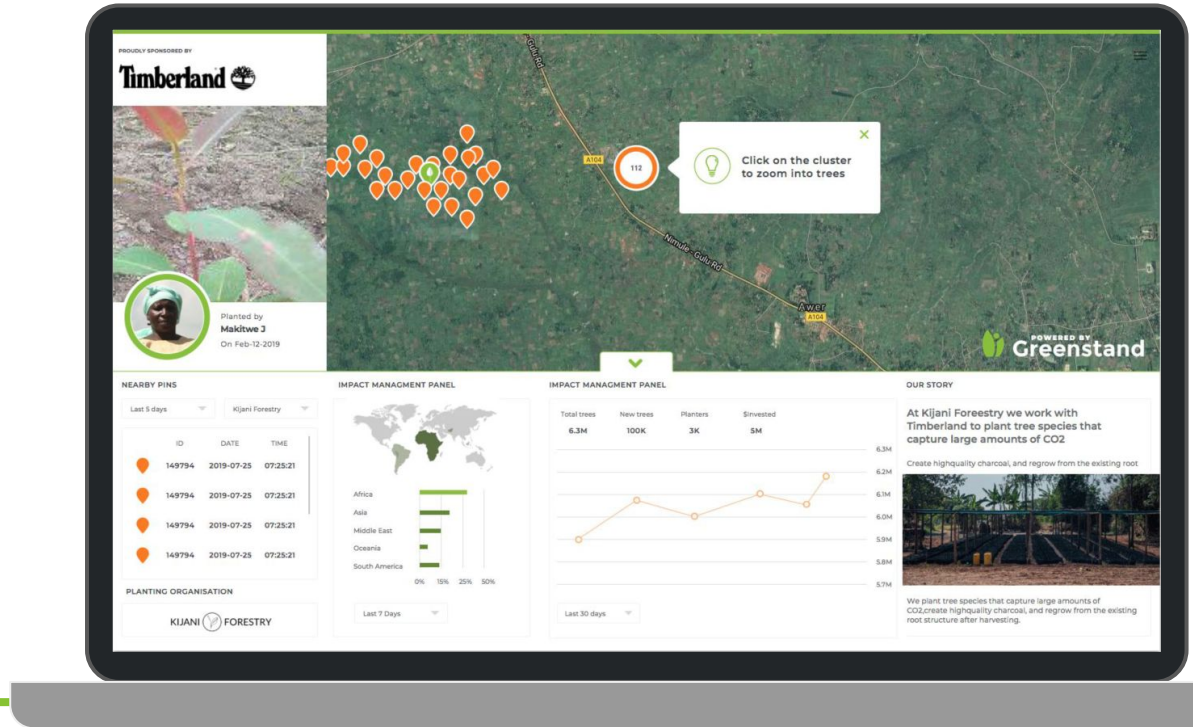


Dashboard

Public on-line web-map

Per plant reference

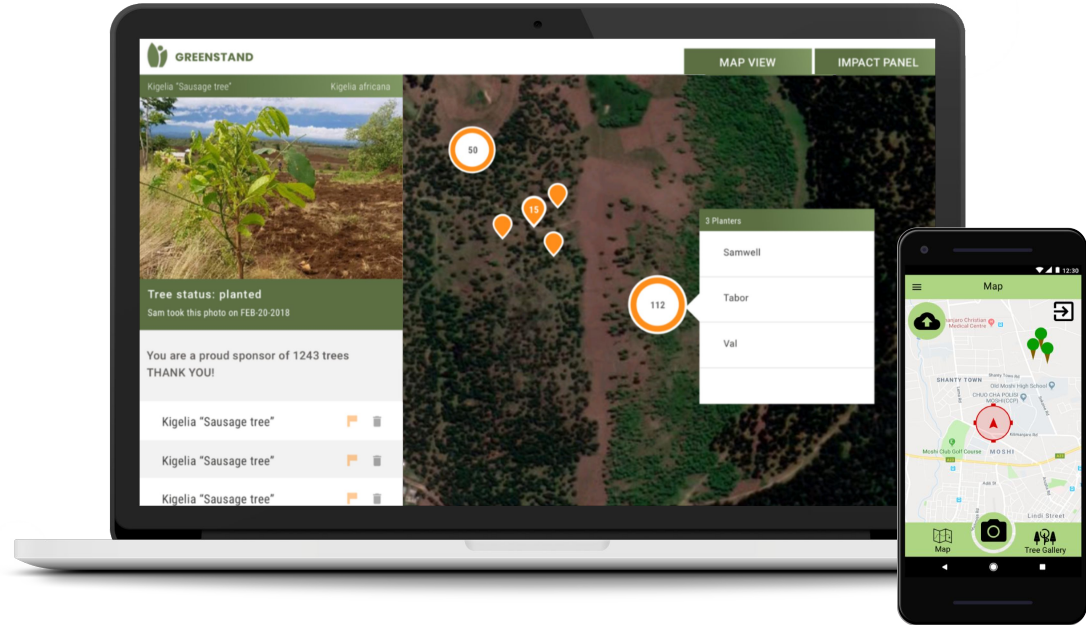
- A photo of the user
- A photo of the sapling
- Geo-coordinates
- Time stamp



Screengrabs

Subheading

Glossier microdosing tilde cray, paleo cloud bread aesthetic iPhone af deep. Glossier microdosing tilde cray, paleo cloud bread aesthetic iPhone af deep



Donor interface
Browser based web-app
With geotagged trees

Mobile App
Runs on entry level
Android devices

Data processing

We are working on AI data processing systems to automate species tagging

Machine learning

- Tree identification

Tree growth data

- Species
- Location
- Planting time of year
- Success rate
- Cross with weather history



Stakeholders

Stakeholder Roles



GREENSTAND

Facilitates the
interaction



INVESTOR/DONOR

Funds Impact



ECO ORG / BROKER

Connection to
investor



Growers

Grow trees
Collects Tree Data

Greenstand

Greenstand creates ledger and supports infrastructure for verification of tokens, verification of the initial wallet.

Direct Market

Growers gain direct market access.

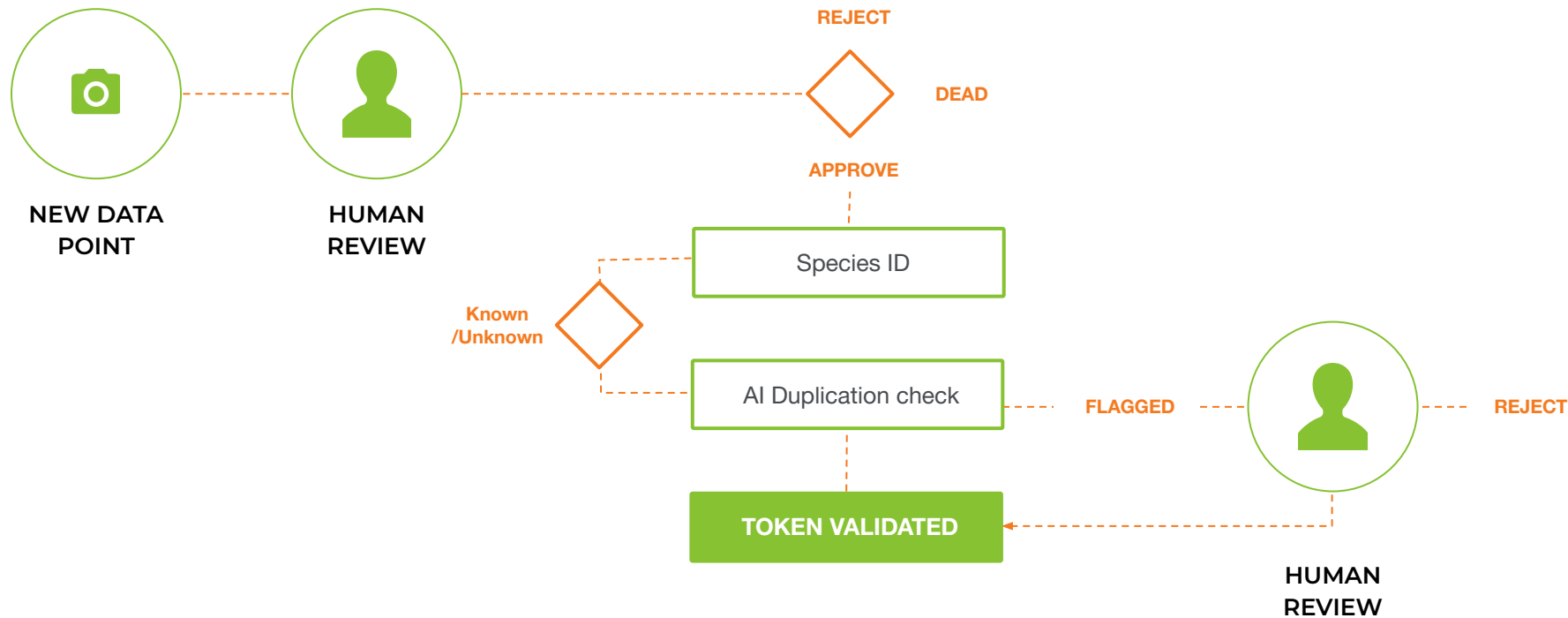


Direct Market Access for Planter

Greenstand verifies data and gives planter token. Planters set token price. Investors buy at desired price.

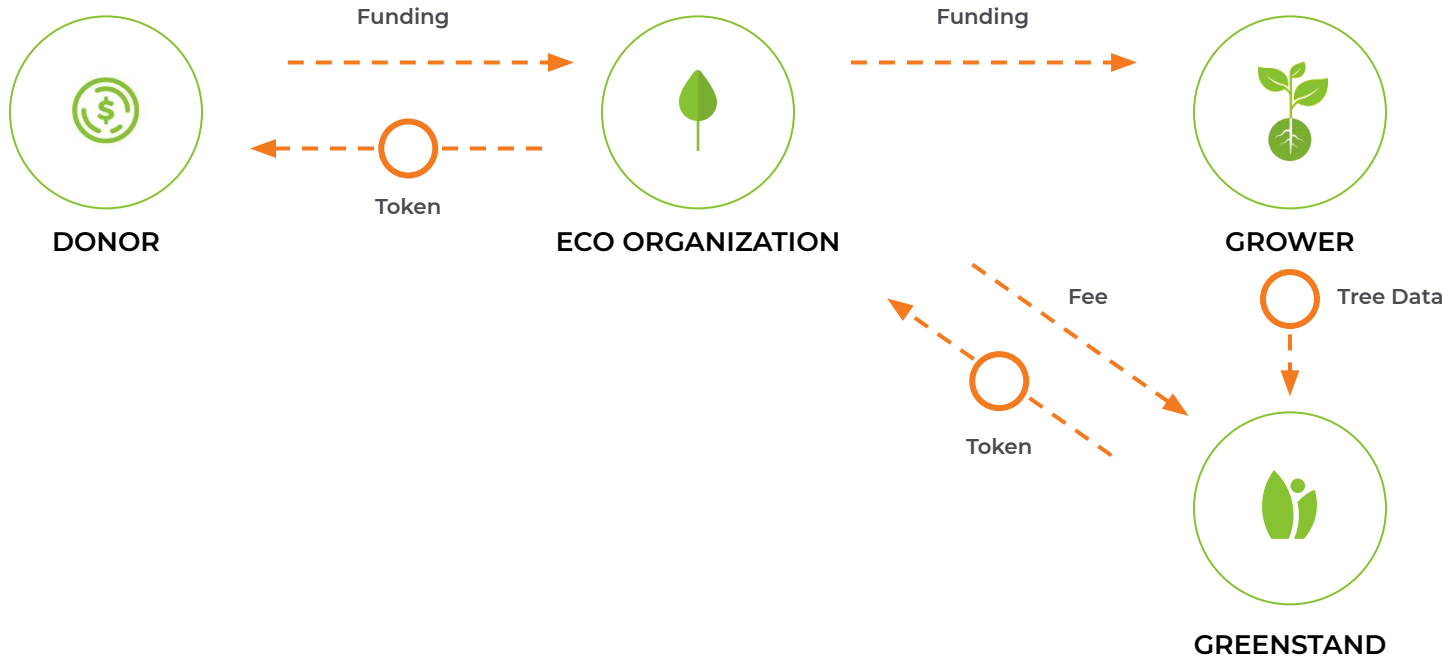
Verification process

Admin panel



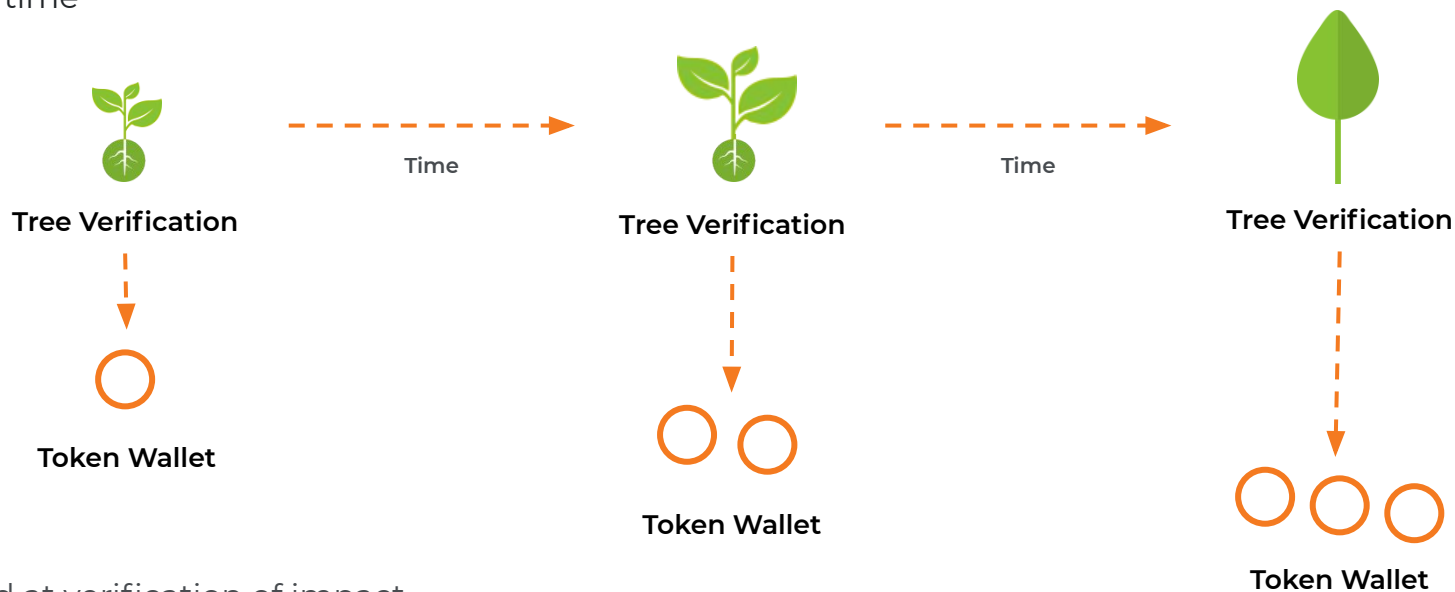
Transactional Flow

Eco-Org/Consumer/Investor Model



Tree Captures

Tokens / tree / time

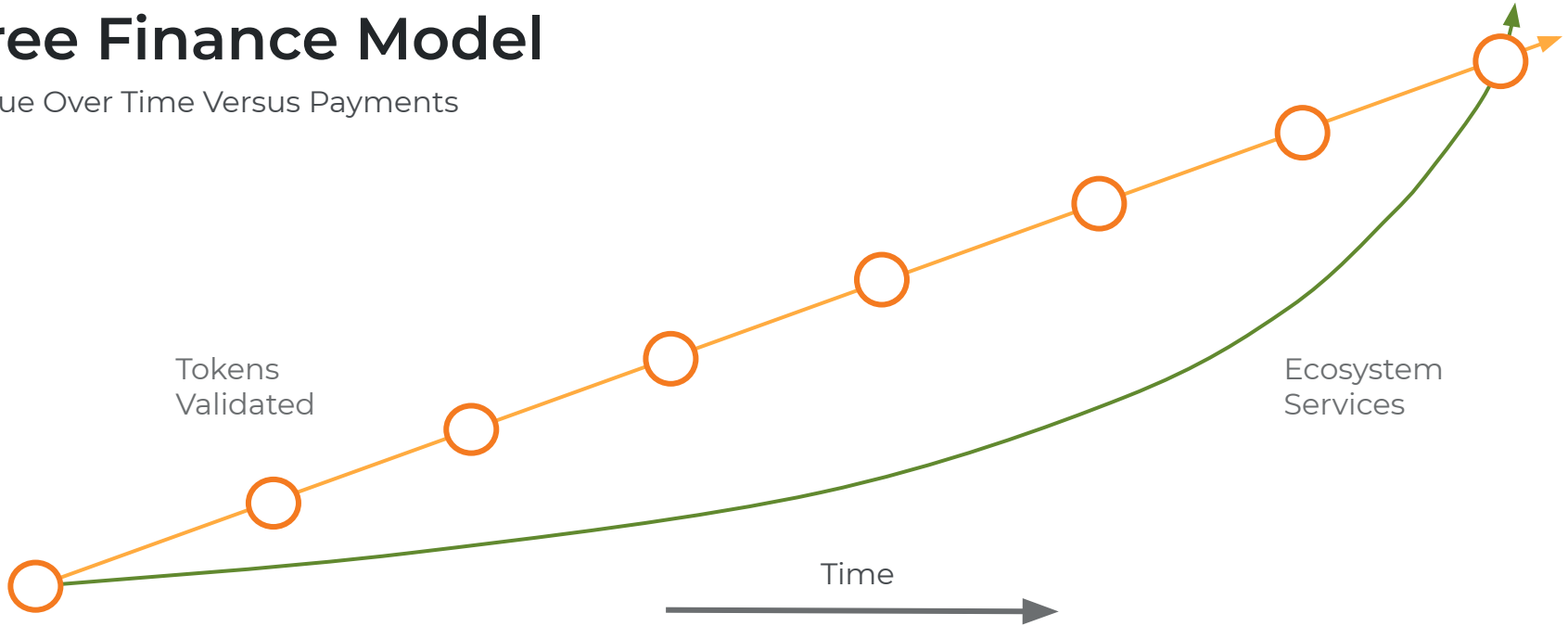


Tokens created at verification of impact

New tokens are created at time based milestones when growers verify tree survival.

Tree Finance Model

Value Over Time Versus Payments

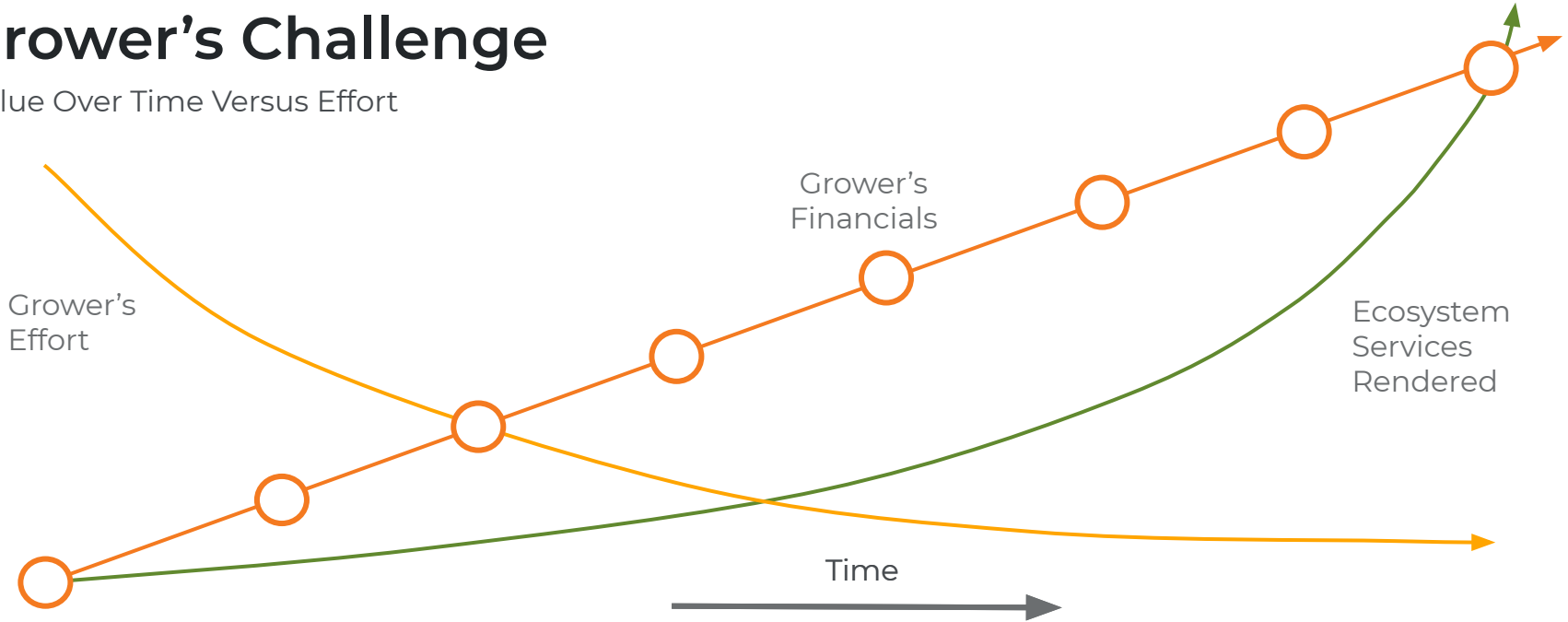


Payments at Milestones

Example: \$1 investment = 24 tokens for the first two years. Payments may continue indefinitely with carbon markets.

Grower's Challenge

Value Over Time Versus Effort



A Sustainable Model

Growers efforts are rewarded based on successful efforts, leading to short and long term environmental and social impact.

Example: \$1 investment with a payment of ~3.1 cents per month, is sustainable on a ~\$16 carbon market with an average sequestration rate of one ton in 40 years.

Digital forest

Time/location based tree reference

- A photo of the user
- A photo of the sapling
- Geo-coordinates
- Time stamp

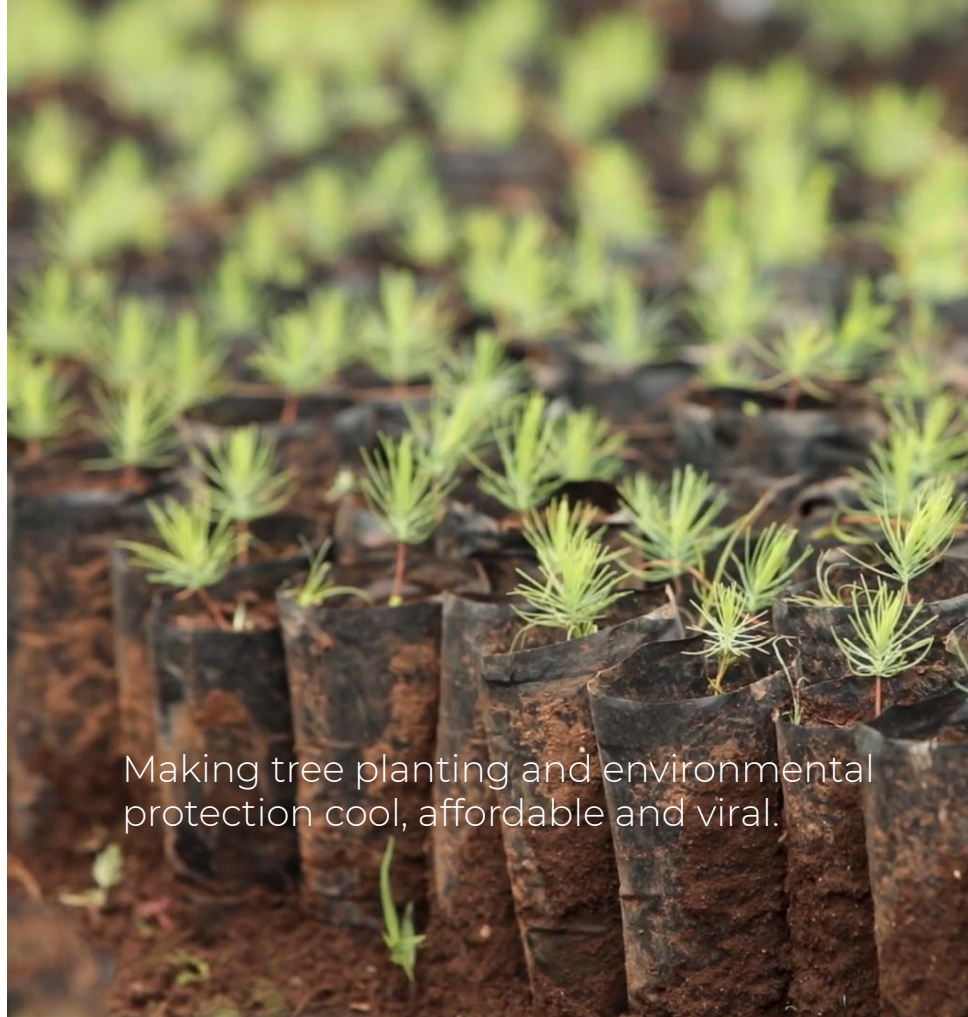
[Actual tied (FMNR) acacia trees in Samburu, Kenya. All grower outreach, data management, financial support is handled remotely]



Phase 2

Mobile Partnerships (1-3 Years)

- Mobile network: facilitate cross-border financial transactions.
- Interface: Connect planters with patrons through superior UI.
- Value add: Expanded opportunities for existing mobile customers.
- Ecosystem: establish new value chains around digitized eco-commodities.
- Social norms: making tree planting and environmental protection cool, affordable and viral.

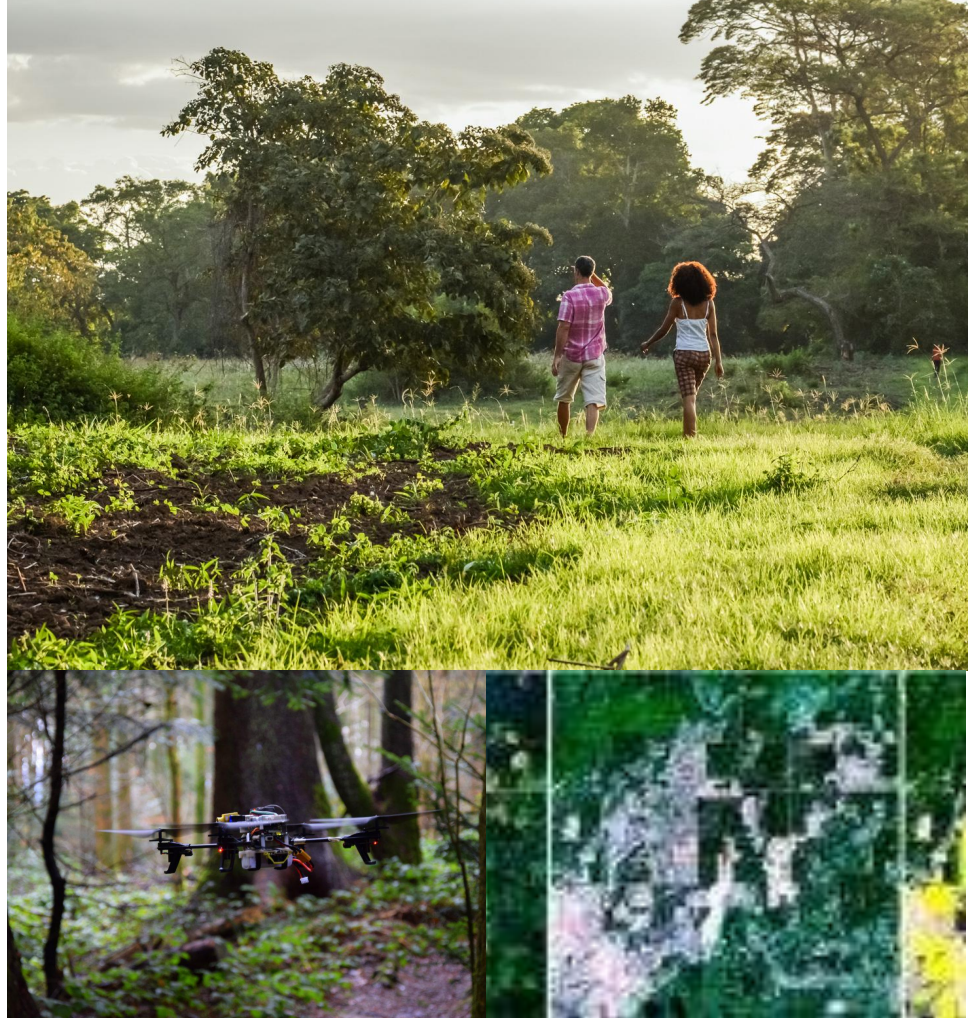


Making tree planting and environmental protection cool, affordable and viral.

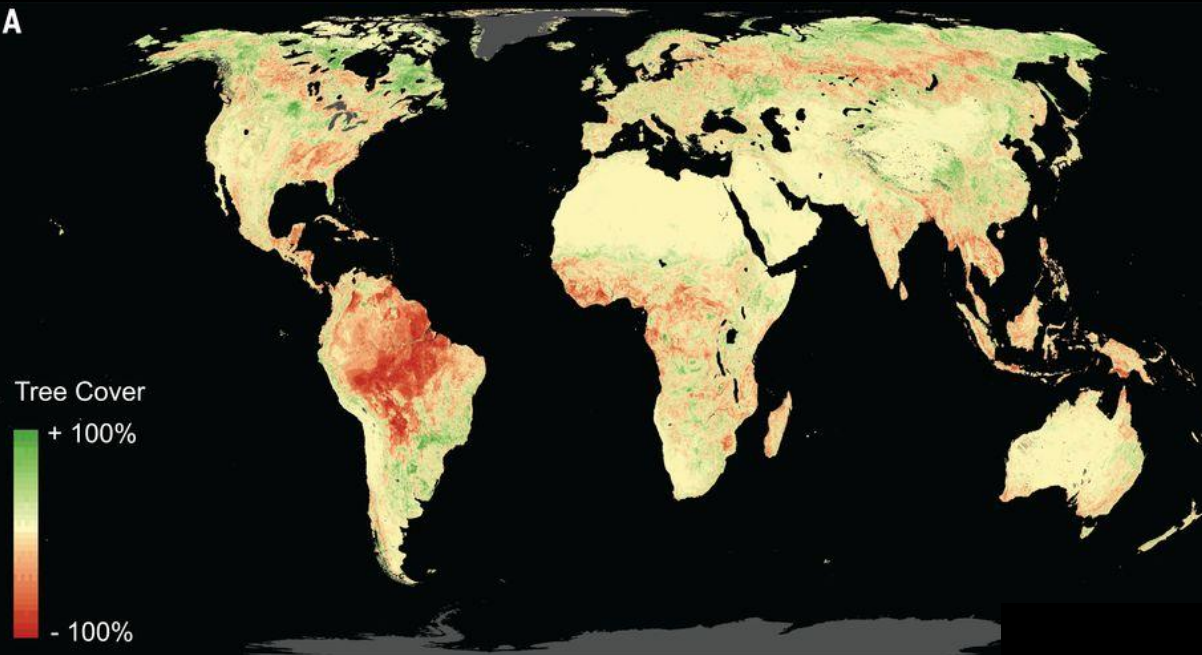
Phase 3

Extended Collaboration (3+ Years)

- Expansion of global carbon trading platform for individuals through mobile technologies.
- Integration of carbon trading/eco-valuation in mainstream gaming culture (gamification).
- Broadening reach into all facets of the consumer industry (ie. partnerships with airlines, payback cards, logistic and transport industry etc).
- Integration of blockchain technology.
- Trading platform to exchange digitally backed environmental assets.



A



B



2050 Business as normal projections

“This new quantitative evaluation shows [forest] restoration isn’t just one of our climate change solutions, it is overwhelmingly the top one,”

Prof Tom Crowther
Swiss university ETH Zürich

Market size demand

Sustainability & Carbon credits

231
multinationals

15.6TN
USD

The Paris Agreement

231 global companies in addition have signed up and been approved by science-based targets set by Science based Targets.

Today more than 650 businesses, with more than US\$15.6 trillion in market capital have made climate commitments in accordance with the Paris Agreement.

In countries such as Sweden sustainability reporting is law for companies over 250 employees.



Solution impact

UN SDGs



Welcome to Greenstand



Registered non-profit

50 core members & more than 300 contributors worldwide

Open-source community developing a tree verification platform

Partner with tree planting orgs

Provide transparency and accountability to the tree planting industry

Greenstand is the answer to

If you sponsor a tree in Africa or anywhere else - does it exist?

Does the planter get any long term benefits from planting the tree?

Do the saplings that get planted ever grow into a forest?





Nature's heros



...supported by Greenstand