



people, planet, plant.

WILLOW

...earn tokens while saving the climate

Our Philosophy

PROBLEM

Trees are just like the lungs of the planet and existence can't exist without the presence of trees on our planet. Although, the much less variety of trees planted and the outstanding felling of timber have become a threat leading to occurrences of flood, erosion, climate change, ozone layer depletion, and lots extra.



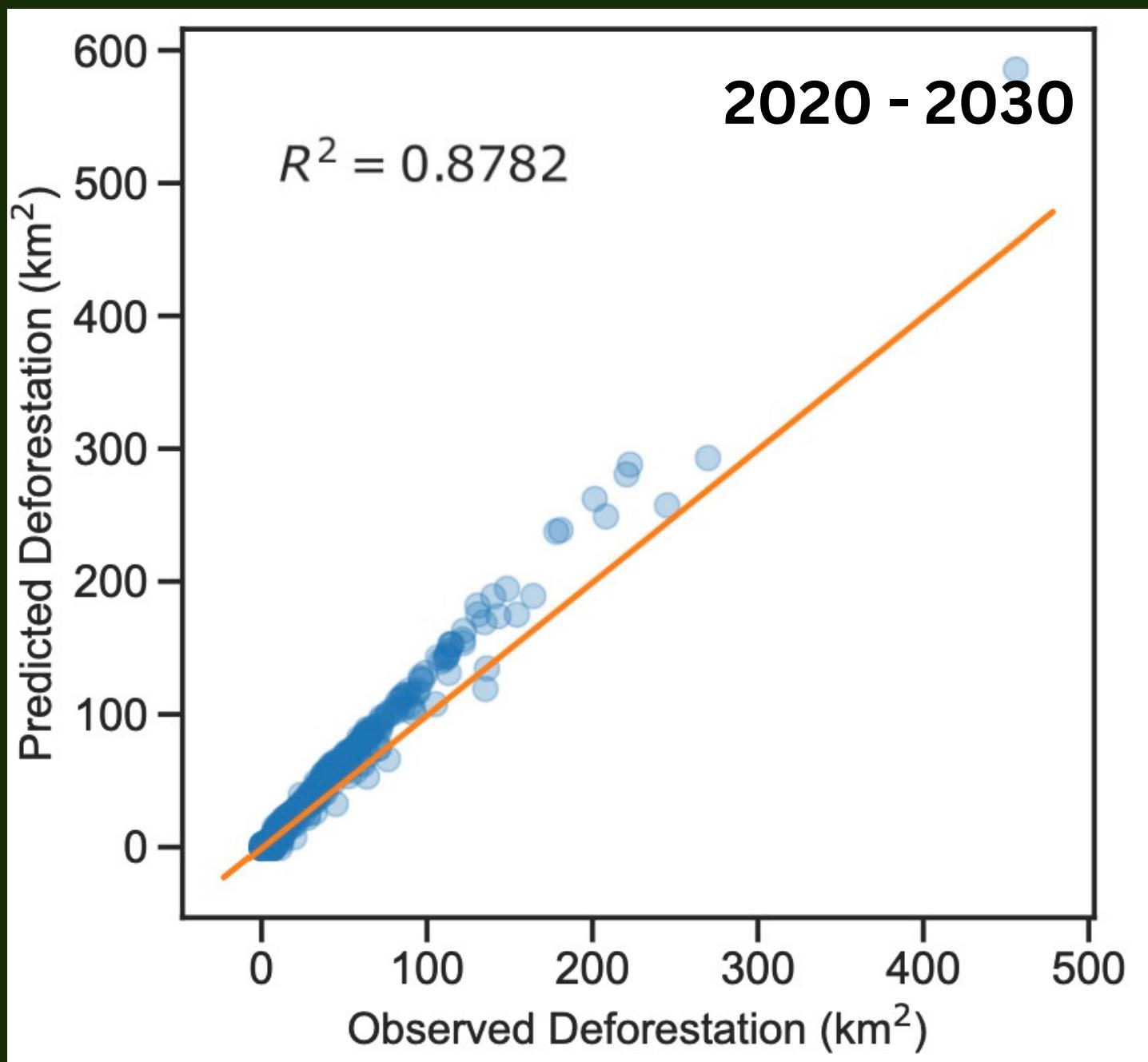
Our Philosophy

SOLUTION



Our solution essentially permit humans earn tokens/NFTs after they plant a tree.

WHY NOW?



With the predicted inclined projection of deforestation, we are vulnerable to more threats as statistics has it that;

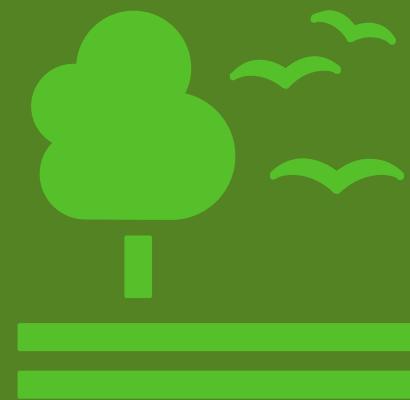
- One trillion kilogram of carbon goes into the atmosphere yearly and drives climate change
- About 4.2million persons die yearly as a result of outdoor air pollution, while some others risk a score for lung and heart diseases

.....and a lot more harmful cases.

MARKET SIZE



Total land space of 4.9billion acres of reforestation opportunity in the world.



An obtainable 123million acres in Africa are accessible as a start to plant trees.

ALTERNATE COMPETITORS



WHY WILLOW

Users will not just plant trees like the other competitors and go. On willow, users will also be awarded with tokens and NFTs of their plant.

Business Model



freemium / subscription based model with
consistent 2% conversion from free to paid



market place with utility token of the eos network
on the antelope blockchain as the transactional token



advertising platform for partners and all

Financials

Per/User	Cost/Mo	Total/Mo	Total/Yr
10	\$2	\$20	\$240
100	\$2	\$200	\$2,400
1000	\$2	\$2,000	\$24,000
10000	\$2	\$20,000	\$240,000

Marketing Strategy



email/content/blog posts



rewards and giveways



search engine optimisation



contests and bounties



co-partnership and co-marketing



HOW IT WORKS

1

*You plant a tree and
notify us*

2

*a volunteer checks to
validate it*

3

You both earn tokens

IN-DEPTH WALK THROUGH



User submits a video of the plant being planted and then we add it to our tracking system.

User sends monthly proofs of the plants being watered and taken care of and receive its related reward.

After some months, a volunteer goes to confirm the status of the plant.

After the confirmation, both users will be rewarded while the weekly/monthly reward is still given to them.

MEET THE TEAM

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Backend Developer

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Product Manager

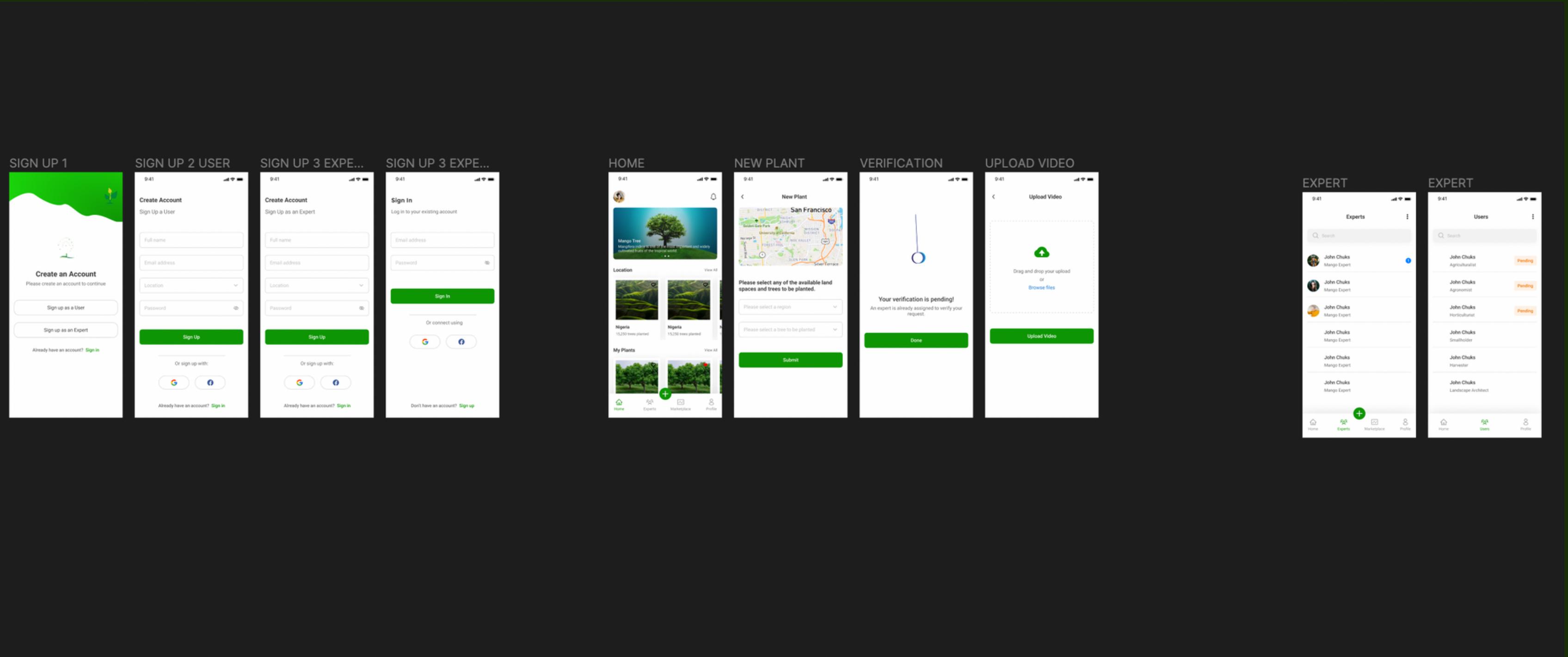
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