MOBILE TECHNOLOGY DECREASING POVERTY AND MAKING THE WORLD GREENER

22.4% of people in the developing world live with less than $1.25 per day.

MicroForester will enable people to earn additional $3-$20 daily.

Deforestation in the world:
13 million hectares of forests are lost every year with far-reaching consequences in terms of carbon emissions, loss of biodiversity, and environmental degradation.

Our actions:
- Pilot project in Yerevan
- 1st step - small and global reforestation projects around the world
- Our goal is to plant 1,000 trees planted every day through MicroForester after two years.
STARTUP PREPARATION

MICROFORESTER MAP CREATION
COOPERATION WITH GOVERNMENT BODIES

ESTABLISHING AGREEMENTS WITH DONORS
CONTACTING INTERESTED PARTIES
ESTABLISHING CONTRACTUAL RELATIONSHIPS

PROMOTION CHANNELS SETUP

- Social Networks
- Green NGOs
- Media
- Others

Creating pages in social networks, establishing contacts with Green NGOs, sending press-releases to media etc.
OPERATIONAL MODEL

MICROWORKER WITH SMARTPHONE
- Plant trees
- Submit photos
- Get payments

MICROFORESTER SERVER
- Verify submitted photos
- Rate
- Approve

MICROFORESTER OFFICE
- Polluting companies
- Governmental organizations
- Environmental protection funds
- Individuals and families

Create transparent reports about microworkers' activities

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FINANCE & SERVICE

CLIENTS (COUNTERPARTS)
- Forests Protection Foundations:
  - Rainforest Foundation UK
  - Gaia Foundation
  - American Forest Foundation
  - Pacific Forest Foundation
  - Others...
- Companies Responsible for the Environment:
  - Dubai Mining
  - Arjowiggins Graphic
  - Peabody Energy
  - Toyota
  - Others...
- Governmental Organizations:
  - Ministry of Environment & Forests (India)
  - Ministry of forests, lands and natural resource operations (British Columbia)
  - Ministry Of Environment & Forest (Bangladesh)
- Individuals via Online Tree Planting Platforms:
  - MicroForester website and mobile apps
  - The Billion Tree Campaign
  - Grow-Trees
  - Click2Plant
  - Plant a Tree India
  - Others...

FOUNDING
- Microforester Service Fee (10-30%)
- Microtasks
- Micropayments

IMPLEMENTATION

MICROFORESTER

MONITORING
- Monitoring: Microworkers submit project reports and statistics

TREE PLANTING PROJECT PLAN
- Monitoring: Microworkers submit project reports and statistics
- Micro-reports from microforesters
- Micropayments
- Microtasks
- Microforester Service Fee (10-30%)
- Microforester
- Implementation
- Monitoring
10 Facts Worth of Your Attention

by Alexander Shakaryan

1. Teghut Mining Company committed to plant 3000 hectares of forest in Armenia during next 3 years
2. There are no specialized tree planting companies in Armenia
3. People who cannot afford a smart phone will be given an option of using a group smart phone. The application will be designed to support multiple user registrations on the same smart phone.
4. New GPS micro-chips can detect coordinates within an accuracy of up to 10cm
5. Geographical flexibility: feasible in any inhabited corner of the world with a mobile coverage
6. Reduced costs: saving on construction costs of irrigation facilities, and transportation
7. Tools for real-time monitoring of the project implementation are available
8. Individuals who have "adopted" a tree will receive pictures of their tree growing
9. Microworkers can plant fruit trees in their neighborhood
10. Individuals can order some apples from their very own tree :)