

Phase 1 - Raising R\$ 20 Million:

In Phase 1, we plan to strategically raise R\$ 20 million to ensure the initial development and achievement of key project milestones. The process will be divided into three distinct stages:

1. Seed Capital - Angel Investors and Venture Capital Funds

In the **Seed Capital** stage, we aim to secure an initial significant amount to:

- Develop the platform and the initial marketplace.
- Validate the technology and business model.
- Attract an initial community to our token ecosystem.

How it will be done:

- We have prepared a **pitch deck** that highlights our project's innovation, how it solves real problems, and the impact we aim to generate in the market.
- We will present **solid data** on tokenomics, positive environmental impact, and the expected return for investors.
- We will leverage **connections with angel investors and venture capital funds** specializing in sustainability and innovation.
- Our team will participate in **pitch events and startup meetups** to present our idea and create strategic partnerships.

Goal of this phase: Raise **R\$ 5 million** in this initial funding round to kickstart operations and product development.

2. ICO (Initial Coin Offering) - Raising Digital Resources

The second stage of Phase 1 will be an **ICO (Initial Coin Offering)**, where we will offer our tokens to the market to raise additional funds and engage the community in the project. The **ICO will allow investors to acquire tokens at a preferential price** in the early stages of the project.

How it will be done:

- We will create a **detailed whitepaper** explaining the project's tokenomics and the benefits tokens will bring to investors.
- The ICO will be **conducted on our own platform**.
- During the ICO, we will offer **attractive rewards** for early investors, including **exclusive discounts and participation in future events**.

Goal of this phase: Raise **R\$ 12 million** through the ICO, which will be used to expand the platform and increase the user base.

3. Crowdfunding - Community Engagement

Simultaneously, we will run a **crowdfunding campaign**, allowing anyone interested to support the project and get involved from the start. The idea is to build a **loyal supporter base** that will benefit directly from the project's success.

How it will be done:

- We will use platforms like **Kickstarter and Indiegogo** to launch a campaign with a **target amount of R\$ 3 million**.
- We will offer **exclusive rewards and benefits** to contributors, such as tokens, early access to the marketplace, and access to exclusive features.
- The crowdfunding campaign will be supported by a **strong digital marketing strategy**, including **social media ads, explainer videos, and participation from sustainability influencers**.

Goal of this phase: Raise **R\$ 3 million** with a **more democratic approach**, engaging our user base and supporters in the project's development.

Phase 1 Conclusion:

By combining **Seed Capital, ICO, and Crowdfunding**, we aim to raise a **total of R\$ 20 million**. These funds will be allocated as follows:

- **Platform and marketplace development:** R\$ 10 million
- **Marketing and community engagement:** R\$ 4 million
- **Initial operations and team recruitment:** R\$ 6 million

Our goal is to **launch the project on a strong foundation**, with an engaged base of investors and users, ensuring that the ecosystem becomes **sustainable and scalable** in the following phases. By doing so, we aim to **deliver a positive impact on the market while generating returns for our investors**.