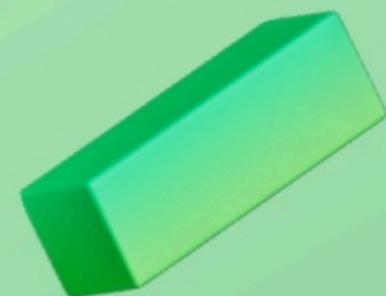




# Tanbii



## GAMIFY CARBON REDUCTION



Earn rewards by living a low carbon lifestyle

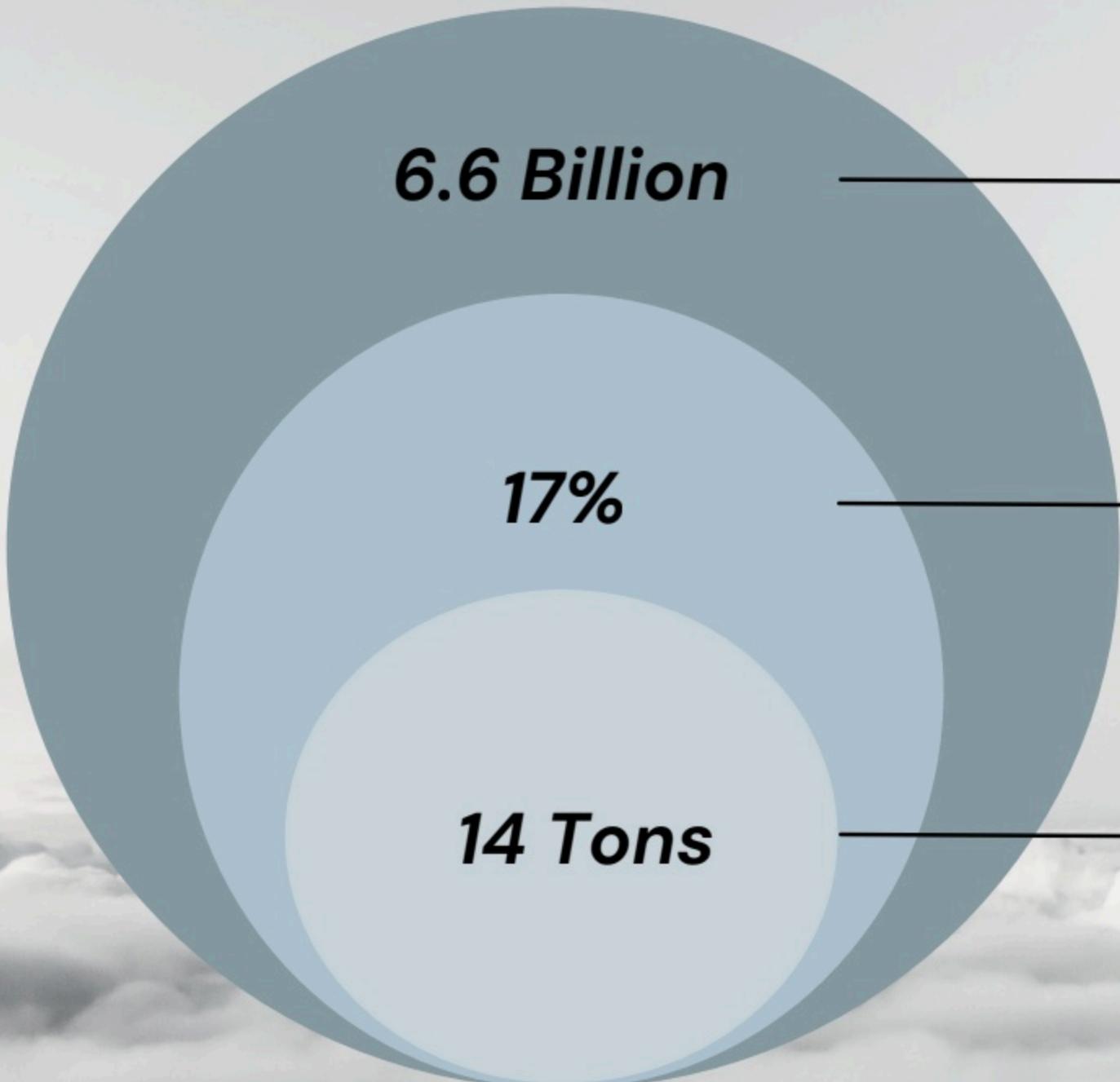
Presented by: Robert Luo



# Urgent Problem - Consumer



Individuals lacked an **easy pathway** and **tangible incentives** to live a low carbon lifestyle.

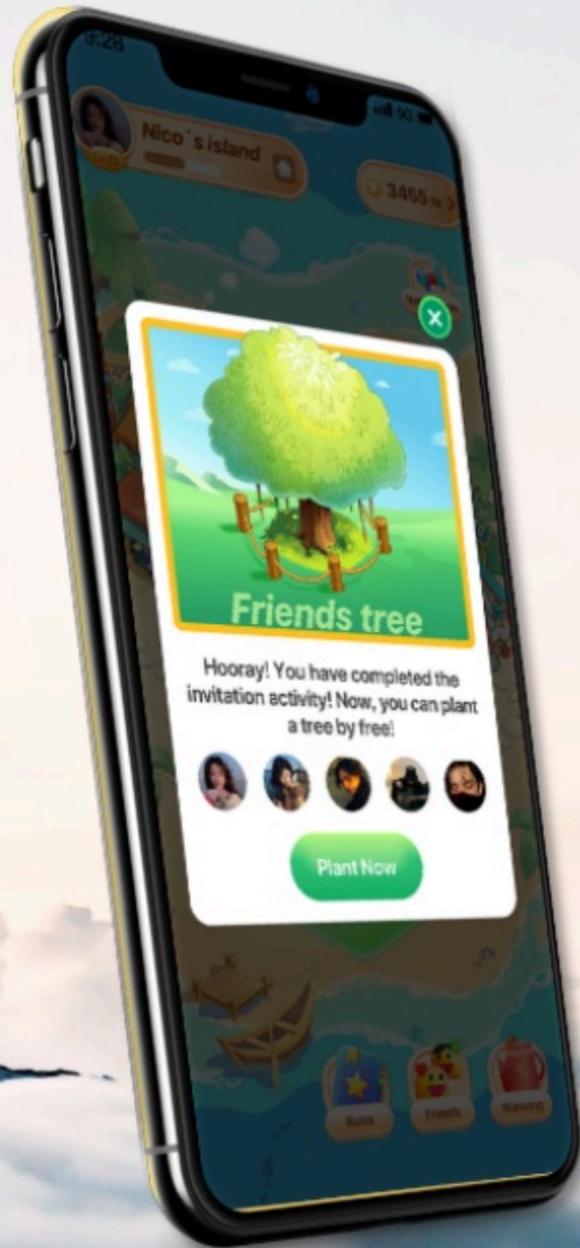


**TONS CO2**  
U.S. Carbon Emissions in 2019

**OF ALL EMISSIONS**  
Generated by U.S. Household

**AVERAGE CO2**  
Generated by American

# Tanbii is the Solution



## GAMIFIED CLIMATE IMPACT

Exchange play-to-earn currency for rewards from 150+ brands

---

## TANBII REWARDS INDIVIDUALS

Integrate real-life carbon reduction behaviors with in-app behaviors

---

## EPA VERIFIED METHODS

More than 30 real-life, EPA verified carbon reduction activities can be measured and rewarded

# Tanbii Web 5.0 Metaverse

**Web  
2.0**

**The Real  
World**

Carbon Footprint Tracking  
Sustainability  
Education  
Carbon Reduction Initiatives  
Discounted Products

+

**Web  
3.0**

**The Virtual  
World**

Tanbii Tokens  
Reward Badges  
Gamified Experience  
Social Village Expansion  
Blockchain Data Encryption  
Decentralized Identity

**Web  
5.0**





# Making Sustainability Fun

## Carbon Reduction Through Gameplay

### Decentralized Web5

Connect real world activities with virtual experience to track, play, earn, and redeem

### Earn Tanbii Tokens

Earn Tanbii Tokens by completing real life green actions to reduce carbon footprint

### Tanbii Metaverse

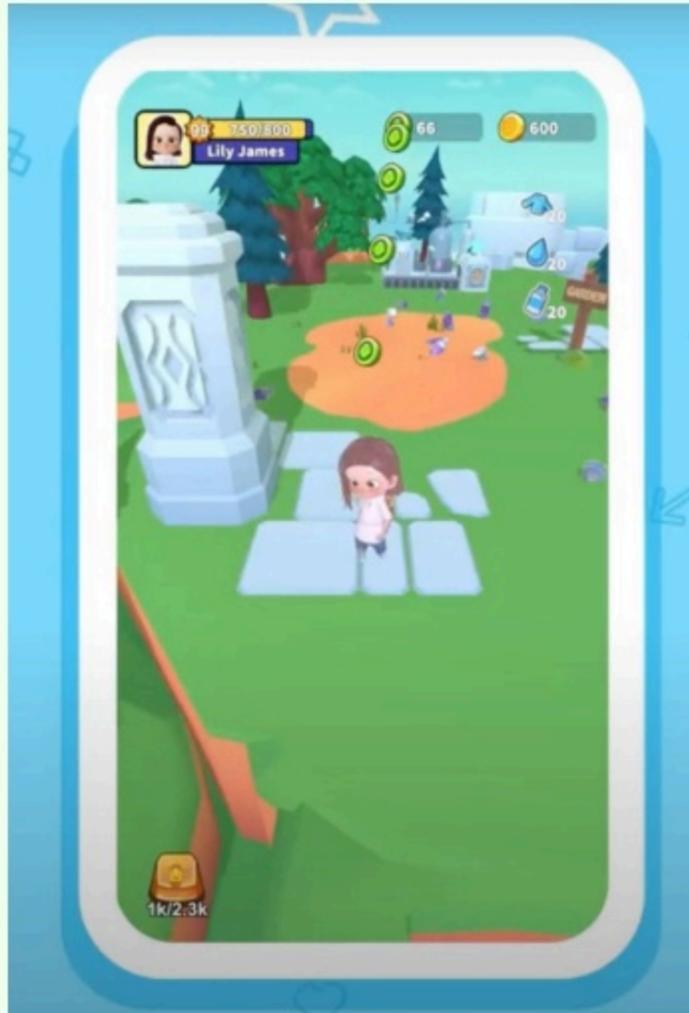
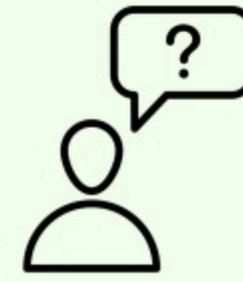
Convert Tanbii Tokens to game coins to build Tanbii metaverse and unlock hidden rewards

### Social Village Expansion

Connect and compete with friends, family, and online community for rankings & badges



# How Tanbii Works



01 ACTIVITIES

02 TOKENS

03 REWARDS



# How Tanbii Connects Virtual & Reality

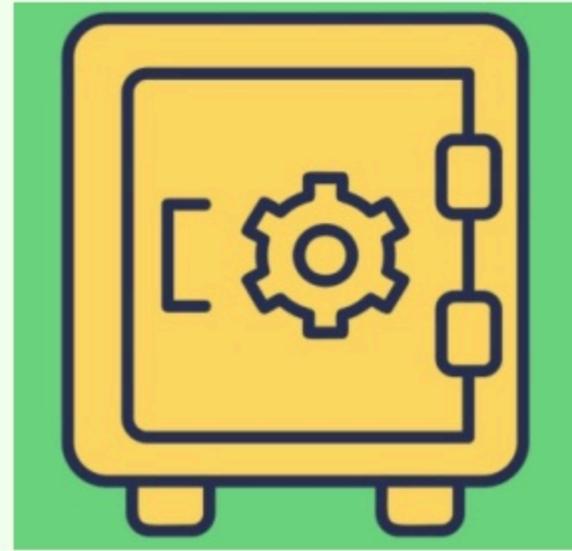


# More Than Just Gameplay



## AI-Powered

AI will design and program new games and activities to personalize the user's gaming experience.



## Security

High-level encryption **blockchain** to keep our users' information safe



## Accuracy

ML on carbon reduction data w/ **EPA Verified** carbon calculation algorithms



# Target Market: Gen. Z



Key Stats	64% Favor Green Brands	\$143 Billion Buying Power
	2.6 Billion Population	81% Gamers



# Future: Personal Carbon Credits



*Phase 1*

Gaming Metaverse

SHOP

e-Commerce Discounts

*Phase 2*

BANK

Personal Carbon Credit Account

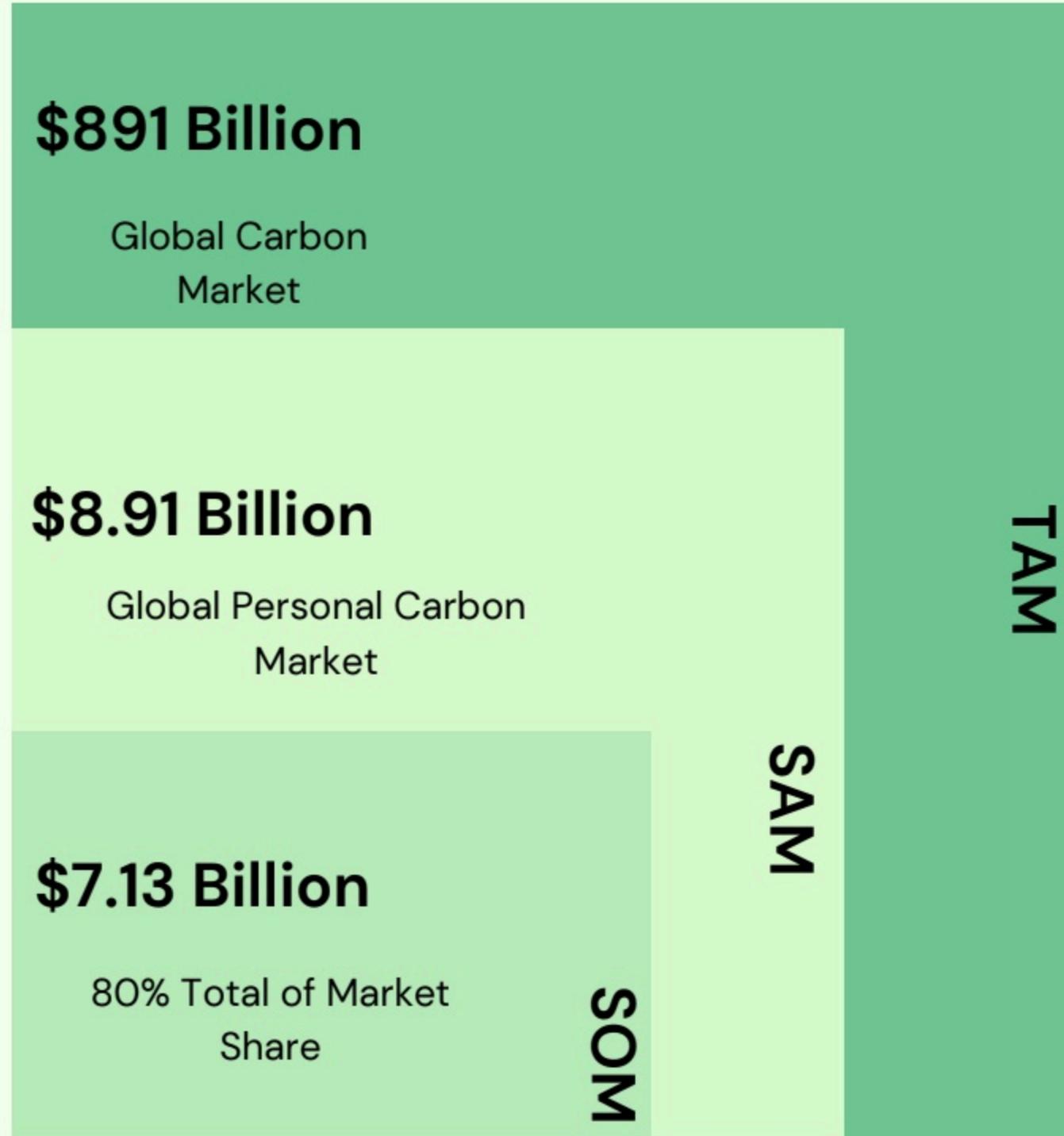
*Phase 3*

1 TONNE CO<sub>2</sub> = 1 CARBON CREDIT

GOVERNMENT

Carbon Asset Trading

# Carbon Market Size



# Our Partnerships



## Reforestation Partners

## Business Partners



Eden  
Reforestation  
Projects



amazon



priceline

EarthHero

Disney+

SK-II

We Plant A Real Tree

150+ Sustainable Partners

For every virtual tree planted in our app

Including Amazon, Nike, Adidas and other Gen Z preferred brands

# Tanbii vs. Competitors

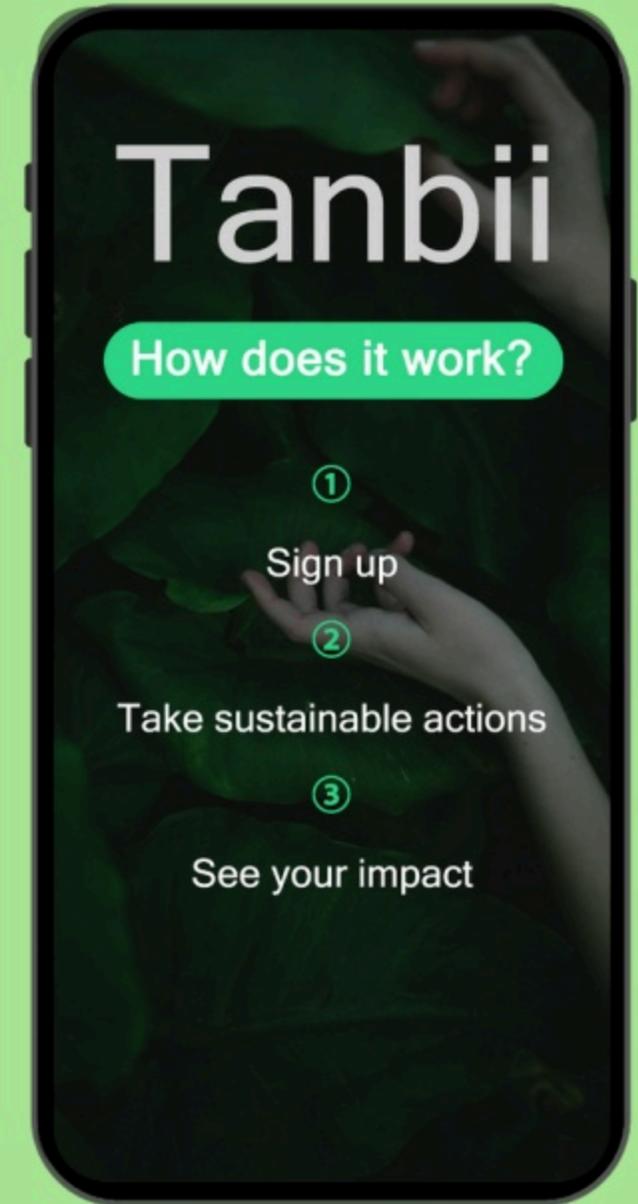
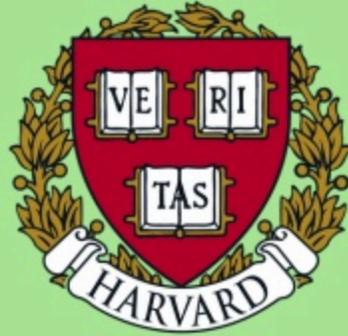
Company	Web Universe	Carbon Mgmt Platform	Real Time Tracking	Low Data Input/ User Effort Required	In-App Purchases	In-App Badges and Ranking	In-App Community Interactions	Gamification	Rewards - Product Marketplace & Discount Codes	DID
<b>Tanbii</b>	<b>Web5</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Joro/Common	Web2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Aerial	Web2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Carbn	Web2	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Capture	Web2	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>					
Klima	Web2	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>					
Liquidation.com	Web2								<input checked="" type="checkbox"/>	



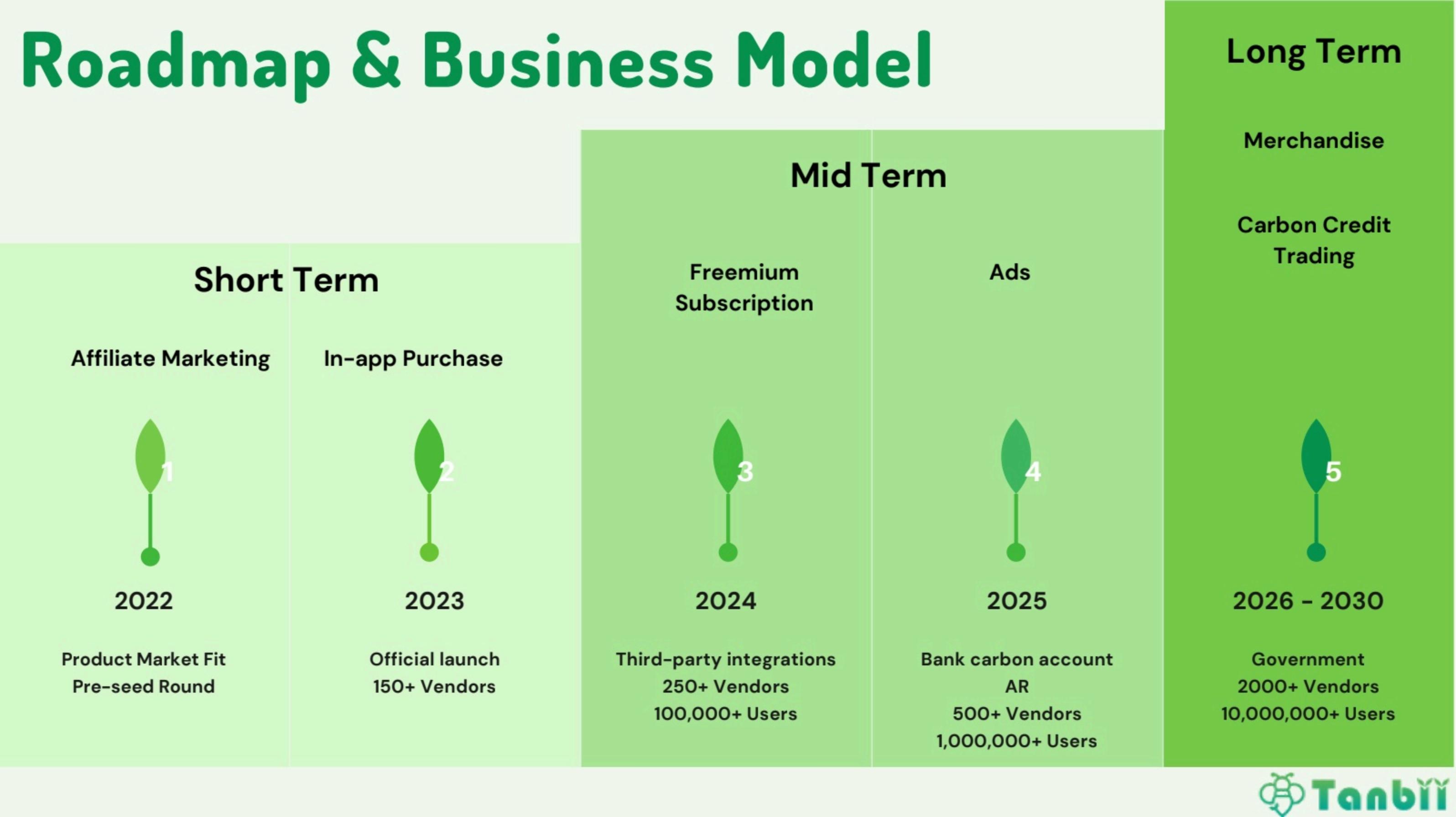
# Tanbii University Ambassador Program

**Collaborate with the National-  
wide University Community**

20+ Universities in 2024



# Roadmap & Business Model



## Short Term

Affiliate Marketing



2022

Product Market Fit  
Pre-seed Round

In-app Purchase



2023

Official launch  
150+ Vendors

## Mid Term

Freemium  
Subscription



2024

Third-party integrations  
250+ Vendors  
100,000+ Users

Ads



2025

Bank carbon account  
AR  
500+ Vendors  
1,000,000+ Users

## Long Term

Merchandise

Carbon Credit  
Trading



2026 - 2030

Government  
2000+ Vendors  
10,000,000+ Users