



Small change. Big change.



We have a plan to plant  
1 billion trees  
and we'd like your help  
to do it



# Trend 1

Consumer fintech is mainstream. With 25% of under 35s are using a challenger bank product.

**chime**

**Varo**

**Revolut**

The development ecosystem is streamlined and mature.

**MARQETA**

**onfido**



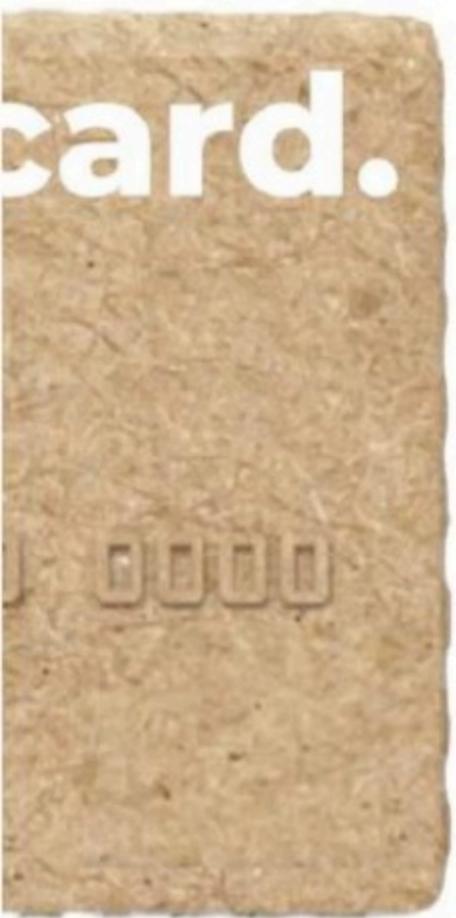
**SYNAPSE FI**

# Trend 2

The world is on fire. And public concern for the environment has exploded.



# treecard.



We're partnering with a major Bank in the U.S. to create a free debit card that plants trees.

Every \$60 spent will plant a tree.

The economics are very good

The average American spends ~\$650 per month, and ~\$7800 per year through their debit card.

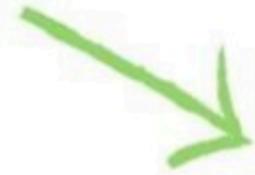
This means, each TreeCard user generates \$78/year with a profit of around \$53/year.

**The average user will plant about 113 trees a year.**

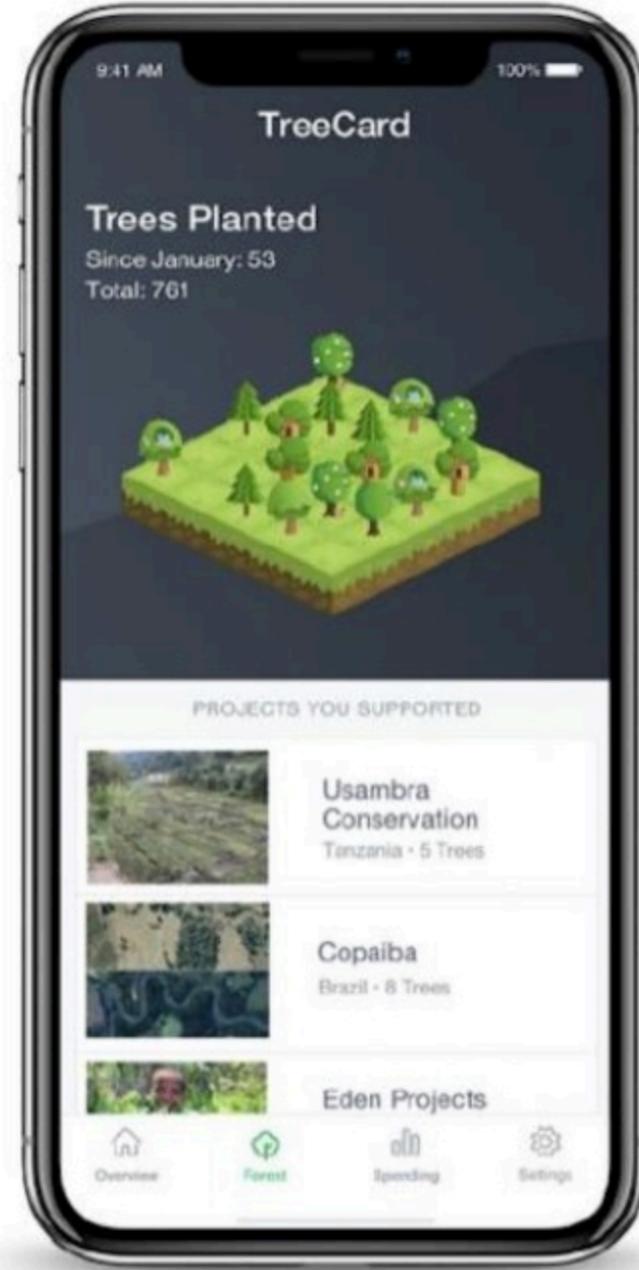
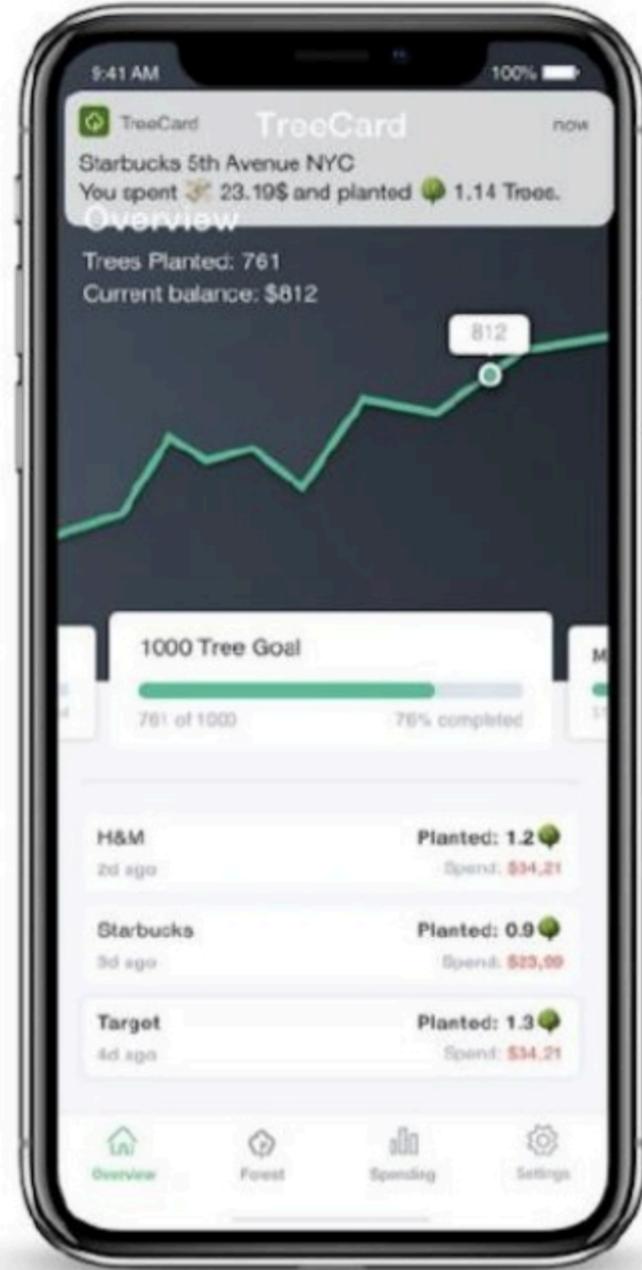


Carefully designed spending app with focus on the mission.

Payment categorisation and insights



Live payment notifications



Detailed overview of trees planted



Intuitive, easy-to-use UI



# We will emulate leading players.

## Revolut



## Chime



## Monzo



Minimalist Design. Memorable Card. Modern Features.

# World class security and features.



## Features:

- Fast, paperwork-free application
- Free cash withdrawals
- Easily top up and withdraw via credit card or bank transfer

## Security:

- Biometric Authentication
- 128-bit AES encryption
- Card freezing from app
- 3D secure

Minimalist Design. Memorable Card. Modern Features.

# Team

## James Cox CEO

- Founder of FluidStack (\$150k MRR business)
- Founded Cashew (YC W17)
- Founded Oatpay \$2.5m GMV in 4 Months
- Thiel Fellow 2018
- Runs ethical t-shirt printing business with \$150k revenue.
- Classics @Oxford University

## Peter Francis COO

- Raised \$250k for refugee camps in Iraq and Bekaa Valley, Lebanon
- Programme strategist at Bring Hope
- PPE @Durham University

## James Dugan CMO

- Head of Growth at Cashew
- Large-scale loan lead generation @ Access (PE)
- Consultant at The Global CIO Office
- Philosophy@ Durham University

World-class experience from world-class institutions



# Growth:

1. Brand partnership
2. Waiting list
3. Press + influencers
4. Campus growth
5. Paid channels

## Primary user

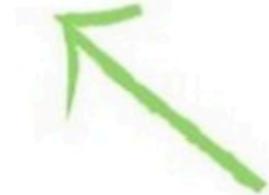
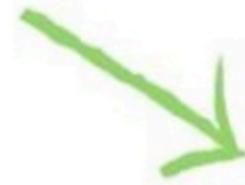
Ecosia user. Someone who will change up their technological life for ecological benefit.

## Secondary user

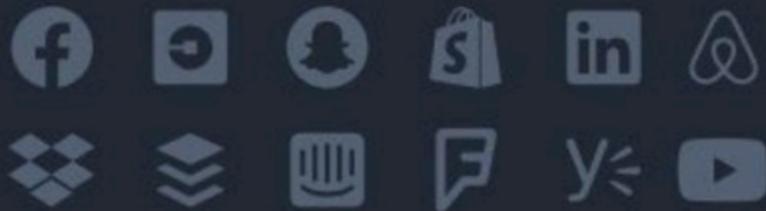
Someone who will become enthused by the feature offering including a wooden card and live graphic tree planting experience.

# treecard.

- A lot more money to plant trees!
- Investment opportunity
- Exciting new product line for ecosia users



- Support and direction for effective donations
- Co-branding and reputation building
- Marketing and growth support (identical target market)



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