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**Sustainability and Blockchain Platform**
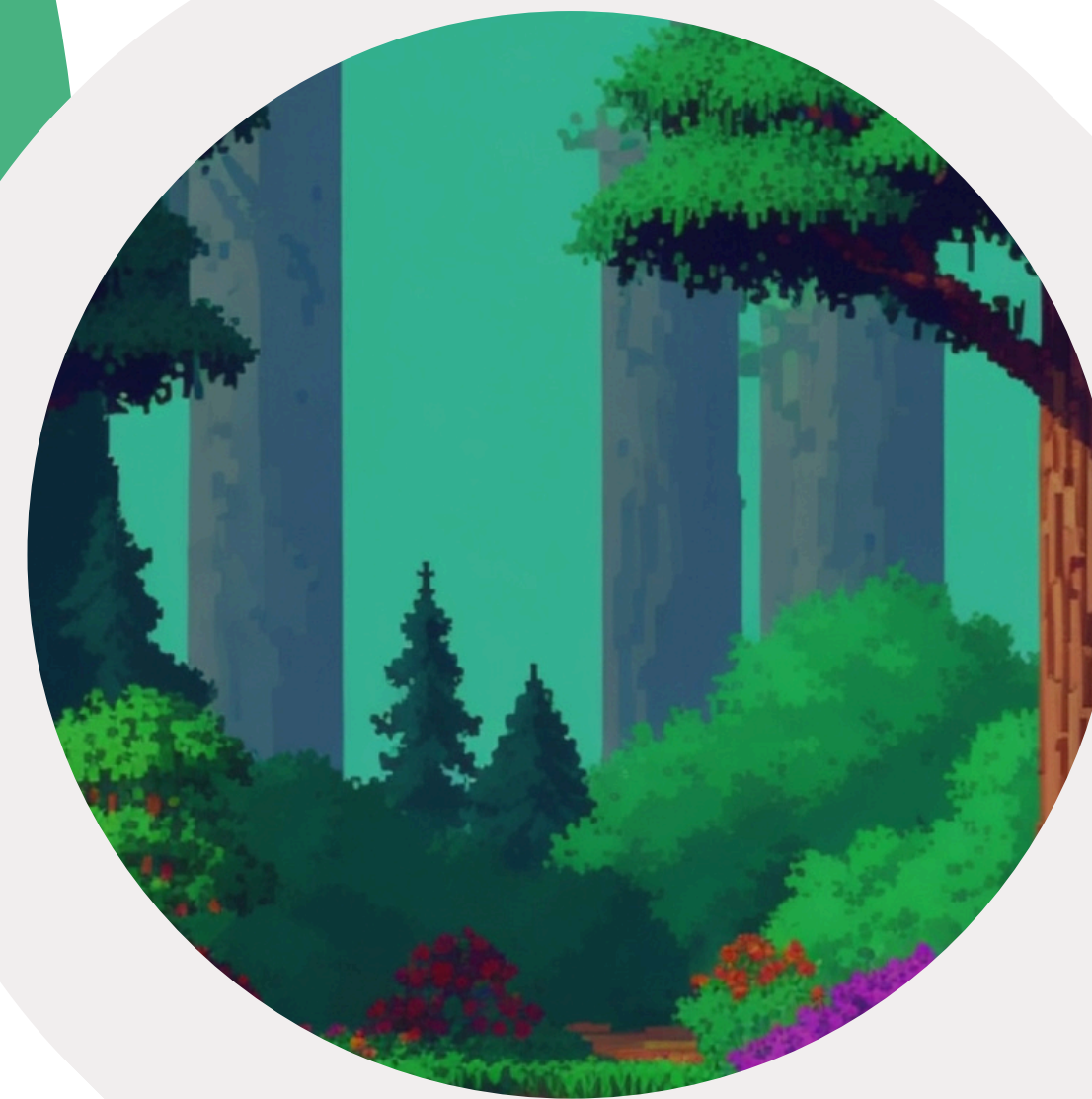
# Topics
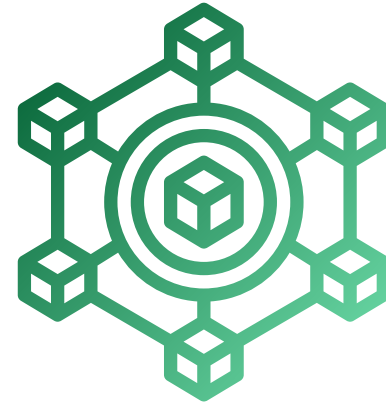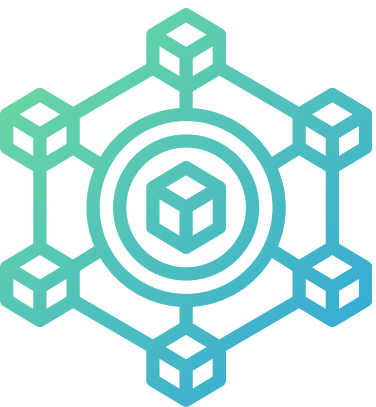
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# Introdução

Florestas.Social is an innovative platform that connects companies and consumers to preserve the environment through blockchain technology.

- Promoting sustainable development in Brazil's Northeastern hinterlands.
- Offering solutions for carbon tracking and certification.

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# Problems and Alternatives

Deforestation and forest degradation are global challenges

Using Non-Fungible Tokens (NFTs) to represent planted trees, ensuring traceability and carbon certification.

Lack of transparency and traceability in forest product supply chains.

Helping companies embed sustainability in everyday operations, from hotel stays to clothing purchases.

The need for companies to integrate sustainable practices into daily operations.

Transformation of reforestation actions into carbon credits for corporate compensation.

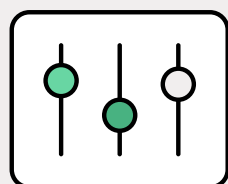# Business Model

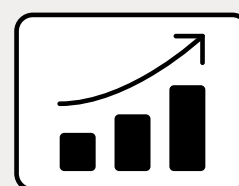| Revenue Stream 1: | Revenue Stream 2: |
| --- | --- |
| - Companies pay a small fraction of their revenue from each product or service sold.<br><br>- This fraction is invested in planting and tracking trees. | - Companies prepay for tree planting services.<br><br>- This allows advanced planning for sustainable actions. |

# Strategic Partnerships

- **Viveiro Maravilha:** Cultivation and initial development of seedlings.

- **Ativa:** Continuous care and technical monitoring of planting areas.

- **Vibook:** Blockchain tracking and carbon credit generation.

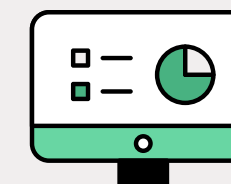- **Só Mogno:** Sustainable wood processing.

# Technology

## BLOCKCHAIN INTEGRATION

Garantindo transparência e rastreabilidade

## NFT ISSUANCE:

Direct connection between the customer and the planted tree.

## CARBON CREDIT CERTIFICATION:

Legal and secure certifications for every planted tree.

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# Casos de Uso

## Hotels

Each stay contributes to tree planting.

## Tourism

Flights and accommodations generate planting actions.

## Education

Tuition fees and educational services include sustainable practices.

## Clothing

Products with traceability and positive environmental impact.

# Guarantees and Custody



## PROFESSIONAL CARE

High-quality seedlings grown by specialists in controlled environments.

## CERTIFICATION

Blockchain tracking and guaranteed carbon credits.

## PARTNERSHIPS

Viveiro Maravilha, Ativa, Vibook, and Só Mogno ensure quality and sustainability.

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# Target Market

- Companies committed to sustainability.

- Environmentally conscious consumers.

- Sectors such as tourism, education, clothing, and agribusiness.

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# Team

Meet the team behind Florestas.Social, dedicated to combining sustainability and innovation.

**Gustavo Gonçalves**
Blockchain Business/CEO

**Nathalia Brandão**
Forest Engineer

**Moises Araujo**
Blockchain Developer

**Brendo Souza**
Agronomist Engineer

**Maria Elizângela**
Social Media

**Esther Camilo**
Backend Developer

**Edsom Brandão**
Blockchain/Backend Developer

**Guilherme Ferreira**
Frontend/Blockchain Developer

**Derick Troia**
Product and Communities

**Francisco das Chagas Rosa**
Agronomist Engineer

**Francisco Antonio Rosa**
Agronomist Engineer

# Expected Impact

- Significant reduction in deforestation.
- Increased awareness of sustainable practices.
- Economic and social development in Brazil's Northeastern hinterlands.

# Conclusion

Join Florestas.Social to promote sustainability and make a difference. Every action contributes to a greener, more sustainable future. Let's transform the Northeastern hinterlands and create a better world together.

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# Contato

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