



# EARTHLING

**INVEST, PROTECT & RESTORE NATURE!**

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“

**YOU CANNOT ESCAPE  
THE RESPONSIBILITY  
OF TOMORROW BY  
EVADING IT TODAY -  
ABRAHAM LINCOLN**

Humans spent billions of dollars to escape into another realm with movies, games, metaverse, psychedelics and the ideas of becoming a multi-planetary yet we forget what truly matters, our mother earth.



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# WELCOME TO EARTHLING



We are a group of geeks, vegan, meat eaters, flexitarian, wannabe environmental activists, gamers that believe that we all have been part of the problem, now it's time to be part of the solution!

We believe that human beings are members of a planetary society of Earth. Therefore, We call ourselves Earthling so that we are no longer divided by race, nation, districts, island, cities, or villages in this movement to awaken global consciousness.

Earthling platform will enable individuals, families and businesses to easily act on climate change. Understanding your footprints, reduce, offset, restore nature and become carbon neutral by supporting farmers in the tropics with reforestation.

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## INVEST

High quality verified  
nature based  
projects  
that remove carbon,  
restore  
biodiversity.



## PROTECT

Forest  
Wetlands  
Grassland



## RESTORE

Rainforest  
Wetlands



# HOW BIG IS THE CARBON CREDIT MARKET?

The voluntary market is on track to reach a record of \$6.7 billion at the end of 2021, according to a September report from Ecosystem Marketplace.



- ✦ Currently, traders in the European compliance market project carbon prices to increase 88 percent to about \$67 per metric ton by 2030, according to a survey released in June by the International Emissions Trading Association.
- ✦ A carbon credit is a kind of permit that represents 1 ton of carbon dioxide removed from the atmosphere. They can be purchased by an individual or, more commonly, a company to make up for carbon dioxide emissions that come from industrial production, delivery vehicles or travel.



# FEATURES

## ✦ Understand Your Carbon Footprint

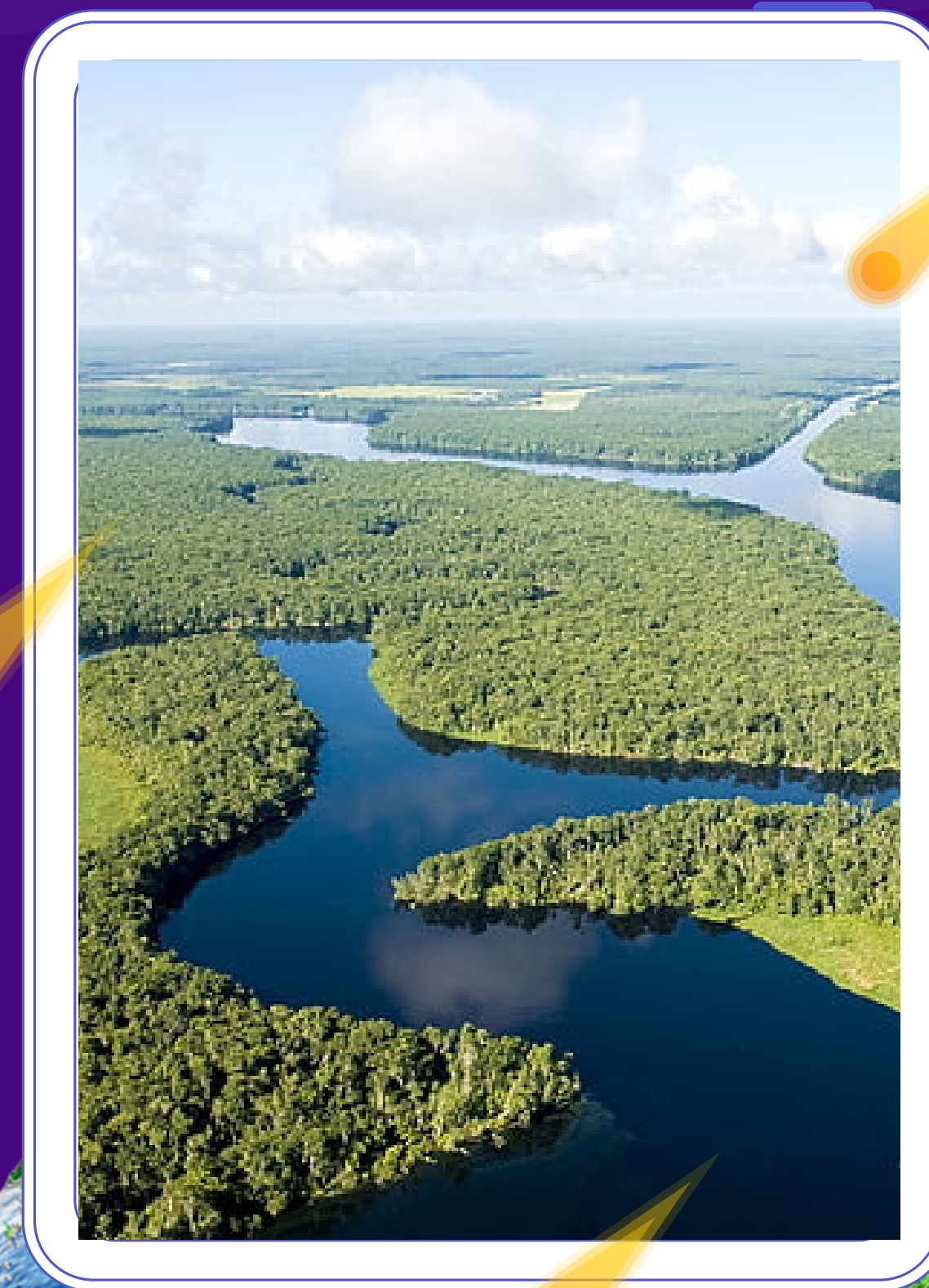
Take the first step into restoring earth balance by calculating and educating yourself about carbon emission. Earthling app will provide you with steps that are right for you to take care for our planet and communities.

## ✦ Offset Your Footprint

We want to spread awareness and empower people to reverse global warming and ecological collapse into their own hands. Now everyone can easily offset their carbon footprint by buying carbon credits from high quality nature based solutions, supporting projects that remove carbon, restore earth & support people. Showcase your impact investment portfolio with everyone through engaging visualization on Earthling.

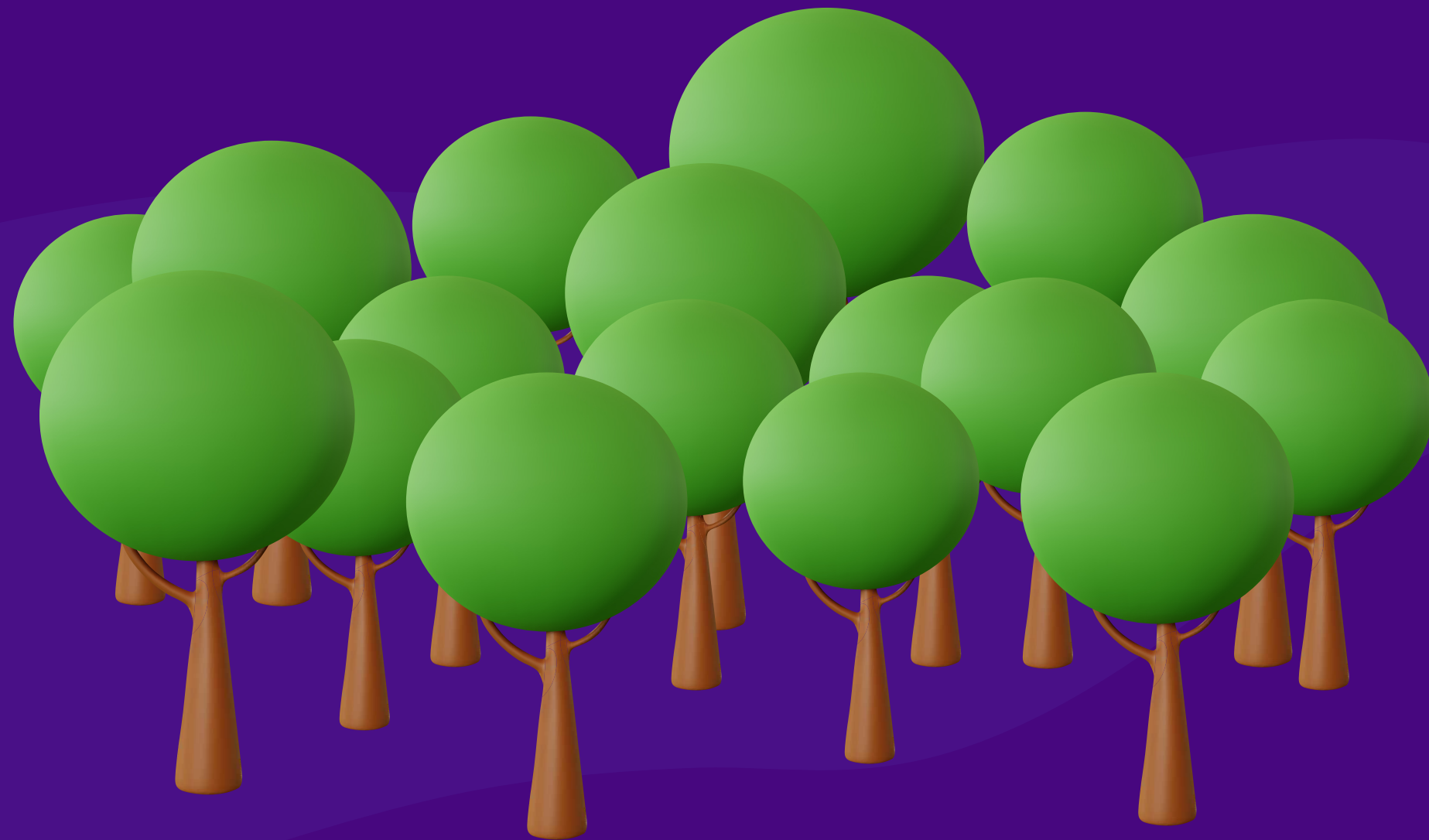
## ✦ Earthling DAO

Discuss, Create proposal potential projects and get voted for the distribution of funds to reforestation programs or other impactful non-profit organization that needs funding.





# MISSION 2030



- To be the leading Platform to educate and help individuals & businesses to remove 1 Gigatonne of Carbon
- Plant 10,000,000 trees through our Reforestation Program



# EARTHLING TOKEN

\$ETLG is the backbone to support funding for the Earthling ecosystem and functions as governance token. Earthling token acts not only as a DAO token, but also as a pioneer in fighting climate change and ecological collapse. By supporting Earthling, you are already helping us save planet earth.

**Total Supply:** 1,000,000,000 ETLG

**BEP20:** 0x1F7d905c0c495DcA4C9E859c313b29179D272cA1

**Decimals:** 18

**Slippage:** 12%

**Audit:** <https://solidity.finance/audits/Earthling/>



# EARTHLING

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# EARTHLING TOKEN

Now You can get rewarded for being part of the solution. Taxes will be converted into BUSD on each transaction. Holders will get reflections in BUSD! We will also build up treasury for Reforestation fund, Liquidity, Marketing & Dev with the Tax. Marketing & Dev wallet will be transparent for everyone to audit.

If liquidity locked exceeds 10% of MarketCap, taxes from liquidity could be allocated somewhere else or eliminated based on DAO votings. We can Implement Higher Sell Tax to punish swing traders.

## BUY TAX 10%

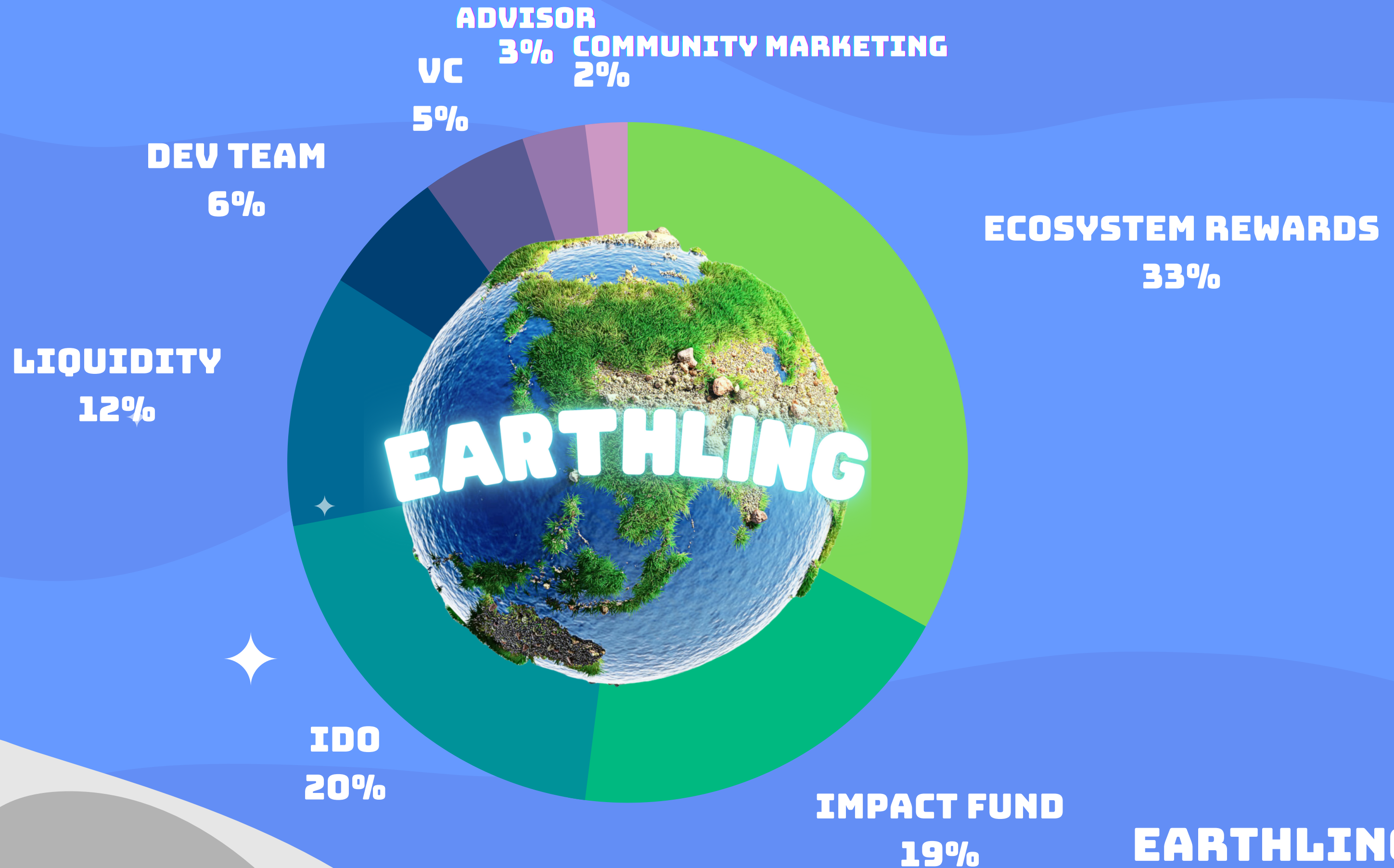
- 2% Reforestation Fund
- 3% Auto Liquidity
- 3% BUSD Rewards for Holders
- 1% Marketing
- 1% Development

## SELL TAX 10%

- 2% Reforestation Fund
- 3% Auto Liquidity
- 3% BUSD Rewards for Holders
- 1% Marketing
- 1% Development



# ETLG TOKEN DISTRIBUTION



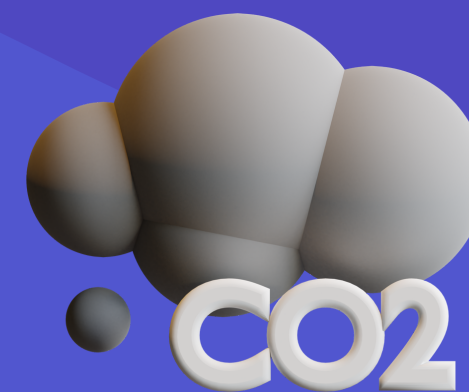
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# ECARBON TOKEN



1 Carbon Token

=



1 Carbon Credits

(1 Ton of CO2)

Carbon token is a tokenization of carbon credits, aims to increase the security of carbon credit transactions and trackability by further programming into the blockchain, an asset that is already digital, and improves the possibility of composability of carbon credits.

Carbon Token is a proof of your carbon credit and this coin will be backed entirely by carbon credit. Every Carbon token minted equals to 1 Carbon credit, a digital certificate that lets you emit 1 ton of CO2. Initially, we will start acquiring credit from 3rd parties and then we will build our own reforestation program.

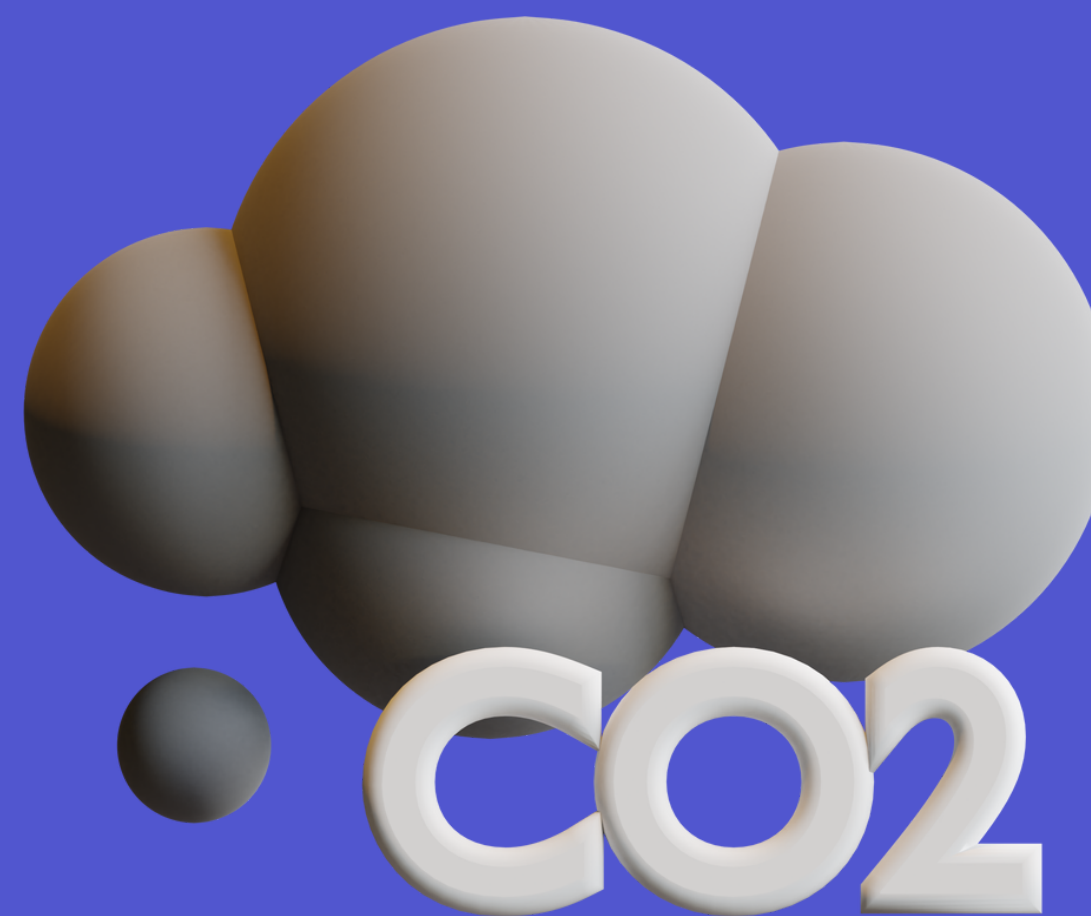


# ECARBON TOKEN



1 eCarbon

=



1 Tonne of CO<sub>2</sub>  
(tCO<sub>2</sub>e)

# PHASE

## 1

- Community Building
- Finalize Whitepaper
- Smart Contract + Audit ETLG Token
- Partnership & Launch on RichQUACK
- Launch Token on Pancakeswap
- Start Marketing Campaign
- CoinMarketCap & CoinGecko Listing
- Exchange Listing
- Source Reforestation projects and build partnerships to supply our carbon credits

# ROADMAP 2022

# PHASE

## 2

- MVP Carbon Footprint App
- Earthling Platform Development – API, Marketplace to plant trees or buy carbon credits with handpicked high-quality nature based projects, dashboard to see your Impact visually.
- Develop + Audit eCarbon Token Smart Contract

# PHASE

## 3

- Works with institutional custodian that holds CarbonCredits with the safest policies and limits to ensuring that any Carbon Credits deposited is out of reach.
- Launch Marketplace to buy carbon credits.
- Have at least \$250,000 in Reforestation Fund

# PHASE

## 4

- Obtain permits to the Reforestation program and prepare to start our own Reforestation program in 2022
- Plant at least 50,000 Trees



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# MARKETING PLAN

## TARGET MARKET

Earthling aims to reach out to everyone who wants to make a positive impact for the environment, but simply don't have the time to contribute or make a proper research about high quality nature based investment. We will start by building a simple app for individuals to start measuring their daily emission rate and also educate people about carbon emission and how to offset their carbon emissions.

## PRELAUNCH

Marketing campaigns on all social media and we will engage the community through airdrops, contests, giveaways and many other events.

## POSTLAUNCH

Shortly after launch, Earthling will announce a genesis staking event which offers users attractive APY. People will be able to invest in multiple high quality projects to offset their carbon emissions. We will start working with PR & Digital Marketing Agency to acquire users to our platform. There will be referral incentives programs for token holders who help us spread the word about our Earthling platform.

We are also considering multiple rounds of NFT x Adopt a forest program to help legit reforestation programs raise money.



# INCUBATED BY \$QUACK

We will be working closely with the RichQUACK team on marketing efforts. Once we are ready to launch, one of QUACK core team will work with us as an advisor to help us build the community and branding around our mission & vision. As the first product launched on QUACK Launchpad we are very sure that they will support us as hard as they can.



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# REVENUE GENERATION



## Earthling Token

4% Sell Tax will go towards Dev  
and Marketing Effors



## Marketplace

Plant trees or buy carbon  
credits with handpicked high-  
quality nature based projects



## Business API Integration

Connect from your business  
dashboard to automate  
investment into Earthling



## Good Earthling Certification

Track and share your positive  
impact and get qualified for  
certification.

\*\*In the name of transparency, we will disclose all revenue sources and  
expenses coming into the reforestation program wallet to our shareholders.





THANK YOU!

EARTHLING

Join our community

**Telegram:**  
<https://t.me/EarthlingEco>

**Telegram Channel:**  
<https://t.me/EarthlingNews>

**Reddit:**  
<https://www.reddit.com/r/EarthlingEco>

**Twitter:**  
<https://twitter.com/EarthlingEco>

**Discord:**  
<https://discord.gg/earthling>

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