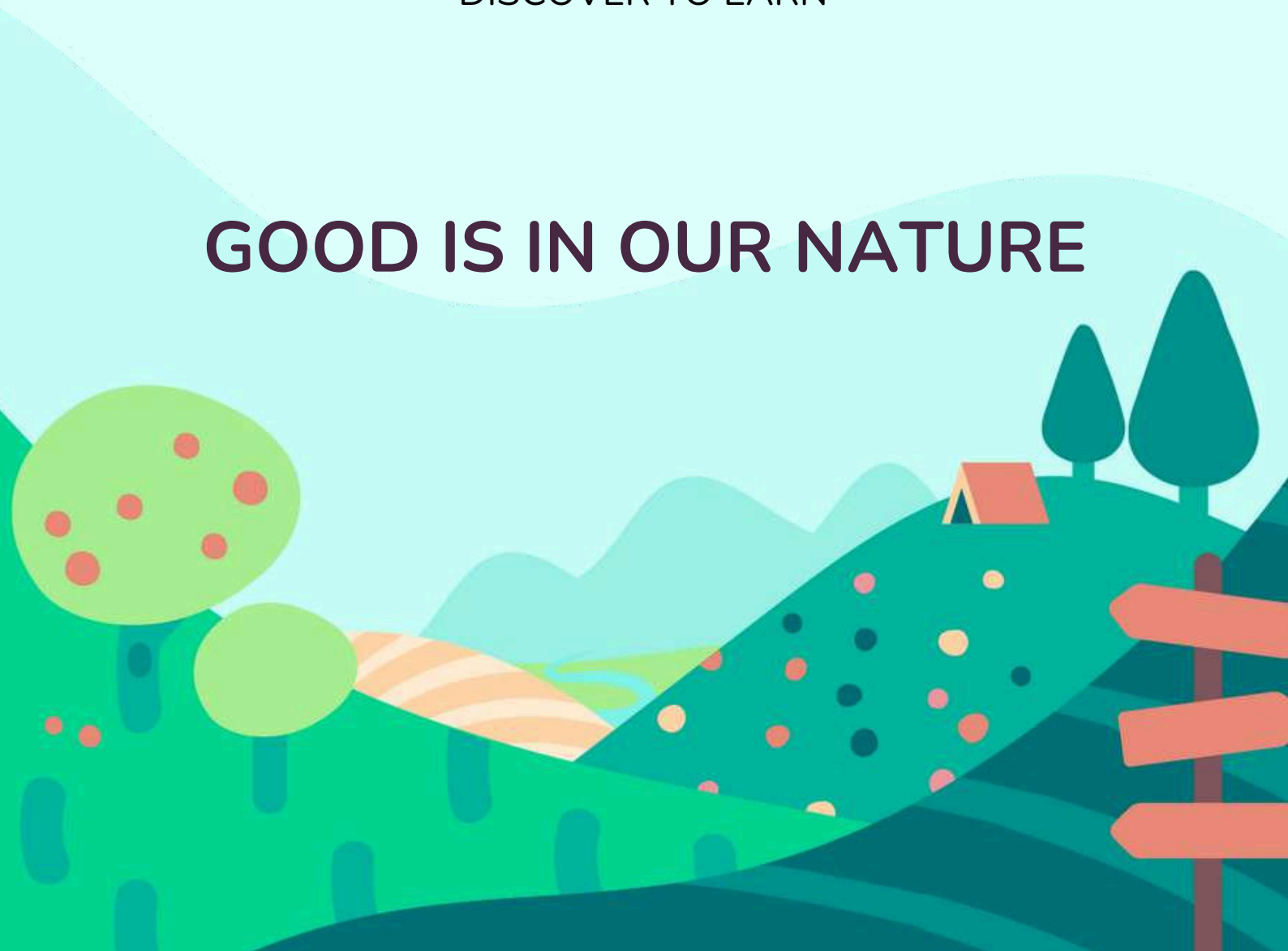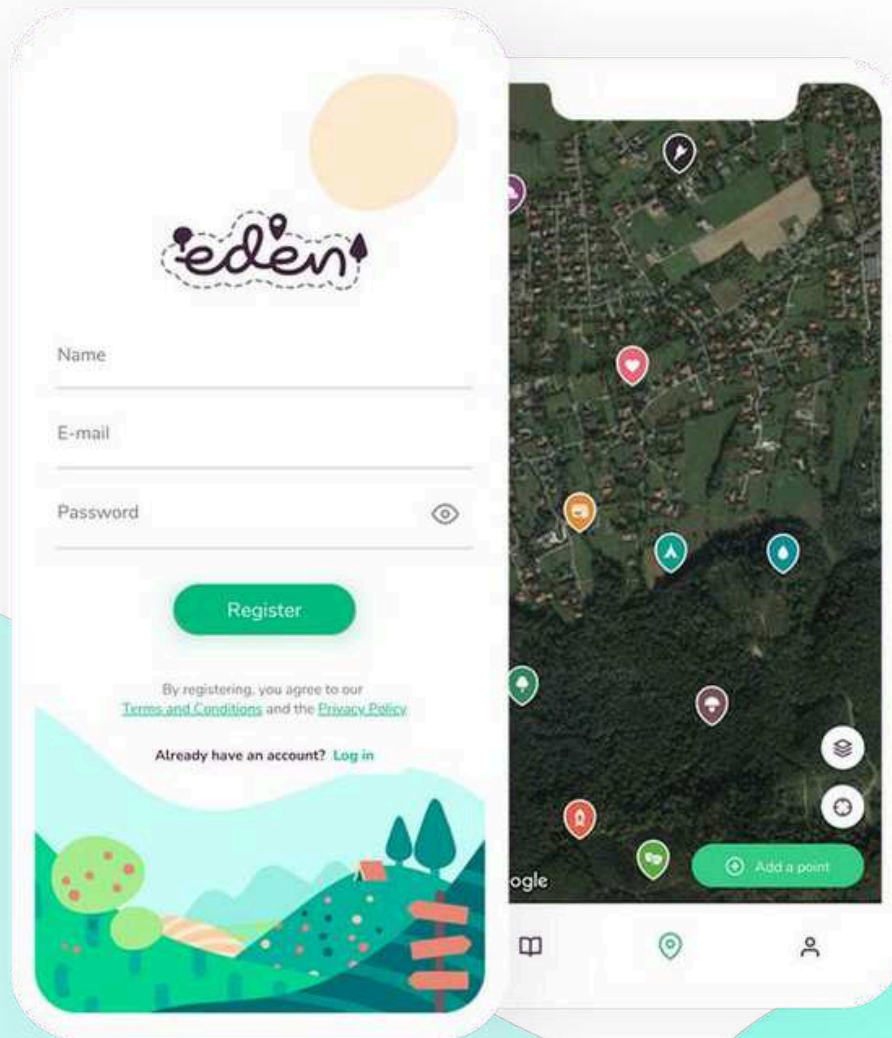# eden

DISCOVER TO EARN

# GOOD IS IN OUR NATURE

# EDEN GIVES THE BEST OF WHAT TRUE, PURE NATURE HAS TO OFFER.

Find your way to the juicy and sweet fruits growing nearby you in the wild. Earn by adding edible plants to the map, as sharing this information with others results in joy. Explore the "wild apothecary" as well as dishes of "wild cuisine" with the help of our app. Exploring Eden is a real adventure.

In EDEN, the community of users is rewarded (DISCOVER TO EARN) for marking edible fruit
trees, shrubs, mushrooms, herbs and sources of water that are located near their place of
residence and in nearby forests on the map.
**Eden is a free application.**

The goal of the app is to let people get back to their roots, to show them paths to free and
healthy food, and to build local communities, people who share a respect for nature and a
desire to reconnect with it

Eden is responding to demand for access to real, healthy and seasonal food, which in nature is
free, and today is very valuable. In nature there is only BIO food, and once again, it's free... at
your fingertips. It's a no brainer.

FREE

# FUNCTIONALITY

Navigate your way to wild edible plants around you, such as:
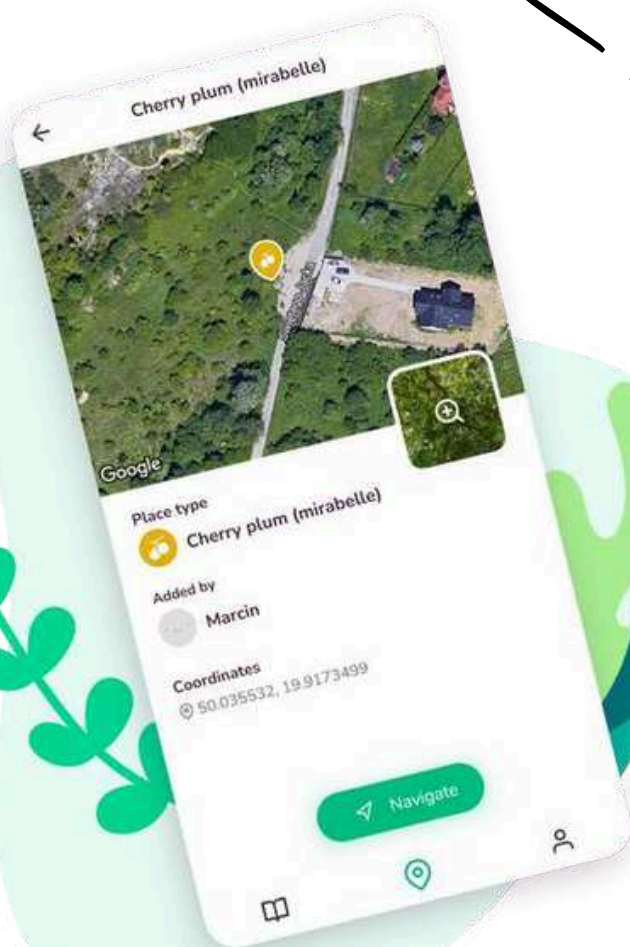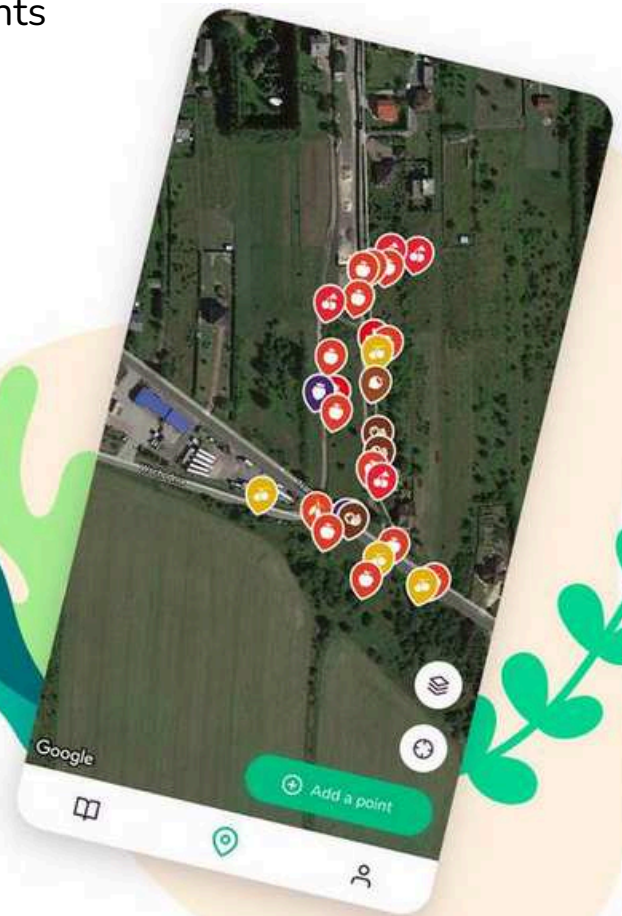
## TREES

## SHRUBS

AS WELL **AS MUSHROOMS, SPICES, AND SOURCES OF WATER.**

Click on the plant of your choice, see its detailed location, photo and start navigation.

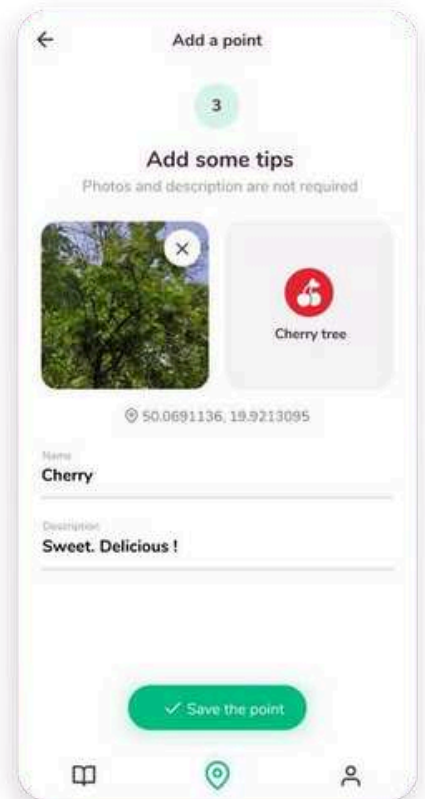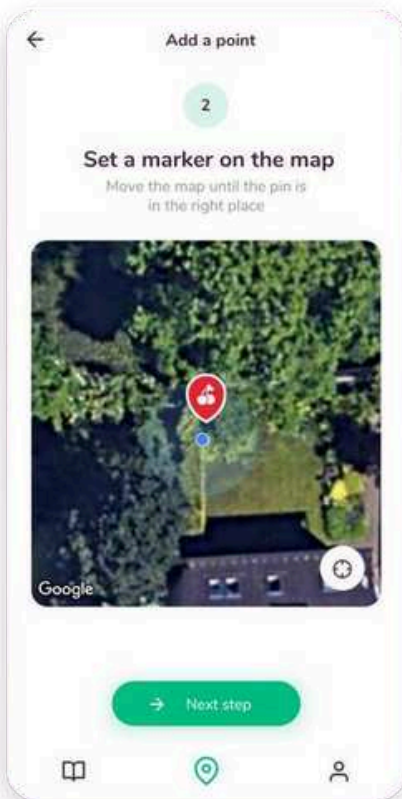# FUNCTION OF MARKING PLANTS ON THE MAP



**01**
Choose a plant species.

**02**
Standing next to an edible plant, precisely position the pin on the map.

**03**
Add a photo of the plant along with a brief description.
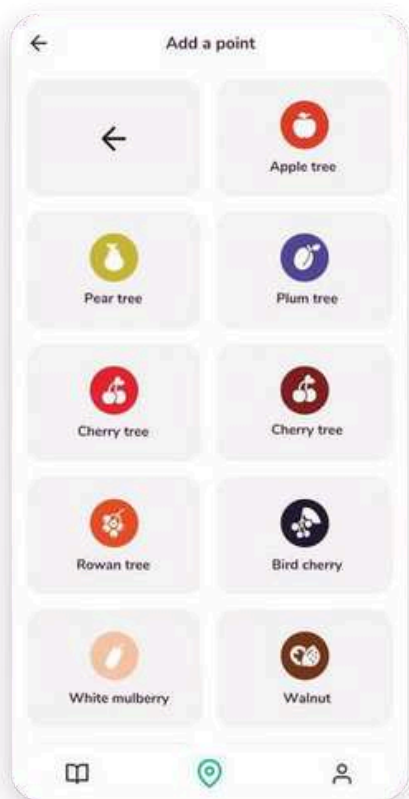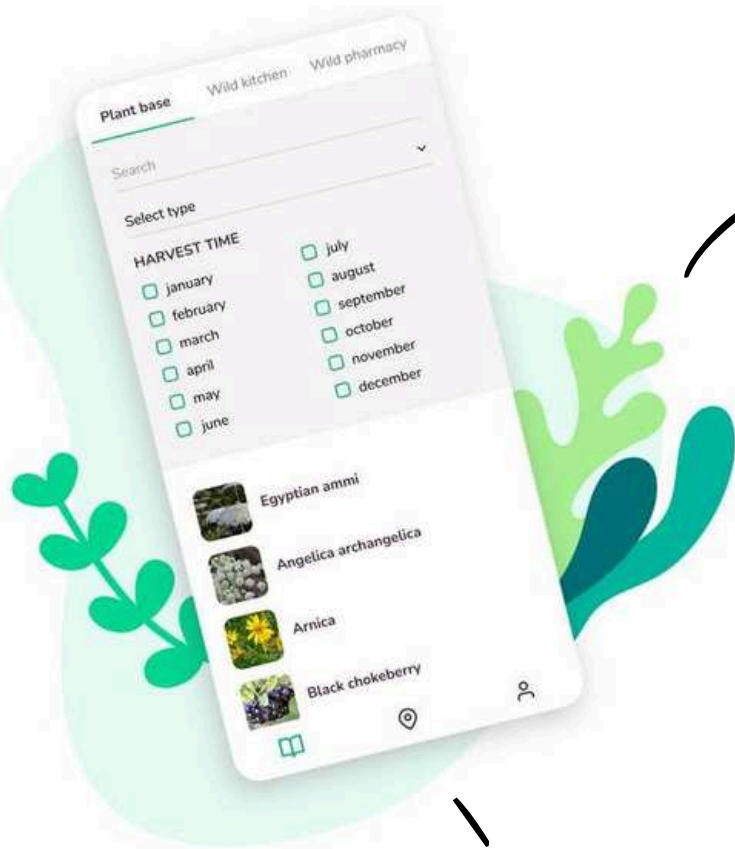
In the Plant Base you will learn about all the edible plants, how to recognize them, learn about their health benefits and find out when they will be ready for harvest.
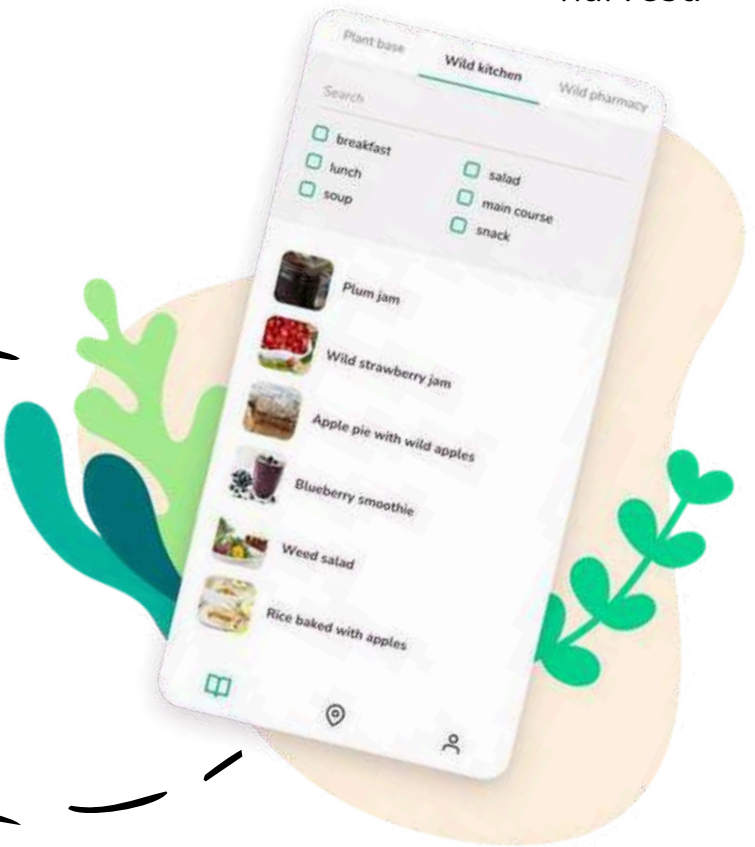
Wild Kitchen contains recipes for meals made from harvested plants.

In your Wild Pharmacy tab you will find natural recipes for holistic medication made from plants that grow next to you locally.
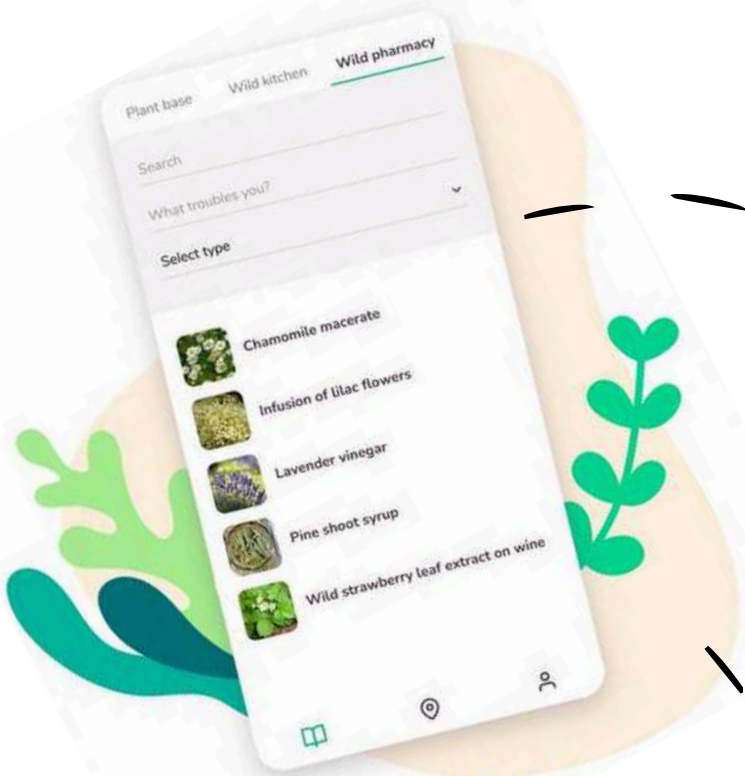
The "Is something wrong with my health?" function will help you select the right herbs for your symptoms.
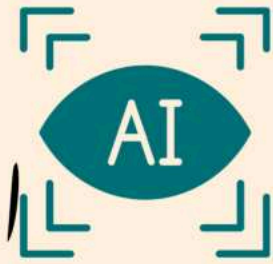
## AI plant recognition

You don't have to know about edible plants.
Take a snapshot and discover their health benefits.

## Green Marketplace

This is like eBay for natural & healthly products.
Farmers, influencers and companies can monetize
their own products and services for Eden users.

## Eden brand products

High-quality products that will improve your
health and are practical.

## AR educational function

## Educational courses

Gain knowledge in herbalism, mycology, plant
recognition, natural medicine and crop
preparation.

# ORGANIC FOOD MARKET



"The entire food price index in March 2022 increased by 12.6%, reaching a record high of 159.3 points. The FAO index was thus 33.6% (!) higher than in March 2021 and 67.4% higher than in March 2020."

Source: bankier.pl

The value of the organic food market is growing every year. Predictions indicate that this trend will gain greater momentum, thanks to the growing awareness of consumers, who are deciding to reach for organic food more readily.

## HERBAL MARKET

The Polish herbal market is worth more than $50 million. The global market for herbal medication is estimated at $110.2 billion in 2020. The market for herbal medication is estimated to reach $178.4 billion in size by 2026, growing at a CAGR of 8.1%.
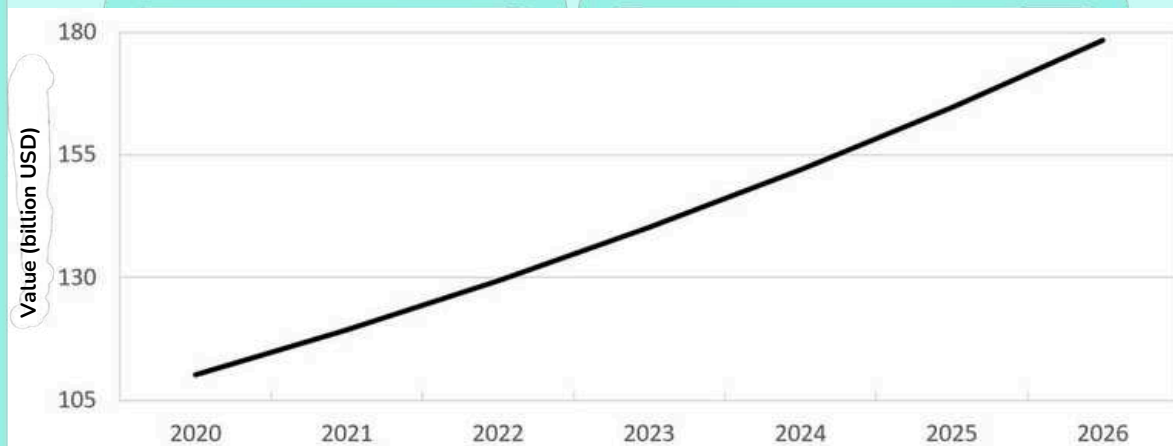
# NEW DISTRIBUTION

# TOKENOMICS/TOKEN

**Token Total Supply:** 4,920,450,393  **IMC:** $398K  **FDV**: $5,4M

**Private sale:** 80k (January 23') / **price** 0,00077$
**Presale:** 120k (July 23') / **price** 0,000825$
**Strategic & KOL:** 400k (May 24') / **price** 0,000935$
**Public sale:** 500k (July 24') / **price** 0,0011$

|  | % | TGE | CLIFF | VESTING |
|---|---|---|---|---|
| DEX liquidityPool | 12 | 50% | 1 | 12 |
| DISCOVER2EARN Fund | 30 | 2% | 1 | 36 |
| Partners and advisors | 5 | 0% | 1 | 20 |
| Marketing | 10 | 5% | 1 | 20 |
| Team | 7 | 0% | 12 | 12 |
| Token sales | 23 | 25% | 1 | 3/5/7* |
| Staking | 10 | 5% | 1 | 20 |
| Application Development | 3 | 0 | 1 | 20 |

Vesting: Private sale & presale 3m, Strategic/KOL 5m, Public sale 7m

# EXPANSION STAGE 1

The map will be marked with "paid zones" within which users will be rewarded each time they mark a plant on the map. Paid Zones will allow users to scale, control and direct traffic in Eden.
Once the target number of plants in a Zone has been marked, it will be disabled. This is a mechanism to protect investors against excessive supply of the token on the market.
We will mark paid zones in 100 cities with the largest number of population in Poland for 14,000,000 people.
This will give Eden's target users quick access to a database of edible plants, which will translate into an increase in the number of users and thus create growth of the app and increased revenue from product sales, subscriptions and advertising.
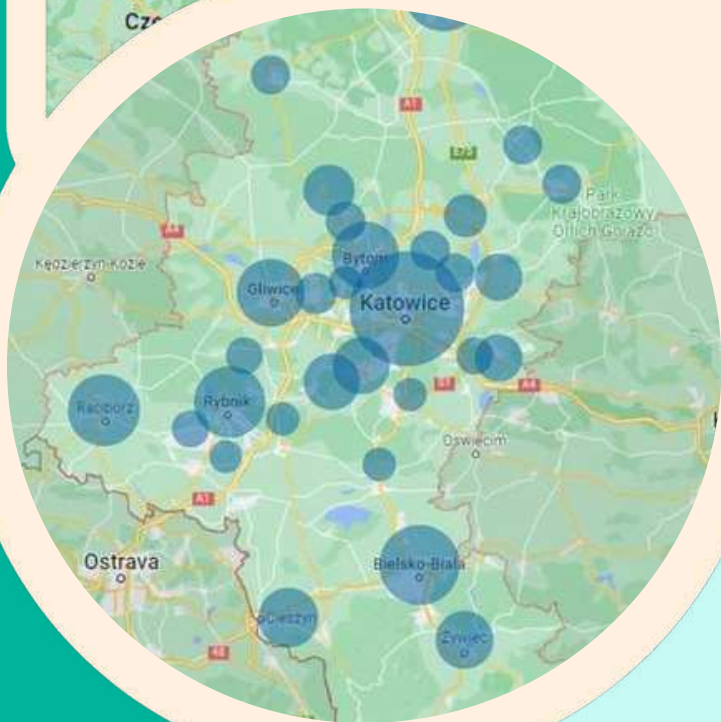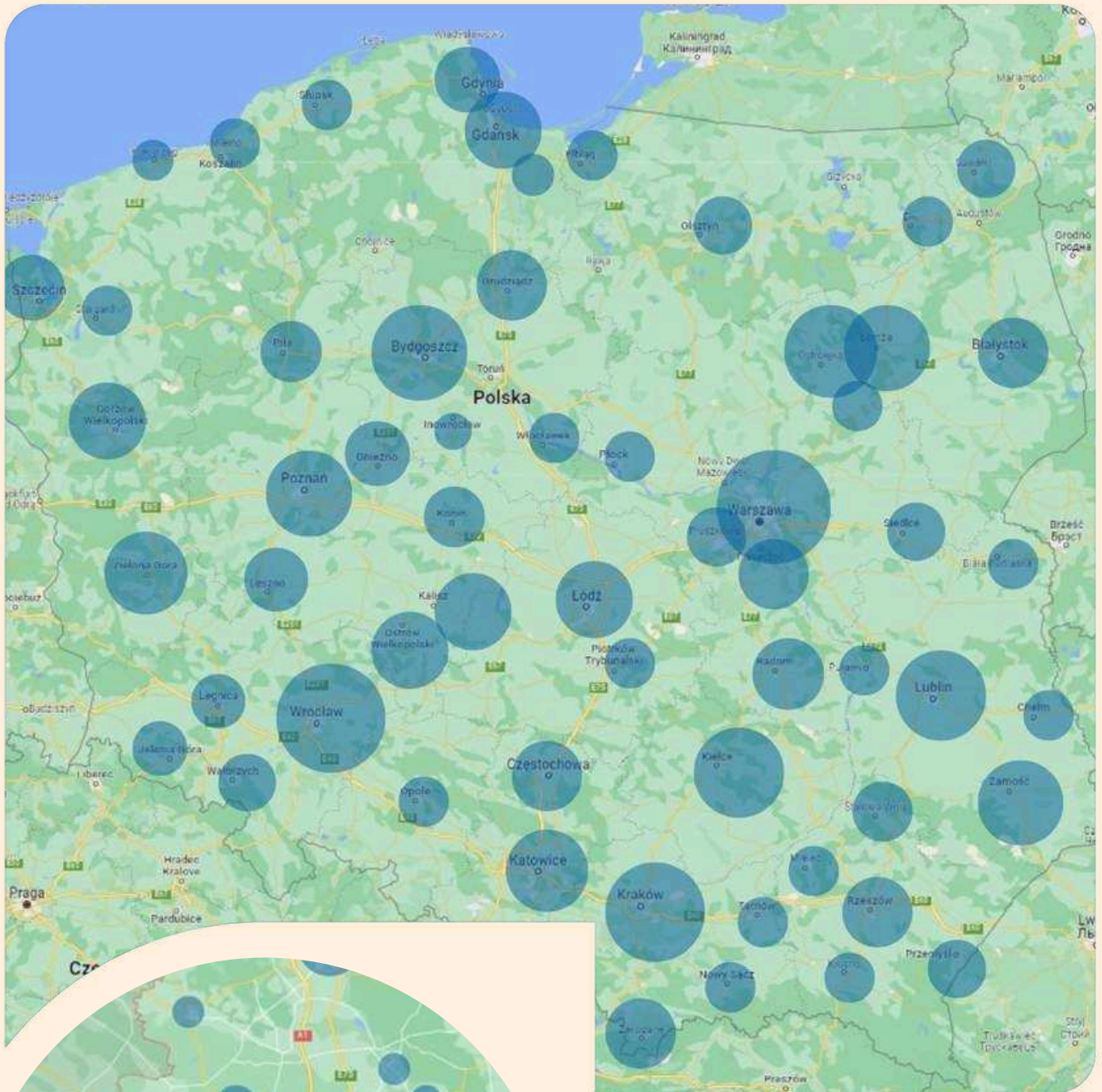
| | | | | |
|---|---|---|---|---|
| Warszawa | Jaworzno | Żory | Racibórz | Zabrze |
| Kraków | Słupsk | Pruszków | Legionowo | Bielsko-Biała |
| Łódź | Jastrzębie Zdrój | Leszno | Ostrołęka | Bytom |
| Wrocław | Nowy Sącz | Zamość | Rumia | Zielona Góra |
| Poznań | Jelenia Góra | Łomża | Świętochłowice | Rybnik |
| Gdańsk | Siedlce | Tarnowskie Góry | Wejcherowo | Ruda Śląska |
| Szczecin | Mysłowice | Ełk | Piaseczno | Opole |
| Bydgoszcz | Piła | Tomaszów Mazowiecki | Zawiercie | Tychy |
| Lublin | Konin | Chełm | Skierniewice | Gorzów Wlkp |
| Białystok | Piotrków Trybunalski | Mielec | Wodzisław Śląski | Elbląg |
| Katowice | Lublin | Kędzierzyn-Koźle | Starachowice | Płock |
| Gdynia | Ostrów Wlkp | Przemyśl | Starogard Gdański | Tarnobrzeg |
| Częstochowa | Inowrocław | Tczew | Puławy | Wałbrzych |
| Radom | Suwałki | Stalowa Wola | Dąbrowa Górnicza | Włocławek |
| Rzeszów | Stargard | Biała Podlaska | Kołobrzeg | Tarnów |
| Toruń | Gniezno | Bełchatów | Krosno | Chorzów |
| Sosnowiec | Ostrowiec Świętokrzyski | Świdnica | Radomsko | Koszalin |
| Kielce | Siemianowice Śląskie | Będzin | Dębica | Kalisz |
| Gliwice | Głogów | Zgierz | Otwock | Legnica |
| Olsztyn | Pabianice | Piekary Śląskie | Skarżysko Kamienna | Grudziądz |

Competitions will be held in Poland and temporary actions with Paid Zones for specific areas such as parks or other cities at the community's support and approval.

At the same time, we are scaling the application to other EU countries, having control over the distribution of the token thanks to Paid Zones, which will be prioritized in capitals and major cities.

**2024 TO 2027 = EXPANSION**

# EDENCOIN IS DEFLATIONARY.

# HOW IT WORKS?

**BUYBACK AND BURN**
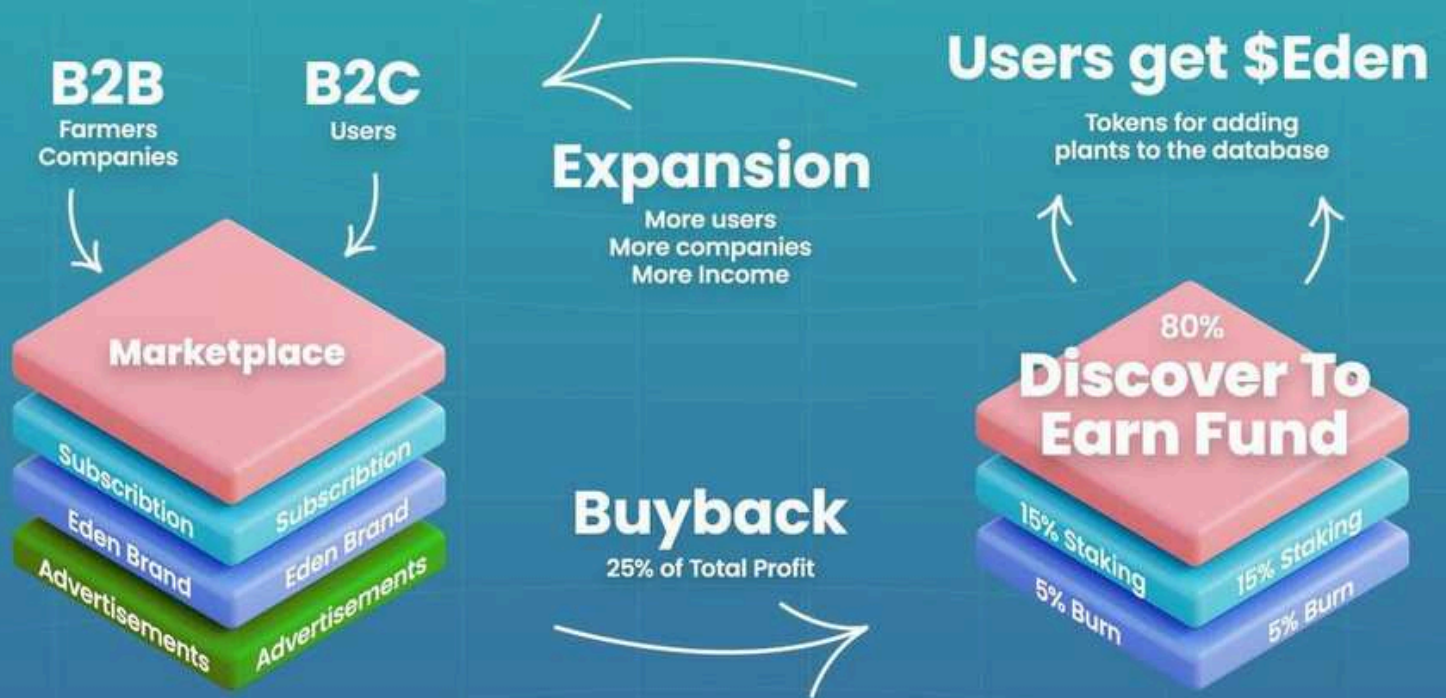


Our users are mainly non-crypto and most of tokens distributed among DiscoverToEarn users will be used as payment in Green Marketplace.
This increases the number of users, which attracts more partners, farmers and companies to monetize on Eden, increasing our revenues from B2B & B2C, which then increases buyback and **this cycle repeats**.
We use **25%** of the company's profit from B2B & B2C to **buyback** the $EDN token.
Buyback contributes to the "DiscoverToEarn" fund, which encourages users to use Eden by rewarding them.

The buyback percentage (fund, staking and burn) might change.

## Discover To Earn Fund

This is a solution that will allow for international scaling and build a plant base mainly where the Target Eden users reside, as they are residents of large cities including the outskirts.

Management and scaling is done by creating Paid Zones on the map, which users are later rewarded for adding plants. With this solution, we will quickly and controllably mark millions of points within the Eden community.

The Explorers are users, who, in exchange for tagging edible plants on the map, will receive payment in the form of Edencoin.

Plants have an individual price list depending on the species.

Knowledge of the cryptocurrency market is not required. Eden is designed in a way that anyone can use it and benefit from it, thanks to the convenient option to Edencoin withdrawals or exchange them for rewards inside the app.

## Edencoin usability:

✓ Rewarding users who add plants

✓ Subscriptions in the application

✓ Staking

✓ Access to educational courses in the app

✓ Using the function to identify plants by photo

✓ Purchase products online from the Green Marketplace

✓ Payment in the advertising system

✓ Tipping point makers
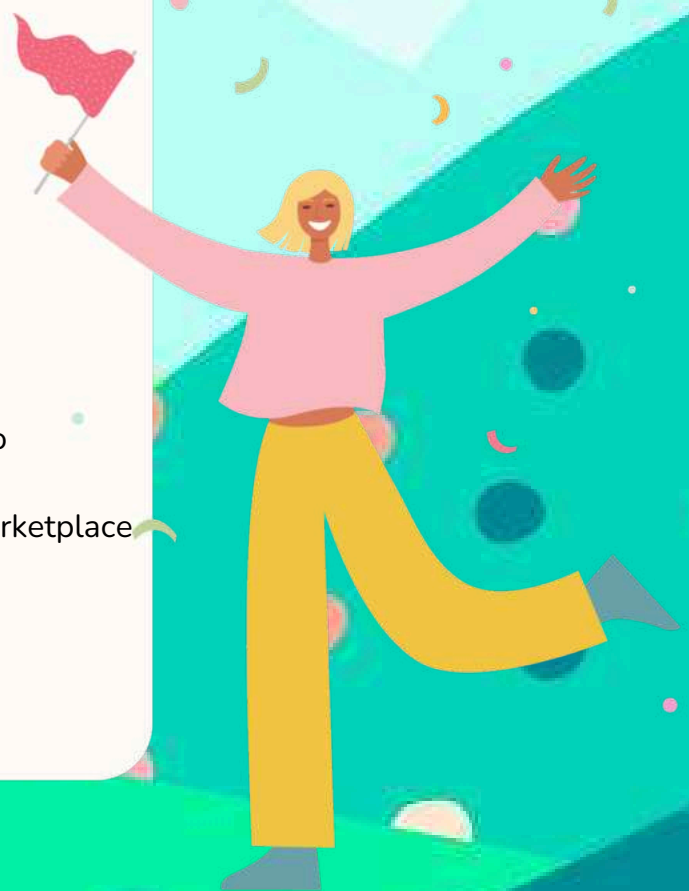
# OUR TEAM

### Marcin Jastrzębski - Founder, CEO

I have 8 years of experience in running interactive agencies and in building and managing IT projects for companies and corporations which include BMW, GETIN BANK, and ALPHABET. I am also a co-founder of BMI group. My passion is holistic medicine and the alternative medicine system ayurveda.

### Marcin Jerominek - Founder

For years I have been interested in the international economy as well as the cryptocurrency market. My passions include traveling and wilderness exploration. I have extensive knowledge of nutrition and the healing properties of different plants. I am also interested in preparation, and last but not least Eden which makes up the rest of my passion in life.

### Katarzyna Brych - Creative Director

I am a creative director with many years of experience in the advertising industry. I started my adventure with marketing in 2006. I graduated with a degree in Psychology at Jagiellonian University, specializing in Psychology of Advertising. I graduated with honors from the Cracow School of Screenwriting. My credits include ATL, BTL, digital communications and SM for long-standing clients such as Media Markt, Raiffeisen Bank, Santander Consumer Bank, Hortex, Nescafé Dolce Gusto, Nutella, Dermika, Samsung Service, and Redd's. I have won prestigious industry awards: including KTR and Kreatury, Golden Eagles and Effie. I like to work on insights, look for creativity in the simplest of messages and combine technology with creative approaches. I am intrigued by challenges which come my way and am looking for new ways for communication.

**Joanna Adamiak - PR specialist** I deal with media relations, influencer marketing and celebrity marketing. I have 14 years of experience in PR and communication. I graduated with honors from the Faculty of Journalism and Political Science (PR and media marketing specialization) and sociology at the Faculty of ISNS at the University of Warsaw. I am a co- founder of SAPR - the Association of Public Relations Agencies, which brings together several dozen Polish PR agencies, where I am the chairman of the Supervisory Board. I am a member of the American association USPR (Unified Strategies Public Relations), which brings together several dozen PR entities, including from the USA, Canada, Lithuania, Israel and Great Britain.

**Fabian Witkowski - Senior developer**
I am an architect and designer of web and mobile applications with over 10 years of experience.
I am proficient in Flutter, React technologies, TypeScript, Node.js and Web3. code, during my work I pay a lot of attention to the aesthetics and the UX of the applications I create. My interests include- Architecture, functional design, as well as sport which includes lots of cycling.

**Martyna Wątroba - Graphic Designer**
I am a computer graphic designer with 7 years of experience under my belt. I create branding, websites, animations, and illustrations. For a year I have been running my own digital graphics studio- Mukla Studio. My passion is potted plants, simple yet fulfilling. I have nearly 70 specimens in my collection, and tending to them is my way of relaxing.

**Paulina Szmerk - Manages the Plant Base and Wild Pharmacy.**

I am a lover of natural therapies, herbalist and a hemp enthusiast. My fascination with the world of plants led me to pursue postgraduate studies in herbal medicine at Warsaw University of Life Sciences. Currently, I am deepening my knowledge at the Polish Institute of Herbalism and Natural Therapy in the naturopathic program. I specialize in aromatherapy, cannabis therapy. I appreciate the impact of food on our lives, and as a dietary advisor, I help people introduce more vegetables, herbs, hemp, and wild edible plants into their daily diets. I strongly believe in a holistic approach to health and the power of nature.
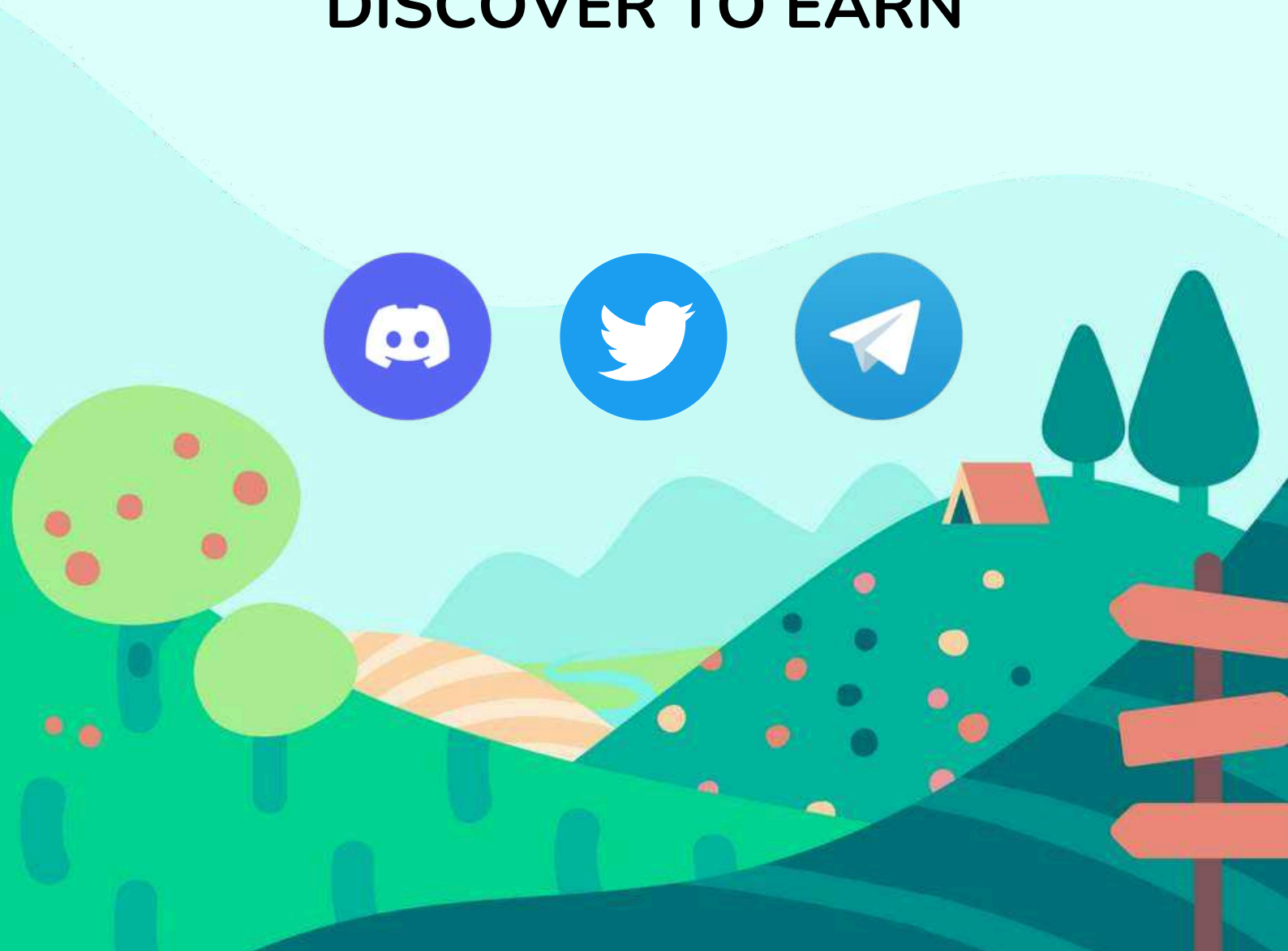
**Adrian Zduńczyk, CMT - Advisor**

Founder and CEO of THE BIRB NEST- top quality international trading education platform founded in 2017. Performer. Mentor. Influencer with over 650 000 Twitter followers.

# DISCOVER TO EARN

# DISCLAIMER

The phrase "EDEN" in EdenCoin Tokens was not used without a reason. Our activity is a kind of tribute to the biblical paradise created for the first people. In this garden, people had everything in abundance and could use everything. The primal instinct of maintaining a kind of independence, rooted in us, prompted us to create a place where the senses of users will be stimulated in the search for products that are at your fingertips.

As an EdenCoin Token Investor, you will receive a double chance: on the one hand, you will contribute to the activation of society, the purpose of which is to develop interest in organic food and the herbal market, and on the other hand, you will receive EdenCoin Tokens.

However, you must remember that just like living in the biblical Eden, investing in EdenCoin Tokens is associated with a number of risks. Before investing in EdenCoin Tokens, carefully read the following content and declare that you meet the commandments prevailing in our community.

1. As an Investor, you must read the Website Regulations https://ouredenapp.io and Greenpaper, and accept their content. You must be sure that the documents indicated above are fully transparent and understandable to you.

2. As an Investor, you must be aware that EDENAPP sp. z o.o. does not guarantee any profits in connection with the purchase of EdenCoin Tokens, and the distribution process of these Tokens takes place via automated smart contracts in the Binance Smart Chain blockchain network.

3. As an Investor, you must be aware that all content and information contained on https://oureden.io and in the above-mentioned documents - are not and cannot be perceived as "investment advice" or "investment recommendation" or as intermediation in such activity, and the activity of EDENAPP sp. z o.o. does not in any way refer to investment, banking, insurance or reinsurance activities.

4. As an Investor, you must be aware that there is a high risk associated with functioning on financial markets or markets related to virtual currencies (cryptocurrencies), in particular in terms of rapid price volatility on these markets, which may result in the loss of all invested capital. In view of the above, you must declare that the purchase of EdenCoin Tokens is solely your free will, which is preceded by an independently performed analysis of the project operating under the name "EDEN".

5. As an Investor, you must declare that you understand that blockchain technology is a new technology, and thus accept all market and technological risks related to the purchase and use of EdenCoin Tokens and services related to these Tokens, such as discover-to-earn.

6. As an Investor, you must declare that you are not a citizen of a country whose law restricts or prohibits participation in collective processes and commonly referred to as Initial Coin Offering or classifies the token distribution process only as issues of financial instruments or derivatives of financial instruments within the meaning of the relevant national laws.

7. As an Investor, you must acknowledge and accept that the right to withdraw from the contract in connection with the purchase of EdenCoin Tokens has been excluded, therefore all transactions regarding the purchase of these Tokens are final and cannot be returned.

8. As an Investor, you must declare that you provide your personal data voluntarily, and you also consent to their processing in accordance with the information specified in the Website's privacy policy.