



Wonad

Connect. Grow. Earn.

Transform the Future with Plant to Earn on Monad

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Build On Monad



Build On Monad

Monad is a layer 1 blockchain with custom execution and consensus clients, offering 10,000 TPS, single-slot finality, low-hardware requirements and full EVM bytecode compatibility. With its unique consensus mechanism and advanced smart contract capabilities, Monad is well-suited for applications that require transparency, traceability, and community-driven governance-key elements in the fight against environmental degradation.



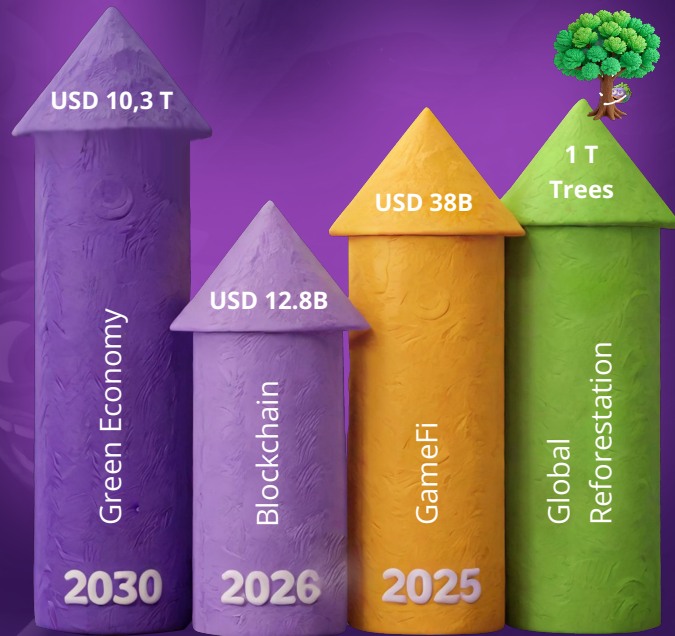
What Is Wonad

Wonad is the first **Plant to Earn** project in the Monad ecosystem, designed to provide a way to make a real-world impact while earning rewards. By combining **Plant to Earn** and **Play to Earn**, users have multiple options to contribute to reforestation efforts.

Wonad prioritizes ease of access for participation and the ability to earn rewards, making it simple for anyone to contribute and be rewarded.

1. The Global Green Economy is expected to reach \$10.3 trillion by 2030, with growing investments in sustainable technologies and environmental efforts. (Source: UNEP, IRENA)
2. Blockchain solutions that focus on environmental impact are forecasted to generate \$12.8 billion by 2026, driven by innovations in sustainability. (Source: Allied Market Research, WEF)
3. The GameFi market is expanding rapidly, projected to be worth \$38 billion by 2025. Platforms like Axie Infinity and StepN have demonstrated the potential of play-to-earn gaming experiences.
4. Global reforestation initiatives have the potential to plant 1 trillion trees, reducing 205 gigatons of carbon emissions, aligning with efforts to combat climate change. (Source: Crowther Lab, WEF)

Market Opportunities





Global Problem



Global Deforestation Crisis

The world faces a severe deforestation crisis, losing around 10 million hectares of forest annually due to agriculture, logging, and urbanization. This loss harms biodiversity, contributes to climate change, and disrupts ecosystems. Forests play a crucial role in absorbing carbon dioxide, regulating weather, and supporting the water cycle. However, deforestation continues at an alarming rate, driven by demand for land and resources, leading to habitat destruction, poverty, and social inequality.



Challenges with Current Reforestation Efforts

Reforestation, while essential, faces several challenges, including limited funding, lack of coordination, low tree survival rates, and inadequate community engagement. Many projects are underfunded, fragmented, and struggle to maintain long-term sustainability. Without proper monitoring and local support, reforestation efforts often fall short of their potential, resulting in wasted resources and minimal environmental impact.



Lack of Incentives and Transparency in Environmental Initiatives

Environmental initiatives often lack incentives and transparency, making it hard to motivate participation. Many rely on voluntary support, but without clear benefits or transparency on fund usage, engagement remains low.

Wonad addresses these issues by using blockchain technology to create a transparent and incentivized platform for reforestation, ensuring accountability and providing rewards through Plant to Earn mechanisms, making reforestation more scalable and sustainable.

Solution

Global Reforestation Efforts:

Wonad unites all Web3 communities on a single platform to drive large-scale, coordinated reforestation efforts, making forest restoration more efficient and impactful.

Incentivization Through Plant to Earn:

Wonad uses the Plant to Earn concept, combining it with Play to Earn to reward users with \$WONAD for planting trees from their mobile devices. This makes reforestation more accessible to everyone.

Transparency and Accountability:

Through the Monad blockchain, every contribution is recorded on-chain, ensuring that all contributions are traceable, verifiable, and effectively utilized, while providing a clear record of environmental impact.





Key Features

Effortless Crypto Experience:

Wonad creates a complete platform with an in-app wallet, stake-swap feature, NFT quests, user-friendly UI and easy to navigate.

Plant to Earn:

Users earn \$WONAD tokens for planting trees by minting NFT and participate in the quests.

Tokenization:

Each unique NFT minted is represented by a tree planted by Monad and partners.

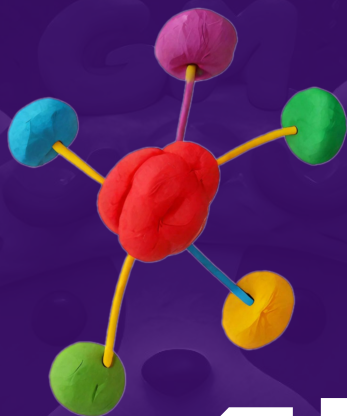
Onboarding non-crypto users:

Seamless experience for onboarding non-crypto users to the platform by utilizing telegram mini app



Global Tree Map

Wonad features an interactive global map that displays all the trees planted through the platform. Users can view detailed information about each tree, including dates and locations.



User Flow

The Eco-Trifecta

Stake to Plant

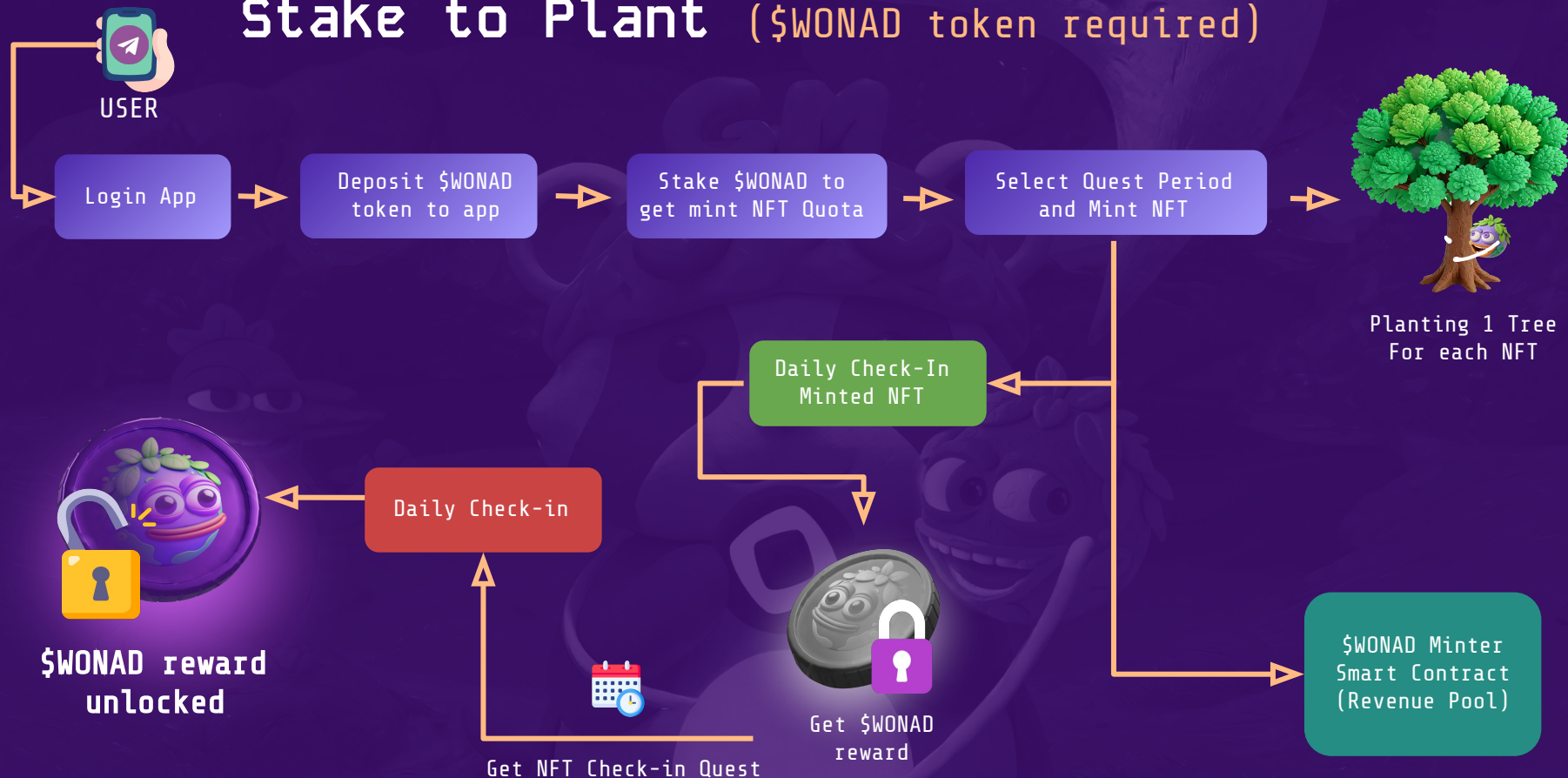


Play to Earn

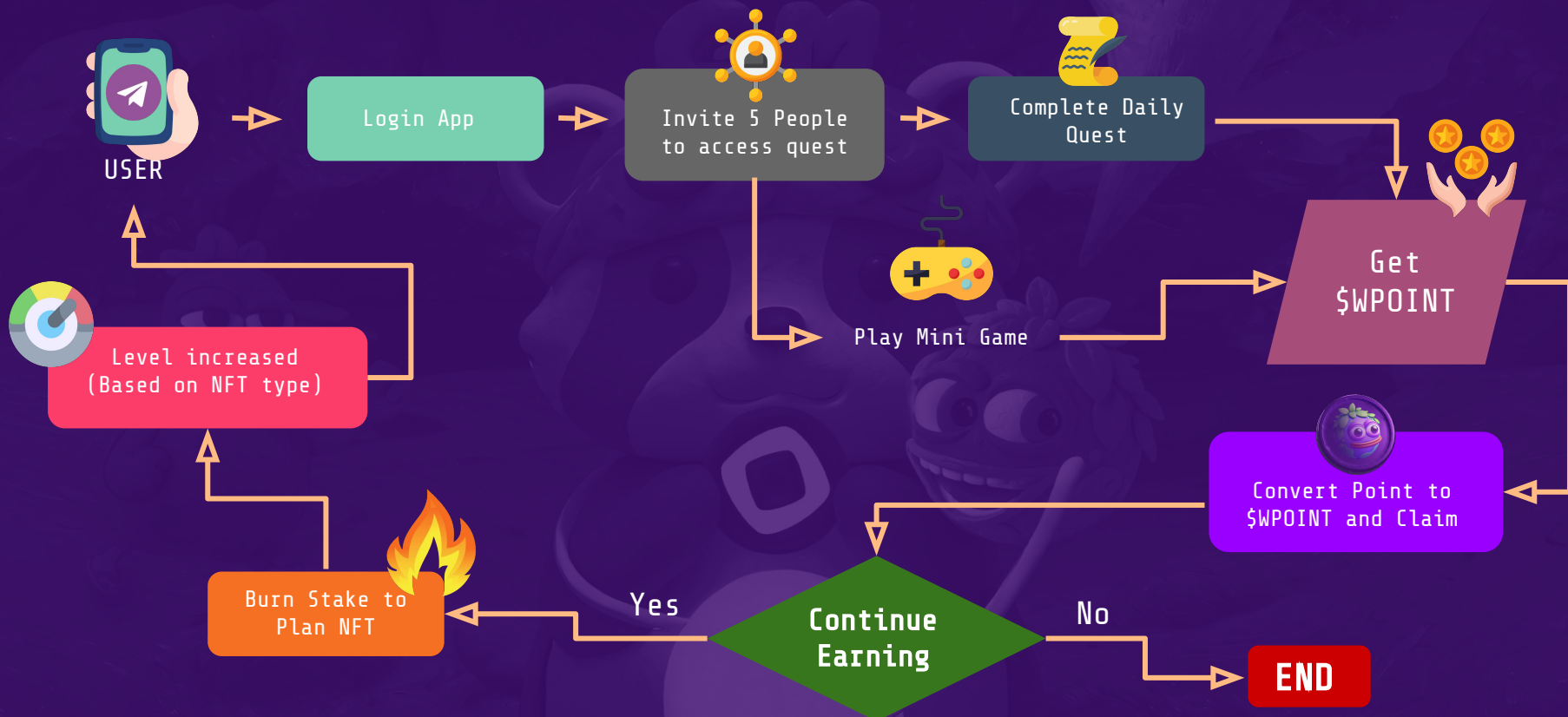
Free to

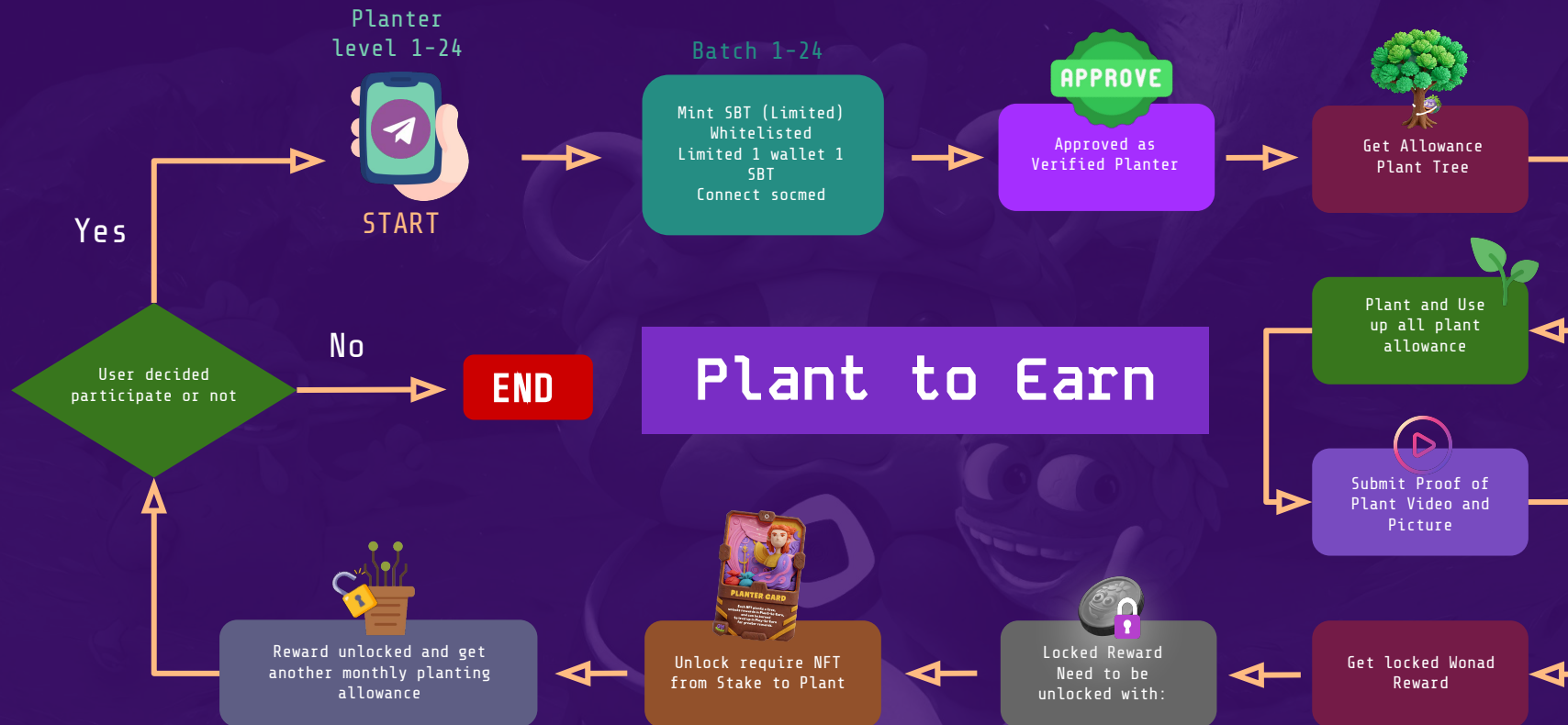
Plant to
Earn

Stake to Plant (\$WONAD token required)



Play To Earn (\$WONAD token is not required)



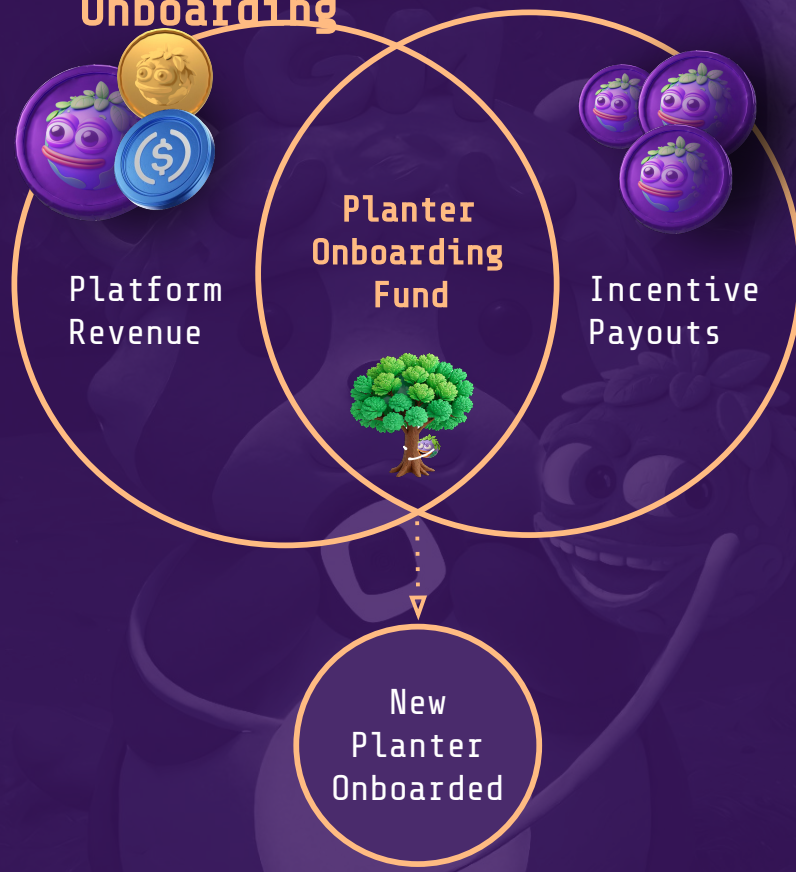


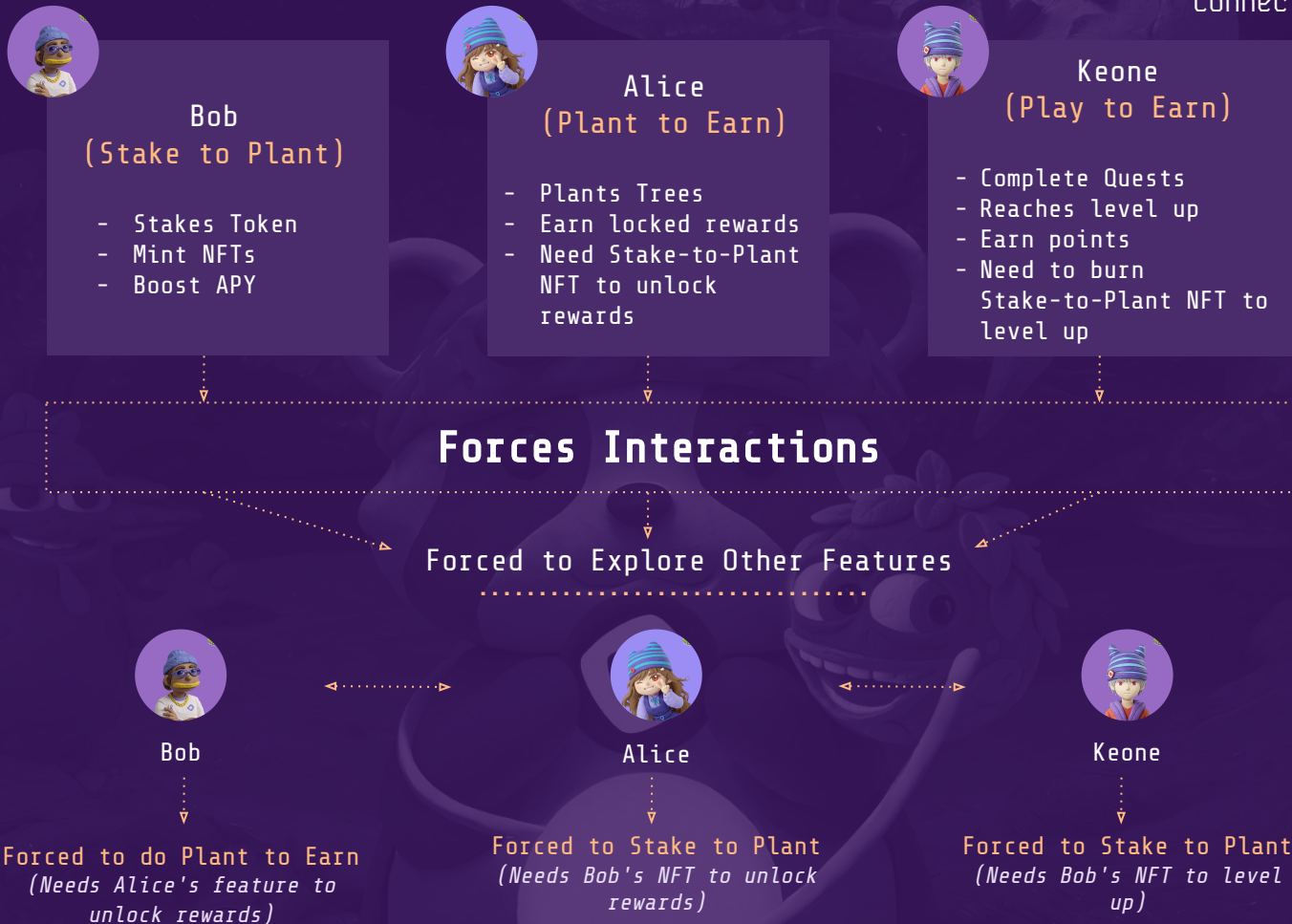


Mainnet Collection - Stake to Plant NFT Functions :

- Each NFT represents and contributes to planting one tree.
- NFTs are required to unlock rewards from verified planters (Plant-to-Earn).
- NFTs can be used and burned to level up in Play-to-Earn for greater rewards.

Revenue-Based Onboarding

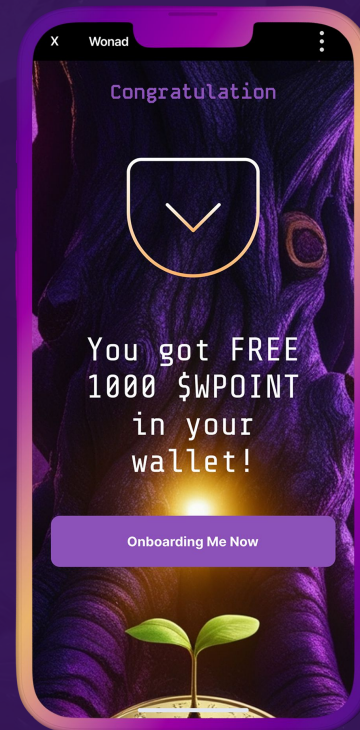
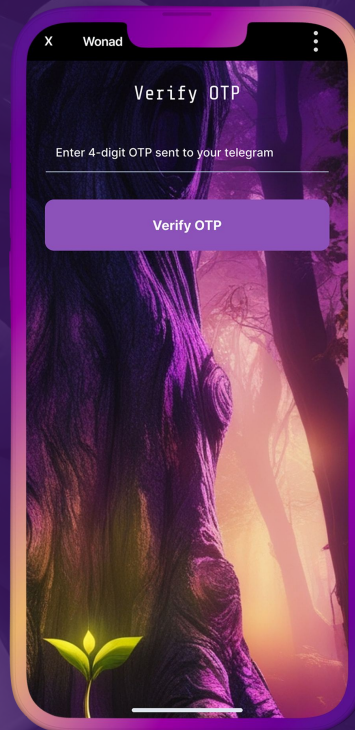
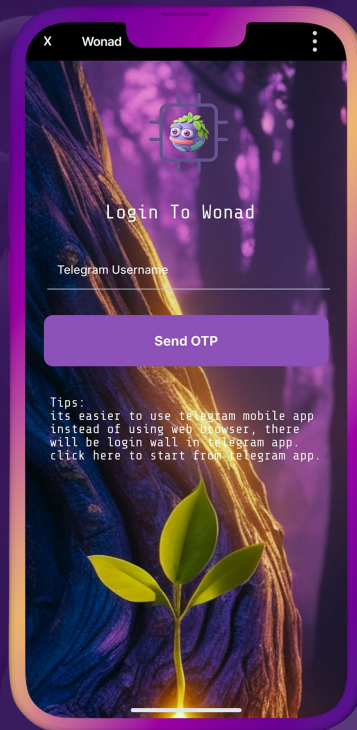




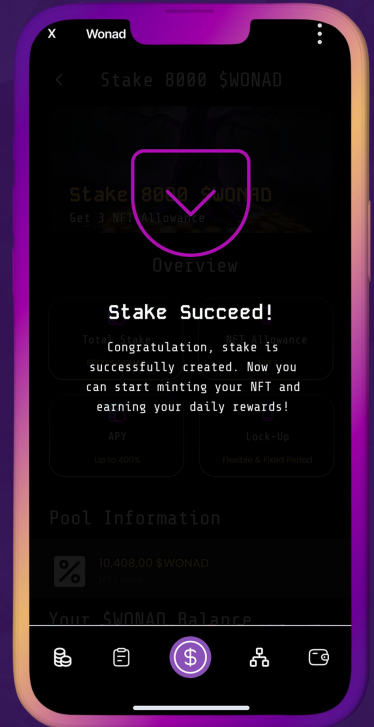
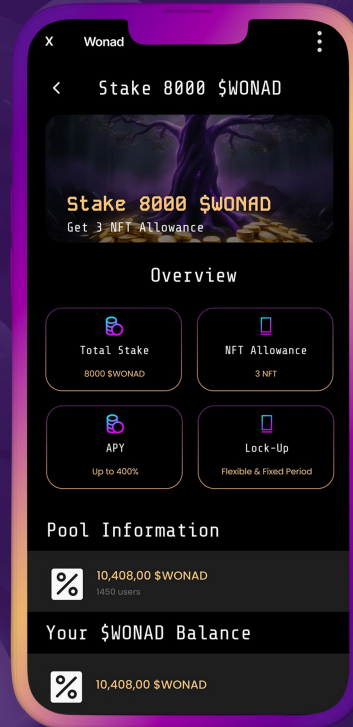
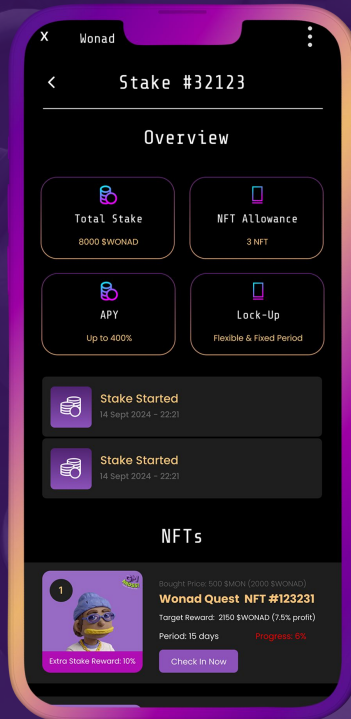
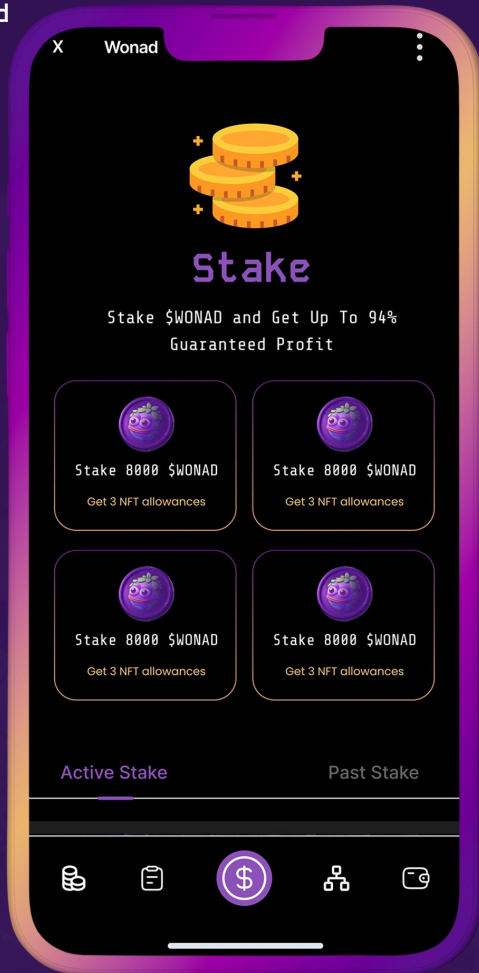


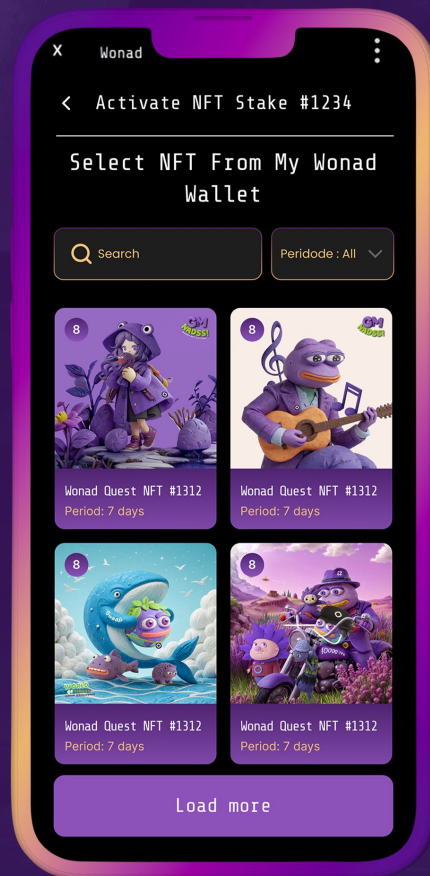
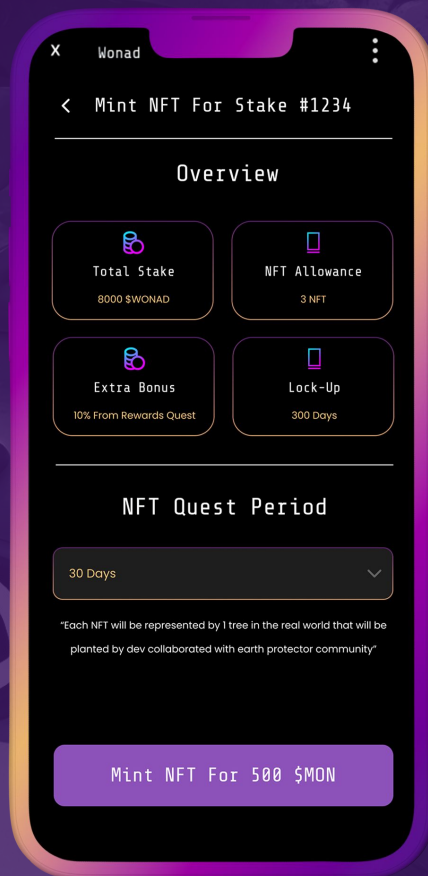
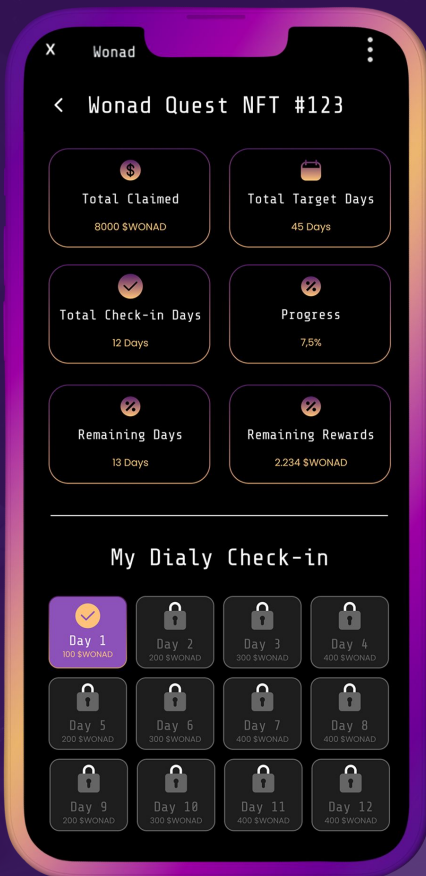
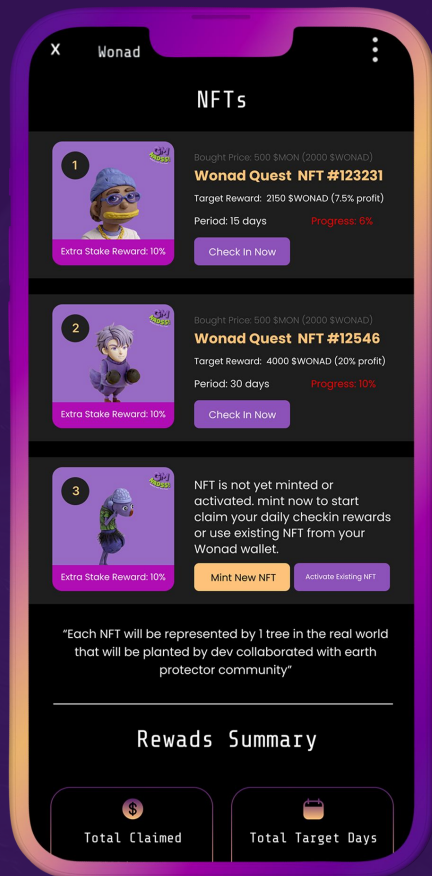
App Preview

Onboarding

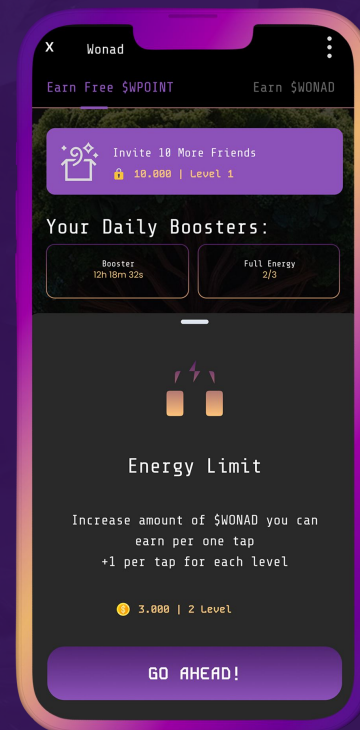
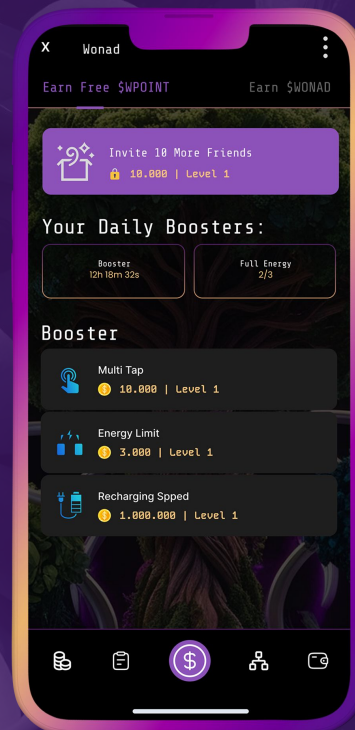


Stake

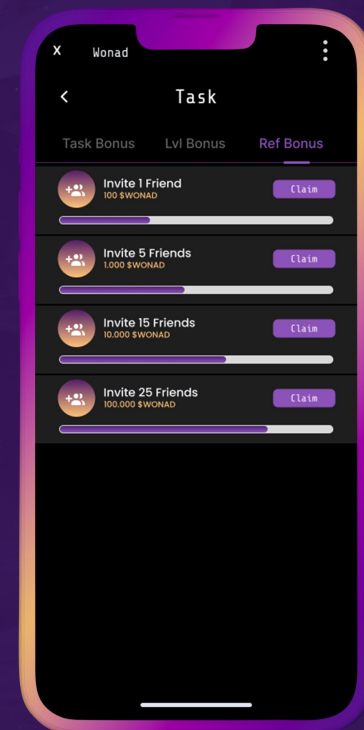
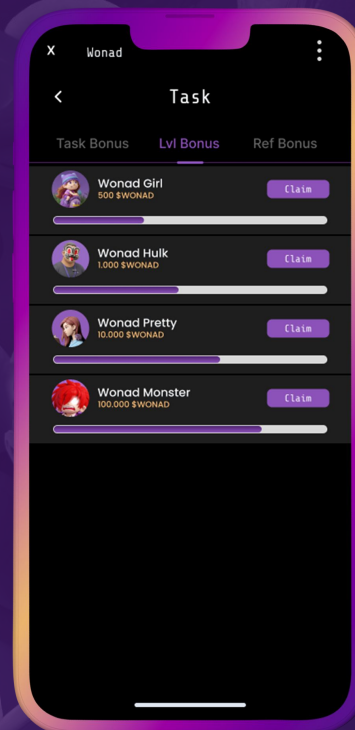
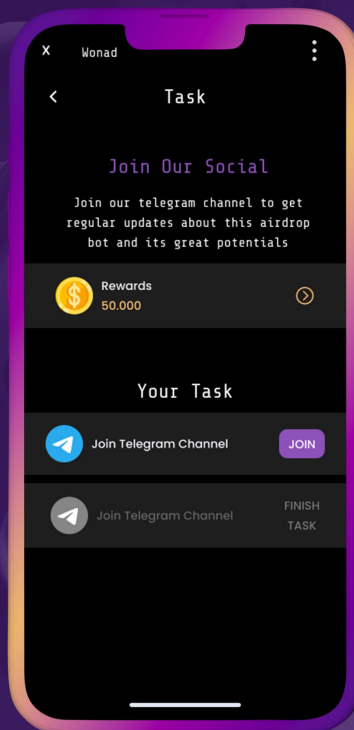
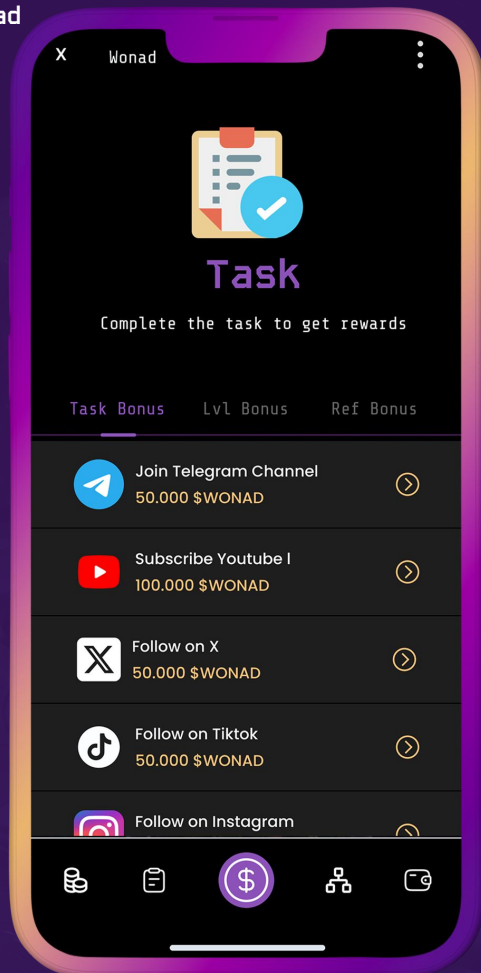




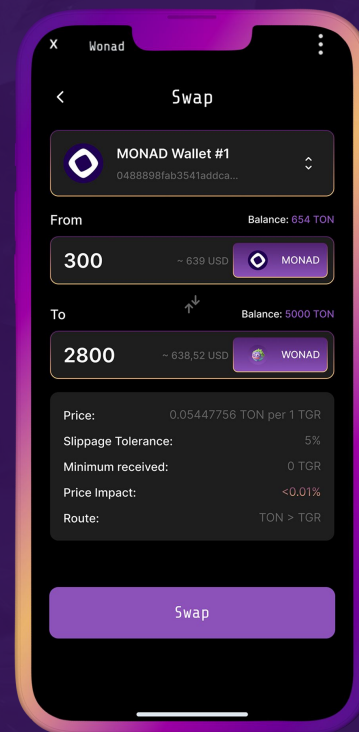
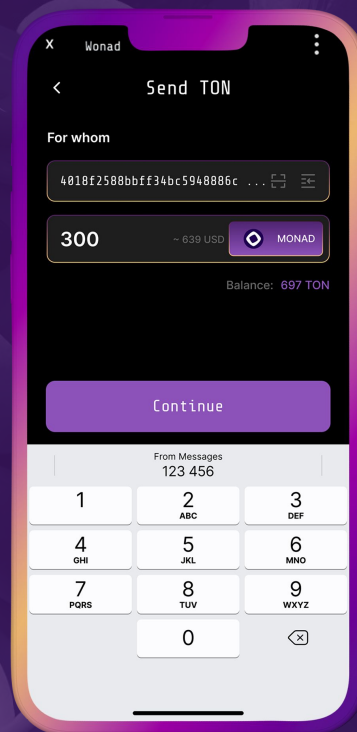
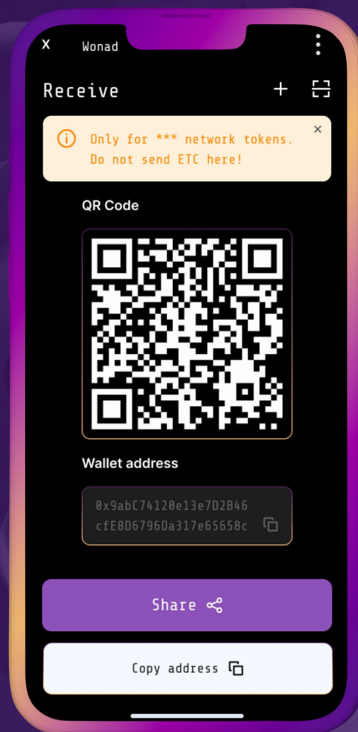
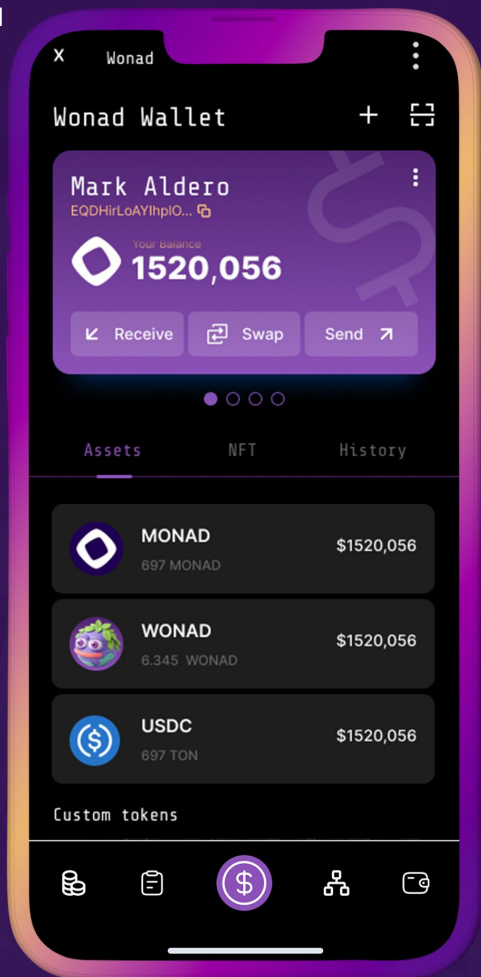
Earn

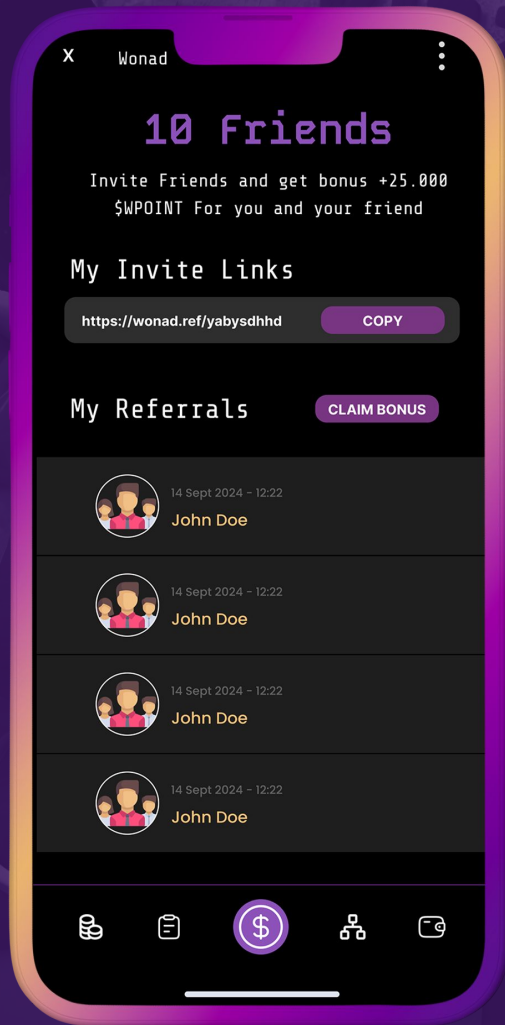
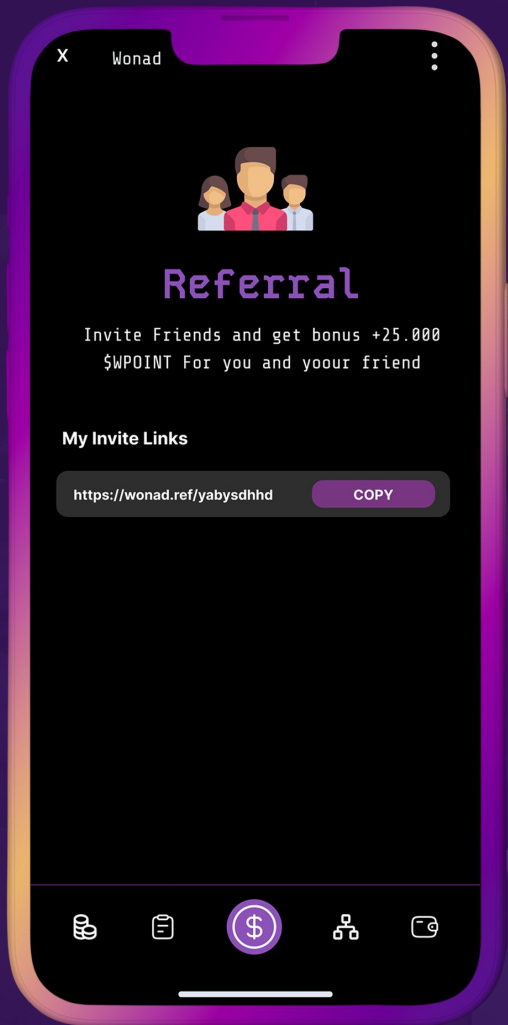


Task



Wallet





Referral

Go To Market Strategy



Potential Customers



Marketing/Business Development :
Awareness/Lead Generation

Sales :
Interest

Sales :
Conversion

Customer Service :
Retention

Customer acquisition funnel

In-App Growth and Adoption

Number of integrations

More

Number of unique token holder

More

TVL (Total value locked)

More

Protocol Revenue

Regional Expansion and Impact Strategy : Southeast Asia

1. **Abundance of Available Land for Tree Planting:**

SEA with vast agricultural and forest areas, offers the perfect environment for Wonad's **Plant-to-Earn** model, enabling large-scale reforestation and biodiversity support.

2. **Southeast Asia's Rapidly Growing Digital Economy:**

Countries like Vietnam, Indonesia, and the Philippines are seeing fast growth in mobile gaming, crypto, and blockchain technologies, making Southeast Asia an ideal market for Wonad's GameFi model that combines environmental action with digital rewards.

3. **Strong Crypto and Web3 Adoption:**

Southeast Asia is a leading region for cryptocurrency use, with Vietnam among the top adopters globally. This positions the region as an ideal market for Wonad's blockchain-based Plant-to-Earn and GameFi models

4. **Strategic Fit for a Global Expansion:**

Success in Southeast Asia positions Wonad to scale globally, using regional growth to attract larger markets.

5. **Government and Institutional Support for Sustainability:**

Indonesia's strong focus on reforestation and conservation aligns with Wonad's mission. The project could gain governmental support and partnerships, enhancing its success in the region.

User Growth Metrics

Month	Current Users	Growth Rate	Target New Planters/Stakers (25-30% Increase)	Total Users at End of Month
Month 1 (Start)	1,000	25-30%	250-300	1,250 - 1,300
Month 2	1,250 - 1,300	25-30%	312 - 390	1,562 - 1,690
Month 3	1,562 - 1,690	25-30%	391 - 507	1,953 - 2,197
Month 4	1,953 - 2,197	25-30%	489 - 659	2,442 - 2,856
Month 5	2,442 - 2,856	25-30%	610 - 857	3,052 - 3,713
Month 6	3,052 - 3,713	25-30%	763 - 1,114	3,815 - 4,827

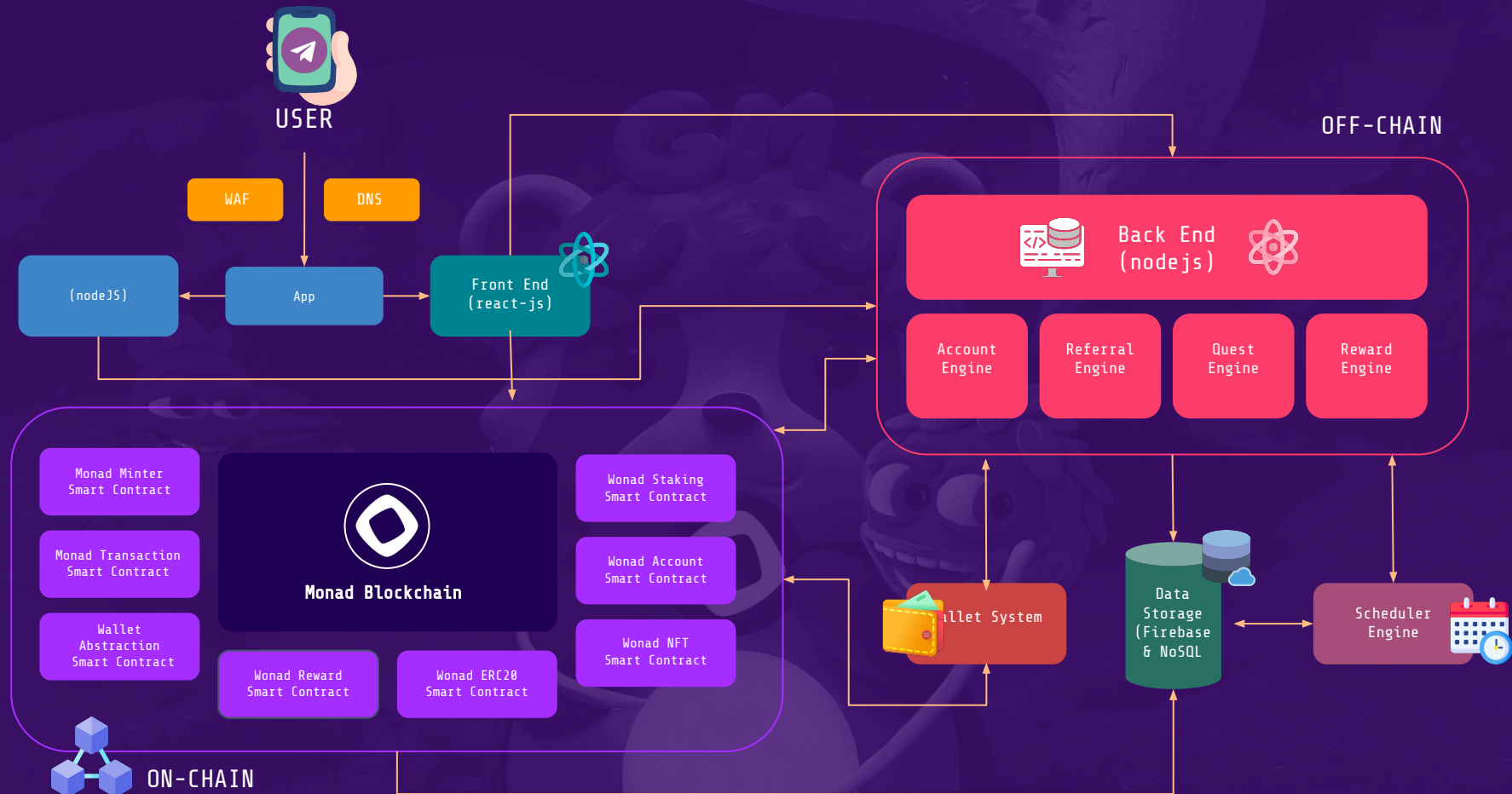
The overall goal is to ensure continuous growth, which helps maintain a healthy economy within the app, especially in ecosystems that rely on staking, planting, or transaction-based participation.

Key Points:

Growth Rate (25-30%) : To maintain balance and sustainability, the app ideally have **25-30% new planters or stakers each month** .

Target New Users : Number of new users needed to be acquired based on the current user base to meet the target growth rate.

Compounding Growth : As the user base increases, the required number of new users or stakers will increase each month to maintain the same growth rate.





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