



The Plastic Circular Economy Reward Platform

Risk Warning: Cryptocurrency investment is subject to high market risk. Please make your investments cautiously.





Welcome

The Plastic Circular Economy Reward Platform

A new platform engaging consumers in the plastic circular economy and contributing to reduction of plastic waste that litters our planet.

ZeLoop is an innovative, responsible eco-friendly app! A B2B2C and B2B Freemium Application by way of subscription.

Executive Summary

ZeLoop's goal is to provide a new platform engaging consumers in the plastic circular economy and contributing to reduction of plastic waste that litters our planet.

It is an innovative, responsible eco-friendly app! A B2B2C and B2B Freemium Application by way of subscription. ZeLoop counts the used bottle you have gathered and brought to dedicated collecting points but most importantly, rewards users for this eco-friendly action. Thanks to our app, collected plastic bottles can be exchanged for goods and services from a sustainable source and eco-friendly use with specific discounts and can also be used to make charitable donations.

It is a unique proposal mixing real life and virtual life actions in the form of a game.

With the ZeLoop platform, you can collect rewards in return to the deposit of plastic to collection points or upon completion of actions that corporate members or organization will initiate through request in the game. The platform will also have a forum where tips for contributing to the circular economy and the protection of the environment can be shared and those gaining the most votes will also allow their authors to earn rewards.

Gamification is an excellent example of how technology can motivate people into action. People are 10 times more likely to engage with a reward or prize.

Executive Summary Cont'd

Eco Reward Token is an utility token which is supporting the ZeLoop application .



We therefore create a community with a high rate of attachment by finding a way to increase the engagement of our users, so they are encouraged to use the application and come back frequently.

The more you collect and contribute to the community, the more your avatar will level up, each level giving new rewards.

Through the use of the Ethereum blockchain, ZeLoop creates the Eco Reward Token. It is an ERC20 Token serving as cryptocurrency for environment-conscious communities that will be used to rewards users with tokens once they achieve certain milestones and upon plastic bottle collection.

Eco Rewards Token is a utility token that is required for running the ZeLoop application and future environmental applications that can be added to the network.

The main crypto element is a token reward system/loyalty system, which will transform eco-friendly efforts into cryptocurrency and a token economy around a prize pool and more. This whole business is pegged to making bottle collection valuable to the consumers who give back their bottles at the collection points.

The adoption of blockchain technology in many industries is an indication of the potential of improvement that the technology carries over multiple sectors. ZeLoop is a “two-step” solution: enabling adherence to eco-friendly actions through gamification and enabling users to earn redeemable points while participating in the plastic circular economy.

Mission and Business Purpose

Our planet is suffering from plastic littering and if we don't do anything, our environment will be plasticised by particles inside every living animal while plastic will accumulate in oceans to the point there will be more plastic in weight than fishes in the oceans by 2050.

The issue is not about plastic as a material, it is about how we use and dispose it.

Our mission is to join forces, make together a significant impact and curve down plastic misuse.

We need new mind set and new behaviours.

We can all contribute to that change.

Our business purpose is to develop a mobile Application that will motivate and guide consumers on waste collection, reward them using a crypto currency and prizes, building a community of everyday heroes sharing tips, achievement and experience. Gamification will be applied with a disruptive gaming model from "pay to win in virtual life" to "play to earn" in real life while caring about the environment.

We are creating an ecosystem giving value to pro-environmental behaviors, providing continuity to all stakeholders applying sustainable practices towards a circular economy.

ZeLoop will become part of the solution for a litter-free World.

Our ambition is to turn as the main driver for consumers to act differently, making the Earth healthier.



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พลาสติก
Can
Plastic Bottle
Paper Bag

zeloop

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