<p align="center">**INVITATION**</p>

Earth Pulse

Developing a Super-Brain Operating System that Rewards Protectors of Mother Earth

You are summoned to a critical brainstorm to reverse an ecological crisis and help save our Mother Earth. The event, *Earth Pulse,* is named for the longer-term outcome of this brainstorm: a new block-chain based operating system that will monitor Earth's biodiversity and rewards those who protect it.

Conservationists are losing the battle to protect Mother Earth due to one overarching reason: nature's commercial exploiters employ a more effective reward system.

Environmentally destructive practices –some illegal, some legal—continue briskly: excessive or illegal logging, mining, fishing, hunting, wildlife trade. The list goes on. Commercial exploiters of nature pay well, and they pay on time.

The result: nature is losing, and badly. We are currently experiencing the fastest rate of plant and animal species loss in history. Fisheries are collapsing. And earth's temperature continues to rise.

We can change this paradigm with new kinds of thinking, currency, and technology.

Earth Pulse will analyze and address these major challenges to create a Super Brain that:

- Documents Efforts to Protect Earth's biodiversity
- Rewards those Efforts so they lead to deep and sustained Impact.

We do not need to start from scratch. Technologies abound, especially in the fast growing field of block-chain. Two evolving nature protection projects, TREE Coin and TYGER Coin, aim to incentivize, document and reward high performing forest and wildlife protection. Once completed, a new Monitoring, Evaluation and Reward System can take on other environmental and social challenges. Lets build this Super Brain together.

TREE and TYGER will serve as the focus of the 2-day brainstorm. A diverse group of experts in block-chain, finance, conservation, remote sensing, artificial intelligence, communication, environmental policy, and program design will convene, analyze and address the practical daily challenges presented by frontline forest and wildlife practitioners and design a new way to document, improve and reward impact.

Facilitators will move our diverse group from current challenges to new solutions. Our goal: a new global operating system to monitor and evaluate nature protection efforts that also rewards impact with digital currency and other attractive incentives.

Pioneer participants will be invited to join a governing board to develop the Super Brain (working name "MER") and will be compensated with TREE and TYGER coins.

Earth Pulse

WHEN: May 5-6, 2018

WHERE: Bangkok, Thailand (venue to be announced by April 13).

OUTCOMES:

1. "**MER**" (Monitoring, Evaluation & Rewards): Concept for new Block-chain Operating System that Monitors, Evaluates & Rewards Actions to Protect Mother Earth
2. *MER* Governing Body

AGENDA:

I. <u>SNAPSHOT Problem Statement:</u> Where we are now
- The State of Deforestation and Decimation of Wildlife
- How Protection of Forests and Endangered Species is Conducted and Evaluated Now

II. <u>Vision</u>: Where we want to be
- Forests and wildlife are protected and expanding (Focus on 2 Model Sites)
- Public participation in forest & wildlife protection sustained and expanded Globally

III. <u>How we get there (Bulk of Agenda)</u>

GUIDELINES
- This matter is **urgent**. Solutioning needs to move fast.
- **Impact:** Lets search for inflection points that will reverse the tide.
- **Open source**: our new system must eventually be open to the world.

COME PREPARED
Once confirmed, participants will be asked to bone up on block-chain or conservation, depending on their knowledge gaps. Select, focused reading and short videos will be shared, and you are expected to come having reviewed them so that we can use our 2 days as efficiently as possible.

INVITATION LIST (as of March 30):

Alan Laubsch, Generation Blue	Ingo Puhl, South Pole Carbon Management
Steve Galster, Freeland	Alfred Nakatsuma, USAID
Dr. Zhang Jiqiang, Global Environment Institute	Todd Lemons, InfiniteEarth
Mia Bennett	Hans Mueller, JWT
Nick Gogerty, SolarCoin	Michael C Mitchell, MCM Group
Chris Brown, IBM	Chip Barber, World Resource Institute
Mitch DeYoung	Lindsey Hawkin, Generation Blue
John Lillic, ConsenSys	Anish Andheria, Wildlife Conservation Trust India
Simran Mulchandani, Generation Blue	Pierre Habib
Regan Pairojmahakij, WWF	Aurelia Micko, RDMA
Nick Beglinger CleanTech21	Daniel Swid, Generation Blue
Calvin Soh	Onkuri Majumdar, National Geographic Explorer
Ryan Merrill, Singapore Management University	Josie Raines, Behavior Change Specialist