

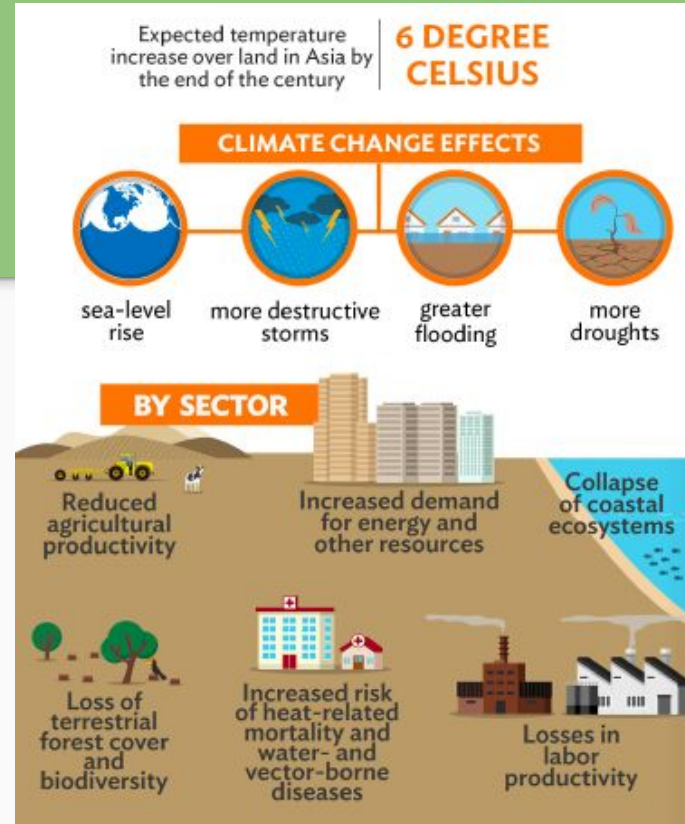


# The Climate Change Lottery

Helping fight climate change with Cardano

# The Problem

Most people would like more action taken to fight climate change, but it needs to be done in a fun and engaging way.



**PLANT A TREE**  
TO CONTROL CLIMATE CHANGE



## Mission Statement

Become the largest lottery in the world where 50% of the jackpot rewards go directly to planting trees in deforested tropical areas.

# How it works

## Step 1

A lottery is created by using  $\frac{1}{2}$  the available funds in the lotto treasury



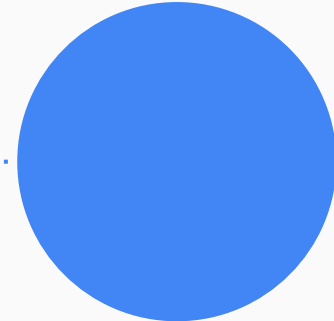
## Step 2

People buy lotto tickets and 49% goes to the current lottery, 49% goes to the lottery treasury and 2% goes to lotto administration



## Step 3

People with winning lotto tickets redeem for prizes in ADA, unclaimed funds go into the next lottery



# The Technology

All software created will be licensed under an open source license and can be used a template for other potential lotteries built on Cardano

## The solution details

- When a user purchases a lotto ticket, they will receive a lottery token with either their preferred number or a random number generated
- To claim a winning ticket, a user will submit a transaction that verifies if their token matches the winning number
- 50% of jackpot rewards will go to the winner (less taxes and government fees) and the other 50% will go to a company like Veritree (<https://veritree.com/>) to plant trees
- The lotto will follow a 6/49 lotto winning format (eg. match x numbers and win y)
- By leveraging smart contract capability, the lottery can be a trustless, blockchain program, eliminating custodial and operational risk

# Milestones

*The journey ahead*

## January 2022

Proposal approved & funded

## April 2022

Lotto smart contract beta deployed to mainnet  
Mobile app MVP completed connected to testnet  
Static website with marketing materials

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

## February 2022

Lotto smart contract alpha on testnet

## July 2022

Lotto smart contract live on mainnet  
Mobile MVP app live in the play store  
Fully functional MVP website live  
Marketing campaigns have started

# Funding

The amount of funding requested to create a minimal viable product

## Cost Breakdown (\$50K)

\$3K - DAO Company setup

\$2K - Website design & content

\$15K - Android app development

\$0 - Plutus development & deployment \*

\$10K - Marketing Campaign

\$20K - Lotto initial treasury

\* I'll work on this for free

# The Proposer



## Lawrence Ley

- 20+ yrs in web application development.
- Computer Science degree from University of Toronto
- Enrolled in plutus pioneers 2nd cohort
- LinkedIn Profile: <https://www.linkedin.com/in/lawrenceley/>



# Appendix

# Year 1

Additional funding for marketing would increase the customer base

The target for year 1 with only initial funding round

- 500K views
- 10K users
- 20K ADA winnings
- 50K ADA jackpot size
- 10K trees planted

# Customer Acquisition

As the lottery grows in popularity the user adoption will increase

- Google cost per click is ~ \$1, \$10K will attract 10K views for first 3 months, with 10% conversion rate for 1K users
- Bloggers, Podcasts, News and media outlets talking about 'The Climate Change Lottery' may generate another ~100K of views for 2% conversion rate for 2K users
- Referral and word of mouth may generated another 10K of views with 5% conversion rate for 500 users
- The lottery after first 3 months of the public launch
  - Total website views = 120K
  - Total users (unique wallet addresses) = 3.5K
  - Total NFTs minted 17.5K (5 ADA average spend, each ticket is 1 ADA)
  - Total transactions ~20K (NFT minting + burning)
  - Jackpot payouts ~ 5K ADA\*
  - Trees planted = ~2.5K\*

\* variable based on lottery payout

# References

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