

# Eartha Project

B2B Crypto payments/escrow Infrastructure

**Pitch Deck**  
4 September 2021

## Company Profile

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Company Name	<b>Eartha world INC.</b>
Date of establishment	<b>18 March 2021</b>
Address	<b>306 Victoria House, Victoria, Mahe, Seychelles</b>
CEO	<b>Taro Teshima</b>
Capital	<b>100 ordinary shares(USD1.00)</b>
Business	<b>B2B Crypto payments/escrow Infrastructure</b>



## **Earth Project**

**DeFi (Decentralized Finance) :No Bank**

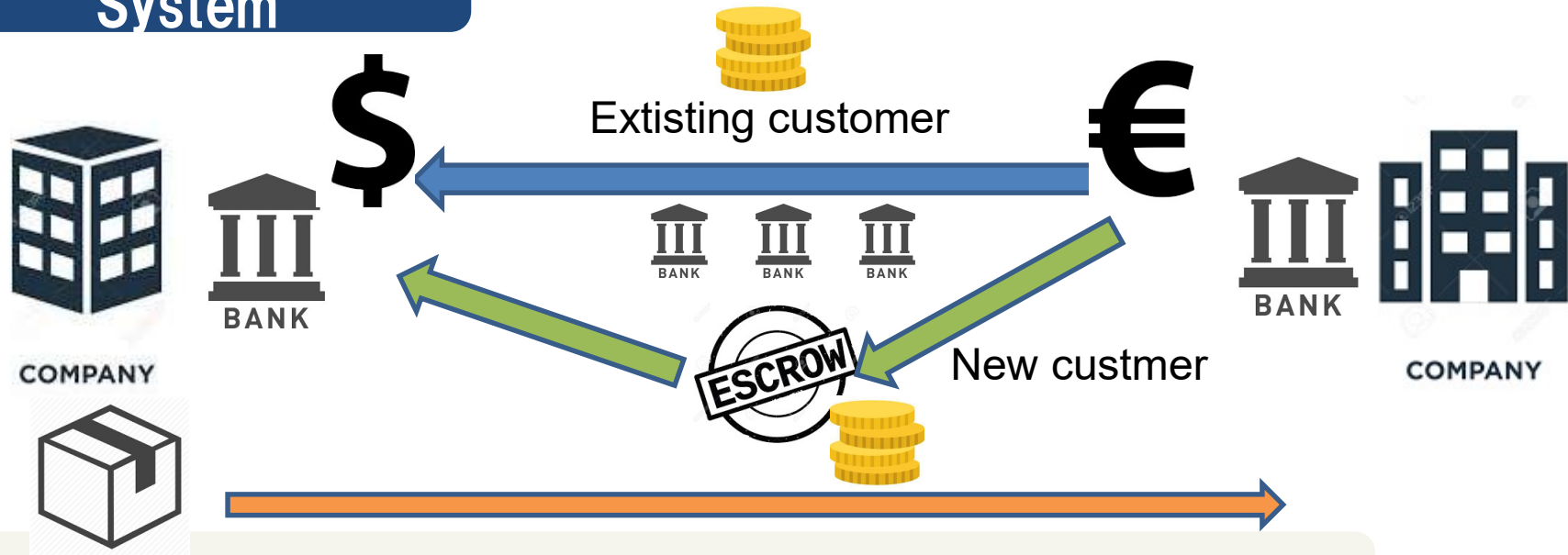
**Cripto Currency (EAR)**

**Low cost B to B Settelment Solution**

**Low cost Escrow Service**

**Point from cost center to profit center**

## Existing banking System



Basde on Banking system: credit system

High comminsion fee

High escrow commision fee



# Eartha Project



COMPANY



BANK



BANK




COMPANY

Basde on Decentralized Finance

Low commision fee =0 USD +gas Fee (2USD)

Low escrow commision fee =0.5 USD+gas  
Fee (2USD)

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	Existing banking System	 Eartha Project
Creditability	High	In progress
Network	High	In progress
Transfer fee	high (Overseas from 20€)	Low (0 USD + Gas fee)
Transaction Time	1 day–1 week	7 second
Escrow fee	high (10–30%) ex) 10,000€ invoice:1000€	Low (0.5USD+Gas Fee) ex) 10,000€ invoice:1€

## Company Purpose: B2B Crypto payments/escrow Infrastructure

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We are trying to expand cryptocurrency payments, Including B2B transactions.

Especially for escrow, there is a **cost advantage**.

Start with escrow. After that, it expand to settlement.

### Before

Escrow cost: 10~30% commission

Bank transfer cost: Domestic remittance: 2~8 USD

Overseas remittance: 10~30 USD

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### After

Escrow cost: **0.5 USD fixed fee**+ gas fee(EarthaToken equivalent to 0.5\$ fixed fee)

Bank transfer cost: Domestic remittance: 0 USD+ gas fee

Overseas remittance: 0 USD+gas fee

Note:

EarthaToken returned from Escrow can be burned. So Eartha tokens become deflationary tokens, making it harder for prices down(Deflationary token).

Note:

if the escrow period is long, the buyer can cash the escrow earlier than the deposit date by making the **EscrowNFT** and selling it.

## Why Now: Project features

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We are trying to expand cryptocurrency payments, Including B2B transactions.  
To be used in B2B, **low cost is not enough, we need to be able to do (1)&(2)**

### (1) Fiat currency-based selling price display

The selling price must be displayed in each country's currency unit, and payment must be possible for that amount.

→Our dApp and token(EAR) will make this possible.

With dApp, pay on fiat currency

USD	Amount of goods / services	20.123 USD
	Calculation ratio of escrow amount	200 %
Escrow amount (sending amount)		40.246 USD worth of EAR

### (2) The payment / deposit amount linked with the invoice data

In order for virtual currency payments to spread further, they need to be used not only in B2C but also in B2B, and for this, they need to be linked to electronic invoice data. B2B requires at least 50 times more currency than B2C, and unless virtual currency payments are expanded to B2B, they will only be used for investment. This is because virtual currencies will only be used for investments and not for payments. Corporations, unlike individuals, perform corporate accounting, auditing, and taxation, and do so across countries, so even if virtual currency settlement becomes easier, there will be no benefit if invoice data is still exchanged between companies using paper or PDF. Therefore, in order to spread virtual currency payment to B2B, it is necessary to digitize invoice data at the same time (not using PDF).

→Our incentive design make

Incentive design

**Eartha**  
give tokens to the back office  
to **change from "a cost center" to "a profit center"**

## Why Us: team

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**This project is led by members of Bank Invoice Corporation, which provides electronic billing services (SaaS) for large companies.**

**Therefore, we have sales channels and know-how to use crypto settlement for B2B transactions.**

### **Taro Teshima, co-founder, CEO**

Corporate headquarters accounting department for more than 10 years



### **Ikki Hamada, co-founder**

Engineer, corporate customer success department for more than 7 years



### **Thành Lê Văn, co-founder**

Engineer, corporate customer success department for more than 10 years  
Established a company in Vietnam after studying abroad in Japan



### **Tomonori Okazaki, co-founder**

MBA(Spain), Manager at a japanese company in Europe and start-up company



### **Shuhei Nogawa**

Site Reliability Engineer, graduate student

### **Masaru hakii**

Blockchain engineer & Tech lead, graduate student

# How does it work ?

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## 1. Agreement

Buyer and Seller agree escrow amount and cancellation / settlement conditions.

## 2. Escrow to Seller

Buyer creates an escrow with Eartha dApp.

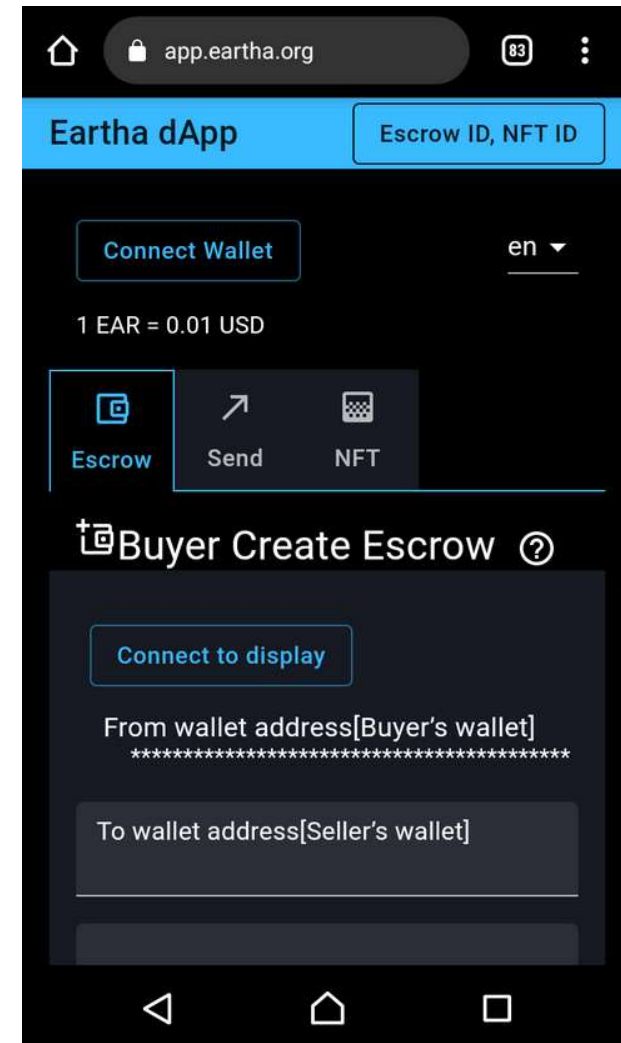
## 3. Send to Buyer

Seller delivers product or provide service.

## 4. Settlement

Seller receives EarthaToken equivalent to the amount of goods/ services

Eartha.org > Use Eartha dApp



## Traction(Q4 2021- )

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- Our service is for B2B, so we focus more on building partnerships than on the community.
- Shift from development to marketing(Oct. 2021)
- Now, we are preparing to use several platforms for verification.

### 1. Partnership building

Sales to companies using BankInvoice(SaaS), an electronic invoice sharing service, and industry-wide EDI used in the construction industry.

### 2. Sales to partners' service users and their business partners

- Focus on construction industry
- Focus on heavy equipment leasing companies
- Focus on Sole proprietor working at a construction site
- Initially, we plan to use dApp and give incentives from next year

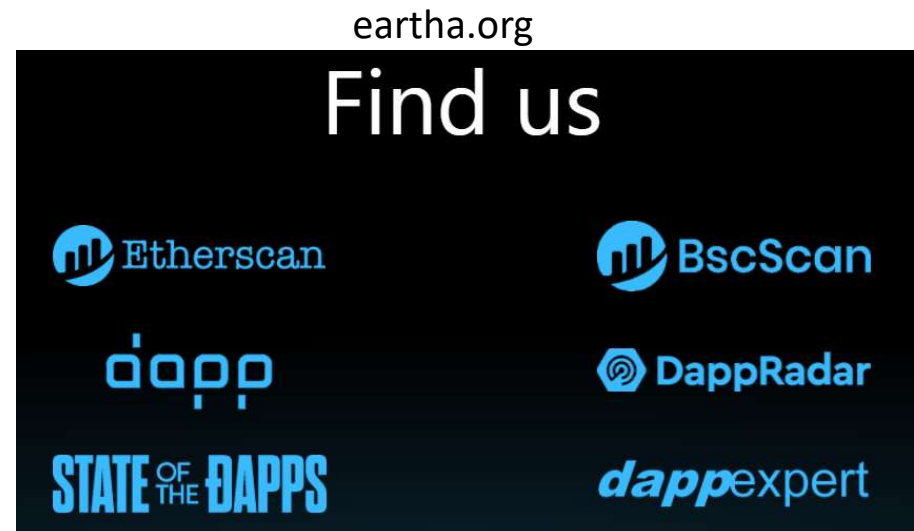
### 3. PR(B2C)

Focus on Individuals interested in crypto

\*Requires a large amount of advertising expenses

### 4. PR(B2B)

Sales to large companies interested in token design (converting cost centers to profit centers)



# Roadmap

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## 2021

### Q2

- ✓ Eartha Concept
- ✓ Market Research
- ✓ Token incentive design
- ✓ BSC LAUNCH
- ✓ Eartha dApp development

### Q3

ICO  
API development  
for cooperation with ERP/EDI/SaaS  
Eartha dApp IPFS support  
(eartha.xyz)

### Q4

**Marketing & Marketprice(SaaS)**  
OwnershipNFT escrow development  
EscrowNFT, InvoiceNFT marketprice  
(platform) development

## 2022

### Q1

Cross-chain Launch  
More Cex Listings  
WalletNFT development

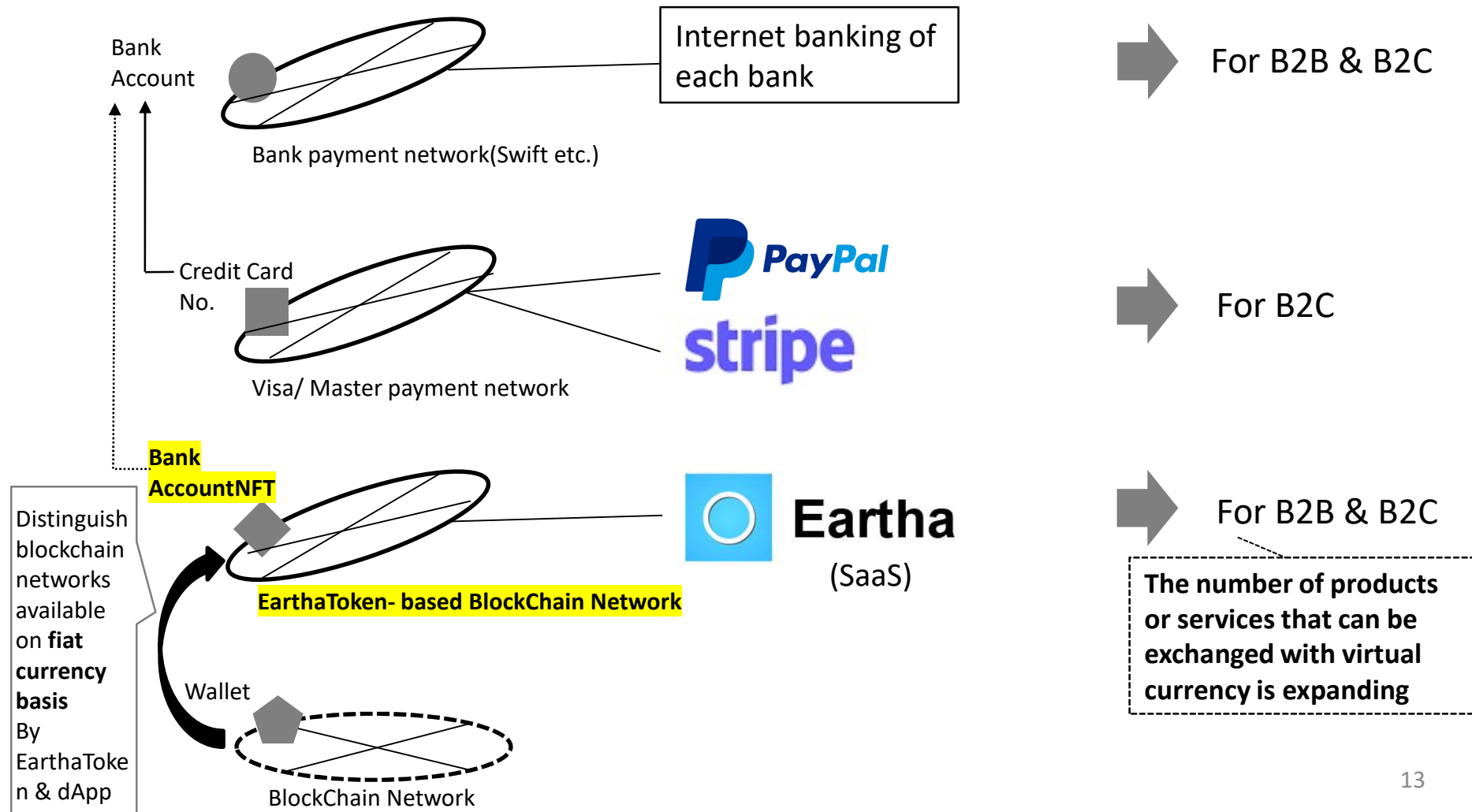
Marketing(Q4) is sensitive to the schedule of companies using partner SaaS services.

# Competition and Further Monetization(B2C)

To make it easier for users to use our dApp, we will develop an interface and provide it as a SaaS service and provide financial services using dApps, EarthaToken, payment processing software(SaaS), and APIs for e-commerce websites and mobile applications.

In combination with SaaS services,

- 1) Get the same monetization opportunity as the competition(Complement without conflict)
- 2) Make a business that enables IPO



# Questions?

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**Eartha Project**

Change the B2B world!

Invest us from a long-term perspective.