



Reforestation & Buisness Growth

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Who's This Guy?



📍 Montreal, Quebec

👉 Jean Pascal (JP) Hébert

👉 25+ years in IT sales & marketing

👉 Dad, dog-dad and dad joke enthusiast

👉 Digital Humani:

👉 Partnerships, commercial & growth

👉 Stresser of software developers

👉 Board of directors



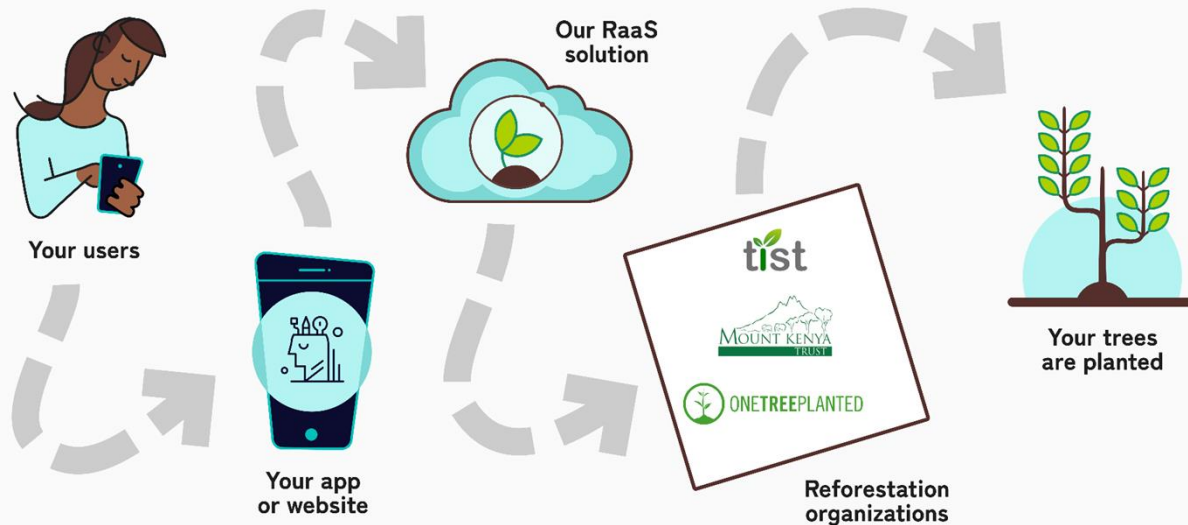
Growing Your Business You Say?

- 👉 Shift in generational commercial values
- 👉 **75%** of millennials & Gen-Zs favor brands with social engagement
- 👉 **63%** of Gen-Z more likely to buy from an organization contributing to a social cause
- 👉 “New not always best” (Depop, Vinted apps for fashion)



Digital Humani?

- 👉 Global (Montreal-based) climate non-profit tech startup
- 👉 Reforestation as a Service API (RaaS)



The Geek Slide: Integrations

zapier


Microsoft


MESA

 Magento®
An Adobe Company

 **shopify**
Soon!

Ruby

GitHub



php

Java™



The Other Geek Slide: Zapier

Wix

Shopify

Squarespace

WooCommerce

Lightspeed

Patreon

Pipedrive

HubSpot

Salesforce

Square

ThriveCart

Chargebee

Wave

Xero

Intuit QuickBooks

SendinBlue

MailChimp

Doodle

Calendly

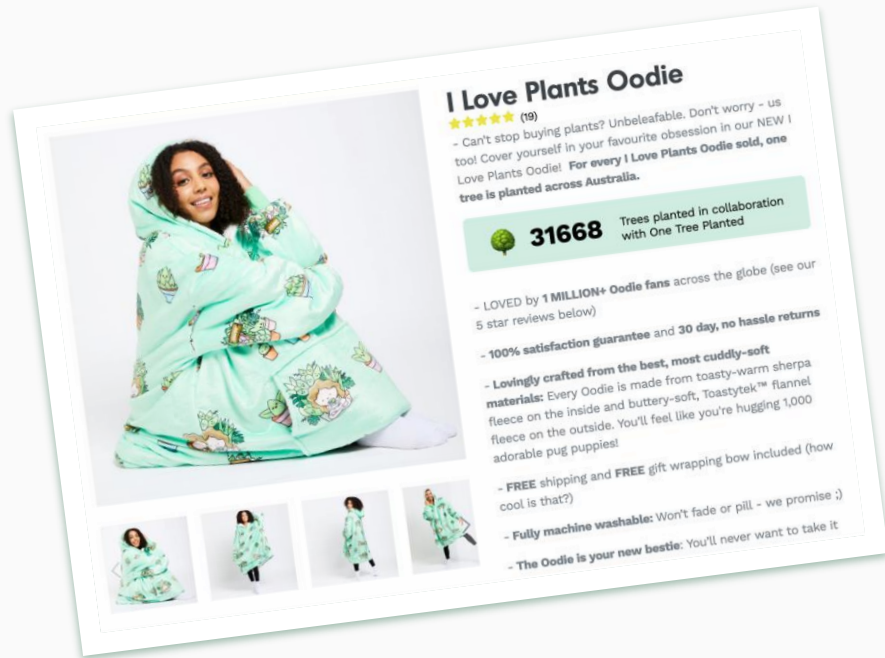


Zapier



Success Story

the
oodie™



A tree is requested for each
“I Love Plants” Oodie sold.

- 🌿 100 trees / day requested on average
- 🌿 +31,000 trees requested so far
- 🌿 Shopify-based web store
- 🌿 “Good in the Ood” program



Success Story **movinga**



Move out address



Move in address



Move date



GET YOUR FREE OFFER

Free expert call
+41 315602956



**You move, we
plant trees**



Trees help purify the air we breathe, they filter the water we drink and provide a habitat for over 80% of the terrestrial biodiversity of our earth.

onetreepanted.org, 2021

With every booking, Movinga supports OneTreePlanted's project to rebuild our forests in Europe and thus creates a healthier future for all of us.

Movinga plants over 5000 trees per month. That corresponds to approx. 250 tons of CO2 per year.

4 trees for Berlin - Hamburg
10 trees for Kiehl - Munich
Calculation example: a tree is planted every 80 km.

When you make your booking, you can see exactly how many trees are being planted.

Book your move and plant trees



In-App Actions

- 🌳 When a user does something you can plant 1 or more trees
 - 🌳 Upgrade to paid version
 - 🌳 Promos / seasonality
 - 🌳 Special items (like a green sword in a game!)
 - 🌳 Bundles
 - 🌳 Seasonality



Ecommerce

- 🌳 Sell something, plant 1 or more trees
 - 🌳 Checkout
 - 🌳 Upsell / cross-sell
 - 🌳 Promos / seasonality
 - 🌳 Special items
 - 🌳 Abandoned carts
 - 🌳 Bundles

 **WOO** COMMERCE

 **lightspeed**

 SQUARESPACE

 **shopify**

 Square



B2B

- 🌳 CRM Integrations, plant 1 or more trees when
 - 🌳 Deal is closed
 - 🌳 Payment of invoice (early?)
 - 🌳 Demo of product is completed
 - 🌳 End of quarter deal closers
- 🌳 Prospection
 - 🌳 Accept a meeting we plant a tree

Chargebee

 wave

xero

 **intuit quickbooks.**

pipedrive

HubSpot

 salesforce

 Doodle

 Calendly



Marketing & Customer Service

- 🌳 Email databases
 - 🌳 Join our mailing list, we plant a tree!



- 🌳 Cancellations
 - 🌳 Tell us why and we plant a tree!



- 🌳 Reviews
 - 🌳 Leave a review we plant a tree!



- 🌳 Webinars
 - 🌳 Attend a webinar we plant a tree!



Internal Rewards

- 🌳 Reward employees & teams when:
 - 🌳 Worthy of mention? Plant trees in their name!
 - 🌳 Individual or group objectives are met plant trees in their name(s)!



Usage Scenarios

- 🌿 Plant trees at transaction
(upsell, cross sell, feel-good, promotions, special items)
- 🌿 Email database growth
- 🌿 Leave a review, plant a tree
- 🌿 Cancellation explanation, plant a tree
- 🌿 Reward employees & teams



I'm In, What's Next?



1. Visit www.digitalhumani.com
2. Register for an account
3. Implement in the tool(s), app(s) or platform(s) you wish to use
4. Plant!



Thank you!



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