GronCard

White paper – v1

Sustainability that rewards

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Introduction

To this very day, in 2025, being sustainable is still often perceived as difficult.
Some actions have become part of our daily routine: for example, differentiate trash in order to increase recycled materials recycling, use biodegradable bags, limit food waste, optimize water consumption and many other more.

But that is not enough to provide a better future for our planet and next generations that will inhabit it, because, unfortunately, the cost of inaction, wrongly thinking that not doing sustainable actions don't have repercussions on a global scale, does have an impact on us in the end.
And we can make the difference, altogether.

What if there was a way to encourage people to be virtuous day by day?
What if there was a platform that allows us to have a positive influence and at the same time push us to keep doing it?
VeChain Foundation created it in 2024.
It is VeBetterDAO[1], an ecosystem based on blockchain technology, that rewards users who take eco-friendly actions and they are able to demonstrate them to the community with tangible proofs (like pictures), gratifying them sending specific tokens called "B3TR" which have a corresponding value of government-issued money, like US Dollar.

But there's a problem.
These tokens are not easy to be spent in the market: you need to know basic concepts about cryptocurrencies, subscribe to virtual trading exchanges (centralized or decentralized), give up sensible personal data and other tangles that discourage users, at least the majority of them, to approach this new world.

There is no use denying that blockchain sector has still a lot to do in terms of simplifications, even though 15+ years have passed by since the birth of Bitcoin

An ecosystem like that, without easy access and spendable rewards, even though it was created with noblest purposes, jeopardizes its very existence, because users won't be motivated either to stay in it or get close to it, in case they were new ones.
So the sustainability loop would eventually break.
GronCard is the missing link of a strong chain that pushes us to be virtuous.

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Executive Summary

Goals of this white paper, reduced version of the detailed one that will be published in the upcoming weeks, are:

- Highlight the problem that believe we spotted and the reason why this project was created
- Present how GronCard might solve that problem
- Show the User Experience preview
- Illustrate Business Model
- B2C/B2B strategies and implications

1. The problem

During the last months, we gathered several concrete examples of inner circle people that entered at first VeBetterDAO following our endorsement, but at the same time, after a few weeks of usage, frustrated by the complexity of converting their actions into something easy to understand and tangible, they decided to abandon the platform.

In particular, non crypto-friendly users are struggling.
They accumulate tokens via sustainable efforts, but face afterwards the challenges related to low liquidity or complicated token conversion techniques.

This issue, that is actually pretty common amongst the vast majority of crypto projects (not just VeBetterDAO), can only end up slowing or even stop mass adoption; and that is especially true for novices, because they can't catch a glimpse of B3TR practical use or application.

Truth is that we all like easy to understand use cases, even us that we are nerds and fascinated by technology.
In this regard, our CEO Pio is used to say:

- if you make it difficult, few ones will use it
- if you make it easy, many will use it
- if you make it dummy-proof everybody is going to use it

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And we would like to add:

- if you make it dummy-proof and you allow to earn from it, people themselves will act as your first sponsors, they will serve you as an automatic sounding board

The necessity of curbing VeBetterDAO abandonment and, on the other hand, increasing the customer base is our first priority, because, without users, a product/service/system is destined to die, as it happened to 99%[2] crypto projects.

And if we want to make the ecosystem to be long-lasting, we need to invert the actual extraction circle, in which DApps base their entire business model on X2Earn approach and users generate pressure sell, without having compensation and counterbalance mechanisms.

But let's be honest: asking users not to spend at least a part of their hard-earned gains, to help each other in everyday life, is inconceivable: there are countries where B3TR, even at the current value, can make a difference when people need to buy groceries and need to make ends meet; and not just that, because also in the most industrialized countries, economic crises hit hard.

It is equally unthinkable to imagine that a token can spread without being exchanged.

Even Bitcoin, at the beginning of its successful path, was worth almost nothing, but thanks to its peculiar characteristics, it gained traction: it was exchanged but also hoDled and now has reached heights and usages that very few people could have even dreamed of, like the 100K$ milestone.

Therefore we need B3TR to be traded, we need to enable new use cases adoption and we need to make B3TR widely known both inside and outside Web3.

And we need it now.

In December 2024, we started to interview VeBetterDAO users and after collecting mixed opinions and feelings from those who actively participate in the ecosystem, we came up with an idea that we feel is the winning solution and has the potential to solve an important issue for the community.
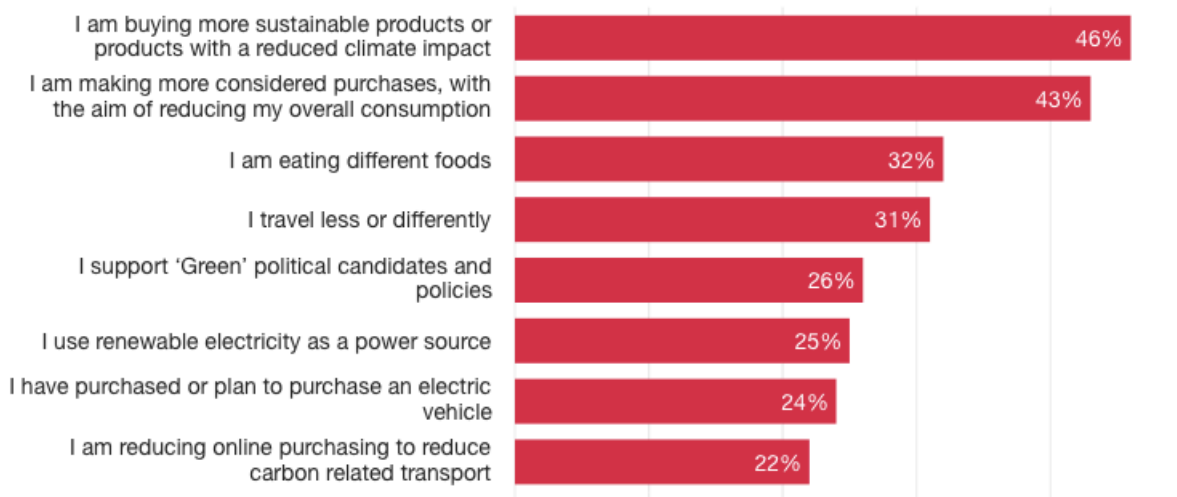
Without your contribution, this project wouldn't exist.

It is truly because of you.

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2. The solution: GronCard

One of the most important drivers, to make the population embrace sustainability as a value in everyone's life, is getting a benefit, a reward, as demonstrated in a recent PwC survey[3].

The environment is an important factor in purchasing decisions

Question: What actions or behaviours, if any, have you taken to reduce your impact on climate change?

Action	Percentage
I am buying more sustainable products or products with a reduced climate impact	46%
I am making more considered purchases, with the aim of reducing my overall consumption	43%
I am eating different foods	32%
I travel less or differently	31%
I support 'Green' political candidates and policies	26%
I use renewable electricity as a power source	25%
I have purchased or plan to purchase an electric vehicle	24%
I am reducing online purchasing to reduce carbon related transport	22%

Note: 'More sustainable products' include products with recycled materials, natural products, secondhand products and fewer plastics. Examples of 'eating different foods' include eating less meat and eating more plant-based food. Examples of travelling 'less or differently' include selecting a lower carbon footprint option, such as a train instead of a flight.
Base: 20,662 (all respondents); the base for the candidates-and-policies question does not include China and Hong Kong, SAR.
Source: PwC's Voice of the Consumer Survey 2024

VeBetterDAO is the platform that makes it possible.
Through sustainable actions that have been "accomplished in the field" (such as the purchase of bio-products or non-plastic bag usage) and certified in the blockchain, people gain tokens that are worth real money.

That looks too good to be true. But it is true, really.

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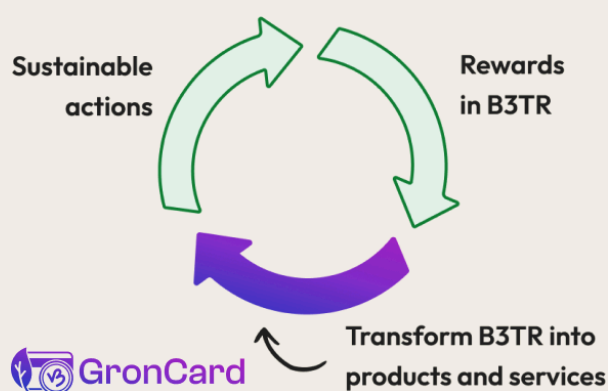
If I'm righteous I get rewarded.
So what now?
What is GronCard then?

GronCard is an innovative platform that transforms B3TR into a practical tool for everyday life; essentially it's a marketplace.
It is the heart of a digital circular economy system based on cryptocurrencies.
The product connects:

- **Sustainable actions**: Users receive B3TR for responsible behaviours (e.g. recycling, conscious shopping, participating in ec-friendly programs)
- **Rewards**: B3TR collected can be used to purchase discount vouchers or other goods and services through the DApp
- **Return to the system**: Users reinvest the tokens into redeemable vouchers fueling a virtuous cycle

And GronCard allows these rewards to be easily spent with only a few clicks on its marketplace, in order to enable users to buy everyday goods or services that might be sustainable too; moreover I will pay them at a competitive price if not lower than market price (thanks to trade deals that GronCard will sign with its partners, along with cashback that is already provided to end users for every completed order in our system)
So, why should I stop?

It is clear how a new an endless virtuous loop of sustainability is triggered at this point; and since, as a satisfied user, I'm the one to be pleased, it is very likely that I will act as a firsthand sponsor, getting the word out to my friends and causing direct a customer base growth.

In 2025, word-to-mouth is still one of the best ways to do marketing.
We trust people that we know, we consider them reliable when they give some advice.

A 2022 study stated that consumers are 90% more inclined to buy products whose brand has been recommended by a friend[4].
And a second research, conducted by Nielsen in 2023, 92% interviewed people considers suggestions coming from personal contacts more than advertising[5].
And in the B2B context, those dynamics are as well relevant: 84% decision makers say that the buying process starts with a referral[4].
Trust is the key word.

Referrals are also one of the best ways companies choose to attract talents.
Why is that in your opinion?
Because they can provide a referral bonus (reward concept emerges once again) and save money not involving an external agency or the internal business line in order to start a candidate selection path from scratch.
That's a clear win-win situation.

Same as in the sustainability circle implemented by VeBetterDAO.
One piece was missing though: a straightforward system to motivate users to be virtuous, obtaining tangible and effortless benefits.
GronCard fills this gap, transforming B3TR in concrete and usable value, by a new secure and fast process, thanks to its user-friendly marketplace.

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A new VeBetterDAO vision

Historically, organizations always had a pyramidal structure, characterized by a top-down approach.

This way it was easier to:

1. to show clear authority in the hierarchy
2. take decisions and pass them to the chain of command
3. limit uncertainty factors (that have potential to be fatal in dangerous situations)
4. facilitate replication of these models on a larger scale, in case of corporate transformations, M&A or organical growths

Army corps are an example of that.

In addition, many businesses are created within the family context, so it is natural to see them expand using such a hierarchical model.

But in recent years, these vertical structures have showed some flaws, especially when they were not balanced by dynamics related to delegation processes and autonomy and that happened for several reasons like[6]:

- monodirectional decisions that come from the top management require a lot of time to be converted in practical/effective initiatives, especially in big companies, and that slows down time-to-market
- employees feel to be just mere executors of a strategy that can't see nor comprehend, causing their work quality to be inferior compared to creative potential
- problem-solving ability gets limited because the majority of operative people and their field experience is excluded from decision-making processes, triggering detachment between expectations and actual operational tasks and results

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- lack of sense of belonging and involvement increases turnover and loss of business domain know-how built up over time which is crucial for companies in order to be competitive on the market

DAO concept and other organizational hybrid models brought to light the value of bottom-up approach; putting the user at the center, making him/her an active and important part of the system, transmitting clarity and making him/her feeling that he/she plays a role determining the company's future, great results can be achieved:
- more productivity increase
- increased ability to withstand and overcome bumps coming from external factors
- staff retention and consequently employees that are less prone to look for alternatives workplaces

In GronCard we want to take a further step ahead.
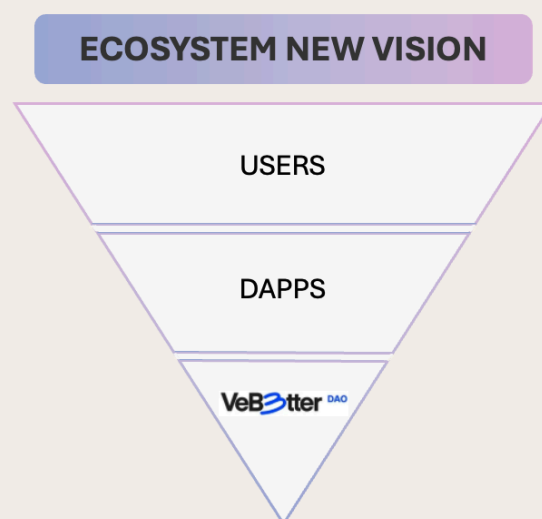This is our VeBetterDAO vision.

As you can see, it is a reversed pyramid, where users have to be considered the ecosystem cornerstone element, the fuel there is no future without.
And that is true because users:
- perform sustainable actions
- make B3TR circulating thanks to their blockchain transactions (that are created by those actions mentioned above or other value transfers)
- use DApps
- vote governance proposals
- make suggestions for VeBetterDAO improvement

ECOSYSTEM NEW VISION

USERS

DAPPS

VeB∋tter DAO

On the other hand, DApps act as intermediary that:
- provide use cases to foster token circulation
- enable users to generate a broader positive impact on environment and on general sustainability matters
- translate Foundation mission and roadmap into tangible services
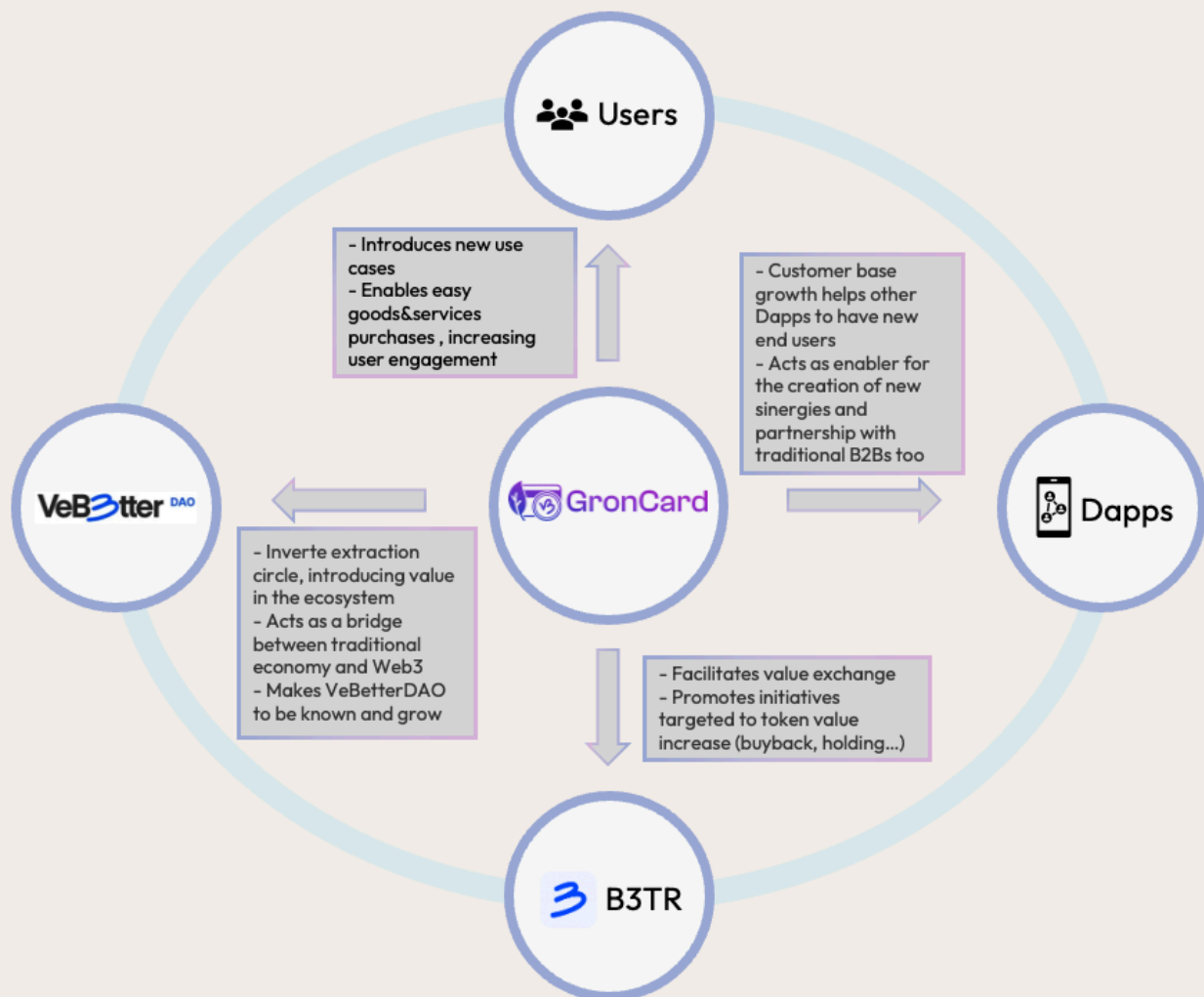
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So where does VeBetterDAO lie in this picture?

It stands at the base of the pyramid and it plays a fundamental role because:

- ❖ provides technology infrastructure through which VeBetterDAO vision can be transformed into reality
- ❖ set the game rules along with community and acts as a guarantor of respect for the interests of the parties
- ❖ designs ecosystem evolutionary roadmap
- ❖ delivers non only tech tools to allow DApps to gain consent and customer base
- ❖ inverted sustainability paradigm, immediately rewarding the execution of a virtuous action: a simple gesture today, a prompt reward and a potential huge positive impact on our future

In our opinion GronCard is vital for VeBetterDAO.

GronCard offering

Since the idea's inception, we decided to support a great variety of countries, mostly the ones that gave us feedback and showed interest from both the Web3 community and traditional sectors.

During beta test phase and first marketplace integration (realized in collaboration with our partner Greencart), we have already been able to display our catalogue to 40 states, covering almost all Europe, part of the North-South Americas, Asia; but we received requests from countries and continents that are not listed yet but soon will.

Regarding the supported gift card categories, GronCard satisfies needs that range from entertainment (eg. Netflix and Steam), e-commerce (eg. Amazon), mass-retail (Carrefour and Ikea) or others like Uber.

Offering will be steadily and quickly increased in the next weeks, both in terms of supported countries and typologies, because our goal is to enable an easy worldwide access to VeBetterDAO and usage of its capabilities.

Gift cards are just one of the potential entry points.

We are planning many more use cases and services that add value to B3TR, helping users to be more and more virtuous and consequently have a greater positive impact on the environment and their lives.

We really believe in VeBetterDAO potential, in the contribution that may come from GronCard and offer expansion of the ecosystem itself; even though it is common to find it in startups statements, especially those crypto ones, we plan long-term and our development roadmap already covers a fourth-year cycle, which is typical in blockchain, starting in 2025 up to 2028.

Users' role will be central to help us to shape the project timeline and design it altogether, based on needs that the community will signal to us.

We look forward to receiving your contribution! 💪

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User Experience preview

GronCard was conceived focusing on simplicity and directness of actions that a user is able to perform in the DApp.

Main Flow:
1. User downloads and installs [VeWorld App](#).
2. He/She creates his/her wallet Crea il proprio wallet
3. Explores VeWorld DApp Marketplace and selected GronCard
4. Opens GronCard
5. After connecting VeWorld created wallet he/she will visualize GronCard (gift cards) catalogue and his/her B3TR balance in the homepage
6. Selects country (preset by device localization settings), filtering available gift cards
7. Selects gift card, choosing preferred amount too
8. Checkouts, adding email address (it will be requested only during first order; for the following ones, a default will be retrieved according to email address used in the last order) and completes payment
9. Receives gift card within 24 hours via email; the gift card will be spendable in chosen partners' websites or Apps (eg. Amazon, Netflix...)

This workflow is obviously related to a novice that has never interacted with VeWorld; viceversa first steps are skipped and the whole experience will be even more easy, quick and satisfying.

A simplified visual representation is shown below, with a GronCard look&feel preview; UI final version may slightly, but you can still appreciate directness of its steps.

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Last but not least, the first supported language will be English (even though mockups use Italian one), but other translations will follow soon.

1. User explores Marketplace 2. User selects gift card 3. User confirms order 4. Order completed
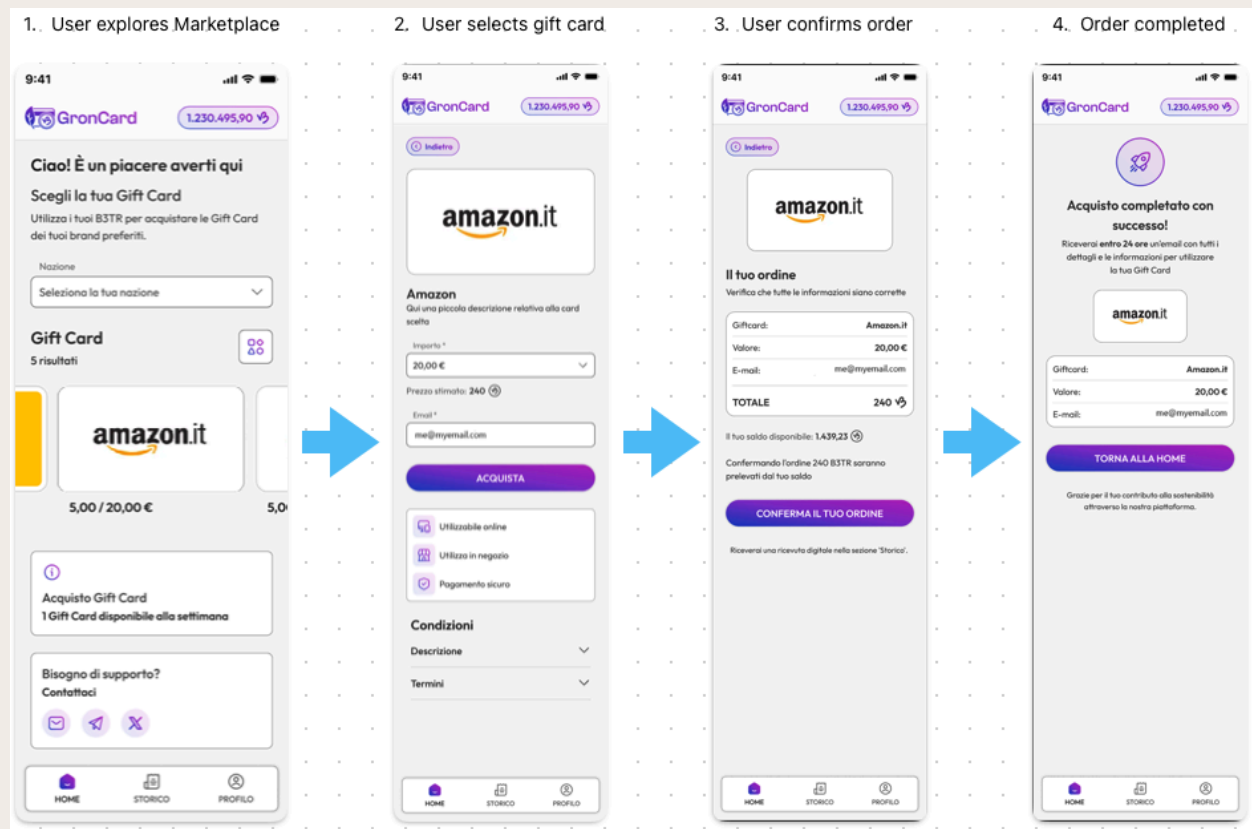
Other features will be available furthermore:
- Orders history
- User profile

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3. Business Model

First of all, GronCard was entirely financed by team personal funds.
Not a single B3TR has been spent so far and none will be at least until the end of the year; in fact, tokens will remain in the project's wallets we will present in this white paper, along with its procedures.

And that is because we strongly believe in B3TR, in its value appreciation and we want to act as a holder in the first place, setting an example for the rest of the ecosystem actors, because we think it's a winning solution.

Second, this isn't another X2Earn DApp.
It has a new different business model, disconnected from internal VeBetterDAO dynamics and based on commercial initiatives that will be put in place during the next months and years.

Especially at the beginning of our startup phase, It is clear though that participating in voting rounds is critical for us to reward the community with initiatives that give value back to end users, when they buy goods and services on our marketplace.
We will be able to offer gift cards at a competitive price, just like we are doing during the MVP launch.
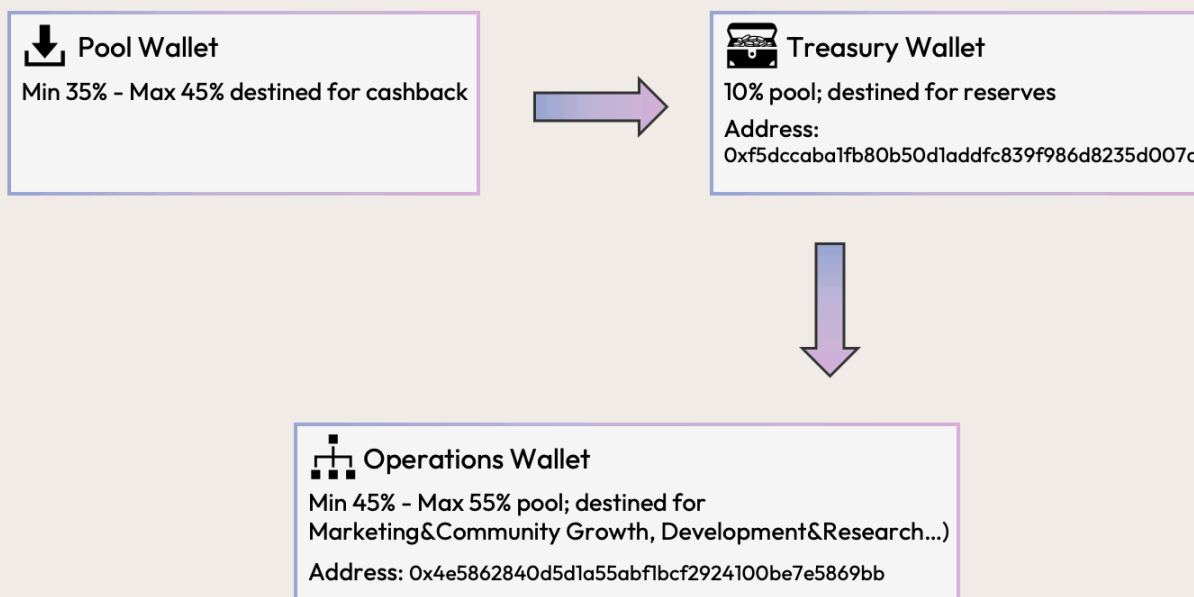
All actions related to rewards, bonuses, buybacks, staking and so on will be regulated according to mathematical models (upon the economical sustainability principle), that will enable us thorough monitoring activities.

In this regard, a financial statement, including all wallets data owned by GronCard and used for the project, will be produced, answering to transparency criteria that distinguish most virtuous companies.
We still need to figure out the frequency of this report but it will be public after every fiscal year closure, at least.

The wallets' flow can be summarized with the following image:

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VOTING ROUND WALLET FLOW

⬇ Pool Wallet

Min 35% – Max 45% destined for cashback

➡

Treasury Wallet

10% pool; destined for reserves
Address:
0xf5dccaba1fb80b50d1addfc839f986d8235d007a

⬇

⊡ Operations Wallet

Min 45% – Max 55% pool; destined for
Marketing&Community Growth, Development&Research...)
Address: 0x4e5862840d5d1a55abf1bcf2924100be7e5869bb

Pool wallet receives 100% B3TR coming from voting round, after that, depending on what following distribution scenario applies, retains a share of it; remaining part is sent to Treasury Wallet that will hold 10% and transfer the rest to Operations Wallet, which is used to cover operational costs of GronCard, as name intuitively suggests.

Here below the voting scenarios details, in which range that we mentioned above, are more particularly explained.

DISTRIBUTION SCENARIOS

Scenarios	SCENARIO 1	SCENARIO 2	SCENARIO 3
B3TR obtained via voting round	< 50000	>= 50000 & < 100000	>= 100000
Initial Allocation Pool	100%	100%	100%
Funds used for Cashback	35%	40%	45%
Operations Wallet	55%	50%	45%
Treasury Wallet	10%	10%	10%

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Let's go through a concrete example to make it clearer to you.

We choose scenario 1 for reference: GronCard receives 30000 tokens when the voting round ends, and these tokens get transferred to the allocation pool.
35% of those tokens (that are 10500) stays in the pool, available for cashback or other strategic initiatives for the community.
Remaining 65% (19500 tokens) is sent to the Treasury Wallet.
Of that 65%, 10% actually remains in Treasury (3000 tokens), whilst 55% (that is 17500 tokens) goes into Operations Wallet, created in order to handle all present and future OPEX of the startup.

Importante note: all tokens collected in these wallets won't be withdrawn (except the ones reserved for cashback of course) nor spent until the end of the year because we firmly believe in B3TR accumulation.
We will pursue other ways to finance this project and we designed our financial plan with this objective, in order to set our commitment as an example to VeBetterDAO.

As further evidence of our attachment, mathematical model described above, will be modified for the first 4 voting rounds in favor of community, because we feel it is right to reward you since you had faith in us, endorsing us in just 15 hours (We were genuinely astonished by such a short timeframe and we didn't see that coming at all as we were told that minimum average is 10-12 days) and last but not least, voting us even before we had a real product that you could touch , showing us all your appreciation and trust in the team and the initiative.

So, more precisely, from the beginning of #45 voting round (12th-18th May 2025), until the fourth voting round included fino al quarto voting round compreso (#48, that will end on June 8th allocation breakdown will be as following :
- 50% of initial allocation pool is going to be reserved for cashback related to completed order on GronCard Marketplace (and GreenCart integration)
- remaining 40% of initial pool will go to Operations Wallet
- the last 10% will be moved to Treasury Wallet

Starting with #49 voting round #49, the original scheme will come back in effect.

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Having defined an independent business model, composed by a diversification in terms of partners and businesses that come from both traditional economy and Web3 enables two more competitive advantages:

- being more resilient to crypto context adversities, in case for example, price B3TR fluctuations might occur and hit hard during bear market phases
- thinking out of the box, regarding others' proposals or making our proposals that we believe they could do good for the ecosystem and customer base, precisely because we are not only and entirely intertwined with VeBetterDAO

B2C Go-to-Market Strategy & Implications

First implication, the most important for us otherwise we wouldn't have decided to invest and build in VeBetterDAO, is related to sustainability.

At the end of the day, closing the virtuous loop we mentioned several times already, end users will be encouraged not only to stay in VeBetterDAO but also to do more for the environment and for the ecosystem, becoming real ambassadors of both of them: being rewarded for getting it right towards our planet, being able to spend immediately and effectively earnings.

Second effect, linked to the first one, is the non-direct increase of the customer base and their loyalty.

Third one is the greater gratification for end users, who, taking advantage of B3TR cashback for every purchase that is completed in the marketplace, will be motivated to use GronCard and the ecosystem more and more and so to participate as much.

The fourth implication, thanks to promotional activities and partnership with traditional channels, is the differentiation and personalization not only regarding the overall goods & services offer (that is a pivotal leverage in order to increase loyalty and keep churn rate low), but also customer base composition itself.
Biodiversity is really an important characteristic of the biosphere.

As the environment benefits from a plant and animal species great variety, that mutate and evolve according to the natural selection laws, as well an ecosystem needs a high

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degree of heterogeneity because it makes it stronger, more resilient and adaptable to challenges and even more productive[7][8].

Users that have different backgrounds, characteristics, knowledges and habits enrich VeBetterDAO: they make new needs and new B3TR use cases emerge, they expand connections both inside and outside the ecosystem, raise (potentially non-aligned) opinions, increase the chance to have a more composite, inclusive and healthy debate.
And we all intend to pursue these goals with some of the following initiatives:

- Competitive price for the goods and services offered in the marketplace (initially those will be only gift cards), thanks to cashback
- Automatic cashback distribution happens for every completed purchase and that represents as a matter of a discount on final price order
- Expansion to other ways of payment that belong to the ecosystem such as $VET and $GLO; we are still in the process of laying down usage modalities, but our intention is to fully reward only purchases that will be completed using B3TR that is the leading cryptocurrency of VeBetterDAO, because we want to push its adoption. So, cashback obtained via purchases made with other tokens will be lower, but, nonetheless, users shall convert these tokens in B3TR and have 100% of the initially destined cashback (that would have been initially distributed buying products using B3TR) in return, in order to contribute to the value re-introduction concept that we care so much
- Market analysis and recognition of consumers that are in target of our segments (both crypto-friendly and and non experts as well but that might be onboarded)
- Value proposition and positioning that are aligned with sustainability principles (waste reduction) and accessibility (goods and digital services ease-of-use)
- Multichannel product, including end users tailor-made offers and discounts (Prodotto multicanale con offerte e scontistiche ritagliate su misura per gli utenti finali (implemented with recommendations, personalizations and other offer diversification initiatives)
- Promotion and marketing strategies (digital and local ones)
- Optimization and measurement: KPI analysis, aimed at lowering abandonment rate, expanding channels and markets

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B2B Go-to-Market Strategy & Implications

B2C is "just" a face of the medal of the market GronCard looks at.

As we want to onboard users that are outside VeBetterDAO, the same applies to companies, whether large or small ones they are.

Green economy is a driving force of the worldwide economy, and that is true both because it has emerged as a global scale urgency, but also because, let's be honest, it has also become one of the buzzwords that we can't go unnoticed.

So let us reflect for a moment on two numbers: 30 and 40.

In 2022, according to Bloomberg, ESG (acronym for *Environmental Social and Governance*, a framework used to evaluate companies' sustainability and ethical impact) worldwide assets value hit 30 trillion dollars; and forecasts state that this number will be upgraded to 40T$ in 2030[9].

They are two definitely quite bombastic numbers and they give us the sense of how much interest there is about environmental topics.

Well, in our opinion, GronCard fits this picture perfectly.

In the sustainable industry, there's a multitude of subjects that work with local and small approaches, for example farm-to-table ones, that leverage direct and personal connections, in order to promote their businesses; most of them don't have vertical tech knowledge nor infrastructure to scale up and get access to bigger markets.

And if they have, they usually stay out of Web3, favoring more traditional marketing, offering and payment channels and methods.

Our project aims to create a platform that acts as an enabler, a gateway between this businesses universe, connecting them, creating new sinergies, services and products, diversifying the value chain, but always paying attention to sustainability: a whole virtuous business pipeline that at the same time satisfies both end users and firms that will collaborate and partner with us.

One of our biggest ambitions, which part of the internal team is already working on, is to bring the ecosystem into physical stores.

In fact we are designing a process, covered by NDA, that will enable users to go to a shop (e.g. your favorite supermarket), take a product off the shelf and find "VeBetterDAO" written on it. Unfortunately, we can't reveal anything else about it but, "*stay tuned*", because many more updates are to come. We are cooking, that is a promise.

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There are multiple positive implications connected to this B2B and those are:

- Offer and customer base diversification for both GronCard and partners we will collaborate with
- Chances to compete in new markets
- Enrichment of the value chain, introducing physical world contact mechanisms
- Chances to establish strategic alliances in a multitude of diverse reference sectors
- Patents creation (therefore assets that would increase GronCard evaluation) that might be ceased to third-parties in order to stimulate awareness, knowledge and curiosity about VeBetterDAO and GronCard itself
- Work closely with non-profit organizations that are committed to sustainability and design altogether specific programs related global issues like environmental health and social justice

Some of the actions we already planned to pursue those goals are the following ones:

- development of partnership and communication programs dedicated to corporate and smaller businesses
- market analysis and companies recognition that are unrelated to crypto industry but operate in sustainability and promote its values
- distribution channels expansion and creation of partnerships with companies that aim to integrate gift card in their loyalty and employer branding programs
- agreements, which are currently being defined, with mass-retail brands we cannot disclose yet; these agreements aim to facilitate cooperation amongst VeBetterDAO and businesses, creating advertising campaigns and specific use cases, using a win-win approach (names and methods are all covered by NDAs)
- NGOs and charities that focus on sustainability
- marketing campaigns specifically designed for B2Bs
- revenue model expansion

An important part of this vision is represented by DApp.
We will open our marketplace to everybody who believes in VeBetterDAO, needs to have economical sustainability and growth to ensure that it has a long-term future; we are still trying to figure out what could be the best ways to integrate but that is definitely one of our next objectives.

GreenCart has been the forerunner (thanks to Fabio and Federico that believed in the project from its very start) but others have already contacted us and shown interest.

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We need to define license agreement too, but we are about a minimal entry fee (logic and amount being studied as well) that could repay:
1. impact on our operational management cost
2. potential impact on vote allocated to GronCard; that's because allowing marketplace integration to other DApps might cause community not to use GronCard, favoring direct use of those DApps standalone and, in the end, not vote for us

As a counter though, we believe that benefits would extensively pay off:
- much more complete and appealing user experience, since end user would be able, in a potential single flow, to obtain rewards and spend them in just a few clicks, while being connected on the DApp is using without switching to other ones
- showcase for a DApp, because 50% of fees requested for integration will end up in a buyback wallet (blocked for 12 months), while the other 50% might be used to cover operational costs or low cashback situations (for example if B3TR has a low market value)
- further piece of the puzzle transforming actual vicious B3TR extraction circle into a brand new virtuous one, based on value injection. B3TR in fact would be spent in the ecosystem and will stay in the ecosystem, fueling a potential infinite value loop
- GronCard will give priority to Dapp that will decide to adopt this innovative service, regarding for example promotional campaigns and so on

These are just some of the advantages (and many more are about to be announced) under discussion in order to make our business model long-lasting and disruptive and to become a platform available to our partners, so that we can pursue our common interests, related to sustainability and financial growth.

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4. Conclusions

GronCard stands out as a key and necessary solution in order to make the value of B3TR tokens, that are earned with sustainable actions performed in the VeBetterDAO ecosystem, concrete and tangible.

Directly addressing challenges related to liquidity and conversion issues, GronCard opens up new possibilities for end users, allowing them to use their B3TRs and buy via a new and dedicated marketplace that will initially include gift cards but it also aims to cover other types of tools, goods and services.

Facilitating token's exchange and conversion and actively promoting B2B partnerships with firms that care about sustainability, GronCard not only solves problem regarding usability and offer diversification, that is essential to attracting and retain new market segments, but it also acts as a catalyst to furthermore stimulate the adoption of sustainable practices and behaviors in everyday life.

Contributing to a greener and more responsible future, GronCard integrates environmental well-being straight into daily purchases,potentially influencing individual attitudes, corporate policies and global market dynamics.

It ultimately represents a real step forward towards decentralized finance integration with the real economy, guided by sustainability values.

Gron is the new Green! (Please vote for us! 😀)

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5. Team

GronCard squad is entirely based in Italy and consists of ten members already, each of them with personal expertise but all united by passion for VeBetterDAO ecosystem and sustainability values.

Altogether it can claim a varied and significant mix of experiences ranging from digital and physical products creation, strategic advisory to mobile and blockchain software development and even real economy (mass-retail market, real estate, publishing just to name a few).

This blend perfectly reflects GronCard vision that aims to be a bridge between Web3, Web2 and the "traditional" world.

Pio: GronCard founder and CEO, con un ten-year military background of missions abroad in operational war theatres like Kosovo, Bosnia, Albania, Macedonia and Iraq. Since 2015 successfully invests in real estate and in the last 8 years in blockchain too; $VET holder since 2017 (when token ticker was still "VEN"), prominent figure of the VeChain community, but not just the Italian one, instantly believed in VeBetterDAO and its potential since its very first steps.

His attention to details and ability to establish a trust and transparency bond with the user base, are part of the backbone on which GronCard is built..

Jacopo "DioBrando": COO, IT manager with more than 15 years tech and business experience in several industries (eg. services, Mechanical Engineering, Gaming, Fashion and Travel) both in software factories and consultancy; sustainability startupper since 2019, VET holder since 2017, merged his vocation as hopeless nerd with the goal of doing something real in order to help the planet.

Vincenzo: CFO, 20-years management and procurement in big business units, is a sustainable financial models'; hes is a sports fan too, but only supports clubs that have books in order 🙂

Antonio: CMO, seraphic, always smiling and in a good mood, multiplatform social SME, transfers his passion and enthusiasm in communication management both with end users and firms. He loves good wine and good company.

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Giorgio: Senior Blockchain Developer, Computer Science Master's Degree in Milan, consultant, startupper founder already, is devoted to sustainability and social commitment topics. He loves to travel and always brings abroad experiences fulfillment with his work.

Marco: Senior Software Engineer, Computer Science Master's Degree Magistrale in Informatica, consultant, professional full stack developer but (secretly) in love with all backend technologies. Meticulous and perfectionist, he is nonetheless impeccably capable of getting into the startupper role, ready to experiment and release according to continuous improvement perspective.

Alessandro: the youngest and the most reflective, always ready to help. 360° Software Developer but convinced frontender, expert in established technologies (React, Angular, TypeScript) but equipped to experiment cutting-edge ones.

Michele: National Key Account & Sales Manager, with more than 25 years experience has worked with top Italian firms in several industries like mass-retail markets, petrochemical and manufacturing (eg. Carrefour, Finiper, Tigros, Italchimica, Cartiere Carrara Spa). Skilled in marketing strategies, negotiation and data analysis, a great connoisseur of the local areas, distribution and sales networks, he is responsible for creating and managing GronCard commercial pipeline.

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