

Eco Reward Community Platform – Business Model & Logic Plan

Platform Concept

A wellness + environmental action platform where users:

1. Buy a participation product/package
2. Complete positive daily tasks
3. Build a community/team
4. Earn rewards gradually based on:
 - Task completion
 - Community contribution
 - Product participation
 - Consistency
 - Verified impact

The platform promotes:

- Healthy lifestyle
 - Nature protection
 - Social positivity
 - Community engagement
 - Digital accountability
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Important Legal & Compliance Note

Your original idea resembles a high-risk investment or MLM structure if money is returned with guaranteed profit only through recruitment.

To make it legally safer and sustainable, position it as:

NOT:

- Investment scheme
- Double money plan
- Guaranteed returns

- Deposit business

INSTEAD:

A:

- Reward-based wellness membership
- Task & impact reward ecosystem
- Community engagement platform
- Product + service membership model

Rewards should depend on:

- Activity completion
- Platform engagement
- Verified participation
- Referral/community contribution
- Reward pool performance

Avoid promises like:

- “Guaranteed 10% return”
- “Fixed daily income”
- “Assured profit”

Instead use:

- “Earn reward credits”
- “Performance-based bonuses”
- “Community impact incentives”

Suggested Platform Name Ideas

- GreenRise Rewards
- EcoEarn Community
- NatureTask
- Heal & Grow
- GreenChain Wellness
- Positivity Pay
- Earth Mission Network
- EcoHabit Rewards
- Daily Karma App

- GrowTogether
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Core Business Structure

1. Membership Product System

Users purchase:

- Digital wellness programs
- Eco kits
- Yoga memberships
- Plant kits
- Skill courses
- Organic products
- Community memberships

Example Plans:

Plan	Price	Reward Pool	Duration
Starter Green	₹1000	Up to ₹1100 credits	30 Days
Eco Plus	₹5000	Up to ₹5750 credits	45 Days
Nature Leader	₹10000	Up to ₹12000 credits	60 Days

Daily Task System

Users must complete tasks daily.

Example Task Categories

Health Tasks

- Yoga
- Walking

- Meditation
- Drinking water tracking
- Healthy meal photo

Nature Tasks

- Water plants
- Plant tree
- Clean local area
- Avoid plastic
- Compost waste

Social Positivity Tasks

- Share motivational quote
- Help someone
- Promote eco awareness
- Invite community members

Learning Tasks

- Watch eco education video
 - Read wellness article
 - Attend webinar
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Task Submission Flow

User Side

1. Open app
2. View daily tasks
3. Upload proof:
 - Photo
 - Video
 - GPS check-in
 - Selfie
 - Social share link

Admin Review

Team verifies:

- Task genuine or fake
- Correct activity completed
- Quality score

Reward Process

If approved:

- Daily reward credits unlocked
- Wallet updated
- Streak maintained

If rejected:

- User notified
 - Can re-submit
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Reward Wallet Logic

Example

User buys ₹1000 package.

Potential reward pool:
₹1100 over 30 days.

Daily unlock:
₹36.67/day approx.

But only if:

- Tasks completed
- Community rules followed
- Referral requirement met

Missed task:

- Day reward locked
- Streak reduced

Referral & Community Model

Community Building Requirement

User must introduce:
Minimum 5 active members.

Rules:

- Members must purchase eligible plan
- Members must remain active
- Fake IDs prohibited

Referral Reward Structure

Example

Action	Reward
Direct Referral Purchase	5%
Team Activity Bonus	2%
Eco Leadership Bonus	1–3%
Monthly Active Team Reward	Extra credits

Sustainable Revenue Model

The platform earns through:

Revenue Source	Example
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Product Margin	Wellness products
Membership Fee	Platform access
Withdrawal Fee	5–10%
Brand Partnerships	Eco brands
Ads & Sponsorships	Health companies
Premium Courses	Yoga/fitness
Marketplace Commission	Organic sellers

Withdrawal Rules

Example Policy

Users can withdraw:

- Weekly
- Monthly

Conditions:

- KYC verified
- Minimum tasks completed
- Minimum active days
- Community compliance passed

Withdrawal fee:
5–10%

Anti-Fraud System

Detection Features

- AI image duplicate check
 - GPS validation
 - Face verification
 - Task timestamp
 - Referral fraud detection
 - Multiple account blocking
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Gamification Features

Levels

Level	Requirement
Green Beginner	7 Days Active
Eco Warrior	30 Tasks
Nature Leader	5 Referrals
Earth Ambassador	100 Team Tasks

Rewards:

- Badges
 - Extra bonuses
 - Marketplace discounts
 - Leaderboard ranking
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Platform Workflow Logic

Complete Flow

Step 1

User registers

Step 2

KYC verification

Step 3

User purchases plan/product

Step 4

Daily tasks unlocked

Step 5

User submits task proof

Step 6

Admin/AI verifies tasks

Step 7

Reward credits added

Step 8

Referral/community tracking

Step 9

Eligibility checked

Step 10

Withdrawal processed

Suggested Technical Modules

User App

- Login/Register
- Wallet
- Tasks
- Rewards
- Referrals
- Marketplace
- Notifications

Admin Panel

- User management
- Task review
- Fraud detection
- Wallet approval
- Withdrawal approval
- Analytics

AI Features

- Image verification
 - Task validation
 - Duplicate detection
 - Leaderboard calculation
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Suggested Technology Stack

Since you already work with app/web ideas and beginner-friendly systems:

Frontend

- Flutter
- React.js
- Next.js

Backend

- Node.js
- Firebase

- Supabase

Database

- PostgreSQL
- Firebase Firestore

AI Verification

- Python AI models
 - TensorFlow
 - OpenCV
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Reward Distribution Logic (Safer Structure)

Instead of guaranteed profit:

Use:

“Dynamic Reward Pool”

Example:

- 70% revenue → user reward ecosystem
- 20% company operations
- 10% sustainability reserve

This makes system more legally sustainable.

Terms & Rules Draft

User Rules

1. One person = one account
 2. Fake task submission prohibited
 3. Fake referrals prohibited
 4. Daily activity mandatory
 5. Platform can reject invalid proof
 6. Rewards are performance-based
 7. Platform may modify reward structure
 8. KYC mandatory for withdrawal
 9. Abuse/spam leads to suspension
 10. Rewards are not guaranteed investment returns
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Sustainability Mission

Every User Action Should Help:

- Health improvement
 - Environmental awareness
 - Tree plantation
 - Plastic reduction
 - Social positivity
 - Community support
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Advanced Future Features

Later Expansion Ideas

- Carbon credit integration
 - NGO partnerships
 - Local eco missions
 - Smart farming integration
 - Fitness tracker integration
 - Government sustainability campaigns
 - Green business marketplace
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Safer Positioning Statement

Use this on website/app:

“Our platform rewards users for consistent participation in wellness, environmental, and community activities through a gamified engagement ecosystem. Rewards are activity-based and not fixed investment returns.”

Recommended Launch Strategy

Phase 1

- Simple task system
- Manual review
- Wallet system
- Basic referrals

Phase 2

- AI verification
- Community missions
- Marketplace

Phase 3

- NGO partnerships
 - Corporate sponsorship
 - Gamified eco economy
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Important Risk Warning

Avoid making the platform look like:

- Ponzi scheme
- Pyramid scheme

- Investment app
- Money circulation scheme

Focus heavily on:

- Real products/services
- Genuine community activities
- Verified task rewards
- Wellness & environmental mission

Otherwise legal and payment gateway issues may arise in India.