Summary

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"Create the largest worldwide community committed to the protection of the environment through gaming and blockchain"

Founded by Clément Le Bras (ex-founder of lilo.org, 6 million active users per month and €10 million in revenue), My Lovely Planet is the Web3 mobile game designed to protect the Environment, accelerated by the Ubisoft Lab, and powered by the Polygon blockchain 🌎

The game My Lovely Planet is already available on App Store and Play Store.

My Lovely Planet has more than 1.5 million followers accross all our social network (Instgram, X, Tik Tok)

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The concept is simple: when you plant trees in the game, we plant trees in the real world.

Our goal is to create **a community of 100 million players to act together by 2030** to:

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- Plant one billion trees
- Clean up 1 million tons of waste from the ocean
- Protect biodiversity (40,000 endangered species)

With My Lovely Planet, you can play an ultra-fun game, meet and challenge millions of other players all around the world, and protect the Earth.

It's the simple and fun way to act for the climate that the new generation has been waiting for!!

We are part of **Ubisoft Entrepreneurs Lab** @Station F, and we have won the "**Unity for Humanity**" award, one of the most selective gaming program on the planet.

We address the fast-growing 100 billion dollar mobile gaming market with an innovative value proposition that appeals to the new generation.

Our vision for the game is to become the main worldwide casual game with 100 million active players that contribute to protect the Earth.

Next
Mission and Vision

Last updated 1 year ago

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Made with love by the My Lovely Planet team 🪴 ❤️

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