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Mission:Planet - Harnessing Compound Interest and Token Economics to Fund Climate Action at Scale.

K Allen

The climate crisis demands unprecedented mobilisation of capital, yet traditional funding approaches have proven insufficient. Mission:Planet introduces a revolutionary model that combines the power of compound interest with innovative token economics to create a self-sustaining engine for climate action funding.

At its foundation, Mission:Planet is structured as a trust with the planet as its sole beneficiary in perpetuity. This unique structure ensures complete alignment between financial returns and environmental impact, while eliminating conflicts of interest inherent in traditional corporate structures. The trust operates through two distinct but complementary business streams: pure profit-generating enterprises (such as banking and financial services) and profitable net-zero businesses (including renewable energy, sustainable transport, and forestry operations).

The model's transformative power lies in its application of compound interest – Einstein's "eighth wonder of the world." By reinvesting profits from both business streams back into growth and climate action, Mission:Planet creates an exponential growth cycle. This is further enhanced by the trust's commitment to employing top talent, offering compensation in the top 10th percentile to attract and retain the best minds in sustainable innovation.

To rapidly scale this model, Mission:Planet introduces the M:P token - a smart cryptocurrency with initial minting of 1 trillion tokens at \$1 each. This innovative tokenization approach effectively doubles the economic impact: while 100% of the proceeds fund climate action through the trust's businesses, token holders retain value through their M:P holdings. The token's price stability is maintained through a sophisticated mechanism tied to the underlying business value, with a 65% loan-to-value ratio providing a robust price floor.

Project selection follows a rigorous process: Source (identifying shovel-ready projects), Select (evaluating speed and impact potential), Decision (trustee voting), Execution, and Measure (comprehensive impact reporting). Crucially, while Mission:Planet measures success through environmental impact, it explicitly embraces "Profit for Good" - targeting 80% of projects to have strong commercial fundamentals, ensuring perpetual funding capability.

The token's mintable, burnable, and governance capabilities provide additional economic controls, while the trust structure ensures all value creation serves the planet's interests. This creates a virtuous cycle where environmental protection drives profit, and profit enables greater environmental protection.

Mission:Planet represents a paradigm shift in climate action funding, moving beyond traditional philanthropy or government funding to create a self-sustaining, profit-driven model that can scale to meet the climate crisis. By combining the power of compound interest with innovative token economics, it offers a practical path to mobilizing the trillions needed for effective climate action while providing investors with a compelling value proposition.

This paper presents the theoretical underpinnings, practical implementation, and potential impact of the Mission:Planet model, demonstrating how financial innovation can help solve our most pressing environmental challenges.