Beat: Business

FRENCH BUREAU LAUNCHES CRYPTO CORALS POSITIVE IMPACT INVESTMENT PLATFORM

VIRTUAL CORAL CALLED CRYPTOCORAL

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USPA NEWS - The idea is part of an observation: 50% of corals have disappeared in the last 30 years. Yet they are home to 25% of marine biodiversity and more than 850 million humans depend on it. It is possible to save them by replanting corals, but the NGOs and institutes that do it lack visibility and means. French Bureau imagines and build the products and services that answer the business needs of our corporate clients. French Bureau is committed to working in a meaningful, sustainable and economically positive way.

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Each CryptoCoral finances the planting of a true coral by one of the project's partner institutes. The goal: replant 1 Million Corals within 2 years. Users are therefore both players, donors and investors. The CryptoCorals, by their nature of digital assets, allow to give an economic value to something that until now did not have any: corals. It is a positive, sustainable and profitable investment at the initiative of French Bureau. The project is currently being incubated in French Bureau's "start-up studio". CryptoCorals will be available on the https://cryptocorals.co/ platform by mid-December. French Bureau is an innovation studio that supports companies in the creation of new business models, new services and new products. Composed of forty engineers, designers and business developers divided between an innovation office and a startup studio, French Bureau aims to change the world with businesses.

ABOUT FRENCH BUREAU : INNOVATIVE IS A BUREAU TO TURN AN INTUITION INTO A READY TO LAUNCH ACTIVITY CREATIVITY AND MEANING----------

We imagine and we build the products and services that answer the business needs of our corporate clients. And we are committed to working in a meaningful, sustainable and economically positive way.

AT THE SPEED OF A STARTUP ----------

We dedicate our minds and skills to our clients to help them detect, design and launch innovation opportunities at the speed of a startup. For real! Through our Innovation Challenges, our clients go from a business challenge to an operating prototype in just 4 months. We bet on ourselves ““ and on you. We nurture and give life to our ideas in our startup studio. We don´t simply imagine: we test our concepts on the market, we confront them with real users, and we never stop improving our innovations. We are a startup. We build startups." Source French Bureau,

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