Mincheol is a social venture entrepreneur, and creative director with a sophisticated understanding of social engagement campaign, contents development, and business entrepreneurship. He studied character animation in Film & Video department at California Institute of the Arts, where was founded and created by Walt Disney.

At his age of twenty-four, he founded a social venture company Tree Planet that allows users to grow their own virtual trees by simply playing a free smartphone game. The fully-grown virtual trees are then gathered together and turned into real-life forests. The game was selected as an official application of the G20 Seoul Summit. In 2011, and following series reached over million users by providing remarkable advertising impact for global partners (UNCCD, UNICEF, World Vision) and sponsors (LG, Hanwha, Double A, ING). With this creative business model, Tree Planet was awarded as a 3rd place winner at Global Social Venture Competition in 2011.

In 2015, Mincheol launched a crowd funding platform to make memorial forests to remember historical tragedies such as Sewol Ferry Disaster and Japanese Military Sexual Slavery issues. These business model triggered Korean society to establish new way of memorizing and honoring man-made disaster. The funding campaign successfully raised about $300,000 USD.

As COVID-19 pandemic changed nearly everyone’s lifestyle, Mincheol and his team is developing indoor plant business with the mission to let everyone to have small forests in their home. He’s developing self-watering plant pot with innovative technology to reduce barriers in growing indoor plants. When one tree is being sold, Tree Plant plants another tree in the forest with its profit. With his business model, tree planet planted about 150,000 trees, and trees are being planted in every 3 minutes now.

Mincheol is dedicating his time to make more forests across all nations. He and his team have built 314 forests in 14 countries planting 1,130,000 trees. He believes more people will participate in Tree Planet’s mission to make earth green again with creative ideas and partnership between businesses and civil society.