

# ENERGY CASH WHITEPAPER



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The reason for this record is for each supporter to pick up an unmistakable knowledge into our plan of action and our long haul vision.

Since our origin, we have figured out how to develop into a solid system, on account of the network of introductory supporters and accomplices, to whom we owe appreciation for the outcomes that we have accomplished to complete first form of Energy Cash and will enhance later on.

White Paper can be subject to updates. We suggest that you review this information periodically for changes.



## **UTILITY TOKEN WITH MULTIPLE BENEFITS**

30 NOVEMBER 2018 - THE NETHERLANDS

**WWW.ENERGYCASH.XYZ**

### **PLEASE NOTE**

This document solely constitutes a description of the Energy Cash platform and the functionality of Energy Cash tokens.

This document does not constitute a prospectus of any kind. It is not a solicitation for investment and does not in any way pertain to an offering of securities in any country.

### **ALSO PLEASE NOTE**

The Energy Cash tokens described in this white paper refer to the Energy Cash tokens on a Waves launched blockchain.

Due to general regulatory uncertainty surrounding crypto tokens, can this whitepaper be adjusted regularly.

### **LIVE - PLATFORM**

LIVE:  
<https://www.energycash.xyz>  
Token: Energy Cash  
Token : EGC

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No rights or obligations can be derived from this white paper. The exchange agreement that a person participating in the crowdsale will enter into, is the only document setting out mutual rights and obligations, and that agreement supersedes and prevails over this white paper.

WHEN YOU SHOP USING THE  
ENERGY CASH BROWSER  
EXTENSION OUR NETWORK  
PARTNERS CONTRIBUTE A  
PORTION OF YOUR SPENDING  
TO CARBON OFFSET  
PROJECTS



Join our Cause | Join our Community

## BENNEFITS

The Energy Cash token (EGC) will have a number of compelling advantages:

1. Reduce CO2 in the world
2. Invest in renewable projects and startups
3. Making use off a whitelist voting system
4. Multi-signature wallets
5. Direct tradable on decentralised exchange true your secure browser client wallet
- 6 .Your Funds and other altcoins in 1 secure browser client wallet
7. Earning Tokens by surfing online
8. Online Traffic for merchants at a low cost
- 9 . Buy tokens with your creditcard inside your wallet
- 10 .Buy tokens with BTC,ETH,LITECOIN,WAVES,MONERO ,DOLLAR, EURO
11. User friendly and good support

## THE FOUNDERS

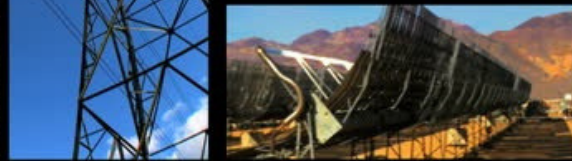
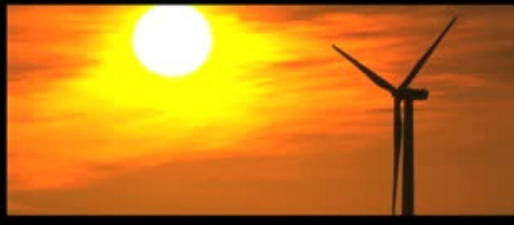
Energy Cash was founded mid 2018 by Pedro Jose and he decided to help solve the problems around the reduction off CO2 in the world. These seasoned online marketing professional, Webdesigner and climate activist is the core of the Energy Cash team, supplemented by free-lancers and block- chain experts.

We are looking forward to you joining us on our journey to combat climate change!

Organization Energy Cash  
Chamber of Commerce number 73303690  
Location number 000041356373  
Current address Bolestein 580  
1081EK Amsterdam The Netherlands  
Trade name Energy Cash

## ENERGY CASH TEAM

## RENEWABLE PROJECTS



## INTRODUCTION

There is a great deal of evidence that the Earth's climate has warmed over the past century.

### Earth's climate has warmed

Both natural and human influences have affected climate over the past century, but it is extremely likely that human influence has been the dominant cause of the observed warming since the mid-20th century.

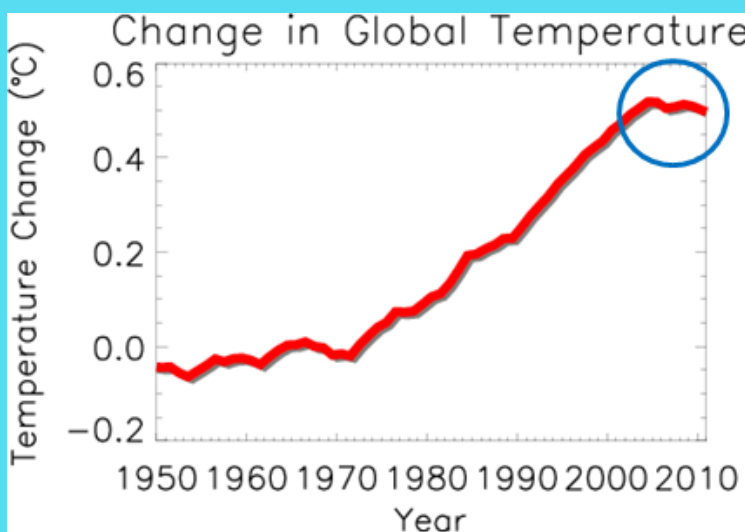
The evidence that climate has changed over the past century includes temperature observations over land and sea, as well as measurements of rainfall, sea levels, and ocean acidity and salinity.

### Global changes

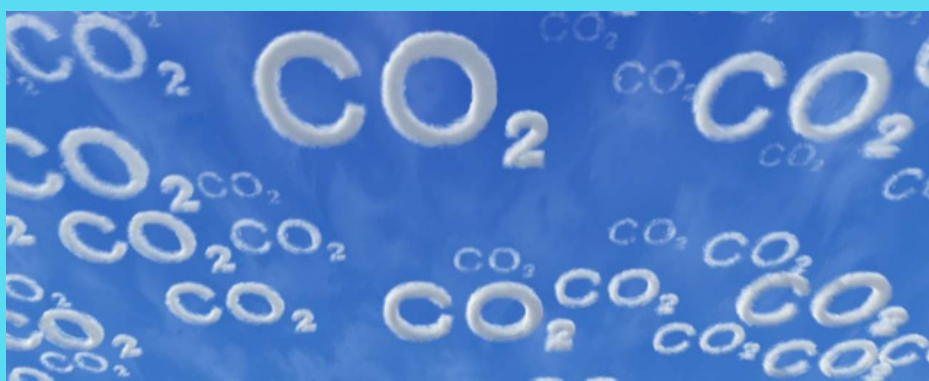
The heat content of the world's oceans has increased during recent decades and accounts for more than 90 per cent of the total heat accumulated by the land, air and ocean since the 1970s. On a global scale, the ocean warming is largest near the surface, and the upper 75 m warmed by between 0.09°C and 0.13°C per decade over the period 1971–2010.

### Why are these findings important?

Increasing greenhouse gases are causing an imbalance between the amount of sunlight absorbed by Earth and the thermal radiation emitted back to space which is causing the climate to warm. However, warming at the surface appears to have slowed down over the last decade (see diagram, right). Our new findings show that heat is continuing to build up below the sea surface; this means global warming has actually not slowed down.



## CO<sub>2</sub> and other Greenhouse Gas Emissions



Carbon dioxide (CO<sub>2</sub>) is a gas essential for life—animals exhale it, plants sequester it. It exists in Earth's atmosphere in comparably small concentrations, but is vital for sustaining life. CO<sub>2</sub> is also known as a greenhouse gas (GHG)—a gas that absorbs and emits thermal radiation, creating the 'greenhouse effect'. Along with other greenhouse gases, such as nitrous oxide and methane, CO<sub>2</sub> is important in sustaining a habitable temperature for the planet: if there were absolutely no GHGs, our planet would simply be too cold. It has been estimated that without these gases, the average surface temperature of the Earth would be about -18 degrees celsius.

## The Energy Cash solution is based on the following principles :

The issues surrounding Climate change and reduce our carbon footprint can be solved by using the key features of blockchain technology (decentralised smart contracts and independent validation).

A complete solution needs a system that tracks and attributes every single click/referral of a prospect that convert into a sale.

The only way to track every click/referral is to build a fully dedicated blockchain affiliate browser client from scratch.

## **ABSTRACT**

Affiliate Marketing is the main genuine "pay for execution" model of Online Marketing: Whereas Search Engine or Display Advertisements rewards snaps, perspectives or referrals, Affiliate Marketing rewards real deals accomplished. In this manner, Affiliate Marketing ought to ostensibly have one of the biggest offers in Online Marketing, which isn't the situation as the present framework has significant issues. This white paper plots how Energy Cash expects to use Affiliate Marketing to reduce CO2 in the world.

Energy Cash re-designs Affiliate Marketing and make good use off it: The Energy Cash blockchain arrangement makes the go between in Affiliate Marketing (the Affiliate Network) out of date by building up an immediate association between Merchants and startups attempting to reduce CO2 in the world true renewable energy projects. This implies the mission of Energy Cash is to diminish the high Affiliate Network expenses paid by Merchants by up to 50% and help entrepreneurs in developing countries in particular that have difficulty getting funding for their projects.

The recommendation and solution:

1. A blockchain build on the waves platform.
2. Completely modified usage of smartcontracts
3. The Energy Cash will be like any current blockchain Affiliate Network.
4. Commissions among Merchant and users from the Energy Cash affiliate browser extension will be paid in Energy Cash tokens.
5. The Energy Cash Network Fees will be paid by the Merchants in Energy Cash tokens.
6. Energy Cash Alpha platform is as of now running in a test domain.
7. The People behind Energy Cash will promptly contribute vital traffic to the undertaking by contributing the arrangement flow of an effective existing Marketing business. This business is right now dynamic in two of the most created markets on the planet (Cryptocurrency and Retail). This will guarantee both moment piece of the overall industry for Energy Cash - just as a prompt fluid market for Energy Cash tokens driven by genuine clients of the stage.
8. The Energy Cash founders has broad universal roots in socialmedia Marketing , both from the Merchants as the Publishers' viewpoint. The also has broad start-up involvement, broad blockchain experience and a strong foundations in those fields.
9. Energy Cash is situated in the Netherlands and subject to strict EU security and information insurance laws.

Given the suggestion, completely customized blockchain structure, clear and generous benefits, execution group and go to showcase plan, we are very confident that the Energy Cash platform can make a major contribution to reducing c02 in the world and educate people around this subject.

## **BUSINESS CASE**

Climate change is the greatest environmental threat humanity has ever faced and the biggest challenge. It is caused by the build up of greenhouse gases from burning fossil fuels and the destruction of areas that store massive amounts of carbon like the world's rainforests.

No one knows how much warming is "safe" but we know that climate change is already harming people and ecosystems around the globe.

We're campaigning for climate solutions that still allow people to prosper without damaging the planet including increasing energy efficiency, clean energy and protecting the world's rainforests.

## What is Energy Cash?

Energy Cash is a green-tech blockchain platform that funds renewable projects and combats climate change.

When you shop using our technology, our partners contribute a portion of your spending to renewable projects.

It's the easy, fun and cheap way to shop in a more responsible way for the environment!

You can also earn tokens with your surfing habits.

## How does Energy Cash battle environmental change?

When you shop with the Enerhy Cash Affiliate browser Extension introduced on your PC our accomplices will pay us commissions.

We utilize those commissions to support carbon balance ventures which diminish ozone harming substance discharges, for example, Reforestation and timberland protection ventures.

Methane catch at landfills and relinquished coal mines.

Sun powered and wind vitality creation ventures.

After every exchange, we disclose to you how much tokens you earn.

## Economic model and Energy Cash adoption practice

No Energy Cash adoption problems for end users

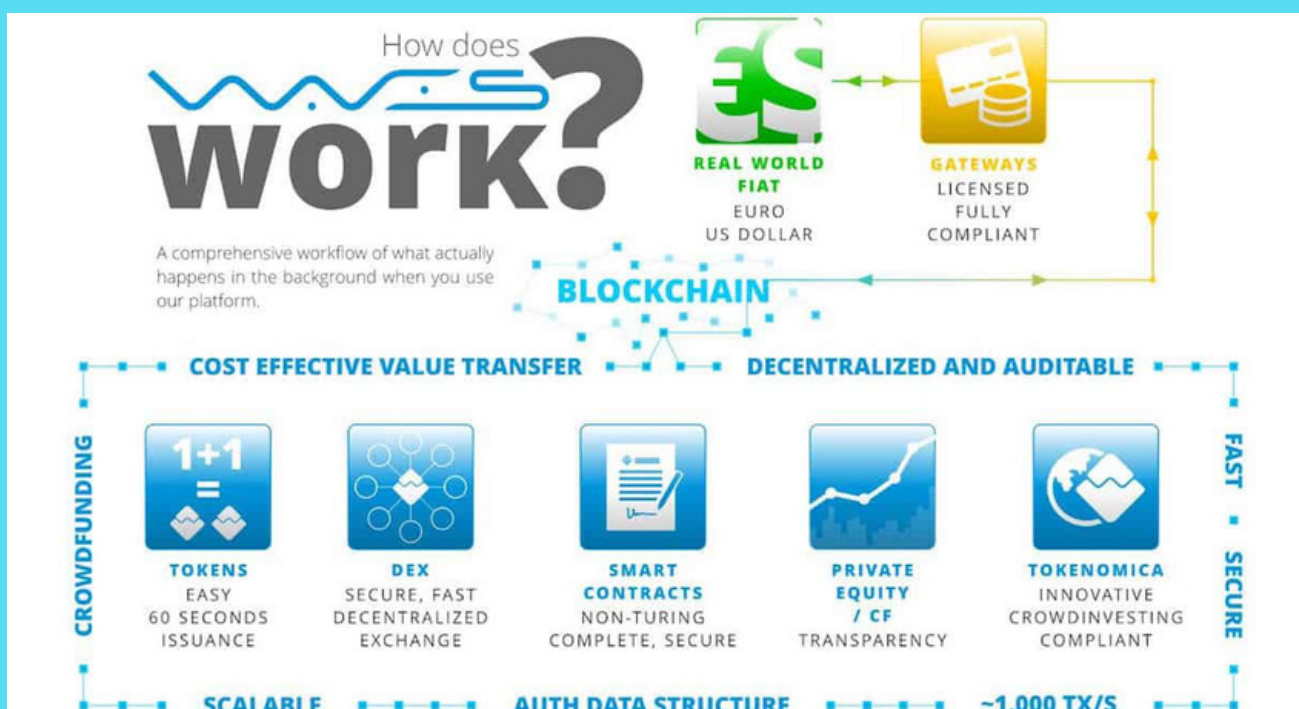
There are no significant adoption problems anticipated because:

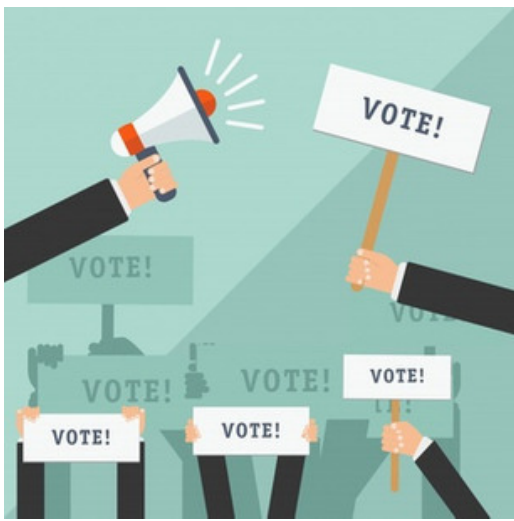
1. The Energy Cash user interface for both the user and Merchant will not materially differ from current Affiliate Network user interfaces, including API availability.
2. The actual commission payments between Merchants and users will initially still be in the same cryptocurrency (Energy Cash Tokens).

In practice, Energy Cash works as follows for Users and Merchants:

1. The User logs into the Energy Cash user interface and sees all Merchants (websites) in the Energy Cash network. The user selects one it wants to visit or buy a product from. Another possibility is that the Energy Cash browser extension recognizes the websites and merchants connected to our network.
2. Merchants needs to own a certain amount of Energy Cash Tokens to open and maintain an account in our network it does not cost any Energy Cash tokens for users of the energy cash browser extension.

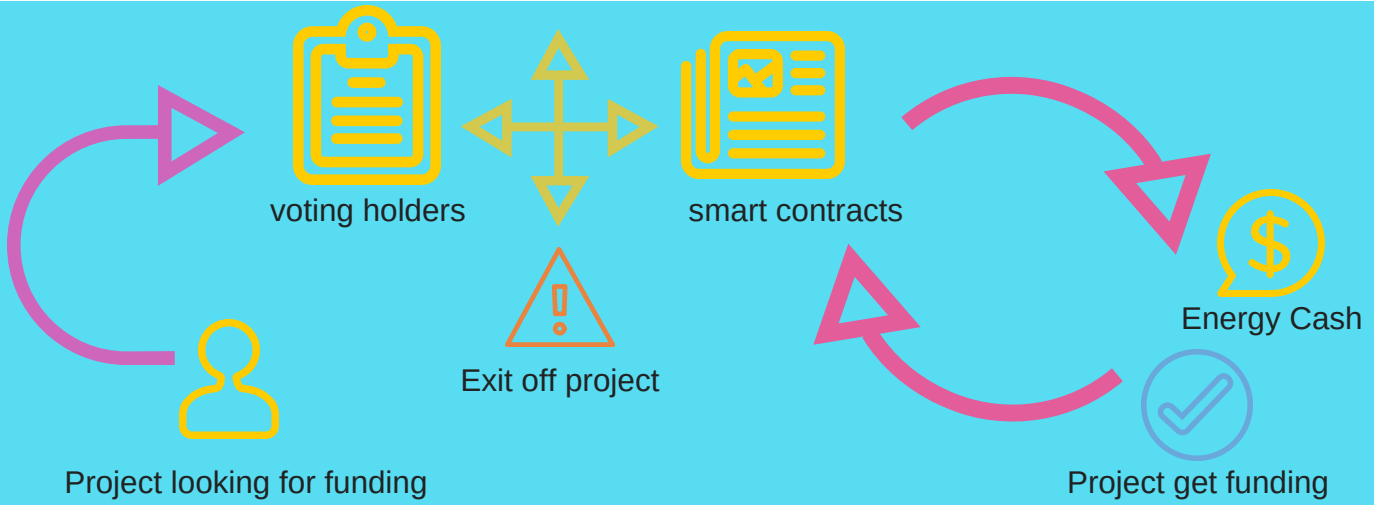
## How Energy Cash works on the waves platform



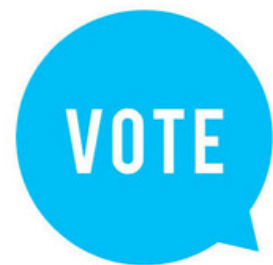


Energy Cash will implement a platform that uses a voting and poll system where the Energy Cash token holders can vote in which renewable energy projects they want to invest in.

To achieve this, we use whitelist voting. An easy-to-implement voting process for the Waves blockchain. With this feature you'll be able to organise any type of vote with a preconfigured list of people/accounts that are able to participate in a given poll.



Through our voting system all holders of the Energy Cash token are involved in the various energy-renewable projects in which investments are made.



### EARN TOKENS AND REDUCE CO2 WHILE YOU SHOP ONLINE

By using the Energy Cash affiliate browser extension you can earn tokens by visiting online webshops.

Part of the token is reserved for renewable energy projects and another part is returned to the holders of the token.

All energy cash token holders that make use of our affiliate browser extension also ensure a reduction of CO2 emissions in the world while buying goods online from partners in our network.

With this construction there are only winners.



### MAIN PLAN OF ACTION

1. We create a platform that is connected to the blockchain via an API + Smartcontracts + Crome extension
2. We will work hard to create a affiliate browser extension that includes various options such as payment, but also a function to track our token holders when they visit webshops within our Energy Cash network.
3. If we invest in a renewable energy project chosen by the holders, this transaction will also be processed through smart contracts.



HOW IT WILL WORK



While the Energy Cash blockchain solution can be applied to various user cases and markets, the focus will be solely on one thing and one thing only: **reducing co2 emissions in the world**

Energy Cash is a blockchain platform that lessens your Carbon Footprint by shopping online. You can earn Energy Cash tokens by visiting a network of connected websites.

ENERGY CASH TOKEN

The Energy Cash Token is based on the Waves platform. Become part of a fast-growing area of the crypto world. Create a multiple-currency wallet and invest in the Energy Cash token to fight climate change in the world.



ENERGY CASH BROWSER EXTENSION

The Energy Cash browser extension will be developed with Chrome Browser Extensions and will also run on the platform. The Energy Cash browser Extension can be downloaded in the Chrome webshop.

WHAT IS A CHROME EXTENSION?

Chrome extensions allow you to add functionality to the Chrome web browser without diving deeply into native code. That's awesome because you can create new extensions for Chrome with core technologies that web developers are very familiar with - HTML, CSS, and JavaScript.



MERCHANTS



RENEWABLE PROJECTS



Digital Currency User



Digital Currency Wallet Provider



Digital Currency Exchange



*Where there is no vision, there is no hope.*



## VISION

The launch of Energy Cash was not accidental. There were many similar renewable energy blockchain projects before Energy Cash, but most of them didn't solve the pain points directly for the users.

We want to change that by giving renewable energy supporters more say in the projects in which investments are made and at the same time making it easier for renewable energy entrepreneurs to get funding.



## PAIN POINT RENEWABLE ENERGY SUPPORTERS

1. There are few renewable energy projects that you can invest in and at the same time earn tokens.
2. Renewable energy token supporters are not involved in the various projects in which investments are made.

## PAIN POINT RENEWABLE ENERGY PROJECTS

1. Renewable energy entrepreneurs in developing countries in particular have difficulty getting funding for their projects.
2. Financing is something of a dilemma. Without a solid financing plan, potential customers won't be able to buy your product or service.



## PROJECT STRATEGY

Our main goal outside the reduction of Co2 in the world is to make the use of the Energy Cash platform as user friendly as possible for the user. That is why we offer good support everywhere and do not make things more difficult than necessary.



Additionally, as an emerging renewable energy crypto platform, we also need to establish our own credit and reputation from the ground up.

Therefore, we choose loans tailored made for each individual project as an entry point to serve our first batch of users with renewable energy projects with the lowest risks.



# TOKENOMICS

## ENERGY CASH TOKENOMICS

FIRST BLOCKCHAIN FUTURE THAT REDUCE CO2 IN  
THE WORLD WHILE YOU SURF THE WEB  
WITH AFFILIATE BROWSER EXTENSION

EVERYONE CAN PARTICIPATE AND MAKE A  
DIFFERENCE

Our cryptocurrency, Energy Cash, is a digital asset classified as a utility token, according to the parameters established in Howey test.

This has been adopted by several international regulatory institutions to determine if a digital asset should be considered as "security", and thus is subject to regulations due to its financial nature.

## HOWEY TEST

## WHY ENERGY CASH

### Why is our blockchain needed?

Our blockchain technology will guarantee the traceability of the people who make use of the energy cash affiliate browser extension and we also ensure through smart contracts that the funds that are invested in the various renewable projects are handled in the right way.

### Stay in your budget

We tackle the financial side of the ico as transparently as possible for all holders of the energy cash token.

Since this is a new concept, we do not yet know exactly which deals we can make with advertisers, so we can not yet state exactly how much extra tokens can be earned for the users of the energy Cash extension.

Obviously, this information is immediately shared with the community when we have this information.

## REWARD PROPERLY

## TECHNOLOGY

### Our technology

To make our energy browser extension functional in the field of technology, we will use the Google Chrome extension.

We will allow the Chrome browser extension to work together through smart contracts running on the waves blockchain platform.

## ENERGY CASH DETAILS

### Energy Cash details

Type: Utility Token. • Symbol: Energy Cash. • Decimal: 8 • Supply: 100 Million • Price: \$0.02 = 1 Energy Cash Token. • Technology used: Waves unique blockchain- smartcontracts- Chrome extension • Soft cap: \$500,000 cryptocurrency equivalent. • Hard cap: \$2,00,000 cryptocurrency equivalent. • Accepted cryptocurrencies: BTC,ETH,LITECOIN,WAVES,MONERO ,DOLLAR, EURO • Whitelist: No • Know Your Customer (only in exchange when you pay or withdraw fiat) (KYC): Yes.

Phase 1 Duration: 4 weeks. Beginning: Feb. 28th, 2019.  
Limit: Up to 65 million Energy Cash. Bonus: 35% discount.

Phase 2\* Duration: 6 weeks. Beginning: March. 28th, 2019.  
Limit: Up to 65 million energy Cash. Bonus: 25% discount.

Phase 3\* Duration: 6 weeks. Beginning: April. 28th, 2019.  
Limit: Up to 65 million Energy Cash. Bonus: 15% discount.

## SALES

## VALUE

## VALUE

Besides that the energy cash token will make healthy growth by investing in renewable projects, it is of course important that we all reduce CO2 emissions.

We will therefore do everything we can to achieve these goals in the longer term.

Token distribution



**100 millions Token**  
**65 millions Token sale**  
**2 millions Hard Cap**  
**\$0.02 - Coin price**

- 65% Distributed to Community
- 20% Reserved Funding
- 10% Founders and Team
- 3% Advisors
- 2% "Bounty" campaign

## DISTRIBUTION

### LIMITED

The total emission of Energy Cash Tokens will be 100,000,000 and will never be able to be added.

All unsold Energy Cash Tokens will be blocked until May 28nd, 2020 (1 year after the end of the sale of Energy Cash).

From this date onwards, 10% of all unsold Energy Cash will be unblocked and placed in the market.

## LIMITED

### Purchasing Energy Cash Tokens

Since this project is based on reducing CO2 in the world, everyone should be able to participate. To make it as user friendly as possible, everyone can purchase their Energy Cash tokens directly at the exchange. The Energy Cash Tokens can also be traded for everyone.



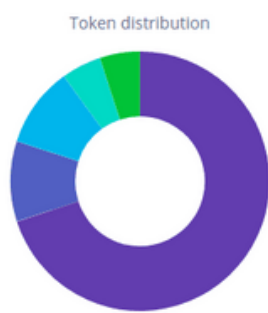
JOIN OUR CAUSE JOIN OUR  
MOVEMENT

**Renewable energy is an essential part of  
our strategy of decarbonization,  
decentralization, as well as  
digitalization of energy.**



Technology in renewable energy has already led to many innovations in business models, products, and solutions.

## ENERGY CASH ROADMAP



**100 millions Token**  
**65 millions Token sale**  
**2 millions Hard Cap**  
**\$0.02 - Coin price**

### Energy Cash token is immediately connected to an exchange

Since many ICOs do not make it to the exchange with their token, we opt for a different approach and have chosen to work with the waves platform.



The advantage of this method is that we are immediately on the DEX exchange and the energy cash token will be immediately negotiable.

### WORKING WITH FREE-LANCERS



Since this is a small-scale project and the future is not fixed, only free-lancers will work on this project.

In this way, we keep expenses low, which is good for the Energy Cash Token.

The energy Cash team will be strengthened with team members only at the positions where it is needed.

### Energy Cash Token is all about community

The truth is, crypto companies are failing at communicating with their audience.

They have no understanding of how to relate to their investors and are losing their most valuable resource because of it: Attention.

The new era will force companies to relate or be phased out.



Energy Cash has a whole new and refreshing approach to the ico launch, but also what happens after the ico launch.

Our goal and our working method to succeed this project is mainly the interaction with the holders.

Everything we do is for the Energy Cash community and we will therefore always be and remain approachable on our social media channels.

Only with the help of all Energy Cash Supporters this project has a chance to succeed and therefore hope that everyone tries to reach as many people as possible on social media about our project.

## TEAM



### PEDRO JOSE - FOUNDER

Solid background in blockchain knowledge and serial entrepreneur with extensive experience in every aspect of online marketing.

## FREE-LANCERS

We mainly work with free-lancers from our network and we will add new team players to our organization as needed

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In this way, we keep expenses low, which is good for the Energy Cash Token.

The energy Cash team will be strengthened with team members only at the positions where it is needed.

## Energy Cash is all about community

The Founders off the Energy Cash team are very committed to what is currently happening in the world regarding climate change.

That is why we are looking for like-minded people on all our social media platforms to make us strong together to tackle the climate change and to make the world a bit more beautiful.



Organization Energy Cash  
Chamber of Commerce number 73303690  
Location number 000041356373  
Current address Bolestein 580  
1081EK Amsterdam The Netherlands  
Trade name Energy Cash

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Thanks in advance

Energy Cash Team