
Ecoingot

Delivering a positive digital solution to negative environmental impacts

Concept Overview
June 2018



Ecoingot

is an all-encompassing platform for balancing carbon impacts, accessed via our asset-matched crypto tokens.

We are developing a unique carbon data gathering methodology. This enables us to compile a powerful data-driven engine – called ECOSISTM.

ECOSISTM will deliver comprehensive and globally relevant on-demand carbon impact calculations.

These combined functionalities will allow Ecoingot to create the Internet of Carbon, designating a carbon impact value on everything. This will result in seamless integration with the Internet of Things.

EGT utility tokens carry an assigned carbon value. This allows carbon impacts to be offset simply and effectively via our blockchain-based app.

The implementation of smart contracts provides immutable and transparent record of all transactions and provenance.

Our ECOSISTM underpins this by generating consistent and reliable carbon impact information. No other platform offers an end-to-end, 360 degree solution like this.

Ecoingot
the complete ECOSISTM for
Balancing Carbon Impacts



Key Features

There are many valuable features of the Ecoingot system:

- Asset-matched crypto tokens with assigned carbon value for simple and effective carbon balancing
- Unique methodology developed by world-leading carbon impact experts
- Comprehensive carbon impact data layers, creating the Internet of Carbon
- Creation of the ECOSISTM enabling the on-demand calculation of the carbon impact of everything
- Efficient AI/ML carbon data capture tool, via bespoke algorithm application
- Circular economy, driving a proportionate link between value and demand
- Data analytics regarding app usage from offsetting trends of users

The Problem

Despite the Paris Climate Agreement, increases in the use of renewable energy and governmental pledges to reduce their climate impacts, we have still seen an increase in carbon levels in the atmosphere. As recently as April 2018 the CO₂ concentration in the atmosphere exceeded an average of 410 parts per million – the highest level for the first time in our history.

Climate change and the effect humankind has on the environment is currently ranked as one of the most serious global issues. In research carried out by the World Economic Forum, 78.1% of 19 to 35 year olds stated that they are willing to change their lifestyles to protect the environment.

Although this is a resounding message, the collective power of this group to make a real difference remains untapped. There lacks an



efficient, relevant and effective platform to deliver a solid solution for taking positive actions against negative environmental impacts. The current options are disconnected, complicated or even non-existent.

What's needed is a compelling, engaging and accessible platform that is simple to use, comprehensive in its sources and effective in its collective actions... and the Ecoingot platform fulfils this and more.

The Ecoingot Solution

Ecoingot provides an all-encompassing platform for balancing carbon impacts by delivering a positive digital solution to negative environmental impacts and harnessing the collective desire to take action.

The internet changed the way we were able to share and access information; giving us a global information society. Our uniquely designed ECOSISTM will allow us to create the globally applicable system for the carbon impacts of everything. By gathering the data required to calculate the carbon impact of everything and using customised algorithms, creating the "Internet of Carbon".

This will provide on-demand carbon impact information for any product, service, event or lifestyle action, which can then be offset simply using the EGT token and the corresponding carbon value attached.

Our system and its capabilities are based entirely on transparency, consistency, applicability and functionality. No other offsetting platform offers the full, end-to-end functional package that we have developed.

This 360 degree solution is delivered by creating a blockchain-based circular economy to maximise the value, utilisation and growth potential of the system and its tokens.

The strength of the Ecoingot system is reinforced by already owning 11 million offsets (tonnes of CO₂e) in readiness for the launch, rather than having to source the relevant number of offsets post-launch.



These offsets are already in place with fully verified documentation and provenance. They will be entered into the system via an oracle block with all appropriate documentation and information attached.

Methodology

The Methodology provides:

- Uniquely designed framework for carbon impact data gathering and quantification
- Dictated criteria required to ensure consistency, reliability and credibility of underlying data

The methodology is being developed by world-leading experts in carbon impact footprinting and draws on over 10 years of carbon impact data.

Our uniquely designed methodology provides the framework and requisites for gathering and quantifying the baseline data for the ECOSISTM. This is using existing data sources where available and algorithmic data gathering via AI/ML, where existing data is insufficient or non-existent.

The methodology ensures there is an entirely consistent approach to calculating the carbon impacts.

ECOSISTM

The ECOSISTM provides:

- Comprehensive carbon impact data
- Consistency in data baseline calculation
- On-demand carbon impact calculations
- Integration into the connected world, smart devices and Internet of Things



The ECOSISTM underpins the whole Ecoingot economy. It is the powerful data-driven engine that enables carbon impact calculations to be generated on-demand.

As all the data layers within the ECOSISTM are compiled based on the parameters set within the methodology framework, this ensures a consistent, reliable and credible core for the carbon impact calculations.

EGT Tokens

EGTs are asset-matched utility tokens that provide:

- Access right to the full ECOSISTM functionalities
- Assigned carbon offsetting rights
- Relevant micro-offsetting capabilities
- Incentives for early adopters, such as discount on future EGT purchases
- Incentives for app users such as referral rewards and social media recognition bonuses

Each EGT token has a corresponding carbon value, which is denoted as 1 EGT = 1kilogram of CO₂e. This assigns the EGT holder the rights to offset their environmental impacts up to the total EGT carbon value held.

The assigned carbon value is made possible due to each EGT being matched to an offset within the Offset Blockchain Pool. This is enabled by ensuring the total number of active EGTs within the system at any given time is matched at a 1:1 ratio. The corresponding number of offsets within the Offset Blockchain Pool will therefore ensure each EGT has the genuine ability to fulfil its integrated offsetting capability.

There will be a total of 7,000,000,000 EGTs issued, each with the matched carbon value of 1kg CO₂e. The 11 million offsets (tonnes of CO₂e) already under ownership guarantee the matched carbon value for all EGTs issued for the ICO launch and beyond.



EGT Lifecycle

There will be a finite number of EGT tokens issued. However, these tokens have an infinite lifespan due to their usage design and integration within the Ecoingot circular economy system.

Each purchased EGT will have a matched equivalent offset within the Offset Blockchain Pool. The carbon value of an EGT remains attached throughout its active life. Once the EGT is used to offset an environmental impact (spent), the EGT element is automatically sent back to the EGT repository, where it waits to be matched to an offset available within the Offset Repository.

Once matched, both elements are transferred to their respective blockchains and are then made available for purchase within the EGT exchange.

Offsets

The 11 million offsets already under ownership for the launch originate from a specific project in the Brazilian Amazon.

Ecoingot has sole rights to the offsets from this project, which protects 1.3 million hectares of at-risk rainforest from deforestation, provides socio-economic benefits to the 10,700 inhabitants in the project area and also ensures biodiversity conservation within this area. These benefits result in a net positive impact on the environment and help to negate the damaging effects of climate change.

As a result, all EGTs provide genuine, direct and proven positive impacts on the environment, through the direct ratio of tokens to offsets.



Ecoingot has the ability to acquire a significant annual issuance of offsets from this project and from additional sources as demand increases and out-performs the projects offset issuance capabilities.

Offset Lifecycle

Offsets themselves are finite in their lifecycle, as once they have been used to offset an environmental impact, they are retired/spent and are no longer available to be used against any further impacts.

An immutable record of all offsets will be held within the blockchain to ensure transparency and singularity of use.

EGT Circular Economy

Features of the circular economy are:

- Maximising the value, utilisation and incentives of EGTs
- No mining - tokens issued once into the system and then managed via smart contracts
- Sustainable economy - taking the circular economy concept literally
- Value is directly proportional to demand

Creating a circular economy for EGTs provides a number of benefits and opportunities to maximise the value, utilisation and growth potential of the system and its tokens. The value of EGTs will be proportionate to the demand created for the EGT model within the system and enable its organic growth.

Once the circular economy is initially established, the system will negate the need for mining and will not demand increasing transaction costs and minimises the environmental impact of the platform.

Trading of EGTs will be free-flowing, as they can be easily reloaded with the carbon value rights from the Offset Repository and made



instantly available within the EGT Exchange. The EGTs are, in essence, recycled and revived by matching the carbon value rights back to the token. This allows them to re-enter the economy with the ability to be held, traded or used to offset.

Data and knowledge gathering are two significant benefits of such a system. It makes it simple to identify patterns and trends in the demand for EGT usage for offsetting, and predictions can be established as to the rate at which offsets will need to be supplied.

Ecoingot Use Cases

The Ecoingot apps will provide the core interface between the user and the background technology solutions. It delivers the on-demand carbon impact calculations and offsetting capabilities.

The app will deliver demographically-appropriate and intelligent data to users. The user experience can be streamlined and personalised based on their preferences and usage.

The app will be free to download, but with limited functionality. Full functionality, including the ability to balance environmental impacts will require the ownership of EGT tokens.

EGT app free download access provides:

- Relatable and engaging carbon impact information
- Educational/tips on ways to reduce environmental impacts

EGT holder's app features include:

- EGT exchange – peer-to-peer platform for exchanging EGTs
- On-demand carbon impact information retrievable from the integrated ECOSISTM
- Simple, in-app offsetting using EGTs as the currency

There are a number of commercial opportunities for adopting the Ecoingot system. These will include:



- Promotional or data collection opportunities
- Product labelling
- Data collection and analytics
- Bespoke plugins for integration in ecommerce, ticketing, logistics or booking sites
- Smart device integration with ability to calculate real-time carbon impact data
- Accepting EGTs as a payment option, to avail of the inherent carbon value of EGTs as part of their environmental reporting

Blockchain

Blockchain technology provides Ecoingot with:

- Full and transparent tracking of EGT ownership through the entire (infinite) lifespan of the EGT
- Full and transparent tracking of each offset through its finite lifespan, ensuring singularity of use
- Immutability of all transactions, use of offsets and EGTs
- Fully verified provenance for all offsets
- Micro-transactions with proportionate transaction fees for offsetting at EGT-relevant values

Smart contracts are essential to the creation of the circular economy. All transactions and activity within the system will be managed by carefully programmed smart contracts.

There will be no need for ongoing mining of the EGT tokens. They will be issued once into the system and after that everything is automated and controlled via the smart contracts. This allows transaction costs to remain low and proportionate to the micro-transactions which are essential for ensuring economic feasibility and optimality.

This also ensures energy use is kept to a minimum, and therefore the environmental impact of the system is also minimised. It will be a feature of the Ecoingot model that the environmental impact of each



EGT transaction will be offset, thereby counteracting any negative impact the transaction may carry.

The use of blockchain is essential to enable EGT holders to track and confirm that their offsetting efforts have been achieved, with the singularity and transparency it deserves. It will hold such data as the provenance of the offsets that are matched to EGTs

It will hold the data of all offsets retired and will also enable an annual progress report on all project benefits from the offsets utilised within the system. This will enable all EGT holders to easily access the information regarding their offsetting actions and positive impacts their actions have achieved.

The offsets will be entered into the system via an oracle block which includes all appropriate documentation and information attached, for synchronisation between the digital and real world.

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