

Your role in this plan is simple but it is of utmost importance. You can invest in the ICO **knowing** for sure, your money will have an impact on air pollution. As a coin holder you will be recognized in our website and dapp.

We will do our best in our efforts. That means the coin can and probably will gain further value as we do more and more. But this shouldn't be the main purpose you invest in this ICO. You should invest because you believe and converge in belief with ours.

>> You believe no matter you decide to live you have the right to fresh and clean air.

>> You believe in a **world free of air pollution** because pollution has been taken care of.

Governments are not going to do it, we do. Governments never developed and distributed energy or technology themselves (look at electricity, gas, water, etc. all private companies did it). Throughout eras, companies, and the people in these companies are the ones who did it and who will continue to do it as we do today and will do tomorrow with air pollution.

Your money is going to be poured in a contract with Pure Air Industries where we pay for their air pollution data in advance. We pay in advance in order for them to be able to distribute many more units faster, and hence we accomplish 2 very convenient goals.

- 1) we allow faster and more air cleaning and for longer than if we were to wait and,
- 2) will gain more data.

It may seem narrow to just stick with one company data and distribution, and we do agree. On the long term, we want to aggregate and pay for other companies data as well.

For the time being, it's much better we stick with just one as relationships are much easier and closer. To develop and maintain new contracts and relationships with these other companies will amount to a lot of money (in legal fees) and time. Us sticking with just one company allows for 1) concentrate on our work regarding our DAPP, and 2) to test our assumptions on things we are still uncertain today.

It will be much easier to scale once we have done it well, once.

Coming back to your role, and now that you're well informed into what you need to do, I will like to ask you to invest. Invest if you do believe we came to a cross roads on environmental issues and it's now the time to do something about it. Invest as much as you can because the world is now shifting into making a change and to care about all this issues. We will not deceive you. We will execute on our plan, no matter what. We will not go away.

You can read on your protections and where we are running the ICO so you're better protected. Also, please, before investing, read the risks document you can find in this same page.