



# 4NEW

POWER TO THE PEOPLE  
LITERALLY

## HOW KWATT TOKENS WORK

### PROBLEM

#### WASTE



We throw away 2.12 billion tonnes of waste globally each year, growing 3% each year – this means we will double our waste output in 25 years.

#### ENERGY



The world energy supply is around 80 percent reliant on fossil fuel energy. The IEA predicts a rise in global energy demand of 50-60%, and a 50% rise in greenhouse gas emissions by 2030.

#### CRYPTO



Crypto-mining energy consumption growth is exponential. As of June 30, 2018, 1 Bitcoin transaction consumed as much power as 33 US households for a day, this is a 500% rise since September 2017.



### SOLUTION

#### WASTE



Each of our plants take in 50,000-100,000 tonnes of waste annually, processing it in an environmentally-friendly method, in order to create electricity. Gate fees offset the operational costs of the plants, allowing for free electricity

#### ENERGY



The electricity we produce is constant, year round, and is scalable to any location with human activity. Electricity is either sold to the national grid or applied to operate mining processes at the onsite mining farm.

#### CRYPTO

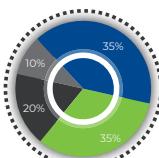


4NEW is the world's first eco-friendly blockchain ecosystem powered by waste to energy power plants. 4New's ecosystem will provide a blockchain platform that will enable decentralized, peer to peer transactions whereby production of energy can directly meet the consumption of energy globally.

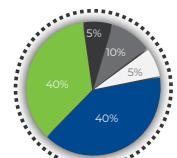
#### Allocation of Future Revenue



- Additional Plant Buildout
- Additional Mining Equipment
- Electricity Kwatt Bill Payment
- Management/Overhead



- Blockchain Development
- Working Capital
- Marketing
- Plant Development
- Mining Equipment



#### MANAGEMENT TEAM



Varun Datta  
Founder / Chairman



Sandeep Golechha  
CEO



Peter Teasdale  
COO



Barnaby Andersun  
CMO



Madeleine Teasdale  
Business Development



Tokenized Electricity



KWATT equals 1kilowatt Hour



Token Supply 300million



Two operational Power plant



Current Electrical Output 10MW



Mining Capacity 360billion GH/hr



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## SUMMARY

### Clean Green Energy for Crypto Mining

Tokenising electricity on the blockchain with KWATT tokens, and turn waste into free electricity that powers 4NEW's crypto mining farm, generating a return for KWATT token holders.

## PROBLEM

### Exponential City Waste & Pollution

We face 3 major challenges: **an abundance of waste; worldwide pollution and climate change from greenhouse gas emissions; and energy infrastructure unable to cope with the increasing electricity demands from new technologies.** All exacerbated by exponential population increase.

Kevin Sieff from the Washington Post detailed how the world now produces over one billion tons of garbage per year. Most countries incinerate, landfill, or export this waste. **The UK exports over 2.4m tonnes of waste per year to countries in Africa, and China recently closed its doors to all waste imports.** In New York, barges transport 3,600 tons of waste on the Hudson River every day. In the Netherlands, which has a sophisticated recycling system, residents throw away more than 400,000 loaves of bread per day. In Jakarta, residents refer to the growing landfill simply as "the mountain."

The **global garbage crisis**, is expected to grow exponentially in the coming decades as people get richer and move more and more to urban areas. By 2025, according to a World Bank study, city waste worldwide will be enough to fill a 3,100-mile-long line of garbage trucks every day.

**World population growth** (6b to 7.6b since 2000 and 10b by 2050) coupled with increasing industrialization in developing nations, humanity's hunger for energy has reached unprecedented levels. **More than half of our energy comes from fossil fuels extracted below the earth's crust.** From the 1850s we have absorbed more than 135 billion tons of crude oil to drive our cars, run power stations and heat homes. That number increases every day, **despite dwindling resources** – we used more oil than we produced in 2017. Oil prices will rise until this finite fuel source is exhausted.

**Burning of coal, oil and gas** is tied to the increasing levels of greenhouse gases. **The Smithsonian has now confirmed 1 in 6 deaths are directly linked to pollution.** Along with massive amounts plastics filling up our oceans, wildlife and countryside, the world's scientists agree that we are on the road to a disaster. The solution lies in ending our fossil fuel dependency. So then how do we address these massive challenges in an economically sustainable and scalable way?

## WHAT IS 4NEW?

### Waste-to-Energy Crypto Mining

**4NEW is an actual producer of energy, converting waste into electricity with emissions which meet the most stringent regulations in the world.** 4NEW's power plants earn enough revenue from cleaning up city waste and governmental incentives, **to cover their entire running costs.** 4NEW's real innovation is the **patent pending generation of electricity from waste and use this to power a massive crypto mining farm.**

Cryptocurrencies have in their own right have become an environmental disaster. As of the 30th of September 2017, **a single Bitcoin transaction consumed as much power as 7.5 US households use in a day. As of July 2018, this reached the equivalent of 35 households.** These transactions now consume as much power as the whole of Chile, Luxembourg, Iceland or Singapore. Where this value didn't exist several years ago, it now consumes more than whole economies, and it is growing fast. The 4NEW solution powers the mining process without drawing from national energy resources, whilst diverting waste from landfill.

**Purchasing the 4NEW KWATT token gives the owner a share in the revenue earned from the 4NEW crypto mining farm.** 4NEW is not an energy exchange platform, like WePower and PowerLedger.

**URL:** [www.4NEW.io](http://www.4NEW.io)

**Industry:** Clean Energy / Crypto Mining

**Full Time:** Employees: 5

**Started:** December 2015

**ERC20 Token:** KWATT FRNC coin

**Tokens:** 300m at \$2 each

**Unsold Tokens:** Burnt

**Email:** info@4new.co.uk

**Varun Datta:** vdatta@4new.co.uk

**Telegram:** <https://t.me/FRNCoin>

**Video:** <https://youtu.be/y5kLpAsgU5Q>

#### FINANCIAL ASSETS:

UK 2 power plans US\$100m

Crypto mining farm US\$22m

#### CAPITAL RAISING:

ICO Hard Cap US\$75m

Raised already US\$43

#### SEEKING RAISE:

US\$32m for KWATT tokens

#### MANAGEMENT TEAM:

**Founder/Chairman:** Varun Datta

**CEO:** Sandeep Golechha

**COO:** Peter Teasdale

**CMO:** Barnaby Andersun

**Bus Dev:** Madeleine Teasdale

**Technical Lead:** Stephen Fiser

#### ADVISORY TEAM:

President: Saransh Sharma

Strategic: Anders Larsson

Strategic: Joakim Holmer

ICO: Dr Jay Lee

Legal: Karan Pawaskar

#### INVESTORS:

\$40m institutional money

\$3m public crowdsale

#### REVENUES:

Starts from Crypto mining Aug 2018

#### LAUNCH:

Early investors started Oct 2017

ICO Public Sale March 2018

#### SOLVING PROBLEM:

Exponential waste is filling up our world, 4NEW converts this waste to energy by tokenizing electricity on the blockchain with KWATT tokens, and turns this waste into free electricity to power 4NEW's crypto mining farm, that in turn generates a return for KWATT token holders who stake their coins for electricity usage.

4NEW achieves clean energy, removal of waste, reduces emissions and landfill, while maintaining profitability. 4NEW KWATT tokens give the token owner a return on electricity that is used to power the 4NEW crypto mining farm. 4NEW is not an energy exchange platform, 4NEW is an energy producing platform.

#### FUTURE OPPORTUNITIES:

More countries and governments are contacting 4NEW to request the setup of this unique patent pending infrastructure.

#### PATENT PENDING:

Application number 62674053  
(Gold & Rizvi P.A.)

## 4NEW MANAGEMENT TEAM



**Mr. Datta** is our Founder and Chairman with extensive business development experience on three continents, Asia, Europe and North America. His deeply insightful perspective is grounded in sound analysis of supply chains across four industries ranging from waste, energy, healthcare to real estate. Mr. Datta brings a unique ability to identify distressed assets and generate a value driven exit model within their respective supply chains.



Kings College alumni, **Sandeep Golechha** had held multiple Managing Director roles, and focusses on delivering strategic operational growth to international organizations.



Specialising in mathematics and engineering, **Peter Teasdale** has more than 35 years in the energy and environment sectors, spearheading individual projects valued over £86m and exceeding 25MW. He has managed engineering teams of more than 40 staff and has vast experience in plant operations.



After graduating from University with a Bachelor of Science (Honours), **Madeleine Teasdale** set up a company in the renewable energy sector and has managed installations ranging up to 26MW in individual projects, offering operational insight and a knowledge of energy projects and UK legislation.



**Barnaby Andersun** has over 25 years experience in technology, development, branding and marketing. Running tech start-ups for the past 20 years, Barnaby started researching blockchain in 2012, then made cryptocurrencies his focus of development agency from 2016.



**Stephen Fiser** has a Bachelor of Science in Physics from the University of Arkansas, and specialises in web and blockchain application architecture and development.

## 4NEW ADVISORY BOARD

Saransh Sharma has experience ranging over 18 years in the sectors of Financial and Environmental Services. Mr Sharma's tenure started on Wall Street before moving on to orchestrate over a billion dollars of private securities transactions for Silicon Valley Social Media companies, as well as strategic financing for hotels in multi-billion dollar deals.

Anders Larsson is the Vice President and Head of Network Products for Ericsson Mobile Broadband and Communication Services, and having held down several equally impressive roles, he is now a Trusted Advisor for several successful names in the blockchain industry, carrying valued insight in the worlds of technology and business.

Joakim Holmer is a world businessman, who has held senior positions in Ericsson and led the team that delivered AT&T to California. He is proficient in 5 languages and holds multiple awards for his services to technology, including the Outstanding Mobile Contribution to the UN in Asia.

Dr Jay Lee was the International Manager for 3M, climbing the corporate ladder early and is now the most in-demand advisor in Korea. With 24 present engagements as a tech advisor, Dr Lee also has three Doctorates, is proficient in 10 languages, and has been published 15 times.

## PRODUCT/SALES

4NEW is the world's first eco-friendly, tangible, blockchain ecosystem powered by waste to energy power plants. The concept is quite simple: all matter contains energy. This can be harnessed, for the production of electricity which is then leveraged to either be sold to the national grid or applied to operate mining processes at an onsite mining farm.

The cost to produce the energy is met through the revenue generated from government incentives; waste collection services; and sale of by-products; facilitating a sustainable operation at breakeven or a marginal profit. Therefore, the energy produced is unencumbered and freely available for utilization or sale to the national grid, or can be used for cryptocurrency mining, generating an even higher profit.

4NEW has the unique opportunity to apply this finite lifetime supply of energy to its coin, namely, KWATT. Each of 4NEW's KWATT coins (current symbol FRNC) embodies within it, 1 kilowatt of electricity for a year.

The KWATT Coin will represent a certain hashing capacity per coin. This concept is not new: companies such as Giga Watt have offered similar mining items for lower costs, however, the KWATT Coin is extremely unique in scope. We do not charge electricity fees for mining; the only cost to a coin holder is the cost of the coin. This means that a coin holder will be able to mine all cryptocurrencies for the lifetime without spending an additional penny for their energy bill. The energy is free to us, so it is free also to the coin holders.

# 4NEW.IO TARGET MARKET

Before starting 4NEW, we conducted a market survey and feasibility studies and we are certain that there is a wide range of both corporate and individual clients who cannot successfully run their businesses without the services of 4NEW.

In view of that, we have created strategies that will enable us reach out to various corporate organizations and households who we know can't afford to do without our services. Below is a list of the people and organizations that we have specifically market our products and services to:

- Corporate organizations, including manufacturers and distributors
- Research and development companies
- Investment companies
- Individuals and households
- 4NEW as a project has also found mass support from jurisdictions struggling with the management of waste, who encourage us to develop our Master Nodes – the power plants – in the affected areas.

# MARKETING STRATEGY

We are aware of the fact that there is a tougher competition in the crypto industry; therefore, we have been able to hire some of the best marketing experts to handle our sales and marketing. Our sales and marketing team have ample experience in green technology and crypto mining. 4NEW is setup to make use of the following marketing and sales strategies to attract customers:

- Present our green energy company together with crypto mining by sending cover letters along with our brochure to individuals, households, corporate organizations, and key stakeholders;
- Punctuality in the bidding for contracts for the supply, and maintenance of green energy by the government and other cooperating organizations;
- Advertise our business online, business magazines, newspapers, TV stations and radio stations;
- Attend international events, exhibitions, seminars, and business conferences;
- Offer packages for different categories of customers;
- Encourage word of mouth marketing through our affiliate program.

# COMPETITIVE ADVANTAGE

Technology must be supported by electricity. All other ICOs that we have encountered to date have an ongoing electrical cost, whether it is through purchase, or operational cost. Our core advantage is in our personal scalable supply, where the cost to produce is met by other revenues, so is essentially free.

Secondly, our token is asset backed. Should cryptocurrency vanish tomorrow, the demand for electricity still exists, particularly as environmentally-damaging forms of electricity production are increasingly restricted. This gives our model longevity, in a market where uncertainty still exists.

Surviving in the business world as a crypto mining and energy provider requires more than experience, know how to offer standard service, but also how to establish contacts with key people that matter; decision makers who can decide who will get a contract for green energy. Fortunately, as we are the producers of energy, we do not have to negotiate for our power.

Competitive advantage lies in the power of our team; our work force. We have a team of cryptocurrency experts and technicians of green energy, highly trained personnel, a team with excellent qualifications and experience in various niche areas in the industry. In addition to the synergy that exists in our carefully selected work force, our services are guided by the best practices in the industry.

Finally, all of our employees will be well served, and our social assistance package will be among the best in our category in the industry. It allows our team to be more than willing to build the business and help meet our target to build over 20 power plants worldwide in this next 5 years.

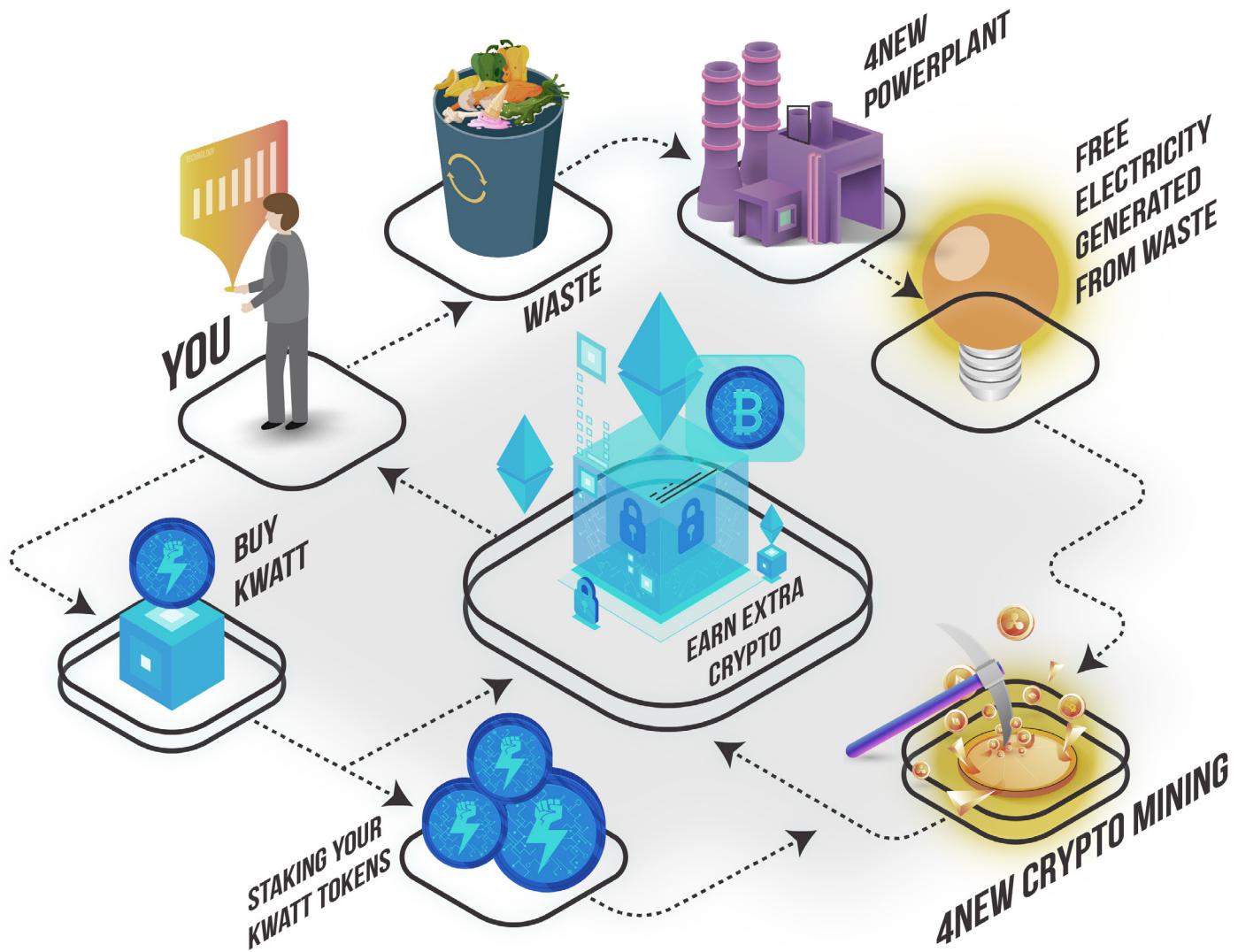


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# HOW KWATTS WORKS

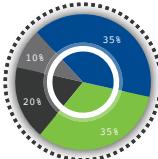
From City Waste to Cryptocurrency Mining



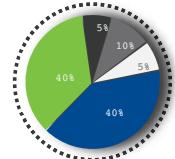
## ALLOCATION OF FUNDING



- BOUNTY
- INSTITUTIONS
- CROWDFEED
- ADDITIONAL PLANT BUILDOUT
- ADDITIONAL MINING EQUIPMENT
- ELECTRICITY KWATT BILL PAYMENT
- MANAGEMENT OVERHEADS



- BLOCKCHAIN DEVELOPMENT
- WORKING CAPITAL
- MARKETING
- PLANET DEVELOPMENT
- MINING EQUIPMENT



### **4NEW's Secured Plants Overview**

<b>Plant 1</b>	
<b>Location</b>	Middlesborough, UK
<b>Name</b>	AVG Power Ltd
<b>Held In</b>	SPV
<b>Address</b>	Imperial Park Imperial Avenue Middlesbrough TS6 6BA
<b>Output</b>	5.1MW/hr
<b>Overview</b>	Accepts 120,000 tonnes agriculture and food waste. Sells electricity, heat and fertiliser to local businesses.
<b>Build Capital</b>	Cost £30m GBP to build.
<b>Construction Timeline</b>	Commenced December 2015; Combined heat and power generators (CHPs) commissioned and ready in November 2016; Commencement of substrate and gas build-up (6 month process) for completion in May 2017.
<b>License</b>	N/A: Supply to Engie
<b>Image</b>	



**4NEW**

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4NEW Limited  
Unit 25, Cygnus Business Centre,  
Dalmeyer Road, London, NW10 2XA  
+44 2033 846 767  
info@4new.co.uk

Plant 2	
<b>Location</b>	Hartlepool, UK
<b>Name</b>	BioPower Hartlepool Ltd
<b>Held In</b>	SPV
<b>Address</b>	BioPower Hartlepool, Tofts Road West, Hartlepool, TS25 6BQ
<b>Output</b>	5MW/hr
<b>Overview</b>	Accepts 110,000 tonnes sewage, abattoir and fruit waste. Sale of electricity and heat to local businesses.
<b>Build Capital</b>	Cost £30m GBP to build.
<b>Construction Timeline</b>	Commenced June 2016; Combined Heat and Power Generators(CHPs) commissioned and ready in May 2017; Commencement of substrate and gas build-up (6 month process) for completion in November 2017.
<b>License</b>	N/A: Supply to Engie
<b>Image</b>	