



ECOSTART BUSINESS

We issue cryptocurrency TerraEcocoin (TECO) for our home

**A new approach to financing ecological
Projects using technology of blockchain**

We create EcoStart - it's a public distributed cryptographic platform, which will serve to create applications and software solutions in an open Blockchain for the financing of environmental projects, with its own TECO crypto currency, the generation of which uses the Proof-of-Importance algorithm.



TERRAECOCOIN (TECO)

The base unit of the EcoStart platform is the TerraEcocoin crypto currency, the TECO ticker



TECO is a private currency for transactions in peer-to-peer mode, and is also a means of exchanging and preserving capital

It is planned to issue 200 million TECO once a year. All TECO emissions will be distributed among the owners of tokens (TET) with exchange in the ratio 1 TECO = 1 TET

Key Features



To confirm the blocks, the Proof - of - Importance (POI) principle will be used.



Part of the commission from TECO transactions will be sent to the IEF Investment Fund

ECOSTART - INTEGRATOR OF ENVIRONMENTAL PARTICIPANTS TRAFFIC ON THE COMMON WEBSITE (MARKETPLACE):

Startup

Collection of funds for investment in environmental projects

Ratings

Forming real ratings of platform users



Investors

Search for environmental projects for investment

Volunteers

Search and coordination of volunteers

The experts

Obtaining objective recommendations

ECOSTART SERVICES

Ecostart – an innovative solution for the global market for ecological projects, with its own TECO cryptocurrency with the generation of POI (Proof-of-Importance)

The platform provides the following services:



Cryptomessenger



Service for the
emission of tokens
initiators of
ecological projects



Decentralized
ecological fund (IEF)



Service for expertise,
recommendations and
ratings



Annex on Space
Monitoring of the
Earth's Surface



Crypto Lottery



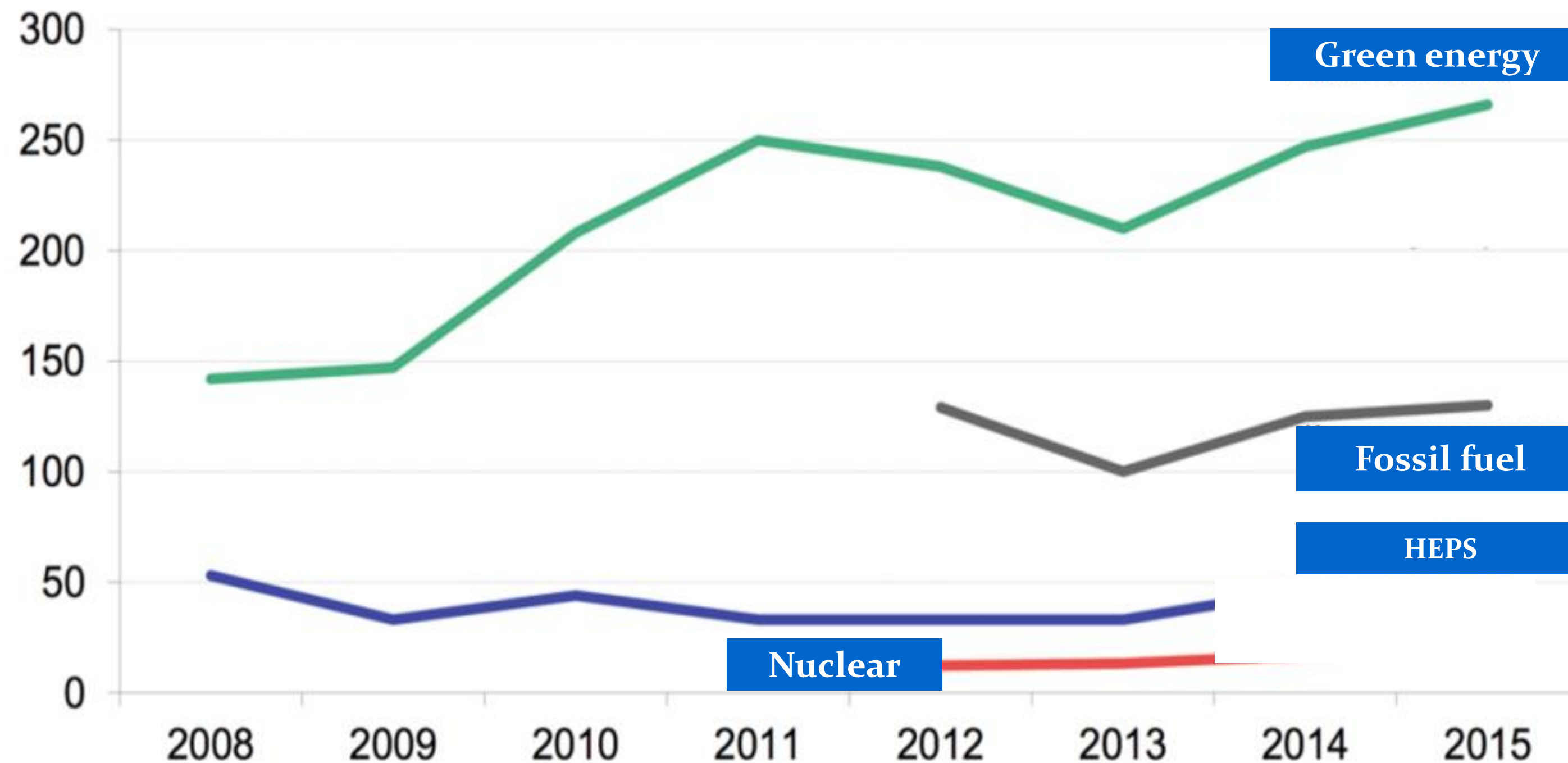
The motivation
system for
volunteers



Open API

THE RELEVANCE WORLD INVESTMENT IN RENEWABLE ENERGY SOURCES

\$ bn.



World investments in renewable energy in 2017 amounted to more than \$243 bn.,

Forecast of the amount of financing in renewable energy by 2040 \$7800 bn.

This is only one of the directions of development of "green" technologies.

Problems of the traditional system Investments

- A costly financing mechanism due to intermediaries between investors and objects of financing.
- Not a public investment process without involvement of the public.
- There is no common platform for participants eco-community and there is no coordination of Actions various investment institutions.
- The mechanism of Program Related Investment (PRI) is not always used, and it is important for many investors to know the object financing.
- The politicized process of selection objects of financing.

Institutions investing in ecology:

- Special Investment Funds
- Ecological funds (EF)
- Banking organizations
- State organizations
- Private investors

KEY COMPETITIVE ADVANTAGES OVER TRADITIONAL INVESTMENT INSTITUTIONS

1

Self-reliance and efficiency in attracting funds

3

Involving all active participants, a socially-oriented business and private investors in solving environmental problems

2

Absence of dependence on public authorities and global financial groups and intermediaries

4

Transparent system for attracting and controlling the expenditure of funds and "Green" technology of the blockade Ecostart.

THE RELEVANCE OF THE ECOSTART PROJECT

01

Growing interest in environmental issues

02

Business begins to follow the principles of corporate social responsibility and sustainable development when investing

03

Financial institutions investing in environmental projects are becoming more and more in demand

04

In all sectors and in all types of activities, a trend is developing to increase the amount of financing for environmental projects

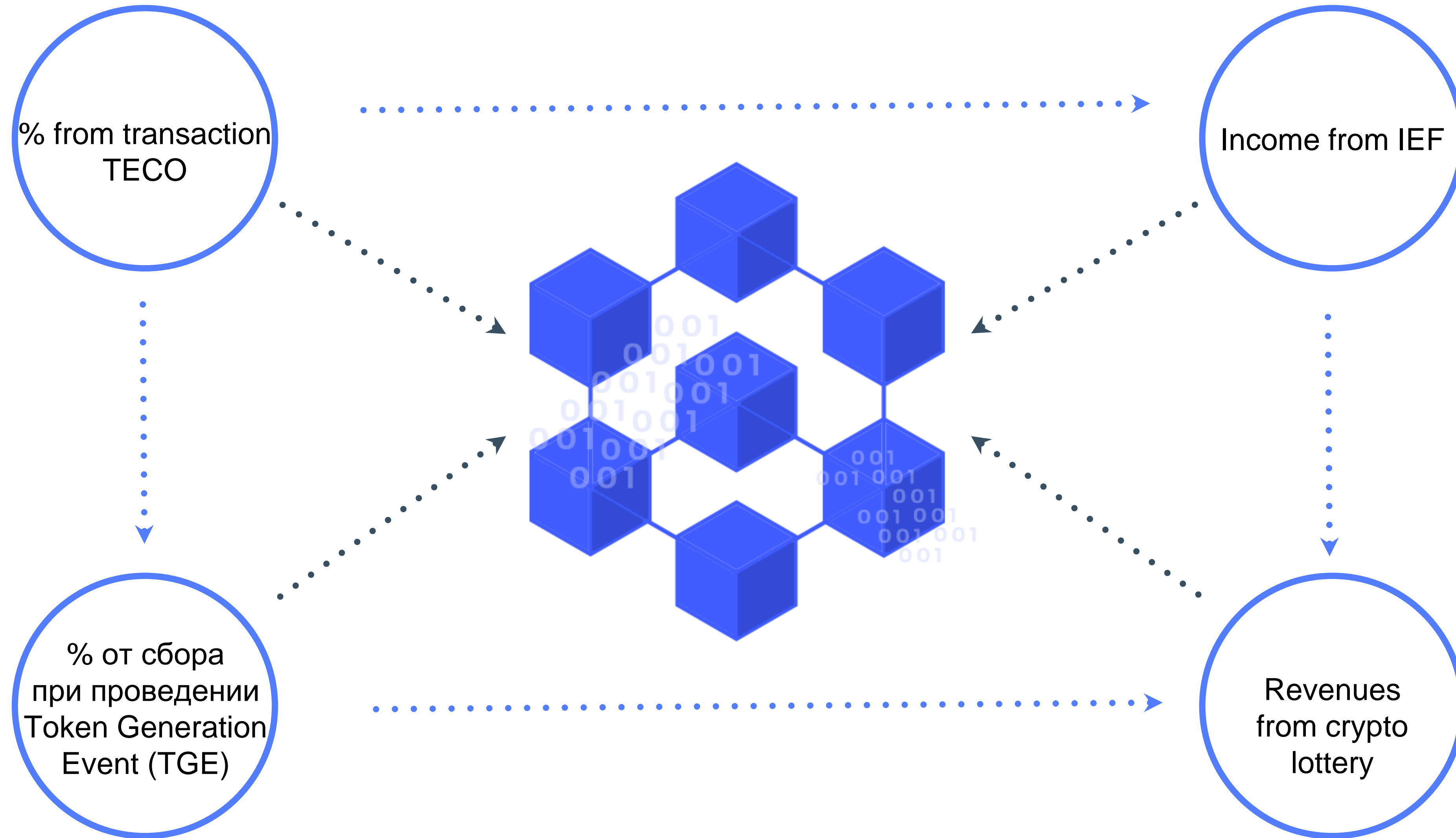
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The rapid development of the crypto industry, which showed a phenomenal growth in capitalization in 2017

06

Market capitalization for the year increased from \$ 18 billion to \$ 600 billion. Many analysts and experts expect that in 2018, the crypto currency will reach new heights

INCOME MODEL



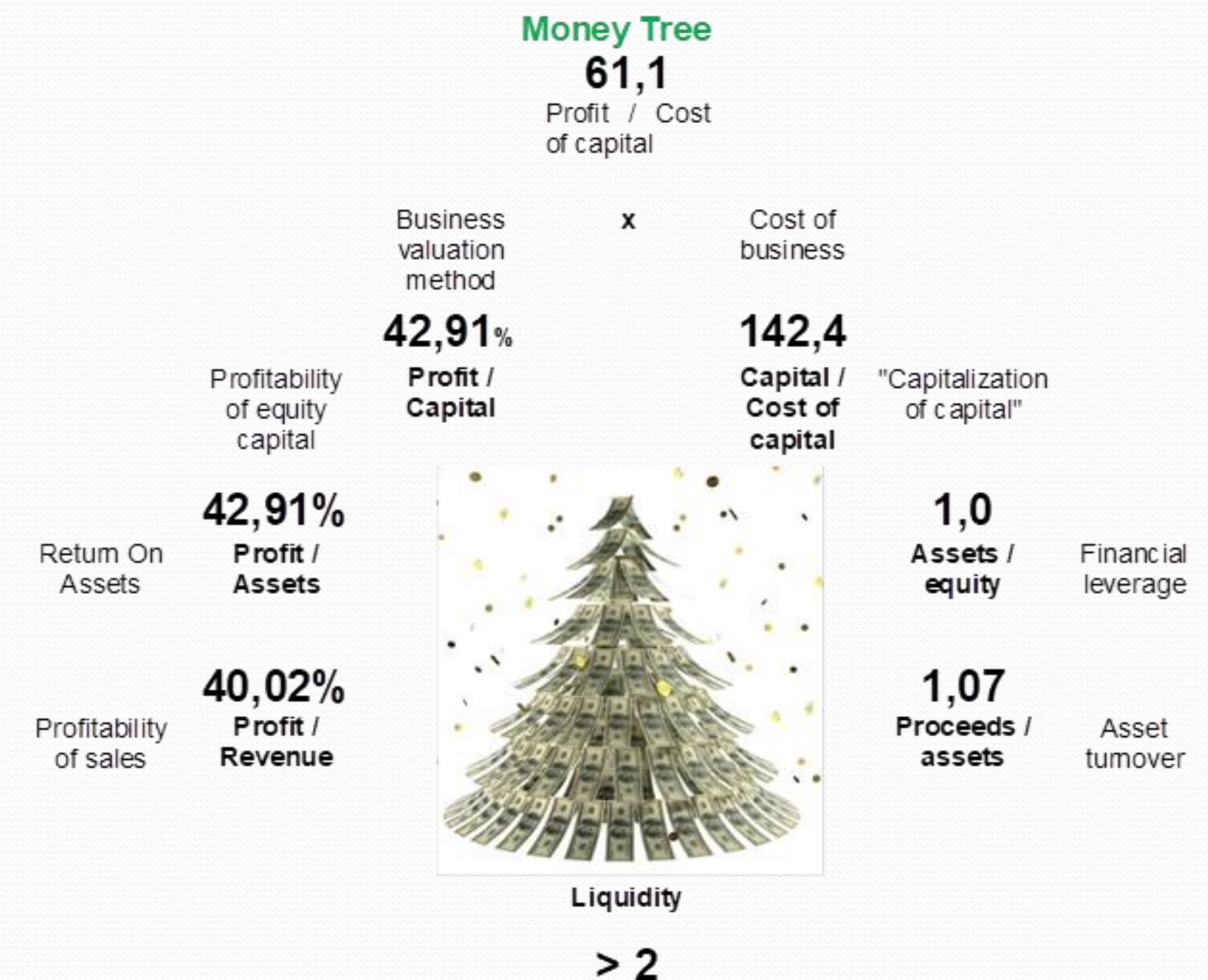
Hypothesis

FINANCIAL PROJECTION

We assume that by analogy with the law of Reed's Law that the usefulness of large networks can exponentially scale with the size of the network, the growth in the capitalization of the EcoStart platform is also subject to this law. In the EcoStart ecosystem, participants can not only interact with each other, but also create their own tokens. There are new communities within the EcoStart ecosystem (companies within the company (EcoStart platforms), so the capitalization (C) of the EcoStart platform can be proportional to $K \sim 2^n$ (2 to the power of "n - the number of participants"), rather than directly proportional to the number of participants.

Forecast of income, USD m

Indicators	Years			
	2 018	2 019	2 020	2 021
Sales revenue	0,00	10,08	20,31	22,91
Taxable profit	0,00	0,00	0,00	0,00
Net profit	-9,00	3,46	11,96	13,75
ROE (net income / equity)		34%	64,78%	42,91%
Capital / Cost of capital		28,6	81,3	142,4
Profit / Cost of capital		9,6	52,7	61,1



- The cost of business is 61,1 million USD
- The cost of TECO cryptocurrency may increase by 2-5 times.

A 3D rendered white figure wearing a hard hat and holding a large magnifying glass, positioned behind the text "RISK ASSESSMENT".

RISK ASSESSMENT

ANALYSE

MARKET ANALYSIS

How much do we invest in the environment?

A particle of "eco" in the word "ecology" in translation from ancient Greek means "home". Our house is the whole Earth, but we allocate too little money for its maintenance. Currently, investments in the environment are only 1% of GDP.

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How much should we invest in the environment?

According to experts on the environment, to stabilize the environmental situation at the current level, it is required to invest at least 3% of GDP in order to improve it - at least 4% of GDP, for radical changes - at least 5% of GDP. Thus, investments in the environment need to be increased 3-5 times!

SWOT ANALYSIS OF THE ECOSTART

Strengths

- Absence of dependence on public authorities and global financial groups
- Absence of intermediaries
- Transparent system of attraction and control of expenditure of funds

Weak sides

- A significant investment is required
- Minor spread blockchain technology

Capabilities

- Growth of demand in these services
- Creation of a global environmental community EcoStart
- Partnerships with environmental organizations and socially-oriented businesses

Threats

- The emergence of a large number of fake ICO
- Legal uncertainty of the cryptocurrency market around the world

MARKETING STRATEGY

We divide marketing strategy and advertising into two separate categories:

1. Marketing and advertising on the promotion of the ICO project EcoStart

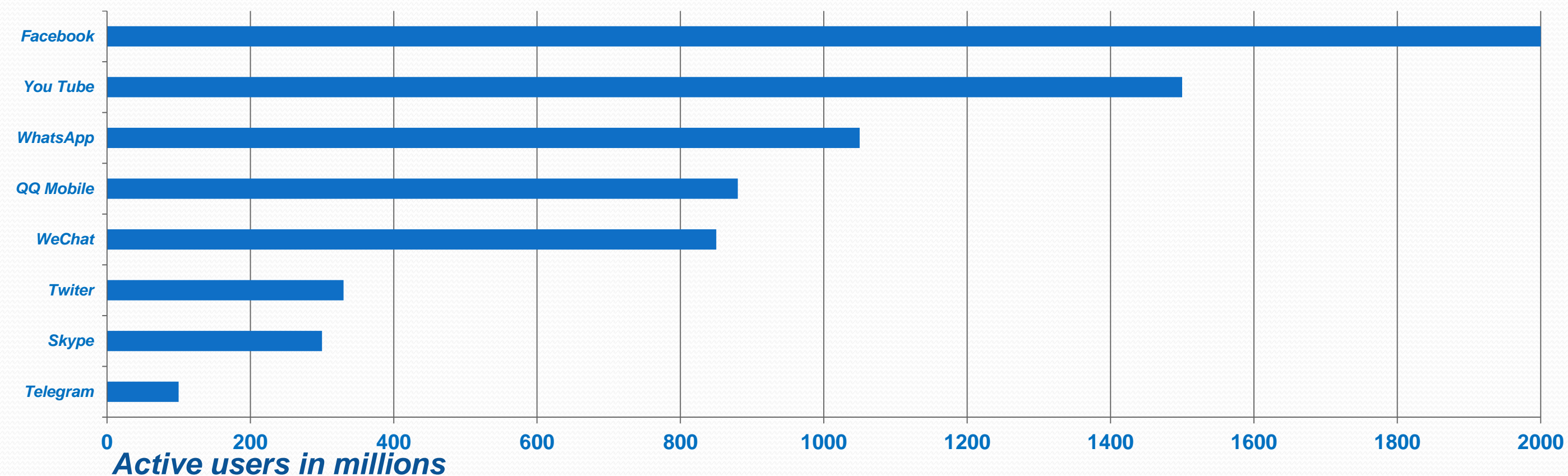
Goal:

To attract the attention of the crypto community to the project, get positive feedback and ratings and finally, to collect the crypto currency for the development of the project.

2. The target audience:

Owners of crypto-currency, crypto-enthusiasts, crypto-investors.

3. Channels: First of all, the most popular and popular social networks will be used and messengers according to 2017 data.



MARKETING STRATEGY

2. Marketing and advertising platform EcoStart.

Objectives:

To create a global ecological ecosystem for financing projects to solve environmental problems of the planet Earth, and in the field of the crypto industry, our goal is to move the cryptocurrency market from a very small industry to the masses.

The target audience:

1. Municipal communities - on the one hand as subjects of pollution of nature, on the other hand, as "customers" of ecological (green) projects
2. Specially protected natural areas (reserves, national parks, etc.)
3. Ecological startups and companies implementing environmental projects
4. Socially responsible business (investors)
5. Ecovillages, environmental activists and environmental societies

Channels and tools

It is important to take into account that the overall success of the marketing campaign is built on the combination of various marketing tools, as well as their totality, without highlighting the key or most significant. Our world has moved to the decision-making stage on the basis of a multitude of channels of influence that convince individuals to adopt one or another algorithm of actions, and to cause an additional level of trust and involvement.

Social networks (twitter, weibo, etc.)

The ever-increasing role of social networks can play one of the important roles in the formation of our community, and the opportunities of the most targeted advertising attract our audience. Our goal is to be represented in the largest possible number of global and local social networks to be closer to our users and to hear them!

ADVERTISING PLAN

PR (materials, bloggers, reviews, press releases)

Having huge experience and a base of contacts in the sphere of high technologies, fintech, specialists, media managers, we look forward to receiving reviews in the most prestigious publications devoted to technologies: techcrunch.com, variety.com, mashable.com, theverge.com, gizmodo.com, techrepublic.com, finance.yahoo.com/tech and others.

Bloggers and vlogery

Thanks to the planned active contacts with popular bloggers and vlogs on the topic of crypto currency, technology blocking, as well as a referral system with fees for inviting users, we expect to receive at least 1000 reviews during the first year of work after krauseyla. Given that video advertising on Facebook, Youku, YouTube and other networks is currently the fastest growing format of advertising the cost of the ultimate lead, thanks to this format can be reduced several times. Especially for the preparation of a large number of materials, incl. video, the team attracted experienced experts in content and production professionals.

Remarketing / Retargeting

Targeting an audience that has already visited the site. According to statistics, at the first visiting the percentage of visitors who make the decision is only 2% to 8%, so it's important to remind them of your project and return them to the site.

Investments in advertising

Print mass-media

Marketing in the Media

Paid articles, advertising

Support for bloggers on social networking platforms

SEO.

КОНТАКТЫ



ecostart2018@gmail.com



eco-start.com



[Ecstart BG](https://www.facebook.com/EcostartBG)



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