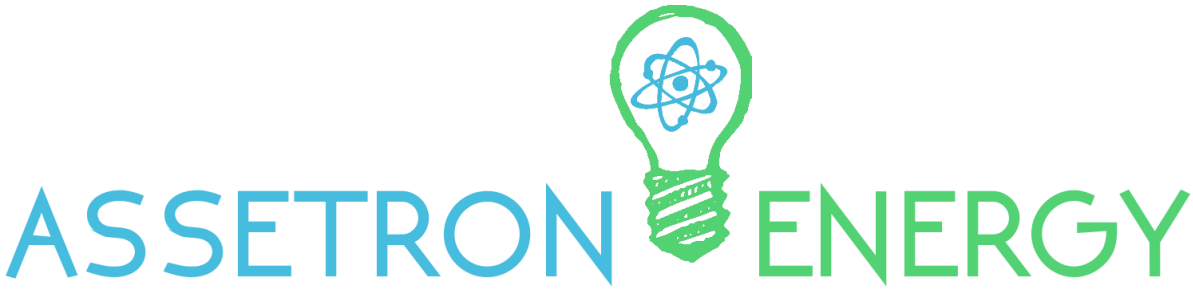

The Whitepaper

Version 2.4

1/11/2017

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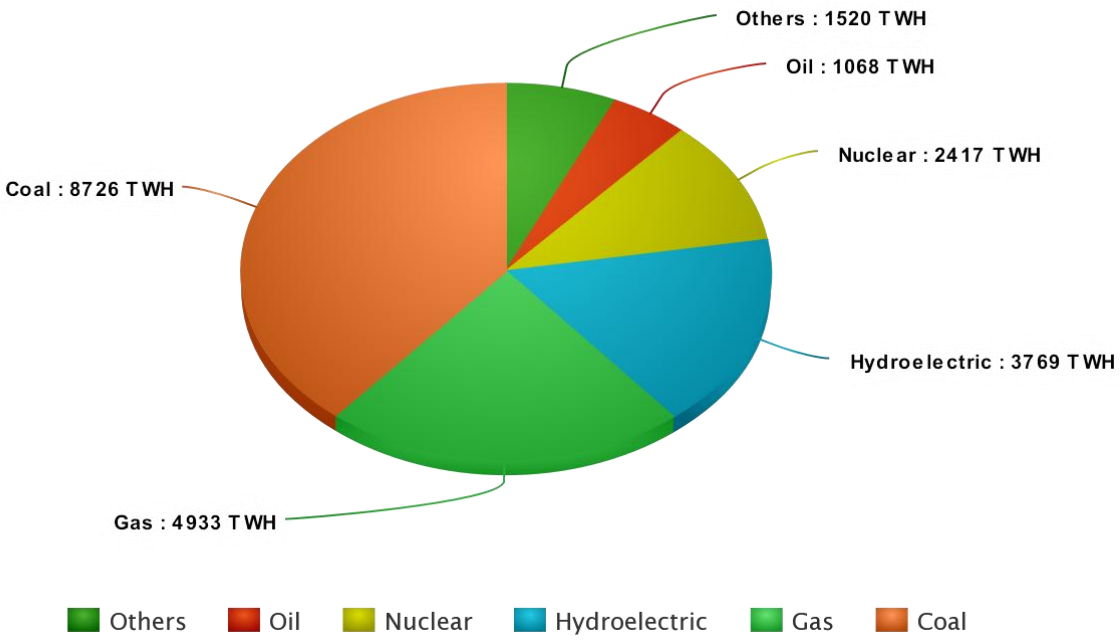
RENEWABLE ENERGY

Australia and the rest of the world have a long journey to shed its dependence on non-renewable energy sources. The current Australian renewable energy share is 14%, which in itself falls behind the global average of 24%.



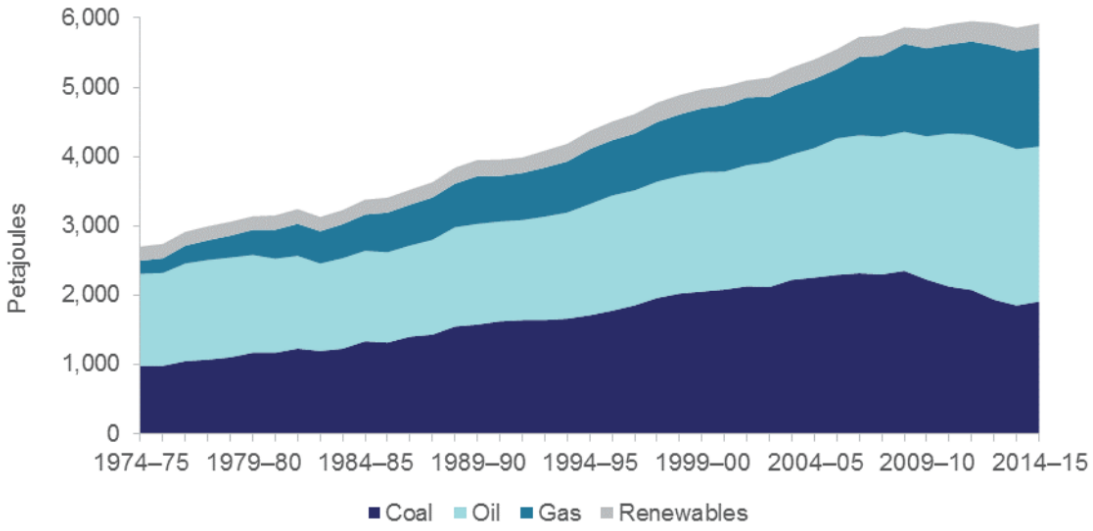
WORLD ENERGY PRODUCTION BY SOURCE - TSP - 2016

Electricity generation is the leading cause of industrial air pollution in the World. 76% of our electricity comes from coal, nuclear, and other non-renewable sources. Producing energy from these resources takes a severe toll on our environment, polluting our air, land, and water.

Many countries rely so much on oil and gas to produce their electricity, that if the price of oil or gas was to increase, it may cause major economical impacts on those countries, potentially forcing the lights to go out.
Examples such as: Fiji - with its heavy reliance on Oil, Ukraine – with its reliance on gas running from Russia, and many other nations that will greatly benefit from utilising clean, renewable energy.

Focusing on Australia, there is a legislated renewable energy target, designed to ensure Australia uses more renewable energy and consequently reduces its emissions. The aim is for Australia to reach 23.5% of energy production to come from renewable sources by 2020.

These new legislative requirements mean Australia needs to step up the rate of creation of new renewable energy sources, which has created a gap for other energy providers to fill.



Source: Department of Industry, Innovation and Science (2016) *Australian Energy Statistics*, Table C

Globally the aim is to reduce the dependency on non renewable sources, to be less dependent on finite resources, reduce the amount of pollutants and create a brighter future for the generations to come.

UNEMPLOYMENT

Globally, the current recorded unemployment rate is approximately 5.7% and is set to rise another 0.1%. The problem is that we want this to decrease not increase.

	Unemployment (millions)			Unemployment rate (per cent)		
	2016	2017	2018	2016	2017	2018
WORLD	197.7	201.1	203.8	5.7	5.8	5.8
Developed countries	38.6	37.9	38.0	6.3	6.2	6.2
Emerging countries	143.4	147.0	149.2	5.6	5.7	5.7
Developing countries	15.7	16.1	16.6	5.6	5.5	5.5
	Vulnerable employment rate (per cent)			Working poverty rate (per cent)		
	2016	2017	2018	2016	2017	2018
WORLD*	42.9	42.8	42.7	29.4	28.7	28.1
Developed countries	10.1	10.1	10.0	..	..	..
Emerging countries	46.8	46.5	46.2	25.0	24.3	23.7
Developing countries	78.9	78.7	78.5	69.0	67.9	66.7

In Australia, the unemployment rate stands at 5.6%, which is too high, compared to what the rate was only nine years ago.

SOURCE: AUSTRALIAN BUREAU OF STATISTICS

LOW RISK INVESTMENTS

Currently, there are few truly stable low risk investments that can bring back significant returns. Investing into savings accounts, term deposits or bonds are one of the few ways to limit risk and receive a stable income.

In Australia, the average term deposit interest rate is 3.25% for a ten year period, accrued annually - that means that if you were to invest $20,000 in a term deposit for ten years, you would only get $7,537.89 in returns, which is taxable. That is a 37.689% increase overall on your investment in 10 years. Over 15 years it would be $12,313.27 (61.566% overall increase)

Investing into Solar PV Projects tells a different story. A hypothetical 450 KW system costs around $850,000 at current prices. If consumers pay an average of $0.20 per KWH, which is significantly less than the current retail rate, a yearly return of $120,888 will result

System size (kW)	Total solar system out-of-pocket cost (incl GST)	Feed-in tariff rate ($/kWh, ex GST) Ω	Solar system efficiency factor†
450	**$850,000**	**$0.20**	**0.80**
Solar power produced (kWh)		Value of solar exported to grid	
1656.0		$331.20	Daily
151110.0		$30,222.00	Quarterly
604440.0		$120,888.00	Yearly

Over 10 Years, we would end up with $1,208,880, which is a $358,880 return (42.221% increase). In 15 Years the total would be $1,813,320, a return of $963,320 (113.33% increase).

From the above, it can be observed that as a long term stable investment, investing into renewable energy sources is a great alternative to savings accounts and term deposits. Moreover, with the constant innovation in the renewable energy sector, it is estimated that the cost of solar PV will be approximately half of what it is today, in three years time, meaning much greater returns in the near future. Not to mention investing into renewable sources is a more socially conscious investment strategy, then giving more money to banks.

The only problem that we do encounter with the above - is that not everyone has the money, space or opportunity to build a $850 000 Solar PV System.
Meaning that this investment opportunity is only limited to people that already have high capital, and makes this investment opportunity out of reach for a high percentage of the global population and working families.
Also building a Solar PV system or other renewable system for commercial purposes, involves a lot of legwork legally and logistically, which adds, even more, limitations for those who may wish to invest.

Although some institutions do exist worldwide that allow co-investing into renewable energy sources, their numbers are few, with a lot of "red-tape" surrounding the conditions of the investments. Usually you have to be at least in the same geographical area as the project, still be able to invest a significant amount, and have your profits reduced by the expenses required, to run the co-invested arrangements (e.g. public company set-ups, trust fees, administration fees, local/state/federal taxing)

THE PROPOSED SOLUTION

BLOCKCHAIN INVESTMENT MANAGEMENT PLATFORM

Assetron Energy are developing a decentralised investment platform, utilising blockchain technology, which allows anyone in the world to co-invest into a variety of renewable energy projects. Projects such as

- solar farms,
- rooftop solar installations,
- hydro-dams,
- wind generators and
- bio-fuel power plants

The Platform will utilise its own cryptocurrency, the ASSETRON (ASTRN) Token, as its main form of payment - removing limitations which come from using fiat currency, and be accessible to anyone, anywhere. Using cryptocurrency also reduces the expenses overall, meaning a higher return for investors.

The platform will enable commercial, residential and community energy consumers the ability to finance their renewable energy projects, whether it is in solar, wind, hydro or other clean energy resource.

By paying a smaller “per kilowatt” fee to the investors, compared to the prices retail energy companies set, the end user of the project will immediately benefit from reduced energy bill, eventually inheriting the system. In return, investors receive regular revenue, comprising of a capital repayment and profit share for a fixed contract period. Both parties benefit from the arrangement, and the renewable energy usage increases per capita.

CRYPTO-POWERED SOLAR POWER PLANT

Assetron Energy is not only aiming to be innovative in the digital, blockchain tech space, but also create a new milestone in the cryptocurrency history books. We aim to be the first global start-up company to utilise the power of the ICO and digital currency, to build a fully functional commercial solar power plant.

The Flagship Assetron Energy Solar Power Plant will be constructed in an area where it will be able to provide either part or all of its produced energy to a local community, providing them a cheaper and clean alternative source of energy.

By building a Solar Power Plant through the use of crypto-currencies, Assetron Energy sets a global precedent, which proves that digital currency has a strong, viable and long term place in the global economy and can be a driver for a cleaner, brighter future.

The Solar Power Plant will power Assetron Energy financially, ensuring that regular cash flow is constantly present, funding operational costs and allowing Assetron Energy to focus on innovation, bringing more renewable projects online onto the platform and providing expanding operations.

EMPLOYMENT

We believe Assetron Energy and its platform, is the answer to helping reduce the unemployment rate.

As soon as the Token Sale ends, the Flagship Assetron Energy Solar Power Plant construction will provide a multitude of employment opportunities. Once construction is complete, regular maintenance and administration will provide steady jobs for many years to come.

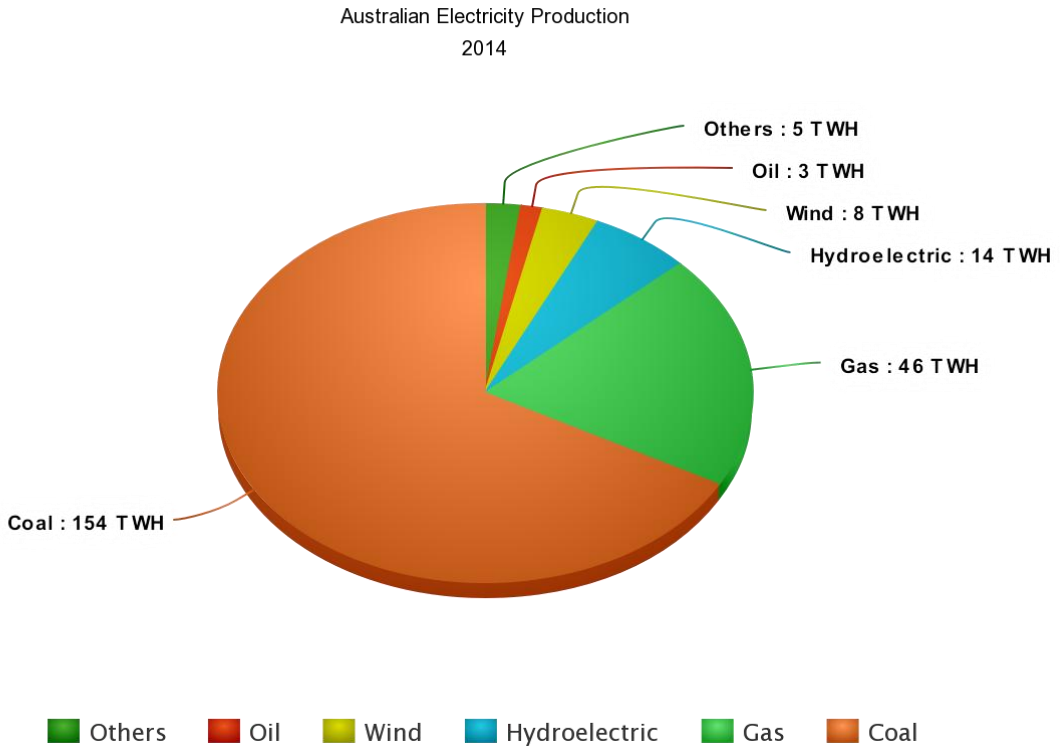
The platform, by providing Assetron Energy and other parties the ability to finance and construct small, medium and large scale renewable energy producing assets, will supercharge a number of employment opportunities available, which will result in the reduction of overall unemployment rates.

THE MARKET

Renewables (solar, wind, wave, hydro, geothermal, biomass and waste) are the fastest growing component of worldwide energy generation.

In 2009, the world relied on renewable sources for around 16% of its total primary energy supply. In 2014, renewable energy sources accounted for almost 22% of global electricity generation, and the IEA Medium-Term Renewable Energy Report of 2015 foresees that share reaching a minimum 26% increase in 2020.

Although Australia is lagging behind globally, the current government initiatives mean that renewable energy asset productions are ramping up in scale here as well - creating a great opportunity for new companies to enter the market.



SOLAR

To date, household and commercial solar growth continued steadily, with many solar businesses now targeting the 30-100 kW section of the market. With power prices rising and the cost of solar technology continuing to fall, the business case strengthens each year.

The fastest-growing sector of the solar market is commercial systems between 75-100 kW, which helped push up the average size of solar power systems to 5.56 kW at the end of 2016. Commercial systems between 30-100 kW are particularly popular in the

ACT, New South Wales, South Australia and the Northern Territory, where they make up about 30 per cent of sales.

Australia is one of the sunniest continents in the world. Given a such stable environment, there is massive potential for solar PV to make a significant contribution to electricity generation in Australia over the coming decades.

ROOFTOP SOLAR

In Australia, if every suitable rooftop hosted solar power systems, the amount of energy generated would supply more than 134.8% of the country's current residential electricity needs. That means that households could be completely independent of finite resources, and drastically reduce our emissions.

With the company's conservative calculations, each one of the suitable houses could theoretically hold an 8kW solar power system; 32 panels per rooftop. The cost for each system at the current market rate would be less than $14,000

In the US, if Americans installed solar panels on every roof, it would supply 39% of the total power used by the U.S. Within the 128 cities studied, researchers found that 83% of small buildings have a suitable location for PV installation, but only 26% of the total rooftop area on those buildings is suitable for development. Even so, the potential for power generation is enormous.

Assetron energy will tap into this market with its easy to use Platform, and link home owners, businesses and communities who may not be able to afford the cost of a rooftop PV system, with potential investors.

WIND

Wind power is currently the cheapest source of large-scale renewable energy. It involves generating electricity from the naturally occurring power of the wind.

A 2012 study by SKM on the economic benefits of wind farms in Australia found that, for every 50 MW in capacity, a wind farm delivered the following benefits:

- Direct employment of up to 48 construction workers, with each worker spending approximately $25,000 in the local area in shops, restaurants, hotels and other services – a total of up to $1.2 million
- Direct employment of around five staff – a total annual input of $125,000 spent in the local economy
- Indirect employment during the construction phase of approximately 160 people locally, 504 state jobs and 795 nationwide jobs
- Up to $250,000 per year for farmers in land rental income and $80,000 on community projects each year.

Wind power is the lowest cost renewable energy technology that can be rolled out on a large scale. The National Renewable Energy Target provides an incentive to build the lowest cost renewable energy projects, meaning that wind power is likely to be a key contributing technology supporting the target this decade. Australia's wind energy sector will deliver thousands of jobs and billions of dollars in investment.

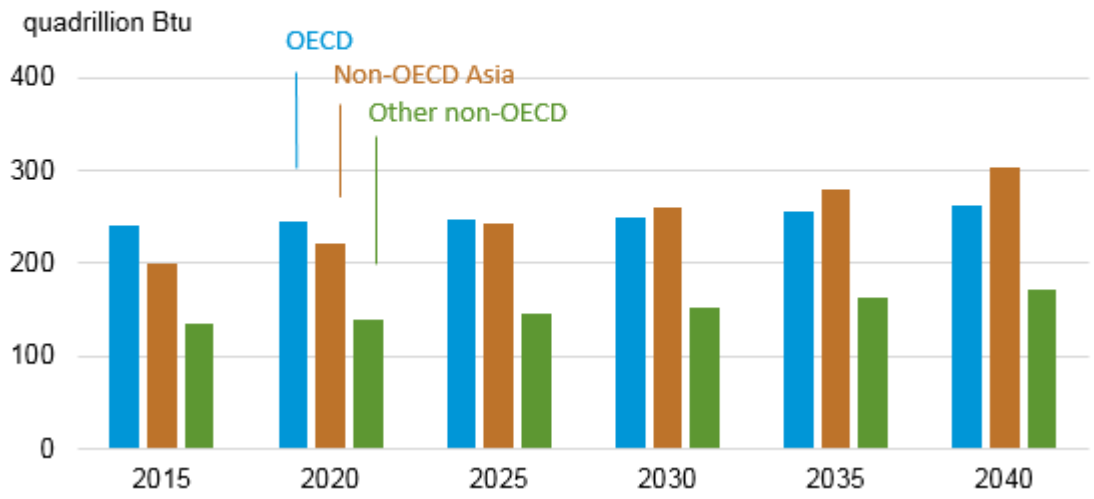
Technological advances in the sector mean that wind turbines are now larger, more efficient and make use of intelligent technology. Rotor diameters and hub heights have increased to capture more energy per turbine. The maturing technology means that fewer turbines will be needed to produce the same energy, and wind farms will have increasingly sophisticated adaptive capability.

EMERGING MARKETS

Integration into world markets by six of the largest economies that don't belong to the Organisation for Economic Co-operation and Development (Brazil, Russia, India, Indonesia, China, and South Africa) has driven estimated non-OECD energy consumption increases of 71% between 2012 and 2040 compared with an increase of 18% in OECD nations.

By 2040, almost two-thirds of the world's primary energy will be consumed in the non-OECD economies. This is a market where Assetron Energy and its platform can flourish in.

Figure 1. World energy consumption by country grouping



WEB-UI

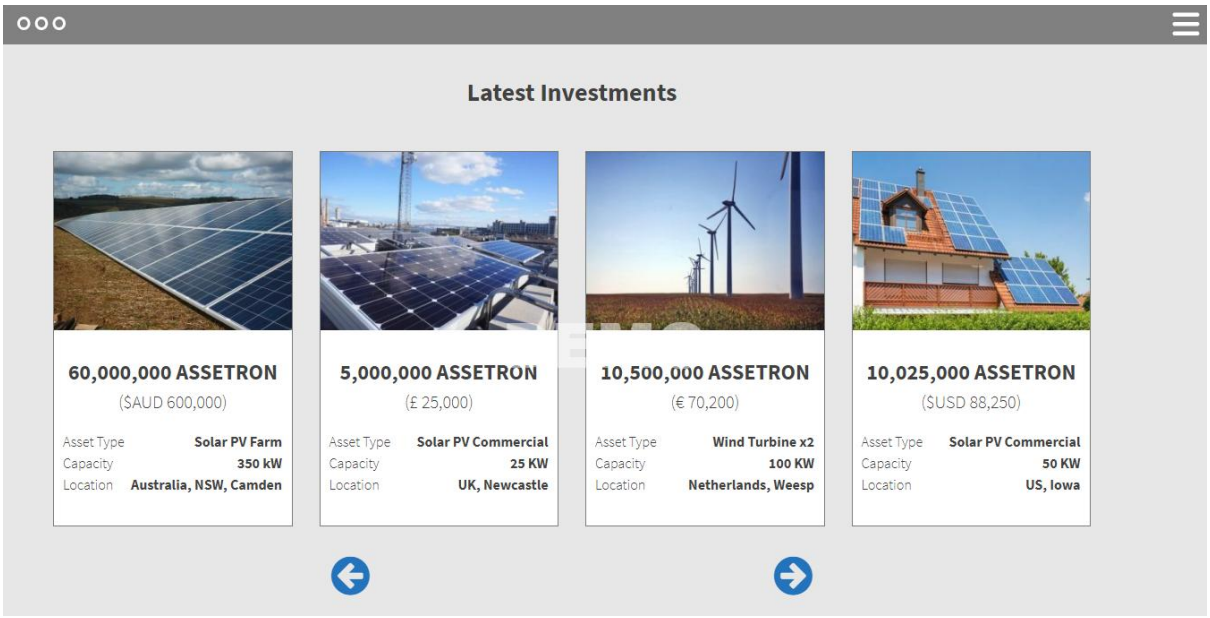
The Assetron Platform is the portal to co-investing into renewable energy producing assets.

The interface will be accessible through a web browser, and be fully compatible with all types of devices. The system will be connected to the Waves blockchain, and have the functionality to display and transact with ASSETRON(ASTRN) Tokens, the sole digital currency accepted on the platform.

Running multiple Waves nodes will be part of the backbone of the system, ensuring we are also able to apply and collect ASSETRON Tokens as transaction fees, and secure the Waves blockchain.

The home page of WEB-UI will feature views of projects, which are open for investment opportunities. These will display a short description of the project, including, but not limited to - Type of asset, the total cost of the system, size of system and location.

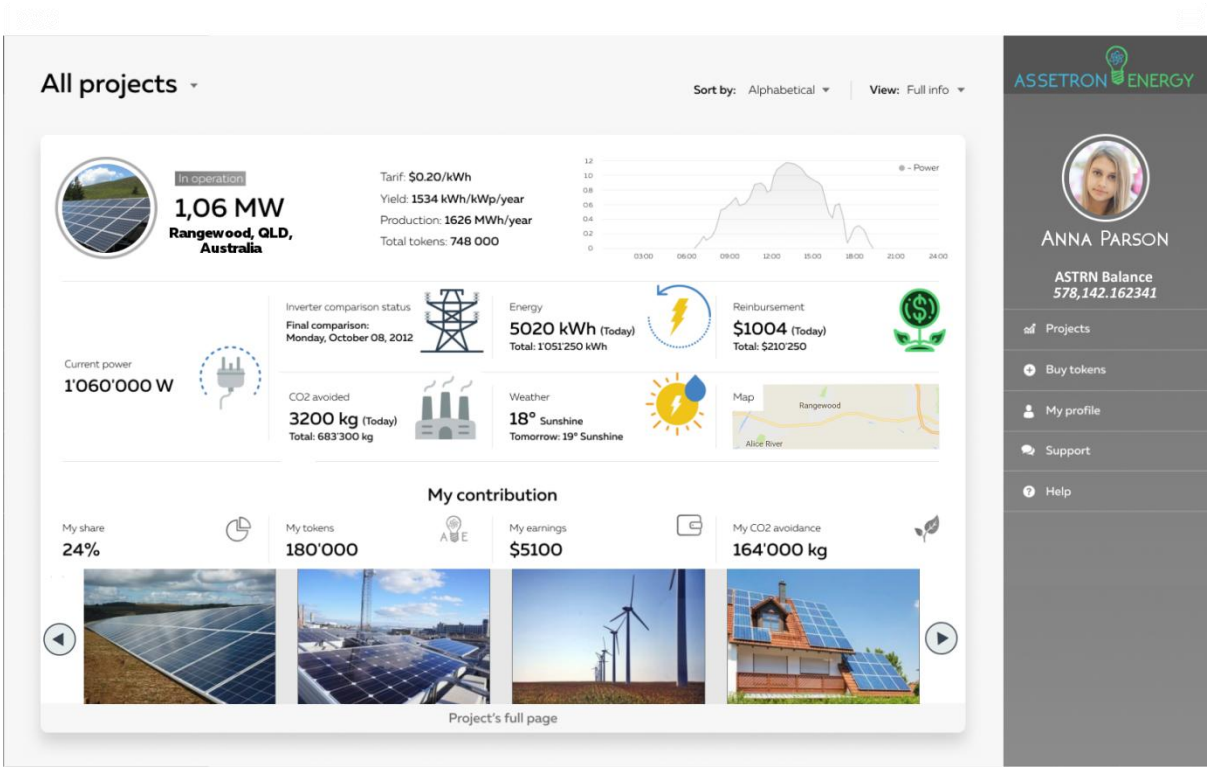
The below image is from our prototype system that is still in early development.



Each project will feature its own page, with detailed information on

- Total Project Cost
- Minimum Investment Amount
- Maximum Investment Amount
- Project Costs Breakdown

- Warranty and Lifespan of Project
- CO2 abatement
- Location
- Investment Type
- Investment Term (Fixed Term or Lifetime)
- Estimated Energy Production
- Fee per KW
- Pay Frequency
- IRR
- All Other Product Disclosures



The platform will also contain an individual user dashboard, which links to the users Waves Wallet, and will display information regarding their ASTRN balance, and what current investments the user has, which will display a real-time feed of energy each system produced and estimated payouts, based on the user's share of the project.

The user dashboard will also be the main source of information on everything related to the payouts each project yields to the user, with options to export these for local tax purposes.

RESIDENTIAL

Roof-mounted solar leverages your most underused asset: the roof above you.

Assetron Energy with its platform can help connect residents who have a suitable rooftop, or land area for a Solar PV system or a Wind Turbine, but are not capable of affording the installation - with potential investors.

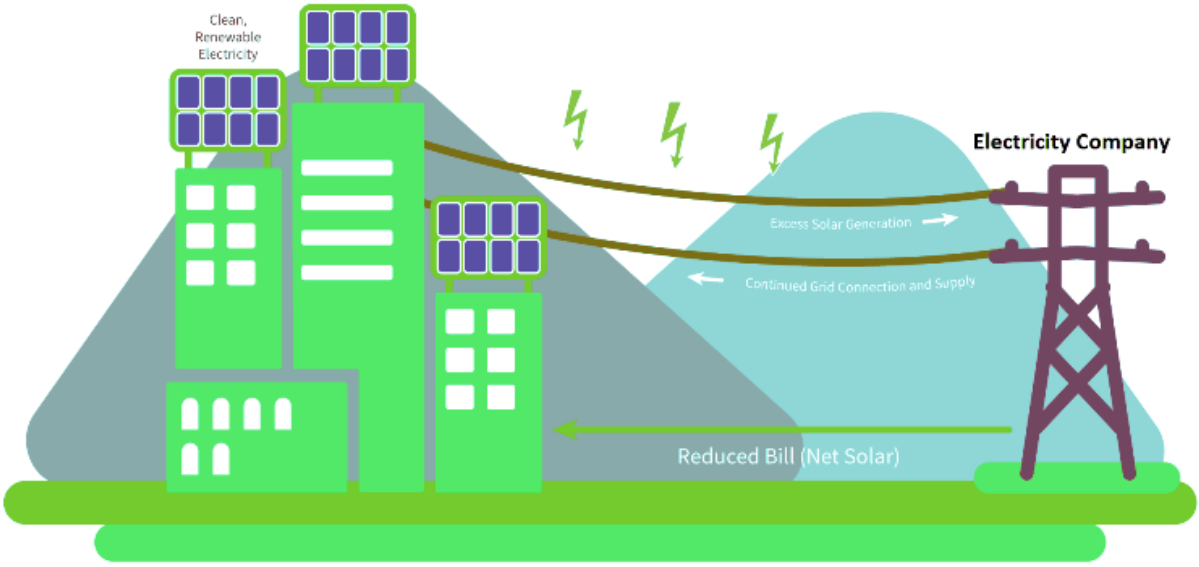
The investors will pay for the system through the Assetron Platform, and the home owner will pay a reduced electricity bill for a fixed term. During the fixed term, the investor receives a regular income, and the site owner saves costs on their electricity bills.

After the fixed term, the investor would have made a considerable return on investment, and the home owner inherits the rooftop PV system or wind generator to have free energy for the remainder of its lifetime.

COMMERCIAL

As with above, a business can utilise their roof space or vacant land for a renewable power generating asset, such as solar panels or wind turbine.

Commercial users normally require a lot more power than residential. Thus they would require a larger system, which can be co-invested into through the Assetron Energy Platform.



The business owner will get the benefit of paying a much lower per KW fee than they would to the Electricity supplier and the investors will receive a regular income stream.

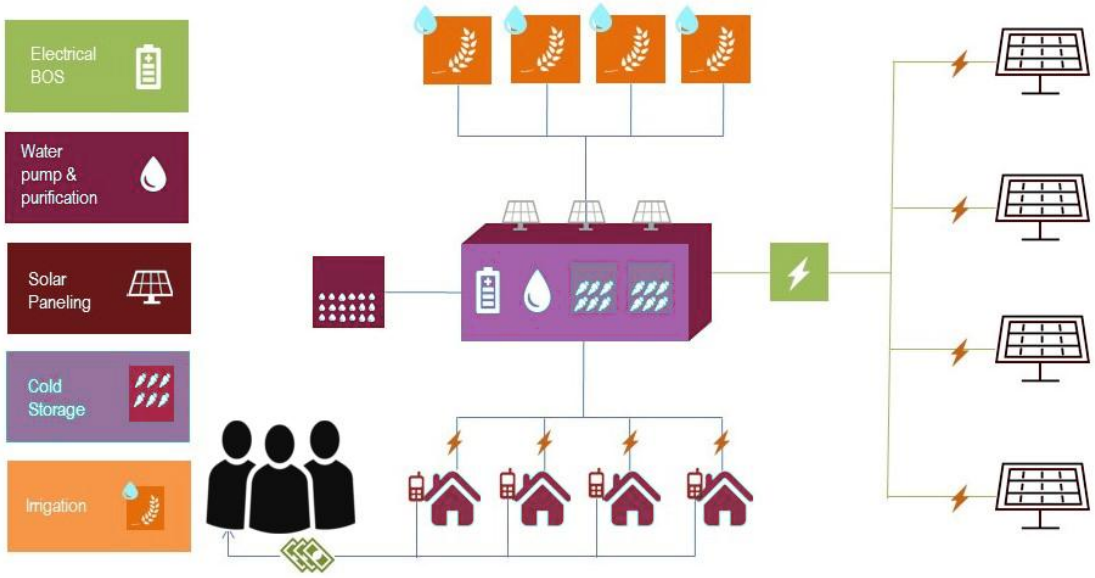
As with residential arrangements, a fixed term that benefits both the investor and business owner will be set up.

COMMUNITY

Community energy projects are located at a nearby site in a community, eliminating space constraints and other limitations of on-premises development, all while keeping environmental benefits local. These would not only power businesses, but also homes, schools and other community buildings.

Community projects may require anywhere between $AUD 3 -20+ million in funding, which makes Assetron Energy a great resource for communities all over the world to raise money through investors.

By participating in a community project, investors are enabling local, clean power development and job creation.



ASSETRON AND PROJECT TOKENS

ASSETRON (ASTRN) TOKENS

ASTRN Tokens, which is short for ASSETRON Tokens, are the primary token used in the Assetron Energy Platform Eco System. Anyone wishing to invest into any renewable energy projects - has to do so using ASSETRON Tokens. This ensures that demand is always present for ASTRN and as the volume of projects increase, so we estimate will the demand and price of ASTRN.

ASSETRON (ASTRN) Tokens are "Assets" on the Waves platform. Waves is a decentralised blockchain - secure, fast with low transaction fees, even allowing transaction fees paid with Asset Tokens.

Waves Platform also features a built in decentralised exchange, meaning ASTRN tokens can instantly be bought and sold for other digital assets and fiat, as soon as all tokens from the main sale are distributed. We are in discussions with other exchanges to get ASTRN Tokens listed on them as well.

ASSETRON Tokens initial market price will be after the end of the Token Sale will aim to be around $0.04 USD, with 600,000,000 in circulation, resulting in a USD 24 million market cap.

If not all Tokens are sold during the Initial Main Sale, Assetron Energy may run a second round Token Sale, utilising some of the first round contributions for a strong marketing campaign, and continuing with the 0.04 USD price, with potential further raises as per demand.

All invested projects will give an income payout in ASSETRON Tokens, at the current exchange value of the ASSETRON vs the Host Countries Fiat Currency. For select projects, we will also introduce the option of being paid in Fiat Currency directly, although this may result in slightly lower payments, due to taxes and other applicable fees.

The payout structure, including expected total income per year, income distribution frequency, investment term, IRR and any other project details will be specified in a product disclosure statement (PDS) for each project.

Assetron Tokens are designed to be a digital currency and have the following characteristics

- fully interchangeable with another unit of the same digital currency for the purpose of its use as payment
- can be provided as payment for any types of purchases
- generally available to the public free of any substantial restrictions
- not denominated in any country's currency
- the value is not derived from or dependent on anything else

- does not give an entitlement or privileges to receive something else.

Fiat Currency: is a legal tender that is backed by the sovereign government state that issues it. The Australian dollar and U.S. dollar is fiat money, as are many other major world currencies. This differs from money whose value is underpinned by some physical good such as gold or silver (commodity money).

Cryptocurrency: a digital currency in which mathematical encryption techniques and network consensus protocols are used to regulate the generation of units of currency and verify transactions (i.e. the transfer of funds), operating independently of a central bank. It can be used as a form of P2P digital money, purely relying on the blockchain ledger and verification through encryption algorithms, rather than a centrally controlled entity like a central bank.

PROJECT TOKENS

The Assetron Platform is designed to issue individual blockchain tokens on the Waves Platform, per every renewable energy project on the platform.

Each project, by default, will be represented in 100.00 "Project Name" Tokens, where "Project Name" will be a unique identifier name per project. 100.00 Tokens represent a share of 100.00%, with a minimum investment amount being 0.01%.

For a 50KW, $100,000 AUD system, this would be a minimum investment of $10.

The amount of decimals impacts the minimum, that may be changed on a project basis, to allow for lower or higher minimum investments.

The purchase of project shares will result in ASSETRON Tokens being exchanged for Project Tokens, based on the current market value of ASSETRON Tokens. Once again, this will contribute to the stability of the ASTRN Tokens.

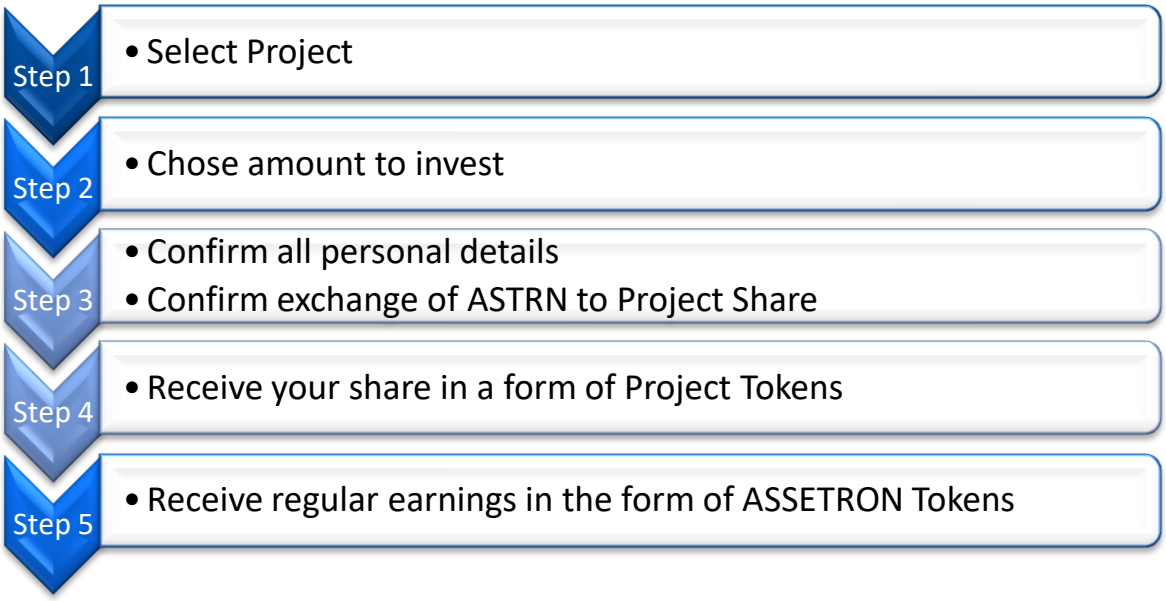
Project Tokens once acquired, will give the holder ownership of the share of the project, which in turn will result in regular income pay outs, as per the project conditions. These payouts will be done through an "Air-drop" mechanism on the Waves Blockchain, through nodes Assetron Energy controls.

Project tokens can be traded just like any other tokens on the Waves platform, through the DEX, as well as sent to other wallets, which will entitle that wallet holder the share of the projects profits. If a user acquires a project share from another user, that user has to be registered on the platform, to be able to use the user dashboard and interact with their project share. If a user is not registered, but still holds Project Tokens, they will still receive income during the regular air-dropped payouts.

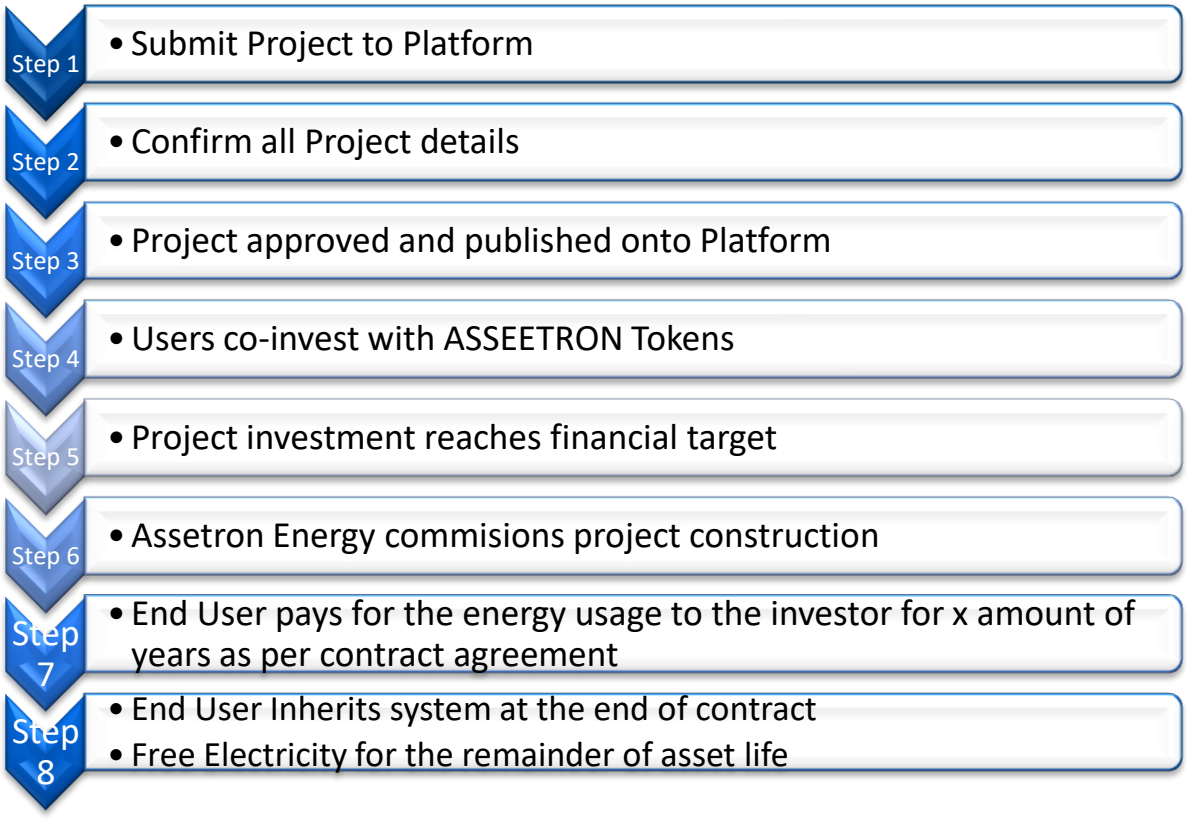
APPLICATION WORKFLOW

The Platform will utilise the following workflows

INVESTORS



PROJECTS REQUIRING CAPITAL FUNDING



THE FLAGSHIP SOLAR PV FARM

Assetron Energy will be facilitating our own Flagship Solar PV Power Plant.

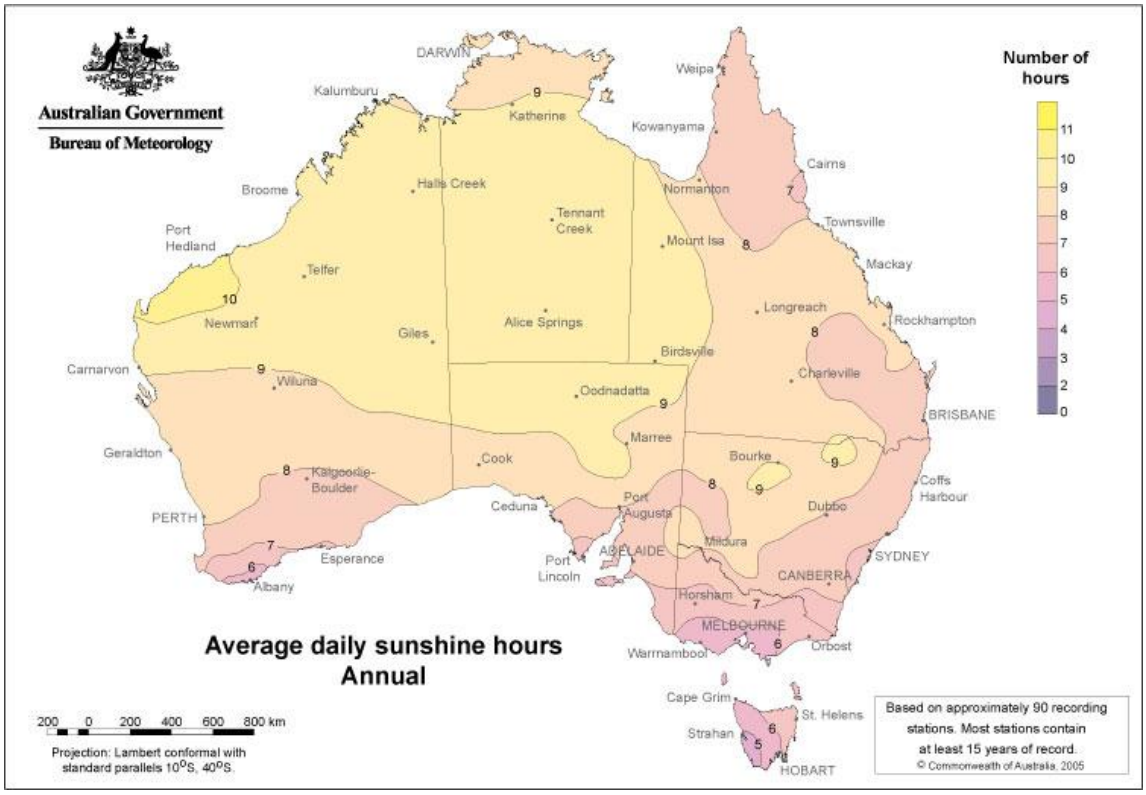
This Assetron Solar Power Plant will be the first of its kind, to be built entirely using an ICO Sale, setting a precedent of the power of cryptocurrency in the global economy.

The Flagship Plant will not only contribute to the greater renewable energy picture, but provide a stable source of funding for Assetron Energy for years to come, meaning that Assetron Energy will always have funding to continue our technical development, create, innovate and become the leaders in blockchain powered investment management platforms.

Our target for the Solar PV Power Plant, is to be producing at least 1 MW of electrical power.

SITE

We have compiled a list of 6 potential sites. They locations are in Central NSW, ACT, NT, Northern WA and QLD. These areas represent the most sunlight in the country, and as we aim to achieve a high contribution total from the Token Sale, the areas not selected for the flagship project, will instead, have projects constructed to be placed onto the platform as investment opportunities.



1 MW of solar PV would require approximately 10 acres of land to account for adequate spacing between rows to avoid row-on-row shading, as well as account for inverter pads and other balance of system components. 10 acres per MW is an approximate

estimate based on currently available and known information, with the final dimensions to be determined in the design-build process.

FARM SPECIFICATIONS

- Size - 1 Megawatt (MW) capacity photovoltaic solar array
    - The capacity of the system is 1MW which means power output at peak performance will be 1MW.
    - "Name plate capacity" is simply the combined spec peak capacity of all individual modules.
    - A DC array of 1300kW has been selected to accompany the 1MWac generator; this ensures that the full MW of production can be in use for a greater period throughout the day
    - Estimated annual electricity production: 1.7 million kilowatt hours (kWh)
    - Our system will consist of 4 sub-arrays feeding power to 2 inverters and routed through a transformer onto the grid.
    - Can power approximately 250 average homes
- The solar PV power generation system will utilise both DC and AC over voltage protection and external surge diverters to protect the equipment against environmental impact and include DC and AC isolators for safe operation and maintenance.
- The inverters will both be rated at 500KW - brand and model has not been selected, and will be announced closer to construction period.
- We plan to use a sun tracker directional array system to track the path of the sun throughout the day.
    - Directional arrays are capable of generating near peak capacity for a longer period of time, say 5-6 hours/day in our locations compared to 4 hours for fixed arrays.
    - The tracker tilts toward the sun as it moves across the sky, increasing energy capture by up to 25 percent over fixed systems and greatly reducing land-use / acreage requirements
- The solar PV modules selected for this project are planned to be 250W crystalline silicon PV modules, although this may change, due to consistent solar PV module innovations and improvements.
    - There will be an estimated 5,200 solar modules installed (with 250W panels)
    - Panels have a standard PV degradation rate for crystalline of <.05% per year and carry a warranty of 25 years.
    - Module efficiency = 15.3% – 17.4% - Cell efficiency = 17.8% - 20.2%. It is essentially how much power they can produce from exposure to sun.
    - Max Power Voltage – 55.8(V) per panel
    - Max Power Current – 4.48 Amps per panel
    - Panel Weight – 14.2 kg
- Cost is estimated to be around $2.7-3.0 Million AUD
    - The system will produce approximately $300,000 - $320,000 AUD per annum, depending on area and tariffs

- Cost and Size is linearly scalable, i.e. a 5MW system will require 5x as many resources and costs and yield 5x the amount of revenue.

CONSTRUCTION TIME

Once begun, construction will only take a couple of months, however in our timeframe we have prepared for a slower construction process in case of delays.

The Flagship Solar Construction project stream will run independently of our Platform development, with two separate project managers overseeing each project.

As soon as the power plant is built, it will be connected to the power grid, and as soon as it is connected to the power grid it will start generating income. It will be connected and turned on as a single unit.

OPERATING COSTS

Maintenance costs and insurance will be our largest expenses. The system will be electronically monitored so we will be able to track the energy production against the expected energy production. This means our maintenance provider will immediately be able to see if something is not right.

This display will also be available on the Assetron Platform for all users to see.

We intend to run sheep under the panels to keep the grass down, on sites where we expect growth. Cleaning will not be necessary unless something unusual occurs – such as a flock of birds laying droppings on the panels or an unusual dust storm. The panels will be tilted so that rain will easily clean the surfaces.

THE ROAD SO FAR - TO TOKEN TALE

Milestone(s)	
Date	**Description**
03/2017	Asesstron Energy Formed
03/2017	Management Team Established
03/2017	Project Team Leads Assigned
05/2017	Platform BRD and Tech Spec Complete
07/2017	Solar Farm Sites Inspected
10/2017	Pre-Token Sale Start (20% Token Bonus)
20/11/2017	Token Sale Week 1
27/11/2017	Token Sale Week 2
04/12/2017	Token Sale Week 3
11/12/2017	Token Sale Final Week

THE ROAD FOR THE FUTURE - POST TOKEN SALE

Milestone(s)	
Date	**Description**
02/2018	Solar Farm Site Selection
02/2018	Recruitment of Additional Developers
02/2018	Documents Submission to Governing Body
02/2018	Investment Platform Development Commencement
03/2018	Solar Farm Construction Commencement
04/2018	First Alpha Version of Application Release
06/2018	Application Beta Version Release
08/2018	Peer Investment Platform Go-Live
09/2018	Solar Farm Completion
09/2018	Integration of Solar Farm with Application
10/2018	New Asset Construction Projects Commence
12/2018	First Profit Distribution to Token Holders from Reserve

THE BUSINESS MODEL

KEY ACTIVITIES AND MISSION

Our Mission and Key Activities

- Provide an investment management platform for renewable energy producing assets.
- Seed small, medium and large scale clean energy projects for initiation onto the Assetron Energy platform.
- Facilitate renewable energy projects on behalf of investors.
- Enable home owners an accessible and affordable solution for reduced electricity rates through rooftop or on-site installations.
- Connect renewable energy projects in need of financing with investors.
- Invest into cutting edge renewable energy developments.
- Secure the future of blockchain based technology and cryptocurrency by providing a consistent financial usage model, linking cryptocurrency with revenue-generating commodities and assets.
- Increase the global use of renewable energy, contributing to a cleaner environment and reduced electricity costs.
- Reduce unemployment rates locally in Australia, as well as globally, through the employment opportunities renewable energy projects provide, both short term and long term.

CUSTOMER SEGMENTS

Our customers are

- Platform Users
- Holders of Investment Shares
- End receivers of energy provided by Assetron co-invested assets
- Residential home owners with Assetron Energy rooftop / on-site clean energy power sources
- Commercial Consumers of the Assetron Energy Power Plant and other owned renewable energy sources.
- Community Members powered by projects delivered through the Platform

VALUE PROPOSITION

We help solve a major issue our customers will have – the affordability of construction and upkeep of renewable energy sources, especially for residential purposes.

Many home owners and small businesses are not able to afford to set up a renewable energy source on their property, which will benefit them with reduced electricity bills in the long term, as well as reduced reliance on power companies and their price raises.

This is where Assetron Energy comes in, we through the use of our platform, can help residential, commercial and community projects get funded, and utilise our services to project manage and install the renewable energy sources.

Our customers, the users of the investment platform, the project investors and the residential, commercial and community energy receivers will all benefit due to our lean business model and reduced costs through the use of technology and blockchain

The aim is to have a truly "self-serve" environment, where platform users can initiate new projects, trade invested project shares, audit their project income streams, invest into a number of different renewable energy technologies all controlled through smart contracts and efficient customer service touch points.

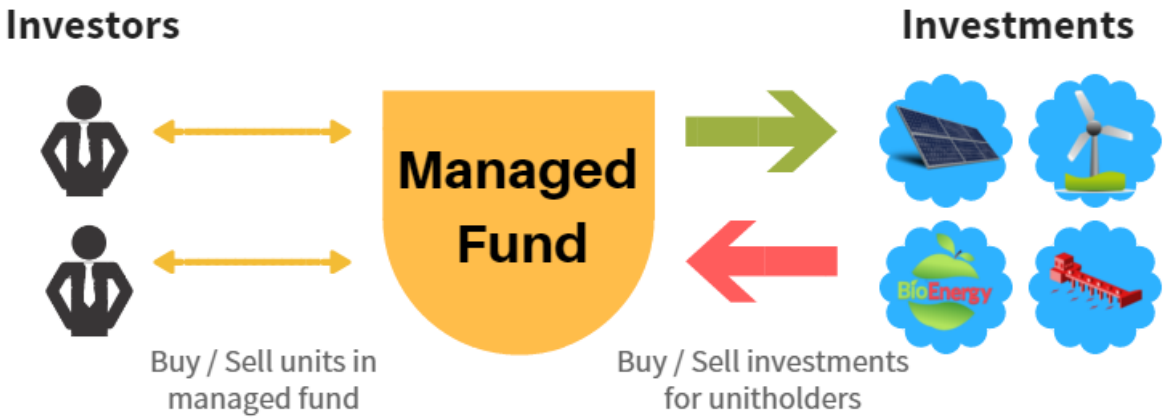
REVENUE STREAMS

- Revenue from Flagship Assetron Power Plant – this will be a constant supply of revenue for up to 30 years and ensure the lights stay on at Assetron Energy.
- Each co-owned customer project on the platform will also be invested in by Assetron Energy, for up to 20%, sharing in profits with other investors, as well as making us a stakeholder in the project and responsible for its success.
- Revenue from Large Scale Generation Certificates and Small-scale Technology Certificates
    - An MW system is eligible to receive Largescale Generation Certificates (LGC's). This is part of the Federal Renewable Energy Target (RET) and can provide over $1,000,000 of additional revenue for the duration of the scheme.
- Supply and Install Residential Rooftop Projects - Income derived from a fixed term energy supply to home owner at reduced costs.
- Assetron Energy will construct renewable energy power plants on its own accord as well, to feed back into the grid or for a potentially new community. These will be placed on the platform to co-invest for a set period, and after the fixed period ends, and the project is aged, Assetron Energy will take sole control of the asset providing further revenue for the company.
- Running multiple Waves nodes to power the Platform and collect fees from ASSETRON(ASTRN) Token transactions and other Waves transactions – the nodes will be powered by renewable energy.

FUTURE

We have a number of plans in scope, once a basic level of maturity is reached within the Assetron Energy Platform

- The main expense of crypto-currency mining, aside from the hardware components is power usage. As we will have our own autonomous power coming from the Flagship Assetron Energy Power Plant, we may seek a partnership with a crypto mining centre, for a split of the mining profits, or set up our own mining centre.
    - This will contribute to our goal of securing the future of cryptocurrency through the use of clean energy
- As we plan to have many renewable energy projects in the pipeline, we may seek to invest into a large scale renewable energy manufacturing business, to benefit from the profits being made during the construction phase, but also drive construction costs down, allowing for a greater return to the platform users and investors.
- Once Assetron Energy has a mature set of projects returning revenue, we may seek to create a series of managed funds, which will be available through the Platform, and bring a return from a mixed portfolio of clean energy projects.



Denis Wright
Director & Founder

Serial Entrepreneur and Founder of Assetron Energy. Director of Beta Learning Pty Ltd and ASSETRON ENERGY, Denis has over 10 years experience in the Financial Sector, Superannuation, Local Government and IT. Having run multiple businesses, ranging from Web Development, Corporate Tech Support to Business Analytics and App Development, with past affiliations with Avast, Razorzone, Shopify and Bigcommerce. Denis also holds an Electrical & Computer Engineering Degree from the University of Wollongong, where he designed an analog to digital waves converter and cipher, to be used in tele-communication encryption, over GSM, 3G and 4G Networks. Denis is a Business Intelligence Analyst at a world-leading consultant organisation in wealth, retirement, health and careers.

Kumar Vikram Singh
Head of Client Delivery

Kumar Vikram Singh has 11 years of IT Experience. Being a Computer Science Engineer and also holding an MBA in Finance and IT from a Premier Indian Business School, Kumar will be heading up our Client Solutions and Delivery Initiatives. He has worked for many global MNCs and has over a decade of consulting experience, handling Fortune 100 Customers and coordinating successful project delivery. Some of the clients include Standard Chartered Bank, NAB and Loreal.

Malcolm Elliott
Head of Finance and Wealth

Mr Elliott spent more than 35 years in the finance industry, holding senior management positions in various Australian and International banks. Malcolm specialised in the IT area of the industry for more than 14 years and founded a specialist IT operating lease company which enjoyed strong funding relationships with domestic and international financial organisations. Malcolm sold that business in 2007 to focus on share trading activities and provide guidance to others on wealth management strategies. Currently Malcolm advises Beta Learning Pty Ltd with financial management and will be heading up the Wealth division of Assetron Energy.

Jade Mason
Head of Personnel

Seasoned Personnel Manager, Early altcoin adopter - Jade will be invaluable in coordinating the team and project resources, to ensure the entire operation runs smoothly.

Alex Wright
Head of Learning and Development / Communications Coordinator

Having over 10 years of experience in the Education sector, Alex heads all the training activities within the company. Alex is an early crypto adopter, and loves to support initiatives which are educational and help better the status quo. Alex will be heading the communications stream of Assetron, ensuring all contributors, users and investors are well informed.

Evan Morrison
Head of Platform

Evan Morrison holds a BS in Computer Science from the University of Wollongong with majors in Secure Distributed Systems and Software Development along with a PhD in Computer Science where his area of research was artificial intelligence applied to process management. Previously, Vice President of the ICTI cluster in Wollongong and presenting around Australia, New Zealand, South East Asia, and Europe. Currently, director for eHealth consulting company Progression Logic who develop business intelligence systems, played crucial roles in the support & development team of the Centre for Oncology Informatics, the Wollongong Carbon-Centric Computing Initiative, the Australian Service Science Society and the Decision Systems Laboratory.

Brad Gibson
Business Systems Architect

With over 10 years experience in the Finance, Superannuation and IT Sectors - Brad will be responsible for supporting and developing our business architecture, Waves Nodes and the backend databases behind our platform. Brad also manages and co-owns a large cryptocurrency mining hub in Wollongong, Australia, and will be working towards establishing a solar-powered data mining centre design and business proposition. This will be implemented as both an addition to Assetron Energy, and a future service offering to our clients.

Jordan Whitteron
Head of Marketing and Communications

Jordan has a background in Marketing and Communications and has worked in the Banking, Education and Superannuation industries in sales, marketing and IT. Degrees in Computer Science, Marketing and Communications. With over 13 years experience, he will be heading up the Sales & Marketing, engaging and on boarding clients to steer their projects through to their stated goals.

TOKEN DISTRIBUTION

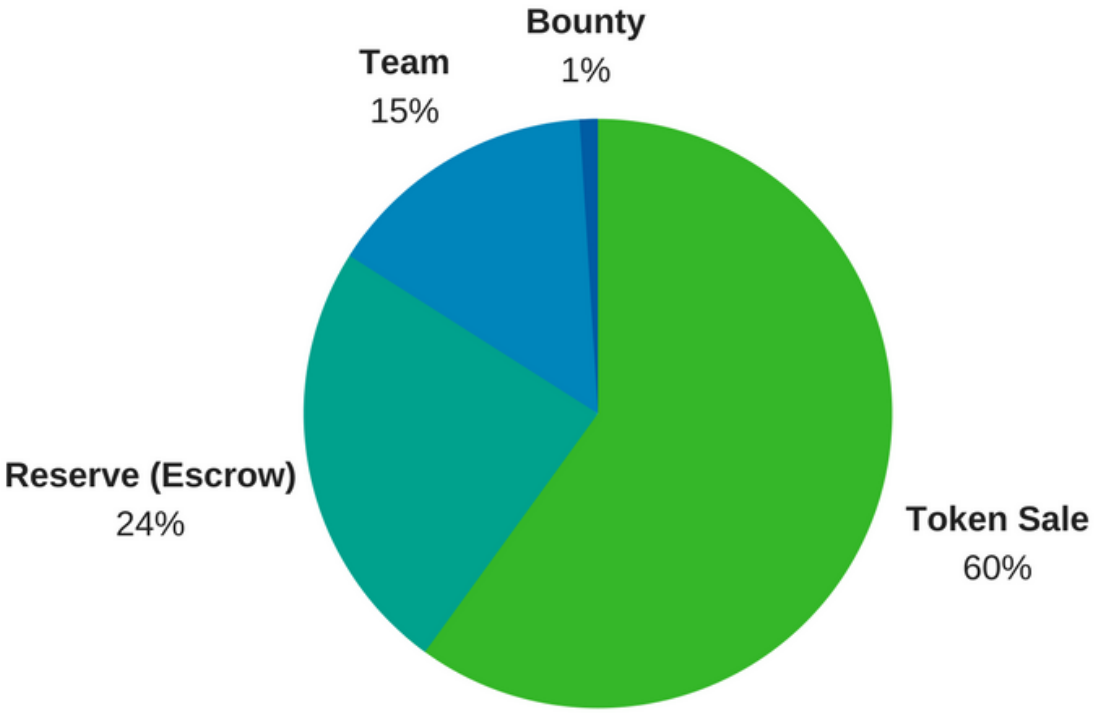
Total: *1,000,000,000 ASSETRON (ASTRN) Tokens*

Sale: *600,000,000 Tokens*

Reserve: *240,000,000 Tokens*

Bounty Campaign: *10,000,000 Tokens*

Team Distribution: *150,000,000 Tokens*



TOKEN SALE PURPOSE

ASSETRON (ASTRN) Tokens are created to be the primary currency used on the Assetron Platform. To jump-start the use of the platform, ASTRN Tokens will be sold to contributors aiming to achieve around USD 23 million from 600,000,000 ASTRN

To incentivise early contributors, the initial prices will be set lower at $0.025 USD, and increase slowly to our target of $0.040 USD at close of ICO.

The period will consist of a Pre-ICO period, and a period of 4 weeks for the Main Token Sale.

RESERVE (ESCROW)

A further 240,000,000 tokens will be retained to any future funding needs of Assetron Energy and the Platform, including the potential rewards distribution, the seeding of renewable energy assets on the Platform and pay outs of income to asset co-investors.

BOUNTY

10,000,000 ASSETRON (ASTRN) Tokens have been allocated for the Token Sale

The bounty campaign will feature the following

- White Paper Translations - 1,500,000 ASTRN
    - Russian - 150,000 ASTRN
    - Hindi - 150,000 ASTRN
    - Portuguese - 150,000 ASTRN
    - Mandarin - 150,000 ASTRN
    - Korean - 150,000 ASTRN
    - Arabic - 150,000 ASTRN
    - French - 150,000 ASTRN
    - Japanese - 150,000 ASTRN
    - Indonesian - 150,000 ASTRN
    - Spanish - 150,000 ASTRN
- Facebook Campaign - 1,500,000 ASTRN
- Twitter Campaign - 1,500,000 ASTRN
- Medium Articles - 1,500,000 ASTRN
- BitcoinTalk Reviews - 1,500,000 ASTRN
- Personal Blog Reviews (Must have own domain) - 1,500,000 ASTRN
- Miscellaneous Rewards- 1,000,000 ASTRN

To receive their share of Bounty Tokens, all participants will need to send proof of work and their waves wallet address to bounty@assetron.energy

All Bounty Tokens will be distributed after the sale.

TEAM TOKENS

The Team Tokens will be distributed to Assetron Energies management, employees and contractors engaged in building the Platform.

All of the Assetron Energy Team Tokens will be subject to escrow for a period of between six and 18 months, with their release linked to performance variables. The escrow period in respect of these tokens will commence at the completion of the Token Sale.

SALE PERIOD AND TOKEN PRICE

Token Sale Period: *Pre-sale + 4 Weeks*

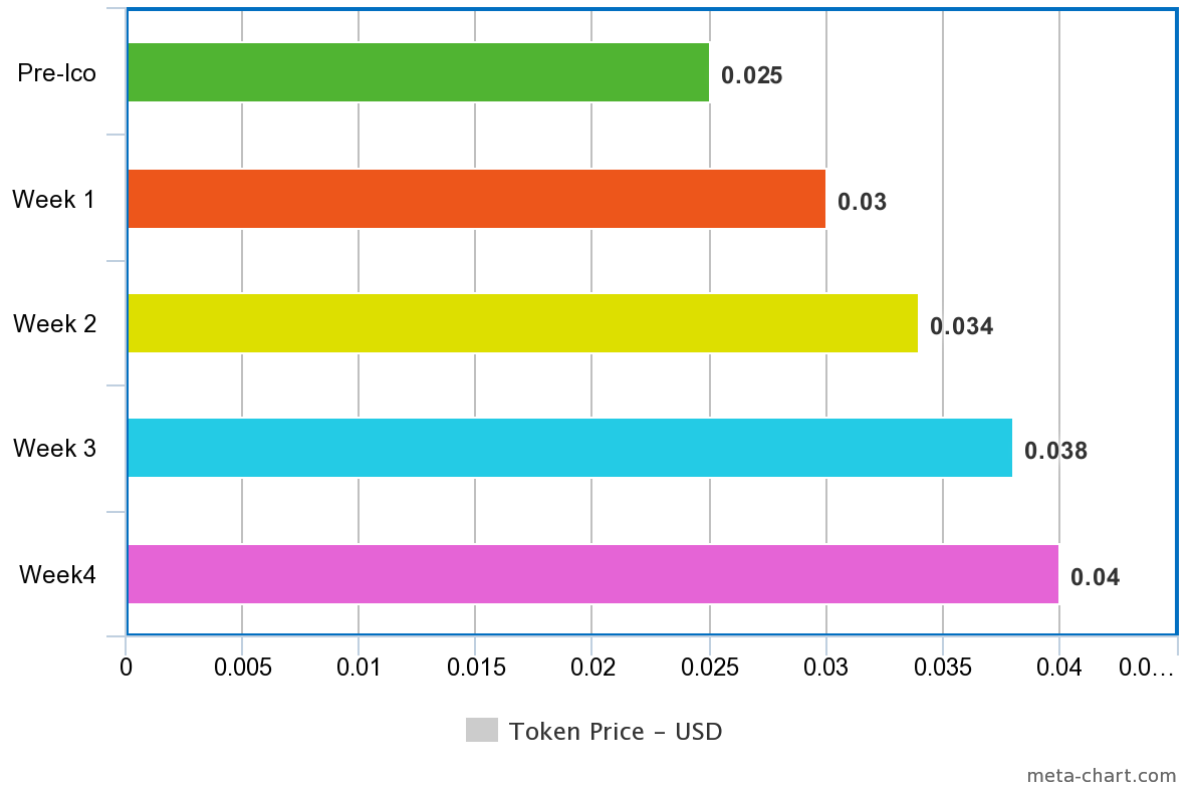
Pre-sale: $*0.025 USD*

Week 1: $*0.030 USD*

Week 2: $*0.034 USD*

Week 3: $*0.038 USD*

Week 4: $*0.040 USD*



The Token Pre-Sale Token will have a limit of 75,000,000 ASSETRON Tokens

The Main Sale will put up for market the remainder 525,000,000 ASSETRON Tokens

Below is the table is the fixed table of token costs in Cryptocurrency, the minimum purchase is 100 ASTRN

COST OF 1 ASSETRON (ASTRN)

1 November 2017 - Cryptocurrency Prices Subject To Change

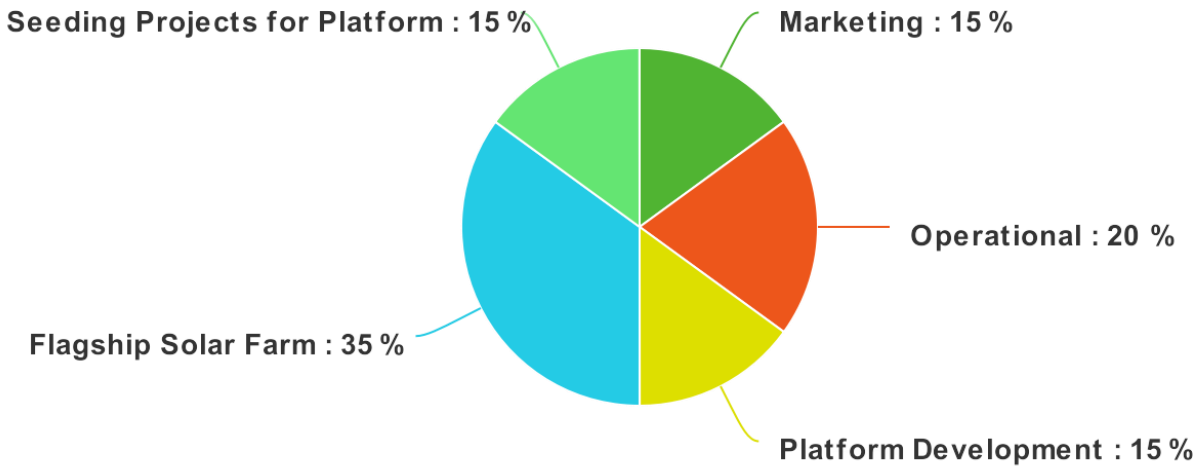
	Pre-ICO	Week 1	Week 2	Week 3	Week 4
USD	0.026	0.031	0.034	0.038	0.040
BTC	0.0000047	0.0000057	0.0000062	0.0000069	0.0000072
ETH	0.0000765	0.0000918	0.0001009	0.0001110	0.0001166
LTC	0.0004727	0.0005673	0.0006240	0.0006864	0.0007207
WAVES	0.0067010	0.0080412	0.0088454	0.0097299	0.0102164
BCC	0.0000813	0.0000975	0.0001073	0.0001180	0.0001239

PROCEEDS FROM TOKEN SALE

The ASSETRON tokens sold during the Token Sale will be used to fund Assetron Energies work, to continue development, scale the Platform for global deployment and build the flagship Assetron Solar Power Plant.

The contributions distribution is as follows

- Marketing and Promotional Costs -*15%*
- General Operational Costs (Including Legal and Finance) - *20%*
- Assetron Platform Development - *15%*
- Flagship Solar Farm Construction - *35%*
    - (This may change depending on the total funds raised from the Token Sale)
- Seeding Projects for Platform - *15%*
    - (This may change depending on the total cost of Flagship Solar Farm)



Assetron Energy aims to achieve all milestones on its Roadmap, regardless of the funding amount raised from the Token Sale.

However, depending on the quantity raised, the Roadmap will be adapted as required to develop the most attractive projects first, increase in the duration for reaching particular milestones and revert to using traditional means of fund raising to achieve the desired milestones.

TOKEN SALE CAPS

HARD CAP

Although our price suggests we want to raise around $15,000,000 to $20,000,000 USD, this is not the case.

We have allowed provision for bonuses (as many of our contributors know), giveaways, referral rewards, etc in our overall Token Sale,

Our hard cap was calculated from the following.

- We estimate we need around $350,000 AUD to build our platform, this involves staff, infrastructure, office space, etc.
- The Solar Farm estimated cost is $2,700,000 - $3,000,000 AUD

This is maximum we need to "Hit the Ground Running" and start development of platform and construction of solar power plant ASAP.

So taking into consideration the conversion rates between FIAT/cryptocurrency and fluctuations in prices our Hard Cap is **3,350,000 USD**

HARD CAP REACHED EVENT

If we reach the Hard Cap during ICO, the ICO will be stopped immediately and no other contributions will be allowed.

We will burn all unspent ASTRN, including left over ones for the bounties, reducing the total ASTRN and preserving the end of ICO Price.

Our Reserve and Team Tokens will be locked away until we our platform goes live, and projects start appearing to be crowdfunded.

SOFT CAP

From above, we need $350,000 for our platform development – if we increase our time frames, by hiring fewer developers from the start, having less infrastructure, etc. - we could reduce this to $170,000 AUD. We also won't build the Solar Farm upfront, which is unfortunate, but we may then seek to have it crowdfunded as the first project on our own platform.

So taking into consideration the conversion rates between FIAT/cryptocurrency and fluctuations in prices our Soft Cap is **$170,000 USD**

If we don't reach the soft cap, depending on how close we are to the cap, we will ether

- Start project with what we have and work on getting a business loan from bank
- Extend Token Sale until soft cap is reached
- Schedule a Round 2 sale – price beginning from where the Token Sale Round 1 Left off

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