



# KleanLoop

All waste has value...



## **KLEAN HOLDING LTD.**

A private limited liability company registered under the laws of Malta with company registration number C88370 and having its registered office at 171 Old Bakery Street, Valletta, Malta

### **Offer of up to 1,000,000,000 TOKENS**

**A PROSPECTIVE INVESTOR SHOULD SEEK INDEPENDENT ADVICE BEFORE DECIDING TO INVEST. A PROSPECTIVE INVESTOR SHOULD BE AWARE OF THE POTENTIAL RISKS IN INVESTING IN THE TOKENS AND SHOULD MAKE THE DECISION TO INVEST ONLY AFTER CAREFUL CONSIDERATION AND CONSULTATION WITH HIS OR HER OWN INDEPENDENT ADVISER.**

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**EACH APPLICATION FOR TOKENS IS SUBJECT TO A MINIMUM AMOUNT OF EUR 2,500 OR EQUIVALENT IN OTHER FIAT OR CRYPTO CURRENCIES**

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- a. you agree and acknowledge that the Tokens do not constitute securities in any form in any jurisdiction;
- b. you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;
- c. you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- d. you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the Initial Token Sale, or future trading of the Tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Issuer and/or the Tokens;

- e. the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to the Issuer;
- f. you agree and acknowledge that in the case where you wish to purchase any Tokens, the Tokens are not to be construed, interpreted, classified or treated as:
  - i. any kind of currency other than cryptocurrency;
  - ii. debenture, stocks or shares issued by any person or entity;
  - iii. rights, options or derivatives of such debentures, stocks or shares;
  - iv. rights under a contract for differences or under any other contract the purposes or pretended purposes of which is to secure a profit or avoid a loss;
  - v. units in a collective investment scheme; or
  - vi. any other security or class of securities.
- g. you are fully aware of and understand that you are not eligible to purchase any Tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America;
- h. you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
- i. you are fully aware and understand that in the case where you wish to purchase any Tokens, there are risks associated with the Issuer and its business and operations and the Tokens;
- j. you agree and acknowledge that the Issuer is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper of any part thereof by you; and
- k. all of the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession of this Whitepaper or such part thereof (as may be).

## FORWARD-LOOKING STATEMENTS

This Whitepaper contains statements which to the extent that they do not recite historical fact, constitute forward-looking statements. These statements can be identified by the fact that they do not relate strictly to historical or current facts and may include the words “may”, “will”, “could”, “should”, “would”, “believe”, “expect”, “anticipate”, “estimate”, “intend”, “plan” or other words or expressions of similar meaning.

These forward-looking statements are based on the current expectations of the Issuer about future events. These forward-looking statements include statements that reflect the Issuer’s beliefs, plans, objectives, goals, expectations, anticipations and intentions with respect to the financial condition, results of operations, future performance and business of the Issuer. The Issuer urges you to carefully review this Whitepaper, particularly the “Risk Factors” in this Whitepaper, for a more complete discussion of the risks of a subscription to the Tokens.

Although the Issuer believes that the expectations reflected in these forward-looking statements are reasonable, the Issuer cannot guarantee future results, level of activity, performance or achievements. Actual results may differ materially from those that might be anticipated from forward-looking statements. In light of these and other uncertainties, you should not regard the inclusion of forward-looking statements in this Whitepaper as a representation by the Issuer that its plans and objectives will be achieved, and you should not place undue reliance on such forward-looking statements. The Issuer does not undertake any obligation to publicly update and forward-looking statements, where as a result of new information, future events or otherwise.

# KleanLoop

## SUMMARY

The world is currently facing significant environmental challenges based on the massive population growth of the 21<sup>st</sup> century. Energy and commodity (raw materials) costs are rising along with the volume of waste and pollution being produced globally. Solutions to problems related to waste and energy are becoming more pressing for every developed and developing economy around the world.

Klean Industries Inc (Klean) is an environmentally conscious industrial energy company focused on providing renewable and alternative energy solutions that deliver the highest possible benefits both financially and environmentally. Klean pays special attention to the implementation of resource-recovery and recycling solutions which aid in the development and creation of the circular economy we all want and need. The Klean Team have been industry leaders in providing environmentally beneficial solutions to energy and waste-management challenges for over 60 years and are well positioned to be a major player in this industry for the coming decades.

Over the years the Klean Team has gained extensive global experience in developing over 2,500 projects with deal flows and projects reviewed in excess of \$15B annually. The company currently boasts an impressive portfolio of clean technologies and patents that have been successfully deployed in hundreds of operating reference facilities. This combined with Klean's extensive partnerships with leading fortune 1000 companies around the globe, clearly illustrates the companies proven track record and success.

As a result of building a vast number of projects focused on renewable energy, resource recovery and recycling over the decades, the company has collected a significant amount of market and project data that is correlated between multiple industries and over-lapping supply chains.

It is under this setting that the company sees a massive opportunity in developing a new technology application that is complementary to its already existing business. The Klean Team see a need for a custom-built artificial intelligence technology using machine learning and neural networks to analyze volumes of key industry data sets and the market insights that exist in our industry. We see this wealth of data as an untapped opportunity and economic potential. Our proposed solution acts as an open transparent system that enables instant, peer to peer, economic solutions for a wide variety of waste and energy solutions that can drive efficiencies which would otherwise never be tapped into using traditional methods of collating data in the waste and energy space.

It is this thought process that has led the Klean Team to develop a unique data collection system to further enhance the development of an intuitive ecosystem which will bring all producers of residential, commercial and industrial waste and match them with recyclers and/or industrial energy users who require resources or alternative energy (end-users) giving extraordinary value to all parties involved in the process.

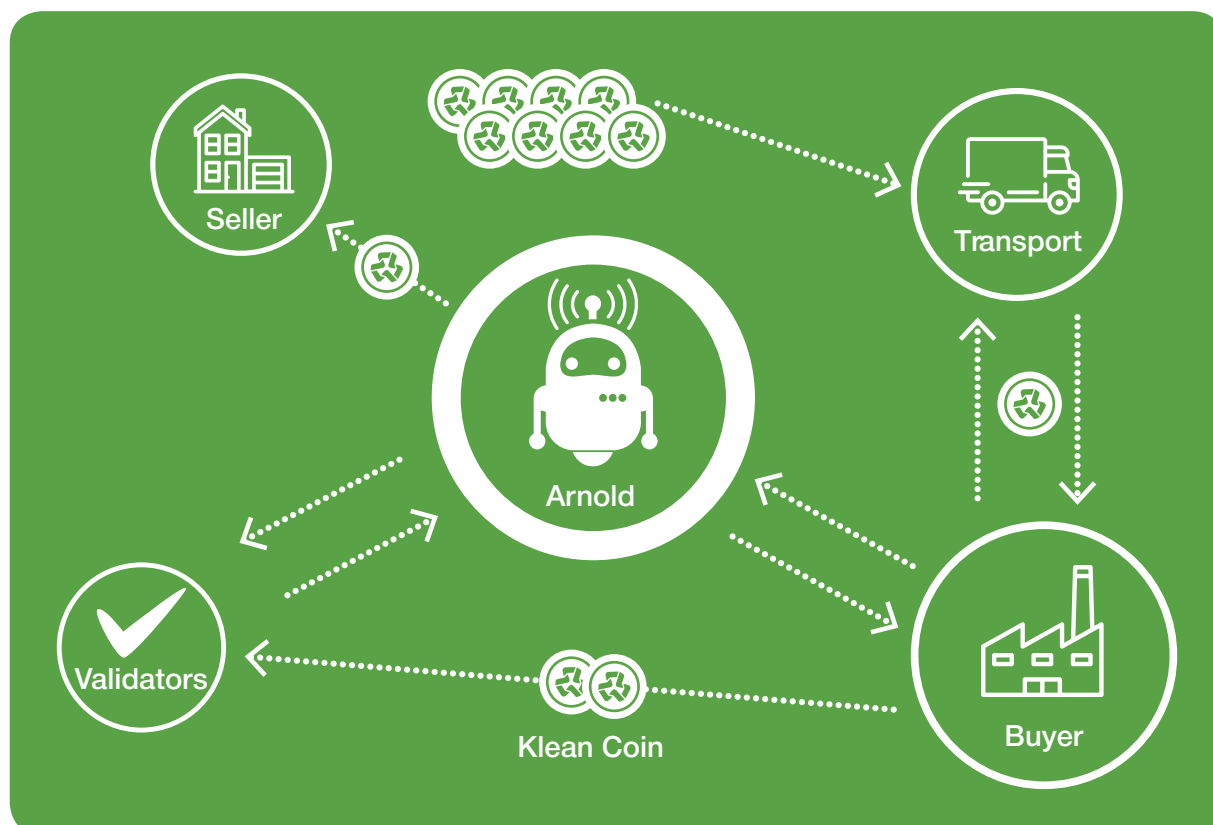
## KLEANLOOP

Welcome to the KleanLoop, where “All Waste Has Value”. The KleanLoop is currently in development and once released it will be a network ecosystem of agents which all participate in creation, transport, recycling, repurposing, conversion and reuse of waste. The mobile DApp interface will be powered by Klean’s propriety Artificial Intelligence and will enable all users of the platform to gain access, participate and monetize in the waste economy. The KleanLoop will increase transparency, efficiency and guarantee immediate payment to all users. This open platform will allow consumers, enterprises, entrepreneurs and governments to achieve a rapid shift towards a trusted sustainable world economy.

Klean Industries will be releasing the *KleanCoin* as an ICO to raise initial funding for final development of the *KleanLoop* distributed application and “ARNOLD” Klean’s powerful Artificial Intelligence technology. Any decision to purchase tokens in the virtual financial assets described in this document should be based on consideration of the whitepaper as a whole by the purchasing party.

The offering of virtual financial assets does not constitute an offer or solicitation to sell financial instruments and that any such offer or solicitation of financial instruments will be made only by means of a prospectus or other offering documentation in terms of any applicable Maltese law.

## HOW WILL IT WORK?





## WHY NOW?

The KleanLoop is being created out of necessity. The necessity to help growing international companies deal with waste, energy and recycling enabling businesses to grow faster, with greater efficiencies by maximizing their bottom line. We have identified a global trend while building facilities around the world and noticed multiple roadblocks that hinder projects and their long-term successes. Through solving our own challenges, we have come to envision a much needed network ecosystem model that will eliminate most of the roadblocks Klean has encountered. Below are a few real world examples that the development of the KleanLoop DApp would have helped eliminate:

1. Capitalization non-transparency - Project viability
2. Payment issues - International transfers
3. Contract violations - Multiple breaches
4. Supplier violations - Missing equipment, contract violation and payment of equipment
5. Logistic tracking - Lack of real-time overseas shipping, shipping dates, multiple ports, customs duty and taxes, overland transport information
6. Travel issues - Flights and visa issues for staff
7. Permitting roadblocks - Information disclosure
8. Long due diligence timelines – Confirmation of identity and information
9. Communication breakdowns - Translation and engineering/design miscommunication

The KleanLoop DApp can be expanded throughout our industry and even be applied to other industries to help them solve their own problems utilizing our proprietary KleanLoop technology.

Please view our webpage and YouTube channel for further information on Klean Industries:

[www.kleanloop.io](http://www.kleanloop.io)

[www.kleanindustries.com](http://www.kleanindustries.com)

[www.youtube.com/KleanTV](http://www.youtube.com/KleanTV)

## SOLUTION

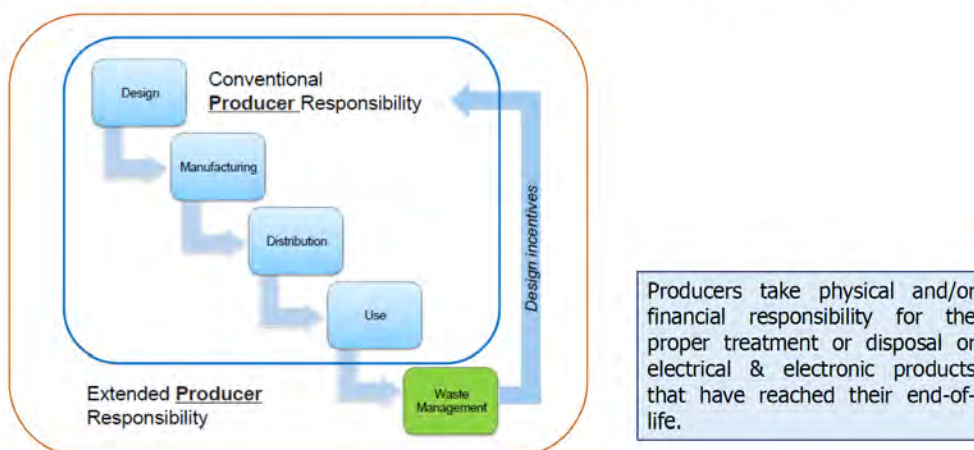
Our solution to the energy and recycling industry challenge is the KleanLoop DApp. The ultimate goal of this application is to utilize powerful Artificial Intelligence technology to limit pollution, reduce waste, protect clean water and air while allowing all users of the platform to benefit with substantial financial gains. With the creation of the KleanCoin, development of the KleanLoop DApp and the resulting KleanLoop network, Klean Industries will streamline its operations, expand its existing presence and roll out a distributed ecosystem of agents participating in a connected, transparent and efficient network to optimize global waste. Klean Industries will be releasing the KleanCoin as an ICO to raise initial funding for development of the KleanLoop a Decentralized Application.

***Just as Google Maps made navigation easy, the KleanLoop DApp will make recycling easy.***

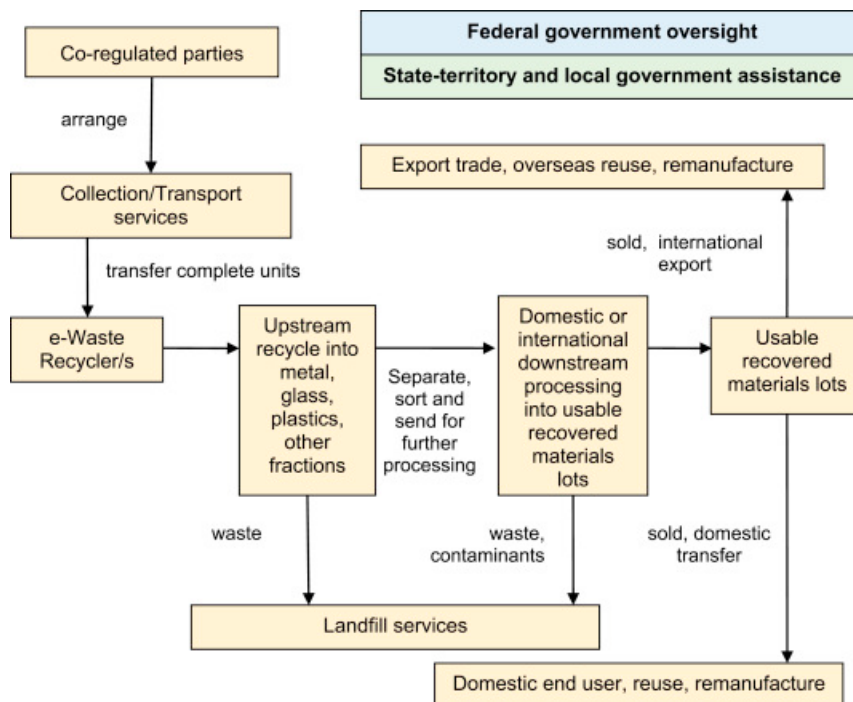
This ecosystem will enable an environmentally superior form of engagement in the field of waste management, for extended producer responsibility (EPR) to flourish at an unprecedented rate as the strategy of EPR is designed to promote the integration of environmental costs associated with goods throughout their life cycles into the market price of the products. Extended Producer Responsibility (EPR) is a policy approach under which producers are given a significant responsibility – financial and/or physical – for the treatment or disposal of post-consumer products.

## EXTENDED PRODUCER RESPONSIBILITY (EPR)

Extended Producer Responsibility (EPR) is a common feature amongst many systems:

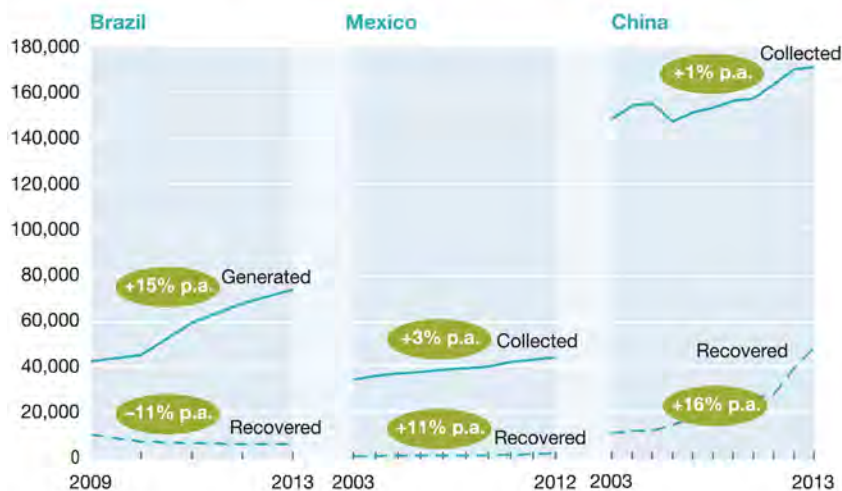


The KleanLoop will allow various organizations the ability to enhance their Corporate Social Responsibility (CSR) endeavors. Everyday more business are now seeing customers demanding a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders and Klean believe the KleanLoop significantly advance the rate of resource recovery and recycling based on its simple and effective attributes.



The surge in waste volumes is straining waste-management systems in many developing countries.

**Municipal solid waste**, thousand metric tons generated, collected, and recovered



Source: Brasil Ministério das Cidades—Sistema Nacional de Informações Sobre Saneamento; China Statistical Yearbooks Database; Secretaría del Medio Ambiente y Recursos Naturales

McKinsey&Company

Our ecosystem will enable an ever-expanding decentralized free market in an economically viable manner that far exceeds any other planform currently available within our industry. The goal will be full transparency designed to deliver the highest returns both financially and environmentally.

## OUR APPROACH IMPROVES EFFICIENCIES THROUGHOUT THE ENTIRE WASTE INDUSTRY

This streamlined innovation and approach improves efficiencies throughout the entire industry and is extremely unique in its application to the renewable energy, resource recovery, and recycling sectors. Based on our experience this kind of vertical integration transcends how business is being done and fundamentally changes how industry manages, produces, and uses both waste and energy.

At our core, Klean Industries is a technology firm and the KleanLoop is the next evolution of not only our own business but our industry and every single business we interact with, even those we do not. Once fully released, the KleanLoop ecosystem will function 24/7, in real-time, in decentralized, ledger-based format and will be available in any market globally.

In an open transparent manner, the KleanLoop will give users the power to exchange waste, energy and resources quickly and profitably. We are confident the KleanLoop will substantially aid in the rollout of multiple supporting innovations that together will yield a network with the highest level of productivity, modularity and transparency throughout the entire supply chain.

## A SUBSET OF WASTE-SPECIFIC BENEFITS THE KLEANLOOP WILL ENABLE:

1. Identify and generate new projects in an automated system;
2. Pre-qualify new projects through a pre-existing due diligence verifying users;
3. Expedite project timelines;
4. Increase workflows through seamless vertical integration of different data sets with more functionality than individual systems;
5. Identify site (real-estate) opportunities for projects based on regulatory environment and incentives for economic development in strategic locations;
6. Grow sales relationships with multiple end product (commodities) users and other partners to sell on a forward sales basis, possibly even on long term “Take or Pay” contracts;
7. Give organizations the ability to produce, sell, purchase and surrender carbon credits for EUETS, CCA and CRC schemes;
8. Sell down and offer mature deal flow with completed due diligence for third party investment considerations;
9. Create a platform for integrated Human Resource Management in various markets for specific projects on a more cost-effective basis for the talent needed;

## FUNCTIONALITY

The KleanLoop will increase efficiencies and lower the cost of doing business by enabling the

following functionality.

- Provide a payment medium and application to allow for fast secure payments with significantly lower fees.
- Enable real time access to accurate logistics, orders and sales information with complete transparency and access to all business information.
- Leverage photographic technology to accurately price and facilitate transactions between the seller and buyer of waste.
- Create competition by creating a transparent marketplace.
- Create a transparent social voting system on businesses environmental performance and allowing businesses to be voted on within the ecosystem of the KleanLoop.
- Incentivize and reward network participants for beneficial actions.

The KleanLoop will create an industry marketplace that provides a secure platform for the buying and selling of commodities and services surrounding waste management. AI analytics software integration will provide Klean Industries and other participants with accurate and valuable real-time data to facilitate industry growth and trade.

## **KleanLoop Protocol**

### **KLEANCOIN**

Secure and real time payment and incentive medium

### **KLEANLOOP DAPP**

Payments, logistics, communications and business toolbox

### **KLEANLOOP ECOSYSTEM**

Network platform for business expansion, networking and tokenization of waste

### **KLEANTV**

Technology promotions and News feeds

## **All waste will have value.**

Our multi-platform distributed application will be convenient and available as open source software that will act as the interface for all agents within the KleanLoop. It will work using two transaction models, bidding and daily market rates. Users within the KleanLoop network will be able to post and purchase waste in the most efficient and economic way possible.

The KleanLoop DApp will use photo-recognition technology to measure, differentiate and assign value to municipal and commercial waste. The DApp will access a waste exchange platform, which will collect, pull and store vast real-time waste and recycling industry data. Using distributed ledger technology; automated data population and Artificial Intelligence the network will be the premier platform to trade waste and all recycling resources. As the network of users grow, Klean's algorithms will be able to identify, price and match users and all types of waste with greater precision and speed. Our artificial intelligence "ARNOLD" will learn over time.

The DApp will provide three recycle options, drop-off, pick-up and KleanBid, offering the best possible options including, time, value and location to the user, based on KleanLoop resources. The KleanLoop will eliminate any fear of corruption and inefficiencies prevalent in current systems of waste management and allow all agents to participate in an empowering and inclusive system of recycling and resource management. Our application will make the buying and selling of waste products more accountable and profitable. The economic success of the DApp is also bolstered by ever increasing environmental regulations and political drivers that are in a desperate need for such a transparent solution.

## AI TECHNOLOGY “ARNOLD”

### Machine Learning Platform

- Visual pattern recognition, analysis of new data
- Deep learning based on comparison of data sets with end user photos to calculate load types, volumes and weights. The KleanLoop waste metrics
- Classification of waste types
- Extrapolation of best practices and eventually business optimization and improvements
- Comparison with existing program data sets to analyze improvements in Supply Chain Management
- Predictability of Commodity Exchange, with the ability to optimize and find efficiencies in existing exchanges as well as potential new markets
- Automated database analysis and customized reporting

## HUB TECHNOLOGY

### Location

- GPS based logistics, analysis and historical data.

### Communication

- Social media and telecommunication
- Localize content to different regions, all served through common data sets to provide up to the minute data.
- Incentivize with *KleanCoin*

### Industry Database

- Marketplace data platforms

### Payment Facilitation

- Fiat payments
- *KleanCoin* Payments

## DISTRIBUTED LEDGER TECHNOLOGY:

The KleanCoin token will represent a unit of value within the KleanLoop and eventually the ability to self-govern its business model, and empower its users to interact with its products, while facilitating the distribution and sharing of rewards and benefits to all its stakeholders. The key to success within any token model is to link usage of token with value generation. We consider value in our model to be incentivizing and enabling the efficient management of waste. We intend to incorporate into our application a token model with that value at its core.

**Open Source:** The source code of KleanLoop will be available on KleanLoop github repository.

**Decentralized:** The KleanLoop will leverage the Blockchain technologies and Smart Contracts built on top of Ethereum Blockchain.

**Algorithm/Protocol:** The KleanLoop follows a predefined set of rules and protocol, all of which are open to be viewed and reviewed by all.

### Use of token and distributed ledger technology within the *KleanLoop*

- **Value exchange / Unit of Value**
  - Facilitate transactions at reduced rate and increased speed
  - Earn tokens for actions deemed beneficial to the agents within the *KleanLoop*
- **Network Rights**
  - Product usage and network feature access
  - Voting and network governance over decisions such as use of proceeds, roadmap and token share
- **Incentive mechanism**
  - Tokens can be used to incentivize network growth
  - Industries, governments and charities can purchase tokens to directly incentivize citizens to act in common interest
- **Wallet integration**
  - Buyers and sellers can query agent wallet to pre-approve transaction funding
  - Identity secured and anonymous (or locally shared given needs of agents)
  - Smart contract enabled completion of contract
  - Immutable tracking of agent waste behavior
- **Connecting buyers and sellers of waste**
  - Network ecosystem of buyers, sellers and facilitators of waste management.



- **Logistics and Tracking**

- Though not inherent to our token the roadmap for KleanLoop includes use of distributed ledger technology to create a shared ledger for real time supply chain visibility and auditability of waste.

## TOKEN STRUCTURE:

Token Fundamentals (Capital)			
	Number of Tokens	USD / Token	USD Total
Management and Advisory	150,000,000		
Network Reserve	150,000,000		
Marketing	100,000,000		
Offering	600,000,000		
Seed	100,000,000	\$ 0.03	\$ 3,000,000
Private Sale	250,000,000	\$ 0.05	\$ 11,250,000
Public Sale	250,000,000	\$ 0.06	\$ 15,000,000
Total Offering	600,000,000	\$ 0.05	\$ 29,250,000
Total Cap Structure	1,000,000,000	\$ 0.03	\$ 29,250,000

Soft cap will be associated with the seed and Pre-Sale raises. Any tokens not sold through the ICO will not be issued and the total cap structure will be reduced appropriately.

## FUNDING SUCCESS:

The minimum amount required to build the commercial application and arrange for regional partnerships in key markets is \$3,500,000. To build all features planned for the platform, set up global operations, marketing, supply chain and government relationships we set a maximum target of \$29,250,000. Based on these assumptions our soft cap for the token sale will be \$3,500,000 USD. In case we do not reach our soft cap a board meeting will be organized to discuss the project economics based on funds raised. If the raised amount is not enough to launch the project, all the contributions, less expenses, will be returned to the purchasers within a period of 14 days after the end of token sale.

## TOKEN DISTRIBUTION/SUPPLY:

All management, advisory, marketing, network reserve and bonus tokens will be released as per the below vesting schedule to assure the interests of the initial agents are tied to project agency over the long term. This will also help with circulating supply management during the development phase until demand economics are in place.

10% TGE + 90 days  
 10% TGE + 150 days  
 10% TGE + 210 days  
 10% TGE + 270 days  
 10% TGE + 330 days  
 10% TGE + 390 days  
 10% TGE + 450 days  
 10% TGE + 510 days  
 10% TGE + 570 days  
 10% TGE + 630 days

## TOKEN DEMAND ECONOMICS:

Demand and supply, the foundational pillars of economics, play a dominant role in the economics of utility tokens and affect the present and future price of the token. In the network economy of a distributed application the price of the token is the equilibrium of these two pillars.

Demand Drivers:

- Domestic Waste Producers & Buyers
- Industrial Waste Producers & Buyers
- Government/Charitable Agencies

Full List of Industry Demand Drivers:

- |   |                                   |
|---|-----------------------------------|
| • Adhesives, Resins and Sealants                  | • Manufacturing                   |
| • Advertising                                     | • Metal Casting and Foundries     |
| • Aerosol   | • Metal Fabrication and Finishing |
| • Aerospace                                       | • Metal Mining Industry           |
| • Agricultural Chemical, Pesticide and Fertilizer | • Motor Vehicle Assembly          |
| • Air Transportation                              | • Municipalities                  |
| • Automobile and Parts Manufacturing              | • Nonferrous Metals               |
| • Auto Repair and Auto Body                       | • Non-Fuel, Non-Metal Mining      |
| • Beverage  | • Oil and Gas Extraction          |
| • Boat Manufacturing                              | • Organic Chemical                |
| • Bottling  | • Packaging                       |
| • Cabinet and Woodworking                         | • Painting and Paint Shop         |
|   | • Paints, Pigments and Coatings   |

- Chemical and Petrochemical
- Construction and Demolition
- Contractors
- Consumer Product Goods
- Dental Equipment
- Die Making and Casting
- Dry Cleaning
- Education and Institutional
- Electronics, Computer and Storage Media
- Excavation
- Farm Equipment
- Ferrous and Non-ferrous Metals
- Food and Beverage
- Fossil Fuel Electric Power Generation
- Government Agencies
- Ground Transportation
- Health Care
- Hospitals
- Inorganic Chemicals
- Insurance
- Iron and Steel
- Legal
- Lumber and Wood Products
- Paper
- Petroleum Refining
- Pharmaceutical
- Plastic Resins and Man-made Fibers
- Plating and Metalworks
- Printing, Publishing and Print Shops
- Pulp and Paper
- Real Estate and Banking
- Recycling
- Renewable Energy
- Retail
- Rubber and Plastic
- Schools and Universities
- Shipbuilding and Repair
- Stone, Clay, Glass and Concrete
- Tank Manufacturing
- Textiles
- Tire and Rubber
- Transportation
- Utilities
- Water and Wastewater
- Wood Pulp and Paper

## INITIAL VIRTUAL FINANCIAL ASSET OFFERING (ICO) LIFECYCLE

Projected timelines for the KleanCoin offering:

- Private Sale November 1, 2018 – February 28, 2019
- Public Offering March 1, 2019 – June 30, 2019

## USE OF PROCEEDS FROM VIRTUAL FINANCIAL ASSET OFFERING

- Platform/Network development
- Distributed Application development
- Artificial Intelligence Integration
- Marketing
- Legal and Misc

## METHODS OF PAYMENT

KleanCoin can be purchased via USD/EUR as well as via Ether and Bitcoin. KYC is required for all purchasing parties before purchase is made.

## ISSUER DETAILS

### **Klean Holding Ltd**

The Penthouse, Carolina Court,  
Giuseppe Cali Street, Ta'Xbiex,  
XBX 1425, Malta  
C88370

## NATURE OF BUSINESS

**Klean Holding Ltd** (hereinafter referred to as the “**Company**”) is a holding company set up to hold shares in Klean Industries Ltd (hereinafter referred to as “Klean Industries”), a limited liability company incorporated under the laws of Malta, set up to design, manufacture, install and operate treatment facilities to produce energy products and recovered resources, which are generated by the processing and recycling of waste.

The Company shall be focused on providing renewable and alternative energy solutions with special attention to the implementation of resource-recovery and recycling solutions using advanced “clean” technologies to develop projects that provide environmentally beneficial solutions to energy and waste-management challenges.

Further, the Company shall provide consultancy services in relation to design, manufacture, installment and operations of technologies to be used in the sector of clean power production and waste management.

The incorporation of the Company is the first step toward moving into Malta the headquarters of the mother company Klean Industries Inc, a company existing and operating in Canada, which is internationally recognized and nominated as a clean technology pioneer.

Originally established to acquire a portfolio of patented and commercially proven technologies

that recycle tires, plastics, shredder residues, and municipal waste into high-value commodities, during the years of business, Klean Industries Inc, became a leading name which boasts both a portfolio of technology assets and hard physical assets giving it a significant position in energy and waste management space.

For more information on the activity of Klean Industries Inc, kindly visit company's website <http://www.kleanindustries.com> and refer to company's profile enclosed hereto.

## CONTROL AND MANAGEMENT

The control and management of the Company has been entrusted to Mr. Jesse Elias Klinkhamer and Mr. Ian James Dawson.

Mr. Jesse Elias Klinkhamer is one of the original founders of Klean Industries Inc. and has more than 20 years business development experience and more than 15 years' experience in the energy industry and solid waste management sector. As a consultant he has managed more than thousand assignments worldwide on all aspects of solid waste management, his expertise has led to many awards and nominations most notably being made Environmental Ambassador of UN environmental Program.

Mr. Ian James Dawson, BA (Hons) Accounting and Finance, with an advanced diploma in Management Accounting from The Chartered Institute for Management Accountants. He has previous experience in custodial banking at The Bank of New York Mellon in the physical securities and settlements department before moving to Sodexo as a management accountant dealing with large pharmaceutical clients GSK, Pfizer and Johnson and Johnson. From 2010 after moving to Geneva, Switzerland, he became an account executive delivering wealth administration services to high net worth private clients. In 2014 he moved to Malta to pursue new challenges namely the incorporation and development of Perennial (Malta) Ltd.

The control and management of Klean Holding Ltd shall be performed from Malta. Mr. Klinkhamer plans to relocate and reside in Malta and the office space for the Company is being sought.

Initially the Company is expected to have shares only in Klean Industries Ltd while at a later stage the Company is intended to participate in other subsidiaries or sister companies of Klean Industries Ltd.

## KLEANLOOP DEPLOYMENT STRATEGY

### **Phase 1 – Funding and Wallet Integration**

- Network funding through private and public token offering
- White paper completion
- MVP app development
- Wallet and smart contract integration

### **Phase 2 – Alpha launch, network build out and MVP**

- Alpha version of app released with test net token functionality
- MVP launched with private/public partnership
- Grow network of retail participants to create a distributed ecosystem

### **Phase 3 - Semi Private *KleanLoop* for clients and suppliers**

- Initial deployment and promotion of *KleanCoin* to Main Net
- Integrate with current clients of Klean Industries
- Start building out the block chain wheel by adding business loops to facilitate the growth of Klean Industry's business and partnerships.

### **Phase 4 - Industry Wide Access- Open platform for waste and recycling industry**

- Waste energy and recycling sphere producers and consumers, a fully integrated industry network.
- Position the KleanLoop as the premiere gateway for complete access to real-time industry information.
- Increase use and value of KleanCoin as the industry standard token.
- Applying KleanLoop system technologies into other industries.

## MANAGEMENT TEAM



### JESSE KLINKHAMER

#### Founder & CEO

<https://www.linkedin.com/in/kleanindustries/>

Mr. Jesse Klinkhamer is one of the original founders of Klean Industries and has over 20 years business development experience and over 15 years of experience in the energy industry and solid waste management sector. As a consultant, he has managed more than a thousand assignments worldwide on all aspects of solid waste management ranging from feasibility and financial assessment to bid evaluation and contract negotiation. Jesse is now a recognized authority on energy and environmental technologies, their applications and end products.

Prior to Klean Industries, Jesse was the founder of Solid State Investments, a private investment firm assisting junior resource mining and technology start-ups companies. Additionally, he also provided sales and marketing services to resource companies involved in hydrocarbon refining in North America. Over a decade ago Jesse realized the potential of the low carbon economy and facilitated the change of SSI's focus to become a service provider for niche cleantech companies. After years of research and development Jesse sought out the best and most commercially proven technologies available in the market, which led to the creation of Klean Industries and the ownership of two world leading gasification and pyrolysis technologies. Jesse has extensive experience in the development of waste to energy and biomass to energy projects from the initial feasibility to commercial operation and ongoing project monitoring.

Jesse has a real depth of knowledge in the advanced thermal conversion technology space and has directed engineers' feasibility reports for a wide variety of energy related projects totaling more than \$20 billion in project capital costs. He has interacted with bond rating agencies, financial advisors, insurance underwriters and investment bankers involved in these financings. His efforts have included the development of detailed spreadsheet rate models establishing the financial feasibility of each projects, long-term economic forecasts and projected rate impact upon project users and customers alike.

Jesse's expertise and knowledge within the industry has led to many awards and nominations, most notably being made Environmental Ambassador for the United Nations Environmental Program. He is frequently requested to speak at clean technology and environmental conferences worldwide. Jesse is a long-standing member of American Society of the International Association for Testing and Materials ("ASTM") and is an active voting board member of the technical committees for setting the international standards for Carbon Black, Recycled Rubber and Tire Manufacturing. Jesse is a passionate environmentalist and outdoor enthusiast and sits on the board of several not-for-profit organizations as an educated activist and voice for the environment.

**PABLO ORSOLANI****President of South American Operations**

<https://www.linkedin.com/in/pablo-orsolani-55048a5/>

Mr. Pablo Orsolani has over 35 years of industrial experience in both the energy and manufacturing sectors with a specific focus on resource and supply chain management. His professional career has involved a number of industries such as oil (E&P in Colombia, Venezuela), chemicals (paints, industrial gases, oil refining), gold, nickel, aluminum and electric generating stations both in hydraulic and gas plant designs. He has filled several roles in upper level management and has taking on senior roles such as President, acting Board Member and has also undertaken investment banking roles in these industries to facilitate acquisitions and corporate growth.

His range of experiences are hands on and practical in nature, he has specific experience in assembling and running projects from their conception to full execution and operations. He has also undertaking consultations both public and private including feasibility studies, financing reports and all other aspects to deliver a long list of successful industrial projects in the international market place.

Mr. Orsolani is registered professional engineer with two master's degrees, one in Mechanical Engineering and one in Business Management from MIT and the Sloan School of Management is the business school of the Massachusetts Institute of Technology, in Cambridge, Massachusetts, USA.

**KINGSLEY KOBAYASHI****President of African Operations**

<https://www.linkedin.com/in/tokyokings/>

Kingsley Kobayashi has over 30 years of experience in Africa and international market place. Nigerian born, living in Japan for over 20 years Kingsley specializes on connecting Africa with the world and bringing new, innovative business and technologies to the continent. He has extensive contacts, in-depth marketing knowledge and extremely strong work ethics, combined with proven management and project developmental skills.

Kingsley and Klean's CEO have a +20-year relationship, and both share a great devotion for creating meaningful businesses that can positively impact people lives, for long term and in a sustainable way. Kingsley's goal is to effectively implement Klean's strategy in growing business opportunities for creating renewable energy, resource recovery and recycling projects to drive inclusive and green growth for Africa starting with the creation of projects that address waste to energy opportunities in Nigeria. By focusing sharply on areas of high-impact, building strategic partnerships and mobilizing resources to deliver impact at scale. His goal is to help build a new Africa with prosperous, sustainable and inclusive growth; one that is peaceful,



secure and united, regionally integrated and globally competitive. A continent filled with hope, opportunities, liberties and freedom, with shared prosperity for all. An Africa that is open to the world, one that Africans are proud to call home.

Kingsley has been doing multi-channel trading actives throughout Africa for over 2 decades, creating hundreds of millions of dollars of trade between Asia, Europe and Africa working with various companies and international trade organizations. Kingsley plans to position Klean effectively to become a leading company in developing and building “Integrated Smart-Infrastructure” in Africa. Integrated Smart-Infrastructure is targeted and focused infrastructure that considers the entire development ecosystem in situating infrastructures to effectively deliver on operational effectiveness, scale which deliver long term sustainable economic impacts.



### **SHARON CHEW, MBA**

#### **Vice President of Malaysian Operations**

<https://www.linkedin.com/in/sharon-chew-940bab4b/>

Mrs. Sharon Chew is a Corporate Secretary of Klean Industries (Malaysia) Sdn. Bhd. Before she joined the Klean Team, she started her professional career in the finance and accounting industry. She previously worked for a New Zealand based company called Tourplan Inc., to develop a specialized finance model to aid the tour operators and travel wholesalers with integrated software solutions to improve efficiencies. She successfully designed tailor made packaged tours for the comprehensive sales and distribution of travel products. She also designed comprehensive supplier connectivity tools and interfaces which allowed technologies to harness data through the internet. The designs greatly simplified financial transparency and accounting practices within the tour operations, better enabling the management of products and more accurate travel quotations, resulting improved profit margins and increased sales.

In 2008 Sharon joined Menanjung Sdn. Bhd. an environmental solutions company as Finance Director. Since then she has gained extensive experience and has overseen all aspects of the rubber recycling projects undertaken by Menanjung. Sharon has also been managing and building key relationships for the company, with special focus on developing trade relationships for finished products and for the domestic and international markets. She has also been actively involved in coordinating permits and grants with the Malaysian Government.

Sharon is multi lingual, has superb interpersonal skills and is able to interact with all levels of personnel including government officials, sales representatives, clients and equipment vendors. She is professional at managing multiple portfolios and has executed financial programs designed to increase operational efficiencies and productivity while evaluating industry trends and strategies to boost the company's performance and leveraging ability.

## DAPP TEAM



### PETER DOBBS

#### CEO & Founder of Enginess

<https://www.linkedin.com/in/petercdobbs/>

Peter Dobbs is the CEO of Simplify Wireless and President of Enginess. He is an accomplished technology innovator and entrepreneur. A deeply knowledgeable e-commerce/e-procurement business builder, Peter designed the e-procurement technology that is the backbone for multiple wireless carrier business-direct ordering systems and the wireless operations management system that operates many large enterprise and government wireless and IoT fleets.

Peter was instrumental in the creation of multibillion-dollar Fanatics.com where he architected the business model and technology for the start-up that led to the rapid growth of the largest online retailer of licensed sports merchandise on the planet.



### MIKE PHILLIPS

#### VP of Enginess

<https://www.linkedin.com/in/mike-phillips-5a5b6b5/>

With over 10 years of experience in digital transformation across both B2B and B2C industries, Mike has helped organizations leverage technology to transform business functions, reduce costs, increase efficiency and build growth. Mike has made his start in the manufacturing industry, which gave him great insight into operational processes, logistics and innovation. He was able to take this knowledge and apply it in a sales and marketing context to large consumer product companies like Kraft, Quaker and Kellogg's in North America.

Mike later transitioned into creating innovative experiential engagements using VR, AR and mixed realities for clients like Samsung, Canon and Lexus.

## ADVISORY BOARD



### IAN DAWSON

#### Consultant

Mr. Dawson has over 10 years' experience in banking, finance, corporate service provision and private wealth management.

Based in Malta since 2014, he specializes in disruptive industries, business set ups, venture capital, private equity and the capital

markets, co-owning two consulting firms, based in Malta and Dubai respectively. Previous roles include custodial banking and settlements at The Bank of New York Mellon and as a management accountant at Sodexo for their pharmaceutical clients, GSK, Pfizer and Astra Zeneca in the UK.

After moving to Geneva, Switzerland, in 2010, he became an account executive delivering wealth administration services to high net worth clients and their corporate and trust structures as well as implementing complex cross border investments, private equity deals and corporate set ups.

He is currently Managing Director of a business consulting firm as well as CFO of a Crypto Exchange project in Malta. Mr. Dawson holds an Accounting and Finance degree and an advanced diploma in Management Accounting from The Chartered Institute for Management Accountants.

## RESPONSIBLE PARTIES

Drafting of this Whitepaper was a result of the efforts of multiple participants. Below is an inclusive list. Each contributing member named below agrees to the best of their knowledge the information contained in the whitepaper is in accordance with the facts and that the whitepaper makes no omission likely to affect its import.

**Craig Noble** - Project Manager

**Jesse Klinkhamer** – Advisor

**Scott Carley** – Advisor

**Ian Dawson** – Advisor



# KleanLoop

## Risk Factors

Whitepaper v1.01

## RISKS

The purchase of KleanCoin carries with it risk. Prior to purchasing KleanCoin, the purchaser should carefully consider the risks listed below and, to the extent necessary, consult a lawyer, accountant, and/or tax professional prior to determining whether to purchase KleanCoin.

- a. KleanCoin will be stored in a wallet, which can only be accessed with a password selected by the purchaser. If a purchaser of KleanCoin does not maintain an accurate record of their password, this may lead to the loss of their tokens. If your password protection is weak and it is cracked or learned by somebody else, this may also lead to the loss of tokens. As a result, purchasers must safely store their password in one or more backup locations that are well separated from the primary location.
- b. The purchaser recognizes that some of the services in KleanCoin's ecosystem are currently under development and may undergo significant changes before release and/or made available for use. The purchaser acknowledges that any of its expectations regarding the form and functionality of the KleanCoin Exchange Platform and associated services may not be met for any number of reasons.
- c. The purchaser understands that while KleanCoin will make best efforts to connect the KleanCoin Exchange Platform to most major cryptocurrency exchanges, it is possible that some exchanges may decline the connection, which may result in somewhat less liquidity provided through the KleanCoin Exchange Platform than expected in this whitepaper.
- d. The purchaser understands that while KleanCoin will make best efforts to release the KleanCoin Exchange Platform on time, it is possible that delays to the official release may occur.
- e. As with other cryptocurrencies and cryptographic tokens, value of KleanCoin may fluctuate significantly and become reduced in value (including to zero value) for any number of reasons, including but not limited to, supply and demand, overall market conditions, political or geographical reasons, changes of regulations in any jurisdictions, and technical reasons.
- f. KleanCoin will be issued on the Ethereum blockchain. As such, any malfunction or unexpected functioning of the Ethereum protocol may impact the purchaser's ability to transfer or securely hold KleanCoin. Such impact could adversely affect the value.