

**WHITEPAPER v.α23-10-18**



ASGARD  
DECENTRALIZED  
CRYPTO ECOLOGICAL FUND

**AMFG (Arabian Manufacturing & Financial Group)**

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**2018**



# **DECENTRALIZED CRYPTO ECOLOGICAL FUND ASGARD IS BASED ON SOCIO-ENVIRONMENTAL BLOCKCHAIN PLATFORM.**

## **PROJECT OBJECTIVES:**

- TO EXCLUDE THE POSSIBILITY OF HIDING AN IDENTIFIED ENVIRONMENTAL DAMAGE FROM PUBLIC
- TO ARRANGE CROWD INVESTING FOR PRIORITY ENVIRONMENTAL PROGRAMS
- TO ELIMINATE IDENTIFIED CRIMES AGAINST THE ENVIRONMENT

**WHILE WE CHERISH  
THE WORLD AROUND US – WE LIVE!**



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## GLOSSARY (TERMS AND DEFINITIONS)

**BLOCKCHAIN** – a growing list of records, called blocks, which are linked using cryptography.

**BLOCKCHAIN PLATFORM ASGARD** (from now on the «**ASG blockchain**»)- an open decentralized system, protected against the changes and blockage, designed to store the data of **ASGARD** project.

### **DECENTRALIZED INTERNATIONAL CRYPTO FUND «ASGARD»**

(from now on the «**ASGARD ECO FUND**») – a blockchain based crypto fund, created for the financing with cryptocurrency assets of ecological projects and programs focusing on ecological damage liquidation after uncovering of such environmental impacts by the ASGARD ECO FUND participants. There are no intermediaries such as notary officers, lawyer offices, banks, payment systems, an administrative resource.

**ETHEREUM** (from now on the «**ETH**») – is an open-source, public, blockchain-based distributed computing platform and operating system featuring smart contract (scripting) functionality.

**ERC-20** – is a technical standard used for smart contracts on the **Ethereum** blockchain for implementing tokens. **ERC** stands for **Ethereum** Request for Comment, and **20** is the number that was



assigned to this request. **ERC-20** defines a common list of rules for **Ethereum** tokens to follow within the larger **Ethereum** ecosystem, allowing developers to predict the interaction between tokens accurately. These rules include how the tokens are transferred between addresses and how data within each token is accessed.

**ICO (initial coin offering)** – an unregulated means by which funds are raised for a new cryptocurrency venture. In an ICO campaign, a percentage of the cryptocurrency is sold in exchange for cryptocurrencies.

**A SIMPLE-MAJORITY VOTE** (from now on the «**vote**»)– means a decision made by more than 50% of the votes represented and entitled to be cast at voting.

**PRE-SALE** – a presale of crypto tokens, regulated by a smart contract and organized as crowdfunding for a definite project.

**SMART CONTRACT** – a self-executing contract with terms of an agreement between buyer and seller directly written into lines of code. The code and the agreements contained therein exist across a distributed, decentralized blockchain network.

**CRYPTO TOKEN** – special kind of virtual currency that resides on a blockchain and represents an asset or utility as a blockchain register-based record. Crypto tokens often serve as transaction



units on the blockchains and could have value as any other crypto coin.

**ASGARD (ASG) TOKEN** (from now on the «**ASG**») – a digital financial tool, the accounting currency of the **ASGARD ECO FUND** socio-environmental blockchain platform **ASGARD**. It's an ERC20 token created by a smart contract of the **Ethereum** blockchain. Token transactions are safe due to its digital encryption, have no intermediates and are processed in the **Ethereum** blockchain. Transactions data is transparent and in free access. **ASG** is not-mineable.

The smart contract address in the **Ethereum** blockchain:  
[0x7a3d3c4f30c46f51b814bee23d970a7c9b757a32](https://etherscan.io/address/0x7a3d3c4f30c46f51b814bee23d970a7c9b757a32)

**AIRDROP ASG** (from now on the «**ASG airdrop**») – the distribution of the **ASGARD ECO FUND** tokens to the **ASGARD DIGITAL INVESTOR** on a certain condition, including free basis distribution.

**WHITEPAPER** – is an official document usually issued for new blockchain projects before their ICO informing the reader that new technology, methodology, product or service is being launched.

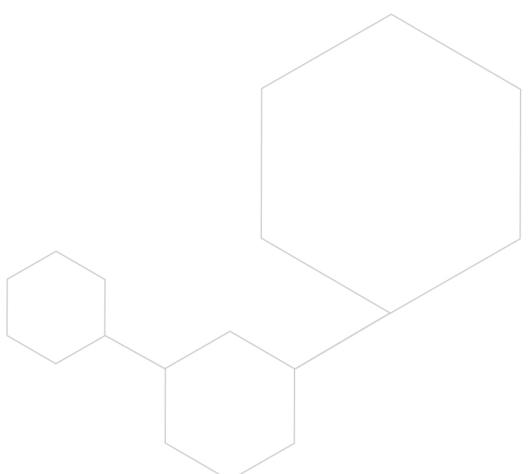
**ECOLOGICAL DAMAGE (harm)** – is actual and possible losses in their quantitative terms, including lost profits and additional expenditures to liquidate adverse consequences for normal



existence of people, animals, plants and other living organisms, conditions of ecological systems, natural complexes, landscapes and objects caused by violation of environmental quality standards, as a result of negative impacts of economic and other activity , as well as technological accidents and man-made disasters.

**MEMBERS of the DECENTRALIZED INTERNATIONAL CRYPTO FUND «ASGARD»** (from now on the **«ASG members»**) – reasonably-thinking people, who are keen on living today in line with Nature rules and give the same opportunity to their children and grandchildren.

**ASGARD DIGITAL INVESTOR** (from now on the **«ASG investor»**) – a private or institutional investor of the **ASGARD ECO FUND**, who buys digital tokens **ASGARD (ASG) TOKEN**.





## CHAPTER 1. ECOLOGICAL ISSUES OF THE PLANET. BRIEF OVERVIEW.

According to experts in our team, the overall ecological situation on the planet is worsening exponentially due to the increase in world production and technology development.

Hundreds of millions of tons of domestic solid waste (trash, garbage, refuse, rubbish) which is a waste type consisting of everyday items are generated annually by people.

**Up to 45% of domestic solid waste** (or municipal solid waste, MSW), **is not declared worldwide** as per our estimate. That means that such a big share of waste remains out of official statistics of waste generation worldwide. People throw it in water, forest, desert, etc.

This project represents the unique alternative solution in arranging funds for environment-oriented projects internationally. The decentralized cryptocurrency fund **ASGARD** is based on socio-environmental blockchain platform. The uniqueness of the **ASGARD PLATFORM** are

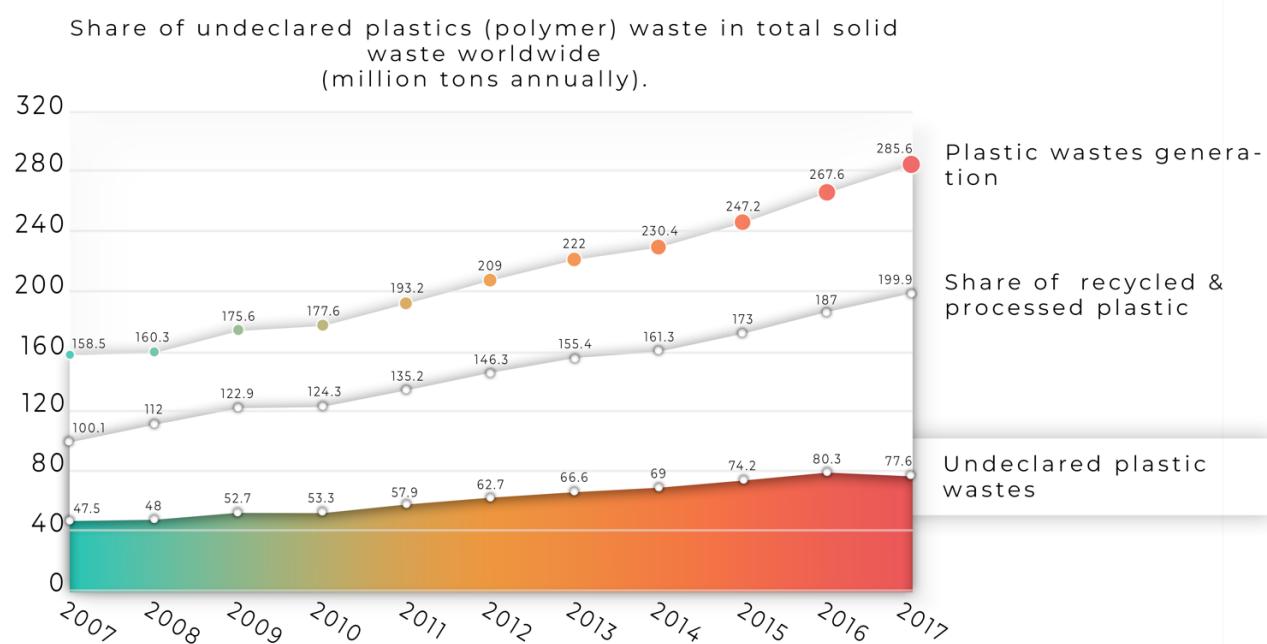
- the motivation of the Earth's inhabitants in finding a hidden environmental damage – an undeclared waste,
- decision-making processes to address the elimination of environmental violations identified.

Moreover, there is always the rule: the more intensively a hidden environmental damage is detected,

- the faster the volume of accumulated waste declines
- the higher reward in digital crypto tokens receive **ASGARD members**

**DECENTRALIZED CRYPTO ECOLOGICAL FUND «ASGARD»** (from now on the **«ASGARD ECO FUND»**) provides alternative financing of technologies which have been tested over decades with a focus to the environmental damage elimination, caused by undeclared plastic wastes (the overall situation is reflected in Figure 1).

**Figure 1. Share of undeclared plastic (polymer) waste in total solid waste worldwide.**



As figure 1 shows

- the growth rate in the volume of polymer waste is much bigger than the volume of its recycling. It is important to note that the recycling traditionally consists of sorting, landfilling and deep processing of waste.
- the growth rate in the volume of undeclared polymer waste on the planet.

According to the **ASGARD** team opinion, the absence of investment tools, being loyal to a high-risks environmentally protective projects, from the banking system point of view, is the reason of the growth rate in the volume of undeclared polymer wastes.

We produce waste today, but the next two generations will suffer from the negative impact of decomposing polymers because the plastic wastes decomposition process could last for centuries.

The conflict between man and nature reaches its critical point. Today we still have the possibility to analyze and take a decision regarding Earth's environmental improvement. Tomorrow, perhaps, it will be too late to make any changes.

Air, water, land – these natural elements are already suffered from human activities.



## AIR POLLUTION.

- 4.2 million people die every year due to exposure to ambient (outdoor) air pollution. The deaths and disease from lung cancer, stroke, acute lower respiratory infection, chronic obstructive pulmonary disease.
- 5.4 billion people live in areas that monitor air pollution are exposed to air quality levels that exceed the World Health Organization limits. All regions of the world are affected, from low-income to high-income countries (according to the materials by the [World Health Organization](#)).

In our view, slowly decomposing plastic debris is one of the most hazardous waste, generated by human activity. Its decomposition causes harmful air pollution.

When plastic wastes burn or are under the solar rains, the dioxin, extremely toxic chemical, releases into the atmosphere. Moreover, we breathe it. Dioxin is the poison with low degradation which accumulates in in the human body. Dioxin has long-term health impact by causing cancer and damaging the nervous, reproductive, endocrine and immune systems.

**ASGARD ECO FUND** contributes to finding solutions to the problem of air pollution caused by decomposing plastic wastes using **an alternative crypto financing program**. **ASGARD ECO**

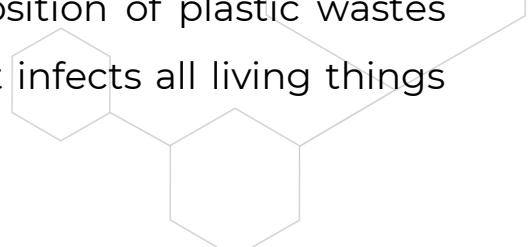
**FUND** supports effective technologies and green technical solutions aiming a polymer wastes processing and its conversion into industrial goods.

## **WATER POLLUTION.**

At the World Economic Forum on January 2016, the report "[The New Plastics Economy Rethinking the future of plastics](#)" indicates that "...plastic production has increased from 15 million tons in the sixties to 311 million tons in 2014 and is expected to triple by 2050, when it would account for 20% of global annual oil consumption."

"...Each year, at least 8 million tons of plastics leak into the ocean – which is equivalent to dumping the contents of one garbage truck into the ocean every minute. If no action is taken, this is expected to increase to two per minute by 2030 and four per minute by 2050".

At the same time, polymer wastes not only decontaminate water but also are extremely hazardous for the entire marine ecosystem. "...there are over 150 million tons of plastics in the ocean today. In a business-as-usual scenario, the ocean is expected to contain 1 ton of plastic for every 3 tons of fish by 2025, and by 2050, more plastics than fish (by weight)...".

It is important to note that the decomposition of plastic wastes could last more than 100 years in water. It  infects all living things

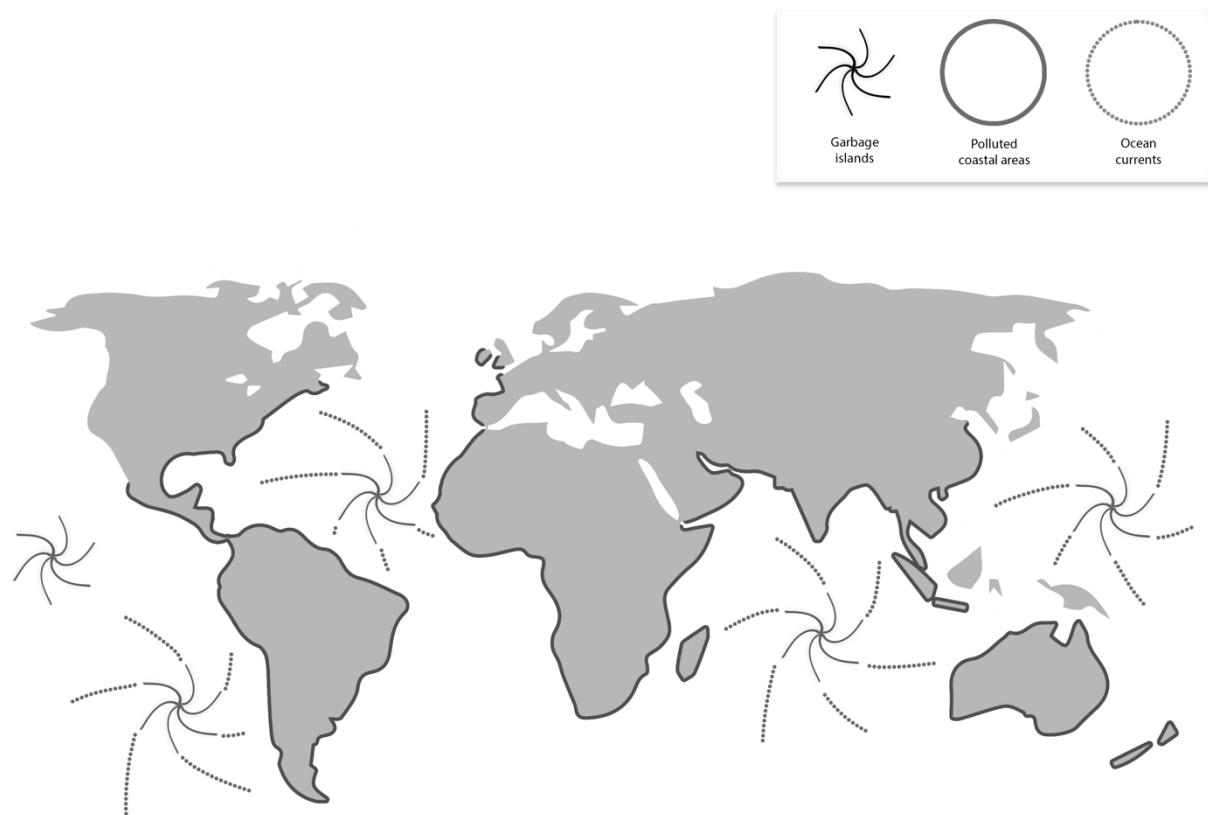
around, getting into stomachs and reducing the number of fishes, birds, other creatures. Great Garbage Patch, garbage islands in the ocean, ocean garbage map – there is our today's reality.

Not only the marine ecosystem suffers from floating polymer wastes. Same decomposing plastic trash gets in the human body from eating fish and seafood; storms and currents throw hundreds of tons of polymer wastes to the ocean and sea coasts, and it continues to decompose on the ground.

As figure 2 shows, the main ocean garbage patches, consisting of floating plastics and other debris, coincide with the main ocean currents. Garbage islands and archipelagos exist in Indian, Atlantic, Pacific oceans.

**ASGARD ECO FUND** contributes to finding solutions to the problem of water pollution caused by decomposing plastic wastes by offering **an alternative crypto financing program**. **ASGARD ECO FUND** supports effective technologies and green technical solutions aiming the collection of a polymer waste in rivers, seas, oceans and shorelines with its further processing and conversion into industrial goods.



**Figure 2. Main ocean garbage patches.**

## SOIL CONTAMINATION AND DESERTIFICATION.

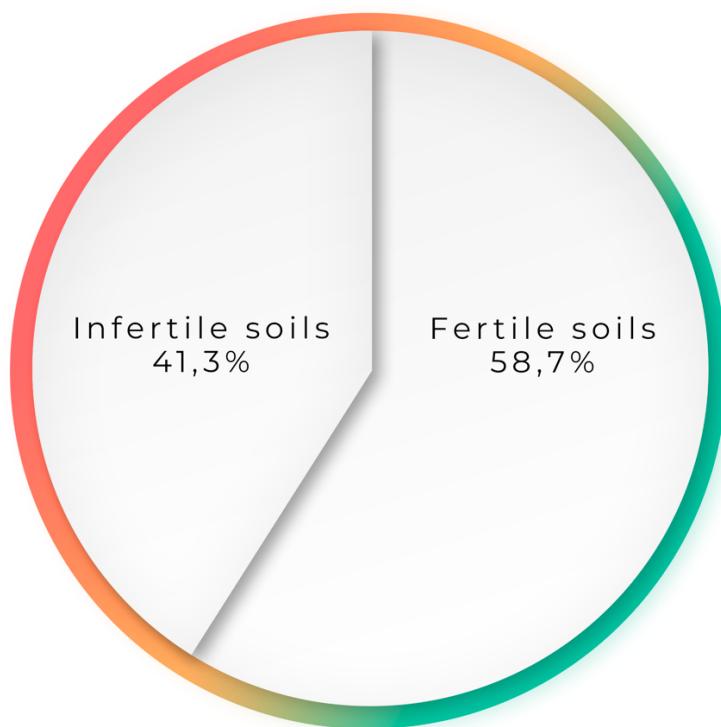
According to the [Food and Agriculture Organization of the United Nations](#), soil pollution is a dangerous threat to agricultural productivity, food safety and human health.

At the Global Symposium on Soil Pollution in May 2018, the report ["Hidden soil pollution: a hidden reality"](#) indicates that: "... the global production of municipal solid waste was estimated to be 1.3 billion tons per year in 2012... Future predictions are worrying, however, as waste production is expected to rise to 2.2 billion tons by 2025."

As figure 3 shows, that infertile land constitutes about 41.3% of Earth's land surface. Reports by the United Nations Food and Agriculture Organization found that one out of three people in the world lives on drylands caused both by human activity and environmental factors.

At the same time, World Bank reports state that more than 50% of municipal solid waste is going to landfills or dumping sites. This waste could be recycled to compost for reaching the soils. However, only one from 10 countries covered by reports has more than 50% share in recycling and composting from the total volume of municipal solid waste.

**Figure 3. Correlation of fertile and infertile soils.**



**ASGARD ECO FUND** contributes to finding solutions to the problem of soil contamination and desertification by offering an **alternative crypto financing program**. **ASGARD ECO FUND** supports effective technologies and green technical solutions in composting from other types of waste related to the collection and recycling of undeclared polymer wastes.

**To sum up, in this chapter we stressed the following environmental issues:**

- steadily increasing the volume of decomposing polymer wastes on the ground, as well as in seas and oceans;
- rapid growth in municipal solid waste volume with a small share of its recycling into compost for unfertile soils reaching.

**ASGARD ECO FUND** addresses the outlined problems by offering an alternative crypto financing program supporting effective technologies and green technical solutions in reducing the environmental damage caused by the growth of the volume of undeclared polymer wastes.

**ASGARD ECO FUND** is created on the base of the socio-environmental blockchain platform **ASGARD** (from now on the «**ASGARD PLATFORM**») and intends the creation of community from active **ASGARD members** who are not indifferent to environmental problems globally.





## An important addition:

The unique feature of **ASGARD PLATFORM** is an **effective system of the motivation of Earth's inhabitants** in finding of a hidden environmental damage (non-counted and undeclared wastes) and in voting for its liquidation.

The following rule always work: the more intense the identification of environmental violations

- the faster the volume of waste reduces worldwide
- the higher reward in digital **ASG** crypto token receive **ASG members.**

The history of the project team and the reasons we came to the idea of blockchain use in environmentally oriented business are reflected in our [\*\*HISTORY.\*\*](#)





## CHAPTER 2. THE PROBLEM THAT THIS PROJECT SOLVES.

**PROBLEM:** DECLINE IN DEEP RECYCLING AND PROCESSING OF HAZARDOUS POLYMER WASTES INTERNATIONALLY.

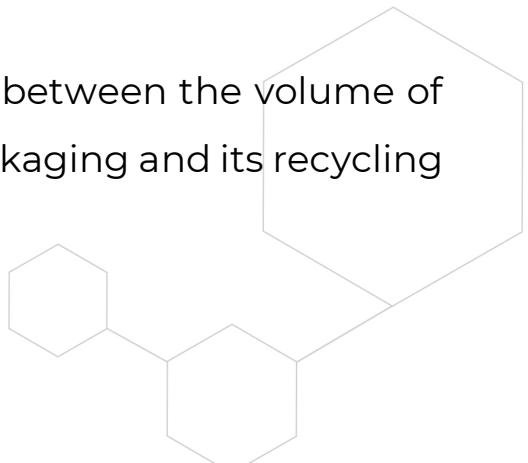
**ASGARD ECO FUND** solves the problem by offering **an alternative digital financing tool** for small and medium-sized enterprises professionally involved in waste management.

**The reason for the focus on small and medium-sized business:** such environmentally oriented enterprises inevitable face the difficulties in plant and equipment renewal investments. It could affect production efficiency and lead to bankruptcy, helping in the growth of undeclared polymer wastes on the ground, in seas and oceans.

**The project's team considers undeclared polymer wastes as the main focus and divide it into two groups, based on their morphology.**

- Group 1. Polyethylene, polypropylene, polystyrene wastes
- Group 2. PET packaging waste (polyethylene terephthalate).

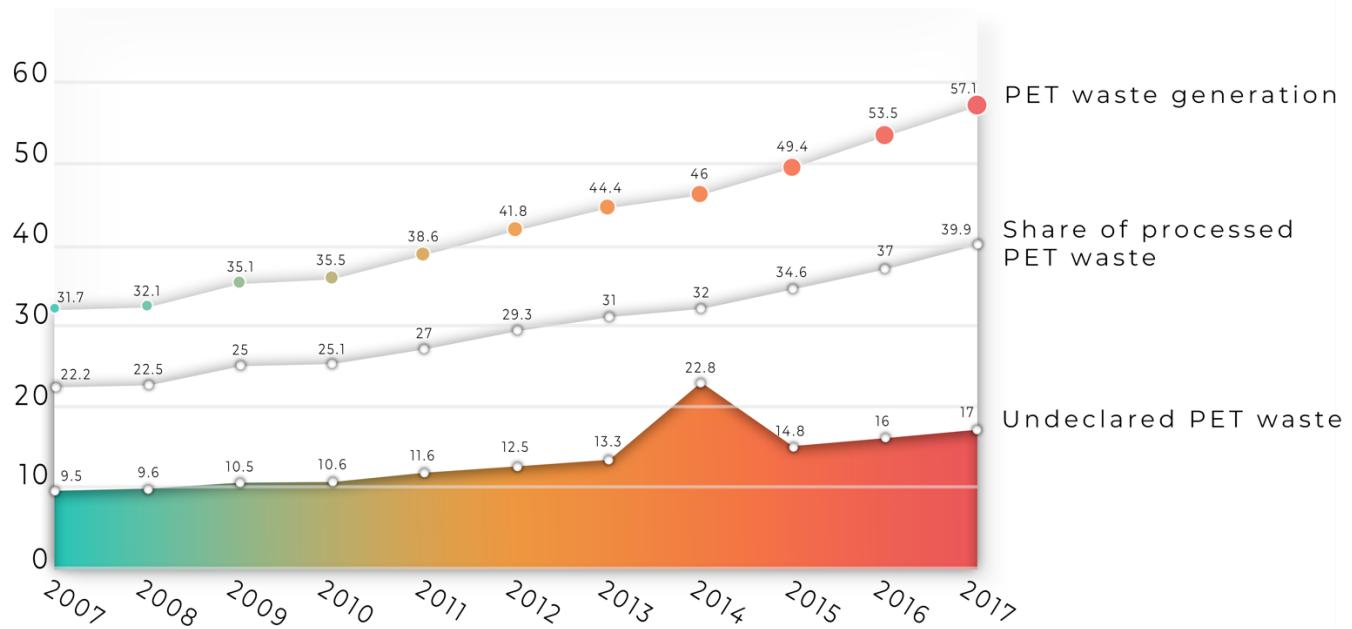
According to experts of our team, the gap between the volume of production and consumption of plastic packaging and its recycling and processing as waste grows every year.



As figure 4 shows, the share of undeclared PET waste is considerable.

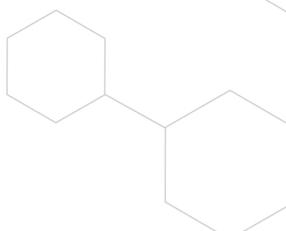
**Figure 4. Statistics of PET waste generated, recycled & processed; undeclared PET waste (million tons annually).**

Statistics of PET waste generated, recycled & processed; undeclared PET waste (million tons annually).



## THE PROBLEM SOLUTION:

**ASGARD ECO FUND** offers an alternative crypto financing tool for projects and solution in the collection of a polymer waste with its further processing and conversion into industrial goods, polyester fibers. The timing of implementation is reflected in chapter 4.

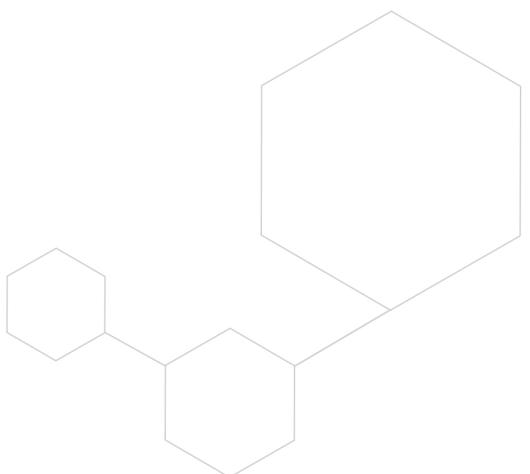


**EXPECTED OUTPUT:** 7-9 % annual reduction in the volume of undeclared polymer waste.

**As a secondary focus,** the project team considers that it is evident to fund deep recycling and processing of “other” waste, received from polymer wastes segregation. The final output:

- SRF (Solid Recovered Fuel) / RDF (Refuse Derived Fuel)
- compost.

The secondary focus decision is based on self thirty-year experience in collection, transporting and deep recycling of mixed polymer wastes.





## CHAPTER 3. SOCIO-ENVIRONMENTAL BLOCKCHAIN PLATFORM ASGARD DESCRIPTION.

**ASGARD PLATFORM** is a decentralized blockchain with a distributed data storage system, offering an alternative crypto financing solution aimed at environmental objectives.

The working principles of **ASGARD PLATFORM** (a phased realization on the Road Map basis):

1. The revelation of environmentally damaged places and areas previously hidden from the public.
  - 1.1. Creation of an interactive application (desktop & mobile versions) on **ASGARD PLATFORM** for **ASG members**.
  - 1.2. ASG members upload a photo or video materials of a place
    - before environmental harm (if available)
    - at present
    - after elimination of environmental harm
  - 1.3. **ASG blockchain** verifies and approves data received. **ASG members** receive a reward in **ASGARD (ASG) TOKEN** (the accounting cryptocurrency of **ASGARD PLATFORM**) on their digital wallets for every revealed proof of ecological damage.
  - 1.4. **ASG** decentralized system guarantees:

- full **ASG members** anonymity - freedom from any pressure after revelation and download of environmental damage proof.
  - data protection from changes, deletion and blockage.
2. Revealed environment damages synchronize on geolocation basis and record in **ASG interactive map**.
- 2.2. **ASG map is** available to ASG members to work with full access excluding data changes, in preview mode for visitors.
- 2.3. **ASG map** downloads all new data received:
- to own media & social channels (Facebook, Twitter, Telegram, Instagram, YouTube, other). Subscribed **ASG members** and partners receive updates based on their territory of interest for information, decisions taking, for voting purposes.
  - to own media & social channels of **ASG** partners.
3. **ASGARD ECO FUND** finance liquidation of environmental damages revealed by **ASG members**. Goals, objectives and mechanisms described in International [Environmental Cryptocurrency Fund «ASGARD» Regulation \(GREENPAPER\)](#).

4. Targeting promotion of recycled materials as raw in goods manufacturing and use of articles made from recycled,

**ASGARD PLATFORM** opens:

- online exchange for recovered and recycled raw materials
- online shop offering industrial & household goods made from recycled, equipment & services useful in environment-focused activity.

5. Creation of online financial facilities for **ASG TOKEN** holders:

- automatic exchange service in **ASG blockchain**
- **ASG** investment-brokerage company

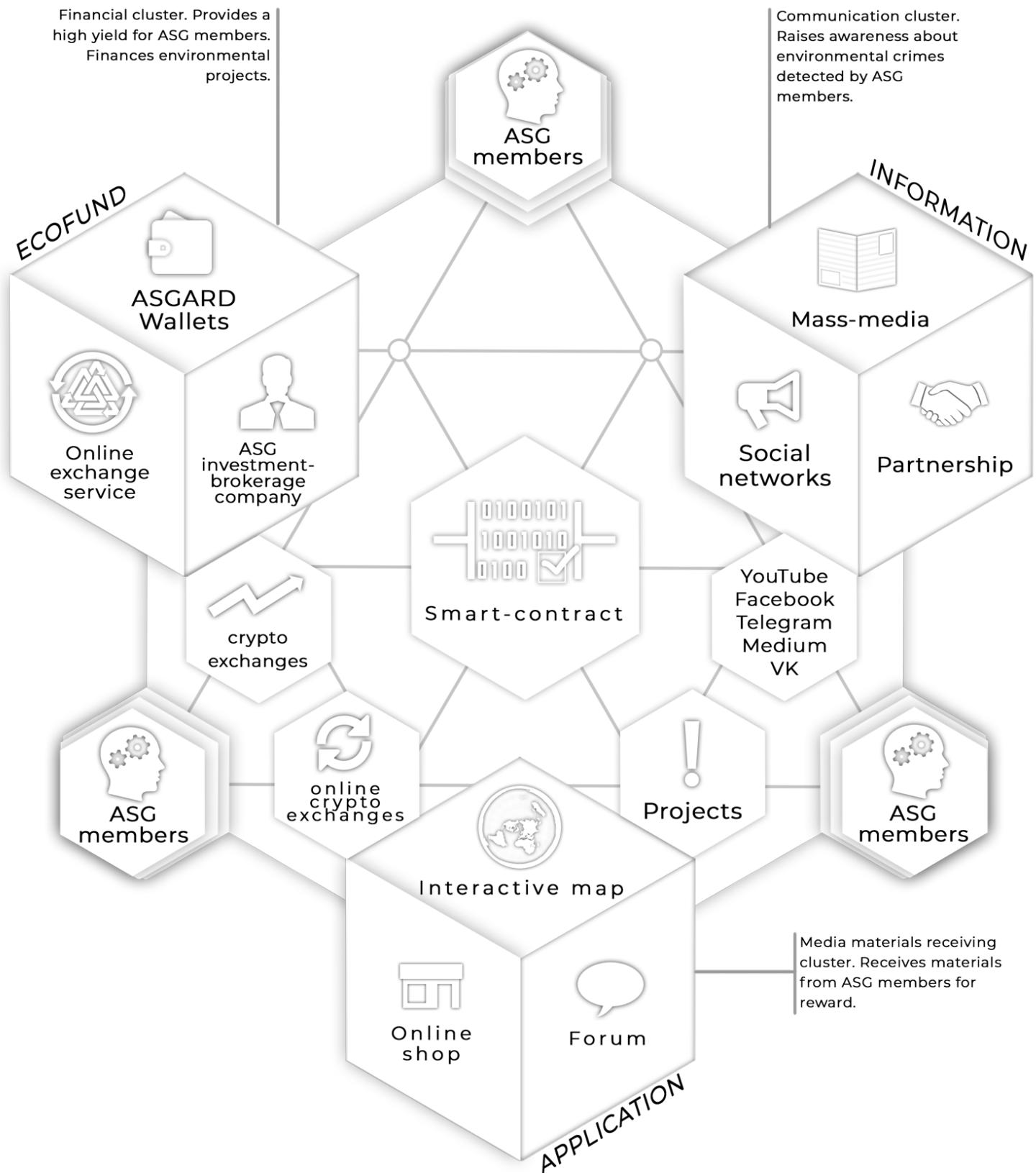
Key factors for the need of blockchain technology use in **ASGARD** project implementation:

- data protection from changes, deletion or blockage;
- full ASG members anonymity - freedom from any pressure;
- smart contract controls automatically financial streams, including **ASG members** rewarding.

Figure 5 provides a schematic view of **ASG PLATFORM** blockchain workflow.



**Figure 5. Schematic view of ASG PLATFORM blockchain workflow.**





## CHAPTER 4. PROJECT MILESTONES.

### 4.1. PREPARATION OF THE PROJECT & PRE-SALE.

1. **ASGARD ECOFUND** and Platform accounting cryptocurrency **ASGARD (ASG) TOKEN** creation.

1.2. **ASG** is ERC20 token created by a smart contract of the Ethereum blockchain. Token transactions are safe due to its digital encryption, have no intermediates and are processed in the Ethereum blockchain. Transactions data is transparent and in free access. The smart contract address in the **Ethereum** blockchain:

0x7a3d3c4f30c46f51b814bee23d970a7c9b757a32.

**ASG** is not-mineable.

1.3. The estimated price for 1 ASG is 1,66 US dollar.

1.4. The total limited supply of ASG is 25 000 000 000 (Twenty-Five billion). Estimated capitalization in fiat currency is 41 500 000 000 (Forty-One billion Five hundred million) US dollar.

1.5. **ASGARD (ASG) TOKEN** created in II quarter 2018.

2. **ASG TOKEN** Pre-Sale.

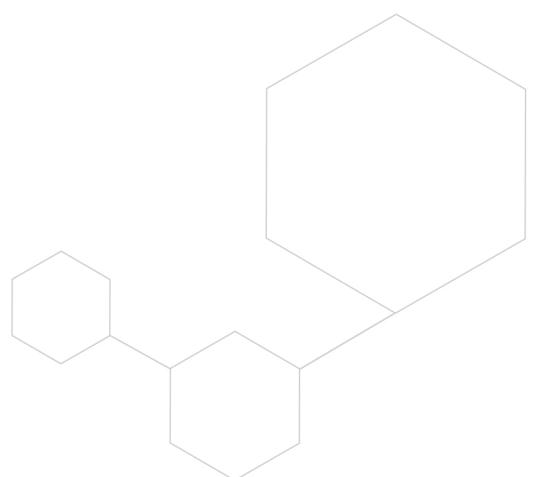
2.1. The initial price of 1 ASG during Pre-Sale is U.S.\$0.1666 (to be paid in ETH only). Bonus system will be available too. Monitor the updates on [www.asgardecofund.ae](http://www.asgardecofund.ae)



2.2. Pre-sale targets are:

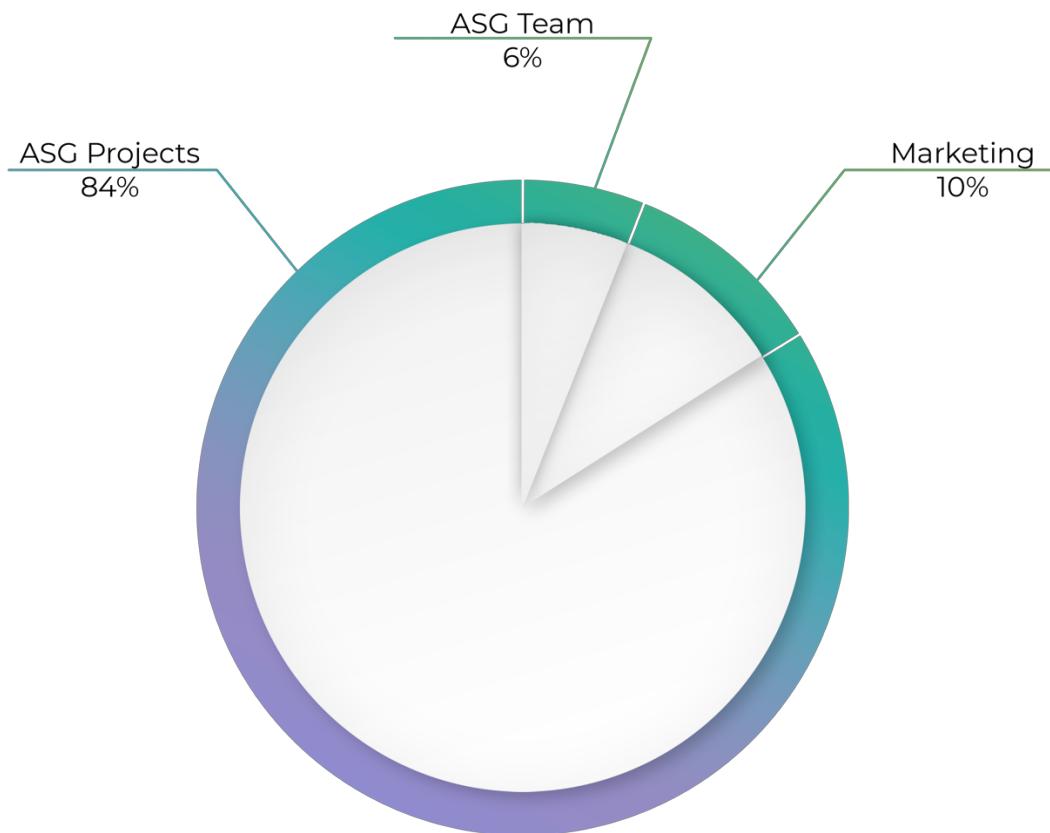
- Soft cap: 84.1 million US dollar
- Hard cap: 322.1 million US dollar

Pre-Sale dates: III-IV quarter 2018.



## 4.2. PRE-SALE FUNDS DISTRIBUTION

**Figure 6. Pre-Sale funds distribution.**



1. Development and implementation of **ASG blockchain**.
2. Targeted crypto loans issuance (see rules and conditions in [International Environmental Crypto Currency Fund «ASGARD» Regulation. \(GREENPAPER\)](#)) aiming the launch of effective model projects of **ASGARD ECO FUND**.
  - 2.1. «**ASG RECYCLING**» – plastic and other waste recycling in line with technical requirements and territory's needs in

- industrial goods;
- terephthalate thread (PET; Terylene, Laysan, Dacron);
- recovered fuel (SRF / RDF), as per EN 15359:2011 standard for solid recovered fuels;
- compost for unproductive lands and desert enriching.

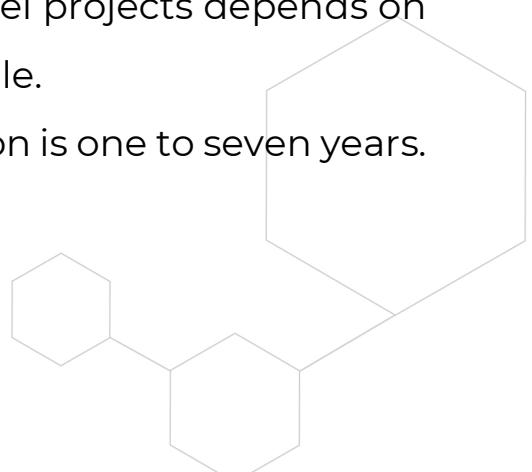
2.1.1. Estimated full cost of each model project is 16.666 US dollar.

2.1.2. Estimated number of **ASG RECYCLING** units:

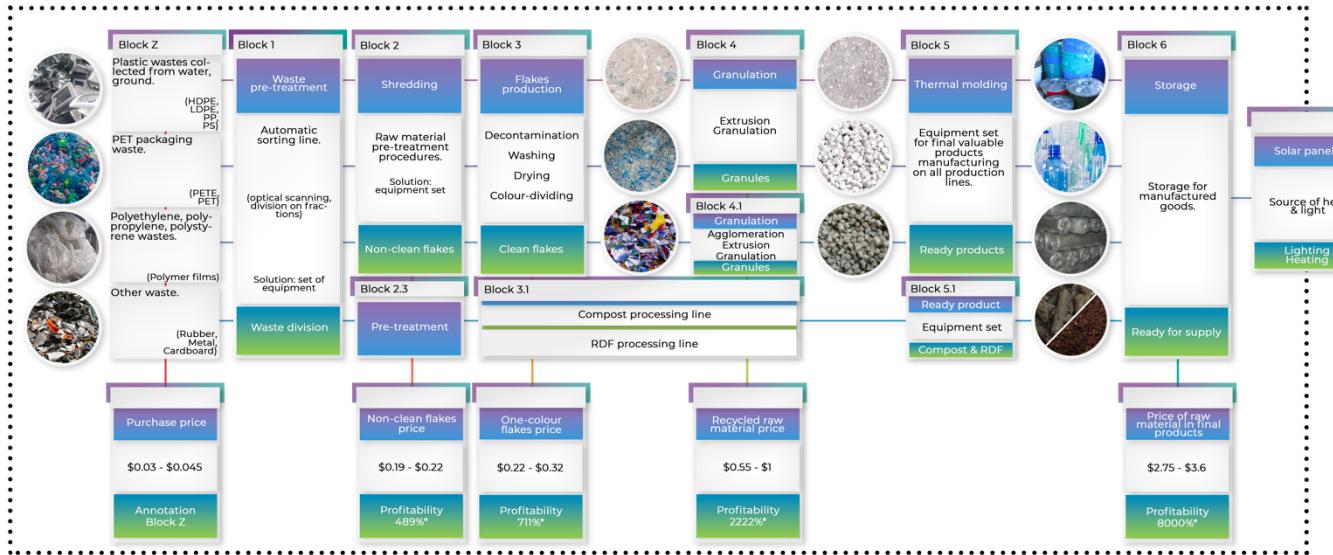
- **Soft cap. TWO units.** One on the same territory with waste segregation and reverse vending machine projects implementation (see clause 3.2.). Another one in Tanzania, Africa paired with **ASG NEPTUNE** project implementation (see clause 2.2.).
- **Hard cap. EIGHT units.** In different countries and on each continent (Figure 8.2).

2.1.3. The final number of model projects depends on funds raised from Pre-Sale.

2.1.4. Breakeven point condition is one to seven years.



## ASG RECYCLING MODEL PROJECT



### Annotation.

\*Block Z\*: the price is calculated based on the condition of mandatory waste purchase for recycling.

It's important! Planned purchase costs transform into the margin of the recycled product if the price of receiving waste is lower as specified in the table or zero-price.

\*Block 2\*: Non-clean flakes ready for sale is the output on this stage.

Price is actual for the first half of 2018.

\*Without variable and fixed costs.

\*Block 3\*: one-color flakes is the output on this stage.

**2.2. «ASG NEPTUNE» – the model project for cleaning rivers, lakes, seas and oceans from floating plastic and other waste. It also includes recycling plants launch. They will use the collected waste for a valuable final product manufacturing. The final product range depends on the needs and current regulations at the factory's place of activity.**

**2.2.1. Estimated full cost of each model project is 16.666 US dollar.**

**2.2.2. Estimated number of ASG NEPTUNE projects:**

- **Soft cap. ONE pilot ASG NEPTUNE project in Tanzania, Africa.**





- Hard cap. **THREE ASG NEPTUNE** projects in different countries are planned (Figure 8.2).

2.2.3. The final number of model projects depends on funds raised from Pre-Sale.

3. Targeted crypto loans issuance for:

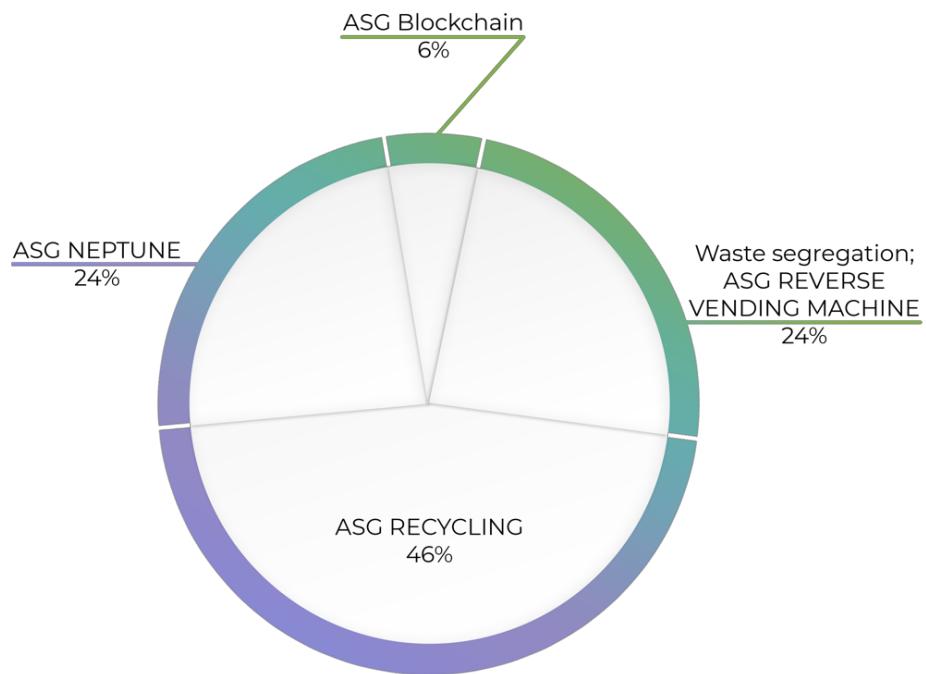
- 3.1. small and medium-sized environmentally oriented enterprises for plant and equipment renewal;
- 3.2. waste segregation projects; reverse vending machine and recyclable materials projects linked to an existing waste recycling business. Applicable for municipalities with 3 million inhabitants and more. Estimated number of projects:

- **Soft cap. ONE** pilot project.
- **Hard cap. Five** projects.

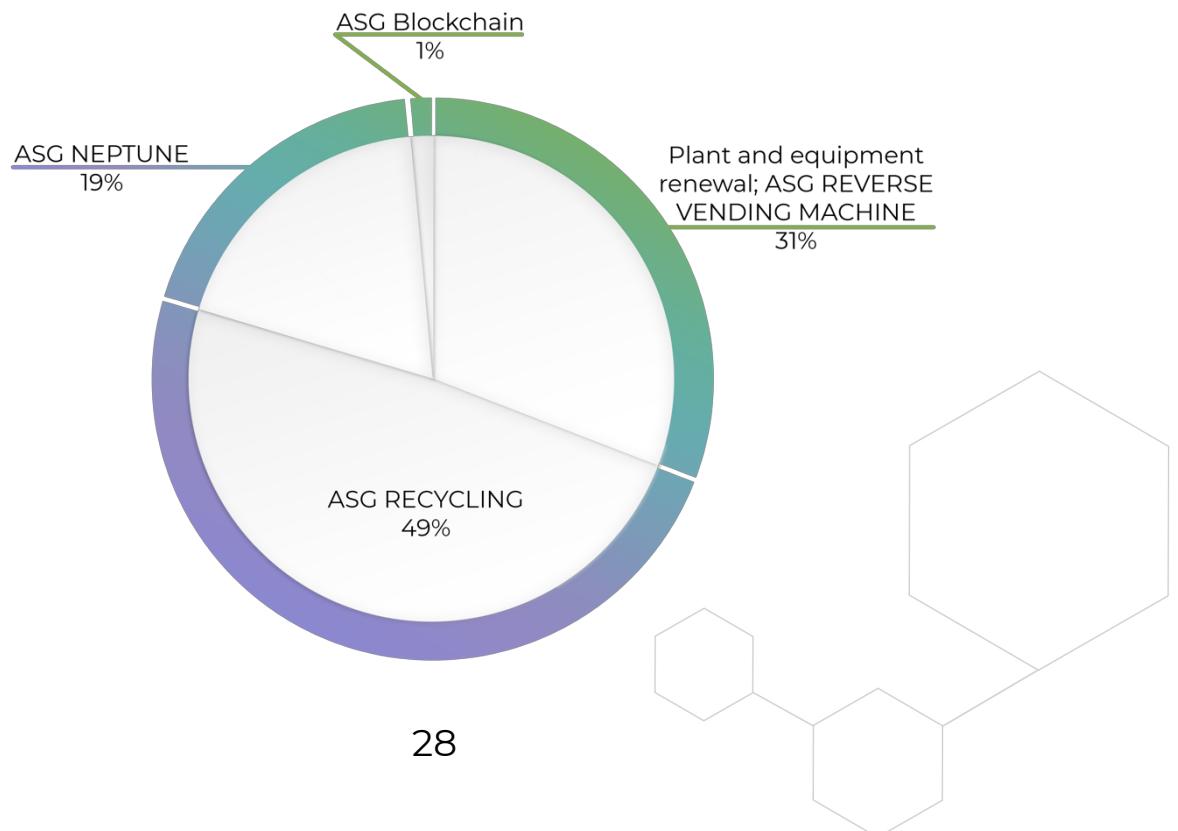
4. **ASG airdrop** on a monthly basis at the rate of 6% of the amount of **ASG** holding in cold wallets for those holders who bought **ASG** during Pre-Sale & ICO.
5. Automatic online exchange service in **ASG** blockchain launch.



**Figure 8.1. ASG projects. Pre-Sale raised funds distribution (SOFT CUP).**



**Figure 8.2. ASG projects. Pre-Sale raised funds distribution (HARD CUP).**





### **4.3. ICO (INITIAL COIN OFFERING).**

1. ASG TOKEN ICO (initial coin offering). ICO targets are:

- Soft cap: 1 billion 300 million US dollar
- Hard cap: 5 billions 200 million US dollar

ICO dates II quarter 2019.

2. ICO FUNDS DISTRIBUTION:

2.1. Continued implementation and expansion of **ASG PROJECTS**, launched after Pre-Sale closure (chapter 4.2.).

2.2. **ASG** listing at high-rated international crypto exchanges.

2.3. Start of crypto loans repay in line with International Environmental Crypto Currency Fund «ASGARD» Regulation. (**GREENPAPER**). It will help in **ASG** demand stimulation.

2.3.1. The financial terms of loan repayment are: in equal shares with -1% to -5% discount. The negative interest rates are used for stimulating of the implementation of a real environmentally friendly project.

2.3.2. **ASG** is the accounting cryptocurrency for loan repay.

2.4. **«ASG OCEAN»** model project launch: the green floating platform in the ocean for polymer waste



collection with its further processing and conversion into industrial goods.

Estimated full cost of each model project is 566.666 US dollar.

2.4.1. The launch of 6 **ASG OCEAN** projects in the areas of the highest concentration of plastic floating islands is planned (Figure 8).

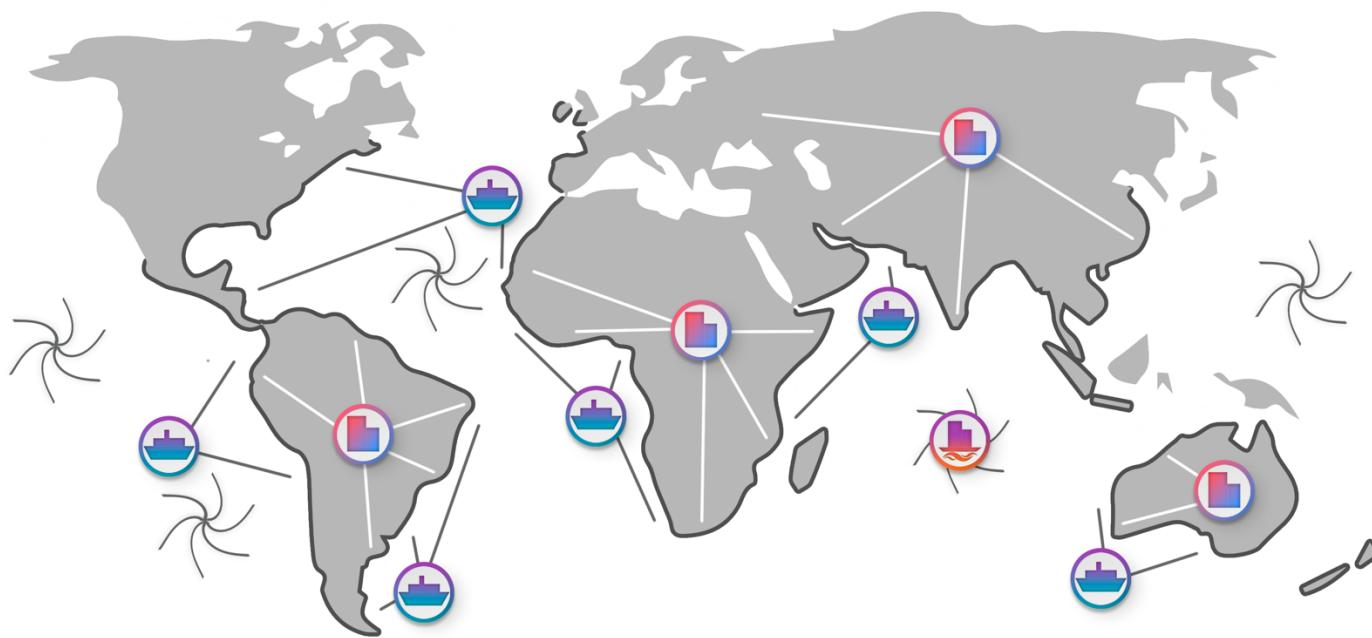
2.4.2. The final number of model projects depends on funds raised from ICO.

2.5. **ASG online shop** launch; industrial & household goods made from recycled waste offering, equipment & services useful in environment-focused activity.

2.6. **ASG Wallet** launch, compatible with **ETH** wallets.

2.7. **ASG investment-brokerage company** launch offering to platform members ASG trading services on crypto exchanges.



**Figure 9. ASGARD model projects map.**



## CHAPTER 5. ASGARD ROADMAP.

