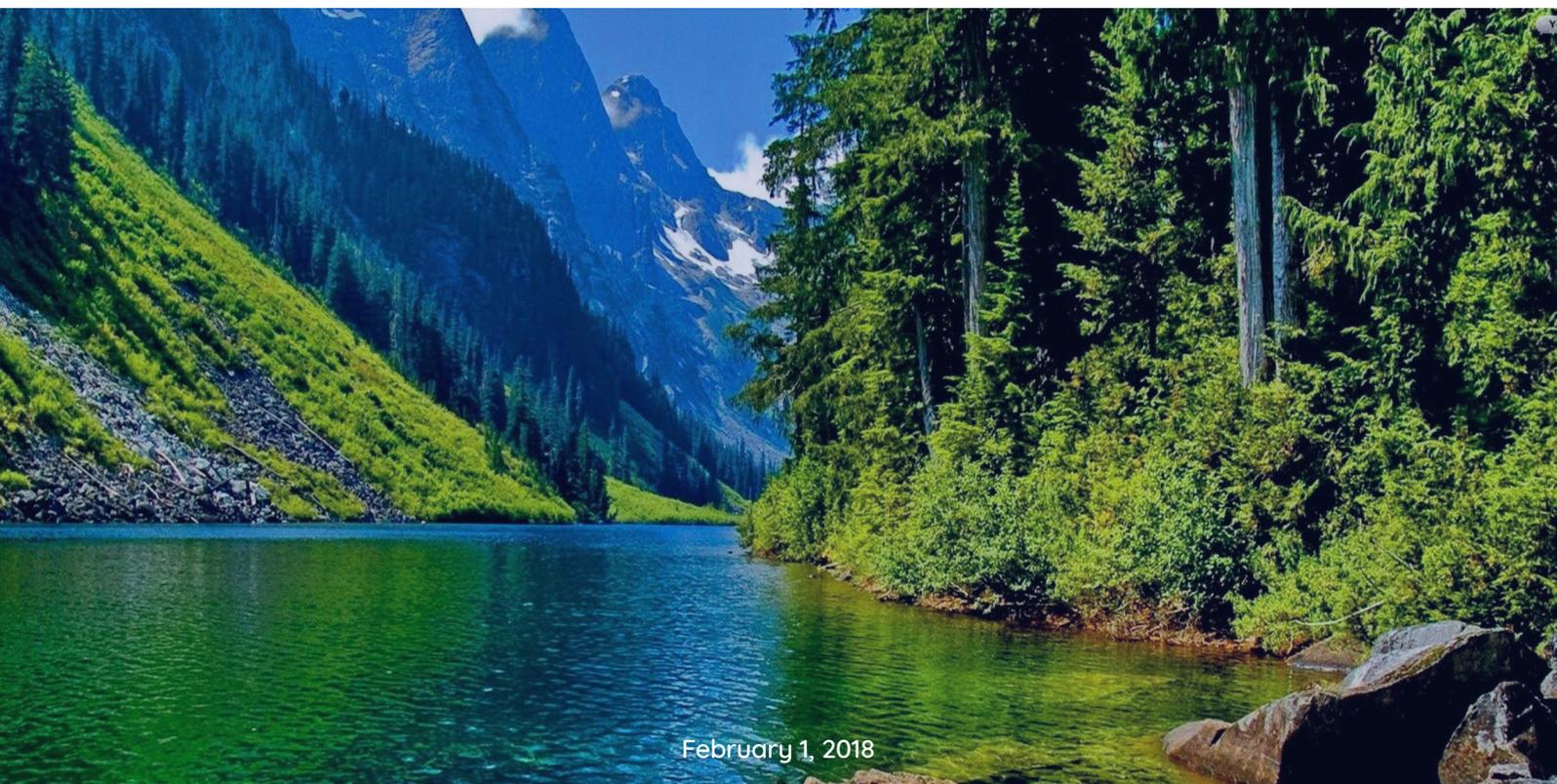


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greeneum

GREENEUM NETWORK GREEN PAPER



February 1, 2018



Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance

————— Ban Ki-Moon



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1. Vision	6
2. Introduction	7
3. WHAT PROBLEMS WE ARE SOLVING?	9
3.1 The increase in demand for energy	9
3.2 Climate change and the carbon market	10
3.3 The needs of the renewable energy market	10
3.4 Benefits for Grid operators	11
3.5 Benefits to Micro Grids	12
4. GREENEUM SOLUTION	13
4.1 GREENEUM Servicios Global Data System	13
4.1.1 GREENEUM Green Certificates	13
4.1.2 GREENEUM Voluntary Carbon Market	14
4.1.3 GREENEUM Energy Market Predictions	15
4.2 GREEN Marketplace	16
4.2.1 Services for Solar and Green installations	16
4.2.2 Goods and products for Green installation	16
4.2.3 Green General Products	16
4.3 GREEN PROJECT BANK	16
4.3.1 DYNAMIC SMART CONTRACTS SERVICES:	17
4.3.1.1 Future and present Project Financial analysis	17
4.3.1.2 Purchase Power Agreements (PPA)	17
4.3.1.3 Energy trading for micro-grids and grid operators	17
4.3.1.4 Connecting between investors and projects	17

5. SUCCESS STORIES	18
5.1 Why Choose Greeneum?	18
5.2 Predictions & Insights for Solar and Renewable Systems	18
5.3 Greeneum MicroGrid: Success Story in Israel	19
5.4 Greeneum Grid Operator Services: Success Story in Cyprus	20
6. GREENEUM NETWORK TOKEN CHARACTERISTICS	21
6.1 PET (Proof-of-Green) Protocol:	21
6.2 GREEN MINING:	21
6.3 GREEN TOKENS UTILITY FUNCTION	22
6.4 GREEN Utility Network Token Functionality	23
6.4.1 Utility features of GREEN ERC20 Network token	23
7. GREEN TOKEN ALLOCATION	25
8. GREENEUM NETWORK INITIAL TOKEN OFFERING	28
9. BUDGET STRUCTURE FOR FINANCING	30
9.1. Use of Contributions	31
10. Revenue Models of Greeneum Platform	35
11. GO TO MARKET STRATEGY	36
12. GREENEUM Team	38
13. RISKS OF USING NEW TECHNOLOGIES	42
14. COMPLIANCE AND DATA SECURITY	43
15. GOVERNANCE MODEL	44
16. SUMMARY	45
17. REFERENCES	46

1. Vision

GREENEUM plans to accelerate the global energy transition from fossil fuels towards Solar and Renewable (GREEN) energy using smart contracts, targeted artificial intelligence and blockchain technology.



2. Introduction

Greeneum is a global decentralized network that aims to encourage the production, distribution, and consumption of clean and sustainable energy. Green energy is generated from renewable resources, which can be naturally replenished on a human timescale, such as sunlight, wind, rain, tides, waves, and geothermal heat.

Renewable energy generation is intimately linked to the climate, and the climate is directly linked to household, commercial and industrial consumption. Renewable energy is intermittent in nature since the sun does not always shine and the wind does not always blow. Also, fluctuations between hot and cold temperatures dictate the consumption of daily energy.

These common electrical network problems are costly since it impacts the carbon emission and pollution levels as well as electric transmission line maintenance costs. These challenges create barriers for wider clean energy use in our modern grids and by the general population. Effective predictive management systems will enable widespread adoption and more efficient use of renewable energy generation.

Integration of Greeneum targeted AI and smart contracts technology will enable the next generation of trust, transparency, security, actionable insights and forecasts for the global energy market. Energy stakeholders will be able to drive efficiencies, decrease operating costs, and create a positive impact on the global renewable energy marketplace.

Promoting renewable energy consumption is the main way to reduce greenhouse gas emissions. We can intelligently manage energy with our predictive algorithms, knowing when to increase supply in order to meet the demand. Greeneum's proprietary technology is one of the most efficient on the market.

Greeneum's unique technology has been tested in a variety of solar installations and has now reached its commercialization state. An Israeli collective community acquired a license to distribute electricity to local neighborhoods, businesses, farms, and factories. Over 120 low-voltage grid connections were constructed along with 67 solar arrays ranging in output from 5 to 55 kWp. The whole system was regulated by over 100 independent inverters. Greeneum was able to successfully manage voltage penetration to the Israeli national voltage grid.

Also, with the University of Cyprus, the government of Cyprus and Israel, Greeneum participated in a pilot in Cyprus to analyze the electrical distribution system data. Greeneum's work positively impacted the maintenance operations and improved the efficiency of conventional energy consumption. Both pilots were success stories and show the potential of Greeneum technology.

The Greeneum Network uniquely measures, tracks, and rewards the utilization of green renewable energy, thereby dis-incentivizing the production and use of carbon-emitting, environmentally toxic energy — to the benefit of present and future generations. Greeneum is creating a new ERC20 utility token, to trade by the symbol “GREEN”!

Integration of Greeneum targeted AI and smart contracts technology will enable a next generation of trust, transparency, security, actionable insights and forecasts in the global energy market. Stakeholders in the energy ecosystem will be able to drive efficiencies, decrease operating costs, and create a positive impact on the global renewable energy marketplace.

Using the Blockchain technology, **Smart Contracts, certified targeted Artificial Intelligence (AI)** are applied to validate and predict energy production, and by using **GREEN ERC20 network** token, it will be possible to eliminate some of the barriers to entry into the energy market. Greeneum Network is a term defining all entities which are part of the Greeneum ecosystem [Greeneum white paper] and related through the Greeneum Blockchain and related Sub-and Side-Chains [1].

Greeneum Network plans to launch the platform followed by an initial token offering (ITO). The contributors can purchase Greeneum Network tokens, support the development and deployment of the Greeneum platform, and be the first to enjoy its unique services and goods. The ITO tokens distribution and funds usage are detailed in this chapter.

3. WHAT PROBLEMS WE ARE SOLVING?

3.1 The increase in demand for energy

A new report from the World Energy Council predicts that global demand for crude oil could hit a peak in 2030 at 103 million barrels per day [1]. The scenario would require rapid and substantial advancements in electric vehicles, efficiency, renewable energy, and digital technologies – developments that are already being implemented today. Additionally, the report envisions a scenario in which global primary energy demand – which includes energy demand for everything including transportation and electricity – will also peak before 2030.

At the same time, the total world energy consumption in 2005 was 500 EJ (or 138,900 TWh), 86.5% corresponding to the combustion of fossil fuels. On the other hand, the International Energy Agency (IEA) stated in November 2010 that the production of crude oil peaked in 2006. As expected, the energy demand is accompanied by the growth of the world's population.

Emerging markets have experienced the highest economic growth in recent years. Developing countries such as those in Latin American, African and Indian markets are the best prognostic of growth according to the International Observatory of Renewable Energies. These regions have the largest world population without any access to energy. Currently, Argentina is one of the main promising markets of renewable energy production and consumption in the world. Argentina is about 20 years behind the developed world, and 10 years behind compared to neighboring South American countries.

India, according to the World Bank, is positively changing its economy and society. Although one in every two Indian citizens lives below the poverty line, the middle class has benefited significantly from the economic growth that has occurred thanks to the liberal reforms of the 1990s and 2000s [3]. According to the 2011 census, 310 million Indians declare that they have a car or a two-wheeled vehicle, seven times more than in 1991. This is showing an economic growth and an increase in the demand for energy, given the signs of upward mobility of society. These changes generate new market opportunities to respond to the demand for renewable energy.

3.2 Climate change and the carbon market

Energy generation has resulted in an increase in greenhouse gas emissions (GHG). Now more than ever, we need to generate clean energy to meet energy demands and reduce GHG emissions.

With regard to climate change, during the Conference of the Parties (COP) in Morocco 2016, officials made CO₂ reduction commitments and reached compliance goals that all parties must achieve.

In the Kyoto Protocol (1997), the initial economic incentives that were created for carbon market and clean energy projects, failed because of lack of transparency and high transaction costs. These projects were expensive for and proved difficult to obtain carbon credits (GCC), yielding a high cost for the intermediaries and a low profitability of their value.

3.3 The needs of the renewable energy market

Although the renewable energy technology is quite advanced and the costs of solar and wind energy generation are decreasing, most countries have to create economic incentives for further implementation and integration of solar and other renewable energies in their markets.

In under-developed and developing countries, it is challenging to provide financial security for renewable energy projects when energy demand continues to increase globally.

Green projects require intensive installation capital and have a multi-year payback period, so investors seek financial security.

Regarding energy efficiency and energy management, the maintenance and transportation costs of electricity networks are very high and have efficiency losses. The most modern mechanisms of prediction and interconnection of data represent several economic difficulties of adaptation, replication and efficiency.

Additionally, it is important to emphasize the overproduction of energy in renewable systems, when the demand is lower than its supply. Profitable energy stock projects are difficult to evaluate and lower their financial risks.

Although renewable energy technology is advancing and the cost of solar and wind generation is decreasing, most national states still have to incentivize the general population to install the advanced technologies in their respective markets.

In underdeveloped and developing countries, the costs of providing financial

security to renewable energy projects are difficult to achieve in an energy demand that shows their increases worldwide. It should be noted that green projects need intensive capital to be installed and several years for the payback, so in several cases investors seek financial security.

Regarding energy efficiency and energy management, electricity network maintenance costs are overwhelmingly high and have major problems for the transport of energy that always has efficiency losses. The most modern prediction and interconnection mechanisms of data represent several economic difficulties of adaptation, replication and efficiency.

Another element to emphasize is the overproduction of energies in renewable systems, when the demand is lower than its supply. Profitable energy stock projects are difficult to evaluate and lower their financial risks.

3.4 Benefits for Grid operators

Renewable energy does not provide a constant supply of electricity but rather fluctuates greatly depending on how much the Sun shines or how windy it may be on a given day.

Offshore and onshore wind and solar generation has gained greater adoption, and the market, but the market now experiences new supply and demand prediction challenges.

Blockchain technology has the potential to make distributed grid management easier through “smart contracts”. Smart contracts inform the system which transactions should be made at what time, following clearly defined rules for energy flows and storage to balance supply and demand.

Blockchains could also allow grid operators to have a more informed overview of the resources they manage. An operator might need to reduce the supply on the grid for a few hours, for example. But asking a power station to turn down their supply will cost them money. But what if there were a station in Kent, for example, that will gladly do it for a cheaper price because its own resources are constrained.

The supply of electricity on the grid has to equal demand to avoid overloading it, grid operators need to turn sources of energy up and down to cope with the waxing and waning input of renewables.

Blockchain technology could also play a central role in the rise of so-called “virtual power plants” (VPPs) that represent energy generating resources that are connected across a smart grid but that aren’t necessarily concentrated in one central location, such as traditional power plants. Blockchain could play an important role in the remuneration of the participants in these virtual power plants.

In a recent report about virtual power plants (VPPs), Navigant Research suggests that VPPs could help optimize the use of existing power resources across the evolving electric grid, helping the industry move toward a more distributed model. These VPPs would aggregate emerging generation sources — including solar panels or residential wind farms or microgrids or energy storage installations — and correlate those resources with demand responses programs that enable businesses to receive rate cuts for reducing their power consumption.

The potential for distributed ledger technology to assist the grid as it evolves doesn't end with distributed generation at the “edge” of the system. It could even help customers switch between major energy suppliers more quickly.

3.5 Benefits to Micro Grids

The era of large-scale power plants is slowly coming to an end. In its place, we now see the growth of a new network of intelligent and clean energy systems.

As energy generation changes, there is a microgrid growth in developed markets and developing countries, notably across the African continent. In areas that do not have any connection to their national grid, installing solar panels and a battery can be an easy way to bring a basic amount of electricity to a village.

These smaller grid systems are linked to localised power sources, often referred to as “distributed generation” sources. For example, a handful of buildings in a city with their own solar panels might be connected to nearby residences. There is tremendous value in trading energy storage and demand on the same network.

Greeneum envisions a world in which homes and buildings are equipped with software that automatically purchases and sells power to and from the grid based on real-time price signals.

4. GREENEUM SOLUTION

Greeneum Network has a multi-chain architecture to manage global and local levels of monetization, data and energy. The platform consists of three parallel and connected systems:

4.1 GREENEUM Servicios Global Data System

The platform uses blockchain and smart contract technology that to record meta-data and validate and trade energy production and consumption. The peer-to-peer (P2P) trading system runs on a public global blockchain and provides an opportunity for energy trading within and between electrical grids. The underlying data layer is powered by proprietary AI and machine learning algorithms, which were developed by the Greeneum team. The main Greeneum Network building blocks of the two parallel systems are:

- GREENEUM's AI and Machine learning algorithms analyze and tag energy transactions to be GREEN and non-GREEN certificates represent validated renewable energy data and available energy in the local grid. In addition, Greeneum AI platform provides insights and accurate predictions. This allows operators to balance energy supply and demand and enables holistic energy network (energy production, consumption, transmission distribution and storage) optimization.
- GREENEUM's blockchain and smart contract technology is used to record, validate, and trade energy production and consumption.
- GREEN token, a newly introduced cryptocurrency monetizing energy transactions, based on Ethereum (ERC20) Greeneum token, will be used for monetization of the Greeneum Network. The utility token is a tool to incentivise the energy ecosystem towards a more efficient, profitable, and GREEN ecosystem.

4.1.1 GREENEUM Green Certificates

Green Certificates are different than the Green Tokens. This terminology is predominantly used in Europe but has now become more widespread globally. Green Certificates are a tradable commodity proving that certain electricity is generated using renewable energy sources. Typically, one certificate represents the generation of one Megawatt-Hour of electricity.

Usually, the following are considered renewable sources (GREEN):

- Wind (often further divided into onshore and offshore)
- Solar (often further divided into photovoltaic and thermal)
- Wave (often further divided into onshore and offshore) and tidal (often further divided into onshore and offshore)
- Geothermal
- Hydro (often further divided into small - microhydro - and large)
- Biomass (mainly biofuels, often further divided by actual fuel used)

Anyone who generates renewable energy (residential or commercial production), can sell into the voluntary Greeneum Marketplace. Greeneum GREEN Certificates (GGC) are issued by Greeneum smart contracts and the targeted AI system. All energy transactions are tokenized using our advanced smart contract technology, the network algorithms and multiple validation techniques.

Carbon credits are a known term for a permit which allows a country or organization to produce a certain amount of carbon emissions. This unit can easily be verified and tokenized on the Greeneum platform and in external eco-systems. Greeneum blockchain technology allows security and transparency as well enables an entity to provide a certainty of the value of carbon credit. In this way, the creditor can exchange it voluntarily in the Greeneum Marketplace.

Greeneum targeted AI accurately and efficiently predicts energy transactions from generation to transmission to the distribution of energy for the end users. This is performed using the Proof-of-Green protocol for energy transactions. Greeneum Green Certificates (GGC) describe the energy source, amount, and corresponding Greeneum Carbon Credits (GCC).

4.1.2 GREENEUM Voluntary Carbon Market

The carbon market was founded with the Kyoto Protocol has had innumerable problems to make transparent the certificates of saving or generation of greenhouse gases. In addition to the number of actors to certify, there was also the high cost of certifying transactions. Therefore, when carbon bonds were very low the price decreased their use, because it was more expensive to certify the saving of greenhouse gases than what was obtained by them. Not to mention the high transaction fees for its use.

In this sense, Greeneum objective is of founding a voluntary carbon market that

facilitates savings and the emission of greenhouse gases at a low cost, with higher safety and transparency standards than official markets. Greeneum algorithms avoid fraudulent actions by renewable energy generators and allow a careful accounting of each electron produced. In this way, the project that is connected to our blockchain has to go through all the validation protocols to obtain the certifications.

Regarding the market, using the GREEN Marketplace, we leave a place of purchase and sale of Greeneum GREEN Certificates (GGC) and Greeneum Carbon Credits (GCC), where the low cost transactions, using the blockchain guarantee the transparency and security of each market movement.

4.1.3 GREENEUM Energy Market Predictions

Greeneum Network AI and monitoring unique algorithms and experience will continuously monitor all projects and drive efficiencies of these systems. The efficiency problems are quite different in the market of generators, consumers, prosumers and the distribution network.

At present, we have designed an algorithm for solar generators that includes the local climatological system to determine production with 95% accuracy. It is the highest in the market. The mathematical design is being continuously improved.

By taking other wind variables, we can precisely determine wind generation with the same accuracy range. In the same way, the next step will be hydropower. The algorithm also covers efficiency problems in the components of the generation system, allowing to manage maintenance.

At the same time, consumers and prosumers are linked to the climate in the use of energy and its production, the algorithms are prepared to reduce energy consumption intelligently, as well as to use the energy generated efficiently, injecting it into the network when it has a high economic value or stock it in the moments necessary for the climate.

- Greeneum will focus on all markets but currently Greeneum is poised to launch in the developing markets as Argentina-Latin America, India, Africa and Southeast Asia with our partners and local channels. The Greeneum platform will be a place where the world communities could meet and create events, initiatives, and companies using the network ability to supply any need for the GREEN sector especially for the emerging markets using local partners.

GREENEUM'S SECURE DATA VALIDATION PLATFORM PRODUCES A 95% ENERGY-PREDICTION ACCURACY RATE, THE HIGHEST OF ITS KIND.

4.2 GREEN Marketplace

GREEN token holders will be able to access a series of goods and services related to sustainability, ecology and renewable energy. Our goal is to make the Greeneum technology accessible to the developed and developing nations and to create a global green market that strengthens each community.

In addition, the Greeneum marketplace will increase the GREEN token liquidity and permit the sale of other goods and services.

4.2.1 Services for Solar and Green installations

GREEN token holders can access consulting services for any renewable energy project and purchase premium services to increase their energy efficiency and profitability.

4.2.2 Goods and products for Green installation

All solar, wind and biomass suppliers will be able to publish what they can offer to the Greeneum community. Examples include (but not limited to) inverters, battery recharge control, batteries, solar panels, low power wind equipment kit, and many others.

4.2.3 Green General Products

Energy is present in the production and manufacturing of products. For this reason, we want to give you the opportunity to purchase sustainable products in the Greeneum marketplace. Local, organic and agro-ecological producers will be able to trade their products using GREEN tokens.

4.3 GREEN PROJECT BANK

The goal of the project bank is to develop an online community of renewable energy investors, project designers, and entrepreneurs, providing tools that can provide security and transparency to all parties.

Greeneum is a intermediary that enables smart contract execution between two parties, reducing transactional costs while ensuring security and immutability. In addition, with Greeneum technology, international transactions are more cost-effective, using crypto-currencies (e.g. Bitcoin, Ethereum and excluding GREEN TOKEN).

4.3.1 DYNAMIC SMART CONTRACTS SERVICES:

Dynamic smart contracts are self-executing contracts are pre-agreed by multiple parties without the need for intermediaries (e.g. judges and lawyers) to solve disputes. Our team has deep energy expertise and are developing different agreements between critical parties, such as:

4.3.1.1 Future and present Project Financial analysis

For each project, we provide parties with financial analysis services to determine potential security and transparency needs.

4.3.1.2 Purchase Power Agreements (PPA)

PPA's are increasingly common at the international level, providing renewable energy projects a legal framework with greater protection between parties. Using blockchain technology and Smart Contracts, Greeneum will provide greater quality and security, such as the collection of financial insurance, monthly bill payments and other utilities.

4.3.1.3 Energy trading for micro-grids and grid operators

Both micro-grids and grid operators will be able to more effectively manage user agreements using Smart Contracts. Greeneum will provide a more secure obligation fulfillment for all parties transmitting energy.

4.3.1.4 Connecting between investors and projects

Green project investors and entrepreneurs need additional assurances and financial backing to effectively execute on project objectives. Smart Contracts fulfill these functions efficiently, providing transactional security and the transparency and effective supply chain management. Project investments will be conducted in the preferred currency of both parties.

5. SUCCESS STORIES

Greeneum technology has been piloted by a few key players in the energy industry, governments and top academia worldwide. For over a year now, Greeneum has participated in two pilots in Israel and Cyprus. Both countries have used Greeneum technology to efficiently manage their energy distribution and combat climate change.

5.1 Why Choose Greeneum?

The majority of renewable energy generation systems depend on the environmental conditions. Currently, there are different energy management approaches, and accurate energy prediction mechanisms are critical for efficient system operations. These systems can potentially generate substantial financial savings for energy transmitters, distributors, traders, consumers and for residential solar energy prosumers. Currently, the European and North American markets are driving the widespread implementation of renewable energy and use of sophisticated energy management systems.

5.2 Predictions & Insights for Solar and Renewable Systems

Energy market players will be able to obtain significant financial savings and experience higher renewable energy generation efficiency.

1. Greeneum predictions features will allow:
 - Energy companies and clean energy producers to optimize performance (saving \$ MM)
 - Labeling, validating, verifying, and tracking energy transactions between generation, transmission, and distribution to consumers
 - Big energy data analysis and obtaining real-time energy predictions and insights
 - High resolution energy production forecasting, in real time
 - Secure, standardized and decentralized information

- Scalable and efficient home energy and storage management Efficient industry in the energy and storage rea-time management
- Efficient energy storage management, in real time
- Needed infrastructure, security and technology for Peer-to-peer energy and data trading

5.3 Greeneum MicroGrid: Success Story in Israel

A solar kibbutz in south Israel is launching a self-sustaining Low Voltage (LV) solar microgrid. The project goal is to create a solar microgrid and optimize microgrid performance and stability.

The kibbutz, which is self-generating electricity with solar installations and with battery systems, provided Greeneum necessary data and interconnections.

Using our algorithms, we processed the data and generated valuable reports that have positively impacted their energy management. Here are some of the achievements:

- Created a residential solar monitoring mechanism & Greeneum data logger integration
- Validated, efficiently managed, and secured the microgrid systems
- Re-validate and further improve algorithms for accurate, reliable and real-time energy predictions (1 hour ahead or less).
- Put together a robust, real-time error and failures prediction model
- Ensured constant and consistent electricity supply (main, local and off-grid)

Greeneum's work solved on of the main challenges of solar microgrids (stability, frequency and energy losses) and prepared Greeneum for global scalability across other large-scale renewable projects and micro-grids.

5.4 Greeneum Grid Operator Services: Success Story in Cyprus

Greeneum participated in a pre-predictive analysis project in cooperation with Cyprus Academia and Government.

Partners:

- Government: Ministry of Agriculture, Rural Development and Environment (DOM)
- Academia: University of Cyprus (UCY)
- Energy Industry: Electricity Authority of Cyprus (EAC)

We are working with the data provided by the national transmission and distribution company and the main solar parks in the country. Using Greeneum algorithms, we made their energy management process more efficient and generated important reports with essential insights for large scale energy management.

Greeneum technology optimizes the performance and profitability of electrical transmission and distribution companies, allowing 100% use of solar and renewable power to be efficiently exploited and stored in large scale and national grids. The result obtained in this case show that Greeneum's technology can save 100% of spinning reserves, enhance grid stability, and minimize large demand response inefficiencies.

The cost of spinning reserves could amount to \$10 billion by 2020. This represents the UK wind market alone, so the Greeneum technology could expand to trillions of dollars in savings across the world.

Greeneum has the most advanced technology of its kind the market and is developed by worldwide known machine learning scientists and engineers for more than 15 years.

APIs and interfaces for grid operators will be published in the coming weeks. Greeneum will reveal additional results from the Cyprus project by end of 2018.

6. GREENEUM NETWORK TOKEN CHARACTERISTICS

Greeneum Network uses a unique targeted artificial intelligence (AI) technology based on incomparable validation and verification. The dynamic smart contracts structure and fast validation technologies are the basis for Greeneum tokenization technology and GREEN energy transactions. Greeneum technology consists of the following main components:

6.1 PET (Proof-of-Green) Protocol:

Blockchain is immutable so data records cannot be altered. Therefore, strict validation is needed before confirming transactions. Proof-of-Green protocol is an advanced data managing and processing protocol that profile and validates Green production for existing sustainable energy systems. Energy transactions are efficiently recorded, validated, verified and characterized using advanced machine learning algorithms and multiple validation methods. Once complete, this metadata is recorded on the blockchain. Proof of Energy transaction and Proof of GREEN protocols securely reads output data from inverters and solar panels along with location-specific temperature, humidity and weather information. Greeneum runs network AI algorithms to validate data and automatically record entries to the blockchain. PET will be used by all renewable energy sectors, grid operators, and consumer markets. Proof-of-Green smart contracts must fulfill strict identification standards, which will be validated by the Greeneum Platform and consist of three validation layers:

- a. Know Your Client (KYC): Validation of the platform users and clients.
- b. Know Your Device (KYD): Validation of the energy device used by the end user.
- c. Know Your Information (KYI): Validation of energy information and data analytics.

6.2 GREEN MINING:

Greeneum is reinventing how crypto tokens. Greeneum is building a new kind of GREEN mining which rewards green energy producers to fully exploit the potential



of solar, hydro, wind and environmental non-toxic energy sources.

GREEN mining is a dynamic smart contract tokenization of energy certificates (GGC), carbon credits (GCC), and value driven commodities.

For GREEN mining, Greeneum is presenting 3 new ERC20 tokens, which will have time and space stamps and will also be traded on the global markets.

The Greeneum Network consists of three (3) tokens:

- Greeneum Green Certificates (GGC): One can find its definition in 4.1.1 and its usefulness in 4.1.2.
- Greeneum Carbon Credits (GCC): One can find its definition in 4.1.1 and its usefulness in 4.1.2.
- GREEN Token Utility (GREEN): described in section 7.

6.3 GREEN TOKENS UTILITY FUNCTION

Greeneum Network is issuing a new ERC20 utility token, which will be traded under the “GREEN” token. GREEN will be used to access the Greeneum platform, transact in the GREEN marketplace for services and goods, and trade data and carbon credits. SolarPETs will be used to validate solar farms, and subsequent validators will receive Greeneum Carbon Credits (GCC), which can then be used to trade in the Greeneum marketplace.

The token will allow global distributed trade for all energy stakeholders and will incentivize the transition to renewable energy.

Ethereum based tokens rely on the well-established Ethereum protocol:

- Security and predictability compared to building and running an independent blockchain network.
- Use of robust and well supported clients (Ethereum-based token can be managed with official Ethereum clients)
- High liquidity (interchangeable with other Ethereum-based token or Ether)
- Easier listing on exchanges with infrastructure already in place

- Ethereum smart contracts enable a very transparent and secure way of value and reward sharing among the token holders.
- Machine learning and AI are integrated to reliably create, maintain and trade energy and renewable data for energy network optimization.

6.4 GREEN Utility Network Token Functionality

GREENEUM will be an Ethereum-based token of utility and value. Tokens are a digital asset, bearing value by themselves based on their underlying assets, properties. GREEN tokens are used to gain access to the GREENEUM platform and purchase different services such as energy management, forecasting system, Greeneum CO2 credits, Greeneum GREEN certificates, etc. The token will allow global distributed trade for all energy stakeholders and will incentivize the transition to renewable energy.

6.4.1 Utility features of GREEN ERC20 Network token

- **Exclusivity:** Getting access to the platform and using it to get access to its features.

Utilizing for getting access to Greeneum technology:

- . Increasing efficiency of systems and electrical networks.
- . Energy management and demand response
- . Consulting within the energy sector
- . Validating data reports
- . Market predictions
- . Energy and Data Management
- . Hardware devices
- . Reward
- . Smart contract services

- Trading Nature for Services and Goods:
 - . Trading services and products in the platform
 - . Trading energy (PPA or microgrids, etc.)
 - . Trading Greeneum carbon credits(GCC) and green certificates (GCC)
 - . Other products and services

Please note: The GREEN Token is not a tool to create profits, but is instead a network smart contract ERC20 utility token with limited supply aimed to give exclusive access to the Greeneum Platform, data validation, network predictions and as a reward for sustainable behavior.

7. GREEN TOKEN ALLOCATION

The GREENEUM platform will be active after the initial token offering (ITO) procedure is complete. In total, Greeneum will issue 1 billion (1,000,000,000) GREEN tokens. GREENEUM ITO has a 100% token distribution plan. With zero mining planned, the Greeneum ITO is your best way to get early access to Greeneum platform and unique services and goods. After the ITO ends, GREEN will only be available via open market trades (subject to global and local regulation).

Greeneum token allocation is designed to give the best value for the GREEN token holders and Greeneum community. Eventually, Greeneum plans to distribute 85% of the total GREEN tokens for the general GREEN community, which will be divided in few stages and different ways. Greeneum's initial token offering consists of multiple stages in which different bonuses will be given to early contributors. The detailed plan of the ITO procedure is detailed in the table below. Greeneum will create a GREEN fund, which consists of 25% of the GREEN pool. The GREEN fund is a reward pool that will incentivize solar and GREEN energy producers (applicable to the industrial, commercial and residential sectors). 15% of the GREEN pool will support the continuous development and improvement of the Greeneum company through bounty programs, and engaging with new and strategic partners. Eventually, Greeneum's devoted and professional team members and advisory board will receive 15% of the GREEN pool. Green tokens that won't be sold during the ITO will be transferred to the GREEN fund to reward more GREEN energy production.

Greeneum solution and technology is also very relevant for the US markets. At this current time, US citizens and taxpayers are not allowed to take part in the ITO. Greeneum will leave a percentage of GREEN tokens for a future offering to US citizens, which will be in accordance to regulatory updates. A future US ITO will be offered in the form of GREEN tokens value. However, a new distribution process will be provided and not below that to keep the interests of token holders and the GREEN community. Additional updated information related GREEN token can be found in Greeneum website (greeneum.net) and FAQ section.

Table 1: Distribution of Issued GREEN Tokens.

Category	Allocation	Green Tokens
Team Members	15.00%	150,000,000

Category	Allocation	Green Tokens
Greeneum Growth: Bounty Program, Partners, Early Adopters	15.00%	150,000,000
Green Fund	25.00%	250,000,000
Future initial Token Offering & US Citizens	20.00%	200,000,000
Early Pre-Sale	4.00%	40,000,000
Pre Initial Token Offering Phase A (25% Bonus on ICO base)	9.00%	90,000,000
Initial Token Offering Phase 1 (Base Price)	3.00%	30,000,000
Initial Token Offering Phase 2 (+5% Price increase)	3.00%	30,000,000
Initial Token Offering Phase 3 (+10% Price increase)	3.00%	30,000,000
Initial Token Offering Phase 4 (+15% Price increase)	3.00%	30,000,000
Totals	100%	1,000,000,000

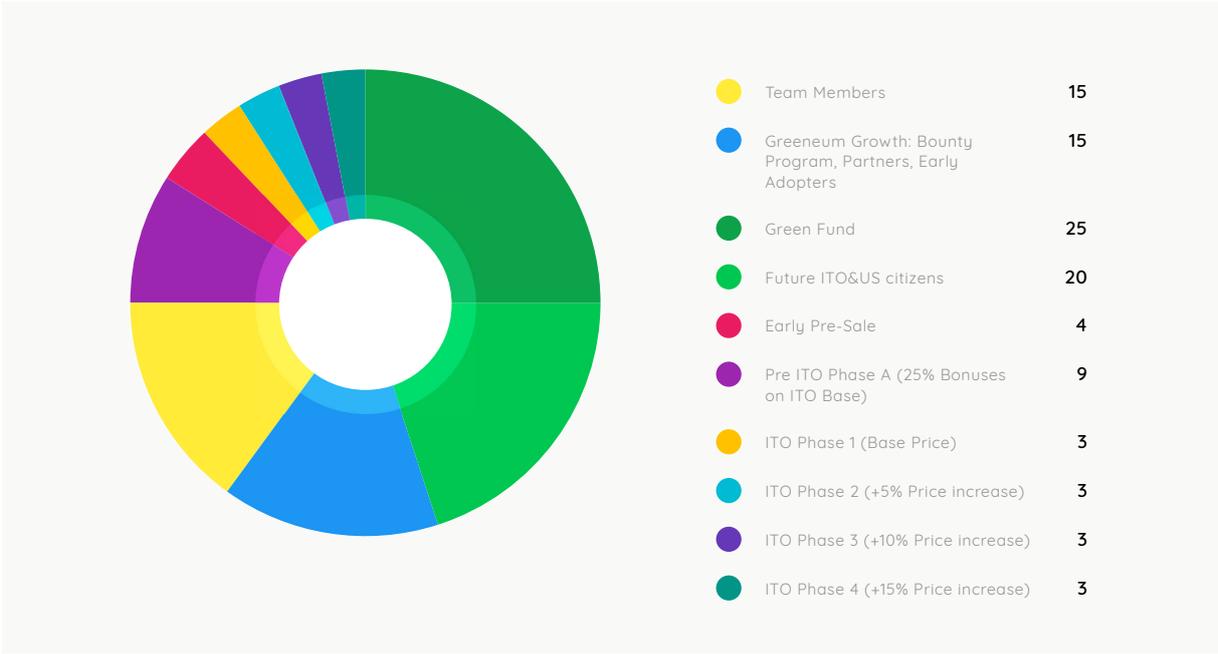


Figure 1: Chart describing the GREEN token allocation.

8. GREENEUM NETWORK INITIAL TOKEN OFFERING

The required capital for development and release of the Greeneum Network platform will be secured through a crowdfunding campaign - Greeneum Network Initial Token Offering (“ICO”). The dates and the bonuses plan for the campaign are detailed in the table below. Greeneum Network team will release the initial product prototype and will issue ERC20 GREEN tokens. Greeneum Network token will be Ethereum-based token of value (see below). The campaign bonus is designed to become exclusively limited with time to further reward early contributors. The plan will be published in social media channels and the public will have an equal opportunity to join in the campaign.

Table 2: ICO campaign bonus plan for the ICO campaign.

Item	Bonus
Pre-Sale Time	25% Bonus
ITO Phase I	Base Price
ITO Phase II	5% Price Increase
ITO Phase III	10% Price Increase
ITO Phase IV	15% Price Increase
Number of Greeneum Network tokens Generated	1,000,000,000
Crowdfunding hard cap: sale closes after reaching cap	250,000,000

Item	Bonus
Token Release	10 Days after Crowdfunding Ends

* Bonuses are in relation to the price at the first day

The Greeneum Network ITO website will be available at greeneum.net where ITO participants will be able to generate user accounts. The website will guide participants through the deposit process. Several crypto currencies will be accepted - for details regarding the deposits please read our [FAQ](#).

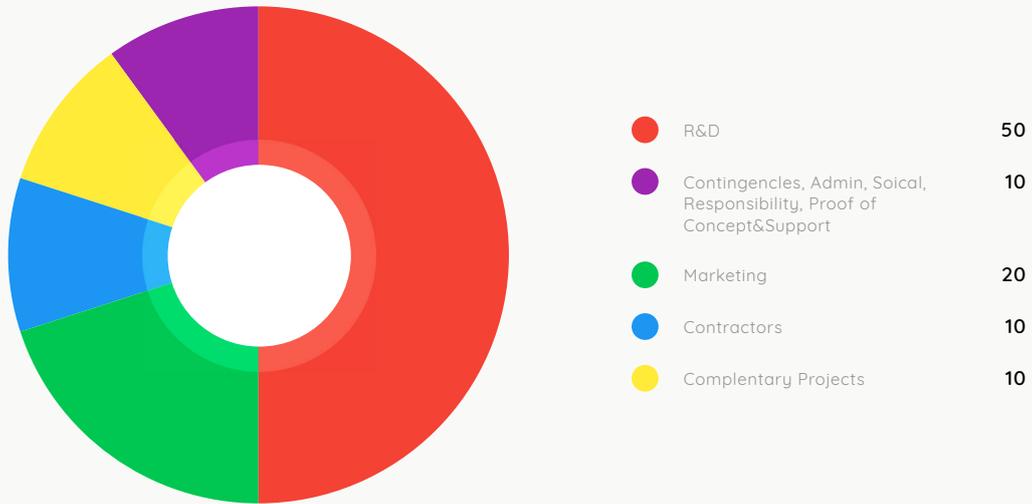
The number of Greeneum Network tokens belonging to each ITO participant will be determined based on the total amount raised and Greeneum Network tokens will be transferred to individual user accounts.

Please note: The GREEN Token is not a tool to create profits nor dividends, but is instead a network smart contract ERC20 utility token with limited supply aimed to give exclusive access to the Greeneum Platform, data validation, network predictions and as a reward for green endeavors..

9. BUDGET STRUCTURE FOR FINANCING

The general budget framework is detailed in this chapter and can be visualized in the chart and table below. 50% of all contributions and investments in Greeneum will be used for research and development (R&D). Greeneum international and professional team is working continuously to develop the most advanced and efficient technologies. Other important costs are allocated for the network growth, marketing, administration, regulatory aspects to further advance the Greeneum platform. This section provides an application framework for the collected contributions and future use of profits. Further information about the financial plan and projection of the Greeneum Network can be found on Greeneum website and Greeneum P&L report. Every quarter, a financial report and updates will be released to the GREEN token holders and Greeneum community.

Use of Contributions



Activity	Description	Estimated Allocation
R&D	Smart contracts, All Integration, Mobile, IoT	50%
Marketing	Social Media, Conferences, Events, Articles	20%
Contractors	Accountants, Legal, Advisors	10%
Contingency	Admin, Corporate Responsibility, POC, Support	10%
Complementary Projects	Interfaces with other blockchains, weather chain, etc	10%

Figure 2: Budget framework of Greeneum Network platform

9.1. Use of Contributions

Raised contributions will be reinvested to further the platform's development, customization of the product for the different markets, and use cases in the energy space. Greeneum Network deliberately invests funds in green sources to reach long

term incentives, charities and donations and help advance the world’s development in green energy technologies and emerging markets (e.g. India, Africa, Southeast Asia and Latin America). Surplus of funds creates liquidity, stability and reduced volatility in the Greeneum Network.

The financial plan is presented in US dollars and demonstrates the main use and application of the funds. A more elaborate financial plan for the Greeneum Network project will be published in detail based on the contributions. This will be updated and released at least every 6 months. The major Greeneum Network platform development milestones are detailed in the table below.

Table 3: Framework for the platform development with the ICO raised funds.

USD [equivalent]	R&D and IT [50%]	Business Development [10%]	Sales and Marketing [20%]	Legal Activities [10%]	Administration [10%]
1-3M	Predictions Inverters & Monitoring Integration Offgrid V1	SolarMarket: L. America, India	Greeneum ICO Marketing Campaign	ICO Procedure Campaign Exchanges Fees	1 Office (Israel)
3-6M	SolarTech: SolarPET V2Storage Integration Offgrid V2	Solar Market: India, Africa, L.America West USA	Principal energy and blockchain events in South America and Europa	Legal Group from: L.America, India, USA, Africa	2 Offices (Israel and Argentina)
6-12M	Industrial Market: SolarPETs V1 Prosumer Market: HomePET V1 StoragePET V2	Solar and Grid Operators: Europe, West USA, AU	Principal energy and blockchain events in USA and Canada. Country Specific Marketing Efforts. Lobbying/ public relations for carbon credits and users. B2B marketing with energy companies	Legal groups from: L.America, India, West USA, EU, AU	2 Offices (Israel and Argentina)

USD [equivalent]	R&D and IT [50%]	Business Development [10%]	Sales and Marketing [20%]	Legal Activities [10%]	Administration [10%]
12 -18M	Micro and Grids: Operators API CyberPET V1 Industrial SolarPETs V2	Solar and (Micro) Grid Operators: Europe, West USA, AU, Canada	Principal energy and blockchain events in USA and Canada. Country Specific Marketing Efforts. Lobbying/ public relations for carbon credits and users. B2B marketing with energy companies	Legal groups from: L.America, India, West USA, EU, AU, Canada	3 Offices (Israel, Argentina and USA)
18-30M	WindTech Storage-PET1 Energy Micro and Grids Operators: API V2 CyberPET V2	WindTech: Europe, USA, Rusia, L.America	Country Specific Marketing Efforts. Lobbying/ public relations for carbon credits and users. B2B marketing with energy companies	Legal groups from: L.America, India, West USA, EU, AU, Canada, Rusia	4 Offices (Israel, Argentina, USA and Germany)
30M - 40M	GREEN cities: CityPET V1 E. Transportation: AutoPET V1 BioMass and Hydropower Tech	Hidropower Tech: L.America, China, Canada, USA,Rusia, southeast Asia	Country Specific Marketing Efforts. Lobbying/ public relations for carbon credits and users. B2B marketing with energy companies	Legal groups from: L.America, India, West USA, EU, AU, Canada, Rusia, China	5 Offices (Israel, Argentina, Germany, USA and China)
40M - 50M	GREEN Cite: CityPET V2 Energy Cyber E. Transportation: AutoPET V2	Worldwide	Countries Specific Marketing Efforts. Lobbying/ public relations for carbon credits and users.	Legal groups from: L.America, India, West USA,EU, AU, Canada, Rusia, China	7 Offices (Israel, Argentina, Germany, China, USA, India, South Africa)

USD [equivalent]	R&D and IT [50%]	Business Development [10%]	Sales and Marketing [20%]	Legal Activities [10%]	Administration [10%]
50M - 60M	GREEN Cities: CityPET V3 Energy Cyber E. Transportation: AutoPET V3	Worldwide		Legal groups from: L.America, India, West USA, EU, AU, Canada, Rusia, China	9 Offices (Israel, Argentina, Germany, China, USA, India, South Africa, Rusia)
60M-70M	GREEN Cities: CityPET V4 E. Transportation: AutoPET V4 Renewable Waste Recycling V1	Worldwide		Legal groups from: L.America, India, USA, EU, AU, Canada, Rusia, China	(Israel, (Israel, Argentina, Germany, China, USA, India, South Africa)
80M-90M	GREEN Cities: CityPET V5 E. Transportation: AutoPET V5 Renewable Waste Recycling V2	Worldwide		Legal groups from: L.America, India, USA, EU, AU, Canada, Rusia, China	(Israel, Argentina, Germany, China, USA, India, South Africa)
90M-100M	Development GreenChain (Blockchain Greeneum)	Worldwide		Legal groups from: L.America, India, USA, EU, AU, Canada, Rusia, China	(Israel, Argentina, Germany, China, USA, India, Russia, South Africa)
Over 100M	Integration GreenChain (Blockchain Greeneum)	Air Transportation	Air Transportation	Carbon Market	(Israel, Argentina, Mexico, Germany, UK, China, USA, India, Russia, South Africa, Australia, Dubai)

10. Revenue Models of Greeneum Platform

1. Software as a Service (Saas) for Grid operators and utilities: Our system is offers a smart energy platform that solves the main challenges of energy generation, storage, transmission and consumption. The platform also enables consulting and technological services for intelligent energy networks and grid management that can provide significant savings across all market actors.
2. Premium services for solar and green producers: Each renewable energy project, micro-grids or distribution network can obtain financial and performance reports, maintenance operation reports, and actionable insights that can potentially lead to higher profitability. Our GREEN PET technology allows us to provide a feasible and efficient solution for small or large scale management of a consumer or generation applications.
3. Commission from the GREEN marketplace: Greeneum as well as any other service provider or organization could list its own services and goods in the GREEN marketplace. The GREEN marketplace is also used to trade Greeneum. GREEN Certificates (GGC) and Greeneum Carbon Credits (GCC). Greeneum will charge no more than 2% per each transaction conducted in the marketplace, including voluntary carbon market transactions.
4. Smart Contract Services: All services related to regulation, compliance and banking transactions have their service costs. Greeneum will create secure and customized solutions that increase financial transaction speeds. This will increase trust and transparency in the energy market and drive further project development in the solar and GREEN sectors.
5. Advertisements: The Greeneum Smart Energy Platform will attract a high volume of repeat users, which will allow for companies to advertise their products and services at a set fee.

11. GO TO MARKET STRATEGY

With our partners and local advisors, Greeneum is currently poised to launch in developing markets, such as Argentina, Latin America, India, Africa and Southeast Asia. As Greeneum develops its stake in these markets, Greeneum will ultimately expand to all markets. The Greeneum platform will be a collaborative community for users to network, develop events, initiatives, and companies. Greeneum users, who are in emerging markets, can easily partner with local vendors or suppliers to accelerate renewable project uptake.

The Greeneum network will also partner with companies, organizations, enterprises, and communities to integrate APIs, data logger connections, and hardware components (e.g. SMA, Solaredge, SolarLog, etc.) of renewable energy systems and smart grids. Greeneum will also accept recognized certificates, such as Renewable Energy Certificate (REC), and will revalidate information.

The collaborative network will create financial incentives for governments, regulators, NGOs, municipalities and market traders. The Greeneum network creates an alliance of energy and finance experts as global green leaders, who serve as “Green Angels” or community activists in the ecosystem.

Join the Greeneum Network and be one of the Green Angels! By doing so, you are contributing to our planet’s future while receiving financial rewards.

The Greeneum Network is the next Green Global economic and environmental revolution - for the first time, “Going Green” will provide a financial benefit and a return.

Timeline Greeneum Technology

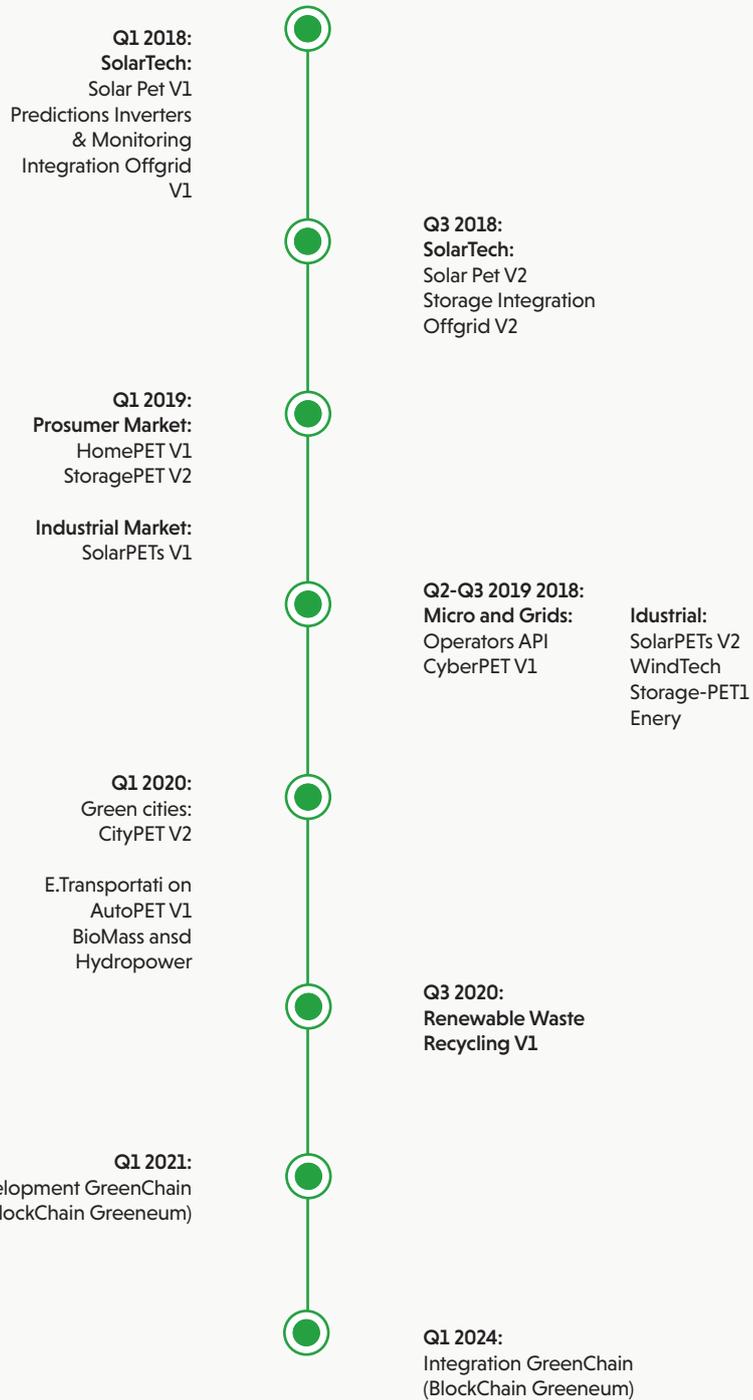


Figure 3: Go To Market Roadmap.



12. GREENEUM Team

The co-founders of Greeneum (greeneum.net) are also the co-founders of SolarChange (solarchange.co); however, these are two independent projects that complete and support each other.

Greeneum team, mentors and advisors are a collection of experts in a variety of areas such as smart contracts, Solidity, Blockchain development, IoT for renewable energy engineering, data science, machine learning and AI.

The Greeneum team welcomes all community members to our network to support and benefit from our mission. The development activities and communication channels will be managed within Telegram and the Greeneum website. All three cofounders are experienced and passionate entrepreneurs:

- Assaf (CEO) and Elya (CTO) are both PhD Cand. and MSc. EE. and each have over 10 years of experience in the biotech, software and high tech sector. They have worked for multiple start-ups (TimeBride, CritiSence, SAP, etc.), occupying various technological and managerial positions. Assaf is an expert in renewable and solar energy physics and systems, and Elya is an expert in machine learning, big data, signal analysis, and encryption.
- Yau started programming professionally as a teenager, and has accumulated an impressive curriculum as a project and R&D manager. He's currently working at a promising new startup.
- Dmitry is an experienced project manager who has worked extensively in blockchain, web and mobile technologies. He leads a team of two developers in backend development. Dmitry and his team are located in Ukraine.
- Bradley Boldt has a BS in Electrical Engineering from Purdue University and an MBA with a focus on strategy from The Ohio State University. He has worked in various roles in Power Generation and conversion for industrial markets for over 9 years while learning about various blockchain related projects in his free time. Brad is our COO, based out of the United States and is responsible for the Operational, Engineering and Accounting departments.
- Bradley Hook has over 10 years of management experience and runs a consulting company that focuses on implementing social and environmental impact. Bradley brings his team of marketing and business development professionals to accelerate GREENEUM's growth.
- The United States GREENEUM team has expanded operations major cities like New York, San Francisco, Bay Area and Los Angeles

All of GREENEUM's team members who are listed below are passionate in renewable energy and blockchain technologies. Our advisory board and team of experts include known Blockchain experts and leaders, such as the team at wings. ai, Virtual Growth and more. During this time, we have developed and tested some of the product, learned to integrate and validate energy data and worked with key players from the energy space. New experts and supporters are joining to our team and updated list can be found in website (greeneum.net). Full bios can be found also in LinkedIn or given by request.

The entire Greeneum team is passionate in renewable energy and blockchain technologies. Our advisory board and team of experts include known Blockchain experts and leaders, such as the team at wings. ai, Virtual Growth and more. During this time, we have developed and tested some of the product, learned to integrate and validate energy data, and worked with key players from the energy space. New experts and supporters are joining to our team. An updated list can be found on our website (greeneum.net). Full bios can be found on LinkedIn or provided by request.



Assaf Ben-Or

Founder & CEO
Greeneum &
SolarChange
PhD Cand. & EE. in Solar
Energy



Elya Dolev

Co-Founder & CTO



Bradley Hook

COO



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Director of Business
Development



Yau Ben-Or

Co-Founder



Rodrigo Rapoport

Director of Projects



Kevin Hung

Blockchain Software
Engineer



Albert Bareli

CEO Seagon



Guillermo Wajner

Business Development
and Digital Marketing



**Nadya
Suleymanova**

Senior Software
Developer



Tom Budd

Business Development
Sales



Dmitry Tatievskiy

Software development
team manager





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Aki Baravalle

Renewable Energy
Business Development _
SCADA Guardian Senior
Clean Energy Advisor.
Symtech Solar Argentina



Martin A Bayugar

Founder and Executive
Chairman en Latin
Renewables



13. RISKS OF USING NEW TECHNOLOGIES

Contributors and readers should be aware that the U.S. Securities and Exchange Commission (SEC) has not yet issued a definitive ruling on ITO (ICO) tokens, contributions and investments. There are continuous conversations over which token sales are subject to securities regulations and how these rules might impact startups that the SEC deems to be noncompliant. Consequently, the safest contribution route to take is to only contribute to startups that conduct their ITOs in coordination with legal firms and restrict their token sales to accredited investors. For this reason, Greeneum works with 4 separate law firms in Israel, Gibraltar, Europe and USA.

Contributors and investors should also understand that although ITOs provide startups with the opportunity to raise venture capital, the majority of startups will most likely not succeed. In an effort to build a successful technology, Greeneum brought in a professional team with experience in blockchain technology and the energy sector. Prior to making contribution or investment decisions, Greeneum will consult ICO research reports.

14. COMPLIANCE AND DATA SECURITY

Blockchain and tokenization is emerging as one of the most powerful new technological and economic movements we have seen in decades and performing some basic due diligence will help ensure that ICOs remain a viable channel for early stage technologies. In some countries though, regulatory authorities have voiced severe money laundering concerns.

Greeneum will comply with AML/KYC regulations, which provides a broad range of advantages to the issuing company and its investors. Many forward-thinking organizations are leveraging online identity verification during the token distribution. Greeneum will verify and validate the contributor's identity, understand the contributor's profile, business and account activity and will assess the potential for money laundering.

Greeneum complies with AML/KYC directives because it will better position any initial token offering, improve Greeneum credibility with banks and investors, expand Greeneum Network reach, and better protect our investors and contributors' interests.

Greeneum will also comply with strict data security standards. Greeneum has already started the procedures for the application for the EU General Data Protection Regulation (GDPR) [4]. Greeneum business model is not based on trading clients and users private data. Even though Greeneum will reward open source and sharing information within the network, users and clients have full control and can decide how much from their data will be public. Users could also trade their data, certificates (GGC) and carbon credits (GCC) in the Greeneum GREEN market place without intermediaries or through the peer-to-peer (P2P) mechanism.

15. GOVERNANCE MODEL

Voting rights will be provided to token holders in accordance with Greeneum governance to make decisions for the distributed platform. Strategic decisions that affect the network will be coordinated with the community in order to determine the best solution for the network. The network's effective power is derived from the total energy produced from all node size contribution to exponential growth by Reed's Law and proof of stake mechanism of the GREEN token that gives members more democratic control. This will also act as an incentive to retain the tokens and take active part in the development of Greeneum Network.

16. SUMMARY

Greeneum Network is a distributed and decentralized platform that contains different services for global energy stakeholders. GREENEUM leverages cutting edge technologies, including blockchain and machine learning, to create a comprehensive and potentially unlimited data and energy trading platform. GREENEUM technology is powering the energy market's transition from a centralized and non-renewable approach to a distributed and a sustainable model which will allow for continued economical and technological growth. Greeneum Network will work with other large partners on energy information, protocols for data transmission, security and integrity.

GREEN token is used to gain access to the GREENEUM Network in order to trade energy, data, products and services. Energy producers around the world will be more incentivized to trade their energy P2P with consumers around the world. Consumers, private and public companies (or other entities) could reduce their carbon footprint using the GREENEUM certificates system and earn a good reputation as a reward on the GREENEUM blockchain.

GREENEUM Network architecture and design is not only global, anonymous and secure but also can be adapted to different markets and use cases. Therefore, GREENEUM solution offers an efficient alternative to regulation, price fluctuation and security issues, price fluctuations and security issues to create a more stable energy market. GREENEUM is the ultimate global answer to energy security issues in an age where cyber attacks can paralyze both markets and countries. Utility companies, grid operators and users alike can obtain real time energy tracking while global trade markets can benefit from such accurate and real time data. Smart predictions, insights and forecasts will be taken to a new level with our proprietary technology.

GREENEUM Network has a global green community that is creating a clean energy market, a global energy data platform, energy market distribution and democracy energy security and pseudonymity. Ultimately, through the GREENEUM platform, stakeholders in the energy marketplace will be able to drive efficiencies, save millions and impact the global renewable energy marketplace.

Future usability of the GREENEUM Network for the various needs in the energy market will be published through multiple media channels and upcoming Greeneum publications.

Greeneum Network is the next Green Global economical and ecological revolution - for the first time, it makes financial sense for all of us to go GREEN !

17. REFERENCES

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