

The World of
SOLAREUM



SOLAREUM

Doing Well by Doing Good

SOLAREUM is a ERC20 utility token that runs on the Ethereum Blockchain, the native SLRM token is to be backed by the Solar and Renewable industry. **SOLAREUM** will offer discounts on solar panels and services worldwide, also offering free renewable items to loyal customers, additionally consumers will be able to purchase solar heating, and all things renewable from the platform.

The **SOLAREUM** mission is to be able to provide green energy worldwide to consumers, while offering the user back tokens for purchasing solar products using the SLRM token, on a quarterly basis.

SOLAREUM's marketplace will be much the same as Amazon for the solar industry, utilizing blockchain and mega data to allow any solar company and end user to be able to connect on a personal level.

Abstract

As blockchain technology progresses throughout the world, and it is starting to take over many industries, **SOLAREUM** is set to lead the Solar energy market with a P2P or B2B business model. Research has shown, that many governments are in early stages of regulating blockchain technology. However, these studies show the blockchain ecosystem will need more than just digital assets to sustain ethical practices and build trust and reliability.

SOLAREUM aims to be a major service provider, enabling the consumer to have a secure marketplace in which to purchase renewables and close the transaction on the blockchain, the transactions will run through a Ethereum Smart Contract.

SOLAREUM will be serving as the first renewable energy company to be partnered with a number of major companies and contractors in its sector. **SOLAREUM** has already seen a successful private sale, and the tokens will be available for the public in Q2, 2018.

1. INTRODUCTION

Cryptic, But Crispy! The Digital Coin Evolution

Blockchain technology is changing the way we look at economics, enabling faster, secure transactions, to data logging and demand worldwide. As these new forms of digital assets emerge, it is ultimately going to dictate how business transactions are done in the near future. A growing number of national economics, banks and hedge funds have already begun to start backing Blockchain technology, making it a small amount of time until the rest of the world will catch up and use this revolutionary technology.

Research conducted by SOLAREUM indicates that cryptocurrencies have already seen over 160 billion USD in volume of transactions, with projections for the next seven years, precisely 2025, forecast to be \$5 trillion by 2025.

Projected Bitcoin Market Capitalization by the Year 2025 (source: cryptocoinsnews.com)

The projected market capitalization for 2025 is the fact that the average Bitcoin wallet size today stands at 9,835 USD, which is projected to increase to 12,000 by 2025, meaning a total market capitalization of 5 trillion USD, with trading volume likely to exceed 40 trillion USD. By all standard, these represent a stand up business opportunity. SOLAREUM are determined to provide a reliable platform for everyone to benefit from blockchain technology combined with renewable energy.

Bitcoin's vs The Rest (source: Statista)

1.1 The Challenges of Communicating Digital Coin Language to a Non-Tech Market

As Blockchain technology has already been well established, there is no doubt in the fact that Blockchain is the future of business in terms of digital payment solutions and digital stock trading. There is however, a real challenge in the way cryptocurrency solutions providers canvass investment and communicate value to the general market. Many issues have arisen with the rise of cryptocurrency, many companies offering unrealistic promises during their Initial Coin Offering period, and private sales. The problem lies in the highly technical communication of operating terms and conditions.

As have been already established, there is no doubting the fact that **cryptocurrencies are the future of business** in terms of digital payment solutions and digital stock trading. There is however a real challenge in the way cryptocurrency solutions providers canvass investment and communicate value to the general market. Apart from many of them offering unrealistic promises during initial coin offerings, Private Sales, much of the problem lies in the highly jargonized communication of operating terms. These, coupled with the fact that many nations of the world are still reeling from the blitz of web-based business platforms such as Ponzi schemes, have become a setback for a faster and better penetration of cryptocurrencies in many climes. But, thanks to Bitcoin's blockchain and the entrance of ethical players like SOLAREUM into the cryptocurrencies market space, individual investors can now have a better understanding of how things work and greater confidence in the system.

1.2 The SOLAREUM Advantage

The SOLAREUM business model exists as a seamless, reliable blockchain-based platform, which runs entirely on the Ethereum network, using a smart contract protocol to verify transactions. The core ethos for SOLAREUM is to provide a single platform for all financial transactions, thereby allowing users to

benefit. For example, users will be able to borrow SLRM for all financial transactions, sell their products or services, donate to their favorite charity, and even purchase energy from all over the world.

The goal is to provide users with great tools they can use to generate ideas, fun projects, and the ability to connect with the worldwide marketplace for their energy consumption.

The Native SLRM Token

The **SOLAREUM** token, **SLRM**, is a utility token (SLRM is NOT a Security token) which will be used as the medium of exchange on the **SOLAREUM** platform. The SLRM token will enable users the creation and management for all **SOLAREUM** transactions, such as the receipt and submission of payments for services, access to exclusive discounts per purchase, also giving consumers privileges on orders of the latest solar technology.

2. The Solareum Mission

“Have the world experience the benefits of using Solar even without a rooftop”

At **SOLAREUM**, a green future drives us to make an impact on the world, for our users through provisions of world class and standard ethical digital money solutions. **SOLAREUM** private sale took place Q4, 2017, raising over 1.1 million USD.

SOLAREUM will be available for direct purchase at the price of 70 cents, with a hard cap of 42.2 million in honor of EARTH DAY. This is an opportunity you will want to take advantage of! **SOLAREUM** can be purchased with a number of major cryptocurrencies, including Bitcoin, Litecoin, and Ethereum. Consumers will also be able to purchase SLRM using credit card when public.

2.1 Doing Well by Doing Good

At **SOLAREUM**, the primary objective is to offer a P2P and B2B exchange between renewable companies and the community, and to maintain ethical standard of cryptocurrencies within the ecosystem, ensuring that the principles of anonymity are upheld by all involved.

2.2 Benefits of Using SOLAREUM Platform

SOLAREUM offers a seamless business model, in which a consumer can have any number of renewable products, bought and installed whilst earning back SLRM tokens for using green energy on a quarterly basis. The **SOLAREUM** team is constantly deploying new innovations to their platform. **SOLAREUM** will roll out their minimal viable product for beta testing in 2018, which will be available on Android and iOS. **SOLAREUM** aims to be the “Amazon” of the industry, in a hope to drive education, process, pricing, and unrivaled customer service for mass adaptation for the future of our planet’s energy.

3. SOLAREUM Investment Fund

We will provide a completely managed investment fund, based on the leading cryptocurrencies. Users can choose to invest without the hassle of knowing when to buy or to sell! We will base this in the top five currencies - users just decide how much to invest and for how long. In addition to this we will offer **debit card integration**. This major feature aids direct integration with a number of service providers and enables our users to spend their cryptocurrency easily and safely.

4. TOKEN SPECIFICS

Hard cap - 42,00,000 USD

Soft cap - 15,000,000 USD

4.2 Exchange Rate

1 ETH = 1200 **SOLAREUM**

1 BTC = 14,000 **SOLAREUM**

.70 USD= 1 **SOLAREUM**

Token Contract Address: 0x56ee8c9bd1d445a3324ad83e86d8be309db8f85d

Minimum SOLAREUM Purchase = 500 SLRM

4.3 Blockchain Benefits

“Why Everyone Should Buy Solar from the **SOLAREUM private sale”**

- Decentralized blockchain control – with complete proof and accountability.
- Global Investor Pool – unlimited supply of investors to choose from for your project.
- Investment uses a currency with limited supply.
- Multilayered platform will stabilize and grow the currency.
- Continuous improvements to the platform will result in a feature rich system, which is a good fit for a utility such as crowdfunding.

4.4 How Participate in the **SOLAREUM Private Sale**

There will be 3 ways to contribute to the **SOLAREUM** project, The first via Bitcoin. The second via Ethereum. During the crowd sale, you will access myetherwallet.com or **ImToken** app and follow instructions to create a wallet and download a backup of that wallet in the form of a pdf document. We recommend that you print or manually copy this file and place the document in a safe place. Here you will be able to transfer your BTC/Ether or to **SOLAREUM**. The third way you will be able to contribute is via credit card. Instructions for this will be sent when the crowd sale begins.

5 WHAT WE'VE DONE, WHERE WE'LL BE



OCT 2017: Connecting Solar market with blockchain technology.

NOV 2017: **SOLAREUM** Private Sale announcement.

DEC 2017: **SOLAREUM** Pre- Private Sale goes live on 12/25.

JAN 2018: **SOLAREUM** Private Sale goes live from 1/11 to 1/18.

FEB 2018: On 2/15, CEO will be speaker and moderator at the United Nations Youth Assembly.
SOLAREUM will launch on EtherDelta exchange platform.

MAR 2018: Developing the Solareum marketplace application for Android and iPhone and integrate blockchain technology.

APRIL 2018: Beta testing of the **SOLAREUM** web application.

MAY 2018: Launch of **SOLAREUM** Web application on Android and iPhone.

5.2 Team

Justin Lally: Venture Capital Investor.

Ken Reece: Founder at America Green Solar. Youth Assembly Panel Speaker and Moderator at the United Nations 2018.

Gabriel Gomez: Co-founder of KOTech and Full stack web developer.

Lavi Malek: Full stack blockchain developer.

Dillon Ko: CEO of KOTech and Winner of TechCrunch Hackathon 2016 (Team AlexaSite).

Karl Unterlechner: CEO at InterfaceIT, Advisor.

Jason Green: CEO at Immerge, Advisor.

Brian Klock: Founder of Financial Freedom Creator.

Blake Gailey: SunPower, Advisor.

6. Conclusion

Just as cryptocurrencies are poised to dictate the future of the global economy, according to exciting analysis of their growth patterns as well as the coming up many service providers, it has equally become a matter of increasing demand for reliability and maintenance of standards and best practices within the ecosystem. Even though blockchain exists to regulate the system, the presence of reliable operators remains key to its survival. **SOLAREUM** remains at the forefront of maintaining ethical standards and best practices as well as simplifying the blockchain technical language to a non-tech market.

Welcome to the future of currency, where your consumption pays you.