



## ABOUT US

EFFORCE is the first blockchain based platform whose main goal is to meet the demand and supply of investments in energy efficiency.

We allow every Contributor to be part of an ESCo that obtains energy savings, which they can use for themselves or can sell to those who need to reduce their energy bill.

## METRICS

**2000+**  
Top clients

**\$ 700+ M**  
in saved energy

**\$ 1.2 Bn**  
global turnover

**5**  
continents

## VISION

EFFORCE's goal is to be recognized as the first and main platform in the world for tokenized energy Savings.

We aim to make tokens the favourite way of monetizing and using energy savings worldwide, making it easier to optimize the use of energy around the globe.

Through blockchain technology, EFFORCE will decentralize the energy efficiency industry. The community will benefit from this direct access to a market that will make better use of your energy.

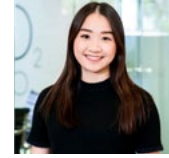
## MANAGEMENT TEAM



**Jacopo Visetti**  
Project Lead



**Jacopo Vanetti**  
CTO & Blockchain Expert



**Anyu Chen**  
Responsible for Asia



**Corrado Catania**  
Director

## TOKEN SALE MODEL

Nominal value of 1 token	<b>0.000125 ETH</b> (1 ETH = 8000 EFE)
Total number of tokens	<b>2,800,000,000</b>
Hard cap	<b>\$ 20,000,000</b>
Soft Cap	<b>\$ 15,000,000</b>
Token Name	<b>EFFORCE</b>
Token Symbol	<b>EFE</b>
Minimum transaction	<b>0.1 ETH</b>

### PRIVATE SALE

Private terms and conditions

### 90 MINUTES FOOTBALL MATCH

Discount of 35%

### EARLY BIRD

30 days

Discount of 30%

### CATCH PHASE

20 days

Discount of 20%

### BURNING PHASE

10 days

Discount of 10%

### LAST CHANCE

Q4 2018

Tokens sold at 0,000125 ETH

## TOKEN UTILITY

**OFFSET YOUR ENERGY BILLS**

**TRANSFER TO WALLETS**

**PRIMARY ACCESS TO ENERGY EFFICIENCY PROJECTS**

**ACCUMULATE ENERGY SAVINGS VALUE**

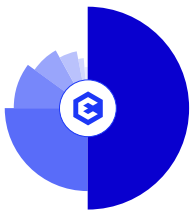
## BUSINESS MODEL

Through EFFORCE anyone wishing to raise capital to make energy improvements to their buildings or industrial processes can easily do so by registering their energy efficiency project on the EFFORCE platform.

The EFFORCE team will validate the request and develop the energy efficiency project together with the company.

Thanks to Blockchain, any contributor can purchase the certified savings generated by energy efficiency projects.

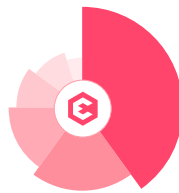
## TOKEN ALLOCATION



### ICO Tokens Allocations

- ICO 50%
- Reserve 24%
- Team 15%
- Liquidity for operations 5%
- Advisors 3%
- Auditors 2%
- Bounty 1%

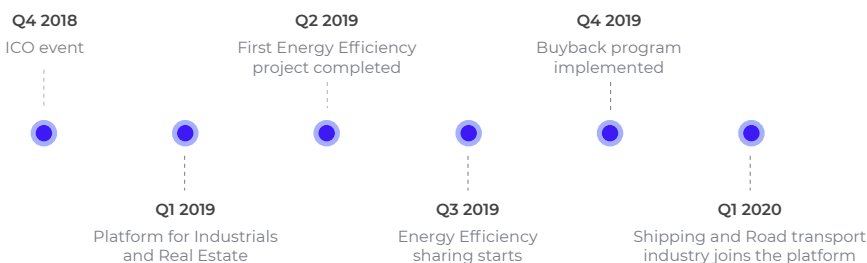
## FUNDS USAGE



### Post ICO Funds Usage

- Marketing 40%
- Platform 20%
- Personnel 20%
- Business Development 15%
- R&D 5%

## ROADMAP



1  
Investment

2  
Energy saving

3  
Pay Back

4  
Company benefits

5  
Token holders benefits