

Abstract

We are a team of engineers and programmers working closely with creative and conscious professionals both in the business development sector and in the blockchain developers' community. What brought us together in the first place and shall keep us bonded, is the impact that our actions have on our planet and the impact that decentralised technologies can have on our lifestyle.

The Eco Wealth Foundation team strongly believes that we can and will make a change by getting together, a change in the way we share information, a change in a way we transfer Value, all this and planting trees all over the globe to improve the air we breathe every day, real international economic and ecological impact. Building a community of socially responsible investors, content creator, team builder.. with the aim of a future of wealth and satisfaction through doing good.

Eco Wealth Foundation lets you participate in creating a change evolving from now in to the future, The Eco Wealth Foundation is a first of its kind Eco-Crypto-Currency as well as creating market intelligence through a cryptocurrency reward system that inspires participation throughout the community.

Our service offers great opportunities for self-employed, the online desktop platform and our mobile app will allow EWC Community Members to share their knowledge through a blog and video search engine. Such platform provides a ready-to-use interface and favours the development of the a community through high-quality service. The mission of such platforms consists of creating an environment where any user can learn or share valuable information and be rewarded for it, influencing the content makers into promoting EWC platform through their blogs, YouTube channels and social media accounts.

EWC is the first crypto-currency that uses a decentralized platform in the goal to plant trees and transparently rewards those who make contributions or create value that benefit the community.

Looking forward, Eco Wealth Foundation expects the platform to drastically inspire people with this marvelous idea, resulting in an increase of members and thus numbers of Eco Wealth Coin being in circulation.

INTRODUCTION

The purpose of this paper is to roughly explain a new conceptual framework to be used within our socially responsible investor community for organizational purposes. Through the utilization of recent technological innovations, we have created a model with the ability to overcome the majority of the international money transfer's major constraints and furthermore, proposes various measures that will significantly improve the efficiency of our devotion to this project.

Knowledge is power, but knowledge without actions is worthless, Eco Wealth Foundation was created to let users interact and share interactive and valuable content for application, the program is built in a way that users get motivated to learn and to apply this new knowledge.

Eco Wealth Foundation strives to create a leading platform in the industry of international value transfer, by rewarding people of its community, who provide valuable contributions with crypto currency and valued actions. Through this reward system, the foundation will see a rise in the number of users on our platform, including a vast number of people who have yet to participate in any cryptocurrency economy.

According to Harvard Business Review: "To protect the blockchain vision from political pressure and regulatory interference, blockchain networks rely on a decentralized infrastructure that can't be controlled by any one person."

The integration of blockchain and Eco Wealth foundation is an extraordinary concept; one that requires the creation of a community in which transparency and shared responsibility can take place.

Eco Wealth foundation is a blockchain technology based platform. The platform supports the EWC Community by building and creating solutions devoted to improving the growth of life and wealth on a worldwide scale. The blockchain gives, The Eco Wealth Foundation and anyone who wishes to participate, the power to change the world for the better, one tree at a time, as well as protecting your investment with the safest and best security systems available.

MISSION STATEMENT

We believe that Eco Wealth Foundation can make an impact, therefore it is our duty to make it happen, we will impact millions of lives with our revolutionary conscious driven educational and sharing program app. Our revolution will be driven by earth conscious users that wish to make a change in this world. That's why we are introducing the first platform of its kind, we like to call "Eco crypto-currency". Eco Wealth Coin (EWC) was created to help assist the Eco Wealth Foundation with the above mentioned missions by giving power to the people to achieve our main objective and strong returns for the investors; and ultimately driving the creation of the new financial ecosystem grounded in the interaction between the content creator, the users and the investors.

CORE OBJECTIVES

We have made climate change a central perspective point in our decision-making. This is why we fixed Our optimal goal to plant **100 000** trees during **ICO** and **100 000 000** trees over the next **2 years**, and **1 B** trees over the next **10 years**. Furthermore, we aim to impact millions of people wealth and knowledge, we are expecting over **5 million** usdt in commissions paid to our users in our first year. This is a passive peaceful revolution that everyone can be proud to be part of! We will make a difference 1 tree at the time! Every tree we plant together, brings us one step closer to our objective, this also brings the value of EWC up, thus, for every tree planted we are rewarded!

The goal is not to compete with other cryptocurrencies, but rather to provide a solution for conscious and responsible investors as well as combating an earth deadly disease called deforestation. Someone must take action and the Eco Wealth Foundation give you the opportunity to do it and aim for a satisfying reward R.O.I. (Return On Investment).

The **EWC** will be both a Fin Tech and logistic platform of the global forestation growth, and also our users knowledge grows. The Foundation's exact contribution used for the trees growth projects will be provided later, in the whitepaper.

DECENTRALIZATION

We believe that **Eco Wealth Foundation** can make an impact, therefore it is our duty to make it happen, we will impact millions of lives with our revolutionary conscious driven educational and sharing program app. Our revolution will be driven by earth conscious users that wish to make a change in this world. That's why we are introducing the first platform

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MARKET ANALYSIS

The market of cryptocurrencies is one of the fastest-growing and most promising industries globally. Using the insights from **2017** Global Benchmarking Study conducted by Cambridge University, and supported by additional analytics from key industry organizations, we have outlined below some of the key industry facts and trends.

Cryptocurrency market value & growth:
While the markets have long been skeptical about the growth of cryptocurrencies due to lack of regulation and security concerns, **2017** has proven to be a year that clearly shows cryptocurrencies will be a crucial part of the future. Since early **2016**, the total cryptocurrency market capitalization has increased more than 3x, reaching nearly **\$27 billion** in **April 2017**. **As of October 2017**, total capitalization of cryptocurrencies has increased to over **\$160M**, passing an unprecedented mark.

The trend has been universal with most of the cryptocurrencies gaining value on the back of the overall positive trend. **As of 2015**, **0.87%** of US consumers are estimated to have owned cryptocurrency, which amounts to around **2.8 million** people in the US alone. Based on calculations using their own user data, Coinbase and **ARK Research estimate that in 2016 around 10 million** people around the world have own bitcoin. Currently, the core value of the market continues to lie with Bitcoin; followed by Ethereum and Ripple. However, in the future other cryptocurrencies are expected to consistently grow further, bringing new proposal and new technology, eventually gaining greater share of the overall market.

The number of users of cryptocurrency wallets was calculated based on the number of active wallets, assuming that an average user owns two wallets (and excluding people who used exchanges as a wallet or those who use the services of payment operators, or platforms, which have the ability to store cryptocurrency). According to the Global Benchmarking Study, based on the assumptions underlined the current number of unique active users of cryptocurrency wallets is estimated to be between **2.9 million and 5.8 million**.

STRATEGY OUTLOOK

Our key focus will be on continuous investment in **3 main investments**, Rewards app, community members, and world wide exposure, in order to make sure our technology retains its technological lead in the market. We plan to add multiple additional functionalities and features as we move forward, as well as focus on excellent customer service to distinguish ourselves and thus propelling **the EWC Value**, offering a high return on investment for its investor and users.

MARKETING STRATEGY

We have devised a well-rounded marketing plan aimed to quickly build awareness of the Eco Wealth Foundation brand and rapidly gain recognition in our target market. Our user acquisition plan is based on a number of key strategies that will be employed over the **next 5 years**; with strong focus on social media advertising, SEO, google adwords, viral content video on social media and word-of-mouth in the launch phase; and higher investment budgets for traditional online advertising as **EWC** continue to grow in numbers as much as in knowledge shared and rewards gained.

We plan to engage early on to build reputation for the brand and ensure we have strong coverage in the press, including relevant industry publications, tech resources and important business destinations (**Business Insider, Forbes, TechCrunch**). Each of the strategies will be utilized in the marketing plan over the **next 5 years**, with some strategies being more heavily employed based on the stage of the company's development.

INFLUENCERS & WORD-OF-MOUTH

One of the key steps of our marketing plan is establishing credibility of the brand early on; while gaining a lot of brand coverage and heavy exposure to the target audience. This will be done through collaborations with influencers in various fields attached to cryptocurrencies, good living life style, nature, home eco creation, who will be promoting **EWC** platform through their blogs, YouTube channels and social media accounts.

Investment in influencer advertising will allow us to quickly unlock multiple audiences around the world, instantly gaining credibility and trust for the brand thanks to the real, personal and story based advertising. At the same time, through utilizing influencer reach out platforms and tools we will also be able to significantly save marketing costs as compared to traditional online advertising.

EVENTS & PARTNERSHIPS

As part of our promotion plan we envision being heavily involved in the global cryptocurrency ecosystem, securing our position as a well-recognized player globally. This involves presence at the important industry events and the creation of mutually beneficial partnerships with other market players. Key strategies to build visibility of the **Eco Wealth Foundation** brand will involve attendance and sponsorship of the key industry events, as well as participation in Bitcoin or Blockchain Conferences as attendees and later speakers / experts. Similarly, a fundamental step in our marketing strategy will be creation of a network of partners that would be have mutual interest in the growth of Eco Wealth Foundation.

SEO & CONTENT MARKETING

One of the key steps in building visibility early would be the creation of a blog on good life style awareness, knowledge and creation of valuable content, that will be driving traffic to the ecowealthfoundation.io

We will focus on publishing positive, useful and engaging content that answers important questions for users, and lifestyle useful knowledge or otherwise covers new developments on our project. The blog writing will be lead and supported by our high ranked community members, ensuring that the content is not only interesting and visible in the search engine results, but also is written creatively enough and has interesting elements to share and to have a potential to go viral. In order to ensure visibility in the search results we will have an external SEO team promoting the blog and blog articles; and ensuring presence in targeted discussion lists, online forums, and groups for people with particular interests [e.g. Sub, Reddit, Facebook groups and Bitcoin Talk forum, Steem it, youtube etc.]

SOCIAL MEDIA & ADVERTISING

One of the key communication channels for **EWC** will be presence on social media platforms [Facebook, Instagram, Twitter, youtube] to ensure continuous interaction with the key audience. Facebook will be further utilized for the marketing ads and campaigns. While we envision investments in Google Adwords as a medium to reach target audience, over the recent years Facebook has been found to be a more cost-effective channel to reach potential users; and thus, particularly in the earlier stages, the focus will be on Facebook campaigns and re-targeting tactics to drive users back to the ecowealthfoundation.io

EMAIL MARKETING

An essential part of our strategy would be building out the email subscriber list and sending weekly personalized newsletters with special offers and updates to sustain the engagement level.

REFERRAL PROGRAM

In order to further encourage rapid user **sign-ups** we will build a referral program where users are encouraged to share the brand with their friends or acquaintances, in return for **EWC** as rewards [similar to strategies initially employed by Dropbox, PayPal, Airbnb, Amazon, Ebay and more]. Such a strategy would allow us to achieve a viral effect for the brand, rapidly growing user base and engagement with the platform and its content. Our referral program will benefit both free users, gold members, content makers and investors. Our Developer team and programmer team are implementing a reward system, whose main objective is to motivate the word of mouth between its community users, the foundation will see a rise in the number of users on our platform, including a vast number of people who have yet to participate in any cryptocurrency economy yet.

ROADMAP

This section aims to explain the different phases **Eco Wealth Foundation** intends to progress through over the next two years, and the various milestones connected with each phase **Eco Wealth Foundation** wishes to achieve for the users, developers, and the industry overall. **In total, there are 5 steps, namely:** Knowledge, Development, Innovation, Expansion, and consistence. Each phase and its corresponding milestones, goals, and focuses are set out below.

- 1) Pre-Sales** - Found raising, sharing the program to our first community members.
- 2) Knowledge** - Gather the required market data, User reviews and ideas to create a global, growing community of conscious investors following the ideas of its community members and coin holders.
- 3) Development** - Implement a decentralized crypto currency and a reward program with the requirement of its users.
- 4) Expansion** - Create a global community and motivate the participants to make use of the EWC currency.
- 5) Consistence** - Eco Wealth Foundation sees and plans on long term bases, this project is a buy and hold project, we aim to work and grow limitlessly this project with care, energy, focus and consistence.

PROJECT DEVELOPMENT PHASES

Through creating and implementing the first Blockchain-based platform for Eco crypto currency, the Eco Wealth Foundation will allow users voices to be heard and create a movement of every day small action done by million of touched people on a global scale. The development of this project shall be executed in **4 phases**, each phase having a definite goal, purpose and time frame

phase 1 Found raising

• November 6th 2017 - Public ICO (Initial Coin Offering)
Hard-capped ICO volume:
200 000 EWC (1 % of the total supply)
Price: 6 USD / EWC
The exchange rate EWC/ETH during the ICO 1 ETH = 50 EWC.

We have analyzed various approaches to which currencies should be accepted during a crowd sale. The current trend is to accept only Ether as it is much easier for developers. However, converting high amounts of one currency to another can be a serious headache for potential contributors. This is not enough of a reason to refrain from investing in a crowd sale, but is rather an unnecessary inconvenience.

We would like to give our investors more accessible mechanisms for participating, and we value the convenience of our investors more than that of our developers. Therefore, we have decided to include a number of the most used crypto currencies to provide the widest reasonable choice range for our contributors. The list of accepted currencies is: Bitcoin, Ethereum and Litecoin.

Minimum EWC order: 24\$ usd, Contributions under this value won't be treated as buying transactions and will be seen as a donation.

Users feedback is our most powerful tool to improve our service quality and to establish a community program based on the opinion and ideas of its users. Throughout lco and pre-launch Users, members and contributors will be given a self- executing, review survey that will assure optimal autonomy, trust and speed.

In order to provide trust worthy customer reviews, Eco Wealth Foundation will implement a new notion of "**trusted reviews**", thus the review platform will have both standard reviews and trusted reviews. Standard reviews, which can be written by anyone and trusted reviews, which can only be written by actual Eco Wealth community members and Coin Holders.

The users and investors will get an email containing a review request link, this link then leads to a public review website, where the review form is marked as trusted and linked to the admin and programmers team. Trusted reviews are rewarded with a higher amount of EWC than a standard review.

These trusted reviews would be seen as highly beneficial to the development of our cause as it will lead to an increase in trust gained and reviews of a higher quality and reliability standard which would result in more valuable service. The community will benefit from these trusted reviews due to the fact that the reviews are of a higher quality and reliability, which accomplishes an objective to lead this community by users and members request and reviews. Due to the transparent, incentive-based and censorship resistant nature of the blockchain based solution, Eco Wealth foundation will create an extremely well functional review and market research system that will be accessible **after 2 weeks** of ICO and during pre-launch phase for all contributors and community members.

phase 2 pre-launch

Pre-launch, uses of the member survey to collect ideas for future community growth. During the **pre-launch 3 month period**, our main focus will be on developing the mobile app, the blockchain technology and creation of **EWC wallet**.

mobile app development

One of our key focuses and investments will be targeted towards creating a solid, secure and sophisticated platform with a user-friendly, easy-to use and attractive mobile app and web interface, that will allow users to send, receive, fund, buy and sell, anywhere in the world and at any time .

The app will be used for 3 main purposes,
1 Its a wallet (buy, sell, hold, send, receive type)
2 Reward program (blog and video)
3 Integrated marketing tools

During pre-launch, users will be able to acquire EWC at a discounted price of **12 \$ per coin**. To get this even more exciting we decided to create a contest challenge to motivate the involvement of our community members, this will help get the word around about our cause, the members will talk about us, what we do and why we do it.

wallet

Creation of Eco Wealth coin **[EWC]** wallet will be **100%** functioning starting on February 6th. For Elliptic Curve used for Key Generation and transaction signing, **we use libSECP256K1**. This is the same curve that BITCOIN uses. For more information on this curve you can visit: <http://www.secg.org/sec2-v2.pdf>

"After spending nearly three years in development, libsecp256k1 has been merged with the Bitcoin Core client, resulting in what the team says is a seven-times improvement in signature validation speed. Further, because libsecp256k1 is focused primarily on signature validation, the area for security exploits is much smaller, according to Core."

source:

<https://www.coindesk.com/bitcoin-core-classic-teams-seek-development-path-forward/>

phase 3 launch

Distribution of all bonus contest winners to be announced on **February 8th**. New challenges and contest will then be announced, **February 8th** is just the start, there is still much to be accomplished by our community.

On **February 8th 2018**, Users will be allowed first time withdrawal of their EWC, from our platform to external wallet or exchanges, send and receive funds. At the same time EWC team will launch the content making reward app fully functional allowing users to earn coins through sharing their knowledge and ability, with the goal of helping others, in exchange for rewards paid in Eco Wealth Coin **[EWC]**.

The reward/ educational program aims to educate through entertainment. This is achieved by developing blocks with questions that have multiple-choice answers. Each block contains a time frame and the amount of **EWC** to be earned if the question is correctly answered. The Users can earn **EWC** while improving their knowledge with regards to living in a healthy environment and being a caring human being. Relevant information is presented in the form of articles, video tutorials, and pictures so that each user can improve their knowledge before answering a block. Learning through games is a proven method of lasting knowledge.

"Repetition of the same thought or physical action develops into a habit which, repeated frequently enough, becomes an automatic reflex." **-Norman Vincent Peale**

Phase 4

Our focus will be on creating new innovation in our field and to keep investing in the community growth and wealth of our members. We want to become the **#1** international positive driven, earth conscious, wealthy community. Promoting positive changes with daily small actions, in numbers of trees planted we estimate a number of **1B** trees is a challenge hard enough to make us work hard, but also an achievable goal all together resulting in tremendous rewards for the community members and EWC holders.

THE STRENGTH OF EWC

The Eco Wealth Foundation recognizes that the value of all user contributions **[reviews, recommendations, rewards, contribution, trusted feedback, etc.]** are the most important assets to the foundation. A single review is worth next to nothing, but millions of trusted and impartial reviews are worth many millions **[or possibly even billions]** of euros. Users should be paid for everything they do that brings value to the Eco Wealth Community, and they will have the opportunity to do that with our mobile app or desktop users back office.

The most effective teamwork happens when individual team members harmonize their efforts and work toward a common goal. Effective teamwork is vital in order to reap the rewards of higher productivity, fewer internal struggles and a more enjoyable work experience.

Examples of the power of teamwork can be seen in nature with the migration of geese. As the seasons change large flocks of geese migrate by flying thousands of kilometers to their destination. These flocks contain hundreds of individual birds, each with limited capabilities to go the distance alone, however almost all of them make it to their destination.

How do they do it? The answer is simple: teamwork. in a V formation, one bird serves as leader to minimize wind resistance for the birds behind them. When the lead bird tires it rotates to another position so a different bird can assume the responsibility of leading the flock. If each individual bird decided to make this long journey by itself, most, if not all, would undoubtedly fail. In contrast, when all the birds work together as a flock, as a team – they reach their goal and arrive at their final destination.

That is the **strength of EWC Community**.

TOKEN CREATION

There are **20,000,000 (twenty million)** coins. A **"EWC"** refers to one individual Eco Wealth Coin and it is configured to be used globally by all individuals and its value is derived from the exchange market price of offer and demand same as bitcoin. **[after February 8th]**

Name: Eco wealth Coin
Abbreviation: EWC
Algorithm Type: Hybrid (PoW/PoS)
Algorithm: Script
Block Time: 3 min
Total Coins supply: 20,000,000

Difference between EWC Coin and Bitcoin
Eco Wealth Coin can handle a higher volume of transactions thanks to its faster block generation. If bitcoin were to try to match this, it would require significant updates to the code that everyone on the bitcoin network is currently running.

- The faster block time of Eco Wealth Coin [EWC] reduces the risk of double spending attacks – this is theoretical in the case of both networks having the same hashing power.
- A merchant who waited for a minimum of two confirmations would only need to wait **3 minutes**, whereas they would have to wait more than **10 minutes to 5 hours** for just one confirmation with bitcoin.
- Spark uses the script algorithm – originally named as s-crypt, but pronounced as 'script'. This algorithm incorporates the **SHA-256** algorithm, but its calculations are much more serialized than those of **SHA-256** in bitcoin. Script favor's large amounts of high-speed RAM, rather than raw processing power alone.

TOKEN SALES

As for now the following sales steps have been planned:

• **November 6st 2017** - Public ICO (Initial Coin Offering)

Hard-capped ICO volume: 200 000 EWC (1 % of the total supply)

Price: 6 USD / EWC

The exchange rate EWC/ETH during the ICO is fixed to 50 EWC/ETH. In

other words: 1 ETH = 50 EWC Coin.

mining: yes, users will be able to mine EWC Coin after **February 8th 2018**

Listing: EWC will be listed on the crypto exchanges right after the end of pre-sales on **February 8th 2018**

• **December 7th 2017 - pre- sale**

Hard-capped presale volume: 1 000 000 EWC (5% of the total supply)

Price: 12\$ / EWC

The pre-sale price of Eco Wealth Coin was set to 25 EWC/ETH

• **February 8th 2018** - official launch, EWC is on the Market and blockchain technology

Funds allocation:

- 1) Second Global Communication Campaign for acquiring partners and multipliers.
- 2) Full use of mobile app and content
- 3) creating for educational program
- 4) Rewarding every user and holders for action helping the cause and appreciation

WHAT DO WE DO WITH UNSOLD TOKENS

The tokens that are not sold during our ICO and PRE- sales will be locked down and distributed after **2028**. They will be released based on how much supply there is on the market during that period and if it aligns with the token distribution supply plan. In case there is a higher amount of tokens on the market than what was planned in the distribution supply plan, we will then release an amount that will fit the inflation ratios. It increases token scarcity by removing part of the supply, thus raising the valuation proportionally.

SUPPLY AND DEMAND

As the program and our community continues to develop, we predict, based on the expected number of application users, that there will be a balance between the supply and demand for EWC, which will ultimately lead to an increase in its value. EWC has all the pre- requested variables for a viable replacement for FIAT money, allowing millions of unbanked, untraced individuals to gain access to easier ways of paying, while providing them the same opportunities as banked persons. This is the key feature that will

allow EWC to be reused continuously, thus forming an international transactional ecosystem.

USES FOR BUSINESS AND MERCHANTS

Merchant Platforms & ecommerce websites represent one of the greatest tools to get public community growth. With an increased number of merchants that accept EWC, the greater the demand will be for it, resulting again in its increased value.

ASSETS DETAILS

The total supply of Eco Wealth Coin **[EWC]** and its rate of issuance will be decided by the market offer and demand algorithm. The results are roughly:

- **20 million** EWC will be the total coin supply.
- **5 Million EWC (65% of the total coin supply)** will be Premined and distributed to early contributors and active users and managerial teams during pre-launch distribution.
- Eco Wealth Coin **[EWC]** is available as PoS & PoW

CONTRIBUTION USED FOR THE TREES GROWTH PROJECTS

Our mission is clear, we are looking to plant **100 000 000 trees** before the end of the year 2019. That will be **2 trees** for every single EWC in circulation, plus 1 tree for each transaction done on our network, and **5 trees** for each Gold user on : ecowealthfoundation.io

Funds allocation:

All the funds raised at the Pre-launch and ICO stages will be used for the successful launch and subsequent intensive development of the project.

- Expanding, Global Communication Campaign : **15%**
- Platform development website and mobile app (technical part): **12%**
- Legal registration (licensing and related aspects): **5%**
- Web Marketing (SEO, adwords, Facebook, youtube, etc.): **16%**
- Reserve fund (unforeseen expenses): **10%**
- Rewards to community members / bonuses: **10%**
- Eco project: **5%**
- infrastructure, office, customer service, physical work place: **5%**
- Content creation: **8%**
- Administration team: **4%**
- PR International Development: **5%**

HOW ONE MAY GET INVOLVED

There are two ways people can get involved with a crypto-currency:

- 1) Purchase the cryptocurrency and hold on while its value grows with time.
 - 2) Earn via work.
- In both cases, users are increasing the value of the currency. If people can earn money by working for one another then they will increase its value through mutual exchange facilitated by a fair currency system –that is exactly the model through which EWC operates. As a custom crypto currency and a solution, specially designed for the global industry, EWC has a highly promising future.

MARKET DEVELOPMENT STEPS

1. **Short-term (5 years):** create partner ship with 1 million merchant and partners.
2. **Medium-term (10 years):** Reaching **50%** of the target market through the developed EWC and educational program, the mobile app and Trading.
3. **Long-term (25 years):** In the planned rollout period **100%** of the target market share will be reached. The calculation of the future value is based on the number of EWC wallets created. Within the first 5 stages of its development, Eco Wealth Foundation aims to **100%** of its mission and core objectives within the delimited time.

FUNDING

Funds raised during the ICO will be used solely for the development of the Eco Wealth Coin Network. The following distribution of funds is preliminary and can be subject to change.

• **Core Development – 40%**

Core development will involve the development of the technology as described in this document. This includes the integration of VPN protocols, Proof of stack systems, supporting of security protocols and services, end user applications... etc.

• **Operational – 25%**

This covers the necessary costs incurred for a functional system. This includes hosting and infrastructure costs, staffing, outsourcing, management and other related expenses.

• **Marketing and Sales – 25%**

Marketing costs will be used for partnership development and direct consumer marketing. Sales costs will largely be incurred through direct B2B sales.

• Legal and Compliance – 5%

There are legal costs associated with privacy protection and registrations with regulators. The legal costs might vary from region to region.

extra founding for extra needed features

CONTENT

It is indisputable that content is one of the major drivers that will boost **Eco Wealth Foundation** development. Therefore, the future of the Reward program will largely depend on content creators and on the opportunities that eco Wealth Foundation will unveil for them. Content makers should feel like empowered and appreciated members of a larger community.

All our efforts and actions aimed at bringing our community together under one roof are coming just at the right time.

All the community actors should be economically motivated, and all economic actions are to be transparent and documented. Incentives should be structured within the community in such a way that content makers are fairly rewarded, copyrights of traded content are protected and high-quality content is promoted.

We envision a solution that naturally meets the above conditions and embraces a content-centric ecosystem view. The solution is to be based on the principles of a decentralized economy and will implement blockchain technology, which is able to address the fundamental copyright challenge. Blockchain provides transparency and decentralization that will endorse the development of an immutable record.

This is the very feature needed to implement the rewards and bonuses system within the community members of Eco Wealth Foundation.

The solution should provide content makers with easy and scalable tools for content generation in order to engage new influencer speakers and motivate and stimulate content exchange. To facilitate transaction flows among the parties, digital currency will be highly valuable as it will help to globalize the ecosystem and avoid complexities in money transferal.

We believe that such an environment may generate growth and create the conditions to meet its market volume projections within its road map time frame.

SECURITY / LAW

Eco Wealth Foundation is committed to achieving the highest possible standards for legal compliance. EWC legal team are highly experienced in securities law and banking law. All ICO project's white paper documents and ICO terms will be examined for compliance with legal regulations.

CONCLUSION

We are proposing the creation of a Decentralized content sharing program Ecosystem to address growing demand of content from public motivators and speakers in the field of knowledge and awareness about living a good life.

Today, Content makers lack convenient tools and a supportive content distribution environment. Moreover, influencers and speakers cannot be fully confident that their voice will be heard and their message shared.

EWC is initiating a global ecosystem of EWC services through the establishment of a new cooperative model. To guarantee valuable content and functioning ecosystem. EWC Ecosystem is applying blockchain technology. This approach ensures decentralized exchange of creative content of valuable knowledge.

As a utility currency it will be used by ecosystem participants to purchase products or services, or exchange for different currencies. EWC will be used as a reward meant to incentivize active contributors through dedicated EWC Funds.

Thanks to Blockchain digital technology transparency to state borders, it is perfectly suited for consumer-to-consumer economic interactions, no matter where the parties reside. The decentralized EWC Ecosystem will be a turning point, a catalyst for eco and good lifestyle content turnover, that leads to a new era of success.

Are you ready to take part of it now ?

