

The World of
SOLAREUM



SOLAREUM

Doing Well by Doing Good

SOLAREUM is a currency that runs on the Ethereum Blockchain that is the FIRST AND FOREMOST COIN to be backed by Solar and Renewable industry it serves. **SOLAREUM** offer discounts on solar panels, free renewable items, EXCLUSIVE solar heating, and all things solar with a personal touch. The core concept of the **SOLAREUM** token changes the world in making energy pay you, instead of you paying for your energy! **SOLAREUM's** tool will be a marketplace unlike any other to the effect of "Amazon of Solar & Renewables" utilizing blockchain and mega data to allow any solar company and end user to be able to connect on a human level for real-time accurate proposals.

Abstract

Cryptocurrencies have come to stay and will dictate the tune for all P2P or B2B business transactions, in the nearest future (which is already here!). With the recent passing of the defense bill in the tune of **700 Billion Dollars**, the government is in early stages to study and regulate the cryptocurrency market, proliferation of cryptocurrency platforms, and its functions. However, these studies and indeed the cryptocurrency market space will need more than blockchain to sustain ethical practices and build trust and reliability. **This is where SOLAREUM comes in.** As a major service provider, **SOLAREUM** provides a secure marketplace for users to transact with each other on a blockchain via smart contracts in the renewable realm. **SOLAREUM** will be serving as the first to be backed by the major companies and contractors in its sector.

Unlike current fiat currencies that lose value, **SOLAREUM** token, **SLRM**, will increase in value because of its limited supply and liquidity. The general public have an opportunity to buy into the **SOLAREUM** advantage by making the most of its Private Sale.

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1. INTRODUCTION

Cryptic, But Crispy! The Digital Coin Evolution

Cryptocurrencies are changing the face of business and money transfers globally, and that at a very fast pace. Now, there is no questioning the fact that these new forms of tender have come to stay and will ultimately dictate how business transactions are done in the nearest future. A growing number of national economies, banks and billionaires have already backed digital tender, making it only a matter of time before the rest of the world will catch up with today's new money.

Research conducted by **SOLAREUM** indicates that cryptocurrencies have already seen over \$165 billion in volume of transactions, with projections for the next seven years, precisely 2025, standing at a mouth-watering \$5 trillion.

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

The basis for the projected market capitalization for 2025 is the fact that the average Bitcoin wallet size today stands at \$9,835, which is projected to increase to \$12,000 by 2025, meaning a total market capitalization of \$5 trillion, with trading volume likely to exceed \$40 trillion. By all standards, these represent great business, and we at **SOLAREUM** are determined to provide a reliable platform for everyone to benefit from the cryptocurrency money rain.

Bitcoin's vs The Rest (source: Statista)

The very exciting thing about cryptocurrency performance is the fact that their growth rate and acceptance has been revolutionary. Thus, a simple purchase of the minimum of 100 **SLRM** can turn anyone from any corner of the world into a what analyst now refer to as 'cryptocurrency millionaires'.

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

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

➤ *Value Proposition*

SOLAREUM as a business exists as a seamless, reliable, blockchain-verified, and smart contract approved transaction system. The core operating principle of **SOLAREUM** is to provide a single platform for all financial transactions, thereby allowing users to benefit. For example, users will be able to borrow money, sell their products or services, donate to their favorite charity, and even buy insurance.

The goal is to provide users with great tools they can use to generate ideas, fund projects, and achieve their dreams!

➤ *The Solar Token, SOLAREUM*

The **SOLAREUM** token, **SLRM**, will be used as a medium of exchange for the **SOLAREUM** marketplace. Users will use the tokens for the creation and management of transactions, such as the receipt and submission of payments for services, access to exclusive discounts per purchase, and privileges on orders of the newest solar technologies. The platform will continually introduce new features in order to help additional industries avail themselves of its benefits.

1.3 Our Vision

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

At **SOLAREUM**, a desire drives us to make a difference for our users through provision of world class and standard ethical digital money solutions. On **SOLAREUM**'s private sale date of 1/11/18, **SOLAREUM** will be available at 70 cents with a 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 by credit card, Bitcoin, Litecoin, and Ethereum.

2. OUR MISSION

“Doing Well by Doing Good”

2.1. Our Property Objectives

At **SOLAREUM**, our core objectives are:

- To offer P2P and B2B exchanges between renewable companies and the community.
- To maintain ethical standards of cryptocurrencies ecosystem, ensuring that the principles of anonymity are upheld by all involved.

2.2 Benefits of Using **SOLAREUM** Platform

At **SOLAREUM** we are constantly deploying new innovations to our already feature-rich platform and this stands us out in the renewable sector. Imagine using a platform that interconnects the world of energy. Imagine being able to choose and pick your solar in any part of the world as quickly and as easily as you select your cable/telecom provider, this is the **SOLAREUM** app Marketplace. **SOLAREUM** aim is to be the “Amazon” of the industry. We want to drive education, process, pricing, and unrivaled customer service for mass adaptation for the future of our planet’s energy!

Among other things users of our platform are guaranteed to enjoy the following:

3. **SOLAREUM** STRUCTURE

(Cryptex) – Cryptex will be an exchange focused on upcoming Private Sale’s, smaller altcoins, and will integrate with up to 10 leading cryptocurrencies. By utilizing trading forces major profits can be obtained by trading in the volatile cryptocurrency market, **SOLAREUM** will be utilized to purchase all other coins as to ensure circulation beyond renewable for Token holders. ALL green focused coins will be listed upon request to further the mission of having a renewable driven world.

3.1 Key Functions:

Featured coins-One by advertising and One by “Featured Research”

Our featured research coin will be something our team finds groundbreaking to put a spotlight on.

Advanced security-Cryptex also alleviate the worry of hacking attempts with the use of cold and secure storage, using two-factor authentication and other security verification methods integrating with **ImToken** App.

3.2 **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

4.1 **SOLAREUM** Token Launch

Details of **SOLAREUM** Token Sale

Our goal is to raise a maximum of \$42,000,000 USD and a minimum of \$15,000,000. We project and expect our Market cap to be at 100,000,000 by the end of Q1 due to limited availability and high demand. Some of the numbers may change with ETH/BTC/USD exchange rates and volatility. Other details are:

4.2 Exchange Rate

1 ETH = 1200 **SOLAREUM**

1 BTC= 14,000 **SOLAREUM**

.70 USD= 1 **SOLAREUM**

- Token Contract Address: 0x56ee8c9bd1d445a3324ad83e86d8be309db8f85d
- Pre-private sale December 25th 2017 MIDNIGHT EST
 - 200 Minimum **SOLAREUM** Purchase
- Private sale Launch Date & Time 1.11.18
 - 500 Minimum **SOLAREUM** Purchase
- End of Token Sale: 1.18.18
- Token Launch Completion: Token Sale will end when the max number of ETH/BTC/is reached or time runs out, whatever is first.

Rationale for Solar to Other Coin Conversion Rate and **SOLAREUM** private sale

On the one hand, the purpose of **SOLAREUM** token conversion rate is to maintain a stable value on the platform so that users can trust that their token will not lose value. On the other hand, the purpose of the crowd sale is to continue to expand the **SOLAREUM** platform and to stabilize value of exchange.

4.3 Blockchain Benefits

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

Among other things the following are some reasons to use **SOLAREUM** crowdfunding platform via its initial coin offering:

- 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

5.1 Roadmap



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

KEN REECE: Founder at America Green Solar. Youth Assembly Panel Speaker 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.

DASH MURTISHI: Founder of Starion Energy Inc., Advisor.

JASON GREEN: CEO at IMMERGE, Advisor.

BRIAN KLOCK: Founder Of Financial Freedom Creator, Advisor.

BLAKE GAILEY: Area Sales Manager at 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 crypto coin language to a non-tech market.

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