



## TOKEN GENERATION EVENT

### SUMMARY CHECKLIST

**This offer is not open to residents or domiciliaries of the United States of America**

### ABOUT POWER LEDGER

Founded in 2016, Power Ledger is the leading peer-to-peer marketplace for renewable energy. Using blockchain technology, the platform provides a transparent, auditable, and automated market trading and clearing mechanism for residential and commercial businesses to decide to whom they want to sell their surplus energy and at which price.

### PROOF OF CONCEPT

- Power Ledger has developed a series of blockchain-based energy applications, including a peer-to-peer energy trading platform that facilitates trading.
- Leveraged blockchain technology to offer a transparent, verifiable, and automated market trading and clearing mechanism that provides key advantages to both producers and consumers
- Provides a secure and instantaneous means for consumers to sell excess renewable energy created in both residential and commercial developments, while maintaining existing distribution networks.

### COMPANY ACHIEVEMENTS

- **Q3 2016:** Australian Blockchain Trial: successful pilot project with National Lifestyle Villages (NLV) demonstrated the capability of Power Ledger concepts and technology, specifically EcoChain.
- **Q4 2016:** First international deployment: Partnered with New Zealand-based Vector Ltd.
- **Q2 2017:** Power Ledger secured a financial channel to facilitate direct, real-time exchange between Sparkz and fiat currencies. It has also developed the functionality exchange energy for Sparkz for automatic fiat currency remuneration. These steps cleared a major barrier for peer-to-peer energy trading.
- **Q2 2017:** Commercial deployment at multi-tenanted properties in Fremantle, Western Australia. Became the first company to successfully use distributed ledger technology to facilitate electricity trading across the meter and manage settlements without routing through an electricity retailer.

- **Q2 2017:** Partnered with leading global technology provider Indra Australia Power Ledger to jointly develop network management solutions pairing Indra's world-leading iSPEED network control and optimisation platform with Power Ledger's transactive energy platform.
- **Q3 2017:** First electric vehicle trading platform: In partnership with Synergy, Western Australia's state-owned retailer, it developed and deployed Australia's first blockchain trading mechanism.

## STRATEGIC PARTNERSHIPS



**Vector Ltd**  
New Zealand's largest energy infrastructure company, providing for over one million New Zealand homes.



**Nest Energy**  
Focused on commercial and industrial solar installations, as well as energy efficiency and hydroelectricity applications.



**Synergy**  
Owned by the Government of Western Australia, it is the state's largest electricity generator and retailer of gas and electricity with more than one million residential, business and industry consumers.



**Landis+Gyr**  
Multinational smart metering and data service provider.



**Western Power**  
The Western Australian State Government owned corporation builds, maintains and operates the electricity network (distribution and transmission) in the south west corner of Western Australia



**LandCorp** is the Western Australian Government's land development agency. Creates new communities, delivers infill developments and ensures land is available to create and grow economic and employment opportunities in a planned and sustainable way.



**Indra** is one of the main global consulting and technology companies and the technology partner for core business operations of its clients' businesses throughout the world.



**Curtin University** is Western Australia's largest and most culturally diverse university committed to positioning itself as a global leader in research, education, and innovation.



The **Witchcliffe Ecovillage** vision is to create a model of a highly sustainable, self-reliant community in a regional village setting, incorporating the best of 21st century technology.



**Yolk Property Group** conduct and advise on property development.



**National Lifestyle Villages** builds secure communities for people aged 45 and over.



**Nightingale Housing** is a not-for-profit social enterprise that exists to support, promote and advocate for high-quality housing that is ecologically, socially, financially

sustainable.



Access Housing provides community housing and specialises in tenancy and property management and property development for low to moderate income earners.



LISD develops urban and regional energy master plans and provides sustainability advice on urban development projects.

## MEET THE TEAM

The Power Ledger team is comprised of respected energy industry professionals, sustainability leaders, disruptors, developers, and innovators. The founding team includes:

### [Dr Jemma Green](#), **Co-Founder and Chair:**

- Founding member of Global Blockchain Business Council (GBBC).
- More than 15 years' experience in finance and risk advisory, with 11 years in investment banking.
- Holds a PhD in disruptive innovation looking at energy markets. Research fellow at Curtin University Sustainability Policy (CUSP) Institute
- Independent Councilor of the City of Perth and board member of Western Australia's Water Corporation.
- Member of the Australian Energy Market Operator (AEMO) Expert Advisory Panel
- Chair of Climate-KIC Australia.

### [David Martin](#), **Co-Founder and CEO:**

- Nearly 20 years' experience in the electricity industry
- Has held executive positions in two State-owned electricity utilities.
- 6 years as a senior consultant to industry participants specializing in regulation of distribution networks, DNSP consumer engagement, renewable/new technology feasibility studies and business development.
- Experienced in challenges and opportunities facing regulated DNSPs as they transition to a new energy-demand paradigm.

### [John Bulich](#), **Co-Founder and Technical Director:**

- Director and Co-founder of Ledger Assets, a Perth-based blockchain developer specializing in the creation and commercialization of technical and commercial blockchain systems.

### [Gov Van Ek](#), **Co-Founder and Director:**

- Co-founded Ledger Assets, a leading Australian blockchain company.
- Holds a PhD from University of Manchester in Total Technology
- Previously Managing Director of a number of private and listed companies.
- Investor and business founder; launched his first software company in 1991.
- Experienced in concept development, systems architecture and design, commercial matters and has expertise in human/computing interface design and A.I.

### [Jenni Conroy](#), **Co-Founder and Company Secretary:**

- More than 30 years' experience in the Western Australian energy industry
- Holds Masters Degrees in both Business and Commercial Law
- Owner of Future Effect, an energy sector consulting firm.

- Has provided strategic, commercial and regulatory advice to boards and senior management of Energy Market Participants and to governments developing energy policy and regulation.

## TOKEN GENERATION EVENT MECHANICS

- Power Ledger has used a blended approach for the TGE to allow all supporters will be able to purchase POWR Tokens. Under this method the Token Generation Event (TGE) will be conducted through its general public sales, which will be priced according to the market, and through some fixed priced pre-sales.
- "Anti-Whale" provisions have been implemented for the pre-sale on the 27 August 2017. This provides that each participant may only purchase a maximum up to \$25,000 USD. This allows many more early supporters to purchase at the pre-sale fixed price.
- The blended method used prevents inflation of the token price to unsustainable heights, promoting stability within the Power Ledger ecosystem.
- Encourages a more equitable sale that maximizes investor participation and long-term interest. This is in light of Power Ledger's "Anti-Whale" provisions, to allow genuine Power Ledger Platform users the chance to participate and hold POWR Tokens early on at a discount, for when the Platform is deployed in their local jurisdiction.
- Power Ledger will use this funding to take the Ecosystem and Applications mainstream, deploying them in a timely fashion.
- See TGE Token Generation Event Whitepaper and Project Whitepaper for more details.

## FUNDING ROADMAP

The funding from the TGE will allow for Power Ledger to further develop the Company and its Platform as follows:

- **Q3 2017:** The Token Generation Event and presale will happen
- **Q4 2017:** POWR Token will be listed on major exchange sites, beta testing of Platform Applications, Green Energy Loyalty Rewards Program commences.
- **Q1 2018:** Power Ledger Growth Pool will begin to be distributed. The transition to a modified fee-less Consortium Ethereum network
- **Q4 2018:** More Applications developed and beta-tested. First Asset Germination Event. Prioritisation of marketing and partnerships
- **Q2 2019:** More Asset Germination Events. Power Ledger aims to be operating on fully public PoS blockchain. More Applications in development.
- **Q4 2019:** More beta testing of Applications.

## LEGAL

Power Ledger has retained an International law firm, Allens Linklaters who assists the company with its legal and regulatory compliance.

## WHITEPAPERS

The following Power Ledger's White Papers can found on <https://tge.powerledger.io/#papers>:

- White Paper in English
- White Paper in Chinese
- Token Generation Paper in English

- Token Generation Paper in Chinese
- Disclosure Document in English
- Disclosure Document in Chinese