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ecoinomy

Powering The Medicinal Blockchain

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CONTENT

EXECUTIVE SUMMARY	3
INTRODUCTION	5
The Ecoinomy Ecosystem	7
MARKET OVERVIEW	8
Blockchain & Crypto	9
Organic Medicines	10
CBD & Industrial Hemp	11
Market Problems	13
Market Solutions	14
Market Opportunity	15
OUR SOLUTION	16
Releaf	17
Marketplace	18
Track & Trace	19
Utility Token	20
DELIVERY ROADMAP	23
MARKETING	25
FINANCIALS	28
Financial Overview	29
Token Allocation	30
Token Vesting	31
TEAM INFORMATION	32
GLOSSARY	34
LEGAL INFORMATION	35

EXECUTIVE SUMMARY

Ecoinomy was founded in 2022, with the purpose of changing the future of healthcare by connecting patients, clinicians, cultivators, researchers, and regulators of organic medicine, using blockchain technology. We are the first company of its kind to encompass the full organic medicine supply chain, working beyond the seed-to-sale journey to facilitate patient consultations and improve prescription accessibility and feedback on medication consumption.

We believe in global healthcare equity; disrupting the narrative of big pharma by ensuring that every human has access to affordable healthcare alternatives. We're here to broaden the conventional understanding of human well-being, de-stressing society by demystifying and legitimising the use of organic medicines as a treatment for any mental, physical, or emotional condition.

The Ecoinomy proposition will initially be comprised of four core components; the decentralized blockchain; our ECM cryptocurrency utility token; track and trace functionality and a digital marketplace, brought to life with a partnership that will facilitate proof of concept. We are combining the very latest blockchain and agri-tech technology with crypto to enable cultivators, producers, and distributors to have full transparency and traceability of the organic medicine supply chain, and to improve access for patients. Once built, the Ecoinomy ecosystem will be interoperable; the capacity of the blockchain will have the potential to encompass and connect any industry that falls within the organic medicine supply chain.



OUR VISION

To define a new future for global healthcare with technology, that removes unnecessary suffering.

OUR MISSION

Good health is a global fundamental right. We will empower communities to make their own choices about their well-being, facilitating access to affordable, safe organic medicines and providing resources to demystify the stigma that surrounds them. Tracking the entire process from cultivation to consumption, we are creating a legacy that is powered by code, enabled by crypto, and delivered with a trusted, world-class secure blockchain capability. This is how we're changing the future of healthcare.

CORNERSTONES

Our ecosystem will unlock the full potential of organic medicine in a secure, transparent and credible way, building a healthier future for the communities that we serve.



BLOCKCHAIN TECHNOLOGY



ECOINOMY UTILITY TOKEN



ORGANIC MEDICINE VALUE CHAIN



COMMUNITY

INTRODUCTION

The world is entering the third stage in the evolution of the internet; the Web 3.0 era.

This will transform how businesses operate and how internet users digitally engage over the next 5-10 years. Web 2.0 still dominates the Internet, however, some aspects of Web 3.0, such as **cryptocurrency** and **blockchain** already exist.

Blockchain technology has emerged as a decentralised, unfilterable, uncensorable repository of data. This technology is formulating a new basis of trust for businesses, consumers and participants, combining ease of use, low cost, transparency and traceability with fast transactions and high security. It has an immutable audit trail, facilitating greater financial inclusion which could contribute to the simplification and advancement of global economies. **Blockchain can also enable a wide range of high-level market sectors to work in conjunction with one another, in a prompt and efficient manner.**

We're here to remove needless limitations

Meanwhile, after years of prohibition, the scientific community and some legislators have reinstated research and clinical trials on the numerous benefits of organic medicines¹.

One such example is cannabis, which has now been approved in a number of countries for medicinal use (and in some countries, also for recreational use) to treat a vast number of medical conditions. Medical use cases for cannabis and other organic medicines such as CBD include treatments for chronic pain, epilepsy, MS, cancer, arthritis, traumatic brain injuries and chronic and degenerative neurological disorders, plus many more.

Lastly, healthcare systems around the world are under pressure. Costly inefficiencies, the threat of cyber-attacks, expensive medications, a growing number of multi-drug resistance (MDR) cases, stretched resources, and difficulty accessing organic medicine prescriptions due to a lack of willing organic medicine prescribers are just a handful of the challenges faced.

We believe that the future of healthcare lies in the adoption of new technologies and the integration of organic medicines into everyday patient care.

¹ See [page 33](#) for a full organic medicine terminology breakdown





WE WILL PIONEER THE GLOBAL ADOPTION OF ORGANIC MEDICINE VIA OUR DECENTRALIZED BLOCKCHAIN.

OUR TECHNOLOGY WILL OVERCOME CHALLENGES IN THE ORGANIC MEDICINE SUPPLY CHAIN

The industry faces challenges at every stage of the supply chain, from cultivation and production to manufacturing, distribution, transportation, and retail. These include financial restrictions, issues with supply consistency, quality standards, cost of materials, safety and legality concerns and a general lack of available information. Our ecosystem will provide full transparency and traceability throughout every stage of the supply chain, vastly improving efficiencies.

USING DATA AND TECHNOLOGY FOR GOOD

Using data for good, Ecoinomy will make the process of prescribing and acquiring organic medicines, such as medical cannabis, easier and safer. We will introduce a platform where patients can easily access medical & legal advice and in-app consultations with qualified doctors and clinicians. In addition, we will also introduce an online European wholesale marketplace for compliant, high-quality, and authentic CBD and industrial hemp products. Users of the Ecoinomy platform will be given the option to consent to provide anonymised patient data in return for ECM tokens. This will be shared with researchers and clinicians to better inform decision-making and also support ongoing clinical trial research. This is part of our mission to de-mystify the stigma around organic medicine and educate stakeholders and our wider audience on its true potential.

FACILITATING ACCESSIBLE, AFFORDABLE HEALTHCARE

We will combine our blockchain technology with a modern workflow and crypto payment gateway. Ecoinomy will facilitate transactions via the Ecoinomy token (ECM) on the Polygon network. This will help to combat the financial restrictions that face the organic medicine supply chain. Stakeholders will benefit by tracking the flow of products and payments through the value chain, whilst also benefiting from the deep customer insight the Ecoinomy platform provides.

WE WILL PIONEER THE GLOBAL ADOPTION OF ORGANIC MEDICINE VIA A DECENTRALIZED BLOCKCHAIN

The Ecoinomy exchange will provide transparency and accountability with a bespoke track and trace system, working in direct correlation with our marketplace. This will enable patients, buyers and sellers of organic medicine products to utilise the transparent and instant transactional qualities of the platform. These are technological solutions we are delivering to fix the challenges that the industry currently faces, whilst also providing an alternative solution for traditional financial institutions that do not currently support the organic medicine sector.

EMPOWERING COMMUNITIES

We will build, nurture and empower the communities we serve and work with across the Ecoinomy ecosystem. Our platform will become a hub for the latest scientific research & use case examples, providing access to medical & legal advice, health blogs, clinic information and recommendations for accessories that support the consumption of medicinal cannabis and other organic medicines.



THE ECOINOMY ECOSYSTEM

Ecoinomy will facilitate an end to end decentralized blockchain solution that has the capacity to incorporate additional projects that pertain to every stage of the entire organic medicine lifecycle. Our innovative platform will form the foundation of the seed-to-sale blockchain, connecting our project partners via a track and trace system.



MARKETPLACE

Ecoinomy will build an online European wholesale marketplace for compliant, high-quality and authentic CBD and industrial hemp products, with inventory updated in real time.



TRACK & TRACE

Our Track and Trace software will enable the flow of products and payments through the value chain, benefiting from the deep patient insight the Ecoinomy ecosystem provides. The system will provide governments and regulatory agencies globally with a unified system for monitoring and tracking the production of all medically licensed cultivators, from seed to sale.



ECOINOMY UTILITY TOKEN

Ecoinomy will facilitate transactions via the Ecoinomy token (ECM) on the Polygon network. Producers, distributors, retailers, and consumers will use ECM tokens via our digital payment gateway to pay for medicines. T



RELEAF: ACCESS AND DISTRIBUTION

Releaf is a subsidiary company of the UK's leading online pharmaceutical dispensaries that is licensed to distribute pharmaceutical-grade prescriptions of medical cannabis to patients throughout the UK. It has identified over 100,00 existing patients on its database who qualify to transition to a medical cannabis prescription. Patients will have access to a platform with a loyalty card for repeat prescriptions, access to in-app consultations and a patient portal that allows medicinal cannabis prescriptions and patient identification to be digitally stored.



MARKET OVERVIEW

Summary



BLOCKCHAIN & CRYPTO

Web 3.0 is the next evolutionary web upgrade that will change how information is consumed and shared online. One of the many features of Web 3.0 is an open-data structure called the blockchain.

Blockchain offers a secure, transparent, and decentralised way to store and transfer data and assets. A transaction that has been verified and recorded on the blockchain cannot be changed or removed. This increases transparency and trust by producing a permanent, impenetrable record of all transactions and interactions. Blockchains are known for their crucial role in cryptocurrency systems and many blockchains offer their own native cryptocurrency token as a way to process financial transactions.

When applied within both the organic medicine and healthcare supply chains, blockchain can lead to better coordination of patient care. It provides full traceability of a prescription product's journey, improves efficiencies, facilitates a faster diagnosis and reduces healthcare costs. Leveraging blockchain can create a more sustainable, equitable, and effective healthcare system for all.

\$1.76 trillion

FORECASTED GLOBAL ECONOMIC
GROWTH AS A RESULT OF
BLOCKCHAIN ADOPTION

\$39.17 billion

FORECASTED SIZE OF THE
GLOBAL BLOCKCHAIN
MARKET BY 2025

\$1,06 trillion

THE GLOBAL CRYPTO
MARKET CAP AS OF
AUGUST 1ST 2022

\$112 billion

IN CRYPTOCURRENCY
IS TRADED EVERY DAY

“Blockchain has the potential to cut costs, speed up transactions and promote greater financial inclusion by streamlining cross-border and remittance payments. These powerful innovations will transform payments infrastructure.”

*- Lucy Gazmararian, Crypto and FinTech Advisory,
PwC Hong Kong*

ORGANIC MEDICINES

MEDICAL CANNABIS

Cannabis has gained popularity in the scientific and healthcare community as a potential pain management modality. It was legalised for medical purposes in the UK in 2018. Currently, the NHS can only prescribe medicinal cannabis to ease the symptoms of severe epilepsy, chemotherapy side effects and multiple sclerosis symptoms. Private clinics are less restricted and can prescribe it for conditions including migraines, insomnia, pain and mental health. There are currently 23 private medical cannabis clinics in the UK.

Since medical cannabis became legal in November 2018, only 25,000 people in the UK are estimated to have received legal medical cannabis via a prescription. The sector still faces significant challenges when it comes to improving access for patients. A report from PLEA (Patient-Led Engagement for Access) that studied medical cannabis patients found that;

- Many patients encountered issues with supply, consistency and quality control.
- Two-thirds (62%) said they had experienced 'unreasonable' delays to their prescription.
- 31% had experienced quality control issues, such as receiving a damaged or contaminated product.
- Over a third of patients (35%) are currently spending over £350 a month for their prescription, with 46% paying between £150 – £300.
- Despite the challenges, 38% of studied patients were able to stop the use of synthetic pharmaceuticals entirely while 46% reported using fewer.

Ongoing clinical trials have produced significant results in showcasing the medical benefits of cannabis consumption. For example, a recent study from the [JAMA, Journal of the American Medical Association](#) has suggested that just 30 days of medicinal cannabis use can help opioid users reduce their dose over time.

According to [Statistica](#), revenue in the Medical Cannabis segment is projected to reach US\$18.75m in 2023, showing an annual growth rate (CAGR 2023-2027) of 12.40%, resulting in a market volume of US\$29.93m by 2027.

Sources

[1] Data collected from a YouGov poll; [2] A study conducted by experts at Sapphire Medical Clinics, [3] NHS data

1.8 million

PEOPLE IN THE UK CONTINUE TO SELF-MEDICATE CANNABIS. [1]

46.8%

OF THE POPULATION ARE NOT AWARE THAT MEDICAL CANNABIS IS LEGALLY AVAILABLE ON PRESCRIPTION. [2]

872

APPLICATIONS FOR CANNABIS-BASED MEDICAL PRODUCTS (CBPM) LICENCES WERE MADE BY PHARMACIES IN ENGLAND BETWEEN MAY 2021 AND MAY 2022. [3]

CBD & INDUSTRIAL HEMP

The cannabidiol market is expected to grow between 18.5% and 33.5%. Graphic Research's latest research indicates that the European Cannabidiol Market size surpassed USD 1.9 billion in 2020 and is estimated to witness over 33.5% CAGR from 2021 to 2027. Point Europe believes the total CBD market is expected to grow at an annual compound growth of 18.5% overtaking the USA in market capitalization over the next few years. Based on the 2022 market size of USD 3 billion and a conservative CAGR of 18%, by 2027 the market will be valued at USD 8 Billion

Industrial Hemp has also witnessed significant growth driven, particularly, by its suitability as an alternative to plastics. According to the USDA between 2015 and 2019, EU land used for Hemp Cultivation increased from 1.9M ha to 34M ha. Market Data Forecast predicts the industrial hemp market to grow at an annual compound growth of c12.9% between 2022 and 2027.

The growth of the cannabidiol market and industrial hemp sectors are being driven by the adoption; of infused products across cosmetics, medical applications, food supplements, alternatives to plastic, biofuels, clothing and pharmaceuticals coupled with more progressive legislation, significant investment (particularly in UK, Germany and Switzerland) and consumer demand and awareness of alternative medicines.

MEDICAL CANNABIS PRESCRIPTION MARKET OVERVIEW



Forecasts suggest that the UK medical cannabis market will be worth nearly £1 billion by 2025 and estimate that the market will service nearly **340,000** active patients.



The European medical cannabis market is predicted to grow at a CAGR of **29.5%** during the forecast by 2029.



According to the estimates by IMARC Group, the Global medical cannabis market is expected to grow at a CAGR of **10.4%** during 2022-2027.

MARKET PROBLEMS

MEDICAL CANNABIS

- ✗ A regulated product that has faced decades of prohibition and stigmatisation
- ✗ High cost of prescription medical cannabis
- ✗ Lack of awareness of medical cannabis availability on prescription
- ✗ Despite medical cannabis becoming legal, many patients continue to self-medicate via the black markets
- ✗ Lack of information around how to access & purchase
- ✗ Banks can restrict payment for cannabis based products and other organic medicine alternatives

INFORMATION & ACCESS

- ✗ Patients and prescriber's face a lack of choice in medical cannabis products
- ✗ Heavy regulations, inequality and bureaucratic inefficiencies face the sector
- ✗ There is no existing unified platform that is capable of offering organic medicine companies, retailers and producers the tools they need to deploy and market their produce legally before a broader audience of potential and existing clients.
- ✗ Lack of information, understanding and benefits of organic medicine category
- ✗ Not enough available information around the legality and safety of organic medicine alternatives
- ✗ Novel research techniques are required in order to make developing organic medicines viable.

TRACEABILITY

- ✗ Ongoing issues with supply consistency and quality control
- ✗ Fractured product lifecycle from crop to customer
- ✗ Organic medicine does not benefit from the patent-protected Big Pharma business model of synthetic molecules
- ✗ Novel research techniques are required in order to make developing organic medicines viable.

MARKET SOLUTIONS

IDENTITY & COMPLIANCE

- ✓ A digital ID card and a patient portal built with blockchain capabilities to allow medicinal cannabis prescriptions and patient identification to be digitally stored, providing transparency and credibility for patients.
- ✓ Access to in-app consultations with doctors and clinicians who are qualified to prescribe medical cannabis.
- ✓ Access to community and medical & legal advice, health blogs, user case examples and clinic information.

TRACK & TRACE

- ✓ The combination of blockchain and organic medicines ensures the availability of safe, quality-controlled products on the market
- ✓ Brings together the entire lifecycle of cultivation, production, and distribution the organic medicine supply chain and subsequent retail distribution
- ✓ Provides full accountability and transparency for drug discovery pipelines and observational studies

MARKETPLACE

- ✓ The online European wholesale marketplace for authentic CBD and industrial hemp will ensure fully compliant and high-quality products are available
- ✓ This facilitates a wider choice for consumers and enables cultivators, buyers and sellers, to trade legally within Europe.

CRYPTOCURRENCY

- ✓ Cryptocurrency enables secure payment solutions without restrictions
- ✓ Provides anonymity and ensures low fees for cross-border transactions
- ✓ Enables a subscription discount for prescriptions
- ✓ Enables clinical trials involving organic medicines to attract development resources and market participants, enabling an increased and uninterrupted financial flow for all network utilizers and platform users.

MARKET OPPORTUNITY



THE MEDICAL CANNABIS PRESCRIPTION MARKET

The UK medical cannabis market is forecasted to be worth nearly **£1 billion by 2025**. There are currently 25,000 existing medical cannabis prescription holders

in the UK. This number is forecasted to grow to 340,000 by 2025. In addition, 1.8 million people currently self-medicate with cannabis obtained on the black market.

Releaf has identified that out of 750,000 existing patients registered on their database, 100,000 (13%) would qualify to transition from their existing synthetic medicine prescription to a medical cannabis prescription.



THE CBD & INDUSTRIAL HEMP MARKET

The UK market for CBD and industrial hemp is growing rapidly, and there are several market opportunities in this area, including

- The growing health & wellness sector
 - Beauty & personal care
 - Food & beverages
- Industrial applications and growing demand for eco-friendly materials

Europe Cannabidiol Market size **surpassed USD 1.9 billion in 2020** and is estimated to witness over 33.5% CAGR from 2021 to 2022. Based on the 2022 market size of USD 3 billion and a conservative CAGR of 18%, by 2027 the market will be valued at USD 8 billion. In addition, Market Data Forecast predicts the industrial hemp market to grow at an annual compound growth of c12.9% between 2022 and 2027.

OUR SOLUTION

Ecoinomy will be an end-to-end decentralized blockchain solution, connecting projects, partners, patients and consumers via its innovative platform.

The Ecoinomy blockchain proposition will initially be comprised of four core components, with a focus on the medical cannabis, CBD and industrial hemp markets.

Our goal is to empower communities with affordable, accessible healthcare and provide educational resources to demystify the stigma around medical cannabis and other organic medicines.

Once we have achieved our proof of concept, our end objective will be to eventually facilitate the wider organic medicine value chain.



RELEAF

IMPROVING ACCESS TO ORGANIC MEDICINE HEALTHCARE

Releaf is a UK-based medical cannabis distribution service that has identified over 100,000 existing patients on their database who qualify for a medical cannabis prescription.

Our initial phase of development will evidence the Ecoinomy blockchain as a solution to making medical cannabis more **affordable** and **accessible** while reducing the stigma and restrictions that patients and prescribers face.

We will connect the medical cannabis prescription market via our decentralized Ecoinomy ecosystem which will serve cultivators, distributors, prescribers and patients. The end goal will be to eventually encompass and facilitate the wider organic medicine value chain.

Patients will be provided with access to a platform with a patient portal that allows medicinal cannabis prescriptions and patient identification to be digitally stored. This information will be verified on the blockchain via Smart Contracts.

Revenue will be generated via a sign-up fee and repeat prescriptions.



ECOINOMY MARKETPLACE

The Ecoinomy platform will facilitate a secure and regulated European wholesale marketplace for compliant, high-quality, and authentic CBD and industrial hemp products. It will allow buyers to find the correct and matching specification and API for research, patient and pharmaceutical development purposes.

Cross-border compliance will be built into the platform to facilitate and reduce administration when exporting/importing CBD and industrial hemp products.

Working in conjunction with the Track & Trace, software the marketplace will provide a secure and regulated audit trail of all products and prescriptions.

The marketplace can be expanded at the appropriate time to incorporate medicinal and legalised cannabis. According to a recent report by the European Cannabis Report, the legal cannabis market in Europe is expected to reach €123 billion by 2028, driven by the legalisation of medical cannabis and the decriminalisation of recreational cannabis in several countries

This will be a complete supply chain offering for the organic medicine industry.

Revenue will be generated via marketplace signups and commissions taken from sales transactions undertaken on the marketplace by buyers & sellers.

ECOINOMY TRACK & TRACE SOLUTION

The Ecoinomy blockchain is being developed to be the core technology platform designed specifically for governments and regulatory agencies and buyers and sellers of CBD and industrial hemp. The software will collect and monitor the critical data needed to track compliance with jurisdictional rules, laws and regulations governing organic medicine-related businesses.

Track & trace will be a crucial blockchain solution for cultivators, designed to be governed and configured to follow EU-GMP and GACP guidelines. These are critical in ensuring organic medical producers comply with regulatory guidelines in producing high-quality products that will allow them to sell their products freely, ensuring they comply with regulatory bodies when importing/exporting.

Our solution will provide confidence, trust & transparency throughout each stage of the value chain, tracking products from seed through to sale.





ECOINOMY UTILITY TOKEN

Ecoinomy will facilitate transactions via the Ecoinomy token (ECM) on the Polygon network which can be used across the supply chain. This coin will allow producers, distributors, retailers, and patients to use ECM to combat the financial restrictions often faced by the industry.

The coin will act as the main transaction and value carrier within the framework of the Ecoinomy platform. The coin can be stored on any of the available decentralized wallets that support the ERC-20 standard. Holders of the coin will be able to use it to make purchases on the platform and sell it on the exchange.

Revenue will be generated via transactions paid with ECM. This will increase retention and improve staking in the ECM token.

ECM Token Utility



Prescription Payments

Patients will be able to pay for their prescriptions with ECM tokens. Those that use ECM to pay for their reoccurring monthly prescription will be eligible for a loyalty scheme and rewarded with exclusive discounts to make their repeat prescription more affordable.

Medical ID Card

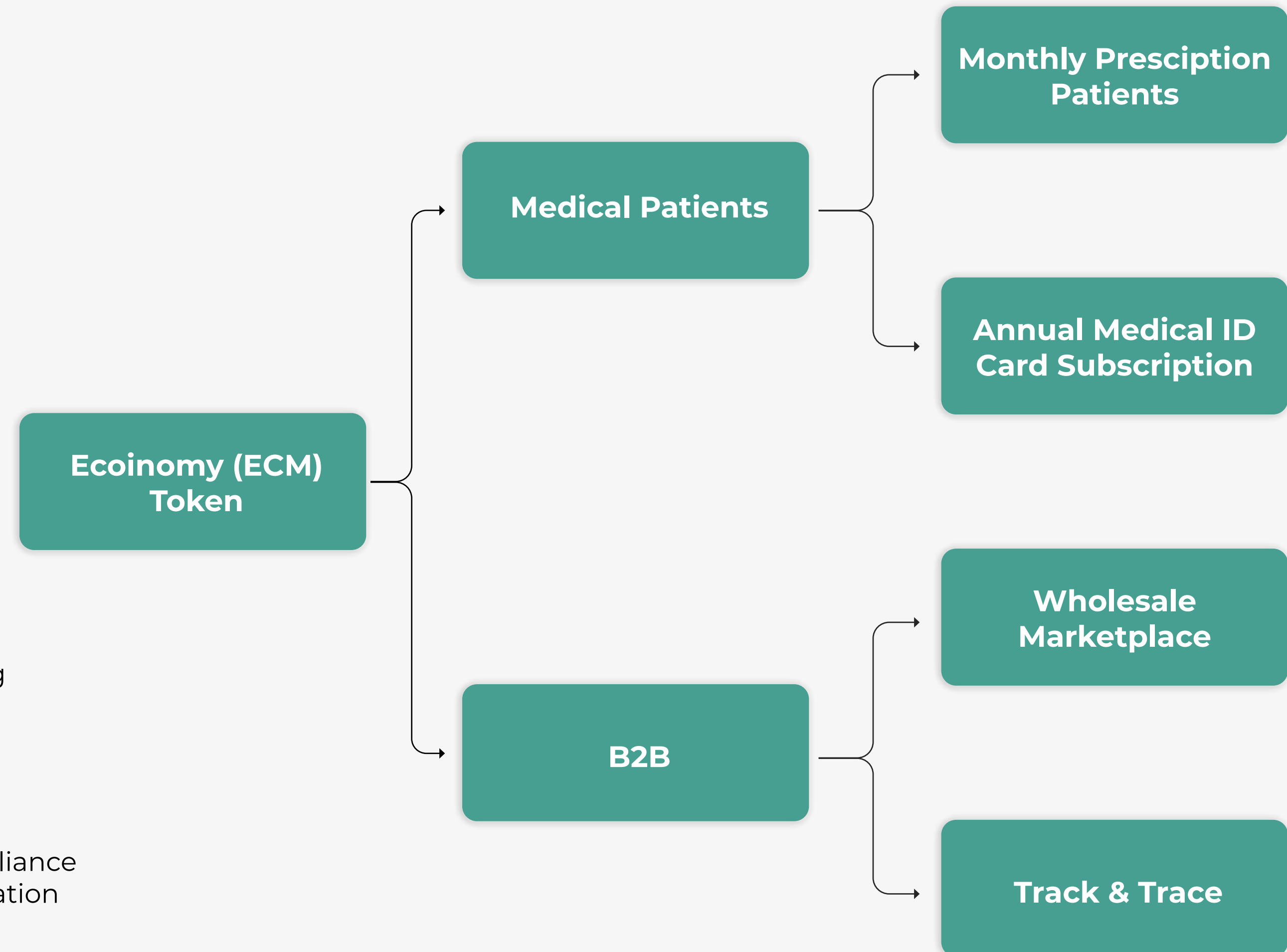
Medical card subscribers will be given the option to consent to provide anonymised patient data in return for ECM tokens. This will be shared with researchers and clinicians to better inform decision-making and also support ongoing clinical trial research.

Wholesale Marketplace

The marketplace will include various payment options, including cryptocurrency and traditional payment methods, to allow for secure and convenient transactions. Rewards can be earned when transactions are paid for with ECM tokens.









Track & Trace

Collecting and monitoring critical real-time data, tracking compliance with jurisdictional rules, laws and regulations via product verification and a tracking system via blockchain and Smart Contracts.



WE WILL BE THE FIRST COMPANY TO FACILITATE THE ENTIRE ORGANIC MEDICINE SUPPLY CHAIN

From cultivation, production and testing to prescription and d2c distribution, enabled by blockchain and the ECM utility token.

Companies	Cultivation	Extraction	Purification	Testing	Prescription	Distribution	Dispensary	Validation	D2C	Blockchain/ crypto
 BRITISH CANNABIS®	✓	✓	✓	✓	✗	✓	✗	✗	✓	✗
	✗	✗	✗	✗	✗	✓	✓	✗	✗	✗
	✗	✗	✗	✗	✓	✓	✓	✗	✓	✗
	✓	✓	✓	✓	✗	✓	✓	✗	✗	✓
	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗
AKANDA 	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗
 Cannabis Directory	✗	✗	✗	✗	✓	✓	✗	✗	Partially	✗
 ecoinomy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



DELIVERY ROADMAP



ROADMAP

PHASE 1

- Define organisation structure capability and governance process
- Launch White Paper & tokenomics
- Launch website
- Create a delivery scope for marketplace
- Create a delivery scope for the patient portal and payment gateway
- Develop ongoing brand strategy & marketing plan

PHASE 2

- Private token sale launch
- Integrate Releaf & Ecoinomy
- Commence build of the payment software suite
- Commence build of patient portal & digital ID card

PHASE 3

- Launch of the first version of the patient prescription payment software suite and initial fiat payment option
- Onboard patients to beta-test prescription payment software suite
- Launch ECM token exclusive whitelist pre-sale sign-up.
- Launch whitelist campaign/presale waitlist, listing ECM on launchpad

PHASE 4

- Commence build OR acquisition of marketplace
- List ECM on CEX listings
- Launch ECM public token sale
- Distribute ECM token education resources to existing prescription holders with clear instructions on how to utilise ECM tokens
- Enable ECM discount for prescription holders, incentivising the continuous liquidity injection
- Launch of the first version of the patient portal, digital ID card and reward scheme
- Onboard patients to beta-test patient portal and digital ID card - incentivising with rewards/ airdrops

PHASE 5

- Create a marketing campaign for the marketplace
- Onboard beta testing customers/ buyers for the marketplace
- Research & publish case studies for successful prescription payment experiences
- Medical card holder airdrops
- Establish/launch partnerships with clinical trial facilitators

PHASE 6

- Launch marketplace & European marketing campaign
- Deployment of the first version of the TnT software suite
- Product backlog and tech roadmap deployment for legal CBD and industrial hemp-related SaaS track and trace (TnT);
- Launch of an initial marketing campaign for a regulatory-compliant combo of TnT and payment services;
- Launch of initial tests and onboarding for manually vetted pilot TnT project;
- Onboarding of the first customers of a combo of TnT and payment services

PHASE 7

- Launch of a large-scale marketing campaign for a regulatory-compliant combo of TnT and payment services;
- Deployment of a scalable and tested version of the TnT software suite;
- Scaling of the rollout for customers of the TnT software suite.



MARKETING



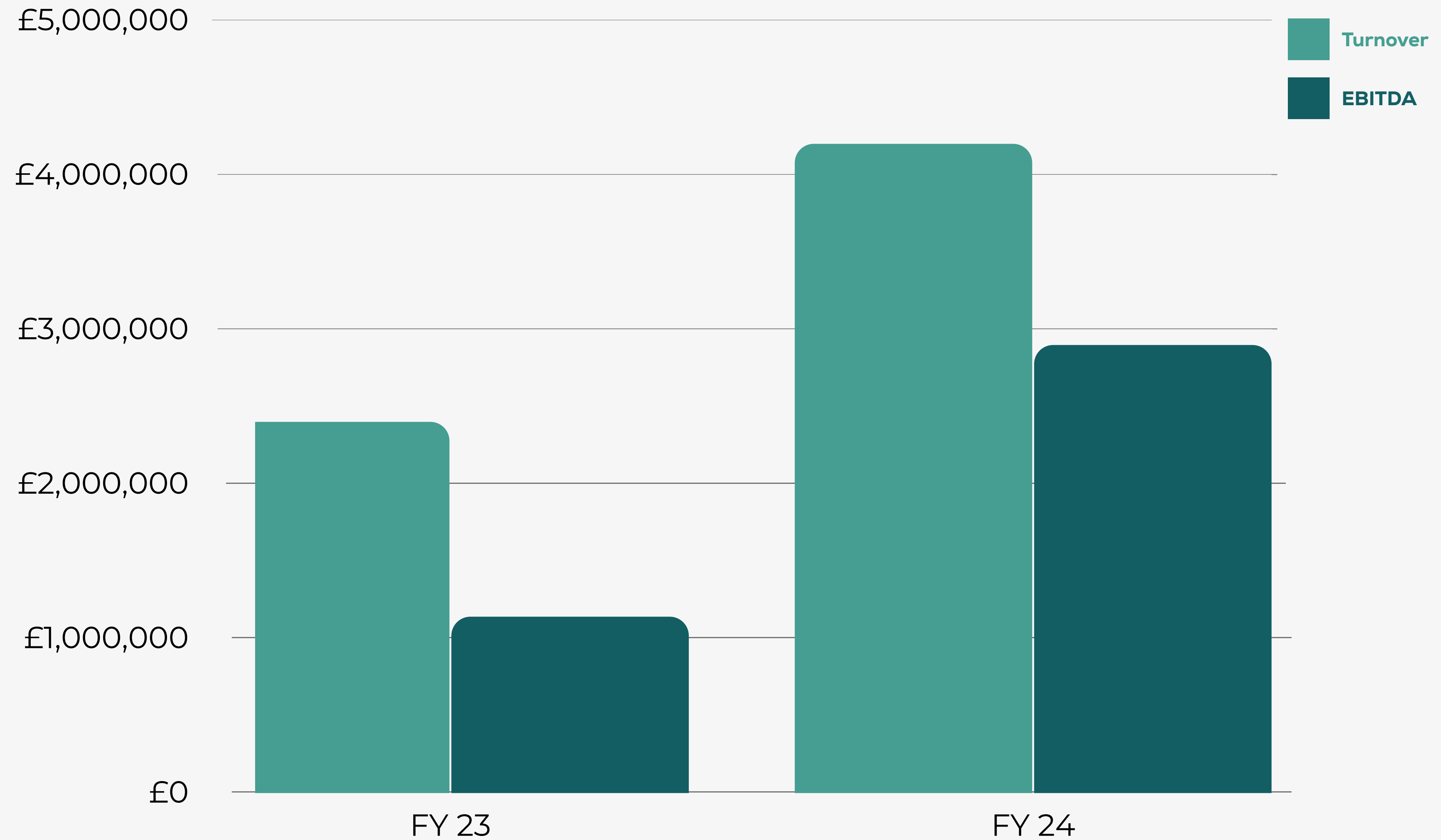
MARKETING





FINANCIALS

FINANCIAL OVERVIEW



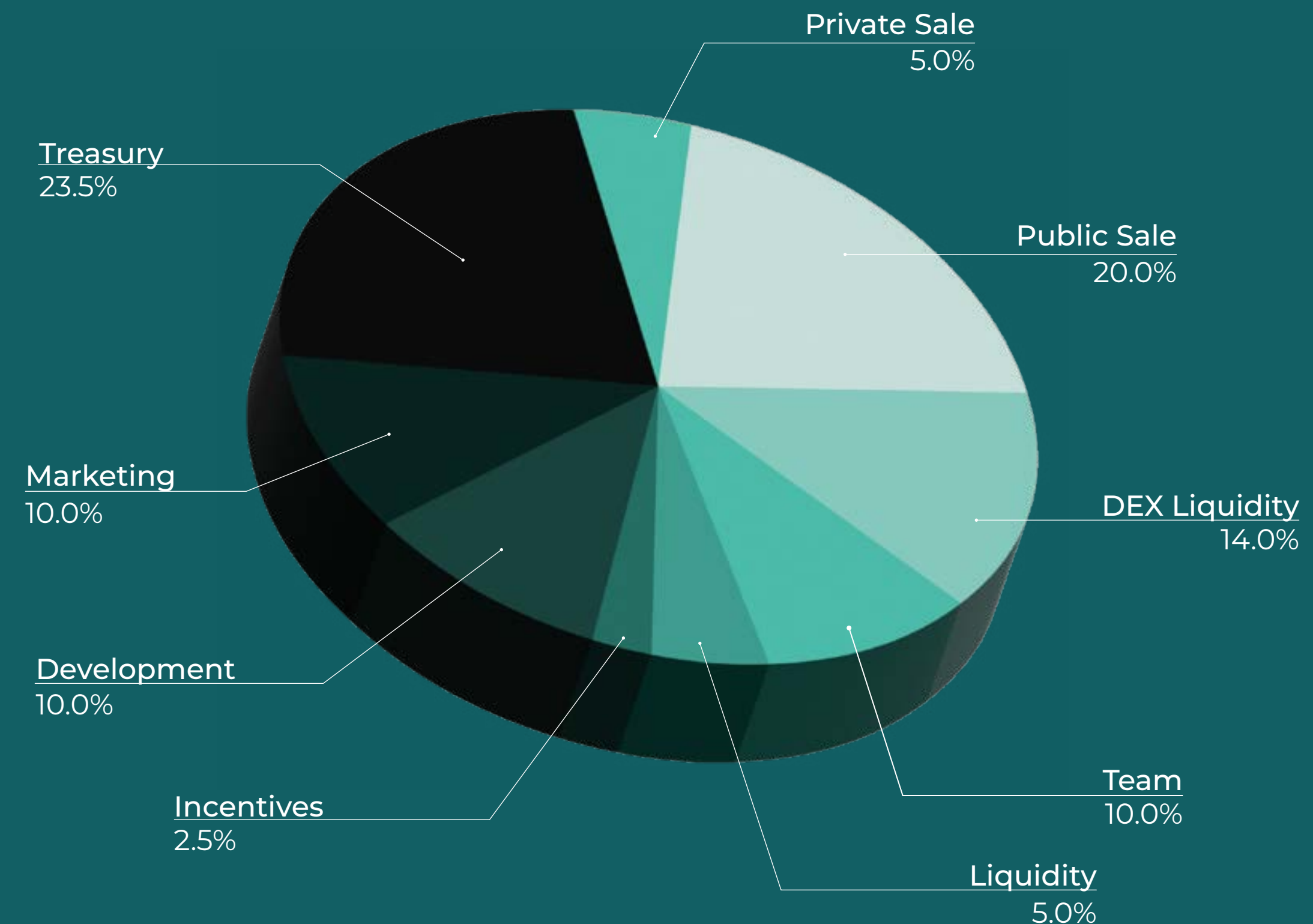
ECM TOKEN ALLOCATIONS

Allocation	Allocation %	Quantity Tokens
Private Sale	5.00%	5,000,000,000
Public Sale	20.00%	20,000,000,000
DEX Liquidity	14.00%	14,000,000,000
Team	10.00%	10,000,000,000
Liquidity	5.0%	5,000,000,000
Incentives	2.50%	2,500,000,000
Development	10.00%	10,000,000,000
Marketing	10.00%	10,000,000,000
Treasury	23.50%	23,500,000,000
Totals	100.00%	100,000,000,000

Launch Price: \$0.0000750

Circulating Market Cap: \$2,600,000

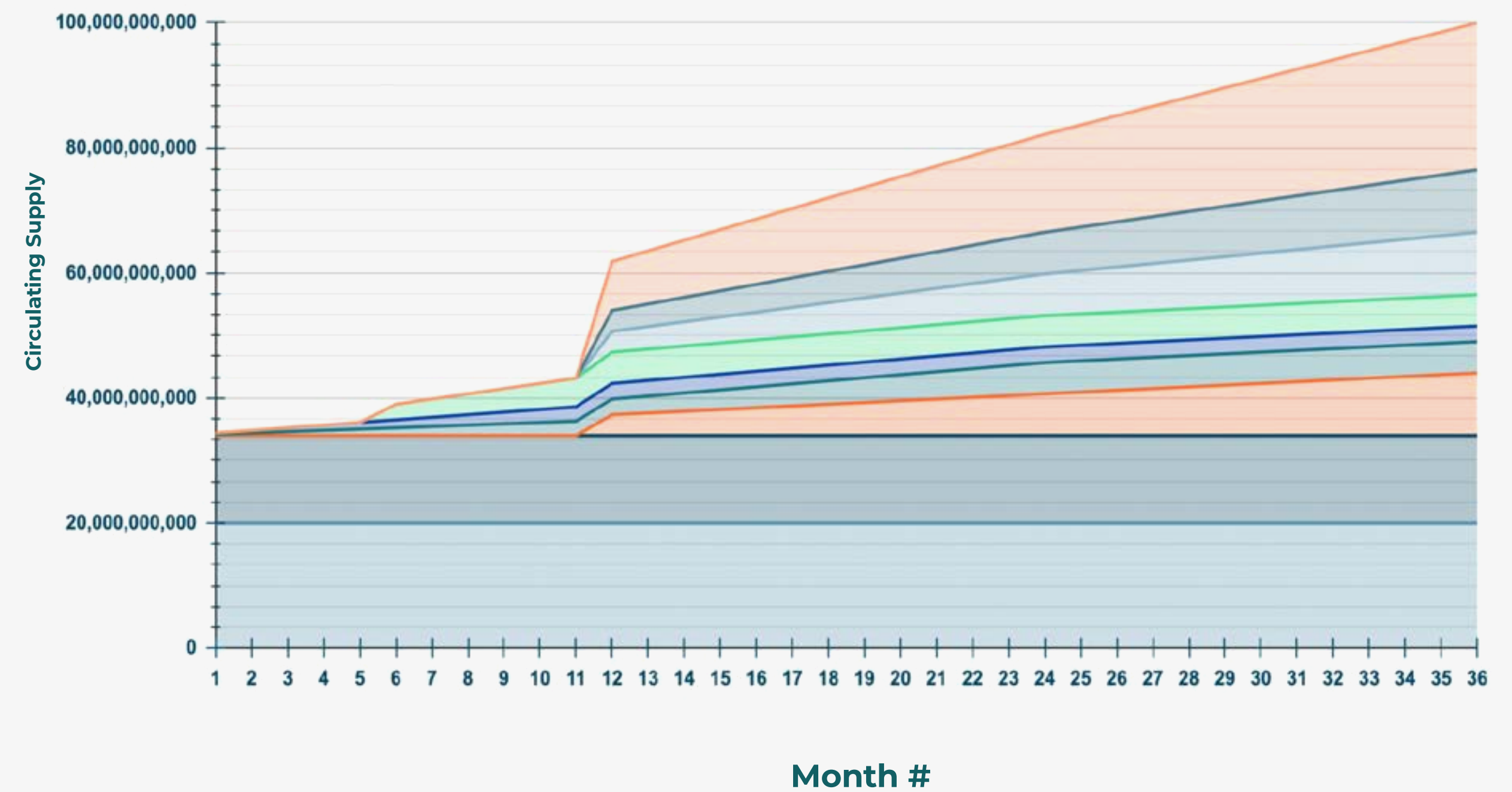
Fully Diluted Market Cap: \$7,500,000



ECM TOKEN VESTING

Parties	Token Allocation %	Cliff (Months)	Vesting (Months)
Public Sale	20.0%	0	N/A
Dex Liquidity	14.0%	0	N/A
Team	10.0%	12 months	36 months
Private Sale	5.0%	0	24 months
Liquidity	5.0%	0	24 months
Incentives	2.5%	0	12 months
Development	10.0%	12 months	36 months
Marketing	10.0%	12 months	36 months
Treasury	23.5%	12 months	36 months
TOTAL	100%		

Ecoinomy Vesting Schedule



■ Treasury
 ■ Marketing
 ■ Development
 ■ Private Sale
 ■ Incentives
 ■ Liquidity
 ■ Team
 ■ DEX Liquidity
 ■ Public Sale

DELIVERY TEAM

The Ecoinomy platform development team consists of professionals in their respective fields, with many years of combined experience, ensuring the professional expertise and competence needed to take on the development of the Ecoinomy project.



CARL JAT
CEO

Carl has over three decades of retail experience operating in Europe, MENA and SE Asia at Senior Vice President level at Claire's Accessories, Babyshop and New Look. Carl has extensive experience in omni-channel retailing and scaling businesses, Carl joined Claire's Accessories when it had 360 stores and operated in 5 countries to 2200 stores in over 25+ European countries, Claire's Ins was eventually bought out by Apollo Management LLC for \$3.2bn. Carl's skills are in retail, marketing, omni-channel marketing and building high performing teams.



FLORENCE CRUSH
MARKETING & COMMUNICATIONS MANAGER

Florence has over 10 years collectively in digital marketing, PR, sales, and events across b2b and b2c brands in the UK and Australia. Prior to joining Ecoinomy, Florence worked for three years in-house as a marketing manager at a leading marketing agency, working with over 25+ b2b brands across the construction, recruitment, place management, and healthcare sectors, resulting in being offered a role as Associate Director for the agency in 2020.



STEVE MCGEOUGH
HEAD OF TRANSFORMATION AND CHANGE

Steve has extensive experience and a successful track record as a Business Leader & Transformation Director with leading FTSE businesses and global FMCG brands, with the last 10 years at executive committee level. At Tesco Mobile Steve was accountable for annual sales of £bn+, operating budgets of £multi-million+, 500 stores, and 2500 colleagues. Steve has a strong commercial focus with in-depth understanding of business drivers and data-led customer insights, and can effectively identify transformational opportunities and champion new digital and technology solutions to deliver seamlessly world-class brand experiences. In his most recent role, he led the successful Direct To Consumer (DTC) transformation at Vuse; British American Tobacco's vaping business creating a digital first omnichannel shopping experience.



GIO KNOLLSEISEN
GRAPHIC DESIGN

Gio is an experienced graphic designer and illustrator, working across many mediums including print web, mobile, and social media. From brand ideation and logo creation to designing engaging email campaigns across multiple companies, Gio has extensive experience in creating high-impact creative layouts for website design and development, online advertising campaigns, print collateral, and business presentations.

ADVISOR TEAM

The Ecoinomy platform development team consists of professionals in their respective fields, with many years of combined experience, ensuring the professional expertise and competence needed to take on the development of the Ecoinomy project.



RICHARD COLLINS
CHAIRMAN

Richard brings strong leadership, operational expertise and disciplined corporate governance to Ecoinomy. Most recently he was CEO at Landmark Group for five years running one of the biggest retail businesses in the Middle East. Previously to this he spent ten years at Tesco undertaking a number of senior leadership and board level roles including CEO of their international clothing business.



TIMOTHY AMBROSE
BOARD ADVISOR

A vastly experienced executive, Tim has built and led high-performing commercial operations and digital operations throughout his career. Tim started his professional career at McKinsey before holding executive roles at DMGT, Trinity Mirror PLC and, more recently, Local Word Ltd where he was part of the team that completed a £220 million sale of the business to Trinity Mirror in October 2016.



LEE HARRISON
BOARD ADVISOR

Lee Harrison is the CEO and founder of Spark Emotions, a global consumer psychology agency, and ex-Brand/Marketing Director at Tesco's. He has over 20 years of experience in business strategy, operation, and marketing strategy through to execution specialising in retail, FMCG, and media.



NICK WALLS
BOARD ADVISOR

Nick Walls is ex-CEO and founder of r2cOnline, a leading global provider of cloud-based software to the commercial fleet sector, which he exited in 2019 to Fleetcor Inc, a Fortune 250 company. Nick is an experienced SaaS investor, often also acting as a mentor and Board Advisor to early-stage companies.



RAYMOND SZE
BOARD ADVISOR

Raymond Sze is a seasoned online gaming and marketing executive with extensive experience in the Asian, European, and African markets. He cofounded KamPay—a digital platform for Africa with bases in Nigeria and Cameroon whose goal it is to help promote financial inclusion throughout the continent. Ray has held senior management roles at a number of cryptocurrency, online gaming, and marketing companies including Bitcoin.com and 138.com, based in Europe/Africa.

GLOSSARY

Cannabinoids

Cannabinoids refer to substances that are both naturally present in the cannabis, or Cannabis sativa, plant. Besides CBD and THC, researchers have identified more than 100 other cannabinoids that can influence the human body. While CBD and THC both interact with the endocannabinoid system, there are some important differences between the two.

Medical Cannabis

Medical Cannabis contains THC derivatives of the Cannabis sativa plant that are used to ease symptoms caused by certain medical conditions. It can cause a “high” effect due to its psychoactive properties and is often prescribed to combat pain relief.

CBD

CBD is a single cannabinoid that’s sourced from hemp (low-THC cannabis). CBD has no psychoactive properties and is legal to buy over the counter in the form of edibles, skin care, oils (via tinctures) and food and drink.

Psilocybin

Psilocybin is a naturally occurring psychoactive alkaloid found in several species of mushrooms. Ongoing research has found that psilocybin can be used as an alternative solution to treat mental conditions such as depression and PTSD in place of synthetic medicines.

Organic Medicine

We use this term in reference to the range of the aforementioned medicines; medical cannabis, CBD and psilocybin

Industrial Hemp

Industrial hemp, also known as hemp or agricultural hemp, is a versatile crop that has been cultivated for thousands of years for a variety of uses. It is a strain of the Cannabis sativa plant species, but unlike marijuana, it contains only trace amounts of the psychoactive compound THC. Hemp fibres are strong, durable, and can be used in a wide range of applications, from textiles and paper products to construction materials and biodegradable plastics. Hemp seeds are highly nutritious and can be eaten raw, roasted, or turned into oil, which is used in cooking and as a supplement.

Other use cases for industrial hemp include:

- CBD oil and other hemp-derived products used for medicinal purposes
- Fuel and biofuels
- Industrial applications and growing demand for eco-friendly materials
- Animal feed and bedding
- Soil remediation and phytoremediation
- Beauty and personal care products for the growing health & wellness sector

LEGAL INFORMATION

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