



## **Initial Token Sale**

### **Whitepaper**

November 1<sup>st</sup>, 2017

# Whitepaper Content

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# 1 Introduction

echarge.work provides 100% green energy to consumers through its hotel parking charging network. Our mission is to eliminate non-green (e.g. coal-based) energy sources for powering electric vehicles to ensure this travel method of the future has no negative impact on our environment. Our smart-grid integrates blockchain technology to offer users an improved transactional experience while simultaneously reducing the operational complexity of the network. The ICO mechanism provides echarge.work with a way to introduce our native cryptocurrency ECH and make it possible for community members to participate in the success of echarge.work infrastructure. By providing 100% green energy to our charging stations echarge.work aims to make green energy the default type of energy for e-vehicles to amplify the positive effects of electric transportation market adoption.

In this whitepaper we introduce echarge.work. Our goal, our approach and of course all the details of the ECH token and the ICO. With your participation, we can make green electricity the default energy source for e-mobility, so please share this whitepaper and participate in the ICO.



# 2018: 50k e-charging stations deployed in hotels.

Currently there are around 50.000 unused locations in Germany and Austria. Compared to approximately 300 Hotels offering such a service. Providing a solution in this scenario creates clear benefits for all parties involved.

Believe in the future.  
Invest in eCharge.



# 2 What is echarge.work

## What we do

echarge.work is the e-mobility platform for tomorrow's e-drivers. Smart, sustainable and made for the future. We provide charging stations to hotels so they can provide charges to e-drivers. These charging stations can be located, booked and paid for via the echarge.work mobile application. The app also provides tailor-made offers such as hotel bookings to e-drivers. Our goal is the EU-wide coverage of echarge.work charging stations and the growth of Europe's largest community for e-mobility.

## The future of e-mobility

E-mobility is far more than just a temporary trend - it is our future. The only hurdle eDrivers currently have to overcome is limited battery range and the shortage of e-charging stations. Although the future is clear, the largest automotive manufacturers presently, such as VW, Nissan, Toyota Volvo, BMW and Porsche are faced with the problem of a non-existent or poorly developed infrastructure at charging stations. So, if you want to travel with your electric car, you have to plan your route well and drive from charging station to charging station - if charging stations are present at all. This is why echarge.work is here: to create the infrastructure boom that e-mobility needs.

## E-mobility - the next BOOM

Would you go to a hotel that has no WI-FI? In the future, the same logic will count for hotels that do not offer e-vehicle charging stations.

The share of Europe's total electricity consumption from electric vehicles will increase from approximately 0.03% in 2014 to around 4-5% by 2030 and 9.5% by 2050<sup>1</sup>. The growth will be accelerated with countries such as France, UK, Germany the Netherland and Sweden planning to ban the sale of petrol and diesel cars by 2040. The growing demand for e-charging infrastructure is an undeniable hyper trend.

With the continuous improvement in battery technologies, the current limited range problem of electric cars is increasingly moving to the background, nevertheless, e-drivers have to recharge the batteries of their vehicles on multi-day trips. Access to charging stations will therefore become a real issue for e-drivers. Luckily, with the echarge.work mobile application, e-drivers can conveniently book a charging station when they book a hotel room. Problem solved!

## Who we target

According to a study conducted by the DLR (Deutsches Zentrum für Luft und Raumfahrt), an average eCar driver is a well-educated, high-earning 51-year-old. His motivations for buying an e-car are environmental concern and the thrill of driving an e-vehicle. The annual driving performance of 10,000 km is still lower than performance achieved by usual propulsion methods. One of the reasons is the small number of available charging stations. Most drivers demand significantly more. E-drivers belong to a fast-growing customer base for hoteliers and gastronomes. Tap the opportunity and get your first echarge.work charging station today.

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<sup>1</sup> Electric vehicles and the energy sector - impacts on Europe's future emissions

In Germany and Austria only 300 hotels provide charging services for their clients' e-vehicles. Thousands of hotel parking lots are therefore left untapped. This opportunity is truly immense and echarge.work will capitalize on this opportunity to become the largest player in this market.

### **Our success**

We install user-friendly, efficient and smart e-vehicle charging infrastructure free of charge at hotels in exchange for an exclusive service delivery agreement and a small rental fee. We will serve existing e-drivers better and provide them with exclusive upselling opportunities. For future e-drivers, we will be the standard by which the competition is judged. Whether the metric is eco-friendliness, user-friendliness, convenience, innovation or availability - echarge.work will lead the market.

## 2.1 Company background

echarge.work was founded by serial entrepreneur Markus Dold in 2017 with the goal to accelerate the adoption of e-vehicles by providing the necessary infrastructure. After starting in Germany and Austria, Switzerland followed soon. The motivation behind the choice of countries were:

- Germany is a main market for the car industry. Although the traditional car industry has not pushed the e-mobility development until recently the market potential is huge. Especially with consumer interest being very high in the central European markets.
- Austria & Switzerland are among the top travel destinations for Germans and are additionally early adopter markets for innovations. Austria is among the most competitive markets in the mobile industry.
- The Swiss Financial Market Supervisory Authority (FINMA) is, in our view, open to the development of start-ups while offering very professional support in the administration and securing stakeholder interests. Switzerland, despite being a small market is globally connected and recognized, which would greatly assist in business development and expansion to other favourable markets.

### **This is echarge.work**

We support the e-mobility community and its stakeholders with the missing link by providing intelligent infrastructure that enables the E-Driver to enjoy the best e-car charging experience without hotels having to invest in infrastructure upfront. echarge.work provide charging stations at the important locations and provide it to the them for a discounted monthly fee in exchange for an exclusivity clause.



# 2025: First e-Car with 10k reach.

Throw a glance at our **reach** so far. **May 2016**, Markus Dold travels to Silicon Valley to validate the concept of e-mobility. **August 2016**, Negotiates with hardware suppliers. **Sept 2016**, eCharge starts selling 7-year contracts to hotels. **January 2017**, start of investor relations. **June 2017**, eCharge participates in tour of 10 cities with 1000 electric vehicles. **July 2017**, eCharge opens call center for contract sales. **September 2017**, eCharge is official charging partner of the IAA Frankfurt. **November 2017**, ITS kick off ...

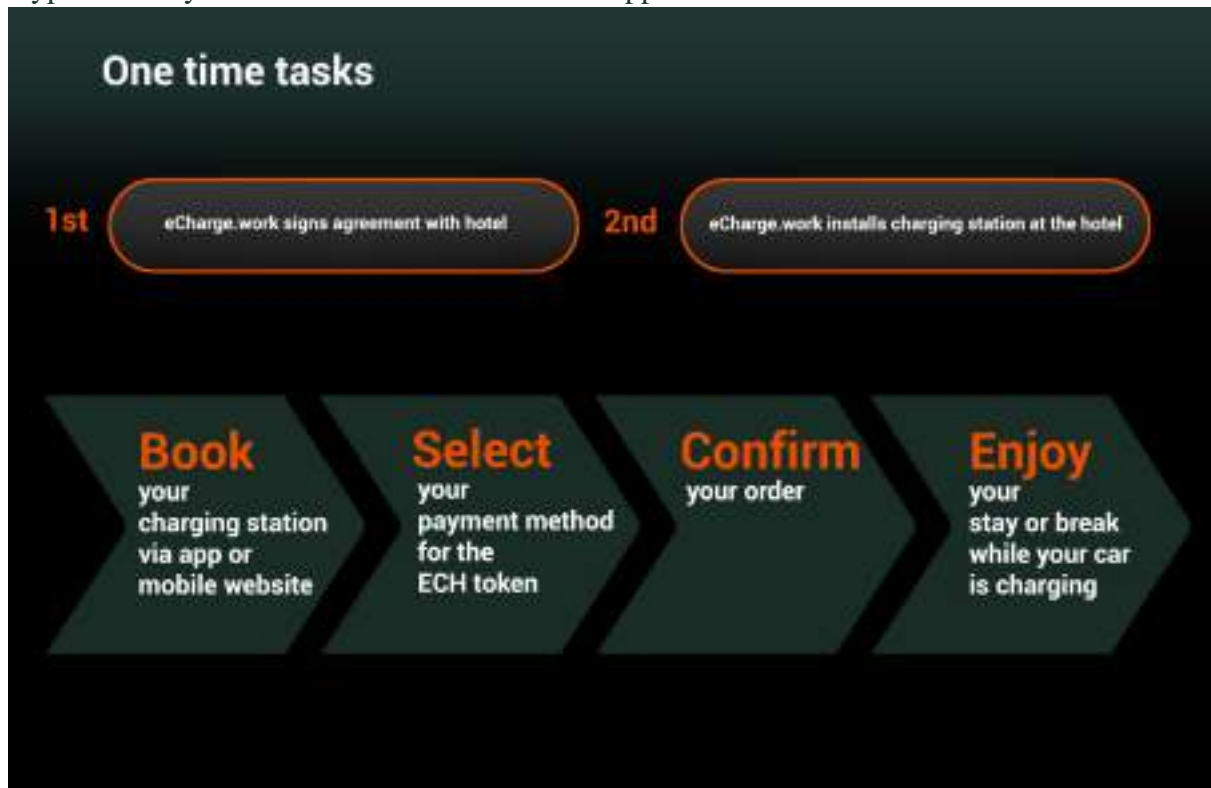
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Invest in eCharge.





## 2.2 How does echarge.work work

E-drivers can book hotels which have an echarge.work charging station on its premises directly via the app. The charging station can be used immediately on arrival when booked with accommodation and the corresponding amount of ECH tokens is deducted from the cryptocurrency wallet embedded in the mobile application.



Functionalities of the app include:

- Directory of all available charging stations in Germany and Austria
- Map of hotels plus booking of rooms including charging station at a discounted echarge.work rate
- Activate and start the charging process via the app
- Special offers from partner hotel for the echarge.work community
- ECH token wallet
- Pay for a charge directly at all charging stations

The app is currently available in a public alpha version with a general map of available chargers and the possibility to book hotels over a partner platform. Other functionalities will be implemented over time including echarge.work's own charging stations and exclusive hotel offerings.

## 2.3 Advantages of echarge.work

### echarge.work for e-drivers

At echarge.work we offer our community members the possibility to search for suitable hotels with charging stations and book them directly through our platform. The establishment and maintenance of relationships with the e-drivers of our community is another highly exciting aspect that brings promising up-selling opportunities. In addition to above-average purchasing power, the target group of the e-drivers proves to be very technology-oriented, forward-looking and environmentally aware.

Offers such as tailor-made electricity tariffs, home charging stations or loading accessories round off our excellent service offering and is yet another means to ensure the loyalty of our customers.

In addition, the e-Driver will have the possibility to book other related services via the platform, such as customized energy tariffs, eCharging stations & accessories with special conditions, offering them an even better customer experience.

The majority of e-drivers can be characterized as follows: technology driven, future oriented as well as environmentally conscious. This group also happens to be the group that would be most interested in adopting our native cryptocurrency ECH.

### echarge.work for hoteliers

The future of charging facilities at hotels will follow the same story as WI-FI facilities. Hoteliers may remember the times when they were thinking about installing WI-FI at their hotels. In the beginning, it was a niche luxury for a few tech-savvy and early adopter guests. Now WI-FI is one of the most wanted facilities on hotel booking sites. Second only to – wait for it – parking.

The story of WI-FI is the story of how an optional extra became an essential hotel facility with the quality of the service becoming an essential competitive differentiator.

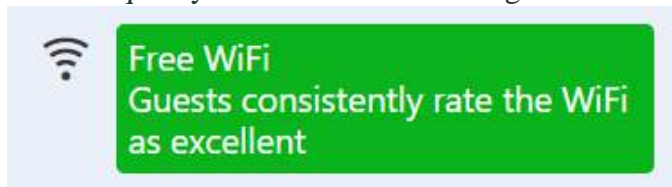


Figure 1 A screen grab from the world's biggest booking site.

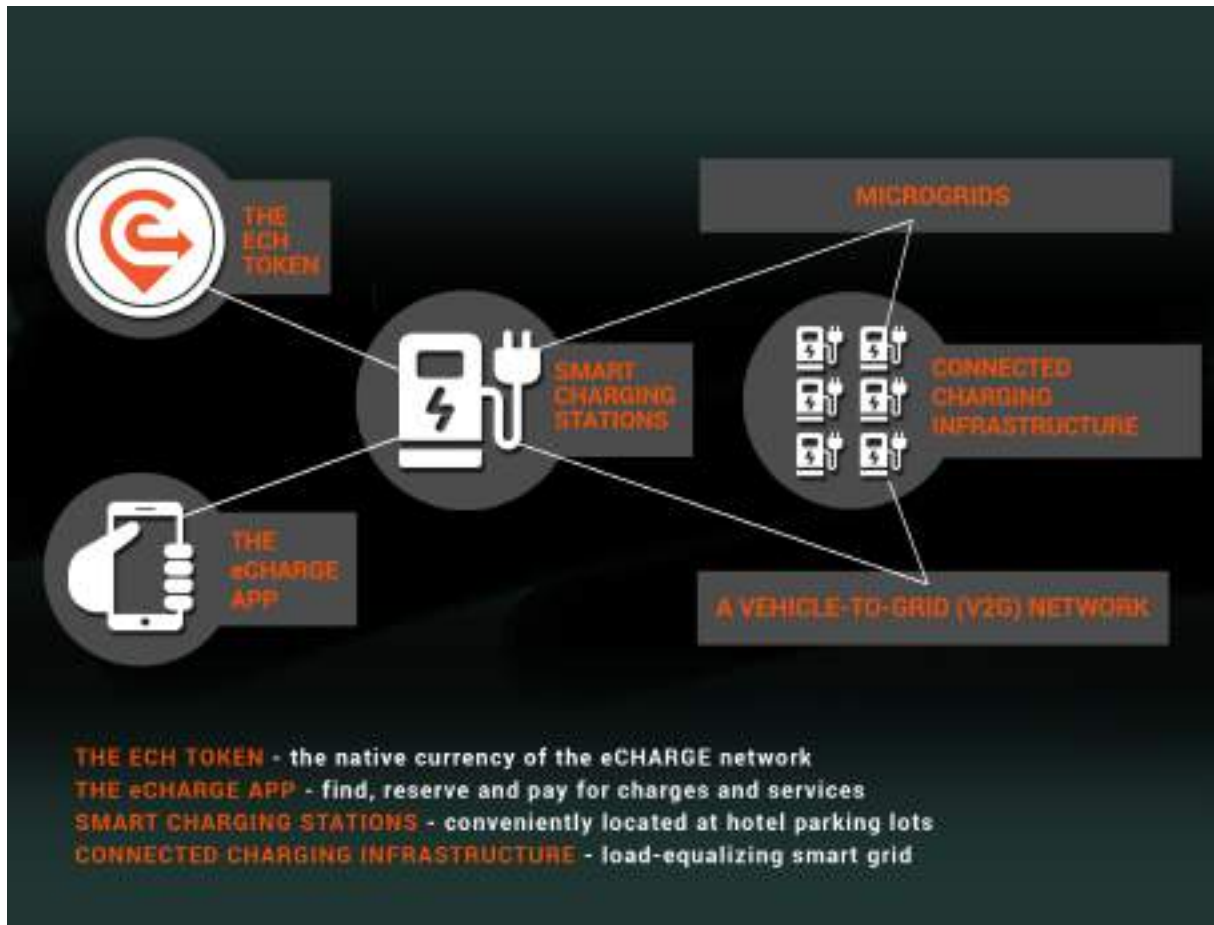
The number of e-vehicles is growing constantly and, along with it the circle of affluent and environmentally conscious customers. This attracts more customers for the hotels offering this service.

It won't take long until our streets become home to e-vehicles. With the price of e-vehicles steadily decreasing the number of e-drivers will increase drastically. Where should these new customers charge their cars, while on the road, on vacation, or a business trip if not at an hotel?

Unfortunately, the purchase of an e-charging station is always associated with very high investment costs. An unwanted showstopper for hoteliers. We address this issue by installing high voltage quick charging stations free of charge at hotels. In the future, a small rental fee will also be applicable to hotels.

In return, we ask for an exclusive service provision agreement and EUR 20 charging fee per charging session, which will be paid by hotel guests. For hotels, it means that having an echarge.work station today is going to become a huge competitive advantage tomorrow.

## 2.4 Product components



### 2.4.1 Hotel parking lots – the future-proof e-mobility location

The combination of their exquisite locations and excellent coverage in urban locations, next to highways and rural areas make hotel parking lots the ideal place to grow our network. Battery ranges will improve but for multi-day trips the hotel parking lot will always remain the most efficient and convenient place for the recharging of e-vehicles.

### 2.4.2 Smart charging stations

The development of different types of e-vehicles will place more and more demand on the functionality of charging stations with different types of plug standards being one of them. By actively working with producers of e-vehicles, echarge.work will ensure that hotels can provide charges to all types of e-vehicles such as Segway and e-scooters.

The always-online charging stations will operate via smartphone with NFC or QR Codes and is not only suitable for commercial usage but also for private households. They are compatible with all major e-vehicle brands. An intelligent built-in load management solution can guarantee the highest charging capacities but also allow charging in eco-mode to keep operational cost as low as possible.

|                            |  |
|----------------------------|--|
| <b>Charging Capacity</b>   | 3-phase from 11 to 22 kW 400V                |
| <b>Authorization</b>       | NFC or QR Code                               |
| <b>Charging connectors</b> | Type 1 and Type 2 compatible charging socket |

|                     |  |
|---------------------|--|
| <b>Safety class</b> | IP54 for indoors and outdoors  |
| <b>Network</b>      | GSM for wireless connection to the OCPP-backend, Ethernet (LSA+ and RJ45) for constant connections |
| <b>Protocol</b>     | OCPP   |

### 2.4.3 Connected charging infrastructure – load equalizing smart grid

Connecting charging infrastructure by leveraging the most advanced backend technologies offer astounding possibilities:

#### A vehicle-to-grid (V2G) network

The growth of e-vehicles will place a high demand on current electrical infrastructure. This means that the grid will not be able to meet demand during peak periods. By means of making use of the echarge.work smart backend system, e-vehicles can be charged overnight, but in a way, that smooths the load pattern by evenly distributing electricity between all charging e-vehicles on the echarge.work network.

Given future improvements in battery cycle technology it would be possible to do so-called *carbitrage* where auctions can be held where cars can sell their access energy to the grid during peak times. The electrical grid will be able to draw power from car batteries at peak times as a way of balancing supply and demand and, at the same time, ensuring that the cars are fully recharge.workd by the morning.



#### Microgrids

Microgrids are created by connecting distributed sources of renewable energy in a network. It can participate in the larger grid or operate independently during extreme weather events or other emergencies and provide the backbone for resilient, sustainable and efficient energy production to communities.

To make the network fair and sustainable, metering the amount of production and consumption of participants on a real-time basis is essential. With the addition of a settlement functionality the benefits and cost of providing energy can be equally distributed between participants. For both metering and settlement, the decentralized transactional infrastructure of blockchain technology is an essential part of the echarge.work backend.

A fair microgrid structure provided by echarge.work will make it possible for participants in the network to invest in excess sustainable energy infrastructure such as solar panels and recoup the cost of this investment while benefitting from the microgrid's resilience.

We foresee a time when these microgrids will be provided with green energy directly from energy exchanges. echarge.work will then act as intermediary using the power of its community to negotiate the cheapest rates possible.

### 2.4.4 The ECH token

The ECH token will be an exchange traded crypto-currency native to the echarge.work network. The growth of e-mobility is highly dependent on the user experience of which the purchase process forms a large part. A blockchain-powered token has functionalities that current payment systems can't match. At echarge.work we aim to make maximum use of these capabilities to provide a superior customer experience.

Moreover, added functionality such as the microgrid and possible integration with platforms of our partners will bring more transactional complexity to the echarge.work network. This creates the challenge to decentrally exchange value and information between multiple parties. A blockchain-based cryptocurrency in combination with a smart contract will address this challenge into a source of competitive advantage.

Apart from being an efficient international and cross-organizational means of settlement (voucher) the token is also a community builder. Through the burning mechanism higher demand for ECH services will bring down the supply of ECH tokens and reward community members who supported the ICO. Seeing that the tokens deem as a voucher for future services, buying ECH tokens at a discount and keeping them over time also protects community members from having to acquire voucher at a premium during a later stage.

#### The echarge.work app

The echarge.work mobile application for iOS and Android makes the e-driver lifestyle convenient. Apart from a map of all echarge.work charging stations, it also has an integrated ERC20 wallet with which you can receive, store and use ECH tokens. echarge.work will eventually be offering exclusive accommodation and mobility packages to customers through the application.



# 2028: Bitcoin is world currency #1

Until this revolution, we are working on our peer-to-peer electricity market. With a blockchain backend used to integrate charging stations across neighborhoods.

We believe in peer-to-peer electricity sales of our customers and the creation of off-grid communities. Our ECH token will be used as the e-mobility payment method within the eCharge network.

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Invest in eCharge.



## 2.5 The echarge.work approach to e-mobility

echarge.work differs from the competition seeing that we take a network and community-based approach to e-mobility. Other competitors focus on selling charging stations with a hardware based business model. This approach is short-sighted and severely prolongs the time it would take for e-mobility to become mainstream because the charging infrastructure would remain at inadequate levels.

echarge.work provides charging stations in a way that can loosely compared to mobile phone service providers provide subsidized devices to customers. Just as the mobile service providers echarge.work will benefit from the market built on top of the infrastructure provided to the community.

Another similarity with mobile network is that the network becomes more useful as it grows. In the case of echarge.work all the charging stations can be connected to the smart backend to create an optimal smart grid. The rise of electric vehicles will place too much demand on the electrical infrastructure – especially during off-peak times. This means that demand on the network needs to be managed in a coordinated way. By selling loose standing charging units, that cannot participate in a smart grid, the competition is creating an unsurmountable future problem.

Customer convenience is key but the echarge.work smart grid is where the magic happens and is therefore our ultimate goal.

## 2.6 echarge.work ecosystem

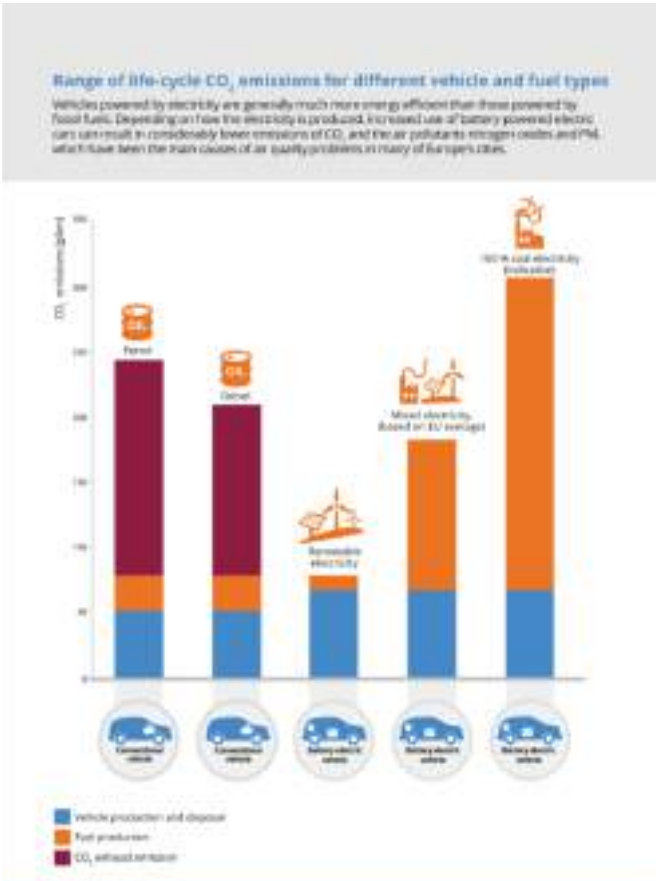
For e-mobility to live up to its potential it needs to be at least just as convenient as owning a conventional car. Losing time at an inconvenient charging location by waiting for an e-car to finish charging results in a diminished customer experience.

Hotels are public spaces that are very well situated in the center of towns or very close to highways. It also happens to be the place where travellers sleep. When a hotel guest wakes up and a fully charged car is waiting for him in the hotel parking lot, the user experience is better than owning a conventional car. Compared to a charging station next to a highway, hotels also provide amenities such as fine dining and day spas – altogether a better user experience.

Additionally, when one looks at typical e-vehicle users they either charge their cars at home or at work. They are therefore usually not removed from charging infrastructure except when they do a return journey of more than 500km (the current limit of the Tesla Model S). This means that when the destinations are more than 250km from each other the electric vehicle will need to be charged at some point. As a place of residence for most travellers, hotels would be the most convenient spot for these charges to take place. Irrespective of improvements in battery technology hotel parking lots will always be the place where electric charges happen. This insight is genius in its simplicity and has allowed us to secure the most future-proof location for our charging stations.

Having an interconnected smart-grid of charging stations in combination with the most future-proof of charging locations is a great start, but it is still not enough. As in nature the strength and resilience of a network relies on its diversity. This is why echarge.work will be open to partnering with e-mobility companies that share our vision to make green energy the e-mobility de facto standard.

## **echarge.work – 100% renewable energy as the e-mobility standard**



Even if electrically powered vehicles have the potential to remove fossil fuelled vehicles from our roads, this does not mean that fossil fuels or even coal will not be used for energy generation. Especially not during peak times and especially not as the growth in e-vehicles place more pressure on the electricity grid. According to the European Environment Agency (see image) an e-car powered by 100% coal electricity will be responsible for *more* CO<sub>2</sub> emissions than a fossil fuelled car over its lifetime.

To avoid this scenario, echarge.work makes use of 100% renewable energy from our energy supplier Awattar.it. Most of our charges are provided at night during off-peak times because we provide charging infrastructure to hotels. By providing e-charging infrastructure at hotels we also combat air and noise pollution from fossil fuels where it matters most – the city

centres where we live and work.



## 2.7 Status quo echarge.work



## 2.8 Network development goals

Planning is highly dependent on political and economic frameworks as it influences the pace of growth of consumer demand for e-mobility.

Hotel network creation (already started)

- Token used as means of settlement (voucher) for charges and e-scooter rentals.
- 1000 charging stations installed at 500 hotels in Germany and 500 hotels in Austria by the end 2018.
- Hotel booking and e-commerce functionality will be added to mobile application as well as API from car manufacturers.
- Products offered: charges, book-a-charge (commission plus charging fee) and exclusive offers to e-mobility guest.

Home network creation (starts 2018)

- Leveraging relationships with customers to provide charging stations at homes by leveraging economies of scale.
- Power is bought directly from exchanges.
- Network further developed by providing houses with echarge.work stations when they are built.
- Products offered: home e-vehicle charges and home electricity contracts.

Peer-to-peer electricity market creation on microgrid (start is demand dependant)

- Blockchain backend used to integrate charging stations across neighbourhoods.
- Products offered: peer-to-peer electricity sales and creation of off-grid communities.



# 2030: One eCharge charging station every 30ft.

eCharge.work is the e-mobility platform for tomorrow's e-drivers. Smart, sustainable and made for the future. We offer a community driven charging infrastructure network in hotel parking garages and a mobile application with exclusive offers.

Believe in the future.  
Invest in eCharge.



## 2.9 The echarge.work team

### MARKUS DOLD

#### CEO & Founder

Born in 1966 in Haslach, Germany.

Being permanently exempted from computer science class was probably one of the first signs indicating the bright future of Markus Dold – the autodidact and highly qualified business information specialist, who found his first software company while still attending high school. More than 30 years later, his portfolio includes a collection of eCommerce solutions for the hotel industry and eProcurement projects for international companies as well as development of multiple software solutions. He has published multiple specialist publications and has held a series of keynote speeches around the world.



### HOLGER CZESNAT

#### COO

Born 1968 in Bonn, Germany.

After finishing his Master studies in Tourism & International Economics at TU Aachen, Holger Czesnat kicked-off his career as Business Development Manager at Worldres.com in San Francisco. After gathering vast experience with online hotel bookings, along with Stef Norden, he founded booking.com. Under his leadership, within only 5 years booking.com became the most successful hotel booking platform in Germany and was sold to Priceline Inc. for USD 110 million in 2005. Holger left the company in 2008 and is also professionally active as Business Angel, consultant and start-up investor.



The proverb goes:

**“If you want to go fast, go alone. If you want to go far, go together.”**

At echarge.work we want to go fast and far. Therefore, Markus and Holger complement their unique brand of entrepreneurship with expert partnerships in the fields of e-mobility, infrastructure, technical development, marketing and finance. The strategy revolves around building and coordinating expert teams best suited for the current growth phase of the company. Their experience has shown that this leaner approach ensures the availability of the correct skill sets at the correct time. This optimized resource allocation also smooths out the transition from start-up phase to the day-to-day running of the business while ensuring continuity. Steps are also taken to retain knowledge from one-phase to the next.

## 2.10 Selected echarge.work partners

Making the e-mobility revolution happen is not a single company effort. Partnerships are key. Therefore, a large part of the effort until now has been focussed on developing relationships with hand-picked partners. The ever-growing list of partners which include installers, machine to machine communication, software developers such as.

### Partners under contract

| Company name                                | Task   |
|---|--|
| <b>75 hotels across Austria and Germany</b> | Exclusive contracts for charging spots       |
| <b>awattar.com</b>                          | Energy supplier                              |
| <b>Deutsche Telekom AG</b>                  | Cabling                                      |
| <b>T-Mobile AG</b>                          | M2M communication 4G                         |
| <b>KEBA</b>                                 | e-charging stations for Austria              |
| <b>ABL</b>                                  | e-charging stations for Germany              |
| <b>enio software</b>                        | Back-end development for e-charging stations |
| <b>next kraftwerke</b>                      | Energy supplier                              |
| <b>greenride.at</b>                         | Tesla car rental company                     |
| <b>lapp kabel</b>                           | Charging cables                              |

### Pending partnerships

| Company name            | Task   |
|-------------------------|--|
| <b>Kreisel electric</b> | Collaboration to develop a customized echarge.work charging station  |
| <b>drive now</b>        | Supply their rental electric cars with parking and charging          |
| <b>Car2go</b>           | Supply their rental electric cars with parking and charging          |
| <b>Stadt Wien</b>       | Provide public parking lots for e-charging stations to widen network |
|                         |  |

## 3 echarge.work ICO

### 3.1 What is an ICO?

Just like echarge.work is the future of e-mobility, the ICO is the future of venture funding. This exciting use of blockchain technology revolves around the exchange of cryptocurrency for a share of a limited number of tokens.

In the case of the echarge.work ICO the tokens are sold at a discount and can then be used to for charges and services from echarge.work. Apart from that the tokens can only be used once so as the demand for echarge.work services rise the supply of tokens start decreasing. This means that the value of the token will go up as soon as echarge.work starts selling charges and other services. These tokens can also be bought and sold on cryptocurrency exchanges for other cryptocurrencies or fiat. Tokens can therefore easily be bought and sold.

**eCharge would also like to take this opportunity to point out that you should only invest after doing your own research and completely understand the advantages and risks of a particular ICO.**

### 3.2 Why an ICO/objectives?

ICOs are a lot more inclusive and flexible than conventional venture funding which is why it increases the speed and impact of innovation. The funding minimums is a fraction of venture capital, the opportunities are open and participants can enter and exit positions within minutes compared to years in the venture capital industry.

During the ICO we are selling this token at a discount to raise funds to grow the echarge.work platform as quickly as possible. There is a massive once-off opportunity to acquire the customers of hotels so there is no time to waste. Seeing that it is a hardware-based business funds are needed to buy charging terminals from manufacturers and have them installed. This is obviously more expensive than manufacturing digital goods so eCharge will incur large upfront expenses.


As platform builders we know a platform is nothing without a community. An ICO is the ideal way to quickly and efficiently build a community by realising quick adoption through distributing tokens to future users. As the token rises in value the community also has the opportunity to be part of echarge.work's success.

The more successful the ICO becomes, the more e-charging stations can be set up and integrated into the network. That means, each additional charging station leads to more user and that results in a bigger and stronger community. Cryptocurrencies already play a role in consumer transactions and its importance is getting bigger and bigger day by day. Therefore, it is undoubtedly the way forward to allow our customers to pay for their charges at our e-

charging stations through the app with our ECH tokens. Our offer is targeted at those who are tech affine and understand the digital future.

By using the ICO mechanism but having a real-world, hardware based value proposition with a business plan we hope to be the first ICO in which more conventional VCs will participate. We would also like to offer experienced ICO participants the opportunity to participate in a hardware-based project. In this way, the ICO lies at the intersection between the VC and ICO-participant worlds.


Until now, ICOs have been used for participation in purely blockchain-based projects. The echarge.work ICO is the starting signal for a new age of participation in which ICOs are gaining more and more importance for start-ups to bootstrap their ideas. Unlike many ICOs in the past, the echarge.work project is already in progress with charging stations being installed and it does not require any technical knowledge to understand its potential. Nevertheless, we still make use of the blockchain's ability to handle the transactional complexity of a native currency (ECH). This makes the echarge.work ICO a solid investment for ICO participants who want to participate in a running, hardware-based project.



**2035:  
The end of all  
gas engines.**

According to the EEA the share of Europe's total electricity consumption from electric vehicles will increase from about 0.03% in 2014 to around 4-5% by 2030 and 9.5% by 2050. The growing demand for e-charging infrastructure is an undeniable hypertrend.

Believe in the future.  
Invest in eCharge.



### 3.3 echarge.work Initial Token Sale summary

The following table provides the most important facts on the echarge.work ICO:

| <b>Token sale volume</b>     | 370,000,000 ECH Tokens<br>~ 37,000 ETH (at 1,000 EUR/ETH)<br>~ €25,000,000 (plus 12,000,000 bonus)   |                  |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
|------------------------------|--|------------------|-------|--------------|------------|-----|------------|------------|-----|------------|------------|-----|------------|------------|-----|------------|------------|-----|------------|------------|-----|------------|------------|-----|------------|------------|-----|-------------|-------------|--|-------------|
| <b>Emission volume</b>       | 740,000,000 ECH Tokens   |                  |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| <b>Distribution of token</b> | ICO – 370,000,000<br>Liquidity of ecosystem – 368,000,000<br>Airdrop – 2,000,000   |                  |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| <b>Price of token</b>        | <p>The price for one token will be 0.0001 ETH (at 1,000 EUR/ETH), which is the ETH equivalent of 0.10 Euro and is subject to change.</p> <p>A bonus of 30% will be given to the first 20,000,000 distributed tokens (including bonus) and will be deducted by 1% for the next 20,000,000 until it reaches a bonus of 25%. A bonus of 25% will be given to the next 80,000,000 tokens, 20% to the following 90,000,000 tokens and 15% to the last 100,000,000 tokens.</p> <table border="1"> <thead> <tr> <th>Number of tokens</th> <th>Bonus</th> <th>Total Tokens</th> </tr> </thead> <tbody> <tr> <td>15,384,620</td> <td>30%</td> <td>20,000,000</td> </tr> <tr> <td>15,503,880</td> <td>29%</td> <td>20,000,000</td> </tr> <tr> <td>15,625,000</td> <td>28%</td> <td>20,000,000</td> </tr> <tr> <td>15,748,030</td> <td>27%</td> <td>20,000,000</td> </tr> <tr> <td>15,873,020</td> <td>26%</td> <td>20,000,000</td> </tr> <tr> <td>64,000,000</td> <td>25%</td> <td>80,000,000</td> </tr> <tr> <td>75,000,000</td> <td>20%</td> <td>90,000,000</td> </tr> <tr> <td>86,956,520</td> <td>15%</td> <td>100,000,000</td> </tr> <tr> <td>304,091,060</td> <td></td> <td>370,000,000</td> </tr> </tbody> </table> | Number of tokens | Bonus | Total Tokens | 15,384,620 | 30% | 20,000,000 | 15,503,880 | 29% | 20,000,000 | 15,625,000 | 28% | 20,000,000 | 15,748,030 | 27% | 20,000,000 | 15,873,020 | 26% | 20,000,000 | 64,000,000 | 25% | 80,000,000 | 75,000,000 | 20% | 90,000,000 | 86,956,520 | 15% | 100,000,000 | 304,091,060 |  | 370,000,000 |
| Number of tokens             | Bonus  | Total Tokens     |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| 15,384,620                   | 30%  | 20,000,000       |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| 15,503,880                   | 29%  | 20,000,000       |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| 15,625,000                   | 28%  | 20,000,000       |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| 15,748,030                   | 27%  | 20,000,000       |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| 15,873,020                   | 26%  | 20,000,000       |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| 64,000,000                   | 25%  | 80,000,000       |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| 75,000,000                   | 20%  | 90,000,000       |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| 86,956,520                   | 15%  | 100,000,000      |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| 304,091,060                  |  | 370,000,000      |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| <b>Amount restrictions</b>   | The min. volume of purchase is 500 ECH token. There is upper limit of sales to one Person as 10,000,000 ECH.   |                  |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| <b>Payment Methods</b>       | ETH  |                  |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| <b>Geographic location</b>   | Worldwide, except for countries where cryptocurrencies and investment in ICOs are explicitly outlawed.   |                  |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| <b>Date of ICO start</b>     | To be announced based on FINMA ruling  |                  |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| <b>End of ICO</b>            | One month after ICO start  |                  |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |
| <b>Smart contract</b>        | The details regarding the address of the smart contract will be published on the website before the start of the ICO.  |                  |       |              |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |            |            |     |             |             |  |             |



## Distribution of ECH tokens

Automatic distribution through smart contract.

For us it is very important that the community understands how the funds will be invested into the future in order to contribute to the idea of creating a better and healthier world. Therefore, it is important as a first step to invest most of the funds into creating the base infrastructure by keeping the team as lean as possible. Furthermore, the development of a blockchain based technology around e-Mobility is a major goal, which needs collaboration with different teams in this arena and also allows for R&D in this field together with the experts from the community. The funds will be spent in the following manner:



Token which will not being sold at a discount during the ICO will stay with echarge. Once the echarging stations and network have been deployed, the remaining ECH tokens will be distributed as needed to provide liquidity to the ecosystem. They will be available via the echarge app to e-drivers at a market price.

### Airdrop

As part of our targeted marketing efforts echarge.work will be executing an airdrop in the run-up to and during the ICO. We have developed a proprietary selection criteria to distribute 2,000,000 ECH tokens to a predetermined number of ERC20 wallets. So please check your MyEtherWallet or Parity wallets regularly for your first ECH token.

### 3.4 Token structure elements

## **Limited supply**

The ECH token is the means of exchange (native currency) on which echarge.work services can be bought and sold. A limited supply of only 370,000,000 ECH tokens will be made available during the ICO.

Further 368,000,000 will be kept by echarge.work to ensure liquidity of the system plus 2.000,000 will be distributed via an airdrop.

## **The native token of the ECH network**

Kickstart the infrastructural investments needed to make the echarge.work network of charging devices a reality. The token is an exclusive use token for the echarge.work network. It is a way to make sure community members can actively grow the network by gifting and sending echarge.work tokens to their friends and acquaintances. We actively support the gifting of ECH tokens.

The echarge.work application will have an integrated ERC20 token wallet. To be able to provide a stable offering to clients, future products and services may be exchanged with ECH. Customers can buy ECH tokens using credit cards or cryptocurrencies. Seeing that the ECH token will be exchange tradable in the near future the amount of services that can be exchanged at a particular time will of course fluctuate but customers can pay with fiat currency in exchange for ECH tokens.

This is by far the most efficient setup that maximizes the value of the echarge.work platform for users of the system as well as rewarding long term token holders.

Via the echarge.work mobile application the tokens can be bought with payment methods such as credit cards, PayPal and Sofort-Überweisung. The tokens will be used to exchange them for products within the echarge.work ecosystem. In this regard one could make the comparison with tokens that are sold for food and drinks at most music festivals. The tokens can be purchased with different payment methods but only the tokens are accepted as payment method within the festival.

This assures that the demand for echarge.work products and services are directly related to demand for the ECH token.

## **Burned – more demand less supply more scarcity**

One of the features that blockchain technology and the ERC20 functionality allow is the verifiable burning of a token (destroyed by a smart contract). Every time an ERC20 token is spent it is „burnt“ and is therefore not accessible to be spent again. This means that as the demand for echarge.work products and services rises the supply of tokens will become less. This drop in supply will make the ECH tokens more valuable over time. In this way the community benefits from buying the tokens at a discount during the ICO.

## **Divisible**

As a homage to Bitcoin the ECH token will also be divisible to 8 digits. This means that even if the value of the ECH token rises astronomically there will still be enough tokens but as a failsafe 500,000 ECH tokens will be exclusively held by echarge.work to maintain liquidity of the network on a permanent basis.

## **Exchange tradeable**

Yes, because it is an ERC20 token it will be easy for exchanges to host the wallet. We plan to bring the tokens to one of the major exchanges as soon as possible after the end of the ICO. Furthermore, by possibly adding an instant exchange functionality into the echarge.work

application we also want to provide a seamless customer experience to holders of other cryptocurrencies.

Customers will be able to exchange other cryptocurrencies such as Bitcoin and Ethereum in addition to fiat currencies, to ECH token at market prices. We are already anticipating a world where instant and decentralized exchanges completely remove the small amount of friction of having a native utility token.

The token will be “burnt” as it is spent in exchange for products or services meaning that the fixed and limited supply of 740 million token will become less with each transaction. The consequence being that the token price will be inflationary by nature.

The versatility of the ERC20 token standard makes it the ideal tool to grow the echarge.work platform. ERC20 features include stable wallets, the trust and transparency of smart contracts and the superior incentive mechanism of staking to drive participation in the network for all stakeholders. This allows for superior transactional services and integration with the broader cryptocurrency ecosystem. By using the ERC20 token as the core transactional engine we believe that future growth of the echarge.work platform will be supported by the superior inter-organizational transactional functionality that this token standard and blockchain technology in general offer.

A chief concern is that the whole point of e-mobility is missed when charging networks that don't make 100% use of green energy start spreading. The platform can be grown organically, but introducing the platform as far and wide as possible in the early stages of development will ensure a sustainable competitive advantage that ensure green energy-based charging becomes and remains the standard.

### 3.5 Token economics

Sketch of supply and demand of echarge.work token. Platform, exchange, wallet and buying of services.



1. Demand for echarge.work products rises as more charging stations are provided and more customers download the application.
2. ECH tokens are burnt each time they are used so the supply of tokens become less as the demand for echarge.work products rises.
3. The ECH token will not only rise in price with demand for services but its scarcity value will also increase as they are burnt.

### 3.6 Detailed breakdown of ICO proceeds

For us it is very important that the community understands how the funds will be invested into the future in order to contribute to the idea of creating a better/healthier world. Therefore, it is important as a first step to invest most of the funds into creating the base infrastructure which enables everything. Furthermore, the development of a blockchain based technology around e-Mobility is a major goal, which needs collaboration with different teams in this arena and also allows a little bit for R&D in this field together with the experts from the community. The team and marketing efforts have been very lean so far and this will be also kept that way. As mentioned above, a certain part of the tokens will be retained by echarge.work after the Initial Token Sale to ensure liquidity on the echarge.work platform. It is important for echarge.work that the community understands how these funds will be spent:

- eCharging Stations Infrastructure (53%): The majority of the budgets will go towards purchasing charging stations and the rollout of charging stations in hotels.
- Multi-platform support (10%): echarge.work will continuously support and introduce new features, user interfaces and language support for the echarge.work platform and app on iOS and Android as well as integrating ERC20 functionality into the existing application. We will focus on getting partnerships in the blockchain environment e.g. in the field of database/digital expertise.
- Research and Development fund (5%): A small portion of the funds will be dedicated to developing and investing in strategic partnerships to enhance the revenue stream for the platform in the future.
- Marketing and sales (20%): The marketing is driven by some of the best marketing experts who have collected extensive experience in innovative industries over the past decade. echarge.work will continue to run its marketing efforts on a very lean, cost-efficient basis. Most importantly, it will revolve around building the network and signing on more hotels to the echarge.work platform.
- Administration and operations (10%): echarge.work is running a very lean, cost-effective start-up and will continue to do so in the future.
- Legal (2%): One of our primary focuses when starting this company in was to establish a solid legal foundation for echarge.work. In particular, echarge.work has engaged the legal services of a specialist Swiss-based legal firm which has been involved in several major Ethereum-based token sales.

### **3.7 echarge.work Initial Token Sale procedure**

A limited number of tokens will be generated based on the Ethereum ERC20 protocol. The token generation process will be carried out by echarge.work. Our backend developer will provide guidelines for best practices to ensure the issuing process is done under the highest security standards. The private keys will be generated using an offline device and password protected.

The system will quote the token exchange rate based on the international market for Ether. The price per token will be updated every 30 minutes. In most cases the contributor will be able to exactly see the price per token, before making the purchase. Each user will need to have a unique Ether address for participating in the token sale. All purchases are recorded in the ledger system to keep track of users' purchases and token balances.

After the token sale, all transactions will be double-checked and the tokens will be delivered to the purchaser within two weeks. The exact date will be confirmed in time before the end of the ICO. Funds that are received after the cut-off time will be rejected and returned to the payee.

To participate in the token sale, we require the following information from all investors:  
Individual Investors:

- Full names, passport number, address, email and mobile number;
- Copy of passport copy clearly identifying all four corners of the passport matching above details;
- Photo of Passport Holder Holding Passport;
- A utility bill not older than 3 months with proof of physical address;

For companies who participate, we require the following information:

- Company name
- Certificate of registration
- Authority of the company
- Passport copy of the authorized person acting on behalf of the company

#### **How the Info Will be Processed:**

The information will be processed by an approved professional KYC/CDD team who will validate the data through one platform. The provided identification information will be run through Onfido.com, as they have been certified by BSI to ISO 27001 under certificate number IS 660122. All data will be transmitted securely and encrypted. They will be stored in an encrypted database and will be used for the KYC process solely.

### **3.8 General disclaimer – application for finma regulatory approval**

On 29 September 2017 The Financial Marketing Authority (FINMA) published FINMA Guidance 04/2017. The guidance focusses on ICO and money laundering, terrorist financing, banking law provisions, provisions on securities trading as well as collective investment scheme legislation.

echarge.work welcomes any regulatory steps that will lead to a safer environment for participants and adds legitimacy to the ICO fundraising mechanism. In correspondence with our legal advisors echarge.work has therefore decided to apply for FINMA regulatory approval.

At the day of writing the echarge.work application for FINMA approval is underway.

Although we have made every effort to make the whitepaper as complete and transparent as possible and although echarge.work is committed to deliver in accordance with the content thereof in its entirety, due to external indicators such as regulatory approval of the token ecosystem, echarge.work cannot guarantee that the contents will remain unchanged, but assures that it will notify token holders well in advance of any changes to be made to the contents hereof and assure that all significant variations will be in the best interest of token holders.