

# ICO Review: WePower (WPR)

Blockchain-Based Green Energy Trading Platform

January 18, 2018



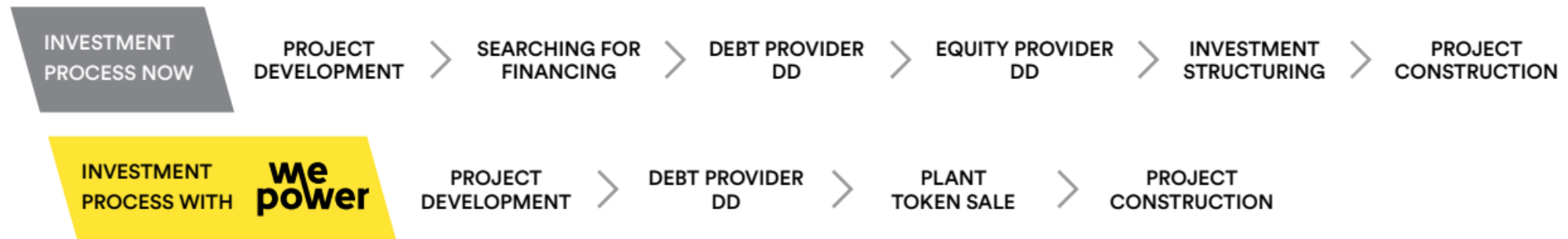
# What is WePower?

- WePower is proposing a blockchain based green energy trading platform that directly connects producers to consumers.
- The platform allows producers to tokenize the clean energy they create. These tokens (different from WPR) will represent 1 kWh of energy to be produced in the future and are a contract between the producer and consumer.
- It also allows renewable energy producers to pre-sell their production on a global scale and obtain necessary capital to increase their profitability.



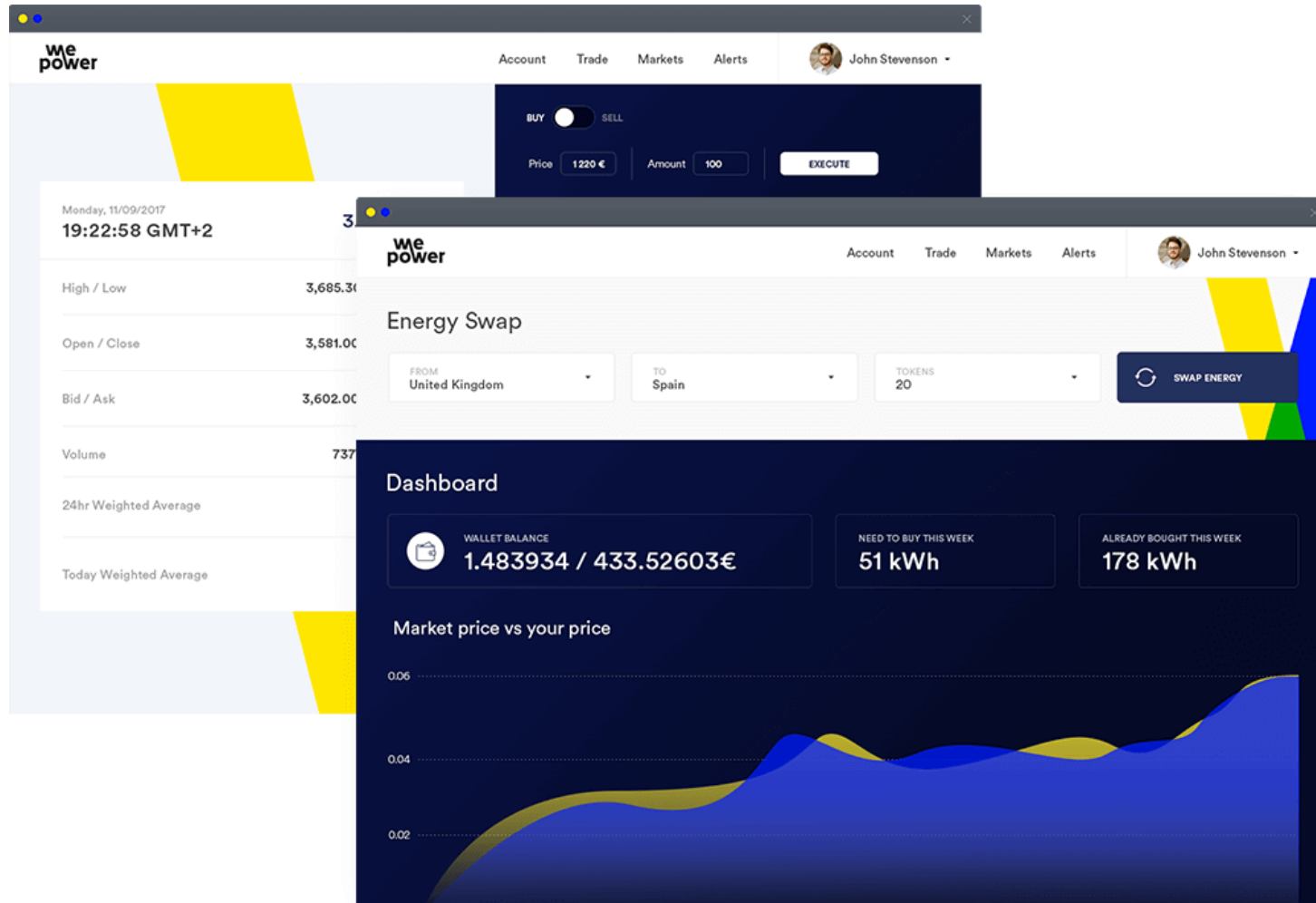
# Investment process with WePower

- The investment ecosystem for global renewable energy is simplified and open to more consumers. Investors benefit from better energy investment terms (lower costs & higher liquidity) and access to clean energy projects worldwide, making green energy a more appealing asset class.

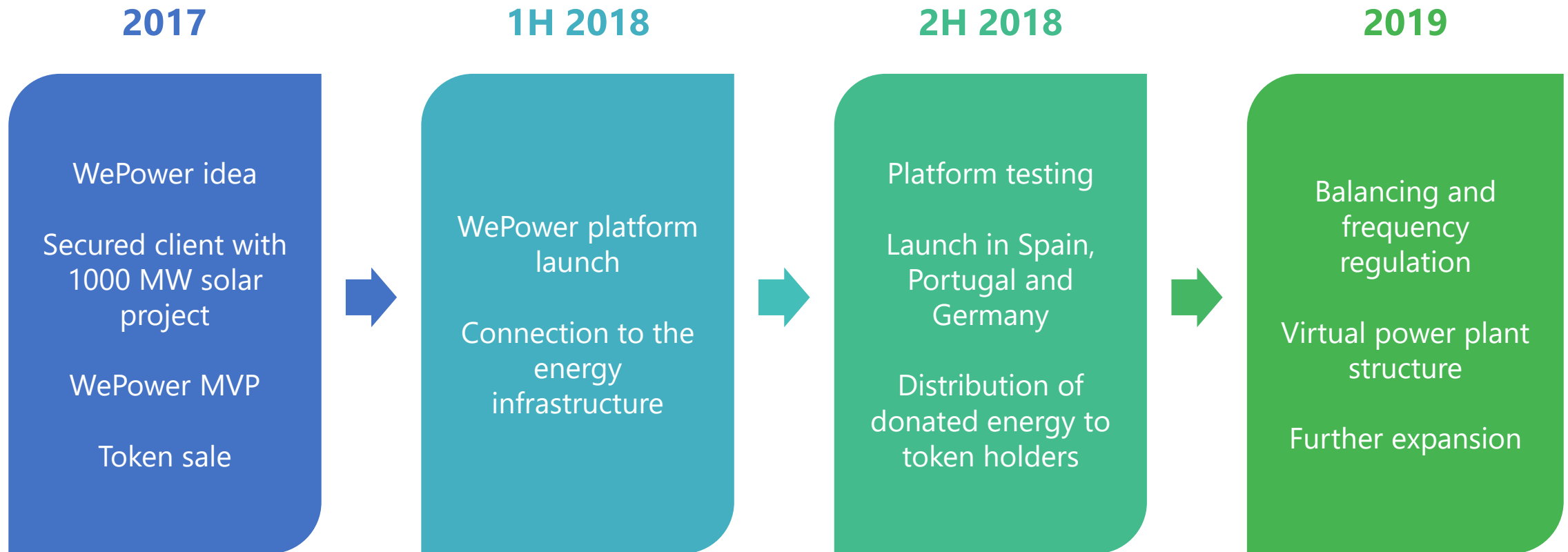


- WePower could stand to benefit as the percentage of renewable energy in the world goes from 24% today towards 100% over time, accounting for most of the \$11.5 trillion world energy use.

# Platform screenshot



# Development roadmap

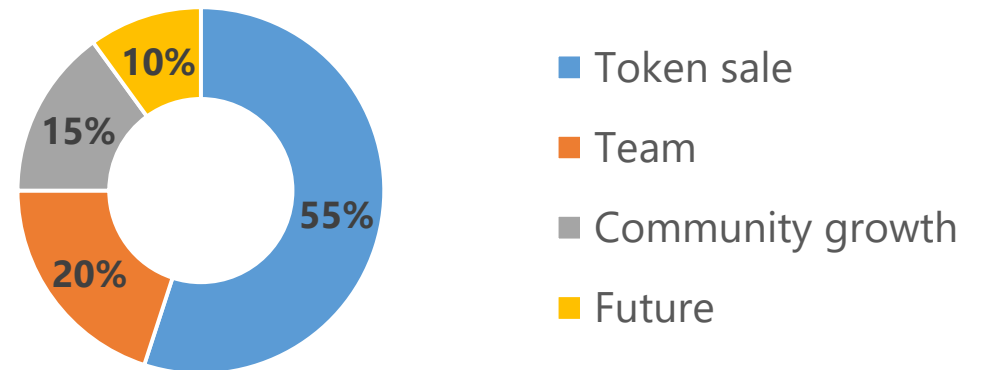


# WPR token sale summary

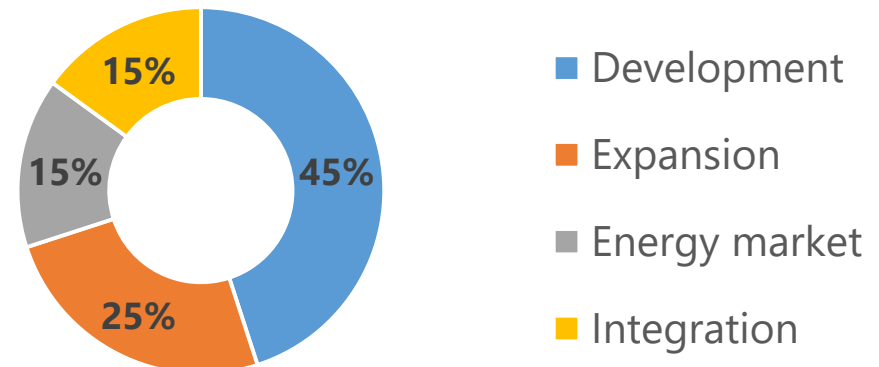
## ICO SUMMARY

- **Project name:** WePower
- **Token symbol:** WPR
- **Website:** <https://wepower.network/>
- **Hard cap:** US\$35M for 55% of total tokens
- **Conversion rate:** 1 ETH = 4,000 WPR
- **Max market cap at ICO (fully diluted basis):** US\$65M
- **Bonus structure:** 1 ETH = 4,600 WPR until soft cap is reached (US\$5M)
- **Presale or white list:** Closed but WePower has reserved 1,000 randomly selected slots
- **ERC-20 Token:** Yes
- **Countries excluded:** USA
- **Timeline:** Begins February 1, 2018 and will last 14 days
- **Token distribution date:** When hard cap is reached or token sale ends

## TOKEN ALLOCATION

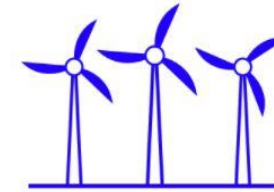


## USE OF FUNDS



# Use of WPR tokens

- WePower has a 2 token system: WPR token and energy token worth of 1 kwh.
- WPR token holders will receive 0.9% of energy tokens produced by renewable plants and get 48 hours priority access to participate in auctions for purchasing tokenized energy.
- WPR token holders are also entitled to no less than 0.9% of tokenized energy donated directly by the renewable energy providers. They can use this energy, sell it before its production, or sell it to the wholesale market when it is produced.



Green energy producers donate 0,9% of the energy financed through the platform



WPR tokens accrue green energy donated by renewable energy producers



WPR token holder can use or sell the donated green energy once it is produced

## THE TEAM

# Who are the people behind WePower?



**Nikolaj Martyniuk**

Co-Founder, Energy

Background in international renewable energy development ranging from plant construction to energy sales through independent energy suppliers. He is responsible for overall strategy and business development for WePower. He is also a founding partner of the Smart Energy Fund.



**Artūras Asakavičius**

Co-Founder, Investments

Background in regulation and fintech. He has led a team of lawyers responsible for all Fintech, blockchain, and cryptocurrency related business/regulation at the law firm Sorainen for the past 5 years. He is chairman of the Lithuanian Fintech Association and recognized as a Lithuanian Crowdfunding Patron by the EU Commission.



**Kaspar Kaarlep**

CTO, Energy

Previously the CTO of a large national DSO, and has worked on green energy integration from different angles for 7 years. He was responsible for the DSO strategic plan and their Smart Grid technology roadmap along with management of the IT architecture.



# The opportunities

- The team is able to secure a number of solid companies agreeing to work with WePower, which helps creating supply when the platform is launched and demonstrates the team's capabilities.
- This project demonstrates what blockchain can do and shows an innovative way to tokenize assets.
- From the tokenization of energy, energy construction projects can save on fundraising costs and are able to improve the return on equity, thus they can provide more affordable energy.

## Energy partners



## Strategic partners



# Our concerns

- The energy sector is highly regulated and the landscape is different in each country.
- Even if the project successfully hits its own growth project, the risk-adjusted return is not high.
  - If we apply a 25% discount rate for the projected energy received and assuming an ether price of \$1,000, the total return on the 10 ETH investment over a 6-year period is 67%, or only a compound annual growth rate of 9%.

## WePower growth projections:

\*kWh price 0,04 EUR

Year	1st year	2nd year	3rd year	4th year	5th year	6th year
1. MW financed through WePower	1 000	4 000	16 000	32 000	64 000	128 000
2. Facilitated financing through WePower kWh	5 500 000 000	22 000 000 000	88 000 000 000	176 000 000 000	352 000 000 000	704 000 000 000
3. Facilitated financing through WePower EUR	220 000 000	880 000 000	3 520 000 000	7 040 000 000	14 080 000 000	28 160 000 000
4. Donation Of Energy 0,9% in kWh	49 500 000	198 000 000	792 000 000	1 584 000 000	3 168 000 000	6 336 000 000
5. Donation Of Energy 0,9% in EUR equivalent*	1 980 000	7 920 000	31 680 000	63 360 000	126 720 000	253 440 000
6. WPR supply (limited amount as an example)	270 838 258					
7. Donated energy per WPR, in kWh	0,3655	1,4621	5,8485	5,8485	11,6970	23,3940
8. Donated energy per WPR in EUR equivalent	0,0146	0,0585	0,2339	0,2339	0,4679	0,9358
9. Energy Received per 10 ETH contribution, in kWh	3655,32	14621,27	58485,09	58485,09	116970,18	233940,36
10. Energy Received per 10 ETH contribution, in EUR	171,80	584,85	2339,40	2339,40	4678,81	9357,61

# What do we recommend?

## For flipping: **Positive.**

- The team, idea, bonus structure, and market awareness are all above average. We believe it should do well as long as the current correction is not protracted.

## For long-term holding: **Neutral.**

- Even using the company's own growth project, the return of tokens from the 0.9% donation is unattractive. We like the idea of the project, but unless WePower's clients tokenize a much higher portion of their energy than projected, we don't think holding WPR tokens for the 0.9% donation is worth it.

***CrushCrypto***