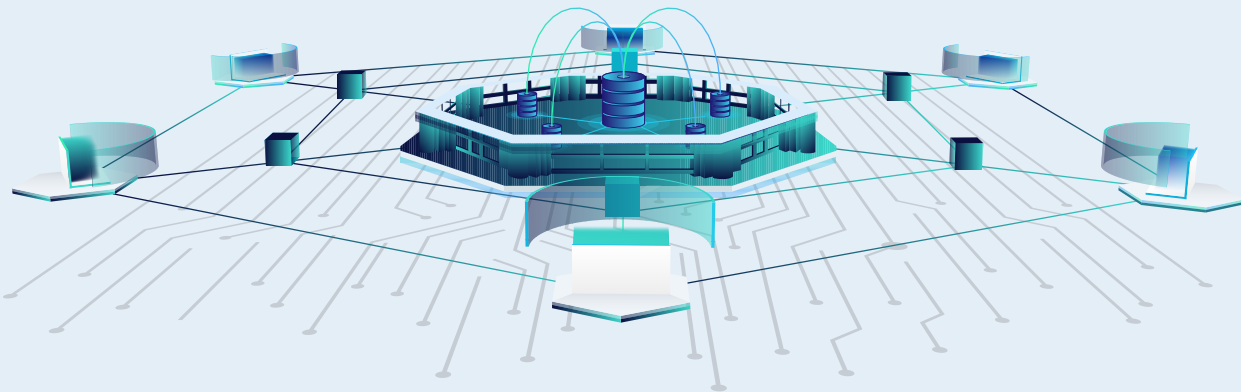




WPPENERGY
World Power Production

GLOBAL GREEN ENERGY BLOCKCHAIN PLATFORM



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EXECUTIVE SUMMARY

Renewable Energy currently represents just under 25% of the world's total energy production and forecasts indicate by 2040 that share will increase between 33-40%. We believe the latter number is achievable and in fact can be surpassed. To do so both existing and new green technologies must be efficient in their promotion, distribution and barriers removed for market adoption. To convincingly outmaneuver and outperform the polluting, toxic, and often lethal fossil fuel market, the global renewable energy market needs to have a highly organized central hub for the transacting of green energy supply

Enter the Global Green Energy Platform which will not only disrupt the fossil fuel industry but through the use of blockchain technology will also reduce dependency on utility companies who traditionally serve as the overpriced intermediaries between electricity producers and end buyers.

WPP empowers end buyers to purchase green energy equipment and electricity supply at a minimum possible market rate and buyers will be incentivized with rewards for "Going Green". Buyers will make informed decisions based on an incredible set of energy solutions provided in the platform.

Given the massive scale and importance of the disruption we propose and the market power of the existing participants, we expect push-back from the market we intend to disrupt. The importance of what we propose and the massive resulting change to the health of our planet and those who live on it and making energy much more affordable is well worth taking some punches along the way.

ANATOMY OF THE PLATFORM

WPP's Global Green Energy Blockchain Platform consists of an eco-system of five or more major elements:

1. Renewable energy global supply grid and accompanying marketplace where green electricity supply is bought and sold between producers/suppliers and end buyers by using WPP Tokens, that are smart contract enabled to represent an underlying asset, namely an energy supply contract that is ready to be agreed to and purchased outright or with fractional ownership in some cases. The contract can also be resold on the platform if the original buyer decides to do so. As the transaction facilitator WPP will offer 2 financial settlement options to the end energy supplier: Fiat currency or WPP Tokens, with WPP Tokens carrying additional incentives over fiat to encourage cryptocurrency adoption within the green electricity supply industry.
2. Physical goods marketplace where renewable energy products of all sizes, all quantities and all commercial value ranges are bought and sold globally between manufacturers/suppliers/distributors and end buyers of all types. WPP Energy's own products will also be listed for sale. All suppliers will be provided a robust set of tools to upload their inventories and buyers will also have tools to quickly locate items of their interest. This will be a B2B, B2C, C2C, P2P global marketplace focused on providing wide range renewable energy products, including recent inventions in green energy technology, from innovators looking for ready early adopter customers. Fiat, Credit Cards and WPP Tokens are the accepted payment methods in this marketplace.
3. a) Green Energy Rebate Program. WPP Tokens paid out as a rewards system to promote conducting green energy transactions on the Global Green Energy Platform.

b) WPP ERC20 Wallet and Mobile App. WPP Token rewards earned from the Green Energy Rebate Program will be sent to a users WPP Wallet which can then be loaded into app and spent goods and services on the Global Green Energy Platform Marketplaces or on a separate "rewards marketplace" which will follow with a wide range of products available from various participating companies also willing to reward users for "Going Green".
4. A Trust, Reputation and Feedback system all managed on the blockchain to underpin elements 1 and 2 above. This will help create the necessary confidence for parties to transact with one another.

5. Cryptocurrency Exchange feature that will convert fiat currency, credit cards and cryptocurrencies into WPP Tokens, the primary transactional currency of the Global Green Energy Platform. The Crypto Exchange will also evolve after launch to include the electronic trading of carbon credits, a financial incentive to curb emissions.
6. Potential future initiative: a separate crowd funding market where green energy innovators are provided a venue to engage the WPP member userbase to source their need for external investment to launch or scale up a promising green energy initiative.

The following is an outline of the renewable energy supply grid and the development of the accompanying P2P decentralized global green energy supply marketplace along with a distributed storage system for data collection from the participating energy producers for safe secure and easy energy transaction at a wholesale rate to the energy suppliers anywhere, anytime. Use of Smart Contracts through WPP Token on a distributed storage system on a permissioned ledger will help avoid any attempted disruption or blocking of what will be energy industry changing transaction methods and increased market pressure to lower costs based on the exposure of much lower prices offered in the Global Green Energy Platform Marketplace. WPP will be using a permission based blockchain model to avoid mining and to ensure we are not adding to the present and growing energy crisis caused by crypto mining.

The project will be an intuitive user friendly cross platform web and mobile application which will allow the energy buyers and energy sellers to connect and do the energy transaction below the wholesale price bypassing the utility companies.

This document covers details about the product vision which will be a complete global green energy solution for green energy cryptocurrencies, green energy goods and supply transaction.

PRODUCT VISION

WPP Energy has been a leader in the global renewable energy market trying to use innovative and disruptive technologies to produce and provide the most affordable and clean energy to the world. This revolutionary global renewable energy marketplace will be a complete global green energy solution facilitating the worldwide electronic trading of energy supply at wholesale prices from Green Energy Suppliers in a B2B, B2C and P2P focused Blockchain marketplace platform targeting buyers around the world who wish to purchase, trade or resell renewable energy supply and related products and services.

A blockchain platform managing the entire Trust/Reputation, Privacy, Identity, Record Keeping, Digital Assets (energy contracts), Financial Settlement, A Going Green Reward based rebate program under one roof.

WPP Token will serve as a featured payment method for all energy transactions conducted through the Platform. Users will be required to use WPP Token for most transactions on the platform. WPP Token will be obtained from the WPP Exchange Platform by converting fiat or other cryptocurrencies into WPP Tokens. The combination of the Global Green Energy Platform and the use of Smart Contracts through WPP TOKENS as the featured payment method for Platform participants will accomplish a sharp reduction in energy prices for buyers using the platform and will capture market share from the harmful polluting fossil fuel Industry.

A distributed storage system of data feeds between the Global Green Energy Platform and participating Green Energy Producers to implement the provenance traceability of hydrocarbon emission and also to capture the data transmission on the type of energy available, the amount of energy available for purchase, the price of the energy, the location & distribution network of the energy (present and future), data metrics revealing how green the suppliers energy is.

The distributed storage of data will be more significant to suppliers who have a broad energy distribution network in place to attract as suppliers providing energy in multiple nations. Once the product starts scaling and gaining traction the end consumers will also be given tools on the platform to organize themselves to express an aggregated energy supply demand to a green energy supplier who is interested in growing their energy distribution network into the community expressing interest. This will also facilitate the electricity producers to make current and future infrastructure and distribution decisions based on captured demand in the platform.

Buyers will be able to use data sorting tools provided, after entering through a global energy grid/map interface, to find green electricity supply data which is relevant to them. Use of a smart contract enabled WPP TOKEN as a featured method of payment will provide the ideal environment for the automatic processing, recording and tracking of a large number of transactions globally will help reduce operating/payment processing & record-keeping costs through automation.

The second phase of the product will involve an aggregator platform for green energy hardware (such as solar, wind or hydrogen energy hardware) which can be purchased by users of the platform and delivered throughout the world to the doorstep of a buyer with an installation coordinated with a technician on the ground.

This will not only facilitate the green energy adoption by users of a specific geography, but will also ensure the green energy is reaching to the end user in the most affordable and convenient manner.

PROJECT REQUIREMENTS

PROJECT REQUIREMENTS

The application will consist of a User onboarding, KYC, Identity management, Smart contract deployment, B2B marketplace for energy transaction, WPP Token for transaction and a distributed storage system on permissioned blockchain.

USER ONBOARDING

In order to start trading on the platform, user registration is mandatory. The users will be registered through email verifications followed by mobile verification, username creation and KYC process completion.

KNOW YOUR CUSTOMER (KYC) IDENTIFICATION & CUSTOMER DUE DILIGENCE (CDD)

The system will collect sufficient information from each producer, seller and the buyer who have opened an account to enable the customer to be identified; record CDD information and the verification methods and results; provide the required adequate CDD notice to customers that we will seek identification information to verify their identities; and compare customer identification information against the IDs issued by the government.

REQUIRED CUSTOMER INFORMATION

Users who have opened an account need to provide a scanned copy of photographic ID and proof of address, prior to being allowed to trade.

LACK OF VERIFICATION

When the system cannot form a reasonable belief that we know the true identity of a customer, we will deactivate the account or keep it in deactivated status; close an account after attempts to verify customer's identity fail; and determine whether it is necessary to inform the FSC or FCU in accordance with applicable laws and regulations.

RECORDKEEPING

We will keep logs of our verification, including all identifying information provided by a customer, the methods used and results of verification, and the resolution of any discrepancies identified in the verification process.

TO CUSTOMERS

The system will provide notice to customers/inform them by email that the system is requesting information from them to verify their identities, as required by law, when the customer wants to activate their account for doing any operations on the platform.

B2B MARKETPLACE - GENERAL CAPABILITIES

B2B TRANSACTIONS

Business transaction is between producers of renewable energy and end users/buyers (in this model the buyers are consumers, businesses and entities)

The proposed transaction contemplates:

1. producers selling energy directly to end buyers
2. the energy transactions be facilitated on a digital platform that allows for buy sell transaction to take place by smart contracts on a permission based blockchain with a cryptocurrency digital token being the digital asset that is traded in the platform.

PRODUCER

API data feeds to be established between the “Global Green Energy Platform” and participating “Green Energy Producers” who are required to data transmit - the type of energy available

- - the amount of energy available for purchase
- - the price of the energy
- - the location & distribution network of the energy (present and future)
- - the data metrics on how green the energy is.

SUPPLIER/SELLER

Suppliers who have a broad energy distribution network in place will be more desirable to attract as suppliers to the platform and some of the suppliers are providing energy in multiple nations.

BUYER

The buy side initially will have midsize to large businesses looking for affordable clean energy globally.

A smart contract enabled Token is being generated to represent and track buy sell agreements between two parties who transact on the platform and also to serve as a featured payment method for all energy transactions conducted through the Platform.

Use of a smart contract enabled “WPP TOKEN” as a featured method of payment will provide the ideal environment for the automatic processing, recording and tracking of a large number of transactions globally. The token represents the energy supply contract between the supplier and end buyer where numerous details are agreed to.

The platform will collect the buyer’s data necessary to engage in an energy transaction, and when users wish to bid on or purchase an energy contract listed by a supplier that (KYC required from the user) data will populate the smart contract.

The proposed digital platform transactions use a permission based blockchain model to avoid mining and to avoid adding to the related present and growing energy crisis. Reaching consensus algorithm options exist that do not require any mining.

Our focus is on creating direct energy supply (smart) contracts between end supplier and buyers.

ENERGY CONTRACTS/GRID

Contracts or services are offered by Suppliers.

- Green Energy Contracts

Additional details are given by the suppliers for allowing buyers to select prospective suppliers.

- Post Energy Contracts with details
- Browse Energy Contracts
 - Contracts Fulfillment
 - Contracts Pricing
 - Contracts Review and Q&A

NAVIGATION AND CATEGORIES

- Finding contracts by browsing through product categories, attributes, facets.
- Taxonomy considerations.

SEARCH & FILTER

- A proper mechanism is provided by the portal which eases search for suppliers.
- Search rules, parametric search, type ahead, filtering, result sets, pagination

PRODUCT RESULTS AND FILTERING

- Viewing and interacting with search and energy contracts categories results with faceted navigation.
- Basic Filtering

QUOTING AND CONFIGURATION

- Request for Quote, Add to quote, Configure to order, Quote to order conversion
- Pricing Override/Multiple Pricing
 - Offer personalized pricing based on login to different customers.
- Inquiry Generation Form:
 - Gather customer enquiries and offer special pricing to get bigger ticket sizes.

PURCHASE/TRADE/ORDERS

- Order placement, transmission, order management, order status.
- Minimum Order Quantity
 - Set up minimum order quantity to maximize profit from bulk purchase.
- Quick Ordering

PAYMENT/INVOICING

- Methods of payment accepted.
- Contractual elements of transactions can be supported and audit trail for purchase as well as invoicing can be included.
- WPP Tokens: Use of a smart contract enabled "WPP TOKEN" as a featured method of payment. WPP Token to buy and sell the energy credits.

TRACK ORDER AND CANCELLATION PROCESS

- View Order Status
- Cancel Order

MY ACCOUNT

- Quotes, Purchase lists, Track orders, Track returns.
- Account settings
- Contract terms and conditions

SEARCH & FILTER

- A proper mechanism is provided by the portal which eases search for suppliers.
- Search rules, parametric search, type ahead, filtering, result sets, pagination

IDENTITY MANAGEMENT

- Identity management of the producers, suppliers and the consumers/buyers
- Customer profile
- Customer Categorization
 - Customer Categorization based on qualification of its suppliers/buyers based on credit

BUYER

Our focus is on creating direct energy supply smart contracts between end supplier and buyers. The proposed digital platform transactions use a permission based blockchain model to avoid mining and to avoid adding to the related present and growing energy crisis. Reaching consensus algorithm options exist that do not require any mining.

A smart contract enabled Token is being generated to represent and track buy sell agreements between two parties who transact on the platform and also to serve as a featured payment method for all energy transactions conducted through the Platform.

DISTRIBUTED STORAGE SYSTEM (TO STORE AND SHARE DATA ON PERMISSIONED LEDGER)

- Distributed storage system to collect the data from the participating Green Energy Producers who are required to data transmit
 - - the type of energy available
 - - the amount of energy available for purchase
 - - the price of the energy
 - - the location & distribution network of the energy (present and future)
 - - the data metrics on how green the energy is.
- Customer information is stored, selective disclosure is to be deployed to ensure the most sensitive customer data is protected.