ECOSTART

Watch Video

You must be the change you wish to see in the world

If our generation does not do the impossible, waiting for us unthinkable»

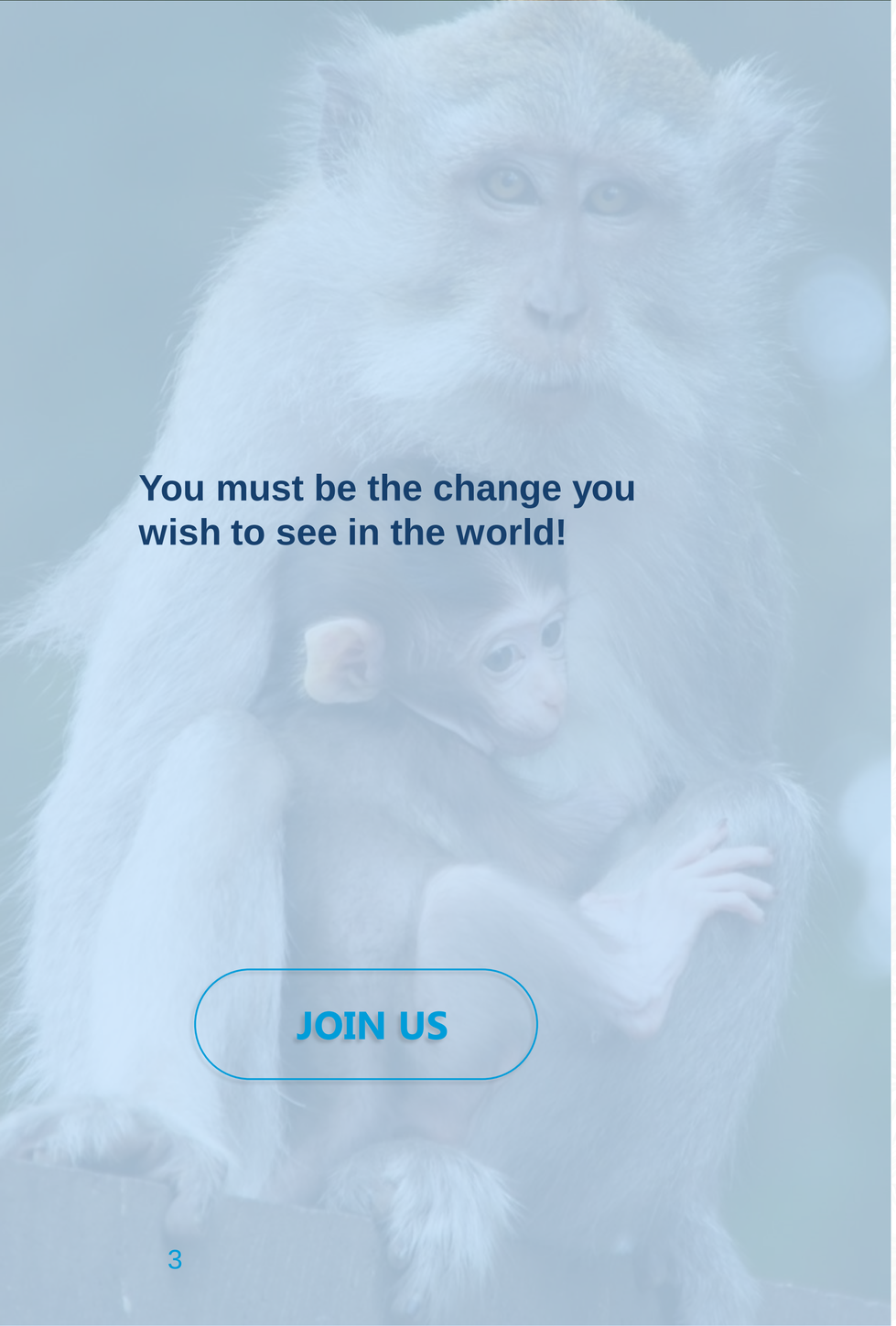
Petra Kelly

Vision

We have a vision to become a global multi-functional platform for business support in green tones, with leadership and a strong business conscience.

Mission

To contribute to the sustainable development of the world community in which everything is interconnected: environmental issues and economic development challenges, the successes of technological progress of mankind and ensuring a high quality of life for all inhabitants of the planet



You must be the change you wish to see in the world!

JOIN US

CIVILIZATION CHALLENGE

How much do we invest in the environment?

A particle of "eco" in the word "ecology" in translation from ancient Greek means "home". Our house is the whole Earth, but we allocate too little money for its maintenance. Currently, investments in the environment are only 1% of GDP.

How much should we invest in the environment?

According to experts on the environment, to stabilize the environmental situation at the current level, it is required to invest at least 3% of GDP in order to improve it - at least 4% of GDP, for radical changes – at least 5% of GDP.

Thus, investments in the environment need to be increased 3-5 times!

The main problem of ecology

Insufficient investment in green business and into ecology.

EXISTING PROBLEMS

Traditional Institutions investing in ecology

- Investment Funds
- Ecological funds (EF)
- Banking organizations
- State organizations
- Private investors and angels

The main problem facing environmental projects is a deficit of financing. Even those projects that manage to secure funding through traditional institutions also face disadvantages.

Problems of the traditional system Investments

- Expensive and slow services
- Not a public investment process without involvement of the public
- The dominance of large financial groups
- Politicization, which impedes the implementation of global projects on our Common planet
- There is no coordination of activity between various investment institutions when they investing environmental projects.
- There is no mechanism for attracting investors with small amounts.
- Small but effective environmental projects often do not have the ability to scale because they lack fame or publicity.

FIGHTING BACK FOR THE PLANET

Environmental damage is one of the most acute problems facing mankind. EcoStart will help the planet to fight back, by using blockchain technology to support green businesses

KEY PROBLEM

The deficit of financing of “green” business and environmental activities.

ECOSTART

KEY BENEFITS

SOLUTION

1) A brand new, TECO blockchain platform with the ability to issue security tokens by companies to invest in their environmental projects
2) The marketplace, which will unite all participants in the environmental community
3) A decentralized Environmental Investment Fund (EIF)
4) Crowdfunding and Fundraising services - for environmental startups and NPO

Market Access 24/7

Fast execution of transactions

Transparency

Lower transaction costs

KEY COMPETITIVE ADVANTAGES OVER TRADITIONAL INVESTMENT INSTITUTIONS

1. Independence and efficiency in raising funds
2. Involvement of all active participants and socially oriented business, including investors with small capital, in solving environmental problems
3. Lack of dependence on government services and global financial groups
4. Transparent system for attracting and controlling the expenditure of funds and «green" technology of the blockchain EcoStart
5. Lack of intermediaries
6. The results of each project will be publicly available, which will allow investors to identify and help scale up environmental projects that are truly effective

WHAT ARE THE BENEFITS OF ECOSTART?

Startup

Can search for validated investors to fund their projects, receive crowdfunding or be funded through the EcoStart EIF

Ratings

All platform users are rated using a fair, decentralized review system

Investors

Can search for validated environmental projects to invest in

Volunteers

Can find validated environmental projects to work for

The experts

Platform users will have instant access to global environmental experts

*ECO*START PLATFORM FEATURES

Environmental Investment Fund (EIF)

Crowdfunding and Fundraising services

Security tokens Constructor

The marketplace for green business followers

Service for expertise, recommendations and ratings

Space Monitoring of the Earth’s Surface

Crypto Lottery

Motivation and reward system for volunteers

Private Cryptomessenger

FINANCING NEEDED

a. To develop the EcoStart platform and promote the project:

- $ 200K for the development of the platform, including on MVP - $ 30K
- $ 45K license for financial and exchange services
- $ 150K marketing, advertising and PR
- $ 570K operating expenses (office, salary, business trips, etc.)
- $ 300K conducting a Security Tokens Offering (STO) with obtaining permission from the SEC
- $ 35K contingency

Total $ 1.3 million

b. To create an environmental investment fund.
It is planned to place security tokens to create fund capital through conducting a STO :

- Soft cup - $ 10 K
- Hard cup - $ 25 K

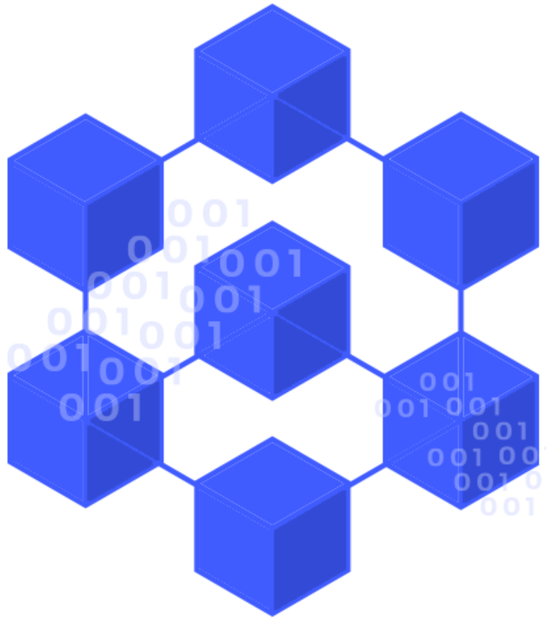
A total investment of 11.3 -25.3 million US dollars is required

$ 1,300,000 Investments in the project are made through the purchase of preferred convertible shares of EcoStart Corporation (Delaware)

INCOME MODEL

Platform fee

Income from IEF



% from the Crowdfunding and Fundraising services

Revenues from crypto lottery

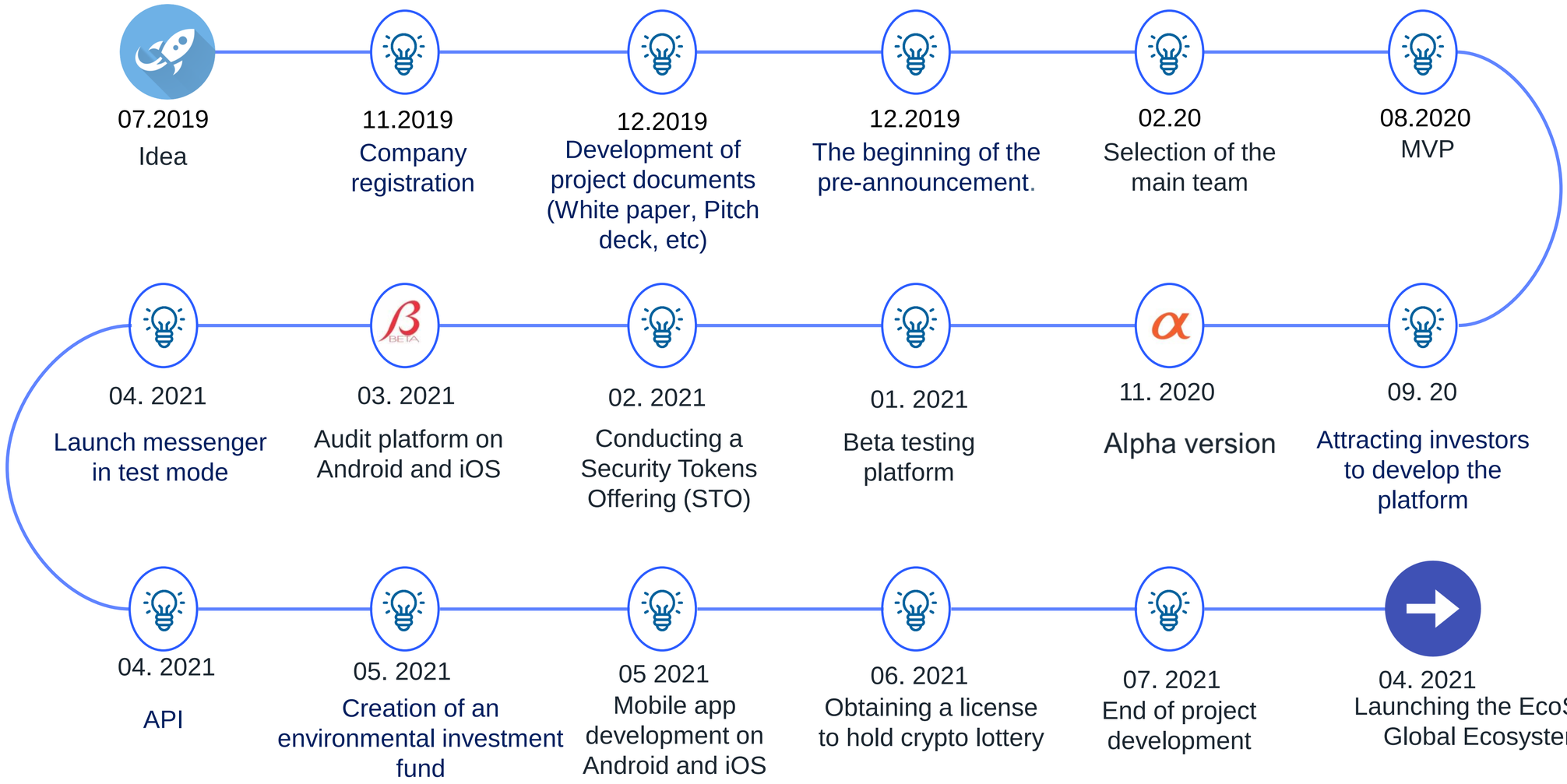
FINANCIAL PROJECTION

Indicators	Years			
	2 020	**2 021**	**2 022**	**2 023**
Revenues from sales	0,00	2,12	8,36	20,20
Variable costs	0,00	0,00	-0,01	-0,12
Marginal (gross) profit	0,00	2,12	8,35	20,08
Constant overhead costs	-1,02	-1,27	-3,60	-3,80
The cost of labor performers (production staff)	0,00	0,00	0,00	0,00
Management costs, thousand US $	-0,06	-0,69	-1,20	-1,50
Commercial expenses	0,00	-0,20	-0,30	-0,61
Earnings before depreciation, interest and taxes (EBITDA)	**-1,08**	**-0,04**	**3,25**	**14,17**
Basic financial ratios				
Capital / Cost of Capital		168,2	175,8	228,0
Profit / Cost of Capital		**0,0**	**17,6**	**75,6**

Hypothesis

We assume that by analogy with the law of Reed's Law that the usefulness of large networks can exponentially scale with the size of the network, the growth in the capitalization of the EcoStart platform is also subject to this law. In the EcoStart ecosystem, participants can not only interact with each other, but also create their own security tokens. There are new communities within the EcoStart ecosystem (companies within the company (EcoStart platforms), so the capitalization (C) of the EcoStart platform can be proportional to K ~ 2n (2 to the power of "n - the number of participants"), rather than directly proportional to the number of participants.

ROAD MAP
*ECO*START



OUR TEAM

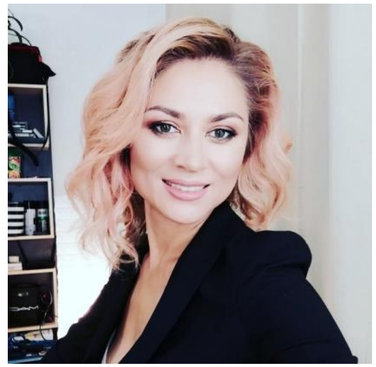
Olga Bergen
CEO, Co-founder

Sergey Bershadsky
CTO

Dhana Timilsina
Chief strategy officer

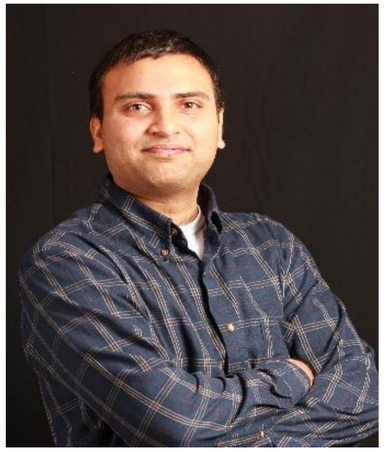
Aleksandr Goldobin
CFO,Co-founder

Nikita Goldberg
Sales Manager



Polina Gutnik
Chief Community Engagement Officer (CCEO)

CONSULTANTS AND ADVISERS



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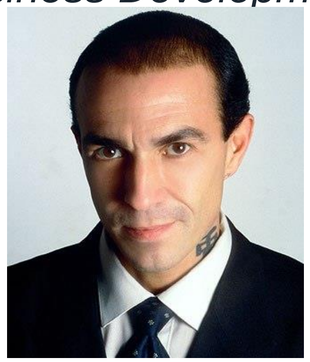

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