zeLoop

The Plastic Circular Economy Reward Platform

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hello@zeloop.net

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Welcome

The Plastic
Circular Economy
Reward Platform

A new platform engaging consumers in the plastic
circular economy and contributing to reduction of
plastic waste that litters our planet.

Contents

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Executive Summary

ZeLoop's goal is to provide a new platform engaging consumers in the plastic circular economy and contributing to reduction of plastic waste that litters our planet.

Zeloop is an innovative, responsible eco-friendly app! A B2B2C and B2B Freemium Application by way of subscription.

It is an innovative, responsible eco-friendly app! A B2B2C and B2B Freemium Application by way of subscription. ZeLoop counts the used bottle you have gathered and brought to dedicated collecting points but most importantly, rewards users for this eco-friendly action. Thanks to our app, collected plastic bottles can be exchanged for goods and services from a sustainable source and eco-friendly use with specific discounts and can also be used to make charitable donations.

It is a unique proposal mixing real life and virtual life actions in the form of a game.

With the ZeLoop platform, you can collect rewards in return to the deposit of plastic to collection points or upon completion of actions that corporate members or organization will initiate through request in the game. The platform will also have a forum where tips for contributing to the circular economy and the protection of the environment can be shared and those gaining the most votes will also allow their authors to earn rewards.

Gamification is an excellent example of how technology can motivate people into action. People are 10 times more likely to engage with a reward or prize. We therefore create a community with a high rate of attachment by finding a way to increase the engagement of our users, so they are encouraged to use the application and come back frequently.

Executive Summary Cont'd

Eco Reward Token is an utility token which is supporting the ZeLoop application .

The more you collect and contribute to the community, the more your avatar will level up, each level giving new rewards.

Through the use of the Ethereum blockchain, ZeLoop creates the Eco Reward Token. It is an ERC20 Token serving as cryptocurrency for environment-conscious communities that will be used to rewards users with tokens once they achieve certain milestones and upon plastic bottle collection.

Eco Rewards Token is a utility token that is required for running the ZeLoop application and future environmental applications that can be added to the network.

The main crypto element is a token reward system/loyalty system, which will transform eco-friendly efforts into cryptocurrency and a token economy around a prize pool and more. This whole business is pegged to making bottle collection valuable to the consumers who give back their bottles at the collection points.

The adoption of blockchain technology in many industries is an indication of the potential of improvement that the technology carries over multiple sectors. ZeLoop is a "two-step" solution: enabling adherence to eco-friendly actions through gamification and enabling users to earn redeemable points while participating in the plastic circular economy.

Mission and Business Purpose

Our planet is suffering from plastic littering and if we don't do anything, our environment will be plasticised by particles inside every living animal while plastic will accumulate in oceans to the point there will be more plastic in weight than fishes in the oceans by 2050.

The issue is not about plastic as a material, it is about how we use and dispose it.

Our mission is to join forces, make together a significant impact and curve down plastic misuse.

We need new mind set and new behaviours.

We can all contribute to that change.

Our business purpose is to develop a mobile Application that will motivate and guide consumers on waste collection, reward them using a crypto currency and prizes, building a community of everyday heroes sharing tips, achievement and experience. Gamification will be applied with a disruptive gaming model from "pay to win in virtual life" to "play to earn" in real life while caring about the environment.

We are creating an ecosystem giving value to pro-environmental behaviors, providing continuity to all stakeholders applying sustainable practices towards a circular economy.

ZeLoop will become part of the solution for a litter-free World.

Our ambition is to turn as the main driver for consumers to act differently, making the Earth healthier.

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Market Analysis

Plastic waste is highly visible. While 1 million bottles are produced every minute in the world along a total 78 Million tons of plastic per year, 32% end in nature and 40% in landfill. One estimate that 8 million tons end in oceans every year affecting biotopes. It kills animals that ingest plastic parts and diffuse as microparticles that will integrate the food chain. By 2050, there will be more plastic in weight in the oceans than fishes.

80% of that pollution comes from the land with five countries in Asia contributing to over half of the land-based leakage.

Rising volumes of litter and highly visible ocean plastic, are putting pressure on governments, businesses and consumers to address the environmental impact of beverage container waste.

The European Commission has put in place new regulation with more challenging targets for recycling, collecting and waste reduction as well as a ban on landfilling of separately collected waste. The European directive put in force by 2021 will impose ban of certain single-use plastic items and increase obligation to use minimum recycled PET to 30% in PET bottles (PET is the dominant material for beverage bottles) to the point that recycled PET may become more scarce than virgin PET.

Other countries in the world are contemplating the implementation of similar regulations. We can anticipate that the world will soon become a large market for circular economy initiatives and notably loops for plastic waste, bottles and flexibles.

While government are working on setting a regulatory frame to the plastic economy, producers are working on redesigning packaging to use less

Plastic waste is highly visible. While 1 million bottles are produced every minute in the world along a total 78 Million tons of plastic per year, 32% end in nature and 40% in landfill.

material, integrate non fossil fuel-based plastic and increase the efficiency of the production chain. They are also taking initiative to mobilise consumers, get involved in educational programs and engaging themselves to reduce their environmental impact.

Municipalities, environmental organization and consumers are multiplying initiatives to tackle the plastic problem on the planet and on our own health as well.

There is no doubt that plastic is a very useful material that helps humanity to progress further and, in many applications, it can't be replaced by a better material or by a material with less impact (that has to be measured from cradle to cradle). The issue is then not about the material but how we use and dispose it. If one can think about Reusing, Recycling, Rethinking and simply reducing the use of plastic, because of its physical properties, one could imagine to use it in a loop endlessly. Circular economy is a recent concept, with a new industrial recycling infrastructure to set up and new behaviors of all the stakeholders of the global and local loops. Today collection is the main pillar allowing to close the loop of circular economy and step away from the linear economy model we inherited from the industrial revolution: take resources from the planet, make, use and waste.

Collection performance varies from countries to countries with some champions almost recovering 100% of packaging and collecting most of the bottles. It shows the way forward but it is very difficult to scale-up as collection is a capability developed locally. Those champions have deposit systems in place to push consumers to bring back used packaging. However, deposit system are not easy to implement depending on the environment policies and strategies in some countries and the collecting systems already in place by municipalities.

Rewarding is then the key to successful collection and as our program wants to contribute to the reduction of plastic waste on Earth, what is more natural than thinking about a reward program that will provide continuity to all stakeholders towards this common goal while leveraging local existing capabilities.

Our market is global and our impact is truly local with priority focus on countries very far from a circular economy objective. Ideally every bottle produced should turn into fresh new bottle. We are starting with plastic bottles but other plastic objects and other waste end in nature. Our reward system platform can also

"Rewarding is the key to successful collection. Our program will provide continuity to all stakeholders working for the reduction of plastic waste on Earth."

host any other applications on any other recycling challenges.

We have selected the mobile phone as the universal vector of our rewards system. The 8 billion mobile subscription mark has been passed in 2017, making its penetration over 100% of world population. However, to survive in the overwhelming choice of App, it has to have a sense of purpose; do something good for the planet, make Earth healthier and then it has to maintain engagement and loyalty to the App.

That is where we are introducing the second innovative element of our proposal, the App will be gamified, applying game mechanics to otherwise non game scenarios. Studies showed this approach plays on our inner desire for feedback, success and reward. Consumers give preference to systems with a game interface and would lean towards those giving rewards. The New York Times has classified gamification as "the latest revolutionary idea". This market could reach 10,2 billion USD by 2020.

The Use of Blockchain

Blockchain is a foundational emerging technology of the Fourth Industrial Revolution, much like the internet was for the previous (or third) industrial revolution.

Blockchain has the ability to bring out an enormous breakthrough with its decentralized infrastructure distributed and immutable ledger and advanced cryptography that could transform many existing processes in business, governance and society.

With the help of this technology, the facility can come to people's hands allowing participants in the network to own a piece of the network by hosting a node (a device on the blockchain) and control their own records and therefore, obtaining the general management of their own information.

The technology was created to combine privacy and security during transactions. To put it simply, we can represent the Blockchain as a register written in indelible ink, which keeps track of all information issued. An information is written on a "block", which is added to the "chain." What works as much for economic transactions, information, videos, music, everything can appear on the Blockchain.

We will implement a blockchain technology to ZeLoop application to allow users to share information, validate collected plastic amounts, get rewards automatically, exchange their token and donate in full transparency with the certainty it goes to the selected organization.

We are also creating the Eco Reward Token, a token that will support the reward engine of the App but can be used as support for other initiatives on circular economy that will be introduced during the scaling up of the platform.

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ZeLoop:
The Product

From the idea to create a support rewarding consumers for their actions to reduce plastic waste, we arrived at an application with the very ambition of bringing continuity to all stakeholders of a plastic circular economy without any leakage to the planet.

For this, we needed to apply the latest technologies such as blockchain combining it with revolutionary approaches such as gamification to secure maximum engagement and provide full transparency and reliability of the reward engine.

The concept then became that every time users collect, participate to challenges, or engage with the community, they earn Eco Reward tokens to purchase goods and services or simply exchange for money while their hero earns medals to climb the Collector status ladder.

Key Features

Dashboard

User's Hero will climb the Eco ladder thanks to the medals earned through all actions done. The dashboard will show the latest status the Hero and more: Eco Rewards Token accumulated and Total Bottles collected.
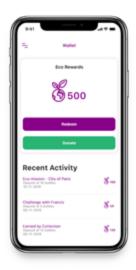
Eco Missions

Our Partners will initiate Eco Missions challenging the community or part of it on limited time actions. Winners will get more Eco Rewards and other cool gifts.

Forum

We added in ZeLoop a social forum where users can share stories, their experience, give tips to make our world entering in the new plastic circular economy. Stories are also a great way to share progress and enthusiasm among the users and create a fun way of interacting Users can also vote on the tips they like and the best one will be granted medals for their Hero.

Wallet

Users earn instant Eco Rewards when they complete a collection and their account balance is automatically increased. Eco Reward Token is cryptocurrency but we will make very transparent and easy the use of it, so that users can exchange for prizes or even actual moneys with no difficulty. It will also be very simple to donate all or part of Eco Rewards to a foundation or a responsible organization that we have selected.

Prize Pool

As Hero evolves, he will qualify for lucky draws to win goods ZeLoop and its partners will offer.

But users will also be able to get access to goodies they would like by converting their Eco Rewards token.

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Geolocation

Once geolocation is activated a map will show the user the nearest points of collection for fast and efficient deposit. So collecting and returning bottles can't be easier.

Competition

The user will be able to see how he is doing within the community. Emulation will drive more engagement and for the most competitive the possibility show how well they perform and have the deserved recognition.

Future Features

Donation

Give away Eco Rewards and help the planet to become healthier

Tontines Challenges

ZeLoop users will be given the possibility to challenge a friend or a group of friends on a limited period of their choice. Each participant will add token to the Tontine, a common pot. The winning user of the challenge will earn the Tontine. ZeLoop will take a small fee on all Tontine challenges. This will finance the Top up Tontine step where participants of a challenge can decide to increase the pot size. In such a case ZeLoop will top up the amount added to make the reward even greater.

Eco Reward Token

We have created the Eco Reward an Ethereum based ERC20 token that aims to become the preferred method of reward for the environment protection through the Ethereum blockchain.

The adoption of cryptocurrencies will change economics providing a transparent, traceable and immutable support for transactions in the sector of environment protection. ZeLoop is eager to pioneer the use of this technology of the fourth industrial revolution and uses Ethereum Blockchain for decentralization purposes and the creation of Eco Reward Token guaranteeing the best service and protection.

ZeLoop smart contract, computerized transaction protocol that executes the terms of a contract, will automatically reward its users by aggregating information collected through the mobile App.

Users will be rewarded according to their status in the application (free user / premium user).

It will be possible to increase the number of Eco Rewards collected for an action by becoming a premium user. These premium users will also be able to have their Hero progressing faster and participate in dedicated events with attractive prices.

Zeloop will create an online ecosystem for the sector of environment protection where potential contributors and customers can quickly and easily verify transfer of funds as part of their rewards.

Business Model

ZeLoop is an Eco-friendly App that rewards its users for their contribution to the circular economy and for a healthier planet.

It is a B2B & B2B2C model with a Freemium Application enabling its users to start using the platform for free and making an impact on the planet while earning tokens. Subscriptions are available in-stores online and on the internet. Free users will have access to the prize pool where they can convert their coins and qualify for lucky draws. Subscribers will have access to special events, discounts and faster accumulation of Eco Rewards and medals for their Hero.

Revenue Streams

Our App will provide continuity to all stakeholders of the plastic circular economy:

- Plastic bottle producers (like Coca Cola that accounts for 20% of all beverage plastic bottles sold in the world) that actively work on plastic impact reduction programs.

- Municipalities that are involved in waste management, concerned about their city's environment preservation.

- Environmental organization that mobilize companies and consumers on actions towards sustainability.

- Retails shops and supermarkets chains that want increase loyalty of consumers to their shops and play an active role on deposit schemes.

- Recycling actors that value plastic collection as a resource key for the financial balance of their activity.

- Producers of Reverse Vending machine specialized in the collection of bottles.

Those stakeholders will be offered to become partners of ZeLoop as sponsors or to pay a yearly membership. They will have the possibility to initiate Eco Missions; limited time actions to be done by users with a chance to win a prize and Eco Rewards purchased by them. Eco Missions will provide exposure of partners to the community.

> **"Zeloop is a B2B & B2B2C model with a Freemium Application enabling its users to start using the platform for free and making an impact on the planet while earning tokens."**

The company will get a margin from the difference of the prizes gifted by the sponsors and the facial value (token value) of those products/services in the prize pool.

Once operational, Tontine challenge will generate another revenue stream through margin on users' bets. This commission will be 20% for free users and 12% for subscribers. 4% of these commissions will be donated to our partner foundations and 4% used for Top-ups.

The forum will be the platform to generate advertising revenues on event and goods relevant to environment protection matters.

Premium subscription will be proposed at around 2 Euro monthly so entry point remains low and attractive. Gamification will allow the evolution of the App and in-App purchase for Hero customization is anticipated as a future revenue growth platform.

As ZeLoop will expend in several countries, we will set a franchise network to take care of each new country by developing a local network of partners creating locally Eco-values. The franchise network will provide an additional revenue stream.

ZeLoop Distribution Channels

Distribution via App Store™ and Google Play Store™ in-store/in-app payments in mature markets globally and direct payments via online credit card billing on the same markets.

Marketing Strategy and Budgets

Go to Market Strategy

The development of the ZeLoop will be structured around 5 pillars:

- Build a network of partners actors of the circular plastic economy and environmental protection
- Generate Brand Awareness
- Drive users base growth
- Scale up by extending geography and reaching beyond plastic waste.
- Revenue ramp up

Partners Network

Established network with all major beverage producers built by doing business in the industry for 25 years. We will have strong sale activity approaching also Municipalities, Environmental organization and recycling actors.

Generate Brand Awareness

Active management of social media, communication through partners and event creation will be the foundation of building a strong brand.

Users base growths

Several incentives built in the App will encourage organic growth thanks to the promotion of users; ambassadorship and broadcast of achievement to Social media and forum. Because the App is gamified, engagement will be stronger guaranteeing a higher rate of community expansion.

Scaling up

Geographic expansion is planned supported by key partners and a franchise network. Second direction of expansion will be by rewarding the collection of other recyclable materials through the application or by hosting other application on the Circular Economy reward platform.

Despite projections made on a very conservative base, breakeven is foreseen on third year of operation.

Revenue ramp up

After a pilot in one selected city, the App will be deployed in one country where collection rate is today poor. Then, we will start expanding to more countries.

Don't worry if all plastic is collected one day, the Eco rewards and the platform can be applied to other recyclable materials that are polluting our planet.

Marketing Channels

- Intensive use of Social media: Facebook, Twitter, Instagram, LinkedIn and more

- Online advertising channels (Facebook / Instagram Ads + Google Ads + Affiliation)

- Influencers: Brand ambassadors & tbloggers

- Partners channels

- Press Release

- Sponsoring

- Interaction with users on forum and use of the best contents

ZeLoop Metrics

Base for growth	Year 1	Year 2	Year 3	Year 4	Year 5
Countries	1	1	2	3	4
Memberships	10	42	100	230	480
Eco Missions	12	40	88	158	290
Users	10 000	34 000	115 000	265 000	565 000

Projections have been made on a very conservative base in order to work on a worst-case scenario for revenues and costs. That will provide space for additional growth and acceleration of ZeLoop ramp up.

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Projections and Revenue Analysis

Marketing Budget Allocation

In Euro	Year 1	Year 2	Year 3	Year 4	Year 5
Partner Network	80 250	80 250	150 500	150 500	155 500
General brand awareness	80 000	40 000	120 000	160 000	200 000
	160 250	120 250	270 500	310 500	355 500

Revenues Analysis

In Euro	Year 1	Year 2	Year 3	Year 4	Year 5	Cumulative
B2B revenues	60 000	388 400	748 600	1 597 400	2 646 300	5 400 700
B2C revenues	-	35 000	273 400	504 000	1 054 000	1 866 400
Total	60 000	423 400	1 022 000	2 101 400	3 700 300	7 307 100
Marketing costs	160 250	120 250	270 500	310 500	355 500	1 217 000
Network development	80 250	80 250	150 500	150 500	155 500	617 000
Product development and implementation	215 700	276 200	395 550	669 750	895 000	2 452 200
Overheads	109 250	143 250	201 500	214 500	228 500	897 000
Total	565 450	619 950	1 018 050	1 345 250	1 634 500	5 183 200
Net Margin	-505 450	-196 550	3 950	756 150	2 065 800	2 123 900

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P&L Profile

Chart legend: Profit | Cumulated Profits | Revenues | Expenses

X-axis: Year 1, Year 2, Year 3, Year 4, Year 5
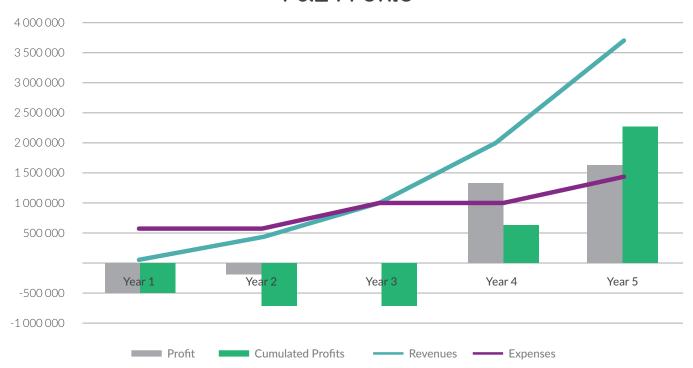
Y-axis: -1 000 000 to 4 000 000

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The Cryptocurrency Market

Current Status

"Since the introduction of blockchain technology, there has been a high demand for crypto assets on the markets with the likelihood of further increase."

The dawn of a new investment era began with the incredibly successful Ethereum ICO in July 2014. Those who invested an amount of just two thousand dollars in ETH at that moment watched their modest investment grow to more than 1 million US$ in 2017. The same applies to blockchain solution "Stratis". Only 12 months after its ICO, coin holders multiplied their initial investment by a factor of 600. In 2017, the cryptocurrency market capitalization went from US$16Bn to US$770Bn. Even if we experienced the "Crypto Winter" in 2018, the trend here is clear and should not be mineralized. Nevertheless, there are several obstacles before adopting cryptocurrency on a broader scale. It is challenging for non-tech-savvy users to easily enter the crypto markets. For one thing, there are no institutional guidelines or reputable partners to rely on. When coupled with the fact that the cryptocurrency market is in its infancy and is developing as a new sector in finance, it creates an environment of higher volatility.
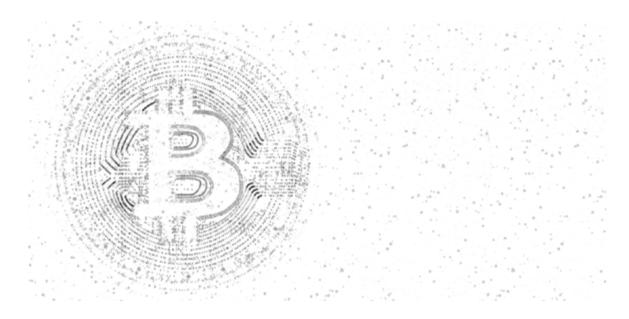
What is Cryptocurrency?

Cryptocurrencies use cryptographic protocols, or extremely complex code systems that encrypt sensitive data transfers, to secure their units of exchange. Cryptocurrency developers build these protocols on advanced mathematics and computer engineering principles that render them virtually impossible to break, and thus unfeasible to duplicate or counterfeit. These protocols also mask the identities of cryptocurrency users, making transactions and fund flows difficult to attribute to specific individuals or groups. Cryptocurrencies are also marked by decentralized control. Cryptocurrencies' supply and value are controlled by the activities of their users and highly complex protocols built into their governing codes, not the conscious decisions of central banks or other regulatory authorities. In particular, the activities of miners – cryptocurrency users who leverage vast amounts of computing power to record transactions while receiving newly created cryptocurrency units and transaction fees paid by other users in return – are critical to the currencies' stability and smooth function.

More importantly, cryptocurrencies can be exchanged for fiat currencies or other cryptocurrencies on special online markets called crypto exchanges. Each listed cryptocurrency has a variable exchange rate with major world currencies (such as the U.S. dollar, British pound, Euro, and Japanese Yen as well as major cryptocurrencies like Bitcoin, Ether or Ripple). This will also be the case with the token once it is listed. Most cryptocurrencies are characterized by finite supply. Their source codes contain instructions outlining the precise number of units that can and will ever exist. In the case of the Eco Reward, the maximum number of coins authorized by the code is 80 billion units. The first phase will only allow to mint 15,2 billion units. This makes a notable difference with fiat currencies where Central Banks can decide to create money at will.

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Due to their political independence and essentially impenetrable data security, cryptocurrency users enjoy benefits not available to users of traditional fiat currencies, such as the U.S. Dollar and Euro, and the financial systems that those currencies support. For instance, whereas a government can easily freeze or even seize a bank account located in its jurisdiction, it's very difficult for it to do the same with funds held in cryptocurrency – even if the holder is a citizen or legal resident.

Cryptocurrency & the Blockchain

A cryptocurrency blockchain is the master ledger that records and stores all prior transactions and activity, validating ownership of all units of the currency at any given point in time. As the record of a cryptocurrency's entire transaction history to date, a blockchain has a finite length, containing a finite number of transactions that increases over time. Identical copies of the blockchain are stored in every node of the cryptocurrency software network – the network of decentralized server farms, run by computer-savvy individuals or groups of individuals known as miners, that continually record and authenticate cryptocurrency transactions. A cryptocurrency transaction technically isn't finalized until it's added to the blockchain, which usually occurs within minutes. Once the transaction is finalized, it's usually irreversible. Unlike traditional payment processors, such as PayPal and credit cards, most cryptocurrencies have no built-in refund or chargeback functions, though some newer cryptocurrencies have rudimentary refund features. During the lag time between the transaction's initiation and finalization, the units aren't available for use by either party. The block chain thus prevents double-spending, or the manipulation of cryptocurrency code to allow the same currency units to be duplicated and sent to multiple recipients.

On the other hand, cryptocurrencies come with a host of risks and drawbacks, such as illiquidity and value volatility, that don't affect many fiat currencies. Additionally, cryptocurrencies are frequently used to facilitate grey and black-market transactions, so many countries view them with distrust or outright animosity. And while proponents tout cryptocurrencies as potentially lucrative alternative investments, some financial professionals view them only suitable for pure speculation. This is probably the single most recognizable benefit of ZeLoop. In essence, it is not just a cryptocurrency, it is a digital mechanism through which gold can be indirectly purchased in the easiest, most secure, and least expensive way.

Bitcoin & The Cryptocurrency boom

Bitcoin is widely regarded as the first modern cryptocurrency – the first publicly used means of exchange to combine decentralized control, user anonymity, record-keeping via a blockchain, and built-in scarcity. It was first outlined in a 2008 white paper published by Satoshi Nakamoto, a pseudonymous person or group. In early 2009, Nakamoto released Bitcoin to the public, and a group of enthusiastic supporters began exchanging and mining the currency. By late 2010, the first of what would eventually be dozens of similar cryptocurrencies began appearing. The first public Bitcoin exchanges appeared around this time as well. In late 2012, WordPress became the first major merchant to accept payment in Bitcoin. Others, including Newegg.com (an online electronics retailer), Expedia, and Microsoft, followed. Dozens of merchants now view the world's most popular cryptocurrency as a legitimate payment method. Though few other cryptocurrencies are widely accepted for merchant payments, increasingly active exchanges allow holders to exchange them for Bitcoin or fiat currencies – providing critical liquidity and flexibility.

Advantages of Cryptocurrency

Built-In Scarcity May Support Value

Most cryptocurrencies are hardwired for scarcity – the source code specifies how many units can ever exist. In this way, cryptocurrencies are more like precious metals than fiat currencies. Like precious metals, they may offer inflation protection unavailable to fiat currency users.

Self-Interested, Self-Policing Communities

Cryptomining is a built-in quality control and policing mechanism for cryptocurrencies. Because they're paid for their efforts, cryptominers have a financial stake in keeping accurate, up-to-date transaction records thereby securing the integrity of the system and the value of the currency.

Robust Privacy Protections

Privacy and anonymity were chief concerns for early cryptocurrency proponents, and remain so today. Many cryptocurrency users employ pseudonyms unconnected to any information, accounts, or stored data that could identify them. Though it's possible for sophisticated community members to deduce users' identities, newer cryptocurrencies (post-Bitcoin) have additional protections that make it much more difficult.

Difficult for Governments to Exact Financial Retribution

When citizens in repressive countries run afoul of their governments, said governments can easily freeze or seize their domestic bank accounts, or reverse transactions made in local currency. That's not possible with cryptocurrencies, whose decentralized nature – funds and transaction records are stored in numerous locations around the world – effectively prevents state seizure.
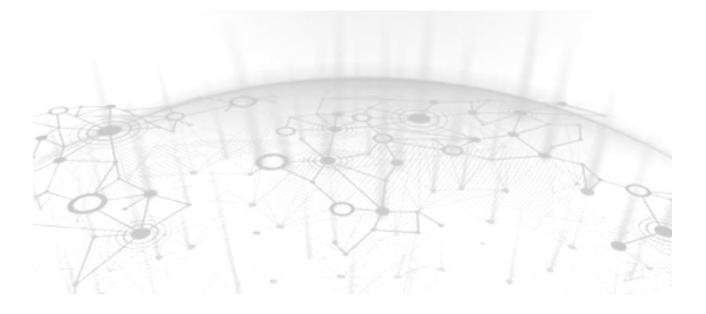
No Third-Party Processing Fees

The concepts of block keys, private keys, and wallets effectively solve the double-spending problem, ensuring that new cryptocurrencies aren't abused by tech-savvy criminals capable of duplicating digital funds. Cryptocurrencies' security features also eliminate the need for a third-party payment processor – such as Visa or PayPal – to authenticate and verify every electronic financial transaction. In turn, this eliminates the need for mandatory transaction fees to support those payment processors' work – since miners, the cryptocurrency equivalent of payment processors, earn new currency units for their work in addition to optional transaction fees.

Lower International Transaction Costs

Cryptocurrencies don't treat international transactions any differently than domestic transactions. Transactions are either free or come with a nominal transaction fee, no matter where the sender and recipient are located. This is a huge advantage relative to international transactions involving fiat currency, which almost always have some special fees that don't apply to domestic transactions – such as international credit card or ATM fees. And direct international money transfers can be very expensive, with fees sometimes exceeding 10% or 15% of the transferred amount.
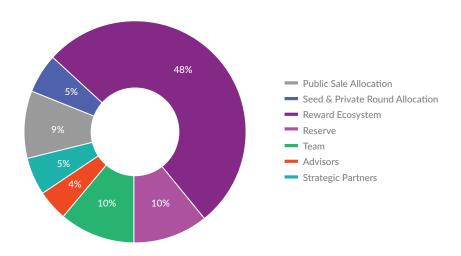
Eco Rewards Token

Token Metrics

Token Supply			
IEO Hardcap	11,200,000,000	14%	
Total Supply	80,000,000,000		
Initial Circulating Supply	15,200,000,000	19%	Supply available after the Public Sale

Token Allocation			
Public Sale Allocation	7,200,000,000	9%	Supply available for the Public Sale
Public Sale Price	0,0005 USD		
Seed & Private Round Allocation	4,000,000,000	5%	Supply available for Early Stage & Private Investors
Reward Ecosystem	38,400,000,000	48%	Supply allocated to reward users and ecosystem
Reserve	8,000,000,000	10%	Allocation for the R&D, marketing and ecosystem building
Team	8,000,000,000	10%	Allocation for the founding team with 12months lockup period
Advisors	3,200,000,000	4%	Allocation for the advisors with 12months lockup period
Strategic Partners	4,000,000,000	5%	Allocation for the community awards and market promotions

Legend:
- Public Sale Allocation
- Seed & Private Round Allocation
- Reward Ecosystem
- Reserve
- Team
- Advisors
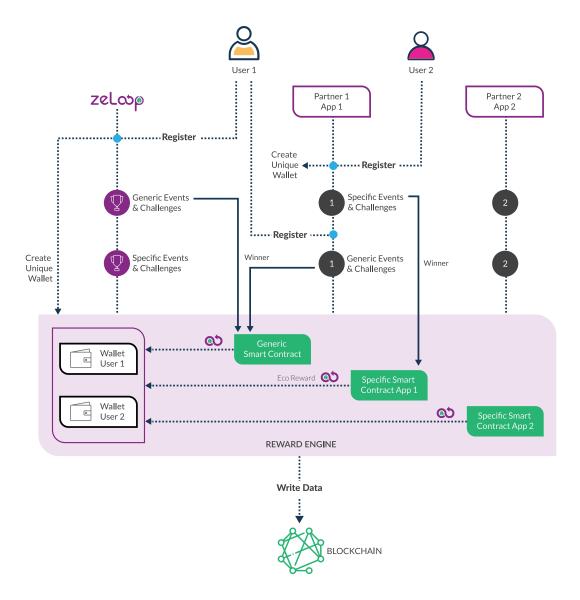- Strategic Partners

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Circular Economy Reward Platform

This flowchart represents the aim of ZeLoop as a shared platform. ZeLoop will become a blockchain based tokenized platform enabling Eco Rewards for a group of apps that have common aim in rewarding eco-friendly actions by end users.

Companies can choose to become affiliates of the platform to have access of ZeLoop reward engine. The integration of new partners is facilitated and the reward engine can be installed into existing apps or start from scratch. All applications will be given access to generic smart contracts contained in the reward engine while some customized smart contracts will be specifically developed for these applications or events.

By generating and providing a wallet, all Apps in ZeLoop's platform will be connected and users will be able to use the same wallet that is generated by the Reward Engine at the first registration in one App of the platform.

Perspectives

By creating a platform that will group a range of responsible applications aiming at reducing the impact of human activity on the environment, Zeloop will become the world first blockchain based platform supporting the sustainability and the circular economy.

The platform offers to affiliated applications the benefit of a wider user base with lower acquisition cost, an increased visibility on the market, shared marketing efforts, higher traction and synergies by sharing solutions developed for ZeLoop or for any affiliates.

In return, new revenues will be generated for ZeLoop.

Partners of ZeLoop and affiliates will have access to a wide community of citizen concerned and active on pro-environmental matters.

Investors acquiring Eco Rewards token will get a unique share of this new ecosystem, contributing directly for an Earth healthier but also maximising their return through the success of a larger range of applications.

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Token Sale

The primary medium of fund raising for blockchain projects has been the Initial Coin Offering (ICO). Since the first Initial Coin Offering in 2013 by Mastercoin, there have been hundreds of ICOs. At its core, an ICO revolves around a developer collecting contributions denominated in Ether (or some other cryptocurrency), and issuing a newly minted token. Whether or not there is a Smart Contract governing the ICO, the effective counter-party faced by each contributor is the developer himself. An IEO is still technically a form of ICO, but the main difference lies in where the coin or token is offered. As you might be able to guess from its name, an IEO offers tokens through a partnering exchange, rather than directly to investors. An Initial Exchange Offering (IEO) relies on having an exchange (or set of exchanges) function as the counter-party. Developers mint the project's tokens and send them to the exchange, which will then sell the tokens to individual contributors for Ether. Subject to the agreement between the developers and the exchange, conditions traditionally found in an ICO can be emplaced in an IEO.

These conditions include capping the contribution per individual and having a fixed price per token. From the perspective of a contributor, instead of sending Ether to a Smart Contract governing the ICO, each IEO participant has to create an account with the exchange and send ETH to this account. When the IEO commences, the participant can purchase the token directly from the exchange. In a public ICO, just about anyone can participate, but in an IEO only members of that given exchange can purchase the tokens. That said, there's little stopping you from joining an exchange if you're interested in a specific coin due to be released. So they aren't really creating any hurdles for the average retail investor. In some instances, it might be easier buying into an IEO than an ICO. Rather than having to go through the specific steps of each individual ICO, you just follow the standard procedure for buying and storing tokens from that given exchange. In many ways, it standardizes the process from offering to offering, as the exchange sets the terms of purchase

Why do an IEO instead of an ICO?

Given that there have been so many ICOs, why should a team seek to conduct their fund raising differently? There are several benefits derived from conducting an IEO, including:

1. Tapping into the existing user base of the exchange to obtain contributions for the IEO.

2. Preventing a "Gas War" between sale participants, assuming the exchange is not decentralized (till date there have been no IEOs conducted on decentralized exchanges).

3. Making it significantly more difficult to scam contributors who know that they can only purchase the token from the exchange.

4. Functioning as a vote of confidence from the exchange and sponsor, which has to conduct its own due diligence on the developer's project.

5. Listing on the exchange where the IEO has been carried out is a natural next step.

How to participate in an IEO?

Generally, the steps to participate in an IEO begin with checking if the project you intend to crowdfund is indeed conducting an IEO. After which, you should:

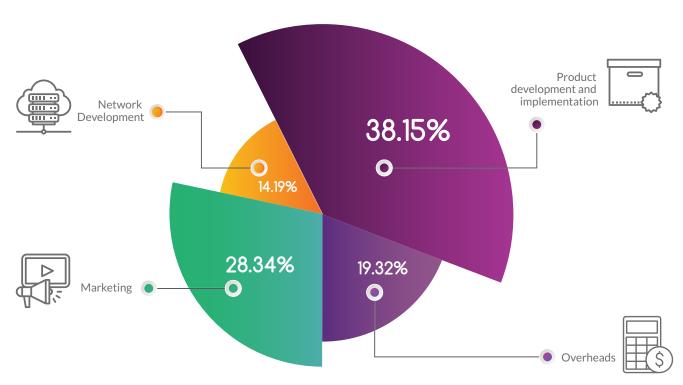1. Find out which exchanges are hosting the IEO. There can be more than one participating exchange.

2. Sign up for an account on the exchange by passing their whitelisting and Know Your Customer (KYC) procedures.

3. Check what cryptocurrencies will be accepted during the IEO and fund your account appropriately.

4. Wait for the start of the IEO to purchase your tokens!

How does the exchange benefit?

Running an exchange has been a profitable endeavour from trading fees alone, but incumbents are faced with increasing competition for users and their trade flows. The following are some of the benefits accrued to an exchange which facilitates IEOs:

1. IEO or listing fees. This can vary quite significantly between exchanges.

2. The influx of new users and their deposits. Some of these new users may eventually become loyal users of the exchange.

3. Joint marketing with the IEO team.

Token Sale Information

Network Development

Product development and implementation

38.15%

14.19%

28.34%

19.32%

Marketing

Overheads

Use of Proceeds in Year 1
(Total: 565k Euro)

The Team Behind ZeLoop

SBB

SmartBlock Beverages FZ LLC, a company from the Emirates, is the owner and initiator of the Plastic Circular Economy Reward project and has partnered with SmartBlock Technologies LLC, a company incorporated in SHAMS, for the development and the expansion of the project worldwide. (See below – organization and team).

SBT

SmartBlock Technologies is an innovative development group specialized in decentralized ledger technologies which first Blockchain project was back in 2014, when Blockchain and DLT were not known.

SBT is committed to put technology at the service of humanity in order to build a better world. We have proven success in delivering Blockchain-based projects with a strong team combining years of expertise and a long list of international awards.

Many people have heard about the blockchain industry without really understanding it and seeing its true potential. SmartBlock Technologies' team of experts with an extensive background in tech and the Silicon Valley, including at Apple are here to accompany companies in their transition towards Blockchain Technologies in order to disrupt their market.

Management Team

Eric Schaffner
CEO and Co-Founder

Eric is a French National Engineering School Graduate specialized in the Food and Beverage industry. He has worked in the Beverage and plastic packaging industry for over 25 years, in a variety of commercial and operational roles worldwide. Building partnerships and developing businesses, he has a strong network with stakeholders of the beverage plastic economy. Convinced that circular economy can reduce human impact on our precious planet, he joined the forces striving for an healthier planet.

Tuan Pham
Blockchain and Crytocurrency expert- Co-Founder

Tuan has 10 years within the technology sector working for Apple and created his first Blockchain company in 2013. Tuan is an early adopter, thought leader and considered a subject matter expert in the Blockchain space. Proficient in applied mathematics and AI, Tuan plays a key role within group as chief blockchain officer. Tuan's deep understanding of Blockchain technology and all things Crypto-related affords him the ability to identify developing trends, and unexploited innovations. He studied Languages and Mathematics at University of Lyon III and Beijing Minzu Daxue (University of Beijing).

Alexandre Rigaud
Chief Blockchain Officer and Co-Founder

Alexandre is a French University Graduate. He is a computer expert and coder since his early teens and speaks five languages fluently. He is also an entrepreneur & innovator. Alexandre is an expert in the Blockchain environment, with several years in this field already. Among others with Apple, where Alexandre had a young career and obtained a solid understanding of technology. He is tech-savvy and blurs the lines between Technology and Liberal Arts. He designs and develops rich technical experiences, creative dynamic solutions, and unique content to improve the Blockchain Industry. Alexandre is also a University Professor and a Public Speaker in the Blockchain and Cryptocurrency space. He grew up in the GCC and currently lives in Dubai. He is a speaker at Google's MENA HQ as well as in various blockchain events and conferences in the region. He is a member of the UAE Ministry of Youth's "Youth Council" and president of the Dubai French Community Club for Youth.

Fabien Chung
Chief Technical Officer and Co-Founder

After a long period of web development, Fabien jumped into mobile technologies in 2008 and became a specialist. By working for large companies in many domains like telecom, aeronautics and car sharing industries for industry leaders in each experience, he has been able to provide his expertise in IT and software engineering. Over the past five years, he has worked for startups and has been involved in their growth. These experiences have given him the ability to manage projects from end to end. Now his new challenge is to integrate blockchain technologies throughout industries and make blockchain ubiquitous.

Roadmap

Pilot
2019

- Minimum Viable Product
- Market release
- Partnerships Pilot country
- Initial Exchange Offering

Expansion
2021

- App local customization
- Reward Platform extension
- Partnerships
- Franchise network
- Token deployed on partners App

1 2 3 4

Ideation
2020

- Application mock up design
- Early Partnership
- Token Private sale

Roll Out
2022

- Additional features
- Implementation Country 1
- Partnerships Country 1
- Franchise set up
- Token circulation

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Why Investing in ZeLoop

ZeLoop is a unique product combining on the same mobile application:

- the security, accuracy and traceability of blockchain technology

- a user interface with gamification mechanisms for a maximum engagement

- an access to a community of citizens concerned and active on the protection of the environment

Because we are positioned to provide continuity to all stakeholders for the development of a new circular economy, every independent initiative that motivates for better collection is a business opportunity for ZeLoop, our market is expendable, enabled by our own platform.

Investing in ZeLoop is investing in the circular economy and in the new use of our modern world with the individual mobile phone as the universal mean bringing better access to knowledge and earnings to each engaged individual.

You will acquire Eco Reward token that will be the corner stone of a new whole ecosystem and culture. It is all about the protection of the environment. It is accelerating the emergence of new practices of circular economy and social values that will nurture stakeholders' reputation and human development in local communities.

You will achieve new dimensions of Corporate Social Performance while also doing sound Corporate Financial Performance.

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Risk Factors

GENERAL STATEMENT

Early Buyers in any operation are usually motivated to buy the cryptocurrencies with the hope the project becomes successful after it launches, which could, in turn translate to a higher cryptocurrencies value than the original value they purchased them for. Any potential coin buyer must be aware that high risks are associated with the purchase of cryptocurrencies. The purchase of ZeLoop is no different and involves a potential degree of risk, including, but not limited, to the risks described below. Before acquiring ZeLoop, it is recommended that each participant carefully weighs all the information and risks detailed in this white paper and, specifically, the following risk factors: ZeLoop does not represent equity ownership nor governance, voting or control over the management of the company. No statement in the white paper is intended as a profit forecast. Any information provided here shall serve solely as the issuer's current views with respect to future events. Thus, the information is subject to risks, uncertainties, and assumptions related to the company operations, results, and growth strategy as well as unforeseen events. Furthermore, note that the ZeLoop Ecosystem may be subject to other unforeseen risks.

RISKS ASSOCIATED TO THE EXECUTION OF THE PLAN

The value of ZeLoop can obviously be affected by factors like, but not limited to, the inability to deploy mines fast enough or the insufficient production from the portfolio of mines. The success of ZeLoop depends on its ability to properly select those mines that have difficulties gaining access to loans through the mainstream financial system. Although ZeLoop has already signed some agreements, it cannot be totally ruled out that these agreements and future agreements can be terminated or simply not executed.

DEPENDENCE ON COMPUTER INFRASTRUCTURE

ZeLoop depends on the functioning of the software applications, computer hardware, and the internet. This implies that no assurances can be given that a system failure would not adversely affect the use of ZeLoop. Despite the intended implementation of all reasonable network security measures, the processing center's servers are vulnerable to computer viruses, physical or electronic break-ins, and other disruptions of a similar nature. Computer viruses, break-ins or other disruptions caused by third parties may result in interruption, delay or suspension of services, which would limit the use of ZeLoop.

TAXES

Holders of ZeLoop may be required to pay taxes associated with the transactions contemplated herein. It will be the sole responsibility of ZeLoop holders to comply with the tax laws of the jurisdictions applicable to them and pay all relevant taxes.

INSUFFICIENT FUNDS RAISED

ZeLoop may not reach the target sale amount and may not have sufficient funds to execute its full business plan. The positions and plans outlined in this white paper may be altered according to the success of the IEO and the funds raised. ZeLoop's business plan is totally scalable, and its scope can be reduced to the extreme situation of a few smaller markets, thus only requiring a total of 0,5 million euros. In that case, we will focus on executing a much smaller plan that will serve as proof of concept when we return to the fund-raising campaign. ZeLoop is already in discussion with investment funds and venture capital firms interested in our concept. Another back-up option would consist in negotiating with them to complete the fund-raising round. Finally, if the size of the project is reduced to a point that an IEO is not economically justified, the company will consider the option of offering shares of ZeLoop to token holders.

FORCE MAJEURE

The activities connected in relation to ZeLoop may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this white paper, force majeure shall mean extraordinary events and circumstances which could not be prevented and shall include acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond ZeLoop's control, which were not in existence at the time of this white paper release.

DISCLOSURE OF INFORMATION

Personal information received from holders of ZeLoop, the information about the number of token owned, the wallet addresses used, and any other relevant information may be disclosed to law enforcement, government officials, and other third parties if ZeLoop is required to disclose such information by law, subpoena, or court order. SBB shall at no time be held responsible for such information disclosure.

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FUTURE VALUE OF THE ECO REWARD TOKEN

Once purchased, the value of the Eco Reward token may significantly fluctuate and can even lead to a total loss. ZeLoop may not succeed in creating the necessary momentum and acceptance which may result in low liquidity every ZeLoop holder naturally carries the risk of volatile exchange rate fluctuations of ZeLoop in relation to both other cryptocurrencies and Fiat money exchange rates.

RISK OF UNINSURED LOSSES

Unlike banks accounts or other financial institutions, token are not insured unless the purchaser obtains a private insurance. Thus, in the event of loss or loss of unit value, there is no public insurer or private insurance arranged by the company to offer recourse to the purchasers of ZeLoop. A private key or a combination of keys may be deemed a necessary element to control and trade coins stored in your digital wallet. Accordingly, the loss of requisite private key(s) associated with your wallet will result in the loss of Eco Rewards. Moreover, any third party that gains access to such private key(s), including by gaining access to login credentials of a digital wallet you use, may be able to misappropriate your Eco Rewards. Any errors or malfunctions caused by or otherwise related to the digital wallet you choose to receive and store Eco Rewards, including your own failure to properly maintain or use such digital wallet may also result in the loss of your Eco Rewards. Additionally, your failure to precisely follow the procedures specifically set forth for buying and receiving, or negotiating Eco Rewards, including, for instance, providing the wrong address for receiving Eco Rewards, may result in the loss of your Eco Rewards.

BITCOIN AND ETHEREUM VOLATILITY

The Eco Rewards may be significantly influenced by digital currency market trends and the Eco Rewards value may be severely depreciated due to non-ZeLoop related events in the digital currency markets. Cryptocurrencies exchange rate volatility may also impact the company's execution of its plan.

Legal Disclaimer

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ZeLoop is powered by SmartBlock Beverages FZ LLC (Dubai) and SmartBlock Technologies (Dubai)

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