

White Paper version 7.0 - Released on 01. 07. 2018. © 2018 ENVIENTA Association & LTD Web: envienta.com | Email: info@envienta.com | Tel: +34 646 401 417



CONTENTS

I. What Is ENVIENTA? Envisioning & Encouraging Technological Alternatives The Challenge Our Vision - Open Source Everything Theory Of Change How Do We Get There?	2 2 2 2 3 3
II. Open Business Model Analyzing The Trends Why Open Source? Social Benefits	4 4 4 4
III. ENVIENTA Framework Platform Decentralized Manufacturing And Distribution Innovation Hubs Education Long Term Implications	5 5 8 9 12 12
IV. Revenue Models	13
V. ENVIENTA Token Ecosystem Stakeholders Of The Ecosystem Introducing The ENV Token Token Use Cases Glimpse Into The Future Summary	15 15 16 17 21 22
VI. Implementation Token Release And Distribution Investment Strategy Bonus Structure	24 24 24 29
Roadmap	29
ENVIENTA SWOT Matrix	30
ENVIENTA Core Team	31
Advisory Board	33
ENVIENTA Extended Team	34
Testimonials	34
Partners	35
Ongoing Projects And Activities	36
Contact / Follow Us	39



I. WHAT IS ENVIENTA?

ENVISIONING & ENCOURAGING TECHNOLOGICAL ALTERNATIVES

ENVIENTA is using holistic approach of science and technology to provide feasible alternatives for the mankind. Through DIY maker movements, peer-to-peer platform cooperatives, open source software and hardware developments, off-grid living, resource sharing, blockchain based value exchange, alternative organizational models and education, we create the sustainable, cost-effective and decentralized socioeconomic framework for the 21st century.

We have been operating as an international community controlled initiative since 2015 with full transparency - in the form of a registered non-profit organization in Spain and Hungary and a limited company in the UK.



THE CHALLENGE

"Abundance is evident." - as Peter H. Diamandis says. But this is only possible if every human beings is able to access to technology. We at ENVIENTA believe that - with the right tools technological progress can bring abundance, wellbeing and unlimited wealth to people. But suffering from income inequality, financial problems and without alternatives, a growing number of people can't afford appropriate housing, access to resources and thus enjoy the benefits of sustainable technological innovations. Therefore abundance is not achieved yet.

OUR VISION - OPEN SOURCE EVERYTHING

Imagine if people from different fields of expertise worked together to open source everything around us. This way, technological breakthroughs will appear much faster in our daily life, instead of just in patent-protected R&D environments.



MICHEL BAUWENS



THEORY OF CHANGE

We truly believe that the next industrial revolution is about exponential, open source technologies, large-scale cooperation, redistribution of resources and environmental sustainability all at the same time.

When we are able to produce things locally - thanks to advanced technology - based on the IoT infrastructure, that connects communities and shared resources across regions, the economic paradigm changes.



HOW DO WE GET THERE?

ENVIENTA's strategy is built around **cosmo-localization**. It is a new paradigm for the production and distribution of value that combines the universal sharing of knowledge (cosmo), but the 'subsidiarity' of production as close as possible to the place of need ('local'), essentially through distributed local manufacturing and voluntary mutualization.



"The general idea is not to impede technological progress though intellectual property, in an era of climate change where we cannot afford the 20-year lag in innovation due to patents; and to radically diminish the physical cost of transport through local production. Cosmo-localization is based on the belief that the mutualization of provisioning systems can radically diminish the human footprint on natural resources."



ENVIENTA COSMO-LOCALIZATION MODEL



ANALYZING THE TRENDS

The 21st century software industry owes a lot to a certain 18th century inventor. Open source innovation is a phrase we tend to associate with post-millennial creativity, but it's actually a 300 year old idea. Benjamin Franklin famously did not patent his lighting rod, his bifocals, his stove, and many other of his inventions because he thought that these ideas were simply too important not to share. This is the same mindset behind today's open source movement: unrestricted access to designs, products, and ideas to be used by an unlimited number of people in a variety of sectors for diverse purposes.

Business models built on open source software have begun to suppress all other alternatives. There are large companies behind of it such as Google or Facebook. as well as success stories like Linux or Android. Open source hardware is a relatively new area, where there is even greater potential. It is no coincidence that for example, Elon Musk made the Tesla's patents freely available, as he realized that he won much more than he lost with this move.

WHY OPEN SOURCE?

Open source innovation has not only revolutionized the software industry - it's completely changed the way we think about creativity. To be derivative is now a form of being creative. That is, in order to do something new, we don't have to build something new - we can use existing and emerging forms, made available through open access, and do something new with them. This promotes a democracy in the innovation game: with open source services, there is no discrimination against persons or groups or against fields or endeavors.

We believe that those who are entering this field will find significant business success. Putting cosmo-localization into practice, our goal is to bring all members of the product development and customers together on a platform from the very beginning. Thus, products always evolve to market needs, lack long iteration phases and lower business risk. As a result, the development is much faster, with the open approach much more innovative. Thanks to the decentralized, horizontally scalable manufacturing model, products can hit the market much earlier, easier to handle individual needs, new product variants or waving market demands.

The open source approach also protects investors, as there is no weak link in product development. If the project is abandoned, it may be upgraded by others. If a manufacturer is not able to do its task, the process can be taken over by others. On the platform, all versions of the designs stored with timestamps on the blockchain, so there are no patent trolls in the way of development. As long as there is a customer demand for the development and production of the product, it can be continuously ensured.

SOCIAL BENEFITS

The blueprint of an open source product is public property, thus enriching the community. In addition, accelerated innovation and the community development model should provide solutions to problems that the traditional, closed-loop business model can only react slower. Such problems are issues of climate change, watercrisis, or even sustainable living spaces. ENVIENTA's purpose is to help effectively solve these problems.

III. ENVIENTA FRAMEWORK

STARTUP ACCELERATOR FOR CLOUD-BASED MANUFACTURING

The core element of this framework is the **envienta.org** platform. This is the first, blockchain based system which aims to speed up the collaborative open source hardware development, from ideas to prototypes, through manufacturing, sales and distribution, based on local circular economy principles. The built-in crowdfunding module helps projects to find their investors at the beginning and the marketplace to deliver products at the end of the process









I HAVE A SOLUTION

I WANT TO INVEST

I WANT TO DELIVER

I NEED A SOLUTION

PLATFORM COOPERATIVISM

Platform cooperativism is a well known exercise in open source software communities, but ENVIENTA creates an ecosystem for social and economic innovation also. Based on the platform, we are building the real collaborative commons, where DIY innovators, hardware maker communities, manufacturers, distributors, consumers and investors get together in one place









HAVE AN IDEA?

Start collaborating with others and collecting followers together right away, while showing your project details and updates.

START A CAMPAIGN



Need investments for designing and prototyping? Most projects are failing before hit the market because developers are running out of pocket. Or worse, simply there is no demand for the product. Deal with market research and the acquisition of funds in one step. Start your campaign by a click.



DOWNLOAD FOR FREE

Once a prototype has been made, anyone can modify or download its blueprints for free under Creative Commons license. This way we ensure that the products become public property. You are able to assemble the platform's any approved product prototype on your own and use it.

FROM PROTOTYPES TO DELIVERED PRODUCTS



C

Let manufacturers and distributors find you and help to make your product wide accessible anywhere in the world for the consumers.. The platform also provides legal protection for open source projects and help bring together supply with demand.





■ COMPONENTS OF THE PLATFORM

The initial level of product development is the community space where designers can work together to create the blueprints and prototypes of a given product. This space allows product developers to launch crowdfunding campaigns to cover their initial expenses and investments during the prototyping phase.

- MANUFACTURER AND DISTRIBUTOR NETWORK

The database of partners who deal with the manufacturing of open source hardware and cooperate with the projects to sell their products through the marketplace in bigger quantity or deal with third party distributors. These partners may be small or middle size manufacturers, makerspaces, or even private individuals. If appropriate conditions are met, anyone can join to the network, just like anybody can join a property on the AirBnb network or a car in the Uber network.

The cosmo-localized virtual marketplace where consumers can find product manufacturers or distributors nearby. On every product sale, the system captures a fair percentage of license fee for the project developers and the platform itself. This will trigger a rotation, as sales continue to fuel the ecosystem and product development, which generates additional sales. With a simple registration on the marketplace you'll get the embedded "BUY" button, hence you can choose ENVIENTA manufacturers by a click on any related website on the Internet.

The aim of the franchise is to ensure that members of the ecosystem do not have to develop their own brand and marketing. This burden is taken on by ENVIENTA, as partners can operate under a single brand as a single company for the outside world. Use of the franchise is absolutely free, but there are some conditions. For instance, franchise partners can only sell their products under the rules of the ENVIENTA marketplace.

COMMUNITY FEEDBACK LOOPS

The platform is using data-based tools to create community feedback loops, gathering signals about the quality of blueprints, prototypes, products or - as a key factor in curation - the reputation of any service providers shaped by past behavior. This way subsequent market interactions become increasingly efficient.

Quality control is a must in case of crowdfunding, prototyping and manufacturing - protecting investors to avoid scams, home users to download dangerous inventions and consumers to buy substandard products. The first level of quality control is the open source approach itself, as projects remain transparent all over the platform. In addition, once a project started, users with higher reputation has to be involved in the project as curators - they have the control over projects to share blueprints with the public, allow projects to raise funds and give permission to manufacture. Curators can raise their reputation points by this activity.

Finally, real time social feedbacks and assessment of needs reduce the costs of market research, help to avoid overproduction - ultimately balance demand and supply.



BRINGING NEW PLAYERS INTO THE FIELD

Platform cooperativism is able to establish a well scalable but decentralized, designing, manufacturing and distribution infrastructure. But in terms of cosmo-localization it is vital to recognize the power of strong partnerships, that can help reach bigger impact. ENVIENTA does not have a huge management and development team, so we neither intend to establish thousands of costly production lines. Instead, the platform makes possible for anyone to become a manufacturer of products, giving an endlessly scalable manufacturing capacity to all. At this point, cosmo-localization efforts are facing a very popular global trend these days: the rise of the "buy local" movement.

BUILDING ON LOCAL EXPERTISE

If the network of well supported local businesses is manufacturing products mainly for their own community, our duty is to help them around the world to grow and work as they prefer. They can easily adjust their activities to local environmental conditions, using the easiest locally available and possibly recyclable raw materials, using local means of production, expertise and workforce to avoid labor migration, reduce costs and ultimately the ecological footprint.



COOPERATION WITH MUTUAL RESPONSIBILITY

Open source hardware is a relatively new area and - due to the free access and decentralized markets - we are expecting exponential growth here. Although blueprints are free, there are plenty of affiliate services that generate profits for local businesses - product support, supply of assets, selling parts or complete systems - will be the source of the revenue and the profit.

To apply, several conditions must be met by manufacturers, including the support of open source projects and the platform. This way partners can build a lean business model around open source hardware. Among other criteria, manufacturers have to be aligned with local circular economy principles and to provide warranty for their products. Ethical manufacturing is vital for the ENVIENTA project. Through continuous feedbacks, the platform is able to monitor all the manufacturers and their methods to ensure they are safe, ecologically sustainable, aligned with the local circular economy principles and are in harmony with our holistic vision.

■ PRIMARY SOURCE OF DIGITAL BLUEPRINTS

Innovation hubs are the collaborative coworking spaces where DIY innovators, hardware maker communities, prototype makers and early adopters get together in one place. Sharing, helping or showcasing their MVPs directly receiving feedbacks and help. Through local innovation centers around the world, we are able to establish a growing creative community and knowledge hub network. Innovation hubs are operating independently, but serving as local startup accelerators and the primary source of digital blueprints and product prototypes on the ENVIENTA platform.



LOCAL INFRASTRUCTURE FOR INNOVATION

In the spirit of cosmo-localization, we're focusing on the combination of appropriate co-working environment for inventors / makers and local production with a fully digital E-Manufactory. During the construction, we are using the latest available technology to build fully self-sustaining, smart infrastructure around innovation hubs including accommodation, energy and food supply.

- MAKERSPACE EQUIPMENT

- 3D printers that are capable of producing three-dimensional objects
- Cutting machines that cut a variety of materials (plastics, metal, plaster, and other common materials) with precision (laser, water jet, knife)
- Milling and routing machines that drill and shape complex parts
- Joining machines that use computer control to sew, weld, or bond in other ways
- Tools for precision mechanics
- Traditional hand and power tools, including soldering irons
- Decorative materials for painting, embroidery and embellishing projects
- Electronic parts and tools
- Computers, cameras, softwares
- Craft and art supplies
- Building materials
- Junk for recycling into new products
- Batteries
- Library

E-MANUFACTORY

- Customer area
- Idea lab and design studio
- Flexible, computer-controlled manufacturing equipment for local, small series production
- Education center
- Electric car charging station





- Facilities built upon open source software and hardware. We do not use available smart home systems, since those systems are not reaching our defined minimum technical requirements, not suitable for implementation and irrationally expensive.
- The blueprints, hardware and software are accessible, could be downloaded and reproduced for free
- Modular structure (easy to add new rooms or buildings)
- Passive construction with cost effective maintenance
- Energy comes from renewables with low energy consumption and ecological footprint
- Optimized efficiency of electrical devices
- Security modules: motion sensors, cameras, smoke and gas detectors, etc.
- Electric heating, air conditioning, ventilation
- Improvement in life conditions
- Measurement of the air purity, activated carbon air purifier on request
- Set up of optimal humidity level
- Temperature set-up and fixing
- Cistern, greywater purificator system
- SMART GARDEN EQUIPMENT
- 3D printed aeroponic tower system
- Hydroponic system
- Nutrient quantity control
- Environmental control
- Connected to the smart home through mobile application



POWERED BY



CLICK HERE ►



■ BLUEPRINTS FOR LARGE SCALE IOT DEPLOYMENTS

Innovation hubs are part of the ENVIENTA framework, but also provide cheap and well-designed living for individuals, families and communities as an IoT based alternative lifestyle of the near future or help in modelling, developing usable solutions for cities.



The concept of the Internet of Things - to increase efficiency and productivity - begins to make sense in a city that is smart in its environment, people, mobility, economy, governance and ultimately living. Hundreds of new cities are expected to be constructed by 2050 to house about three billion of the world's populations. By displaying a high quality of life based on sustainability, ENVIENTA innovation hub network can set a strong example that impacts the sustainable development of future cities.



EMPOWERING LOCAL ECONOMIES

The overall objective of the innovation hubs is to increase the level of consciousness by creating self-sustainable communities, reinforcing local social activity, shaping a collectively shared vision of the future and implementing joint initiatives on community development.

- SPECIFIC OBJECTIVES

- Promoting a community-based approach in sustainable socio-economic development in cooperation with local communities, academia, governments and companies
- Supporting the creation of a locally owned and managed peer-production network connected to the global Internet of Things

- LOCAL LEVEL ACTIVITIES OF THE INNOVATION HUBS

- Economic development in collaboration with startups and small businesses
- Supporting governments in solving the most pressing local development problems by implementing micro-projects within major project priority (environmental rehabilitation, recycling, reducing the amount of soil and water usage, energy saving, energy efficiency, alternative energy sources, etc.)
- Knowledge and experience acquired in course of implementation will be gathered, analysed and disseminated through our innovation hubs in cooperation with academia and association of local self-government bodies

Innovation hubs' turnkey solutions provide a tremendous benefit to government decision makers to raise the population's standard of living, reduce costs and implement green investments at the same time - based on a desirable three-sided cooperation between governments, non-profits and local business interests in an emerging hybrid economy.



■ SHARING OF KNOWLEDGE AND EXPERIENCE

There are plenty of affiliate services around the open source model, that help to grow the ENVIENTA cosmo-localization framework exponentially. Education is clearly one of them. In collaboration with local universities and business partners, we will continue to establish a wide variety of education related services and activities. We offer a rich environment for learning about the mainstreaming of sustainability and progressing a commons approach in innovation.





Some of these courses and MOOCS are free of charge and available online thanks to the commons approach. Educating in useful techniques to address local and global challenges, inspiring and empowering citizens, students, cultural workers, entrepreneurs, adult educators, facilitators of change, coaches and communities wanting to develop collaborative and participatory practices to empower social change and steward resources. You can find the detailed education program on the link below.

LEARN MORE ►



LONG TERM IMPLICATIONS

- ENVIENTA COSMO-LOCALIZATION FRAMEWORK WILL

- Reduce the costs of development
- Achieve significant improvement in large scale global and local cooperation
- Provide the global know-how, while means and resources, energy, raw materials and workforce needed for manufacturing are locally available
- Encourage the creation of small series, customizable products, while mass production is reduced
- Increase the product's lifetime with real-time bug fixes during the development
- Generate less waste with longer product lifetime, while emission is reduced thanks to recycling
- Reduce the costs of transport and logistics
- Change consumer's habits, as the usage becomes more important than possession
- Weaken brand loyalty, while the role of marketing and its costs diminished

As a result of this process, the wider access to means and resources can be resolved, while creation of local circular economies reduce the ecological footprint.



IV. REVENUE MODELS

PLATFORM

The ultimate goal of the platform is the creation of value and transfer of goods/services through interactions between inventors, makers, investors, manufacturers, distributors and consumers and the capture of some part of this created value. In a given interaction, the consumer pays the producer using some form of currency. This currency may be attention, reputation, influence, or some other form of non-monetary currency but it may also be money. All transfers occur on the platform, so we take a small transaction cut.

- IN THE FOLLOWING CASES

- Crowdfunding campaigns
- Producers, consumers and distributors of premium tools and services
- Businesses for access to high-quality, curated producers / makers
- Manufacturers and distributors to gain licences
- Advertising campaigns
- Sales of the marketplace

DECENTRALIZED MANUFACTURING AND DISTRIBUTION

┌─ REVENUE BASED ON THE FOLLOWING SOURCES

- Manufacturers' licence fee per product per sale to support the projects, when the actual product order and sale is made through the platform's marketplace
- The establishment of additional manufacturing sites or innovation hubs that can be supported by ENVIENTA as a franchise partner or investor. In these facilities, ENVIENTA will be a business partner that could be the source of long-term revenue

INNOVATION HUBS

- REVENUE BASED ON COMMERCIAL ACTIVITIES

- License fees for local inventions and products sold through the platform
- Using of makerspaces
- Sharing of means and resources
- 3D printing and design services
- Prototyping
- Construction consulting and implementation
- Local manufacturing, distribution and sales
- Repair services
- Equipment rental
- Startup incubation
- Accommodation rental
- Education
- Workshops



EDUCATION

ENVIENTA is committed to creating positive global impact through the millions of people who will benefit from our ongoing programs and activities. In collaboration with local universities and business partners, we will continue to establish a wide variety of education related services and activities..

- EDUCATION COURSES AND RELATED SERVICES

- Commons management program
- Self-sufficiency courses
- Energy management, production & storage
- Permaculture & home gardening
- 3D modeling & printing
- Smart home technology
- Robotics
- Sensor technologies for interactive environments
- Nanotechnology course
- Graduate studies program
- Executive programs
- Conferences and ENVIENTA summits
- Internship program
- Research & Development



V. ENVIENTA TOKEN ECOSYSTEM

STAKEHOLDERS OF THE ECOSYSTEM

ENVIENTA PLATFORM

The very foundation of the ENVIENTA framework that connects stakeholders and their initiatives around the globe in a central database of all local innovators / makers / producers and projects, innovation hubs, investors, manufacturers / distributors and consumers. When referring to stakeholders, they are all using the platform in the process of value creation as prosumers - it means the above roles can change at any time, continuously. For instance, one who started as a consumer can become maker later, then the maker can become manufacturer.

■ INNOVATORS / MAKERS / PRODUCERS

Local actors who create new products or solutions on the platform or enter the the innovation hub / makerspace with the specific need to make use of its services and equipment in order to create product prototypes. The scope of these products can range from one off project for themselves (e.g. 3D printing a new handle for their pan at home) through small, hyperlocal projects (e.g. building treeguards in a neighbourhood), local initiatives (e.g. partnering up with manufacturers and distributors to provide new bins to the entire town) to even kickstart new ventures (e.g. IoT startups finding local partners to start their global expansion). These people share entrepreneurial characteristics even if they don't necessarily want to build new ventures themselves.

PROJECTS

All projects originating from the blueprint library are open source by default and available on the platform. Users can even upload blueprints only without actual implementation or manufacturing for the benefit of their community or ask for help to turn their plans into reality. If a blueprint needs collaboration, a new project will be created on the ENVIENTA platform. This project then can seek supporters from the global ENVIENTA framework, find partners or even seek funding, as a startup.

■ INNOVATION HUBS / MAKERSPACES

The physical infrastructure of the ENVIENTA framework. Services include access to specific equipment based in the space, education and workshops and matching with local partners in manufacturing and distribution or collaborate with other stakeholders through the platform. As local startup accelerators, they are using the platform to get useful feedbacks regarding to local initiatives from the online community.

■ INVESTORS

Actors who are looking for valuable local or global funding opportunities, hoping that later it will worth the investment or simply become early adopters of a given product by getting purchase discounts.



MANUFACTURERS

Manufacturers can enter this supply chain to fulfill needs of projects that meet with increased market demand. For them the platform can quickly become a new revenue stream while keeping business and revenues local.

DISTRIBUTORS

Distributors are local or regional stores or chains that are open to collaboration with local manufacturers. These partners will help quickly grow new small businesses on a local or regional scale while also opening up a revenue stream.

CONSUMERS / LOCAL RESIDENTS

Consumers will be benefiting from these local initiatives either directly (as consumers purchasing new products) or indirectly (as residents enjoying the positive impact of the ENVIENTA framework on their local environment).

INTRODUCING THE ENV TOKEN -

ENVIENTA is a protocol that fuels interactions in its framework to facilitate both global and local economic growth by providing sustainable solutions based on the cosmo-localization model. The official currency of the ENVIENTA framework is the ENV token, the unit behind the protocol fueling transactions and all the automated actions.

It is an ERC2O utility token built on the Ethereum blockchain. Services in the framework are paid in ENV tokens that will be the main revenue stream for the stakeholders.



ENV basically has the same logic as the ETH on the Ethereum network. Like the ETH, the initial volume is sold in ICO. Similarly to the ETH, the remaining part can be mined, but not with PoW or PoS, but by human labor - we call it resource-based contribution. This is a reputational automatic assignment. In case of ETH, we are paying for executing Smart Contracts and transactions with Ether (GAS), in the case of ENV, we are paying post-sales license fee for the open source projects by tokens. In the case of Ethereum, the miner determines the GAS price for which he/she is willing to work. In ENVIENTA, the project and the platform will tell manufacturers how many ENVs are required. In both cases, it helps to avoid increasing exchange rates, as stakeholders proportionally reduce the GAS price (for Ethereum) or the license fee in ENV (ENVIENTA).

For every transaction on the ENVIENTA platform there will be a fee automatically paid (similar to GAS in an Ethereum transaction) that will ensure sustainability of the platfrom and the framework as well. Excess capital will be reinvested into building new services around the framework through a grant scheme. As ENV tokens represent a value to the stakeholders, they can therefore, as Ether, serve as a means of payment within or outside the ecosystem. ENV tokens - like Ether or Bitcoin - also can be used for purchasing products or using additional services of the ENVIENTA framework.



TOKEN USE CASES

☐ THE ENV TOKEN IS FUEL FOR TRANSACTIONS IN THE FOLLOWING CASES

- Platform
 - Projects
 - Crowdfunding
 - Marketplace
- Manufacturers and distributors
- Innovation hubs
 - Makerspaces
 - Startup incubation
 - Accommodation
- Education
- Resource-based contributions and value exchange
- Desision making
- Out-of-platform transactions

■ PLATFORM - BE PART OF THE OPEN SOURCE REVOLUTION

If you're passionate about environmental, social and economic issues and solutions, envienta.org is the place to achieve profound changes through cutting edge technologies. As an ENVIENTA token owner, you'll have an opportunity to involve or invest in even more exciting and disruptive open source technologies or taking part from the manufacturing and sales. The ENVIENTA platform offers services and products to an exponentially growing new market and the generated profit will be realized in the value of tokens.

- PROJECTS - FROM IDEAS TO PROTOTYPES AND DELIVERED PRODUCTS

First of all, the great advantage of the platform that enables the usage of ENV tokens in value exchange is that it takes down a significant administrative burden on the parties' shoulders, since there is no need to issue invoices or register a company to operate, the distribution of tokens can be done with smart contracts instead of paperwork. The inventor only has to deal with product development, the platform does the rest (administration, manufacturing, branding, sales).

One or more inventors can come together in a project through Project Development Contract (PDC).. This contract continually helps to establish cooperation conditions between the parties through the development and the automatic distribution of tokens after the product sales on marketplace. Hence, the platform's marketplace is built on these ongoing projects.

Once a prototype has been made, anyone can modify or download its blueprints for free under Creative Commons license. This way we ensure that the products become public property. You are able to assemble the platform's any approved product prototype on your own and use it.

But if a hardware project reaches the manufacturing phase, it will also be submitted to the manufacturers who make the product wide accessible. There must be an agreement about the license fee per product per sale between the project and the manufacturer, expressed in ENV tokens. Similarly, the platform asks for certain amount of ENV tokens as commissions. In the marketplace the nearest manufacturers appear on the project page as options for buying the product.



The product is sold by the manufacturers through the marketplace, hence they give invoices and warranty. Manufacturers pay the above license fee when the actual order and sale is made through the marketplace.

The ENV license fee payment is done by keeping enough ENV tokens on the manufacturer's Ethereum account and granting access to some part of it for the platform (this is the ERC20 standard). If a manufacturer wants to register on the platform, it must obtain a certain amount of ENV tokens as deposit (proof of stake).

These are tokens manufacturers have to keep for paying license fees, can not spend. Without this, no one can be manufacturer on the platform. Otherwise the funds received after sales are retained by a payment gateway until the manufacturer fills up the token balance.

After the sale, the Marketplace Contract (MPC) is distributing the license fee between the project (Project Development Contract - PDC) and the platform itself (Ecosystem Contract - ESC). Depending on the exchange rate, projects can re-negotiate the amount of the license fee periodically, on a simple interface. Manufacturers will therefore have a constant demand for ENV, which will give them value.

CROWDFUNDING - PROJECT RELATED DISCOUNT

In some cases project developers may have issues with financing, so the ENVIENTA platform provides financial services to open source projects' development and prototyping. In this case, an automatic announcement goes to the public - including manufacturers - that there is a new project to invest.

Project members can do this through crowdfunding where supporters can use ENV tokens to purchase special Project Related Discount (PRD) - offered by the project through a Crowdfunding Contract (CFC). By obtaining PRD - as a reward - making it even cheaper to get the product later in the marketplace.

Manufacturers also can support promiseful projects by getting PRDs, because license fees may be paid more favorably than ENV, but in the case of a manufacturer agreement it can be discounted from the price of the product. PRDs thus acquired can be sold to franchise partners, like ENV tokens or exchange directly to ENV. ENVIENTA provide a convenient interface for handling them.

- MARKETPLACE - PURCHASE DISCOUNTS

Another way in which ENV can be purchased by the manufacturer may be to make a purchase discount by decision from the price of the product to the customers.

It means customers may also use ENV tokens at the purchase to the extent determined by the manufacturer to buy the product. This amount can be up to 100% of the product price, but gives priority to early investors to use their PRDs. To provide this, the platform give a comfortable surface.

The granting of the discount may also have an advertising value, similar to traditional gift coupons. The platform itself can also encourage to grant such discounts with highlighting products in the marketplace for instance.



MANUFACTURERS AND DISTRIBUTORS

The ENV token can be used in exchanges between stakeholders of the supply chain. Because of the modular design of the products, manufacturers can pay for local component suppliers and other manufacturers with ENV, but they can also use the token dealing with their distributors

Partners can build additional incentive systems with the token, thereby involving private individuals in local sales or in the home delivery process. Actually ENVIENTA have the opportunity to track the use of the token in geographic regions for every product, hence observe the extent to which the cosmo-localization and local circular economy principle is met. Then, if necessary, to intervene by incorporating new incentive methods.

■ INNOVATION HUBS

If local innovators / makers / producers have new ideas or selected a blueprint from the platform library to build, in order to ensure quality of projects and growth, makerspaces will need to provide services to facilitate this flow as well as to fulfill needs of the local community.

Makerspaces / hackerspaces and its members can use the ENVIENTA framework to interact with each other by using ENV tokens in the following cases:

- Sharing of means and resources
- 3D printing and design services
- Prototyping
- Construction consulting and implementation
- Local manufacturing, distribution and sales
- Repair services
- Equipment rental

One of the biggest challenge these days is how can we catch up with Silicon Valley's innovative culture and redistributing venture capital on a more decentralized way. Financing projects through ICOs is just one half of the answer. We believe in investing more in local innovative projects through innovation hubs, giving them more opportunities, the economy will thrive.

Besides business development, mentoring or market research, the tokenization of local accelerator programs helps to establish fruitful partnerships through smart contracts without registering companies, makes real time resource assessment and monitoring much easier. In addition, local startups connected to a global platform - with the usage of ENV tokens in crowdfunding - can help startups to reach their goals.



- ACCOMMODATION - BE PART OF A BIG ADVENTURE

As part of the startup accelerator program innovation hubs invites you to spend a one week course in one of our self-sustainable facilities, in exchange for your ENV tokens.

This will not only inspire you how to live in a symbiotic relationship with revolutionary technologies, but you can learn much more about sustainable ways of living, which benefit the whole of society. You can also become a member of an incredible community of experts in different fields, from all around the world.

The technologies which you will interact with will become yours too, as you will have access to the blueprints. So you can develop them further adding your own ideas. Implementing the decentralized token structure after this initial sale, everybody will have a chance to book a few days, or more, to enjoy what Canary Islands and the technology has to offer.

All parts of the training center (houses, furniture, aero- and hydroponic garden, electrical systems, software, etc.) are open source, so the blueprints are available to anyone free of charge or can be purchased in a manufactured form on request. You can also use your tokens with discount when purchasing components.

EDUCATION

In collaboration with universities and business partners, we will continue to establish a wide variety of education related services and activities.

We are adding quality programs giving more value to your precious time in exchange for your ENV tokens. You can find the detailed education program by clicking **here**.

Independent training centers and instructors from all around the world also can build their business model around the ENV token to provide local services.

- EDUCATION COURSES AND RELATED SERVICES

- Commons management program
- Self-sufficiency courses
- Energy management, production & storage
- Permaculture & home gardening
- 3D modeling & printing
- Smart home technology
- Robotics
- Sensor technologies for interactive environments
- Nanotechnology course
- Graduate studies program
- Executive programs
- Conferences and ENVIENTA summits
- Internship program
- Research & Development



■ RESOURCE-BASED CONTRIBUTIONS AND VALUE EXCHANGE

Tokens can also be obtained and used in interactions with the ENVIENTA organization through the Resource-Based Contract (RBC) as a reward for contributions based on human labor and other shareable resources. The goal here is to strengthen cooperations in the framework and involve people to build together our vision.

Projects, innovation hubs, independent makerspaces, education services and the stakeholders of the supply chain can also decide whether to accept contributions, services or any kind of useful resources (e.g. human labor, renewable energy, land, tools, machines, etc.) as a grant and reward it with tokens.

DECISION MAKING

For ENV token owners we provide voting rights on certain issues through Decision Making Contract (DMC). It is clear from the beginning that ENVIENTA has been putting its trust into collective intelligence and the open community model. The gates are open to everyone and we encourage collaboration by exploiting the huge business potential in the model.

Although we have a well-defined plan to accomplish our goals, we would like to involve our target audience and investors to be involved in our decisions - regarding to investments and strategy - in proportion to their tokens in order to co-manage ENVIENTA. Although more tokens do not mean difference in voting power, personal reputation does.

By allowing the delegation of voting rights to people with higher reputation, it could not only form circles of trust, but helps us to get a comprehensive view of our community, with special regard to the members with useful expertise. Ultimately we invite you to an experimentation with the DAO (Decentralized Autonomous Organization) model.

OUT-OF-PLATFORM TRANSACTIONS

Since ENV tokens represent value, therefore, such as ETH or BTC, anyone can accept them as a payment, for example events, sales of products, in return for any service outside of the ENVIENTA framework.

GLIMPSE INTO THE FUTURE

The use of the ENV token is a transition step to the resource-based economy. It is important to note that there are real products, resources and services behind the ENV tokens - innovation infrastructure with makerspaces, renewable energy and food supply, open source IoT and exponential tech software / hardware applications, marketplaces, human contributions, time and experience sharing through education and affiliate services, etc.

Tokenizing the whole value stream between stakeholders helps to discover and monitor the globally and locally available means and resources in real time. In addition, an organically scaling global community has even greater potential to achieve sustainable growth, boost the ENV token value and produce profit by default.

The biggest reward however, is the environmental, social and economic benefits, as open source hardware, software and models can be freely used by anyone.

SUMMARY

- ENV IS AVAILABLE TO USE / BUY / SELL / MINE TO THOSE WHO WANT TO

- create new startup projects with automatic token distribution between stakeholders through a Project Development Contract (PDC)
- manufacture / assemble and sell products on the platform by paying license fee and with automatic token distribution through a Marketplace Contract (MPC) between stakeholders: the Ecosystem Contract (ESC) and Project Development Contract (PDC)
- invest in product development through crowdfunding campaigns as early supporter or manufacturer in exchange for Project Related Discount (PRD) through a Crowdfunding Contract (CFC).
- buy products at the platform's marketplace in exchange for ENV or get purchase discounts for PRD
- build new partnerhips and incentives along the manufacturing and supply chain and optimize processes to the local circular economy principles
- (6) use services and shared resources in local innovation hubs and makerspaces
- build interactions with startup projects through incubation programs in local innovation hubs and makerspaces, then help to reach global impact on the platform
- spend more time in innovation hubs with accommodation as a member of an incredible community of experts in different fields, from all around the world
- (**9**) use education services or organize related programs
- ontribute projects, the supply chain, innovation hubs, makerspaces, education services and the ENVIENTA organization with human labor or other shareable resources
- be involved in decisions, regarding to investments and strategy in order to co-manage ENVIENTA through a Decision Making Contract (DMC)
- (12) pay for any service or accept tokens in exchange outside of the ENVIENTA framework
- invest in the ENVIENTA project itself by getting tokens during the ICO and later from the Ecosystem Contract (ESC) and sell them at a constantly increasing price to any of the former
- get tokens for operations from the Ecosystem Contract (ESC), or from the market, ICO investors, projects, from any token owner at a price that the market defines.





VI. IMPLEMENTATION

TOKEN RELEASE AND DISTRIBUTION

ENVIENTA sells 42,5% of 30,000,000 fixed amount of tokens (including bonuses) in the ICO (hard cap).

10% goes to the Ecosystem Contract (ESC). This is a non-circulating quantity of tokens (EIP-228 compliant liquidity pool), that fundamentally balances and keeps the token market price regulated. Anyone can buy tokens from ESC after the ICO has been closed, but only at a higher price. You can also sell tokens to the ESC but lower than the market price.

47,5% of the tokens could be "mined" with contributions based on human labor and other resources from the ENVIENTA organization through the Resource-Based Contract (RBC)

TOKEN DISTRIBUTION - 30.000.000 ENV TOTAL



MINIMAL CONTRIBUTION

There is no minimum token purchase but 0.05 ETH is recommended (The Ethereum network charges a small fee for the transaction, it's called Gas).

INVESTMENT STRATEGY

ENVIENTA is a bottom-up initiative that - thanks to the open source approach - could be a source of radical changes. Here we offer a stake by ENVIENTA ICO. The implementation is divided into five phases, depending on how many tokens we will be able to sell and how much capital we can collect.

Basically we are about to invest at the same time into software platform, decentralized manufacturing and distribution, innovation hubs, education program as a service, and startup incubation. These investments ensure that the core ecosystem of ENVIENTA will be able to operate and grow by itself from the first day, through the network effect.



■ PHASE 1 - ENVIENTA PLATFORM

The goal here is to develop further and finalize our software platform that is under construction. There are three major phases in development according to the components detailed earlier, right now we are able to serve the needs of open source hardware developers around the world with the community space component.



Note: costs of development contain labor costs.

■ PHASE 2 - DECENTRALIZED MANUFACTURING AND DISTRIBUTION

Phase 2 is the implementation of decentralized manufacturing and distribution. This is the step, where ideas from the platform can become real, tangible products and we have to provide financial, marketing and manufacturing related analysis continuously to the open source hardware. In this phase we have to pay great attention to strategic partnerhips and the manufacturing standards of open source hardware.



- INVESTMENT PLAN | \$ 500.000 EST.



■ PHASE 3 - INNOVATION HUB

Building the first innovation hub on the Canary Islands, Spain. Our investment plans will always adjust, when required, to the local weather and environmental conditions, using the easiest locally available and possibly recyclable raw materials, making use of the local expertise and workforce to reduce costs.







- MATERIAL COSTS

PHASE 4 - EDUCATION PROGRAM

If we can acquire the capital needed for Phase 4, we will further develop our training program and spread ENVIENTA's philosophy and know-how much wider.

The blending of people with different skills and backgrounds, from within the peer-to-peer, commons and sustainability movements and the community of practitioners offers unprecedented opportunities for learning and the emergence of novel synergies.

Sharing our practices, knowledge and experiences within the setting of the emerging ecosystem of innovation that is the ENVIENTA will offer many great benefits for individuals, communities and beyond.



─ INVESTMENT PLAN | \$ 500.000 EST.



We will allocate a budget for establishing additional innovation hubs, supporting software and hardware projects and related research. That's where the DAO model with distributed decision making comes into the picture. Help us to decide wisely which projects are worth the investment on the platform.

We're mostly focusing on investments in related areas like smart home, smart garden, renewables, sensors, robotics, nanotechnology, 3D printing, but we are open to discover new territories, merging exponential technologies from healthcare and synthetic biology to robotics and A.I. - that are serving the ENVIENTA cosmo-localization model.



- INVESTMENT PLAN | \$ 15.000.000 EST.

SUMMARY

PROJECT NAME: ENVIENTA

- Token symbol: ENV
- Soft cap: \$ 3.000.000
- Hard cap: \$18.000.000
- ICO contributors own: 42,5% of total token supply if hard cap is reached
- **Bonus:** 30%, 15% determined by contribution date/block
- Conversion rate: 300 ENV = 1 ETH
- Blockchain: Ethereum ERC20
- Private pre-sale start date: 01.07.2018.
- **Public pre-sale:** 28.08.2018.
- Token sale: 18.09.2018.
- pENV token distribution date: 01.07.2018.
- **pENV to ENV swap date:** TBD
- Website: envienta.com
- Whitepaper: envienta.com/downloads/envienta_white_paper.pdf







BONUS STRUCTURE

300 ENV (ENVIENTA token) is worth 1 ETH. During the ICO token sale campaign, we highly value our first investors, thus we have defined the following bonus structure.

The first milestone is reaching an investment of 3350 ETH in private sale. If you invest in the ENVIENTA ICO during this phase of collecting 3350 ETH, for every token bought, the smart contract will credit you 1.3 times more in your ERC20 wallet (30% bonus).

The second phase is the public presale. Between 3350 and 6700 ETH (this is what we call a soft cap) the multiplier is 1.15, so for every ETH invested, instead of 1000 ENV, the system will allocate 1150 ENV to you (15% bonus).





ENVIENTA SWOT MATRIX

- open source
- represents unique philosophy
- supports community engagement
- modular
- scalable
- environmentally sustainable

- WEAKNESSES

- hard to imagine alternative economic models different from today
- business models built on open source are not widespread thus hard to compare with anything
- business opportunities are not often related to ecological, social and economic paradigm shift

- world-wide solution
- accessible to anyone
- decentralized model based on local resources
- reversibility of environmental pollution and global warming
- good practices of circular economies

- lack of interest
- bad intentions of use of the platform
- patent problems

ENVIENTA CORE TEAM



VIPI

GABOR KISS Chief Executive Officer, Chairman, cofounder

in

Architect and IT engineer, keynote speaker. Project leader at SensePower, Kent Holdings, Docler Holding and Universal Basic Income Europe – established by the European Economic and Social Committee (EESC). Responsible for trend research, strategic partnerships and open source hardware development.



GABRIEL VARALJAY Chief Operating Officer, communication, co-founder

in

Manufacturing and supply chain process engineer at NCR and Sanmina SCI in partnership with IBM, HP and Dell. Marketing manager at Kent Holdings, cofounder and COO at VixT. Responsible for manufacturing partnerships, distribution and communication.



ATTILA SZILAGYI Platform project manager

in

More than 20 years experience in operational and strategic IT projects. Conception and implementation support of ERP systems, planning & consolidation of processes. Responsible for project/program management and architecture management.



LASZLO FAZEKAS Lead software developer, blockchain expert

in

Chief developer at MTA SZTAKI – Hungarian Academy of Sciences, Guide@Hand and several startups. Responsible for platform development, token ecosystem and business planning.



MATE MOLNAR Software & multimedia developer

in

Graduated in multimedia design and communication at Erhvervsakademi Sjælland, Denmark. Spent 3 years at ENVIENTA including internship. Responsible for UX/UI, frontend development and media materials.



SANDOR KOSZECZ Organizational developer, innovation hubs



Co-founder and CEO of NetEasySoft, chairman of Eletfa Foundation and Kozos Pont Association. Responsible for organizational management and establishing makerspaces.





KRISZTIAN GAJDACS Lead hardware developer

in

Co-founder and lead developer of Special Software. Responsible for open source software and hardware development, smart home systems, renewable energy, IoT and robotics applications.



MARIANNA VARBAI Education manager

in

Training project referent in Ministry for Home Affairs, Hungary, community manager at National Cultural Institute. Responsible for education programs and curriculum development.



FERENC KASA, DR. Legal adviser

in

International lawyer specialized in legal aspects of A.I., robotic technologies, international IP & IT law, international commercial contracts, energy law, media and entertainment law. Responsible for licenses and smart contracts.



SERGEY SEVANTSYAN Market research manager

in

International public keynote speaker, blockchainer, technical-evangelist, investment relations & international community relations manager. Responsible for market research.



NOEMI HUSZAR Community and event manager

in

Social media influencer and creative director at Adore media and marketing agency. Responsible for community and event management.



ROBERT BERKI Supply chain manager

Ten years of experience in logistics and supply chain management of automotive industry – Robert Bosch Automotive Steering, ZF Lenksysteme – in multinational environment.

ADVISORY BOARD



Nier

DAVID ORBAN Seed stage startup and blockchain investor, Network Society Ventures, Singularity University, Thiel Fellowship

in

Entrepreneur, author, keynote speaker, and thought leader of the global technology landscape. Founder of Network Society Ventures, a seed stage global investment firm focused on innovative startups at the intersection of exponential technologies and decentralized networks.



JAMES GIEN WONG OSCE Days member of board, co-founder at Stop Reset Go, Institute of Future Living, Ingienous Designs



Co-founder of Institute of Future Living and Stop Reset Go, a special project of IFL focused on develop citizen-centric, rapid whole system change and collective action solutions for the globe. Currently resides on the Board of the Open Source Circular Economy Days movement.



ALEXANDRA KOVES, DR. Ecological economist, researcher, professor, Corvinus University

in

After spending time in public administration, she took part in international projects as an expert, consultant, project manager. She is a well-known degrowth advocate and backcasting researcher, designing systems with more sustainable environments and more equitable society.



GUSZTAV VAGVOLGYI Community business developer, trainer, organizational developer

in

Lecturer, keynote speaker, founder and executive member of Inspi-Ration and Polyan Association, focusing on community-based enterprise as a new organizational model and the organization development methodology of our supportive nature.



REGINA M. SIPOS Founder and director, Social-Digital Innovation, Berlin Institute of Technology

in

Founder and director of Social-Digital Innovation Initiative, with 8+ years of experience in project design, implementation and management with a focus on start-up acceleration and incubation.



JOSEPH M. GAYLORD Program evangelist, Social-Digital Innovation, Innovation Support Officer at ITU-D Innovation

in

Expert in international organizations and relations. Currently, focusing on projects related to innovation management, crowdsourcing, community management, data management and analysis, social media, youth and technology.

ENVIENTA EXTENDED TEAM



envienta

ISTVAN BARATH Business development



PETER HABO Renewable energy expert, co-founder



DIANA KOBZA Secretary,co-founder



GABOR TOTH PR & event organizer



EDIT PUSKI Media, blog & education



GERGO NAGY-MELYKUTI Producer, Eco Logical Films



Editor in chief. ENVIENTA News Channel



DANIEL SZOKE Social media manager



JOZSEE VASS Social media manage



FERENC CSADI Community organizer



Makerspace leader

TESTIMONIALS







TAMAS VIGH



MICHEL BAUWENS Director and founder of the P2P Foundation, Peer-to-Peer theorist, writer, researcher and conference speaker on the subject of technology, culture and business innovation

3

"It is a 'connect the dots' type initiative which aims to collect various forms of open source technology to make up an entire lifestyle based on low-cost modular solutions and open knowledge. If a mainstream-oriented project like this can help to spread the word about integrating open source design and technology into our daily lives, it could be an important initiative."



JAMES GIEN WONG OSCE Days member of board, co-founder at Stop Reset Go, Institute of Future Living, Ingienous Designs



"ENVIENTA is leading the way in the design of a platform cooperativism designed for the open source hardware community as part of its overall strategy to develop an open source ecosystem for innovation. ENVIENTA is collaborating with the Amsterdam-based WEquest project that is developing a cryptocurrency based system to support a resource based economy that tracks contributions and rewards both local transactions and the production of goods and services that do the greatest good, and with Stop Reset Go, developing a global framework to synchronize local actions to global impacts by applying planetary boundaries and doughnut economic principles."



ROBERT DAVID STEELE CEO of Earth Intelligence Network. promoter of open source intelligence (OSINT), past US presidential candidate



"ENVIENTA is one of a number of open source ecology "happenings" that I follow, and easily in the top six. I particularly like their respect for the importance of a holistic approach — I have long been frustrated by the unwillingness of each of the open source stovepipes to cross-fertilize. I also consider their focus on basic income as a complementarity to the larger open source everything ecology an important differentiator."

PARTNERS



envienta



















RECITY



 \bigcirc



THE GLOBAL MOVEMENT SUMMIT







DEGROWTH





LEARN MORE ►

ONGOING PROJECTS AND ACTIVITIES

ENVIENTA ECOHOUSE - CONNECTING THE DOTS

Imagine a luxury home, which can be built in a few days for much less than an average home! As an intelligent home, it will have an automatic ventilation system, it can detect the exhausted air and e.g. close the windows also when it is raining. It is monitoring and controlling the temperature, optimizing the consumption of the electronic devices and sending reports to the owner. Additionally, there is a smart garden system. We build it.



HACK THE WATER CRISIS WITH ENVIENTA

"There are only 95 days left before we reach Day Zero." — Cape Town council made a statement in its release on January 15th, 2018. "The Day Zero, when the city is forced to shut down the majority of taps, will arrive on April 21st, 2018." With the participation of ENVIENTA, an international coalition was set up to address the crisis. Day Zero pushed out to 2019.





■ ENVIENTA IN THE SOCIAL-DIGITAL INNOVATION INITIATIVE

In the fall of 2017 the ENVIENTA project was selected into a non-profit, non-equity, independent development program for social projects using tech; with a modular offering designed flexibly to fit any local context. The Social-Digital Innovation Initiative (SDI) is committed to creating a world where social solutions use technologies meaningfully, are impact driven, sustainable and benefit and belong to those who create them.



ENVIENTA OPEN SOURCE CIRCULAR ECONOMY DAYS

As part of our community engagement program and in collaboration with **oscedays.org** we're hosting the yearly Open Source Circular Economy Days events in Hungary. The event series is focusing on topic, such as: commons management, R&D, urban planning, environmental sustainibility, recycling, self-sufficiency, DIY, platform cooperativism, etc. Through the event we're also in collaboration with hungarian partners with activities on the following territories: education, 3D printing, renewables, smart home, smart garden, sensors, robotics, nanotechnology.





■ KOLLABOR INNOVATION HUB AND MAKERSPACE

Kollabor is a community playground, science center, pedagogical innovation place. Our goals: education, publication and sharing of knowledge, inspiration, community building, value creation. Our job is to provide, in addition to traditional school education, a useful knowledge and a practical approach that provides a conscious, open and confident attitude to everyday life. All this tings where with experience pedagogical methods and tailored to the individual.





CONTACT



Asociación ENVIENTA Open Source Ecología C/ Lanzarote Duplex Eurovillas No. 15. San Fernando De Maspalomas 35100 | San Bartolome De Tirajana, Spain

> ENVIENTA LTD Unit 15 Cavendish Centre Winnall Close, Winchester SO23 OLB | United Kingdom

Web: http://envienta.com Email: info@envienta.com Tel: +34 646 401 417

FOLLOW US

WEB | Facebook | Twitter | YouTube | Telegram | Medium | LinkedIn | GitHub | BitcoinTalk | ProductHunt

If you are reading this line that means you are a person with incredible sophistication and attention to detail, so we are especially grateful for your time.

Our primary goal is to find solutions to the current problems of mankind, but at the same time we want to build a good business, so we can catalyze the changes with the resources thus obtained. While the mainstream media is full of the demand for radical changes, we are working hard on these changes.

If you decide that you want to become our investor by joining our token release, you will be part of our story and you will help us achieve our goals. We believe that our project has great financial potential and the environmental, social and economic benefits are priceless.

If you have anything to ask we are always available and happy to answer all of your questions. Subscribe to the white list here: http://envienta.com/whitelist.php