Interview with Olga Bergen CEO of the Ecostart Corporation

How EcoStart will use blockchain tech to fight back for the planet

The background of our project.

At one of the rounds of the venture accelerator, the EcoStart project won. The aim of the project was the aerospace monitoring of the earth's surface in order to identify the places of unauthorized garbage dumps and, upon detecting such a garbage dump, organize an event to eliminate the detected garbage dumps involving volunteers. The project was initiated by schoolchildren (two girls). Their project is not an IT project and does not scale.

But I liked the initiative of teenagers. And there are many such active people in the world who are ready to take practical measures to improve the ecological situation. For example, the "Champion of the land" Afros Shah from Indian Mumbai, who cleared the beach in Mumbai and actually inspired two girls to develop an environmental project. As a result, I offered Pivot EcoStart project initiators for their project, transforming it into a fundraising platform for financing environmental projects using blockchain technology. Thus, the project EcoStart was born.

Mission

Support for green business in order to preserve the environment by increasing investment in environmental projects using blockchain technology.

Modern technologies, science, production and consumption create an unprecedented and unbearable burden on the ecosystems of our planet. But in order to reduce the load, in order to harmonize the interaction of mankind and nature, it is necessary not to abandon new technologies, but to develop supernova technologies, which will be laid in a careful attitude to the environment and natural resources. Deindustrialization and other movements under the slogan "Back to caves! " they will not help us.

Mankind goes through the same stages over and over again. First, a new technological structure is being introduced and pressure on the environment is increasing sharply. Then methods and means are sought, technologies that reduce this pressure are applied, and nature is harmonized with man. If we move not forward, but backward, then we run the risk of falling not into the gap of harmony, but into the old situation of an even greater ecological catastrophe. Therefore, we support new green technologies under the slogan "Forward to progress"

Our vision

We hope that we are not just the founders of the **EcoStart** project. In our imagination, we have drawn a way of life, a vision of how the ecology on our planet can be in the future, and we want to change what people are doing with the environment now. We know how people will use our product, how it can improve the ecological situation on earth and the quality of life, and we hope that our startup will become a visionary. We want you to support us by giving us the opportunity to act. We all live on the same planet. Earth is your home too.

Our formula for success is new technologies, a strong team, community involvement in product improvement.

What is EcoStart and what is your personal motivation for building the project?
The EcoStart project is a global ecosystem empowering environmental business. What this means essentially is, we will help green projects to be financed in a transparent way, using blockchain technology. We will also help them to find all the resources they need to be successful, from expertise to volunteers.
We will do this through:

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

The EcoStart project is founded by a group of entrepreneurs who share the conviction that business and innovation should be green and enhanced by the capabilities of blockchain technology. We believe that EcoStart will contribute to an open, collaborative, sustainable and prosperous future for our planet.

We believe that, beyond just starting up a project, we are providing a platform that will allow everyone to contribute to saving the planet. We have had the vision, and now we need you to support us by giving us the opportunity to act upon it. We all live on the same planet. We all have a responsibility to care for it – EcoStart will allow everyone to do so, even in the smallest of ways…

The most successful start-ups tend to be ones that solve existing problems – what problems with the existing Environmental Projects system are EcoStart looking to solve?
The main problem facing environmental projects is a deficit of financing. Even those projects that manage to secure funding through traditional institutions also face disadvantages.

a) All investment institutions are intermediaries between investors and objects of financing. Typically, all parties act in their own interests, which do not always coincide with the needs of society and incur unnecessary costs.

b) There is no coordination of activity between various investment institutions when they investing environmental projects. This leads to duplication, dispersion of material, labor and money. As a result, millions of dollars are spent each year on inefficient environmental projects.

c) Often, the investment capital that is available goes to projects that can 'shout the loudest' or have the best connections – not necessarily the projects that will have the most positive environmental impact. The public, and the expert community are not consulted on project selection – a massive waste of resources.

d) The process of selecting projects is often unnecessarily politicized.

e) There is no mechanism for attracting investors with small amounts of capital – environmental projects are missing out on the 'crowdfunding phenomenon'.

f) Small but effective environmental projects often do not have the ability to scale because they lack fame or publicity.

What features of the EcoStart ecosystem will enable you to rectify this?
EcoStart's platform will provide the following functions:
-A Marketplace uniting all participants of environmental communities (green business, investors, volunteers)

-A Fundraising application -for creating personalized digital tokens as tools for financing environmental (green) projects approved by EcoStart experts

–EcoStart's own cryptocurrency TerraEcoCoin (TECO) generated by our energy-efficient POI algorithm (Proof-of-Importance, proof of significance).
- A Marketplace uniting all participants of environmental communities (green business, investors, volunteers);

- Crowdfunding and Fundraising services - for environmental startups and NPO;

– Own blockchain platform "TECO" with the possibility of issuing security tokens (tokenized securities) by companies to tokenize their assets and to invest in their environmental projects;

- A private Crypto-messenger system, based on P2P technology (peer-to-peer);

- An Environmental Investment Fund (EIF) to further finance environmental projects (Close-end Funds);

- A decentralized system of expertise and recommendations (the formation of ratings will be based on the confidence of the platform participants);

- An open API allowing developers to create applications for the implementation and support of environmental projects;

- A Space Surface Monitoring Application to find hidden areas of pollution;

- A system of motivation (rewards) for participants of the platform;

- An environmental lottery, 50% of the funds remaining after the payment of winnings and operating costs will be directed to the Environmental Investment Fund (for jurisdictions with a permitted activity).

With many projects, it's difficult to see why blockchain technology is needed, other than for a bit of publicity – what makes EcoStart different?
EcoStart is a multi-functional platform for supporting environmental projects, mainly providing financial support.

If money is the blood of the financial market, then trust is the soul of the financial market. Yet, trust is the main problem for any financial service. Traditional investment services are overly regulated, characterized by a complex and expensive control system. Using the blockchain technology as a runtime environment for applications on the EcoStart platform, we can harness the power of decentralization to protect against censorship and ensure all funding and project information remains transparently available online.
Blockchain is not so much a technology as an expression of a business' need for reliable and transparent processes. It is this need that creates the interest in blockchain tech around the world, including the EcoStart project team.
In addition, using blockchain technology will allow the EcoStart platform to provide:

– A reduction in transaction costs;

– Efficient distribution and tracking of payments;

– Transparency in the process of collecting investments by specific projects and their spending;

– Equal access to information, opportunities and tools;

– Removal of intermediaries between investors and financial applicants;

– Easy access to investment services;

– Attraction of small investors to the investment process

– Speedy, global transactions;

 – Information security. For the financial system – this is the most important property. Blockchain will provide more reliable protection than traditional technologies

– Tokenization of the process of financing environmental projects, which will simplify and automate the routine interactions between platform users using smart contracts (self-fulfillment of contracts).

Tell us more about the TECO platform.

The TECO is blockchain platform " with the possibility of issuing security tokens (tokenized securities) by companies to tokenize their assets and to invest in their environmental projects
TECO's blockchain platform will be offered to customers as a service according to the Blockchain as a Service (BaaS) model.

The TECO is a global multi-functional and public platform with an open API, with built-in support for additional applications for it (including cryptocurrency). Ready to integrate with any ecological programs and deploy applications on the platform.

It is a platform for supporting business in "green tones" using blockchain technology that unites the participants of the Ecological ecosystem and develops it by providing infrastructure for various processes (investment, project review, asset tokenization, fundraising, rating system and other).
TECO owners will have the following rights:

- The right to receive partner discounts;
- The right to receive a commission from the involvement of third parties to develop applications on EcoStart;
- The right to participate in referral programs;
- The right to sell, exchange, donate;
- Provide a voice in the entire EcoStart ecosystem.

Is EcoStart a charity?
EcoStart is not a charity, it is a commercial project.
  It will achieve income through the following streams:
  a. Platform fee
  b. % from the Crowdfunding and Fundraising services
  c. Income from the Environmental Investment Fund
  d. Revenues from the EcoStart Crypto Lottery

Reed's Law states that the usefulness of large networks can exponentially scale with the size of the network. The growth in the capitalization of the EcoStart platform is also subject to this law.
In the EcoStart ecosystem, participants will not only be able to interact with each other, but also create their own tokens, which will lead to the emergence of new communities within the ecosystem (companies within the company).
EcoStart is not just designed for profit, though, but also a decisive step in saving our planet.

Our forecast:
Thus, the business value is 75,6 million USD.
The company's capitalization over three years may increase by 2.8 times

The amount of investment that you plan to raise?

The Financing Needed:
 a. To develop the EcoStart platform and promote the project:
 - $ 200K   for the development of the platform, including on MVP - $ 30K
 - $ 45K   license for financial and exchange services

- $ 150K   marketing, advertising and PR
- $ 570K   operating expenses (office, salary, business trips, etc.)
  - $ 300K   conducting a Security Tokens Offering (STO) with obtaining
          permission from the SEC
- $ 35K   contingency

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Total $ 1.3 million

b. To create an environmental investment fund:
It is planned to place security tokens to create fund capital:
  - Soft cup - $ 10 K
  - Hard cup - $ 25 K

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

To create the capital of the fund, it is planned to conduct security token offering (STO):
a. $ 30K is required for the development MVP of EcoStart project. Development period is 35-45 days
b. To develop a platform with all the functionality we need $ 200K, including MVP. The time for developing the alpha version is 2 months, the beta version is 4 -5 months (IZZZIO LLC company).
To promote and scale up the project, as well as to create an environmental investment fund, we plan to raise money using STO:
c. To promote and scale the EcoStart project, we need $ 1300 thousand.
d. To create an environmental investment fund requires $ 10 million (working capital of the fund)

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