



eloom

**POWERING THE NEXT INDUSTRIAL REVOLUTION
WITH SMART AND SUSTAINABLE PROJECTS**

ESSAY

What's this all about? We –Marc, Michal and Udo– believe the world is fed up with economic development being innately tied to increased pollution and non-renewable resource overuse. And rapid and extensive technology advances are driving a fourth industrial revolution which will fundamentally change our society, bringing both change and opportunity.

We too are fed up. Although we hear news everyday about environmental problems, many people have high awareness but take little action. Why? Perhaps people are immune to hearing about the same problems every day or feel powerless to contribute. Or maybe people feel disillusioned because attempts to reduce carbon emissions on a large scale have failed to include some of the most important economies. All this against the backdrop of the latest research indicates that if we do not act now the outcomes will be disastrous.

Or perhaps despite, the many, many individuals and organisations have changed their behavior, somehow we are just not doing enough. We want to do something meaningful and take the initiative to do our share. Our combined backgrounds led us to the space where energy production and technology meet. Two things stood out. First global demand for energy is increasing and part of that demand comes from more extensive use of technology. And second, energy consumption also currently exceeds the growth in sustainable energy production.

“ We have no doubt, climate change was created by us, and it is up to us to take control of reducing pollution and excessive exploitation. We also believe people are inherently good and want to do the right thing. But making real change is complicated because it takes time to change economic, political and behavioral structures, incentives and rewards.



eloom Founders Marc Lanz, Michal Pomykala and Udo Abraham

“ David: eloom is the solution to empower new technologies with green energy. Solving the future high-energy-demand by innovation, efficiency and sustainability

We want to pursue evolutionary, not revolutionary, decentralisation of the energy industry. The starting point is a green power plant in Fuerteventura, Canary Islands, Spain because of the extraordinarily low production costs due to the favourable prevailing climate. Keeping the green energy off-grid lets us control a larger part of the supply chain which is an enormous advantage where electricity is a major cost driver.

We are realistic enough to know that to use green energy for all kinds of sustainability and decentralisation projects, we need revenue. The first revenue will come from crypto-mining and running master-nodes to deliver the immediate return for business growth. In addition, there are options to support decentralisation in data storage and cloud-based solutions, all powered by green energy. Further still is the use of computing power for artificial intelligence, machine learning and other applications.

Innovation is our core. This is evidenced by an R&D Lab which we are building to test various energy and technology ideas, and eloom partnerships with experts such as the University of Dortmund and Energy Web Foundation. We want to expedite R&D for new industry standards in the areas of tokenisation and production, distribution and use of green energy.

We intend to implement many flexible solutions, so we can adapt quickly in a changing market environment. Governed by the eloom community, business development has unlimited potential.

In addition, studying projects through the eloom Foundation around the world will give us a more complete picture and recognise symbiosis to design solutions with a corporate impact on sustainability.



DAVID RIVERA
Chief Executive Officer

“ Marc: eloom is proof ecology and economy can work hand in hand

Energy trading is becoming more decentralized, meaning no third parties control the energy industry anymore and set monopolized prices. As mentioned above, people are not only interested in sustainability – transparency and democracy become more and more important as well. One of our dreams is that hopefully one day, every building is equipped with solar panels, distributing energy automatically to the location in need, to the best price, transparently recorded in a secure ledger.

At eloom, we are dedicated to help on this development. We encourage everyone in the community to take part in this, facilitate and co-determine a sustainable future with opinions, ideas and other resources and promise to always honor beneficial inputs. Furthermore, democracy is promoted by decentralizing certain management decisions in a preset framework. For example, the community can co-determine the direction where eloom should expand to.



MARC LANZ
Co-founder and Marketing Director

“ Michal: eloom is a window of opportunity to slightly repair the damage we did to the world, exploiting its natural environment and resources

One of the biggest challenges concerning sustainability is increasing demand for energy. Instead of demonising new technologies and the related power consumption, we want to use them to improve the energy industry. Use of advanced blockchain-based solutions for promoting renewable energy production and rational energy use is underway.

Additionally, our long-term focus includes tokenisation of CO2 emission reductions, peer-to-peer energy trading and development of the new standards of collaboration between emerging technologies and our precious environment.



MICHAL POMYKALA
Co-founder and Blockchain Expert

“ Udo: eloom is the freedom of ideas

eloom attracts creative and energetic people to work together toward implementing sustainable development innovations. We already know from our community, there are project needs all over the world and some go beyond the production and use of green electricity. To answer this call, we have developed a two-pronged approach.

To begin, the lion’s share of profit is reinvested in expanding the pilot power plant in Fuerteventura and creating other green infrastructure. Right now, this is where our core competency is. Here, our community will be rewarded for their support of sustainable projects via classic regular dividend payouts.



UDO ABRAHAM
Co-founder and Operations Director

“ José: eloom is where sustainability and profitability work together

We founded eloom to produce green energy to power smart and sustainable projects, as well as to create a lucrative investment opportunity. eloom begins its mission powering applications supporting decentralisation, democracy and transparency on our computing infrastructure. Through our successes we will also fund an independent eloom Foundation to support a range of projects trying to solve local environmental issues around the world. Local projects could include removing plastic from the ocean, planting trees or producing potable water where it's not available. Our community will contribute, participate and be rewarded for their ideas thanks to blockchain technology and use of smart contracts.



JOSÉ L. CAMINO CARMONA
Engineering & Technical Research

“ Nicolas: eloom provides green off-grid energy for sustainable applications and solutions

In matters of sustainability, it's essential to make progress fast. We consider innovation as a major stimulant of progress. The eloom Lab, based in the Technology Park in Fuerteventura, will drive innovation by conducting research into energy, anti-pollution and blockchain technology.

Decentralisation is often understood as a shift of power from enterprises to the people. We want to create a community where it does not matter where you from but rather, where you want to go. For example, a company can tell us a problem or a need they have, and the community can help with creative ideas and advice, creating an interactive interface between different stakeholders. We want to bring people together.



NICOLAS LANZ
Strategic Partner Director

“ Nikolay: eloom is clean energy, creativity and innovation

eloom strives to be the answer to environmental pollution. We confront ecological challenges with self-sustaining, sustainable and innovative energy use. The future of electricity is local, secure, efficient, distributed production with automatic allocation. eloom wants to bring this to life by powering smart and sustainable projects.

To fulfil this promise and reduce risks, we will begin immediately rolling out a diversification plan. For example, selling our overproduction of Hydrogen to the hotel and petrol station industry.



DR. NIKOLAY TONTCHEV
Risk and Finance Director

eloom WE INVITE YOU TO JOIN US AND BRING AN AMBITIOUS NEW UNDERSTANDING TO THE MARKET.



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info@eloom.org

eloom ag
Lova-Center, P.O. Box 1150
9490 Vaduz
Liechtenstein