

POWER LEDGER

...

THE ICO EFFECT:

How Blockchain Is Disrupting The Energy Market

THE TRADITIONAL ENERGY INDUSTRY



GENERATION



TRANSMISSION & DISTRIBUTION



RETAIL

THE ISSUES



...

CONTROL



...

POLLUTION



...

ACCESS



...

COST

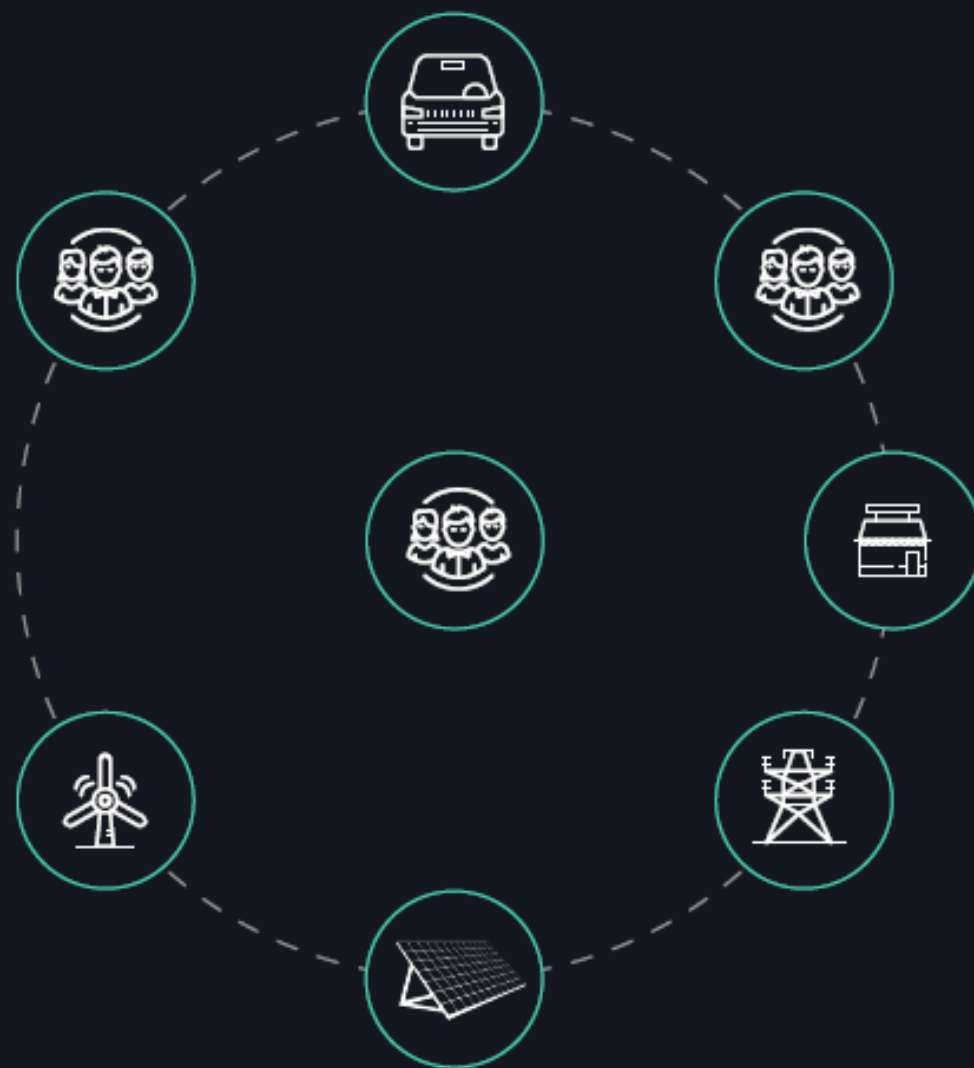
THE SOLUTION

// DISTRIBUTED

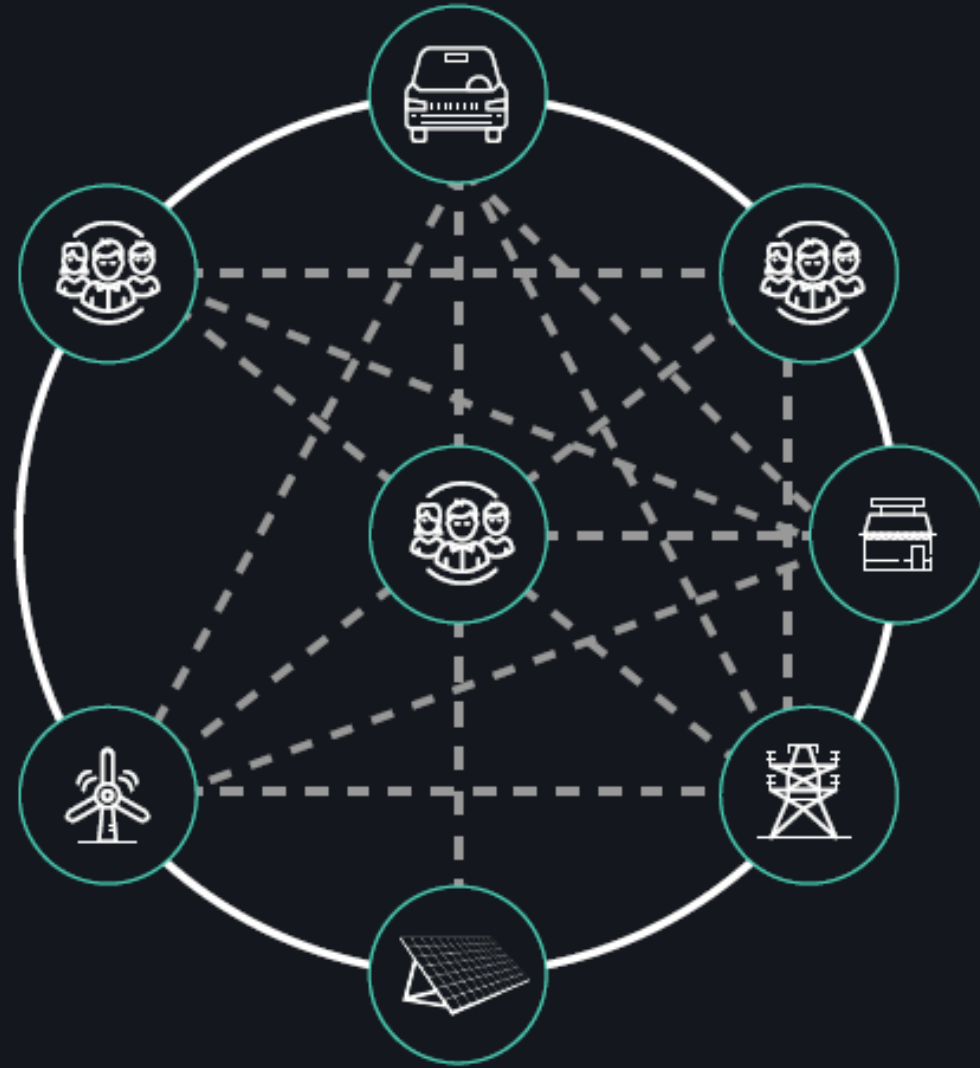
// LOW COST

// LOW CARBON

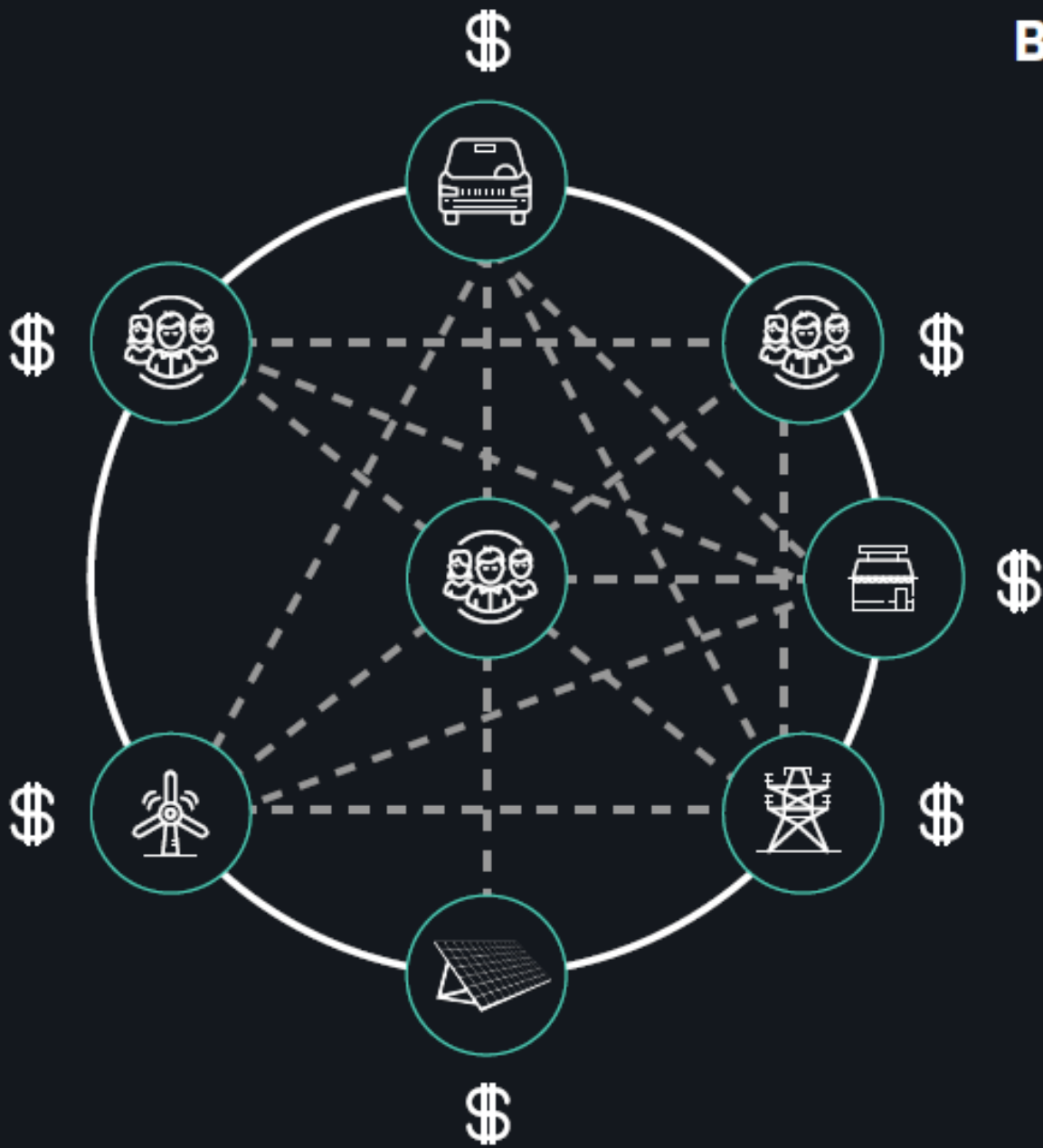
// CONTROLLED
BY THE CUSTOMER



THE MECHANISM



BUSINESS MODEL



TOKEN ECONOMY



POWR TOKENS
PLATFORM LAYER



SPARKZ TOKENS
CUSTOMER LAYER

Australia's First ICO

Grassroots Movement

Community Building

Network Effect

THE COMMUNITY

Press: 1457 Media mentions since ICO

POWR token holders: 38k +

Telegram: 16k +

Twitter: 66k +

Facebook: 18k +

Reddit: 11k +

PROJECTS

VECTOR LTD.

ORIGIN ENERGY

TECH MAHINDRA

BCPG

WGV

PROJECT BRAINSTORM

NEST ENERGY

SMART CITIES IN FREMANTLE



CUSTOMER AQUISITION

MARKET RESEARCH

MORE JURISDICTIONS

NEW ENERGY ECONOMY

With the customer & sustainability at its core

Thank you,



www.powerledger.io



[@powerledger_io](https://twitter.com/powerledger_io)



[@powerledger](https://www.facebook.com/powerledger)



t.me/powerledger
