Global warming caused by carbon emissions is both humanity’s greatest challenge, as well as an enormous financial opportunity.

Buildings cause over 30% of the world’s carbon emissions, making them the largest single source of carbon emissions because they consume about 40% of the world’s energy. More than 70% of all buildings were built before the first energy crisis in the 1970’s, which creates an enormous market for improving their energy efficiency.

Bluenote is launching the world’s first blockchain-based energy efficiency protocol. It creates a decentralized ecosystem which allows building operators around the world to learn from one another how to waste less energy through distributed data intelligence.
ENERGY EFFICIENCY BENEFITS

Making buildings more energy efficient has a number of key benefits:

- It generates an enormous direct and continuous cost saving by reducing their energy costs.
- These cost savings make buildings more profitable and therefore substantially more valuable.
- The non financial, but sustainability benefit, is that the increased energy efficiency greatly lowers carbon emissions.
BUILDINGS TODAY

Siloed Data. Building data is trapped in different vendors silos or sits unused.

Data privacy. Data owners are concerned about exposing confidential data.

Actionable Intelligence. Building operators don’t have the decision-making tools they need.

Capturing Value. Buildings can't calculate the financial benefit for their improvements because they can’t track their performance.

Lack of financial incentive. Energy efficiency and building operational data is not recognized for the value it provides.
THE SOLUTION

The Bluenote protocol is a unique, distributed data intelligence technology and economy that has a real world application.

Decentralized Nodes. Buildings can easily connect data to their own nodes, rather than relying on a vendor’s ‘cloud.’

Secure Access. Data owners can allow for secure access for data analytics through the protocol without exposing the raw data.

Global Market for Analytics. The Bluenote community will enable a marketplace of data analytics and software services that can easily connect to data nodes.

 Verified Performance. Creates bright lines between carbon reductions and financial performance of assets.
FINANCIAL OPPORTUNITY

Bluenote is tapping into an enormous market, not just according to Bluenote, but according to a report from Deutsche Bank and the Rockefeller Foundation, which the United Nations cites as its key research in this sector. The summary of this report says:

- $279 billion could be invested in retrofitting the residential, commercial, and institutional market segments in the US (note: this is the size of just the US market)

- This investment could yield more than $1 trillion in energy savings over 10 years, equivalent to savings of approximately 30 percent of the annual electricity spent in the United States.

- If all of these retrofits were undertaken, more than 3.3 million job years could be created.

- Additionally, if all of these retrofits were successfully undertaken, it would reduce U.S. emissions by nearly 10%.

- $6.5 trillion dollars in global real-estate asset value could be unlocked.
THE PROTOCOL

Reward Structure.
A Reward Pool will be established to seed the Bluenote Protocol with quality building data and to facilitate data generation, uploads, and application deployment by 3rd parties, as a kickstart to the Bluenote token economy.

Fully Decentralized Data Collection.
The Bluenote Protocol allows for data owners to establish their own protected node, rather than having to share their data with a “platform” or “cloud.”

Community Data Sharing.
Data owners may wish to elect to share some of their data with the Bluenote community as a whole in an anonymized or protected format through the Bluenote Protocol.

The Token.
The Bluenote Protocol facilitates a market for software and data access based on an ERC20 token. The token leverages distributed exchange infrastructure and solutions to serve protocol users or token traders wherever they are.
CURRENT STAGE

- 100,000m² of buildings using prototype dashboard
- Proof of concept decentralized node
- Pilots with 2 of the largest energy companies in the US
**BLUENOTE TOKEN SALE**

<table>
<thead>
<tr>
<th>Token Symbol</th>
<th>BNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Supply</td>
<td>12,500,000,000 Tokens</td>
</tr>
<tr>
<td>Tokens for Sale</td>
<td>6,250,000,000 (50%)</td>
</tr>
<tr>
<td>Blockchain/Token</td>
<td>Ethereum - ERC20</td>
</tr>
<tr>
<td>Token Issue</td>
<td>Immediately - Trading starts after IEO</td>
</tr>
<tr>
<td>Start / End of Sale</td>
<td>December, 2018 / TBA</td>
</tr>
<tr>
<td>KYC</td>
<td>Document KYC</td>
</tr>
</tbody>
</table>

Unsold tokens will be held by Bluenote World AG, which will not sell more than CHF 10 million in token value per year, not before 2020.

**NOTE:** The Bluenote token sale is not accessible to US residents, except for accredited investors.

IEO Token Price: 1 BNOW = USD 0.01

Private Sale: USD 10,000,000 - RAISED

Public Sale Cap: USD 10,000,000

Total Fundraising Goal: USD 20,000,000

Accepted Currencies: BTC

Bonus Structure:
- **1st** 200 million BNOW: 25% bonus - ACTIVE NOW!
- **2nd** 200 million BNOW: 15% bonus
- **3rd** 200 million BNOW: 10% bonus
- **4th** 200 million BNOW: 5% bonus
- **5th** 200 million BNOW: 0% bonus

There is a referral program through which you can earn an additional 10% bonus on the purchase of people that you refer to the project.

*The official price of 1 BNOW is set at 0.01 CHF, under the assumption USD 0.01 is CHF 0.01, until Bluenote communicates otherwise.*
TOKEN ALLOCATION
FUND ALLOCATION

- Personnel Cost: 30.0%
- Marketing & Business: 30.0%
- Operations: 6.0%
- Regulatory & Compliance: 4.0%
- Software Development: 30.0%
ADVISORS

Francisco Gordillo
Blockchain Economics Expert
Serial Entrepreneur in the Fintech Insurtech and Blockchain industry.

Chad Blevins
Financial Data and Analysis
Co-Founder and Managing Director at Grid Economics.

Greg Cooper
Commercial Real Estate
Broker associate at Sotheby’s International Realty.

Dr. Alberto Pace
Head of Data Management at CERN
Leads the storage group at CERN and represents CERN in the Advisory Board of the Internet Society.

Malcolm Tan
Legal and Market Advisor
Lawyer-entrepreneur with extensive experience in telecommunications, IT and financial industries.