



**Eco Penguin**

# Whitepaper

[www.ecopenguin.com](http://www.ecopenguin.com)



Version 1.0 - November 28 2021

# The world is changing

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The ongoing Digital Revolution is changing the fabric of the world as we know it, and cryptocurrencies are at the centre of this change. However, we, as a community, must be mindful of the vast amounts of energy that cryptocurrency usage consumes and its subsequent impact on the environment. EcoPenguin was created by a group of crypto enthusiasts to find a simple, yet effective solution to crypto's unbalanced energy consumption.

In recognition of our own carbon footprint, the damage it causes and our desire to transform the space, the EcoPenguin team has decided to commit to introducing verifiable and much needed carbon offsetting to the cryptocurrency market. We are exceptionally proud to announce that EcoPenguin has partnered with Carbon Offsets To Alleviate Poverty (COTAP), one of the most internationally recognized benchmarks for environmental integrity and sustainable development in climate protection projects. COTAP and EcoPenguin are steadfast in their efforts to create a greener and more environmentally balanced crypto space.

As a species, humans produce far too much greenhouse gases. To ensure a climate-secure, sustainable existence on earth, we need to rapidly decarbonize our lifestyles and our economy. Given that crypto is becoming an increasingly harmful producer of carbon emissions, it's time to take some small but essential steps, to begin to work towards establishing a more harmonious relationship with this planet, our only home.

The Earth finds itself at a breaking point, a moment where the decisions and actions made now will have irrevocable consequences in the near future to come. Even emerging industries in nascent stages of development, such as cryptocurrency, must take ownership of their impact and the responsibility that this brings. The cryptocurrency space must begin to make immediate moves forward towards sustainability and efficiency, or it will rapidly be resigned to ranks of other environmentally disastrous areas of human advancement. Must this race forward revolve around the degradation of the only planet we will ever truly call home? We do not believe so, hence why EcoPenguin came into existence.



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# Problems

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Crypto currently faces two energy related problems. The first is excessive energy consumption. This is an issue entirely separate to carbon emissions, highlighting the indisputable fact that crypto consumes vast amounts of energy, to the point that there have even been shortages. It speaks volumes when even Vitalik Buterin, the founder of Ethereum, has stated that Ethereum must switch to Proof of Stake with ETH 2.0 to avoid “taking away electricity and other resources from other people”. Crypto can not prevent access to energy for people who rely on it to do business or, more importantly, for survival.

The second issue centres around carbon emissions that are produced as a result of this energy consumption, most of which is generated through the burning of fossil fuels.

EcoPenguin offers a way to take responsibility for one’s carbon footprint by purchasing carbon credits through COTAP, which represents tonnes of CO2 either reduced or removed from the atmosphere in addition to quantified, verified impact toward poverty reduction, improved health, biodiversity conservation, and other contributions to the Sustainable Development Goals.

Official partner of

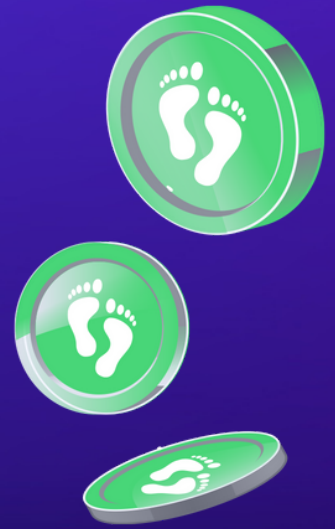


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# The Solution

## EcoPenguin's Mission, Vision, and Goals.



It is our firm belief that crypto must adopt a greener stance to have a chance of being more widely accepted and adopted. Immediate action must be taken to reduce the immense burden that is currently being imposed on the earth. In the upcoming months and years, we will likely see new international carbon emission regulations for large consumers, with a carbon tax of up to 40–60\$ per Ton of CO<sub>2</sub>. If a chain such as Ethereum were to adhere to this form of regulation, it could potentially cost them hundreds of millions of dollars a year, given that a single ETH transaction will cost between 3 to 6 dollars under such a tax.

### Our mission

Our mission is to assist in fostering a thriving and eco-friendly crypto space that is accepted by the masses. We do that by offering everyone participating in crypto a simple solution that recognizes the environmental impact of participation in the crypto market.

Through purchasing carbon credits in line with the carbon footprint for tokens, projects, and traders, crypto can take an interim step into a more sustainable space.

Crypto's energy consumption presents itself as one of the pivotal issues preventing large organizations, charities, and artists from participating in the space.

Since the Kyoto Protocol in 1997, there has been an impetus to create a more sustainable economy, with lower carbon emissions and a lower climate impact. Large companies and organizations have made lowering their carbon footprint a target so as to be prepared for upcoming regulations and carbon taxes, alongside a rapidly changing consumer narrative.



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It is our goal to onboard these organizations, companies, charities, artists and more into crypto with a greater sense of climate stewardship, by helping them offset each transaction. EcoPenguin offers these actors a more eco-friendly way to start accepting crypto.

One of EcoPenguin's core objectives is to foment a community of environmentally conscious cryptocurrency investors. We appreciate that purchasing carbon credits is only the first step. Crypto needs to lead the change, and in parallel, we need to advocate for faster decarbonization of the energy grids we're drawing from.

None of what is planned can be achieved without a steadfast community, and we strongly believe that all successful projects in the cryptocurrency space are a direct result of the everyday investors that get behind them. EcoPenguin's focus will very much centre on community building and incentivisation to allow us build an incredible collective force to be reckoned with. We will create dedicated Discord subgroups where specific subjects will be discussed and explored in detail. Active community members in our social communities will act as the backbone for growth and future development.



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# The EcoPenguin Team

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The EcoPenguin team consists of 8 cryptocurrency enthusiasts hailing from across the globe. Every single member is convinced that crypto has a huge future, due to its decentralized nature, its game changing technology, and its invigorated community.

But recognizing the reality of crypto's energy consumption, being problem solvers, we decided to implement a solution. Now, no single solution is enough on its own, but through research we have discovered a tool for crypto to take a step toward a greener future that leverages the power of crypto. EcoPenguin is built to help crypto move forward, while preserving our planet.

Our team consists of a brand engineer, two marketers, two copywriters, a solidity developer, a front-end developer and a back-end developer. Additionally, a team of highly experienced advisors from some very successful crypto projects will be assisting the EcoPenguin team along the way. Our goal is to raise as much money as possible for climate protection projects and charities, showing the world what the crypto space and community can achieve when they pull together.



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# Visual Branding

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Polar animals are among the animals most threatened by climate change. Iko the Penguin represents the opportunity to shift toward more eco-friendly manners of doing business. Who better to use, than a penguin whose very life weighs on the outcome of this platform's success? He serves as motivation for us to continue pouring countless hours without compensation into the efforts to change the cryptocurrency space for the better.



## Platform safety

To ensure that all visitors on our website can feel safe about their contributions to climate action, EcoPenguin has employed one of the most reputable auditors in the cryptocurrency space to perform thorough audits and vetting measures on our smart contracts. Once these audits are done, we will make all findings available on our website social media platforms.

Although each audit will have the exact same contract for donations, we will still require the auditor to validate with the receiving NGO or charitable body, that the cryptocurrency wallet associated with that organisation indeed belongs to that organisation. By taking these extra measures we can ensure full safety and transparency.



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## What exactly is a carbon footprint and carbon credits?

A carbon footprint is the total sum of all greenhouse gasses emitted by an individual or organization for a specific action or timeframe. Virtually all we do generates some level of greenhouse gas emissions, including eating, driving, building, and trading cryptocurrencies.

Carbon credits represent emission reductions or carbon sequestration from projects around the globe that help create a cleaner and climate-secure world. Above and beyond climate mitigation, high-impact carbon credits can also contribute to ecosystem conservation and sustainable development in vulnerable communities.

Through our collaboration with COTAP, anyone can take responsibility for their crypto-related carbon emissions. Upon having offset your carbon footprint, you will receive an EcoPenguin NFT Carbon Credit Purchase Certificate. Each carbon credit transaction is validated and immutably stored on the blockchain, providing transparency and authenticity to each and every certificate issued on behalf of EcoPenguin.

Climate change isn't just something that only corporations and governmental bodies should think about. It affects every single one of us. Whether your concern is based on the world, the wider market, or your wallet, supporting this cause will benefit us all. Why? Let us explain.



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## How COTAP's carbon credits improve our world

Established in 2011, Carbon Offsets To Alleviate Poverty (COTAP) is a U.S.-based NGO with two missions: global poverty alleviation and carbon emissions mitigation.

COTAP is a U.S. 501(c)3 public charity which primarily supports projects certified under the Plan Vivo Foundation Carbon Standard. Plan Vivo is the longest-standing voluntary forestry carbon standard in the world and the only standard which requires that project organizers share 60%+ of carbon revenues with participating communities. This, combined with COTAP's modest margin of 10%, ensures that projects deliver \$8.10+ per tonne in income for some of the world's poorest communities.

COTAP supports the following projects:

- CommuniTree reforestation project in northwestern Nicaragua
- Trees for Global Benefits reforestation project, which operates throughout Uganda
- Khasi Hills Community REDD+ Project in Meghalaya, India
- Drawa Rainforest Carbon Project in Vanua Levu, Fiji
- Bujang Raba Community Payments for Ecosystem Services (PES) Project in Jambi, Indonesia
- Scolel'te Community Reforestation Project in Chiapas, Mexico





## Carbon credits pricing

COTAP sells carbon credits priced at \$15. They are partnered with The Giving Block to accept payments in crypto. This means that whatever dollar amount hits the bank account for COTAP will be divided by 15\$. To ensure COTAP receives 15\$ per carbon credit purchased, we charge 16\$ per carbon credit. This includes converting fees, bridging fees and fees for off ramping to fiat. Any money that is left after these fees are paid will go to COTAP as a donation to support their NGO without carbon credits in return.

If you purchase carbon credits through the The Giving Block payment solution to purchase carbon credits with a tax receipt, we advise you to purchase 6-7% more \$ amount than intended to account for all fees.

After the purchase of your carbon credits through EcoPenguin, we will send the funds out to COTAP approximately monthly, depending on volume. For these total amounts sent, we will receive a larger carbon credits certificate for the purchased amount, that will cover all payments. This can be verified through the received and donated amounts for the wallet that EcoPenguin has set up for COTAP.



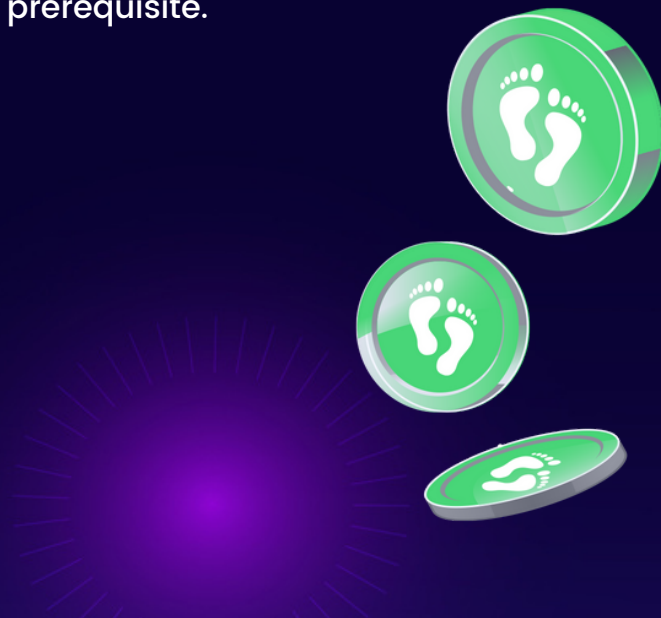
## Securing a sustainable future for your investments.

Think that none of this is relevant and doesn't concern your financial investments or the wider market? Think again. Promoting and investing in sustainability is the only truly viable option moving forwards, given that it is the only scenario that promotes a healthy, inhabitable earth. Eco-friendly initiatives such as EcoPenguin and COTAP strive towards the best possible future, and you can play a part in those efforts.

Additionally, depending on one's base of operations and the legal framework of one's country, offsetting an individual or a project's carbon footprint may be a tax deductible event, given that the process behind offsetting emissions is done through COTAP, a non-profit organization based in the USA. If you choose to pay through The Giving Block API on our website and provide them with our information within the API, they can provide you with a tax receipt. EcoPenguin and COTAP are unable to provide any advice on whether this tax receipt is applicable to you but would encourage carbon offsetters to consult with their local tax professional.

## Encouraging mainstream adoption.

Many investors claim to be "in it for the tech" but crypto is full of speculators. In the interest of one's own investments, everyone should be vying for a more environmentally friendly space. Why? Increased sustainability will undoubtedly result in the exponential growth of mainstream adoption, meaning a major influx in both retail and institutional capital. Being future-proof is a necessity and being green is the prerequisite.



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## Proof of Stake (PoS) vs Proof of Work (PoW)

At this point in time, it is essential that the discussion surrounding PoS vs PoW is increasingly centred on these systems' levels of energy consumption. It is a widely held belief that the mass adoption, or mainstreaming of cryptocurrency usage, will, and already has begun to take place. With this comes a seismic shift in the current levels of daily transactions and transactions per second that will need to be authenticated. This, in turn, will result in an exponential increase in the quantity of energy consumed by validators, and with this comes an exponential increase in the production of emissions. In short, the much desired mainstream adoption of cryptocurrencies will only propel forward this already considerable issue.

For example, according to the Digiconomist, Bitcoin currently has a yearly carbon footprint of about 82 megatonnes of CO<sub>2</sub>, and Ethereum has a carbon footprint of about 37 megatonnes of CO<sub>2</sub>. If, and when, the amount of users grow twentyfold on these platforms in the upcoming years, Ethereum will rank above the current 7th largest emitting country in the world, while Bitcoin would be staggeringly placed in 4th place.

With this taken into consideration, there are a number of reasons as to why Proof of Stake is the best short term solution to this issue. Primarily, Proof of Stake is between 99.95% and 99.99% more energy efficient than Proof of Work, allowing for Proof of Stake-validated cryptocurrencies to be a more acceptable solution for environmentally-conscious institutions. As it stands, Proof of Stake is the fastest route to decarbonizing the cryptocurrency space.

Another strong argument for moving towards PoS is that cryptocurrency should never act as a barrier to everyday consumers' access to energy, millions of whom rely on it to do business or, even more importantly, for survival. There have been some instances where countries have been forced to temporarily ban cryptocurrency mining due to power outages caused by such miners.

<https://digiconomist.net/bitcoin-energy-consumption>

<https://digiconomist.net/ethereum-energy-consumption>

<https://blog.ethereum.org/2021/05/18/country-power-no-more/>



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Although Proof of Stake is part of the answer to this energy consumption issue that plagues the cryptocurrency space, it is not the complete remedy. The next crucial step is for blockchains, validators and miners to offset their carbon emissions and turn to clean renewable energy sources. Proof of Stake, coupled with renewable energy sources and carbon offsetting, is the ideal solution to avoid unnecessary power draws on infrastructure depended upon by everyday people alongside significantly diminishing the release of destructive emissions.

Ethereum has been very open about the fact that they believe that Proof of Stake is a better solution than Proof of Work, for speed, security and sustainability.

## Each carbon footprint differs per blockchain.

Bitcoin has the highest carbon footprint per single transaction and mined Bitcoin. The Digiconomist calculates the current carbon footprint for a single Bitcoin transaction to be over **800** kilograms of CO<sub>2</sub>. A single Ethereum transaction has a carbon footprint of anywhere between **40** kilograms (according to the Ethereum foundation) and **80** kilograms (according to the Digiconomist).

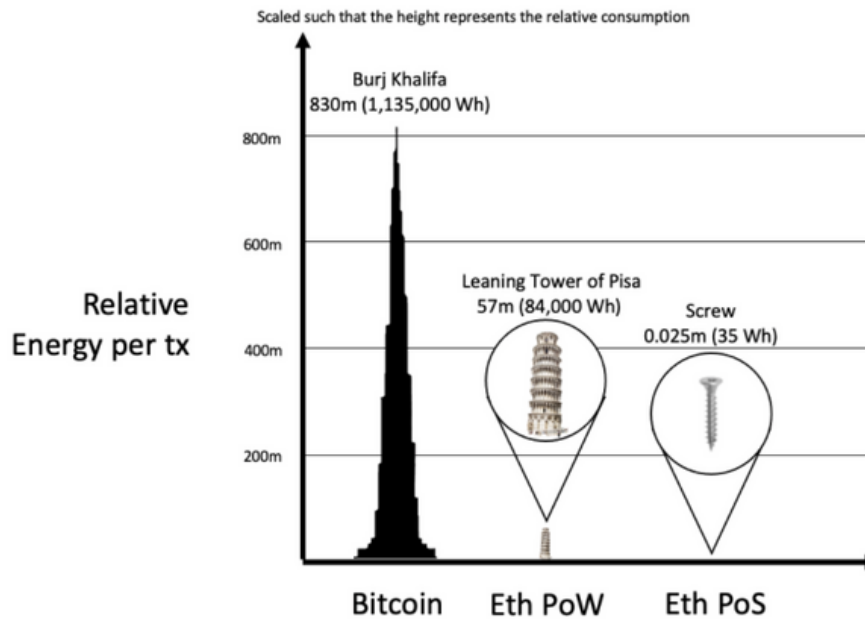
A single Proof of Stake (PoS) blockchain transaction emits **between 1 and 40 grams of CO<sub>2</sub>**, clearly a much more ecofriendly approach. To calculate a single transaction on one of the PoS blockchain, we take the entire validator energy usage for a certain period of time and divide that by the total of transactions in that time frame. Most blockchains are very open about their validators' yearly energy consumption.

<https://digiconomist.net/bitcoin-energy-consumption>  
<https://digiconomist.net/ethereum-energy-consumption>  
<https://blog.ethereum.org/2021/05/18/country-power-no-more/>



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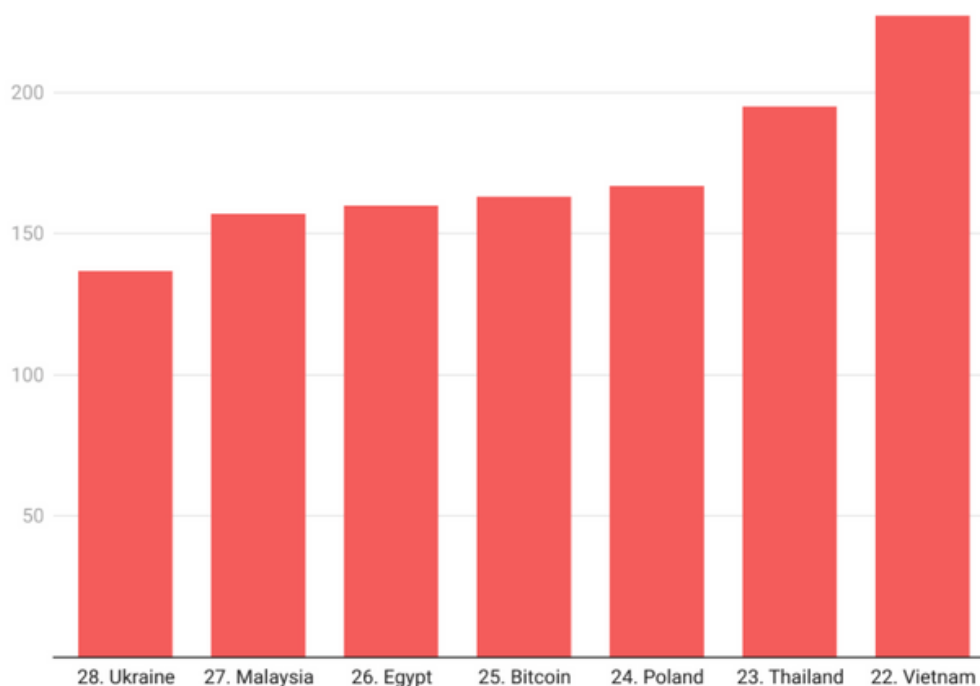
## Relative energy consumption per transaction



(source: Ethereum foundation)

## Energy Consumption by Country (Annualized TWh)

### Energy Consumption by Country (Annualized TWh)



Source: BitcoinEnergyConsumption.com • Created with Datawrapper



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# Bitcoins CO2 emissions per transaction compared



**800 KG CO2 for 1 transaction**



**10-20 Ethereum transactions**



**60 US households'  
average daily power  
consumption**



**8000 kilometers  
driven in a medium  
sized SUV**



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# The EcoPenguin Ecosystem

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The EcoPenguin platform aims to build an ecosystem centered around sustainability, and positive environmental change. The initial offering will be for visitors to take responsibility for their carbon footprint through carbon credits token, project and blockchain emissions within the crypto space, alongside the onboarding of companies, organizations, charities, digital artists, musicians, celebrities, and other bodies into the world of cryptocurrency in an eco-conscious way.

## The main features of our ecosystem include:

- ✓ **Green Token Database** - Each project (regardless of the chain) can offset their carbon footprint and get listed in our Green Token Database. There will be a dedicated page for each project that will have a collection of information regarding the project. The platform will not only function as a listing site in crypto or a list of ecofriendly projects for environmentally conscious crypto enthusiasts, but also as a list of green projects, for companies and organizations from outside crypto to consult to see who they want to contact.
- ✓ **Green Swap** - Our Green Swap uses the same routers as the large swaps, but with a tiny carbon tax included to offset each transaction, based on the blockchain. This way anyone can use the most used swapping options while managing their carbon footprint.





## Green Launchpad (NFT Lines and Projects) - Our Green Launchpad will have three functions:

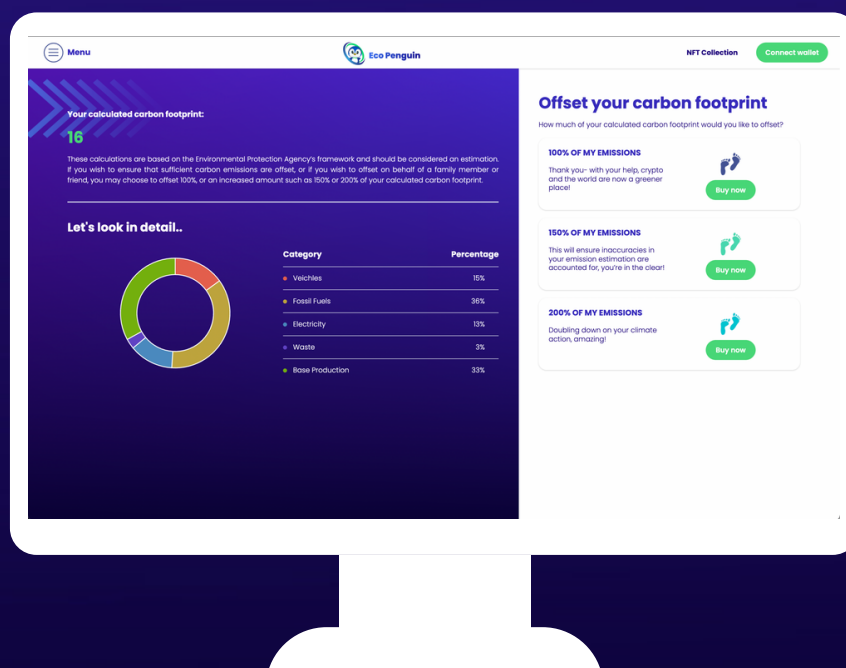
1. Offsetting. Every project that wants to launch NFTs can partner with us to support climate protection efforts commensurate with the carbon footprint from the minting and further transactions of their NFTs. EcoPenguin will only be partnered with these projects to help them offset their carbon footprint.

2. Unique NFT drops by partnered digital artists.

3. Collab line NFTs. Large projects that want to raise money for climate action can partner with us for a collab NFT line. Each collab line will have a percentage of mint reserved for the owners of Funky Penguins.



**Carbon Footprint Calculator** - Our website has a carbon footprint calculator. This calculator is available for individuals in the crypto space to calculate their carbon emissions. Our calculations are based on the US EPA standard. By connecting your wallet to our site, after calculating, you can pay to offset your carbon footprint in crypto. We will offer payment options on multiple blockchains, to avoid unnecessary high gas fees. Included in the payment will be the minting of an EcoPenguin NFT certificate as proof of your payment.







**Onboarding section** – The EcoPenguin platform will have an onboarding section for the different entities looking to get into crypto in an eco-conscious way. Aside from offering information through our website, whitepaper, and explainer videos, they can also reach out to our team, and we will be happy to help them enter crypto and connect them to partnered projects.

This can be divided into multiple categories:

1. **Charities** – We will help charities raise donations in crypto through our platform while also offsetting each donation transaction.
2. **Companies** – By offering companies a payment solution in crypto without a growing carbon footprint by offsetting each transaction, they can enter the crypto space in an eco-friendly manner.
3. **Retail** – For retailers specifically, accepting crypto is a great financial payment option, due to the lack of credit card fees. Large retailers that avoid crypto due to its large carbon footprint may consider accepting crypto as an international payment solution knowing that its energy consumption has been offset by financing carbon emission reductions elsewhere in the world..
4. **Artists** – Artists are often known to be environmentally conscious. Many digital artists have stated they will not get into crypto due to its large carbon footprint. By offering these artists the option to sell NFTs that raise money for charity and offset more CO2 than they emit, the upside of NFTs will hold more weight for them.  
Artists that make physical objects tied to NFTs will be able to offset not only the NFT, but also the creation of their art piece as well as the transfer of the art to its new owner.



# ✓ EcoPenguins Eco-friendly NFTs

Funky Penguins is a fun, cute, and cool collection of 10,000 randomly generated eco-friendly NFTs that enjoy games, art, and exploring the Metaverse. Watch your Funky Penguins evolve into high-quality, fully movable 3D Funky Penguins in Q1 of 2022.

Funky Penguins brings creators and art-collectors together in our exclusive members-only club, where holders of Funky Penguins always receive first access to exclusive new NFT drops by partnered artists.

Funky Penguins is the first line of NFTs to offset its carbon footprint for minting and all future transactions. Our partnership with COTAP will ensure sustainable investments in climate protection and poverty alleviation as well as continued positive climate impact.



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## ✓ Funky Penguins traits and assets

Funky Penguins are randomly generated NFTs that are built on 7 layers. With over 60 different backgrounds, 15 different skins and over 200 different traits and assets, each Funky Penguin will be a completely unique one-of-one digital collectible.

The GEN1 Funky Penguins carry hidden traits that will be revealed once the 3D versions will be airdropped to all holders. All current traits remain the same, with a few hidden traits revealed and added.

Funky Penguins have been designed as full body NFTs and will be available in 2D as well as 3D so they can always be available in any game or digital universe with all their traits and assets.

Go to Your Gallery once the Funky Penguins are revealed to see them. You can then choose to download the images full screen, with a body-zoom, or with a face-zoom for your Profile Picture.



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## ✓ Some future utility planned for Funky Penguin NFTs:

- Exclusive access to unique NFTs by digital artists.
- Exclusive access to our members-only club
- One of a kind art pieces. Some of the rarest Funky Penguin NFTs will be produced as physical art pieces by one of our partnered artists, such as a painting, a sculpture, a clothing item, etc. This one of a kind piece will be sent to the holder of that NFT.
- Early access to NFTs through our launchpad.
- Exclusive early access to unique NFTs by celebrities.
- Exclusive access to Funky Penguins merch, only available for NFT holders.
- Exclusive access to Funky Penguins ecofriendly stuffed animals.
- Exclusive access to a Funky Penguins holders only group. This group will have exclusive first access to information and the artists behind future NFT drops.
- Access to exclusive giveaways.
- Future in-game usability of Funky Penguins with partnered games.
- Special Airdrops.



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# EcoPenguins Product Lines & Giveaways

EcoPenguin is currently in the process of developing a line of eco-conscious products that will help raise awareness of environmental issues. Each of these products will be sold including a fee to compensate for the expected carbon footprint incurred during manufacturing and shipment. Several products will include an additional charity donation and will be launched in partnership with relevant charitable bodies. For each product launched, there will be randomized giveaways to Funky Penguins NFT holders, conducted through Chainlink technology. Most of these products will be made in conjunction with the companies onboarded to crypto through the EcoPenguin platform.

An example of projects in development include:

- Hoodies
- Shirts
- Caps
- Keychains
- Steel bottles
- Fleece blankets
- Cotton bags



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- **Educational Products-** We are looking to add an educational line of products. These products will be used to educate school children. A sufficient amount will be produced in order to be able to give them away for free to schools and educational institutions. EcoPenguin is currently working on a children's cartoon book with the help of our charity partners, given that these organizations have done extensive research in this field.
- We are exploring the development of a free-to-use App that combines gaming with education.
- **Community Rewards Incentives-** As previously mentioned, community will always be at the heart of the EcoPenguin project. To acknowledge the community involvement's importance, several incentive programmes will be carried out at different times. These will include:
  - Giveaways.
  - Airdrops.
  - Exclusive retreats.

Our best and most active contributing community members will be invited on retreats with the entire EcoPenguin team. We will attend seminars and brainstorm sessions. During these retreats we will convene at environmentally conscious locations, to broaden our knowledge and horizon.



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# Creators Unite!

Funky Penguins builds a network of creators, where upcoming talent and established artists can come together to learn from each other and work together.

To support upcoming talent and help them gravitate towards the blockchain and the Metaverse, we are launching the Funky Penguins Art Grant (FPAG). The FPAG is a full support package. You receive help with all things blockchain, marketing and branding, as well as funding to create and launch your own NFTs. 20% of all sales and royalties coming from the FPAG NFTs flow back to FPAG to support more upcoming talent.

Based on the number of applications to FPAG, our team will regularly hand-pick the top applications. The top picks will be presented to our Funky Penguin holders to vote which artist(s) will receive the FPAG. The goal is to have a monthly vote, but this will be decided after consulting with the Funky Penguin community.

Holders of Funky Penguins will always receive first access to each line of NFTs launched through the FPAG.



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# Roadmap

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## Q4 2021

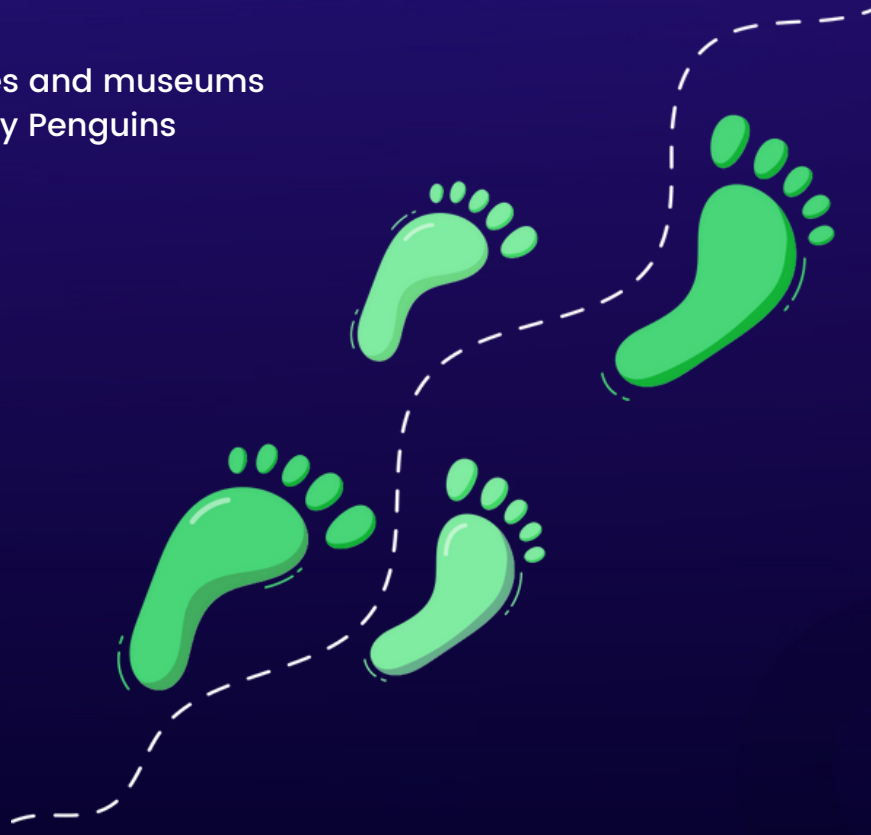
- Launch EcoPenguin website and white paper
- Green Token Database
- Launch Funky Penguins website
- Launch of Funky Penguins NFT Line
- Onboarding NGOs and Charities
- Green Launchpad
- Partner with and help offset 50 projects
- Green swap

## Q1 2022

- NFT Launch on our launchpad
- Special Airdrop for holders of Funky Penguins
- Partnerships with multiple blockchains
- First NFT drop by artists exclusive to Funky Penguin holders
- Collab NFT Line
- Merch giveaways

## Q2 2022

- Digital Gallery for Artists
- partnerships with art galleries and museums
- Play in-game with your Funky Penguins



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## Contact

Website: [www.ecopenguin.com](http://www.ecopenguin.com)

Discord: [www.discord.gg/ecopenguinofficial](https://www.discord.gg/ecopenguinofficial)

Twitter: [www.twitter.com/ecopenguinofcl](https://www.twitter.com/ecopenguinofcl)

Telegram: [www.t.me/EcoPenguinOfficial](https://www.t.me/EcoPenguinOfficial)

Medium: [www.medium.com/@ecopenguinofficial](https://www.medium.com/@ecopenguinofficial)

Instagram: [www.instagram.com/ecopenguinofficial](https://www.instagram.com/ecopenguinofficial)

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Linktree: [www.linktr.ee/EcoPenguinOfficial](https://www.linktr.ee/EcoPenguinOfficial)



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## Legal Disclaimer.

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This Whitepaper should in no way be construed as being intended to create a contract for investment. This Whitepaper may be revised, with the newest edition always appearing on our website. For each revision cycle, we will provide notes on what has changed the justification for the change. Updated versions of the Whitepaper (as indicated by consecutive version numbers) may contain information which may override, clarify or contradict previous editions, in which case the latest version should be considered the most accurate and up to date. Because of this, versions which are found outside of the official EcoPenguin website may contain out-of-date or inaccurate information.



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