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Are these chocolate really fair trade certified? How do I know this restaurant is really using responsibly-sourced seafood?

With a plethora of environmental and social problems today, a growing number of consumers are seeking out for more sustainable products that minimize negative impacts on people and the planet.

In March 2018, Starbucks faced criticism and mounting consumer pressure over whether its cups are made from sustainable or biodegradable materials — a petition with over 1 million signatures urging the coffee giant to honor the promise it made 10 years ago to develop recyclable cup.\(^1\) By July 2018, Starbucks announced that they are eliminating plastic straws from its stores worldwide by replacing them with fully recyclable sippy cups.\(^2\) This change will help eliminate more than 1 billion plastic straws globally per year.

Research also shows that many shoppers rely heavily on labels and certifications as a quick and easy way to identify more responsibly made products without having to become supply chain experts.\(^3\)

A report by Business and Sustainable Development Commission (BSDC) outlines how Asia will offer economic opportunities worth more than US$5 trillion by 2030 in the sustainability space, bringing momentous social and environmental benefits.\(^4\)

As sustainability goes mainstream, the number of different schemes and voluntary initiatives has grown exponentially in recent years. The Ecolabel Index, the largest global directory of ecocertifications, currently lists over 460 labels in 25 different sectors.\(^5\) Most of these have emerged in the past two decades. But are they any good?

\(^1\) [https://mobilize4change.org/starbucks](https://mobilize4change.org/starbucks)
Transparency in our supply chains is no longer a choice but a corporate responsibility as the demand for fair trade, ethically sourced and sustainable materials continue to grow. Consumers know very little about the supply chain of the products that they consume as the products flow from producers to suppliers to retailers. Making informed purchasing decisions is difficult and few know how to actively support those working towards a world of sustainable trade. The status quo has problems such as lack of transparency and confidence in the information provided to consumers, plus consumers are unable to play an active role in shaping how businesses operate and ensuring higher standards of social responsibility.

Blockchain is shifting the relationship between consumer and business, as the former can now easily hold the latter accountable by interacting with the blockchain. Blockchain technology can be leveraged to decentralize trust in supply chains and bring measurable benefits and transparency of data across the public and private sectors, while at the same time encourage consumer participation in the supply chain. The distributed database holds records of digital certification data or events in a way that makes them tamper-resistant. While many users may access, inspect, or add to the data, they can’t change or delete it. The original information stays put, leaving a permanent and public information trail, or chain, of transactions for anyone around the world to verify.

GreenLink represents the digitization of certifications and relevant information about products and businesses in the sustainability space. Consumers can use the tokens in exchange for physical goods and services, provide feedback and ratings on sustainable businesses and obtain data about products via QR codes or a web interface. Businesses transact our token to create, access and validate data stored on the blockchain.

GreenLink is a Singapore-based technology company with over 3 years of track record and experience in the ethical and sustainability consumer space, having co-founded Boxgreen — a B-Corp certified, profitable and sustainable snack e-tailer that delivers healthier, portion-controlled snacks to homes and offices.6

The GreenLink Protocol and its application solutions are currently being introduced and tested in the FMCG space. Future iterations will be designed to include more verticals such as beauty, fashion and/or the service industry. This initiative aims to ensure transparency, trust and reliability among the platform participants.

6 https://www.bcorporation.net/community/boxgreen
The State of Eco Certifications and its Authenticity

Sustainability standards and certification schemes have doubled over the past two decades, as the private sector and environmental advocates have sought to improve the social and environmental performance of companies.

The role of standards is to provide credible information about the sourcing, production and specific properties — for example, the absence of harmful chemicals — of products, while certification is responsible for verifying these standards to maintain credibility and labelling is responsible for signaling to consumers that a higher level of ambition has been set and met.

Against the backdrop of increasing consumer concern about the environment, animal welfare and advocacy for human rights, the goal of labelling schemes and other voluntary initiatives is to incentivize companies and industries to have sustainable and ethical focus to play a part for their environment, and provide consumers with the ability to opt for sustainable products and services.

Motives for developing and participating in sustainability certification schemes vary. In some cases, a business might want to take proactive steps out of a conviction that production conditions can and should be improved, and to distinguish itself from its competitors. More frequently, they might feel the pressure from workers, regulators, the media, NGOs or their investors in the wake of crises, such as the rat meat food scandal in China. Such pressure includes calls for regulations, which businesses sometimes seek to stave off with promises of voluntary action.

Sustainability labels can improve business reputation, and consumers see them as evidence of social or environmental responsibility. These labels provide reassurance and facilitate consumer decision-making.

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Studies have shown that consumers make their purchase decisions mostly on what is on the packaging — they check the labelling before buying to ensure that the business is committed to positive social and environmental impact. These labels are an essential part for businesses in establishing trust and securing reputation.

They are on the lookout for products that minimize harm to the environment, take animal welfare into account and provide workers with decent wages and safe working conditions. This is why consumer-facing companies, such as fashion brands and food conglomerates, are particularly vulnerable to bad publicity which can create a lasting and sometimes irreparable damage to their brand. This shows the growing importance of ecolabels.

The strongest motivation for businesses to take up voluntary standards and certification comes from the role of consumers in the marketplace today. Though the public often lacks deep knowledge of the specifics, but nevertheless in recent years have become more aware and concerned about the consequences of their purchasing decisions. As consumers become more aware of the social and environmental challenges, sustainability branding can be a good business decision.

As businesses face increasing pressure from consumers, regulators and stakeholders to commit to social and environmental initiatives, they seek to act responsibly and proactively incorporate sustainability as part of their Corporate Social Responsibility (CSR) policy. Yet, how credible and trustworthy are their sustainable practices?

The Risk of Untraceable Products

High levels of mercury found in fish, lead and arsenic found in baby food products, these events have made clear how little both consumers and sellers know about the products they consume or sell daily. Even before reaching the end consumer, products move past a vast opaque network of retailers, wholesalers, distributors, movers and suppliers. The process remains as an unseen dimension and is mostly taken for granted.

In addition, the production, exchange and use of consumer goods create many hidden consequences: environmental damage, exploitative practices, unsafe work conditions, forgery, and untraceable valuable material wasted at the end of product life. There is a fundamental lack of trust in the supply chain network.

The Problem: A Fragmented Centralized System

The general problem is that certification schemes that currently exist within the framework of globalized production and consumption are built on a fragmented centralized system where complex and opaque supply chains often obscure relevant information while reducing the levels of external scrutiny.

The current methods of utilizing a centralized system for supply chain tracking does not provide consumers with data which relates to the manufacturing conditions the products were put through and even if they did, it raises a big question of how reliable the data is.

Lastly, although consumers clearly are becoming more socially and environmentally conscious, sustainable behavior is not adequately captured and only short-term incentives are awarded to consumers. Furthermore, even if these actions and behaviors are monitored, they are done so with a centralized system — maintained and accessible only by the respective businesses.
In summary, the problems stated above relates to three main issues:

1. Certification authenticity
2. Supply chain reliability — food safety/origins
3. Lack of action for green movements — incentivizing customers, the right thing is the profitable thing

The Solution: GreenLink Protocol

We propose building a blockchain-based protocol and ecosystem in the sustainability industry that enables the public to verify certification data, track the origin of products, and empowers participants to provide ratings and reviews on the products that they care deeply about. GreenLink is a robust framework that can cater to more wide-reaching future use cases. The Impact tokens (IMPACT) underpin the GreenLink Protocol functions, where these tokens are utilized for all economic transactions within the decentralized ecosystem.

Applications, where the GreenLink Protocol deliver value, are:
- Industry-wide certification process and tracking
- Charitable initiatives
- Self-propagating and sustainable loyalty programs established on brand quality and authenticity via a GreenLink rating system
- Dual-nature utility and transactional token for e-commerce

Businesses that honor transparency and safeguard sustainable standards will ultimately protect millions of workers, their communities and their local environments.

With the GreenLink Protocol, businesses not only meet regulatory requirements to minimize their social and environmental impact, but must do so in the public eye.
Why Blockchain?

Blockchain technology can be leveraged to decentralize trust in supply chains and bring measurable benefits and transparency of data across the public and private sectors, while at the same time encourage consumer participation in the supply chain. The distributed database holds records of digital certifications or events in a way that makes them tamper-resistant. While many users may access, inspect, or add to the data, they can’t change or delete it. The original information stays put, leaving a permanent and public information trail of transactions for anyone around the world to verify.

How Does GreenLink Protocol Work?

The GreenLink protocol is built to catalyse industry sustainability and tackle the main challenges plaguing transparency and certification standards in product supply chains. By leveraging on the blockchain, GreenLink aims to provide transparency throughout the supply chain by forming a backbone on which applications can be layered on, such as through the proof-of-certificate application, which allows consumers to partake in a new form of product verification process and enable businesses to be digitally certified on our platform.

The GreenLink Protocol will be built on Ethereum, with a native token, IMPACT — an ERC20 Ethereum token standard. The Protocol will function as an application bridge for use cases in sustainability to be layered on, forming a solid infrastructure to build a comprehensive ecosystem for certification, trust and consumer consensus. It will communicate with the Ethereum Virtual Machine (EVM) on behalf of any decentralized and centralized applications that tap into the GreenLink network. It will, therefore, become a gateway for other supply chain and technologies such as Internet-of-Things (IoT) to access smart contracts on the blockchain and introduce an incentive model to transact using IMPACT.

The GreenLink protocol can help businesses fulfill their duty to their consumers and workers worldwide, while also radically innovating their business models and protecting brand integrity.
The GreenLink Digital Certification Technology entails the integration of blockchain with upstream and downstream participants in the supply chain. GreenLink will serve as a transitionary platform for participating centralized businesses to the blockchain network.

**Proof of Existence (PoE)**

Businesses are able to upload their product information and certificates onto the blockchain. This creates immutable records of existence, integrity and ownership for the certificates. As a result, businesses enter a new world of accountability, attribution and auditability.\(^\text{10}\)

Once the certificate hash is on the blockchain, the data recorded is immutable, transparent and can be verified easily by anyone around the world. Consumers can proactively participate in verifying the authenticity, integrity and ownership of the information.

\(^\text{10}\) [http://uk.businessinsider.com/the-future-of-the-blockchain-2014-4/]
Digital Signature

In addition to the Proof of Existence — where businesses can upload their documents and hash record them on the blockchain — GreenLink will enable digital certifications to be issued using the digital signatures identity structure. Certification bodies can cryptographically sign for the various specified conditions that a business must meet in order to be approved. These various signatures will make up the content of the certificate which will then be encrypted using the private key of the certification body to generate a digital signature. The certificate will then be issued to the business with the certification bodies’ digital signature attached to it.
Proof of Authorship

GreenLink will create a blockchain-based platform which simplifies the process for publishing, distribution, revocation and authentication of digital certificates. Simplifying the publishing process necessitates solving the issues of document integrity, analytics, syndication and attribution of digital certificates.
Certification bodies

For the certification bodies, they have a single, trusted and consistent view of hundreds of certifications issued to businesses. The utilisation of the GreenLink platform will translate to faster onboarding, lower costs and enhanced compliance.

Digital signatures are unique to the document as well as the signer and this binds the two together. An electronic document containing the digital signature of a certificate-issuing authority uses its private key, whereas its public key is tied to the organisation’s identity. Thus, this allows anyone to conduct a check with absolute certainty that a certificate was indeed issued by the stated certificate-issuing authority by using that organisation’s public key to verify the digital signature.
Open-source Global Certificate Verification

GreenLink will provide an open API and Web-based plugins for businesses to integrate with their existing platforms such as Wordpress CMS and Shopify Stores.

On a brand’s website, consumers will then be able to view detailed information for the certificates which correlates directly to their blockchain data (e.g. country, certificate issue date). Additionally, they can scan the QR code of a product which directs them to the exact blockchain transaction that took place at the time the certificate was uploaded. The transaction timestamp will match the certificate issue date which proves that there is no tampering and the certificate is authentic.

By onboarding more partners upstream, supply chain participants are able to rate their suppliers which eventually improves their business reputation.
Provenance & Traceability of Products

GreenLink will explore end-to-end, robust traceability (from origin to point-of-sale) for businesses and consumers — with the aid of Internet-of-Things (IoT) and Radio Frequency Identification (RFID) technology.

To comprehensively cover the supply chain, GreenLink will lay the groundwork to integrate with other decentralized ecosystems that connect producers and suppliers with consumers. All of the aforementioned will be achieved by collaborating with companies that offer these technological services in the near future.
Since the implementation will be on a grand scale, collaboration with the goal of lowering costs is imperative so that the savings from these services and utility will be passed on to customers as well.

Upstream suppliers will be adopting IoT and RFID technologies. By supporting global standards for data exchange (GS1, IoT, compliance standards), GreenLink assures compatibility with existing ERP systems, making the implementation process with partners quick and efficient. This is a fully decentralized process and hence it removes the possibility of collusions and introduces full accountability for the data tracked.
Upstream Integration with Certification Bodies

GreenLink plans to facilitate the inclusion of thousands of certification bodies to the blockchain network. These certifiers will be provided with an inexpensive platform for generating immutable certificates and issuing them to businesses. The digital certificates can be verified by anyone in the world, regardless of whether the product is sold online or offline.

Fairtrade Reimagined

As of 2011, Fairtrade had certified 827 producer organizations in 58 developing countries — most notably these producer organizations represent over 1.2 million farmers and workers.

In 2013, Fairtrade product sales reached £1.5 billion in the UK alone. Polls show that more than 50% of the shoppers prefer Fairtrade goods for ethical reasons and are willing to pay a premium in price when they’re Fairtrade certified.\(^\text{11}\) It did not take long before there was an emergence of Fairtrade fraudsters who started adding counterfeit labels to non-organic or non-Fairtrade produce in order to sell them at much higher retail prices.\(^\text{12}\)

By introducing Fairtrade International to the GreenLink platform, they will benefit from having millions of Fairtrade products verifiable to be authentic by consumers at the point-of-sale. Each product will have a digital Fairtrade certificate that is verifiable and accessible by anyone in the world.

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Partner Certification Consensus

The cost of certification is also one of the major obstacles that prevents businesses from getting certified. Factors that determine the cost include the number of full-time employees, scope of business and risks involved. For instance, a Fairtrade Certification (FLOCERT) can average between $3,000 to $8,000 per year.13

In order to motivate businesses to move towards achieving a sustainable future, GreenLink has designed a token economy that empowers consumers to play an active role in helping businesses attain high social responsibility standards.

When consumers spend IMPACT, a blockchain smart contract allocates 1% of the tokens to the Partner Certification pool. The token pool is used to facilitate the certification process for businesses — selected businesses gets to be certified free of charge. This approach also has the potential to create a more inclusive ecosystem for millions of businesses which do not have the funds to attain certifications.

GreenLink allows consumers to vote with their token on the distribution of the pool of IMPACT collected for business certifications. One token is equivalent to one vote and these tokens that are voted will also be included in the pool. Cryptographically signed votes cannot be forged, and are fully auditable by the public.

The community at large can also nominate businesses to help kickstart their certification journey. These new entrants to the ecosystem can then establish their business legitimacy through the largest network of verified customers in order to grow conversions, registrations, memberships and average order sizes.

13 https://www.flocert.net/
The Social Ledger Program

GreenLink is pioneering our concept of Social Ledger — a crowd rating system combined with a loyalty program platform.

Consumers who are committed to sustainable efforts are rewarded with IMPACT and their deeds are recorded on the blockchain. The following diagram shows how the Social Ledger works.

Businesses can reward conscious consumers based on the sum total of the consumers’ actions that are recorded on the Social Ledger and not solely by actions that relate to their respective businesses. This fosters togetherness amongst businesses who are part of the GreenLink ecosystem.

The Social Ledger will promote sustainable thinking and encourage customers to perform eco-friendly acts to help create a better future while enjoying long-term economic benefits.
When making purchases, consumers are acknowledged and rewarded for actions that support their respective causes. Currently, there exist schemes where customers are rewarded with a discount by bringing their own mugs to buy coffee or bringing their own bag for their groceries. However, these actions are often not recorded and the rewards given to customers are only short-termed discounts.

With the GreenLink Social Ledger, all positive actions done by customers can be easily recorded on the blockchain. These records will not only be immutable and secure, but it will also be open to anyone for verification. Using the data, businesses can, therefore, appoint ambassadors after publicly rewarding participants for doing good.
GreenRate - Consumer Loyalty Program

As part of the GreenLink platform, a user engagement system called GreenRate is implemented to promote consumer interactivity. GreenRate allows full participatory democracy which provides the individual with a platform to express their views on the products they consume.

Credible and trustworthy businesses will flourish

GreenRate, which encompasses a comprehensive and dynamic rating system, helps businesses take the lead in establishing trust and securing their reputation — in transparency and authenticity — through consumer participation.

With an open and public framework, businesses and consumers are encouraged to commit their products onto GreenRate. Businesses or products can increase their visibility on GreenRate with strong, positive ratings. Conversely, businesses or products may also get rated negatively, which will prompt them to improve their ratings by interacting with customers directly to address any shortcoming.

Higher ratings lead to increased sales — an important factor which motivates businesses to adopt and participate in GreenRate. With a combination of GreenRate AI and participant-based rating, the platform will operate with the utmost transparency and authenticity.

Verification via Mobile Application

The GreenLink mobile application enables consumers to check the provenance of a product, encouraging them to become far more conscious of their purchasing power and its impact on a global level. Active users are rewarded with IMPACT which can be used to purchase products on the platform or traded on the exchange. This information should be readily and easily accessible to consumers through mediums such as QR code or NFC technology.

GreenLink provides a mobile application for consumers to:

• Verify the integrity of the product and business certificates
• Verify ownership and authorship
• Verify the history (e.g. timestamp) and information of products
• Rate and review the products
Through GreenRate, GreenLink will:

- Promote unbiased participation from the masses which elevates the standards of sustainable business
- Showcase businesses that are making a revolutionary impact in production and consumption processes

The usage of IMPACT on GreenRate allows for a self-propagating system that encourages greater level of consumer-business interaction.

Charity & Certification Support

GreenLink seeks to include Voluntary Welfare Organisations (VWOs) as part of this project by giving a percentage of its sales to benefit these organisations. This is inspired by Boxgreen — a sustainable and healthy snack e-tailer — which has always prioritized giving back to society. For every box of snack packs delivered, Boxgreen donates the monetary equivalent of one meal to Willing Hearts soup kitchen.\(^\text{14}\)

This charitable element can be extended to the blockchain sphere. For every purchase on the e-commerce platform using IMPACT, 0.5% of the tokens are donated to charities. Tokens can be further staked to access premium features such as the ability to vote on charities to which the funds will be deployed.

Tokenomics - The Ecosystem
IMPACT Token Utility

IMPACT is the overarching token used in the ecosystem to promote authentic and informed transactions between businesses and consumers. It is utilized for the administration of the rating system and also as the unit of account for all economic transactions within the ecosystem. Each stakeholder in the ecosystem is incentivized to utilize the token.

The e-commerce transaction fee has not changed much in the last decade, commonly 3% charge per transaction to payment gateways — most notably Paypal and Stripe — in order to conduct business.

GreenLink transaction fees are utilized to generate greater benefits for the consumers, businesses and ecosystem at large, as shown in the table below. These community-focused benefits will fuel the expansion of the ecosystem, which will bolster a new era of informed and conscious consumerism.
An era where consumers are empowered with:

- An understanding of provenance
- Reducing exploitation of workers
- Protecting local environments
- Direct connection to the next generation of trustworthy businesses and products
- Forged trust in businesses based on proof, not words

<table>
<thead>
<tr>
<th>Paid to</th>
<th>Usage</th>
<th>Fee(%)</th>
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<tbody>
<tr>
<td>Partner Certification Pool</td>
<td>Facilitate certification process for selected businesses</td>
<td>1.0</td>
</tr>
<tr>
<td>Voluntary Welfare Organisation (VWOs)</td>
<td>Aid social organisations in their good cause</td>
<td>0.5</td>
</tr>
<tr>
<td>GreenReward</td>
<td>Rebate for participation on the social ledger</td>
<td>0.5</td>
</tr>
<tr>
<td>GreenLink Platform Fee</td>
<td>Facilitate transactions on the blockchain ledger to create, access and inspect relevant data</td>
<td>0.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>2.5</strong></td>
</tr>
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</table>
Boxgreen, a sustainable snack e-tailer was founded in Singapore.

Raised seed funding from notable VCs, including 500 startups & Expara Ventures.

Served over 200 offices and 4000 homes.

Launched Asia’s first smart healthy snack vending machine.

Conceptualized GreenLink to build an ecosystem around sustainability & conscious consumption.

GreenLink token sale.

Listing on exchange.

Greenlink 1.0 Digital Certification Platform Pilot with selected brands and partners.

Social Ledger 1.0
Onboard of 100 businesses
Testing of social ledger ecosystem

Social Ledger 2.0
Offline rollout
Open source to other parties

Greenlink 2.0
Onboarding of 50 certifying bodies
500 businesses and brands onboard

Raised seed funding from notable VCs, including 500 startups & Expara Ventures.

B Corp Certified and expansion to Malaysia & Thailand.

Onboard of 100 businesses
Testing of social ledger ecosystem

Onboarding of 50 certifying bodies
500 businesses and brands onboard
### Fact Sheet

<table>
<thead>
<tr>
<th>Token Name</th>
<th>IMPACT</th>
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<tbody>
<tr>
<td>Token Symbol</td>
<td>IMPACT</td>
</tr>
<tr>
<td>Type</td>
<td>ERC20 Ethereum token standard</td>
</tr>
<tr>
<td>Utility</td>
<td>GreenLink represents the certifications and relevant information of businesses in the sustainability space. Companies can access data stored on the blockchain by paying the transactional fees with tokens. Consumers can use the tokens in exchange for physical goods and services, provide feedback and ratings on sustainable businesses and obtain data about products via QR codes or a web interface.</td>
</tr>
<tr>
<td>Total Tokens Issued</td>
<td>1,000,000,000 (100%)</td>
</tr>
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<td>Sold in Token Sale</td>
<td>500,000,000 (50% of total)</td>
</tr>
<tr>
<td>List Price Of IMPACT Tokens</td>
<td></td>
</tr>
<tr>
<td>Token Release</td>
<td>Tokens will be transferred after the public sale for contributors with successful KYC process. Tokens can be used in the GreenLink ecosystem immediately after release.</td>
</tr>
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### Pre Sale: Aug 2018

| Start | 15 July 2018 |
| End | 30 August 2018 |
| Bonus | Bonus level based on allocation  
Up to USD 3mil  30% bonus token  
USD 3mil - USD 5mil  20% bonus token  
USD 5mil - USD 8mil  10% bonus token  
USD 8mil - USD 10mil  0% bonus token |

### Public Sale: Sept 2018

| Start | 31 August 2018 |
| End | 30 September 2018 |
| Bonus | No Bonus |
**Allocation of funds**

- 50% Research & Development
- 5% Security
- 5% Administration
- 5% Legal & Finance
- 5% PR & Communications
- 10% Marketing
- 20% Business Development

**Token Allocation**

- 50% Token Sale (Private & Public)
- 5% Bounty & Campaign
- 5% Advisors & Pre-ICO partners
- 5% Community Reserve
- 15% Founding Team
- 20% Future Development
Team

Core Team

- Walter Oh
  CEO

- Fai Wong
  CTO

- Andrew Lim
  COO

- Jasper Wong
  HEAD OF ACCOUNTING
  LEGAL & FINANCE

- Astelle Chew
  SALES & BUSINESS
  DEVELOPMENT

- Wen Li Teo
  CREATIVE & BRANDING

- Laura Francois
  CHIEF SUSTAINABILITY
  OFFICER

- Katrina Too
  CHIEF MARKETING
  OFFICER

Working Team

- Pamela Phua
  VISUAL DESIGN

- Joey Lim
  COPYWRITING & DESIGN

- Coco Ong
  PR MARKETING/
  COMMUNITY MANAGER
Advisors

Douglas Abram
CEO, EXPARA VENTURES

Rosalind Tan
PHD, SENIOR PARTNER, EXPARA VENTURES

Caroline Seow
HEAD OF SUSTAINABILITY AT FAMILY BUSINESS NETWORK, EX-HEAD OF MARKETING AT APPLE APAC

Jeremy Khoo
GROUP CEO, IFASHION GROUP AND NOVUM CAPITAL

Nizam Ismail
LEGAL PARTNER, RHTLAW TAYLOR

Jiawen Ngeow
CEO AND CO FOUNDER, MEGAFASH

TC Wu
HEAD OF APPLICATIONS, HELLOGOLD BLOCKCHAIN
Partners & Associations
Media Coverage

**THE STRAITS TIMES**

**Food-related firms with social mission like Boxgreen a big draw: Co-founder Walter Oh**

Mr Walter Oh, co-founder of social enterprise Boxgreen, which sells healthy snacks and donates a meal equivalent to stop hunger, says firms are giving every box of snacks baked delivery. STRAITS TIMES (02/08/20)

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**ENTREPRENEUR MAGAZINE**

**Boxgreen co-founders on how they came up with idea of healthy snack subscriptions**

All rights reserved.

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**HER WORLD**

**The area which was once waterlogged free**

Melissa Oh, Andrew Lee, Wong Woon, all six artists, Boxgreen

It’s not years ago, while working in a company in Singapore, when 30-year-old Melissa Oh and 22-year-old Andrew Lee started picking up the art of origami. They taught themselves how to fold simple shapes such as a paper crane, then moved on to more complex designs.

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**Media Coverage**

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