



EWWA-lab
ESG World Asset

Pitchdeck

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Top Level Considerations

VISION



Giving millions of investors and communities the **opportunity to support real-impact projects** around the world.



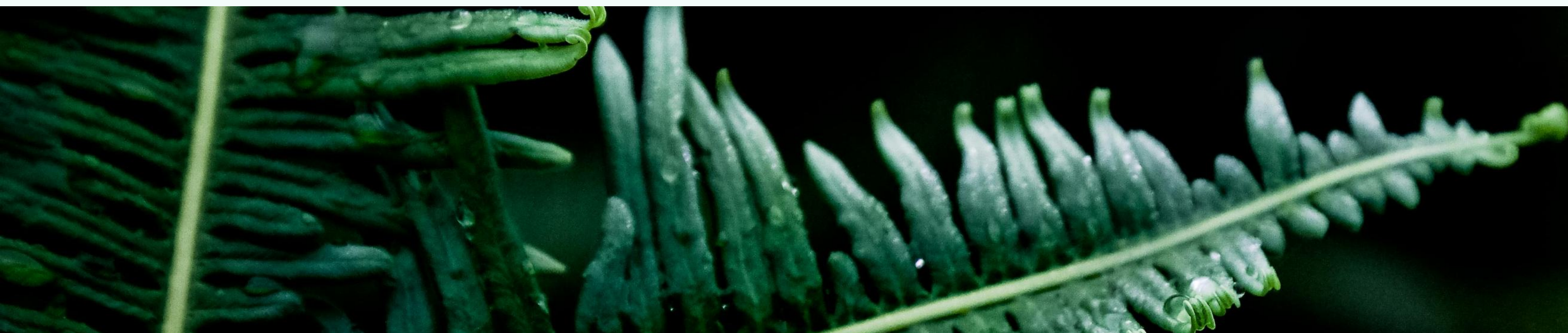
Giving every sustainable project the **opportunity to prove their impact** with a simple and easy application.



Give every entity access to a **fully secure, decentralized and transparent ecosystem** to create the best tokenization of real-world assets.



Give each project **access to the best advisors** to help them sustain their brand and vision.



Top Level Considerations



LEGITIMACY

Developed in Portugal & Switzerland

2 proof of concept (PoC) done

More than 15K followers on social media since 2022

United Nations Campaign Member

Member of Crypto Climate Accord

Member of Business for Nature (COP15)

Member of Green New Deal For Africa

Member of Investor Agenda (zero-carbon)

Nominated in 3 domains by the AIBC Summit 2022



Top Level Considerations

MARKET

ESG Market is huge & unconquered in the blockchain

80% responsible

Investors also own crypto*

**Sources: Bloomberg, Statista, Acumen Research, CNBC(2022)*

40 T\$

ESG-related AuM worldwide

Greenwashing makes it difficult for investors to assess actual ESG impact. Most impact projects yield an unsecured ROI

+35%

2022-2030 CAGR
ESG Investment volume

+15%

2022-2030 CAGR
Investor ESG software & platforms



Top Level Considerations

 **TEAM**

- 10+ members specialized to Blockchain, Impact and Audit on critical business.
- Expertise in regulated quality audit, business development, blockchain & investment

Advisory board :

Current and former leaders from VCs Fund, Marketing Agency, International companies and Institutions, Regulatory, Strategy , Investment and Governance (DAO).

 **SHAREHOLDERS**

Justine Ernotte Houge
CEO & co-founder



Anthony Taormine
CFO & co-founder



Matthias Monnier
CTO & co-founder



Djamel Thiam
Compliance Officer



Titouan Marchal
Crosschain Researcher

Top Level Considerations



PRIVATE PLACEMENT



Completed Private Sale
2021-2022



Currently utilizing the ERC-20
token standard



600K+ \$ raised



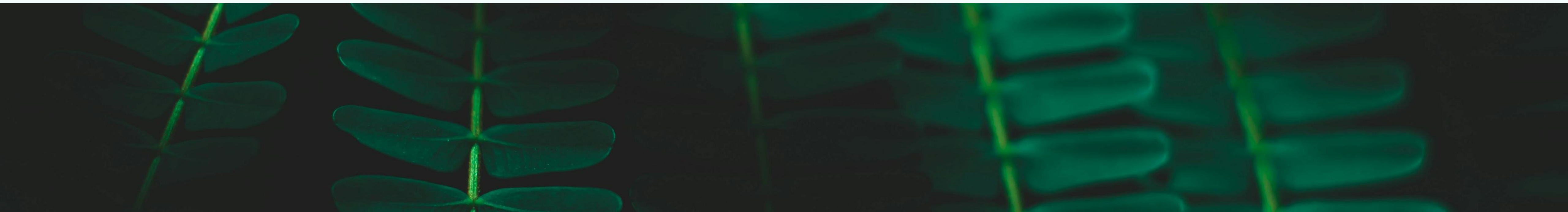
\$EWA token



signed by an institutional
investor in 2023



7+ Business Angel in the
community



Top Level Considerations



Viabile Consumers Demographics

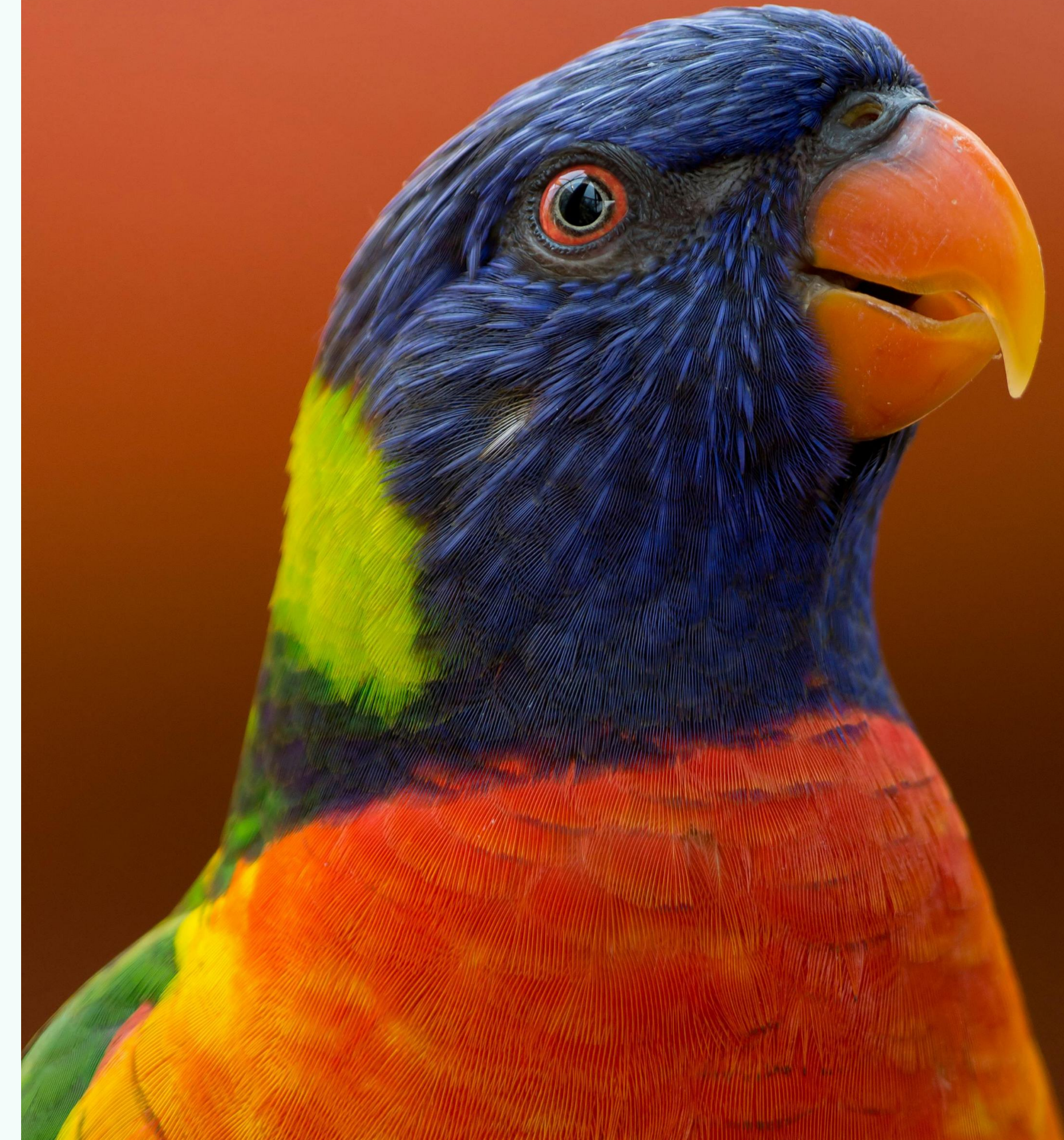
- EWA-lab customer typology has been at its peak since the Covid-19 crisis of 2019.
- Millenials Generation is eager to work and feel free to travel, but is concerned by the sustainability and impact on the surrounding biodiversity.
- Indeed, attitudes have changed among these new expatriates, generally working in the low-touch economy. Their thirst for knowledge, understanding and evolution towards an idealism of sustainable finance and a world less subject to mass consumption and pollution of our ecosystems has also made them aware of the blockchain universe.
- The advantage of digital nomads is also that, by traveling everywhere, they can easily become ambassadors and auditors for EWA-lab. These entrepreneurs are, above all, people who understand the realities of the macro-economic world and see the future through investment.



Top Level Considerations

GAP in Impact Tokenisation Services

- In recent years, the tokenization of assets has been particularly prevalent in the real estate sector.
- However, all the strongest institutions are extolling the virtues of tokenization for all assets based on any real-world sector.
- Why? Because it enables investment to be split up, making it both more liquid and more accessible, and is the solution for institutions and investors alike to minimize risk and exposure to different projects.
- EWA-lab is committed to projects with high commitment potential in humanitarian, social, environmental, sustainable finance and animal welfare terms. In this context, it was essential to provide appropriate support for these projects. What better way to provide tailor-made support than with tokenized financing?

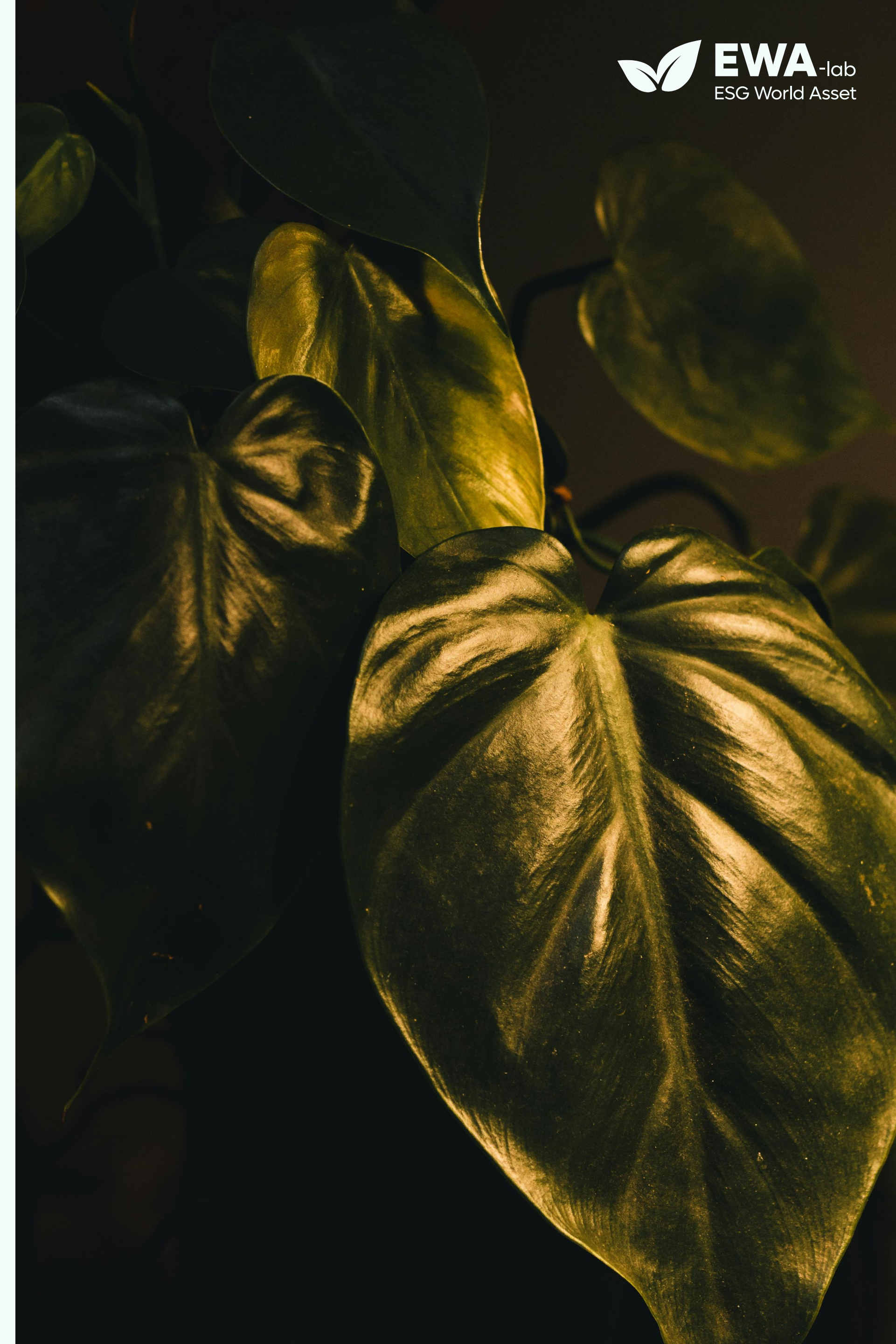


Top Level Considerations



EWA Pioneers "Impact as a Service" Solutions

- As a Startup Studio backed by a community of investors, we wanted to deploy an ecosystem with maximum autonomy, transparency, monitoring and security.
- However, during our search for partners to complement our service lines, we realized that no one was present on the market. None of them offered a label and continuous impact monitoring to avoid greenwashing.
- That's why EWA-lab created the Proof of Impact Label. Based on more than 2 years of research and development, it is currently being finalized in Q2.2023. Using blockchain technology, it will enable us to monitor the real impact generated by our projects. We're going beyond the carbon footprint, moving closer to the United Nations' SDGs and the planetary limits evoked by Ademe and the IPCC. After all, our biodiversity will not endure only with reduced carbon emissions.
- We are currently finalizing a partnership for the carbon aspect. EWA-lab won't take it on.



If you're reading this,
you're probably worried
about **climate change**.

Report

In 1972, the Club of Rome published the famous "Limits to Growth" report, produced in collaboration with MIT, which highlighted the potential consequences of exponential growth in a world of finite resources.

In 1991, Stuart Haber and W. Scott Stornetta introduced a secure cryptographic system that laid the foundation for blockchain technology. In 2008, a major turning point in the history of blockchain came with the publication of the Bitcoin White Paper by an individual (or group) calling himself Satoshi Nakamoto.

These two areas helped to raise the question of how the foundations of our society might evolve.

Since then, these two examples have continued to fuel debates about the implementation of new, more resilient systems.

Research

The research of the EWA-lab team has been interdisciplinary, combining the modelling of standards from the two ecosystems.

From Milton Friedmann to Burniske, from the Club of Rome to planetary limits and the demands of consumerist degrowth, from the solutions that have been built to the indices that have been made available, our research is based both on references already in use and on theoretical foundations that we feel are consistent with the issues specific to our infrastructure.

For the rest of our research, please visit the relevant page.



Our Values



Ethic



Transparency



Security



Community



Vision

Breaking down
ecosystem barriers to
create a single issue:
**sustainability &
innovation**

Movement Goal



Mission

Build a **sustainable**
and **profitable Future**

What is EWA-Lab ?

1st Referencing Label Studio for ecological, social and economic projects all around the world and encrypted on the blockchain.

Headquarter: Switzerland, 7+ countries already active.

A R&D subsidiary in Luxembourg to fuel innovation and scalability.

ESG audit with B-CORP, UN and Crypto Climate Accord.

A corporate studio already active on 4 blockchains in 2022, and on 5+ blockchains in 2023.

Tailor-made tokenisation based on your needs and smoothed over international projects.



Why develop \$EWA Ecosystem?

Lead to Perform

This project, which aims to reference, certify and tokenise impact solutions, represents a significant strategic opportunity for institutional investors seeking to optimise their performance while remaining aligned with ESG criteria.

By responding to the growing demand for sustainability and social responsibility, this initiative offers investors privileged access to carefully evaluated solutions. Certification ensures the quality of the solutions selected, boosting investor confidence and contributing to solid financial performance. Tokenisation facilitates transparent asset management and enables the environmental and social impact of investments to be accurately measured. By investing in this project, you will position yourself as a committed actor, reconciling financial profitability and ethical responsibility in an evolving ESG context. It's a unique opportunity to optimise your portfolio while contributing to a sustainable future.

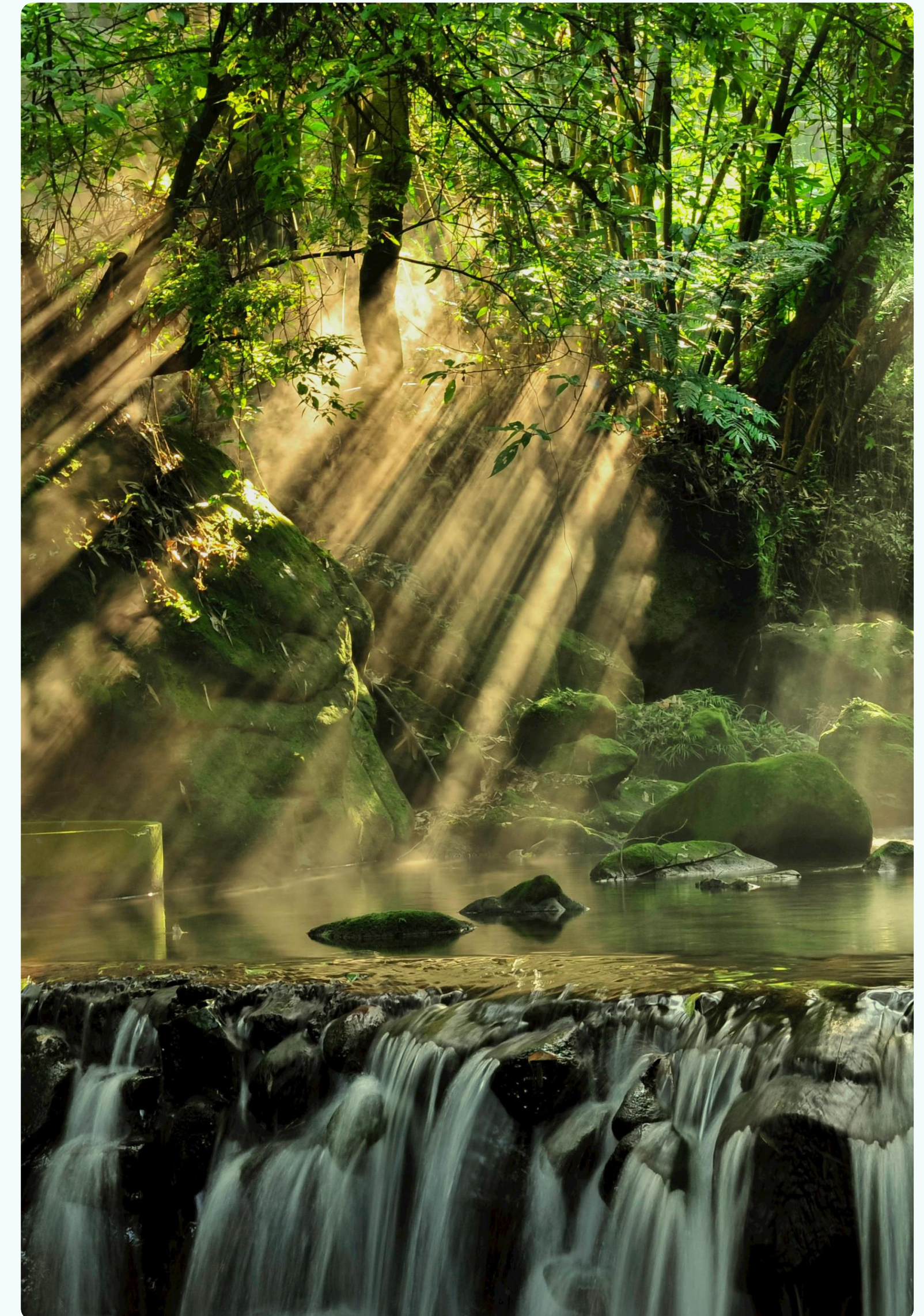
ESG & Innovative Ecosystem

A complete, automated system combining innovation and ESG.

Our aim? Data frugality, optimised traceability, matchmaking between institutions and projects, secure performance and optimised governance.

This is our motto for connecting the ecosystem of blockchain and AI technology.

An infrastructure focused on the user and the project, while keeping in mind the challenges of 2030 for the only viable planet we know.



Highlights

Startup x Proof of Concept



Beta app release



Staking on testnet



5+ blockchain integrated



20K+ followers on social media

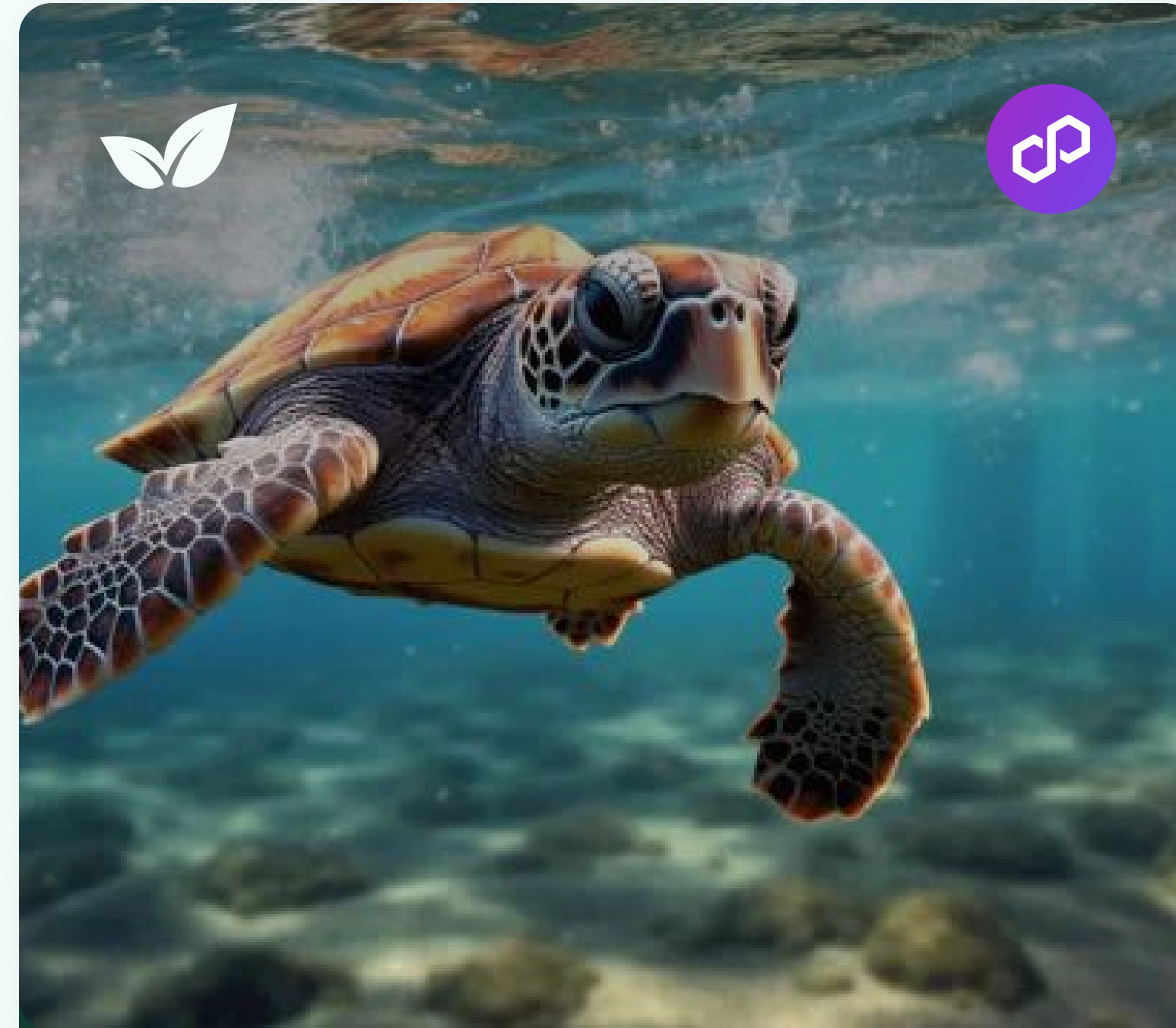
Application at a glance

Select – Support – **Growth**



Bridging the Education Gap

The 'EduBridge' project is an innovative digital ...



Guardians of the Hatchlings

The 'Guardians of the Hatchlings' project is a...



Waste no Waste

The 'Waste no Waste' project is an innovative...

Select

Do you prefer Blockchain filter or SDG Filter ?
Select your fav' project, access all information

Support


Do you want support your fav' project?
Tokenization of Real-World Asset and UX worked.

Make Growth

Support & Make the Difference

Overview

Based on a crosschain vision but Polygon Native



The EWA-LAB ecosystem is a horizontal organisation in terms of its governance, with essential stages to reach projects.


In fact, the relationship between institutions <> projects or communities <> projects can only be established once all or part of its impact has been proven.




DAO



\$EWA token label



label Hero DAO



Certified projects



Studio Projects



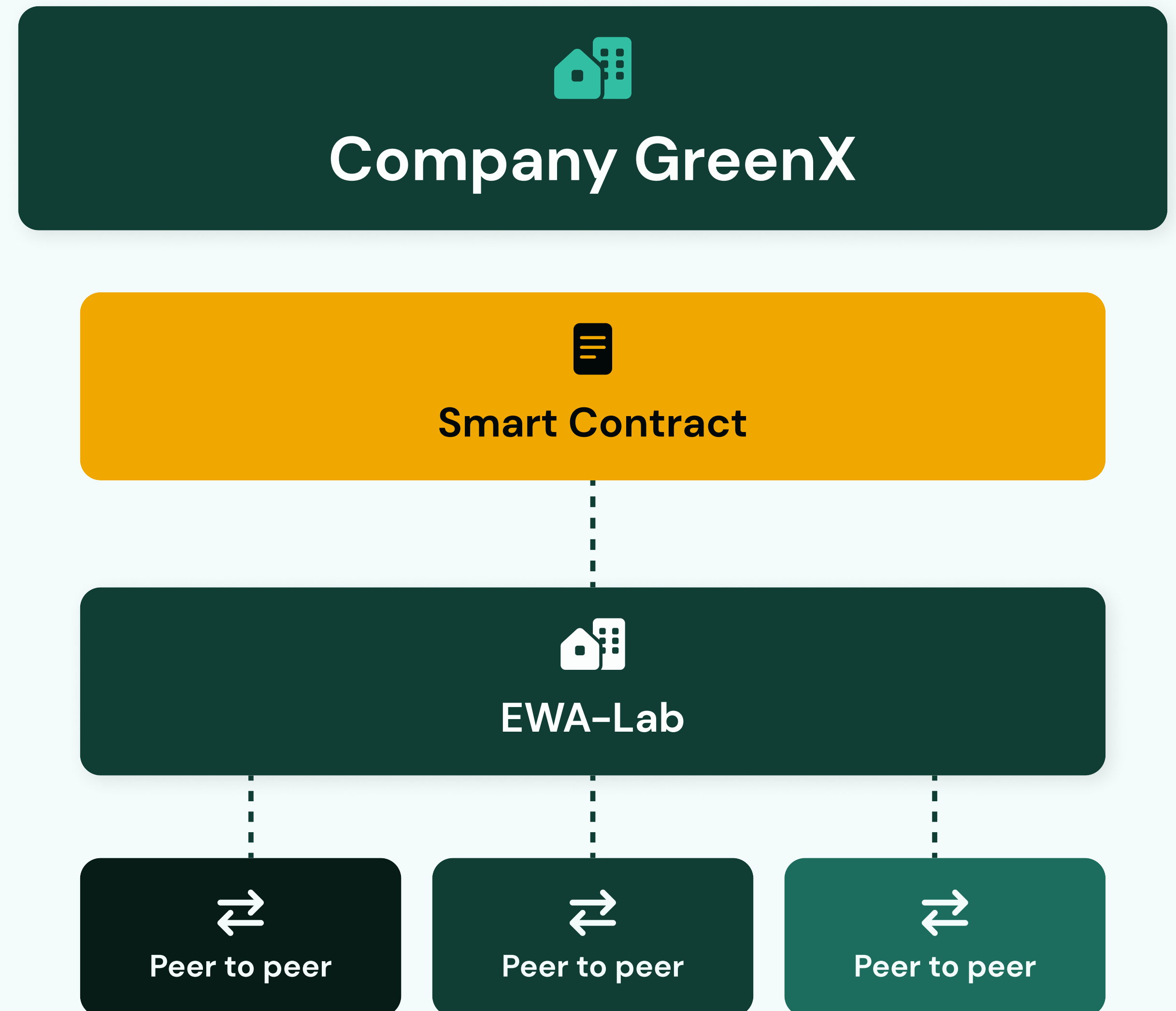
Tokenization

Financing x Label Hero DAO

EWA-lab sources and labels the project, and creates a detailed, encrypted DYOR file.

EWA-lab therefore takes ownership of this callable bond and tokenises the performance via a smartcontract. Label Heroes can then take part in this financing and receive the entire performance generated in proportion to their exposure.

It was an example of the possibility of tokenisation with EWA-lab Studio.



Tokenization RW-assets

*RW-assets for Real World Asset**

The major challenge of tokenisation within EWA-lab is totally linked to the SDGs – Sustainable Development Goals – and must therefore incorporate mechanisms for inclusion, accessibility and security. This is the focus of our research:

1. dNFT for Ownership Representation:

Non Fungible Token Dynamics can be used to represent ownership of company shares in a secure, transparent and agile way.

2. Fractional Ownership:

The possibility of fractional ownership, allowing investors to own not part of the business but part of the financial instrument used to finance it. Example: tokenisation of the company's performance as part of a micro-debt repayment.

3. Enhanced Liquidity:

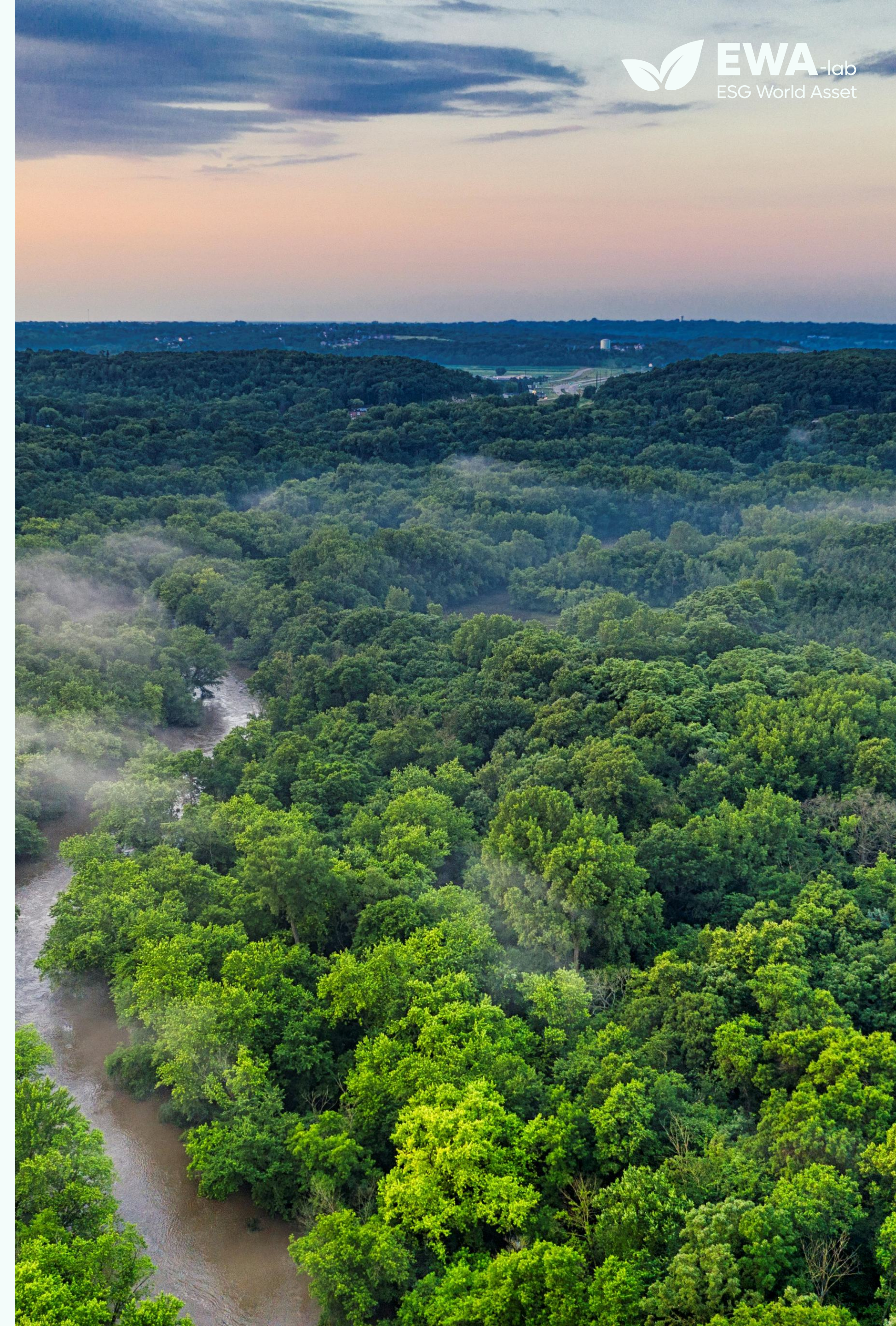
Tokenisation can improve the liquidity of assets, making it easier to trade and sell tokens on market platforms.

4. Automated Compliance:

Automating ESG compliance processes ensures greater transparency and accountability.

5. Smart Contracts for ESG Compliance:

Our smart contracts also ensure ESG compliance, automating the execution of sustainability and labelling clauses by encrypting all project data and monitoring.



6. Soulbound Tokens for Decision-Making:

Governance Soulbound Tokens can be used to enable holders to make democratic decisions on important ESG issues while ensuring that no unauthorised person can falsify or corrupt the vote. Blockchain allows us to create an immutable record of ESG practices, strengthening credibility and stakeholder trust.

7. Transparent Reporting:

We use blockchain and tokenisation to improve the transparency of ESG reporting, providing reliable, up-to-date and traceable information.

8. Incentive Mechanisms for ESG Initiatives:

We are working on the possibility of introducing incentive mechanisms via tokens to encourage and reward environmental, social and governance initiatives.

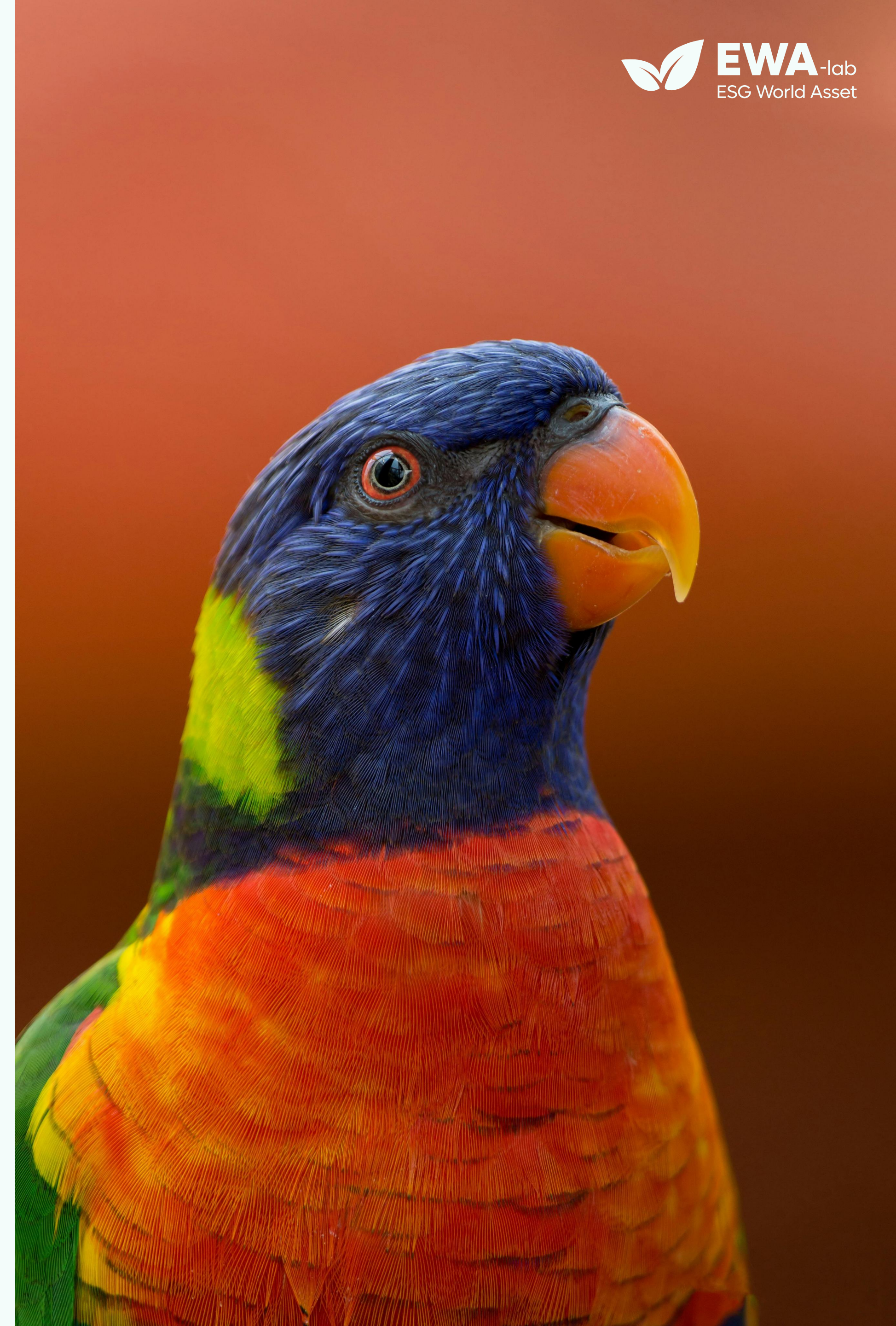
9. Interoperability Across ESG Platforms:

Tokens can be designed to be interoperable, facilitating integration with other ESG platforms and improving reporting consistency but also creating data backups across different virtuous blockchain ecosystems. Optimised and secure referencing that also makes it possible to work on intellectual property.

10. Immutable Record of ESG Practices:

Blockchain allows us to create an immutable record of ESG practices, strengthening credibility and stakeholder trust.

As you will have gathered, we are trying to create an end-to-end DYOR for potential investors, transparent and up-to-date compliance for anyone interested in the project, and intellectual property safeguarded in virtuous ecosystems that enable data to be frugal and safeguarded in a decentralised way. **Let's create this world of committed projects through the tokenisation of the world's real assets.**



Revenues for Communities, Projects & Foundation

In order to respect our intrinsic values, the people most valued are the community and the projects to be funded by a Grant system based on the real impact they generate.

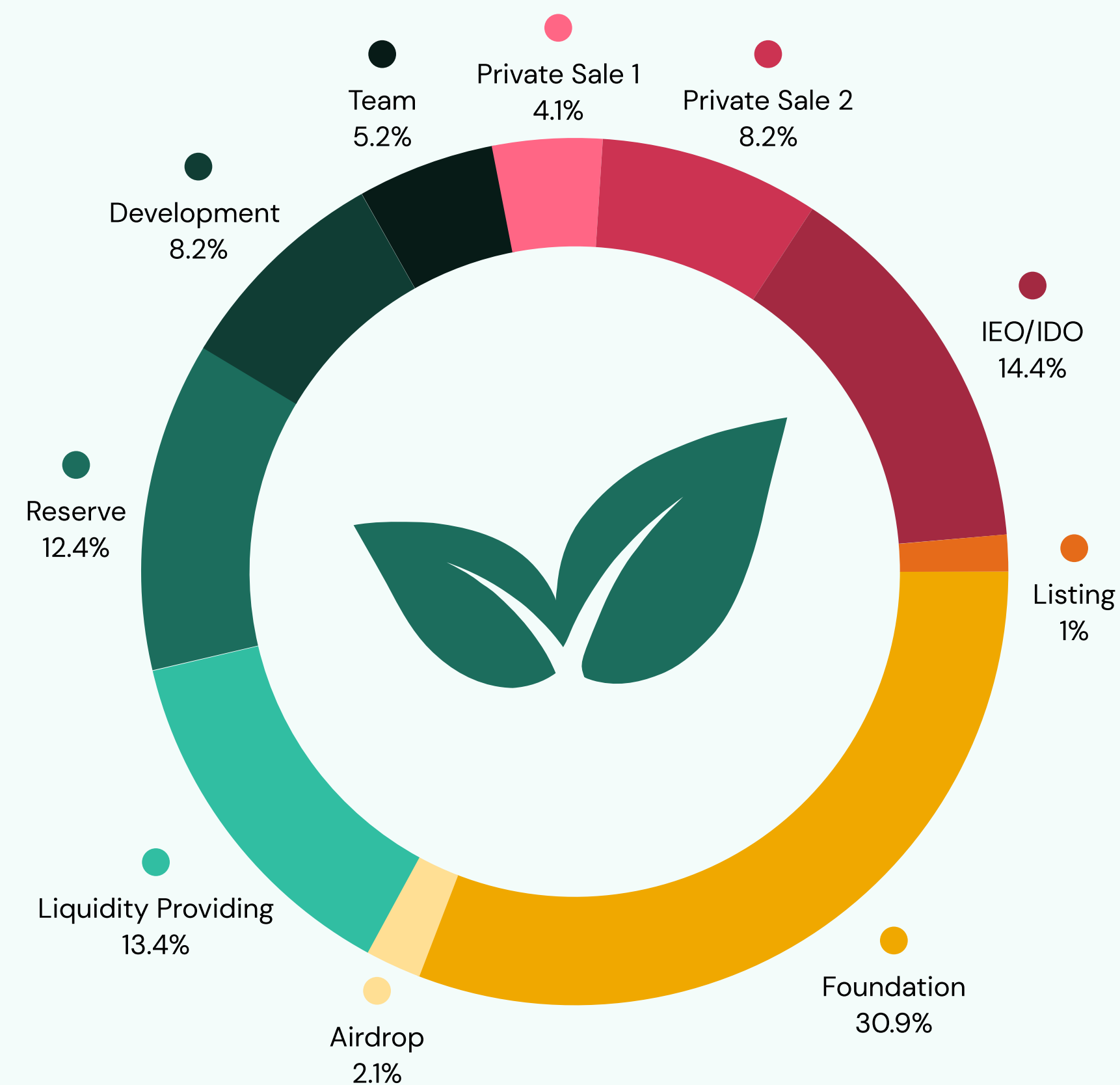
This is why 30% of our total supply is set up under the DAO and is called Foundation. Funding NGOs, community initiatives or even grants for projects that meet their sustainability objectives.

29.8% of liquidity is also returned to investors, enabling them to position themselves pre-listing on the project and optimising staking afterwards.

The reserve, meanwhile, will be subject to progressive unlocking validated by the DAO and the company's management board.

In addition, development hackathons financed by 8% of the supply will be created to make the company more agile in its interoperability objectives.

Finally, the fees charged for the platform will also be divided in these proportions: 5% for community airdrop, 15% for the foundation, 10% for burn, 20% as rewards for the EWA-lab team and the rest for its activity.



Expansion Phases

The different steps that we will carry out

Structuration

Jan 2024

- Direction Board
- New service Launch
- Regulatory Works

Development

Feb 2024

- Listing Prep
- White Paper reveal
- Grant Focus

Audit

May 2024

- Marketing Audit
- Smartcontract Audits
- Accountability Audit
- Strategy Launch Audit and validation

Dapp issue

Jun 2024

- V1 Launch
- New cohort project launch
- New partnership reveal
- 1st DAO Meeting

Community Focus **Jul 2025**

- 1st Impact Day
- Community Roadshow
- New blockchain add

B2B offers

Blockchain x Sustainable Finance



Consulting

Services integrated into the studio or white-labelled:

- On Chain
- Fundraising
- ESG
- Responsible digital
- Financial
- Business Model
- Product
- Business Development



Tokenisation Pool Creation

- Materiality
- Risk
- Configuration of strategic financing
- Monitoring and
- Impact
- Optimising governance



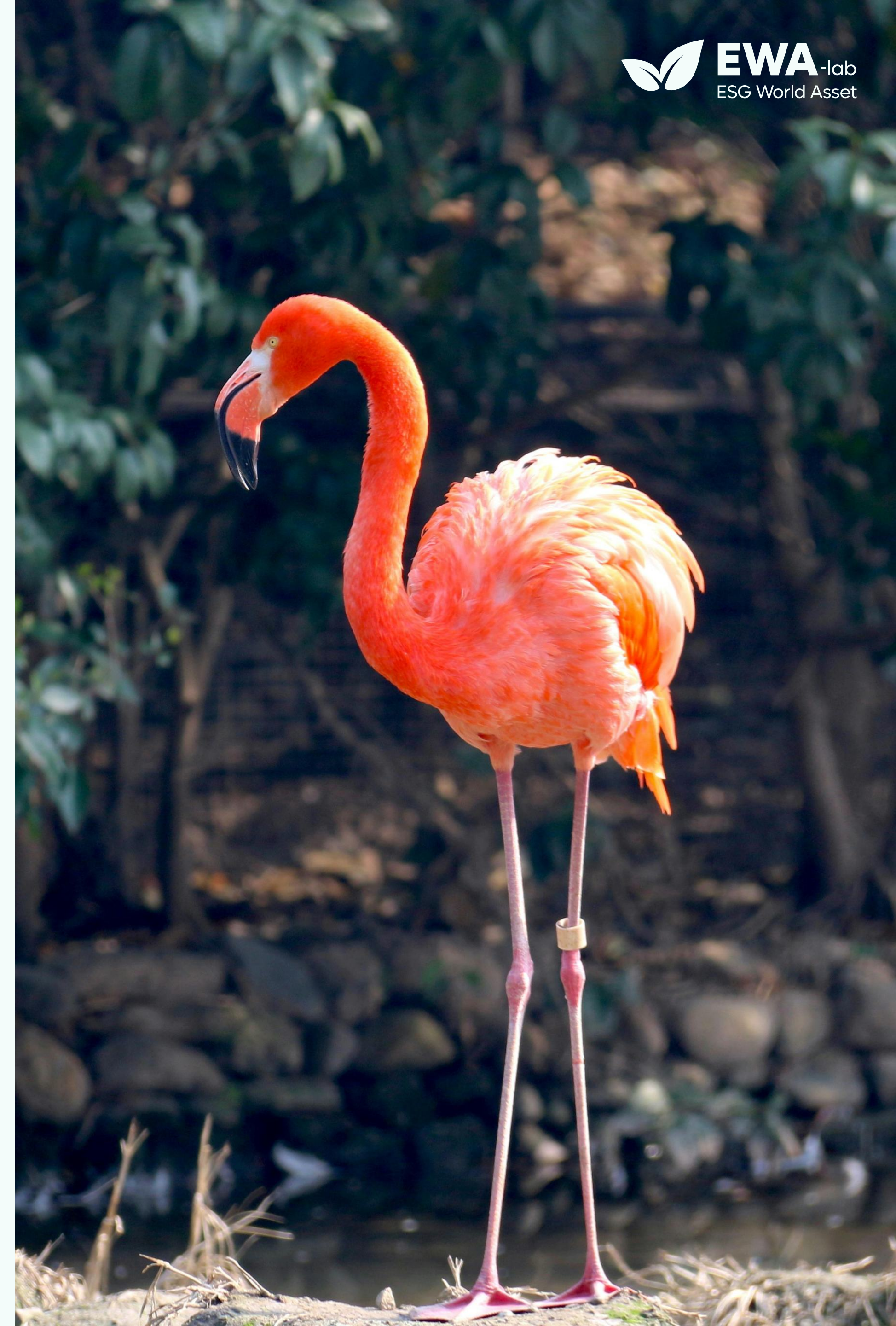
Labelling

- Anamnese
- Materiality analysis
- Strategy deployment
- Optimisation of existing systems
- Preparation for certification
- Follow-up
- Business development



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