



RowanEnergy

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ABSTRACT

A great deal of the world’s existing environmental problems can be traced back to industrialization, especially since the “great acceleration” in global economy since the 1950s. Although this great acceleration offered remarkable gains in human progress and prosperity, it has also resulted into unpremeditated consequences.

Examples of such consequences endangering the global environment are issues such as climate change; depletion of forestry, fishing and freshwater stocks; unsafe degrees of air pollution; overflowing amounts of waste on land and in oceans; toxins in rivers and soils; and loss of biodiversity and habitats.

As the Fourth Industrial Revolution (4IR) broadens and develops further, innovations are becoming faster, more efficient as well as more widely accessible than it has ever been. Technology is becoming increasingly connected, with a convergence of the digital, physical and biological realms. Fast-rising technologies, such as the Internet of Things (IoT), virtual reality and artificial intelligence (AI), have enabled societal shifts as they seismically have effects on economies, values, identities and even possibilities for posterity.

There is a great and unique opportunity to make good use of the Fourth Industrial Revolution –and the societal transformation it enables – to help tackle environmental issues and reform how we manage our global environment. We have the technology at our fingertips to bring the control of these technologies closer to home, taking away the centralised model and regain our independence from large corporations that dictate our future.

When left unchecked, nevertheless, the Fourth Industrial Revolution could further result into unintended negative consequences such as aggravating existing threats to global environmental security by further depleting global fishing stocks, biodiversity and resources. Therefore, there is the need for a transformation of the current “enabling environment” for global environmental management.



This transformation will cut a cross the governance frameworks and policy protocols, investment and financing prototypes, the principal incentives for technology development, and the nature of societal engagement. This will not occur on its own. It will require a number of proactive alliance among policy-makers, scientists, technology champs, investors and civil society, Rowan Energy has been created to spark a sustainability revolution transforming the current “enabling environment”.



DISCLAIMER	1
ABSTRACT	2
THE VISION	5
THE FOUNDING TEAM	6
How does it work	7
THE ROWAN BLOCKCHAIN POTENTIAL FOR A SUSTAINABLE ENVIRONMENT	7
What are Rowan Rewards?	8
Use case example.	9
ROADMAP	10
MARKETING STRATEGY	11
SEO & PPC	11
Social Media marketing	11
Word of mouth	11
RISK FACTORS	12
RISK FACTORS RELATING TO THE INVESTMENT OBJECTIVE AND STRATEGIES	12
Risk of loss	12
NETWORK INTEGRITY AND SECURITY RISKS FOR DIGITAL ASSETS IN GENERAL	12
Dependence on computer infrastructure	12
Malware	13
Force Majeure	13
Disclosure of information	13



THE VISION

If you are lucky enough to own roof top solar, you currently generate electricity during the day, that if you don't use it, it gets fed back into the grid for a low wholesale rate (when you are probably at work). In the evening when you get home you buy that electricity back from the grid at a higher rate.

Sounds like madness doesn't it?

If you do not have rooftop solar but want to buy clean green energy you buy that energy from your supplier and pay the higher rate to your centralised energy supplier.

This energy is often made somewhere else in the country and from a source that is out of your control.

But all this is about to change.

We see a future where electricity generators (producer) sell their excess energy to consumers directly peer to peer. We see each community member being responsible for keeping the network transparent and integral. We see a decentralised energy network of the future, empowering and rewarding people for contributing green energy to the grid and living a greener life.

If you're a consumer you will get to buy your energy from a local producer at a fixed rate. As this transaction is peer to peer only a transaction fee is taken by your supplier. Making it the cleanest and the cheapest electricity on the market. You will be able to see where your energy is coming from almost in real time.

If you are a producer you get to sell your energy at market rates sometimes tripling what you would get selling back to the grid at wholesale rates. You will be rewarded for your energy instantly, as the transactions are confirmed and validated by other Rowan Energy Customers.



The result? An ever increasing customer base of consumers and producers contributing to the ecosystem of an energy market that is decentralised, truly green and local.

THE FOUNDING TEAM

Our team is made up of Fintech and IT security professionals, marketing experts, blockchain Full stack developers and gurus in the green energy market all of whom are passionate about blockchain, technology and sustainable living, and have many years' experience in the energy sector as well as networks, security, large development projects, property investment and project management.



David Duckworth

CEO & Founder – Rowan Energy

David is an entrepreneur with a strong technical background in Networks, Linux and Security.

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How does it work

Our sophisticated system enables consumers to be matched with prosumers almost in real time. By tokenizing energy transactions it allows us to move payments from consumers to prosumers instantly with an online dashboard showing energy produced and energy consumed and an up to date balance. We can assign energy based on location, carbon levels and demand. This can also be tracked and verified back to the source.

The key to our success is due to our systems. Smart meters send meter readings, this is logged and assigned to your dashboard. This allows our transaction servers to allocate a buyer to the seller.

This is all done transparently in the background the end user just sees an easy to follow dashboard.

These peer to peer trades and the Renewable Certificates are stored securely on a blockchain, proving their source and validating their authenticity.

THE ROWAN BLOCKCHAIN POTENTIAL FOR A SUSTAINABLE ENVIRONMENT

Blockchain has the potential to reform how humans interact and transact. It facilitates peer-to-peer trades, manages records, tracks physical objects, and transfers value through smart contracts. This technology boasts of the potential to fundamentally redefine how business, governance and society operate. The technology is growing and its application across sectors and systems is growing as well.

One cannot help but admit that it has great potential, not just for industry, but for people and the earth. This technology can be harnessed to tackle six of today's most persistent environmental challenges that require transformative action – air pollution, climate change, biodiversity loss, natural disasters, ocean-health deterioration, and water scarcity.

It can become a tool to improve life as well as kick-start unprecedented environmental changes. Blockchain offers a strong potential to unlock the value that is currently embedded in environmental systems, and there is a strong gap within the market.

In the UK when a solar or wind farm generate 1MW (MegaWatt) or power they receive a renewable energy certificate. These certificates take three months to be assigned and they have value.



Businesses who wish to offset their carbon footprint purchase these certificates hence supporting the creation of green energy.

But this source of income has previously been unavailable to roof top or back yard generators. By introducing blockchain technology to this system, we will be able to prove the source of the energy as it will be tied to the prosumers smart meter. Built into the chain will be the location, the source of the energy and also the date it was created.

Never before has the general public had this opportunity to tap into this second income for their roof top investments.

This coupled with the ability to buy and sell energy among our community members peer to peer means that returns are tripled for solar users and savings are enjoyed by all.

What this means is that there is a market gap, which Rowan Energy is designed to fill.

Our platform has been created to disrupt, or substantially optimize, the systems that are critical to addressing many environmental challenges.

We believe that the opportunities that blockchain offers need to be developed and governed wisely, with upfront and continual management of unintended consequences and downside risks. Good ways to do this include ensuring compliance with privacy rights, enhancing security and clarifying accountability in case things go wrong, and establishing standards for minimizing energy consumption.

What are Rowan Rewards?

A key part of our systems is the ability for our members to be part of the Rowan EcoSystem. Each member of our energy community can own a Rowan Hub. A Rowan Hub is a small low powered device that validates the energy transactions that our members make.

Members are given Rowan Rewards in return for contributing to our ecosystem. These loyalty points can be used towards their energy bills at the end of each month or saved up for further loyalty rewards.



Use case example.

The feed in tariff (FIT) was first established owners of residential solar equipment could feed their unused electricity back into the grid for a very healthy 43.3p per kWh. However, as of 30th September 2018, this has dropped more than 8 times to a very unfair 3.93p per kWh, only to buy the electricity back in the evening for up to 15p kWh.

On 19 July 2018, the Department of Business Energy and Industrial Strategy (BEIS) published a consultation. According to the Department, they intend to close the FIT scheme to new applicants from 1 April 2019, which will not be replaced by a new subsidy; thereby giving the general public no incentive to have solar panels installed in their property.

Until now.

By selling your excess energy to other Rowan community members you will be able to receive market rates for your energy, not having to rely on corporate set wholesale rate.

Furthermore the introduction of blockchain technology into our energy system means roof top solar generators can enjoy further returns form the creation of a digital Renewable Energy Certificate. A validated certificate which shows where and how the energy was generated available for sale to businesses wishing to offset their carbon footprint.



ROADMAP



2019

APR 2019

01

Development of the Rowan Blockchain, online dashboard, design of new crowdfund campaign.

MAY 2019

02

1. Launch of our Rowan Energy Club dashboard.
2. Launch of the new Rowan POA Blockchain.
3. Development of the Rowan Hub
4. Crowdfunding Round 1 to start

JUN 2019

03

Crowd funding round 1 continues. Building social presence.

JUL 2019

04

Licenses and regulations compliance to become energy company. Building the Rowan Energy Club team.

AUG 2019

05

Pen tests and development of internal infrastructure and systems.

SEP 2019

06

Marketing efforts increased. Trade show presence. Early Bird signups for the Rowan Energy Club community

OCT 2019

07

Final preparations for Rowan Energy Club are finished and platform marketing campaign is intensified. Full Energy Engagement dashboard is launched.

NOV 2019

08

The Launch of the Rowan Energy Club offering clean Gas and clean energy.

DEC 2019

09

Security audits and accreditation. Sign up for new members

JAN 2020

10

Energy trading platform is launched along side the digitised REC. Incredible returns available for rooftop solar owners
Incredible energy savings for green energy consumers.

FEB 2020

11

Rowan Energy trading system goes live for a selection of test users.

More coming in 2020...



MARKETING STRATEGY

SEO & PPC

Rowan Energy will engage with a marketing agency to use current search engine optimisation techniques and paid search engine marketing to help move the project forward.

Social Media marketing

Rowan Energy will of course have a massive social media presence with a team dedicated to making this a success. Utilisation of current sector members, engaging already established green energy companies to promote our product as value add to their already primed customer base.

Word of mouth

We believe that we have a great product idea and that people will want to share this experience. By allowing the creation of representatives earning a referral fee, we believe we will see some massive organic growth.



RISK FACTORS

There are different risks involved in investment via crowdfunding industry generally. Before investing in our energy company, every participant ought to evaluate judiciously any information and risks presented in this Whitepaper. Below are some common risks that should be put into consideration:

RISK FACTORS RELATING TO THE INVESTMENT OBJECTIVE AND STRATEGIES

Risk of loss

No guarantee or representation is made that Rowan Energy's investment plan, including, without limitation, Rowan Energy investment objective, modification strategies or risk monitoring goals, will be fruitful. Investment results may vary substantially over time. No guarantee can be provided that profits will be gotten or that large or total losses will not be sustained. Risk of total loss of capital. Although all investments risk the loss of capital, investments in startups should be deemed greatly more speculative and more likely to lead to a total loss of capital than most other investment funds. Consequently, an investment in Rowan Energy could result in the total loss of an investor's investment.

NETWORK INTEGRITY AND SECURITY RISKS FOR DIGITAL ASSETS IN GENERAL

Dependence on computer infrastructure

Rowan Energy's dependence on functioning software applications, computer hardware, and the Internet implies that Rowan Energy can give no guarantee that a system failure would not have any negative impact on the efficiency of your operations. In spite of Rowan Energy's application of all sensible network security measures, there is still the probability of its processing center servers to be susceptible to computer viruses, electronic or physical forced entry or any other such interference. All these may then lead to delay, disruption, or suspension of the services.



Malware

Malware is software used or programmed by malicious actors to interrupt computer operation, collect sensitive information or acquire access to private computer systems. “Botnet” refers generally to a group of computers that use malware to compromise computers whose security defenses have been ruptured. To the degree that a malicious actor, cyber-criminal, compute an investment in Rowan Energy could be negatively affected.

Force Majeure

Rowan Energy’s performance may be interrupted, delayed or suspended as a result of force majeure circumstances. In this Whitepaper, force majeure shall be deemed as extraordinary events and circumstances which could not be prevented by Rowan Energy and shall include: acts of nature, acts of municipal, state or federal governmental agencies, armed conflicts, epidemics, industrial actions, lockouts, mass civil disorders, prolonged shortage or other inabilities of energy supplies or communication service, slowdowns, wars, as well as other conditions beyond Rowan Energy’s capability, which did not exist during Token Launch. If such circumstances occur before issuance of Asset and Rowan Energy is unable to issue Asset within 6 months from the projected timeline, escrow agents are allowed to issue a refund at the bid of the Asset purchasers. In the event of such a refund, it will be issued in the original payment form at the exchange rate on the day the refund is made.

Disclosure of information

Personal information received from investors, Asset renters, and owners of the equipment submitted for hosting, the information about the number of assets , rewards earned on the pool and any other relevant information may be revealed to law enforcement, government officials, as well as other third parties when Rowan Energy is required to disclose such information by law, subpoena, or court order. Rowan Energy shall at no time be held responsible for such information disclosure. It is crucial for you to note that there may be other unforeseen risks involved in the Rowan Energy project, which are yet to be detected by its management. Therefore, ensure you consult an appropriate financial expert for advice.

