

AQUARI

Community Driven Solutions To Marine Pollution



WHITE PAPER

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INTRODUCTION

We live in an age where we act without thinking about the consequences of our actions when it comes to pollution. Whether we litter on the streets, improperly dispose of batteries, or simply don't recycle, we are contributing toward global pollution. Most people's defense mechanisms would kick in and they would claim that their isolated actions aren't substantially contributing positively or negatively towards the bigger picture. However, motherly advice would question, "if your friends jumped off a bridge, would you?"

Pollution is a global issue and comes in three major flavors: air, land, and water. There isn't one person or entity that can address all of these types, let alone one. Everyone has a responsibility to keep the Earth green but unfortunately, the amount of pollution and harm to our planet is simply too immense to tackle alone.

Even if you wanted to help save the planet from pollution, questions arise the moment you get involved.

- Where does one even start?
- Which organization should you donate to?
- What does my contribution do exactly?
- Am I making a difference?
- What's in it for me?

A focused approach is in order and we believe that marine pollution is a problem worth fighting against. The oceans are our lifeblood when it comes to clean air production. Our global economy depends on clean oceans and a healthy circle of life for our marine plants and creatures. We at Aquari have a solution for marine pollution but it doesn't just depend on us, it involves everyone - including you.

THE VISION

“The vast majority of people around the world understand that pollution is bad for the environment but they still do it. It isn’t so much that individuals think their actions won’t have any impact. It’s just that they don’t have enough incentive to do right.”

- Cameron Clarke, 2021

Imagine a world where the majority of people want to save the planet. How would that look like? Global economies working together to maintain a healthy planet and keep each other accountable concerning proper waste management. Recycling and pollution prevention are second nature throughout all levels of society.

Cleaner air nurtures healthier bodies and enables longer life expectancies. Fishing and seafood consumption is at a sustainable balance. Sealife is thriving and the oceans throughout the world are clear and blue. The world would truly be a net positive ecosystem.

Aquari believes that we as a global community can work to restore our planet to the lush green and blue state it once was. This isn’t going to happen overnight but there needs to be a catalyst to get us there. There isn’t a single organization that can get us there either. Centralized motives prevent progress on a global scale.

Governments, conservation organizations, cleanups, and research projects work in solos and aren’t necessarily working together towards pollution prevention. Part of the reason is that their motives are different from each other and they take orders from a centralized authority such as the CEO, board of directors, or political figures. Oftentimes their interests don’t align with what’s best for the environment.

We envision a world where conservation education, clean-up projects, research, and funding are democratized. We see a future where people all across the world are willingly preventing pollution. They are actively spreading awareness while educating and equipping others with the knowledge to do the same. But there needs to be a financial incentive to make this work.

Why financial? Because conservationists do not need to be convinced, but the rest do. Aquari makes it simple. What if you can make money while saving the planet? The more you contribute the more you save the planet. The more you save the planet the higher your payouts. It’s a win-win for all don’t you think?

OUR MISSION

Our mission is to incentivize environmental conservation through community-driven crowdfunding. Below are the three pillars that are paramount to Aquari's foundation and focal for our success. All three work in unison to accomplish our mission. A single organization cannot tackle this monumental problem alone. Similarly, not one pillar can stand on its own.

Cleaning Up Rivers And Beaches

Aquari's main goal is to restore the oceans to their natural state across the globe. However, tackling ocean pollution directly is inefficient. Why? 80% of the pollution generated in the oceans is from land. This is man-made and the garbage that leaks into the oceans is due to improper waste management, lack of education, and in many cases neglect. Our approach is to stop the waste from entering the oceans in the first place.

Garbage patches with surface areas as large as countries collect in the oceans due to this. The primary sources are from 1000 rivers across the world. Before we can address the pollution in the oceans, we must first stop the bleeding. If we stop the flow of garbage entering our oceans, we can effectively tackle marine pollution and make an actual difference.

We partner up with conservation organizations across the world to clean polluted rivers and beaches. With our partners, we're able to organize cleanups in communities where pollution is affecting the quality of life for the residents surrounding these areas. Our goal is to partner up with as many partners as possible so that all of the garbage from the problematic rivers can be collectively managed.

Funding Conservation Organizations

We don't stop after one clean up then move on to the next polluted river though. Instead, we establish a presence at these sites and we maintain regularly scheduled clean-ups. Through our funding, we can keep boots on the ground and we're able to continuously keep the rivers and beaches clean.

Aquari generates funding from investors all over the world. We then allocate funding to our partners and various projects. We realized that the U.S. dollar can have a huge impact and boost overall operation efficiency and productivity in

conservation organizations around the world. Because of the power of the dollar, through our funding, we're able to help organizations obtain supplies, tools, equipment, and even employ full-time employees.

It isn't necessarily Aquari's intention to pick up trash. However, we work towards empowering conservation organizations that are already established or just getting started. Whether we are providing cash grants or donating a multi-terrain excavator, our funding enables conservation organizations to do their work better, faster, and in an efficient manner. With enough funded partners around the world, it is now possible to simultaneously tackle pollution at the sources.

Educating The Masses

Clean-ups and funding are both effective when combined. Add education to the mix and we have here a winning formula. Aquari believes that educating the masses is essential to effectively prevent pollution from happening in the first place. Without understanding the effects of improper waste management people will continue to perpetuate the problem.

As we establish partners and provide funding for their projects, we also work with them to set up education modules where the clean-ups are taking place. Impoverished communities, especially those that reside along heavily polluted river banks, especially benefit from this. In these areas, education regarding pollution prevention is lacking and many cases absent altogether.

Whether the school system or local government is failing to educate the population isn't our concern. We educate and spread awareness with the assumption that learning about pollution prevention and proper waste management is a new concept.

Volunteers from the community are rounded up regularly to help clean up the rivers and beaches. Positive buzz ensues shortly thereafter and word of mouth travels fast throughout the community. It's only a matter of a couple of hours to days before an entire town becomes aware of our accomplishments. We capitalize on this and set up sessions within the local communities to teach them why we are there, what we are doing, and what they can do to prevent pollution from happening.

As with all of our pillars for success, we set these education modules up so that they are perpetual. This means that pollution prevention and proper waste management education continues long after a beach clean-up finishes.

THE REAL PROBLEM WITH POLLUTION

Governments are doing a poor job when it comes to protecting the environment, let alone cleaning it up. We know this because of the simple fact that conservation organizations exist. There are hundreds of conservation groups that address pollution in various ways and for differing reasons. They're doing good for the planet, there's no doubt about it. However, the question remains - are they being effective at it?

Is education enough? Are clean-ups enough? Can we rely on centralized authorities to solve this problem? Are conservation organizations making any difference? Is any of this effective?

Marine pollution is getting worse every year. Studies indicate that by 2050, there will be more plastics in the ocean by weight than fish. In the Western world, much of it ends up in landfills and only 10% on average gets properly disposed of or recycled. In the developing world, we often see mismanaged waste end up in open dumps, which eventually end up on beaches, rivers, and ultimately into our oceans.

Clearly, something isn't working.

Throwing money at a problem, while it can help, doesn't do much to address the underlying issue. Education is a big part of tackling the problem but what good is it if people don't apply what they learn? We need to approach the pollution problem from a different angle. A fresh approach is necessary that will resonate with the masses because after all, they heard it all before – "pollution is bad".

It's tough to have people care about conservation, proper waste management, or pollution prevention. Unless you're a conservationist or have interests in this area, you won't have any desire to contribute to the cause. Unfortunately, the majority of people in the world are on the side of not caring about the environment as evidenced by the increasing global pollution.

Let's be succinct here: Most people don't care enough to do something about it.

AN INCENTIVIZED LIFESTYLE IS KEY

Aquari understands that not everyone is enthusiastic when it comes to combatting marine pollution. We also understand that we can make it exciting for people if we attached a financial incentive to environmental conservation.

What if you can gain financially the more you contribute to environmental conservation? What if people made contributions towards it every day?

Just as we go to the gym to work out, or take our dogs for a walk, Aquari aims to cultivate a lifestyle where contributing regularly to environmental conservation and pollution prevention is the norm. People are more inclined to do the right thing because now there is a reason that resonates with all social classes.

Aquari was created to bridge this gap between needing to fight pollution to wanting to fight pollution by attaching a profit motive to each contribution. Here's how we're doing this.

1) Finance Environmental Conservation Organizations

We created a cryptocurrency token that funds environmental conservation organizations. Using our Aquari token generates funding for the organizations that we partner with. By buying, selling, trading, or holding our tokens you will automatically contribute towards the organization's funds.

2) Create Incentive For Transacting With Aquari Token

When transacting with Aquari tokens, you can earn more simply by holding them. Our token allows you to earn passively even if you don't transact – you can simply hold it and your stake will grow over time. Whenever users transact with our coins, everyone who holds Aquari will get a portion of earnings that come from transaction fees.

3) We Are Using Crowdfunding To Protect The Environment

Many environmental conservation efforts are funded through one-time donations. We at Aquari believe that protecting the environment needs to be a lifestyle that the masses should adopt. We incentivize regular contributions from people all over the world so that the funding will always continue to flow towards the cause. We want every contributor and token holder to gain

financially so that they maintain a desire to keep on contributing to environmental conservation.

OUR TOKEN ECONOMY

Aquari's token economy is set up so that people can join, start saving the planet, and earn right away. Below is a high-level overview of how the economy works. The numbered items below do not reflect a specific order (ref. Figure 1).

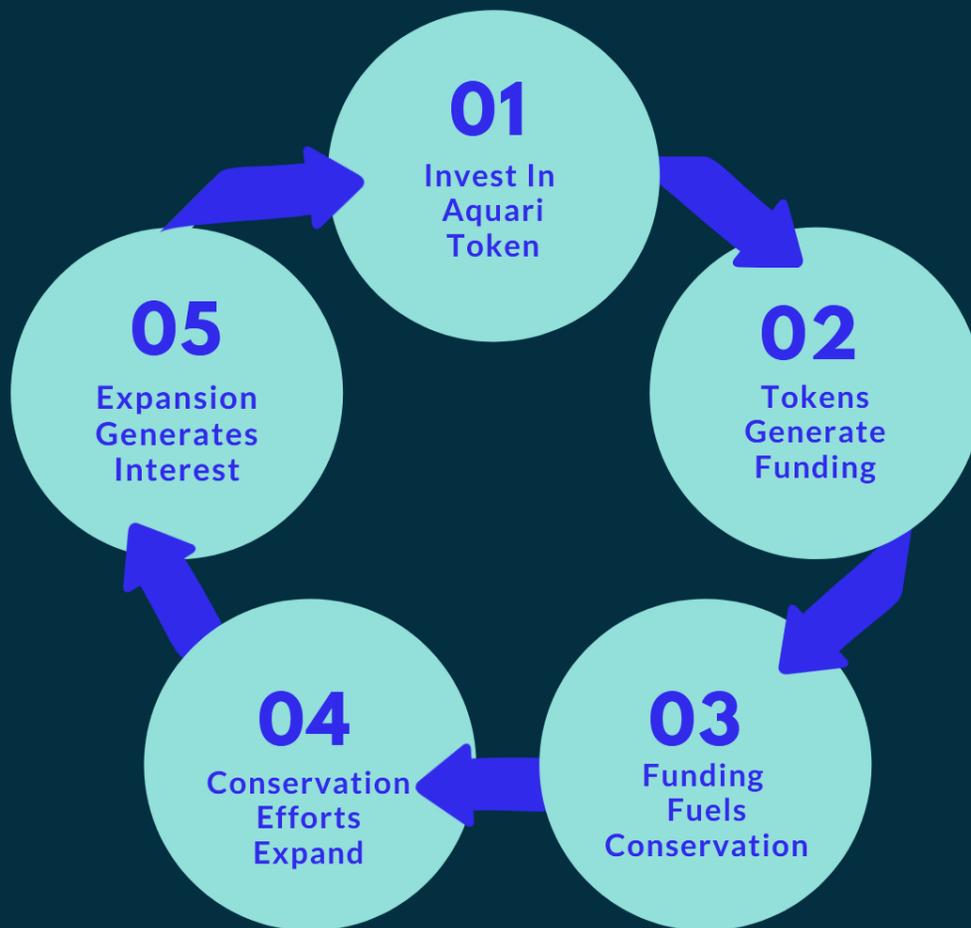


Figure 1 – Aquari Token Economy

You can join in at any phase of the cycle. However, they are numbered for sake of indexing the process flow.

1) Invest In Aquari Token

If new to Aquari you will first need to purchase Aquari tokens. Without a token investment, you won't be contributing to any environmental conservation organizations that we have partnered with. If you're already a member but would like to increase your holdings you can simply buy more tokens at any time.

2) Tokens Generate Funding

Every time there is a token transaction, fees are collected and a portion of these fees end up in the funding bucket for conservation organizations. This is where the blockchain mechanics come into play. Refer to the next section "Tokenomics" for details.

3) Funding Fuels Conservation

Funding fuels the conservation organizations that we partner with to grow faster beyond their current capabilities. Funding can be directed to hire staff, purchase equipment, or pay for the marketing campaigns to name a few.

4) Conservation Efforts Expand

As more funding is provided, conservation organizations expand their operations and increase efficiency. Their projects may increase in numbers, more rivers are cleaned up, and larger education modules may be set up.

5) Expansion Generates Interest

Positive results on large scale attract the attention of the local population, municipalities, and nearby governments. Receiving grants is not uncommon along with attracting new investors. As organic interest grows

new investors join Aquari to purchase tokens. From there the law of supply and demand drives up the token's value.

TOKENOMICS

We put our community first when it comes to fighting marine pollution. It is through the input of our investors, supporters, and partners all over the world that we can do what we do. We applied the same community-driven methodology to our Tokenomics as well.

Voting as a community is essential to the strength of our token economy. When first developing the smart contracts for Aquari token, we asked the community what their ideal transaction fees would look like and what they would like to see in terms of how much they can make from each transaction.

With scalability in mind and after over fifteen simulations, we voted on the following model (ref. Figure 2).

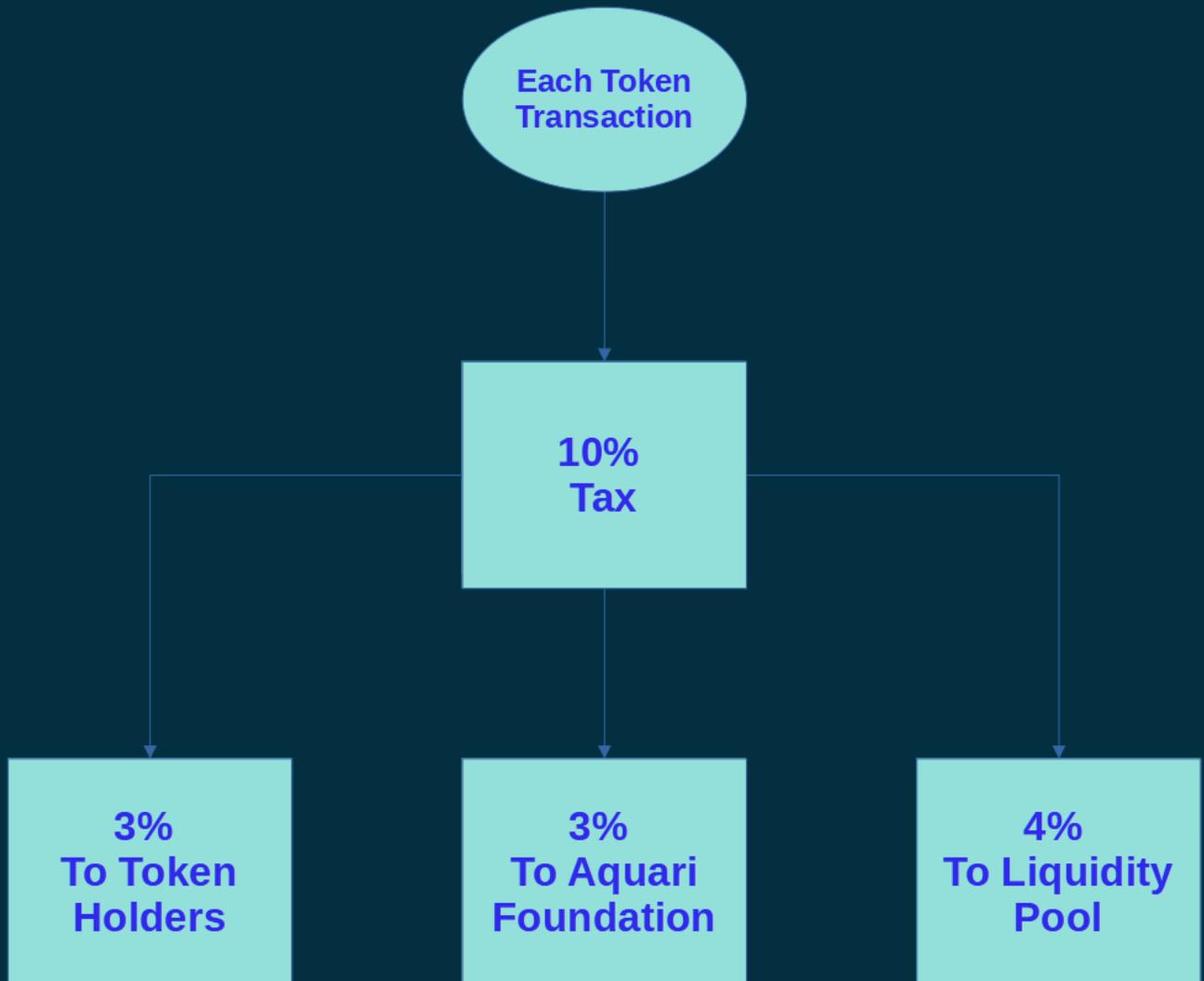


Figure 2 - Tokenomics

Every time there is a transaction with Aquari token, the tokenomics kicks in. Thousands of transactions can happen at any given period and the token's value fluctuates depending on market sentiment and economic factors such as supply and demand. The tokenomics is broken down as follows:

10% Tax

For every transaction, there is a 10% tax that will be charged to the person making that transaction. So if the market price of an Aquari token is \$100, then the tax would be \$10. If the market price was \$1, the tax would be \$0.10, and so

forth. Currently, this is the going rate on Binance Smart Chain so we are using this tax rate to help build our organization. We eventually want to get to the point where transactions are 0.5 to 1%.

3% To Token Holders

A portion of the tax (3%) gets redistributed to Aquari token holders. This protocol generates liquidity and rewards investors at the same time. We set this up similar to how rewards systems work for credit cards. The more Aquari that you hold, the more you will receive in the redistribution. For every transaction you make, you are awarded some Aquari back (in token value).

3% To Aquari Foundation

A portion of the tax (3%) gets redistributed to Aquari Foundation. This portion of the tax generates funding for the charities that we partner with. We can use the funding to explore new projects, purchase heavy machinery, hire staff, or organize education modules to name a few. Our community drives every decision we make when it comes to funding our partners. Token holders can vote on how we spend funding through AquaVote (refer to next section on “Roadmap”).

4% To Liquidity Pool

Aquari token runs on an online network called the blockchain and its price is derived from automated market makers (AMM). This is similar to the stock exchange in Wall Street where buyers and sellers create a market for that stock which determines the price. AMMs work similarly but instead of people, it is automated by smart contracts. A portion of the tax (4%) goes towards liquidity pools (LP) which AMMs depend on to keep the price stable. A healthy LP enables token holders to liquidate their holdings at any time.

Burned Tokens & Allocation

It's important to understand that the 4% is “burned” or sent to the liquidity pool where Aquari has no access to it. A “rug pull” is a malicious act by a cryptocurrency company or developer where they run away with investors' funds after reaching a certain level.

Unfortunately, bad actors exist and this happens from time to time in the cryptocurrency world but you can rest assured that your funds will stay intact

without any fear of this happening. The 4% is “un-ruggable” so to speak because these coins are placed in a time-locked wallet. That means we won’t be able to liquidate funds until the time expires. This expiry is set by the community via AquaVote (refer to next section on “Roadmap”).

Liquidity pools work with trading pairs to ensure market and token price stability. Each of our Aquari tokens is paired with BNB (Binance Coin). Our smart contract is written so that the 4% is distributed as follows:

2% is sold on Pancake Swap and converted to BNB

2% is kept as native Aquari tokens.

Oftentimes, when there’s a large influx or outflow of tokens in a decentralized exchange the price becomes unstable. However, with our trading pairs and smart contracts, we’re able to maintain a stable price regardless of the scenario.

LOOKING FORWARD

Aquari looks at environmental conservation differently. We don't see current systems as effective means of global pollution prevention or education. We envision a world where people regularly contribute to environmental conservation because they want to.

Blockchain technology is ushering in a wave of innovations and is disrupting current economies and commerce. It isn't the future – it is now. This technology enables communities all across the world to communicate and interact in ways that we've never been able to before.

We are leveraging the blockchain to incentivize marine pollution prevention while using it to democratize decisions as it pertains to funding our partners. As more and more Aquarians convert, our token's value will increase making it possible to reduce transaction taxes (est. 0.5 to 1%) over time.

Eventually, Aquari tokens will be used by the masses like currency, and people's lifestyles will adjust to contribute to environmental conservation without even thinking about it. Mass adoption is only possible with a financial incentive.

We have a long road to travel but with our vision guiding us and Aquarians by our side, we are excited and motivated to keep on pushing forward. We would like to say thank you to all the early supporters and new Aquarians.

Without community, we are nothing. With community, we are everything.

- Cameron Clarke