PHOENIX

A REGENERATIVE AND CIRCULAR PLATFORM FOR POLLUTION REMOVAL AND SUSTAINABLE TRANSITION TO RENEWABLE ENERGY SOURCES

NEXT GEN

WHITEPAPERS

TOWARDS A WORLD THAT IS FREE OF POLLUTION

From the ashes, a fire shall be woken, a light from the shadows shall spring.

~ J.R.R. Tolkien

For billions of years, planet Earth has been the only cradle that harbors life in the known universe. Since their creation, living forms have been adapting and actively forming Earth's changing environmental conditions over time.

All manner of life has grown into the planet and is today, its inextricable part, a development that has taken billions of years and which has culminated in the past two hundred million years. It is why we call Earth the Living Planet.

Over the years however, humans have proven to be one of the most puzzling, wonderful, yet, devastating life forms that we know of.

Today, The Earth is at a precipice:

- There are between 2 million and 10 million living species on our planet today. Between 10,000 and 100,000 are becoming extinct each year, mostly due to human-induced changes and adverse impact upon the environment.[1]

- The area of primary forest worldwide has decreased by over 80 million hectares since 1990, a surface with the approximate combined area of Germany and France.[2]

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[1] WF Discover: https://wwf.panda.org/discover/our_focus/biodiversity/biodiversity/

[2] Food and Agriculture Organization of the United Nations, The State of the World's Forests: http://www.fao.org/state-of-forests/en

- 91% of the world's human and animal population is exposed to unhealthy levels of pollution.[3]

If the rate of global warming, primarily caused by human-induced emissions of heat-trapping gasses, continues to rise along its current trajectory by the end of the century, we could very well be struggling to survive in a world raked by intense hurricanes, alternating droughts and floods, and cut-throat competition for food, water, and natural resources.

Let this sink in for a moment.

Only recently, in fact, during the past three to five decades, have governments started to address the issue of environmental pollution and climate change through national policies and intergovernmental treaties. The most significant of these has been the United Nations Framework Convention on Climate Change, signed by 154 countries at the Earth Summit in Rio de Janeiro, Brazil in 1992. That agreement was superseded by the Kyoto Protocol, which entered into force in 2005, and lastly, the Paris Agreement, which has been effective since 2016.[4]

The aim of these successive agreements has been to tackle climate change and global warming by coordinating global governments' efforts to reduce greenhouse gas emissions and other pollutants.

However, the impact of the current policies and activities by national governments, intergovernmental organizations, environmental task forces, and other stakeholders within these agreements have failed to deliver the immediate results necessary to secure life on our planet from the projected catastrophic effects of climate change and environmental degradation through pollution.

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[3] The World Bank, The Global Distribution of Air Pollution:https://datatopics.worldbank.org/world-development-indicators/stories/the-global-distribution-of-air-pollution.html

[4] Wikipedia: https://en.wikipedia.org/wiki/United_Nations_Framework_Convention_on_Climate_Change

As shown in the chart below, current implemented climate and energy policies would reduce warming relative to a world with no climate policies in place.

The chart maps out future greenhouse gas emissions scenarios under a range of assumptions:

- if no climate policies were implemented;

- if current policies continued;

- if all countries achieved their current future pledges for emission reductions; and

- if necessary pathways which are compatible with limiting warming to 1.5°C or 2°C of warming this century.[5]

If countries achieved their current 'Pledges' (also shown on the chart), this would be an even further improvement. In this regard, the world is making some progress.

But if the aim is limiting global warming to "well below 2°C" – as is laid out in the Paris Agreement – we are clearly far off-track as a global community.
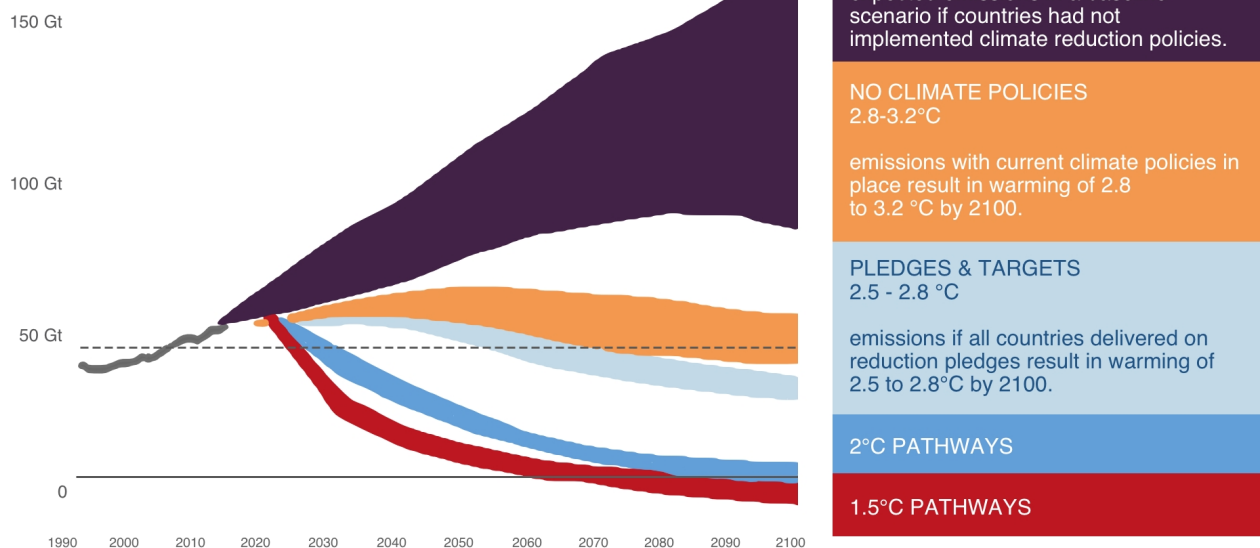
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[5] Climate Action Tracker: https://climateactiontracker.org/global/temperatures

GLOBAL GREENHOUSE GAS EMISSIONS AND WARMING SCENARIOS

Each pathway comes with uncertainty as marked by the shading from low to high emissions under each scenario.

Warming refers to the expected global temperature rise by 2100, relative to pre-industrial temperatures.

ANNUAL GLOBAL GREENHOUSE GAS EMISSIONS
in gigatonnes of carbon diaoxide-equivalents

150 Gt

100 Gt

50 Gt

0

1990 2000 2010 2020 2030 2040 2050 2060 2070 2080 2090 2100

NO CLIMATE POLICIES
4.1-4.8°C

expected emissions in a baseline scenario if countries had not implemented climate reduction policies.

NO CLIMATE POLICIES
2.8-3.2°C

emissions with current climate policies in place result in warming of 2.8 to 3.2 °C by 2100.

PLEDGES & TARGETS
2.5 - 2.8 °C

emissions if all countries delivered on reduction pledges result in warming of 2.5 to 2.8°C by 2100.

2°C PATHWAYS

1.5°C PATHWAYS

Data source: Climate Action Tracker (based on national policies and pledges as of December 2019). OurWorldinData.org - Research and data to make progress against the world's largest problems. Licensed under CC-BY by the authors Hannah Ritchie & Max Roser.

The reason we are failing to make sufficient progress in tackling global pollution and global warming is the simple fact that only a small fraction of the world's population is actively involved in dealing with these issues.

While several governments and intergovernmental organizations (IGOs) have taken measurable steps to bring the issue of pollution and global warming to the forefront of national and regional policies, this has

largely not been reflected in the behavior of their industries and population.

The rate of greenhouse gas emissions and other pollutions continues to rise. The rate at which we are polluting the global environment and stripping it of natural resources and biodiversity is still greater than our efforts to renew and sustain it.

Humanity has a very limited timeframe to solve these problems and the solution will have to involve an unprecedented mobilization of governments, corporations, organizations, and individuals.

The stakeholders in this process have to truly think globally and act locally while creating a sustainable horizontal network of connecting local, regional, national, and global transformative initiatives into a sustained effort to achieve sufficient reductions of anthropogenic climate change and pollution before it's too late.

We hereby, endeavor to propose such a solution - The Ash Environmental DAO and its associated assets, the Phoenix Network and the Ash Token.

THE PHOENIX NETWORK

FUNDING THE RAPID DEVELOPMENT OF GLOBAL CAPACITIES FOR MORE ENERGY EFFICIENT AND POLLUTION REMOVAL INNOVATIONS

The current trends and initiatives aimed at fighting global pollution and climate change require rapid and efficient solutions that will allow a long-term adoption of sustainable and more energy efficient sources along with industrial activity that does not further deplete or pollute the global environment.

However, the transition to more energy efficient and non-polluting sources of the human economy is projected to last a long time, far longer than can be afforded when we take into account, the current rate of pollution and carbon emissions, and their potential apocalyptic effect on Earth's biosphere.

The crucial stakeholders in this transition are not only governments or corporations, but the general public that has in recent years, mobilized into environmental movements mounting pressure and creating initiatives to place climate change and industries that are affecting it, into the spotlight of global affairs.

The Phoenix Network specifically aims to empower local communities around the world to operationalize and scale the process of pollution removal from the global environment and the adoption of cleaner energy sources.

The Phoenix Network is composed of two components: a governance component and a utility component.

The role of the Governance component is to gather participants into a decentralized autonomous organization (DAO), through which, the community will run the organization and its activities using blockchain

technology to create an environment of trust, efficiency, and truly democratic decision making.

The governance component, in turn, is composed of two sub-components:

- The ASH Token, a governance token whose holders participate and vote on governance decisions

- The ASH Environmental DAO, a decentralized autonomous community that will operate the Phoenix Network

The utility component of the network will provide a platform for the funding, support, growth, and sustainment of environmentally friendly business initiatives.

The utility component is also comprised of two sub-components:

- The Phoenix Launchpad: A funding platform and incubator for environmentally friendly initiatives that aim to remove pollution from the environment and build regenerative, sustainable, and circular economies

- The Phoenix Token: Utility token of the Phoenix Launchpad that is minted based on the amount of pollutants removed from the environment by businesses that are funded and supported through the launchpad.

THE PHOENIX MANIFEST

We believe in:

- Trust and integrity over contracts and legal protection

- Agility and choice over fixed plans and determinism

- Meritocracy and fairness over seniority and inherited privilege

- Decentralized networks and dynamic leadership over top down hierarchies and personality cults

- Health and happiness over wealth and fame

- A regenerative circular economy over unsustainable linear growth

- A healthy Earth over a dead plane

We shall pursue these goals by:

- Building a strong and purposeful community

- Nurturing a culture of mutual aid

- Advocating for better public health

- Reconciling human needs and environmental balance

- Practicing what we preach

When the core tenets of an enterprise are the people and their ability to bind into a purposeful community, then we have a fundamental incentive to invest in happiness.

In a world of rapid change and unpredictability, it is vital that we maintain our ability to adapt to changing conditions and new

opportunities. In practice, this means less upfront planning with fixed objectives, and more controlled risk taking, experimentation and iterative creation of value increments.

It also means an organizational shift from rigid hierarchical corporate and bureaucratic organizations, to small autonomous focused groups horizontally connected into a network with a common purpose and vision.

THE ASH ENVIRONMENTAL DAO

To tackle today's biggest environmental problems, we need to coordinate around our shared values more effectively than our current systems allow. Afterall, the matter of environmental degradation is a global prerogative and as such, there must a central platform around which, the global community can rally to pursue and support business initiatives that will make Earth a healthier planet.

A Community of Trust

Blockchain and distributed ledger technology makes a new type of organization possible - the Decentralized Autonomous Organization (DAO).

The DAO is a network of stakeholders with no central governing body, but a set of rules encoded on the blockchain. DAOs have the collaborative potential, which is usually the missing piece to the puzzle of how best to empower the global society to transition to regenerative circular economies that would be the key to the survival of the Human species.

The ASH ENVIRONMENTAL DAO has emerged from a group of founders who have a high degree of integrity and commitment to the environment, funding innovative business initiatives and creating jobs.

We trust each other, rather than rely on legal mechanisms and corporate structures that define most traditional organization.

Ash Environmental DAO Stakeholders

Instead of a traditional hierarchy of leaders/managers, we will focus on levels of commitment to give some structure to the organization.

The reality is, there will be different levels of commitment to suit individuals' life situations and these will change over time.

These commitment levels will be well defined but fluid in that, people can move between them easily, completely decoupled from remuneration.

The commitment levels in descending order of impact and accountability:

Navigators

Navigators have a long-term commitment and significant ongoing contributions to growing the value and impact of the Ash ENVIRONMENTAL DAO and Ecosystem towards a world that is free of pollution and is powered by regenerative energy sources.

New Navigators are selected by existing Navigators. It is only natural, understandable, and fully acceptable that life situations of an individual Navigator can change and compel them to step down, if they are not able to maintain this level of commitment and contribution at any point in time.

Navigators make all key decisions, via an agreed decision-making process, that are of strategic importance and in the best interests of the ASH Environmental DAO.

These key decisions include:

Organizational Development

Accepting environmentally-friendly project funding proposals and making decisions that evolve the purpose, values, strategy, constitution,

token economics, management of DAO assets, and authorizing the operations and activities of the organization.

Managing Assets Issuance

Navigators have weekly operational meetings and monthly strategy meetings. The governance model will have rules defining how Navigators can join or leave the Navigator Community and the conditions for maintaining the status of a Navigator.

Navigators are remunerated for their work in a combination of Ash Tokens and FIAT where possible.

Contributors

Contributors are individuals or organizations, such as corporations, non-profit organizations or governmental and intergovernmental organizations, who, in exchange for tokens, add value to the Phoenix Network, for example, by voting on operational decisions, suggesting new features, projects, and activities through the Ash Environmental DAO.

If a Contributor is an organization, then they must have one individual decision maker who would represent the organization.

Contributors are invited to the Ash Environmental DAO by Navigators, who will vote and decide on their compatibility with the Phoenix Manifest and system of values along with their ability to contribute to the Phoenix Network.

Token Holders

Individuals can freely enter the Phoenix Network by purchasing or receiving tokens to wallets that can accept Ash Tokens.

Token holders can use their tokens to participate in the activities of the DAO through voting and suggesting new initiatives and features.

Service Providers

Service Providers are individuals or organizations who provide value-adding services and are paid in currency external to the Phoenix Ecosystem, i.e. in fiat or digital currencies.

The Navigators will always strive to get the best value for the ecosystem for the money paid to Service Providers. A Service Provider must at least be a Public Token Holder in order to be considered by Navigators to provide services to the DAO, but they can also be a Contributor or a Navigator.

A Service Provider may over time, be invited to become a Contributor, if the Navigators agree that they satisfy the criteria in terms of value provision, alignment with values, and capacity for long-term commitment to the responsibilities of the Contributor role.

Navigators can at any time decide to terminate the contract of a Service Provider, per conditions defined in the smart contract. Service Providers are remunerated for their work in fiat money or digital assets.

The Ash DAO fund

The Ash DAO Fund is an allocation of fiat and digital assets that the Ash Environmental DAO will use to support or launch environmental projects and sustainable business initiatives across the globe, via the Phoenix Launchpad, the Phoenix Network's sustainable business incubator.

The Ash DAO fund will be financed from proceeds of the ASH Token economy, via the Environmental Project Fund.
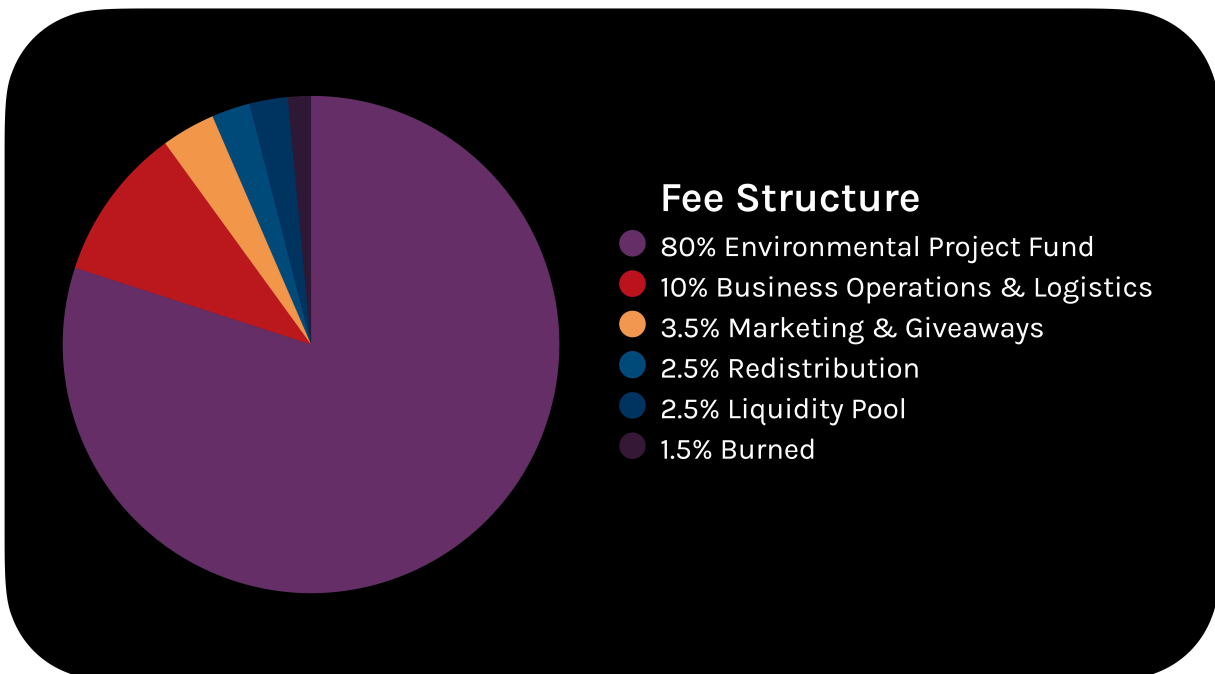
Constitution

The Constitution is a set of principles and operational rules driven by our values. The navigators will evolve the Constitution over time.

ASH TOKEN STRUCTURE

The Ash Token ecosystem comprises three critical pillars that collectively support its utility, governance, and value proposition: the Tokenomics, the Vesting Schedule, and the Governance Platform.

Tokenomics

Ash Token features an advanced tokenomics model aimed at rewarding holders and supporting meaningful initiatives. A 10% fee applies to each transaction, distributed as follows:

Fee Structure
- 80% Environmental Project Fund
- 10% Business Operations & Logistics
- 3.5% Marketing & Giveaways
- 2.5% Redistribution
- 2.5% Liquidity Pool
- 1.5% Burned

Environmental Project Fund: 80% of the transaction fee goes into this wallet, transparently managed for funding environmental initiatives.

Business Operations & Logistics: 10% of the fee supports the day-to-day operations and logistics.

Marketing & Giveaways: 3.5% of the fee is allocated for marketing and promotional giveaways.

Liquidity Pool: 2.5% of the fee helps maintain the liquidity pool on PancakeSwap.To safeguard against excessive price volatility, half of these funds will be split evenly into Ash Token and Wrapped BNB (WBNB). This balanced approach aims to provide a more stable trading environment for the Ash Token.

Burning Mechanism: 1.5% of the fee is automatically sent to a dead wallet, serving as a deflationary mechanism.

Redistribution: 2.5% of the fee is reflected back to all Ash Token holders. Any remainder from the transaction fees goes to redistribution to Ash Token holders.

Vesting Schedule

Innovative Token Release Mechanism. In order to optimize token flow and maintain a stable yet dynamic ecosystem, Ash Token employs a unique vesting schedule. Here's how it works:

Triggering Events: A fixed quantity of Ash Tokens is programmed to be released every 12 hours. This release is triggered every time a transaction occurs within the system.

Time-Stamped Check: During each transaction, the contract checks if the current time has surpassed a pre-set timestamp.

Token Release & Timestamp Update: If the current time is beyond the timestamp, the transaction proceeds. Upon completion, the corresponding number of tokens are released into circulation. Simultaneously, the timestamp for the next release is updated, set 12 hours into the future.

Adaptability to Activity Levels: The tokens won't necessarily be released exactly twice a day. On days of low or no activity, the release may not be triggered, which adds an element of adaptability and sensitivity to market conditions.

Safety Measures: Additional conditions are currently under development to ensure that this mechanism operates under all scenarios, providing a secure and transparent method of token release.

No Third-Party Dependency: This method eliminates the need for third-party services or auxiliary contracts, offering a self-contained, self-regulating system.

By incorporating this mechanism, Ash Token ensures a consistent but flexible release schedule that works in harmony with the natural ebbs and flows of blockchain activity, without the need for external intervention.

Governance Platform

Ash Token serves as the foundational governance token for the Ash Environmental DAO, making it the entryway for individuals and organizations eager to engage with the Phoenix Network. This Governance Platform empowers Ash Token holders to be proactive in the DAO's strategic and operational directions.

The first collective action by Ash Token holders will be to establish the Ash Environmental DAO formally. Once initiated, the DAO will become the central hub for identifying, financing, and launching environmentally-focused entrepreneurial projects in alliance with relevant stakeholders for each market or location, courtesy of the Phoenix Launchpad.

As active members of the DAO, Ash Token holders have the opportunity to suggest various features and activities and have their say in pivotal decisions. The weight of each holder's vote is proportional to their Ash Token holdings, ensuring a democratic and fair voting process.

Types of Voting

Financial Governance: Ash Token holders can suggest and vote on the allocation, distribution, and utilization of DAO funds, which are generated through multiple revenue streams.

Project Prioritization: Holders can suggest, select, and prioritize the development and funding of environmental projects that align with the Phoenix Network's overarching mission—a world free of pollution, energized by more efficient sources.

Strategic and Operational Decisions: Beyond financial and project-based considerations, Ash Token holders can also propose and vote on a range of strategic or operational changes that affect the execution of the DAO's projects.

By incorporating this governance model, Ash Token ensures that it serves as more than just a financial asset; it becomes a tool for change, allowing every holder to have a tangible impact on real-world environmental issues.

Token Sale

The ASH Token will first enter a private sale for strategic partners and backers. Further to this, the ASH Token's initial token liquidity pool will be locked under a certified liquidity locker, ensuring safety and security for our community of backers.

Following the private sale, the Phoenix DAO will launch a public sale of the ASH Token on PancakeSwap, a Binance Smart Chain based Decentralized Exchange (DEX) for swapping BEP-20 tokens.

To facilitate the ASH Token IDO (Initial DEX Offering), PancakeSwap will offer our community the ability to exchange their BNB for ASH tokens. The ASH Token shall also be listed on other major exchanges in the near future.

Ash Token Total Supply

Allocation: 10,000,000,000,000 (ten trillion)

- Foundation: 5,500,000,000,000

- Fundraise: 3,000,000,000,000

- Team: 1.000,000,000,000

- Team Liquidity Pool: 500,000,000,000

THE PHOENIX LAUNCHPAD

The Phoenix Launchpad will be a platform for funding and launching new and Expanding existing environmentally sustainable business projects.

The Phoenix Launchpad will be developed by the ASH Environmental DAO community, more precisely, by delegated Navigators with domain expertise across facets of sustainable development and environmental accountability.

Each new project will have to meet strict criteria for environmental impact, job creation, revenue generation and capacity to sustain the Phoenix Ecosystem's regenerative and circular economy.

THE PHOENIX TOKEN

Once the Phoenix Launchpad is in operation, managed by the Ash Environmental DAO community of Ash Token holders, our vision is to create an entirely new asset class modeled to incentivize and fuel the removal of pollution from the global environment.

We are calling this new asset class an inverse digital asset - the Phoenix Token. The underlying asset of an inverse digital asset is something that we want to remove in order to create value in the real world. In the use case of the Phoenix Launchpad and Ash Environmental DAO, the community wants to remove pollutants from the global environment, create meaningful jobs, move the planet towards ecological balance, and create a regenerative and circular economy aligned to the Earth's capacity to sustain life.

At present, our vision is to mint new Phoenix Tokens using a Proof-of-Work (POW) mechanism. Each token will be minted based on an amount of pollution removed from the environment, specifically determined based on the type of pollutant.

The validation of pollution removal that comes as a result of the activities of the Phoenix Launchpad participants will be performed by a system of oracles and data validators, who are service providers with Contributor or Navigator status in the Ash Environmental DAO, for which they will be rewarded in Ash Tokens.

The Phoenix Token will have a utility function within the Phoenix Launchpad ecosystem, providing access to data about the journey of a pollutant from its origin and effect in the natural environment, to its transformation into a renewable primary resource to be used in the human economy, or its decomposition into its natural building blocks.

For each minted Phoenix Token, Launchpad participants will be rewarded in Ash Tokens from the Foundation allocation, allowing them to participate in the Ash Environmental DAO based on the merit of their contributions to a cleaner environment.

ROADMAP

- The Phoenix Whitepaper…..Completed

- Create ASH token and Setup Allocation…..Completed

- Create Smart Contracts to Support Whitepaper…..Completed

- Private sale…..17 April 2023 to 7 May 2023

- IDO…..Completed

- Formation of the Ash Environmental DAO…..Completed

- Listings cross-chain DEXs…..Ongoing

- Listings CEXs…..Ongoing

- Develop Phoenix Launchpad…..To be completed by June 2024

- Create the Phoenix Token…..To be completed by June 2024

- Kick-off first Phoenix Launch pad funding cycle…..by June 2024

THE TEAM

Ato Andoh

FOUNDER

An 12-year veteran of the United States Marine Corps, Ato has been the Chairman and CEO of GCS Fibers since the founding of its predecessor organization in 2011.

Upon separation from the United States Marine Corps, Ato served at the United States Defense Threat Reduction Agency (DTRA) as a Contracts and Procurement Analyst for several years before being tapped as the agency's Assistant Director for Small Business Programs. In his latter capacity, Ato was the DTRA's primary point of contact for the business industry and held the additional responsibilities of identifying emerging technologies that could facilitate the agency's mission of defeating weapons of mass destruction and assisted the business industry with their efforts to secure U.S federal government contracts from the DTRA.

Ato is a former appointee of the United States National Coal Council, which is a congressionally chartered advisory committee to the U.S secretary of energy that provides advice and recommendations to the secretary on various issues that among other things, include policy matters relating to coal technology, the social impact of coal production and the conversion & environmental control concepts of coal.

Ato holds a Bachelor of Science degree in Business Administration and a Master of Science in Management from the University of Maryland and the University of Maryland Global Campus.

Tchaikawsky Samuels

TECHNICAL CO-FOUNDER

A 14-year veteran of the U.S. Marines and Senior Data Analyst. Trained by the Department of the Navy as a certified American Society of Quality, Lean Six Sigma Black Belt with over a decade of experience in process engineering and software development.

Tchaikawsky holds a Bachelors of Science in Information Systems Management.

He has worked as the lead project analyst & developer for organizations such as the Department of Homeland Security, Capital One Bank, Kepha Analytics Group and others.

Jagoron Mukherjee

POWER AND UTILITY INDUSTRY, BUSINESS STRATEGY ADVISOR

A Mr. Mukherjee is a power industry expert with over 24 years of consulting, financial, and engineering management experience. His expertise includes depth in power generation, transmission and distribution, as well as with renewables in strategy, operations and technology functions.

He is experienced with using digital technologies to modernize mid to large size utilities in a smart, cost effective way. He has also helped large industrials create growth and market share for their innovative solutions in the power sector.

In recent years, Mr. Mukherjee's focus has been to help utilities develop and implement $1-16B digital transformation programs to elevate enterprise value and transition to a sustainable future cost effectively.

He is a frequent speaker and author in leading conferences and journals on grid modernization and utility business innovation.

Anurag Misra, B.E.

SOLAR ENERGY, PHOENIX LAUNCHPAD DEVELOPMENT ADVISOR

Anurag Misra is a graduate engineer from Birla Institute of Technology & Science, Pilani, India. He has over 20+ years of industrial experience in manufacturing passive infrastructure products for the Telecom and Railways sector. He has dedicated the last 10+ years to capacity building and designing solar power plants of small, medium, and large capacities.

He has served as Solar Power Plant Specialist Trainer on behalf of UL, as the Founder and Director of Sunshine Technocon and SunAura Technologies, and as an Independent Consultant for ADB, World Bank, UNDP, and UDAID projects in India and Bangladesh.

Anurag has worked as the Head of Production for Benning SMC, a German JV in India. He also spearheaded the transfer of technology for Indian Railways for products such as EI/SSI, AFTC, LED Signaling from Nippon Signal, Japan. He has also served as the Technology Manager at Lambda Group for ToT of GSM Antenna from Arialcom, France. He was also responsible for upgrading technology and developing new products for telecom passive infrastructure.

He is registered with ADB as an Independent Consultant and has worked as a Consultant for the feasibility assessment of Solar-Wind-BESS hybrid plants for National Thermal Power Corporation (NTPC) and Solar Energy Corporation of India (SECI).

He has also provided solar consulting services for a World Bank-funded project for the feasibility assessment of the Solar-Wind-Fishery hybrid at Feni District of Bangladesh.

He is a frequently requested Speaker and Panelist on various conferences/seminars organized by PSUs, DISCOMs, and government organizations including the National Institute of Solar Energy (NISE) on

the topics of Solar technologies, innovations, best practices, policy matters, MRV framework, etc. for distributed solar PV rooftops and ground-mounted solar plants.

Currently, Anurag is serving as the Vice President of Technology at Translight Solar in Accra, Ghana.

Miloš Milosavljević

ADVISOR: WHITEPAPER EDITOR, VALUE STREAM ARCHITECT, TOKENOMICS

Milos Milosavljevic is an experienced digital communications and product marketing professional, with experience across a number of roles and industries.

He has a holistic approach to digital transformation, product development and marketing, as well as organizational design based on small teams and agile principles.

Milos is the whitepaper product owner and value stream designer for several startups in the blockchain space, including Cere.network, Reef.finance, Anchor stablecoin, and Ash Token.

Jovan Tišma

ADVISOR: DAO AND TOKENOMICS ARCHITECT, WHITEPAPER CONTRIBUTOR

Jovan is an experienced blockchain business developer, tokenomics architect and cryptocurrency trader. He is a co-founder in several blockchain startups.

Jovan began his entrepreneurial career while he was still in high school, starting as a concert promoter and ending up as Universal Music's regional director.

With an academic background in Law, he entered the FinTech space as a product owner and went on to become a highly regarded expert and consultant to cryptographic asset issuing companies in need of the specific mix of legal, financial, and entrepreneurial skills the industry requires.

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