

PRESHENT

Whitepaper



Empowering a Sustainable Future with Innovation



Revolutionize with
Our Mission



Innovative
Sustainable Solutions
Today



Join the
Sustainability
Revolution

Our Platform

- Cutting-Edge Sustainable Technology
- Efficient and Secure Options
- Eco-Friendly Solutions

Discover More



1. Executive Summary

Preshent stands at the forefront of revolutionizing the sustainability landscape by introducing a groundbreaking platform that seamlessly merges advanced AI technology with the security and transparency of blockchain. As industries worldwide face mounting pressures to adopt sustainable practices, Preshent offers an integrated, scalable solution designed to support every stage of complex, large-scale sustainability projects. From ideation to execution, our platform enables organizations to optimize project management, connect with an AI-driven marketplace for renewable solutions, and access a diverse array of financing options tailored to sustainability initiatives.

Preshent's platform goes beyond conventional project support, offering a robust infrastructure that ensures compliance, maximizes resource allocation, and delivers measurable social and environmental impact. Our AI algorithms curate the most effective products and partners within the sustainability sector, allowing companies to make informed, impactful decisions with confidence. Blockchain technology underpins these operations, fostering unparalleled transparency and security, particularly crucial in the compliance-heavy, data-sensitive sustainability sector.

In a market plagued by inefficiencies and fragmentation, Preshent emerges as a unifying force, bringing together stakeholders, innovators, and investors under one comprehensive ecosystem. Our approach not only streamlines collaboration but also accelerates project timelines, reduces risk, and enhances accountability across the entire project lifecycle. By positioning itself as a transformative player in the eco-tech space, Preshent is poised to reshape the path toward a sustainable future, enabling industries to meet their green goals through powerful technology and visionary solutions. Through our innovative platform, we aim to drive impactful change in the sustainability sector and foster a world where sustainable practices are the foundation of economic growth and environmental resilience.

2. Introduction

Background

The global push toward a sustainable economy is creating an urgent demand for sustainability solutions that are not only environmentally sound but also scalable and efficient across various industries. As the need for large-scale sustainability efforts grows, the market remains highly fragmented, with many platforms offering limited, narrowly focused, or specialized services. This lack of integration has created an



environment in which project managers, decision-makers, and investors must piece together isolated products, services, and financing options to bring sustainable projects to life, often resulting in costly inefficiencies and logistical hurdles.

For project leaders, this fragmented landscape introduces unnecessary complexity, as they are forced to engage multiple vendors, negotiate disparate contracts, and manage a host of unaligned timelines—all of which strain resources, prolong project timelines, and detract from the primary goal of advancing sustainability adoption. Additionally, the absence of a unified approach has led to missed sustainability targets and recurring cost overruns, as companies struggle to coordinate between multiple service providers and financial backers. These challenges have highlighted the critical need for an integrated, end-to-end platform capable of supporting the full lifecycle of sustainability initiatives, from early-stage ideation to post-implementation monitoring.

Preshent addresses these pressing challenges by offering a comprehensive platform that consolidates access to products, services, financing options, and industry expertise within the sustainability ecosystem. With a holistic approach, Preshent's platform enables seamless collaboration between stakeholders, simplifies decision-making, and ensures that resources are optimally allocated to meet sustainability goals efficiently and effectively. By bridging the gaps that currently fragment the market, Preshent is positioned to drive down costs, reduce redundancies, and empower organizations to meet and exceed their green objectives. In doing so, Preshent not only streamlines the process for individual projects but also sets a new standard for scalability, adaptability, and cohesion in the sustainability sector, enabling a smoother transition toward a sustainable global economy.

Problem Statement

Existing search engines and eco-tech marketplaces often fall short in providing comprehensive, end-to-end solutions that are tailored to complex energy projects. Project managers face challenges in acquiring a holistic view of the eco-tech landscape due to the limitations of traditional search logic, which operates linearly and lacks contextual relevance. As a result, organizations frequently encounter knowledge gaps that hinder their ability to deploy effective and interconnected solutions. Furthermore, the rapid pace of technological advancement means that project managers need continual access to updated information, expertise, and resources. Without a centralized and responsive platform, eco-tech solutions remain inefficient and fragmented, increasing the time and costs associated with achieving sustainability goals.

Market Opportunity

The sustainability market is on the brink of unprecedented growth, driven by a convergence of regulatory pressures, shifting consumer preferences, and the pressing need for sustainable, future-focused business practices across industries. As governments worldwide introduce stringent environmental regulations, companies are required to adopt and report on sustainable practices with greater transparency. In parallel, consumers are becoming more environmentally conscious, actively seeking out companies and products that align with eco-friendly values. This combination of regulatory frameworks and consumer demand is intensifying the need for comprehensive, scalable sustainability solutions that can meet diverse project requirements while adhering to evolving standards.

In this rapidly evolving landscape, Sustainable Development Goals (SDGs) have become a priority for governments, corporations, and NGOs, which are actively looking for tools to facilitate and accelerate their sustainability initiatives. However, the market currently lacks unified solutions capable of addressing these broad and varied needs. The existing platforms are often too limited in scope, designed to serve specialized or niche aspects of sustainability projects, such as specific renewable energy sources, carbon credits, or energy storage systems. Consequently, project managers face challenges in coordinating between disparate systems, leading to inefficiencies and higher operational costs.

The opportunity for a platform like Preshent is vast. By integrating artificial intelligence, blockchain, and a curated global marketplace, Preshent provides a truly comprehensive solution that addresses the full lifecycle of sustainability projects. AI-driven insights allow users to make data-backed decisions, optimizing resource allocation and project timelines. Blockchain technology ensures that all transactions, certifications, and compliance records are transparent, immutable, and verifiable, instilling trust across stakeholders. With a marketplace that connects users to vetted products, services, and financing options, Preshent offers project managers a one-stop hub to access all the resources they need, from conception to completion.

Given the global push toward decarbonization and sustainability, the addressable market for Preshent spans multiple sectors, including energy, manufacturing, construction, transportation, and more. This diversity presents a significant revenue opportunity, as industries outside of traditional sustainability sectors increasingly adopt sustainable practices. Preshent is well-positioned to become the go-to platform for project managers and decision-makers across industries seeking to simplify their processes, ensure regulatory compliance, and achieve their

sustainability targets. By catering to a wide range of stakeholders—from corporations and governments to nonprofits and investors—Preshent taps into a growing need for platforms that unify access to technology, expertise, and finance in sustainability and sustainability, setting the stage for transformative impact and significant market capture in the years to come.

3. Ecosystem

Overview of Preshent

Ecosystem Vision and Purpose

- **Mission Alignment:** Preshent’s platform serves as a decentralized, AI-enhanced environment designed to drive sustainability and sustainability across diverse markets. Through its Primary Spheres—Power Generation, Sustainable Construction, Water/Air Production and Purification, Energy-Cost Savings, Lifestyle, Transportation, and Global Programs—Preshent links buyers, suppliers, and financiers to cultivate safe, resilient, and sustainable communities globally.
- **Expanding Markets for Urban and Rural Resilience Needs:** Recognizing the critical importance of urban and rural security and emergency readiness, Preshent supports high- impact, evolving areas, such as Safe City Programs, strategic infrastructure development, and Disaster Response and Recovery. By aligning with both governmental and private sectors, the platform bolsters local and global infrastructure to withstand and recover from crises, empowering resilience through security and sustainability.

Platform Components and Architecture

Primary Spheres Enhanced for Security and Resilience Applications:

- **Power Generation:** Includes adaptable, sustainable energy solutions geared for Safe City Programs and essential backup power for disaster response and critical infrastructure resilience in both urban and rural settings.
- **Sustainable Construction:** Offers fortified construction materials and resilience-focused designs, critical for hardening residential, commercial, and municipal assets in diverse environments.
- **Water/Air Production and Purification:** Delivers essential resources for urban and rural crisis resilience, ensuring sustainable, purified water and air for Safe City applications and disaster response.

- **Energy-Cost Savings:** Features secure, efficient energy solutions that support critical energy needs, reduce dependency, and enhance affordability during crises across urban and rural landscapes.
- **Lifestyle and Transportation:** Provides adaptable, sustainable mobility and personal conveyance options, suited for secure city living and emergency transportation needs in both urban and rural contexts.
- **Global Programs:** Encompasses solutions for Safe City and Disaster Response/Recovery initiatives, supporting rapid deployment for community resilience, disaster relief, and recovery.

User and Entity Structure

User Types Optimized for sustainability and Resiliency Markets:

- **Government, NGO, and Security Sector Accounts:** Tailored tools and dashboards facilitate collaboration, compliance, and coordination for Safe City Programs and Disaster Response/Recovery. This enables inter-agency efforts for urban and rural resilience, ensuring strategies are effective and inclusive for diverse communities.
- **Commercial and Residential Resilience Managers:** This group benefits from specialized resources for asset hardening, resilience planning, and project management to fortify assets and communities against crises in both urban and rural settings.
- **Buyers:** Individuals and organizations seeking sustainability solutions, products, and resilient infrastructure. This demographic includes homeowners, businesses, government agencies, and non-profit organizations focused on reducing their carbon footprint and enhancing resilience.
- **Suppliers:** Providers of products and services in the sustainability sectors, including manufacturers, service providers, engineering firms, consultants, and installation specialists. Suppliers are critical for delivering innovative solutions tailored to meet the needs of buyers, whether in urban or rural contexts.

Data Structure and Regional Qualifiers

Mask Framework with Location-Specific Resilience Standards:

- **Qualifiers for sustainability, Resilience, Safe City, and Disaster Preparedness:** The Mask framework ensures location-specific alignment with

resilience and security standards, enabling users to find compliant, regional resources for urban safety and recovery efforts.

- **Sector-Targeted Data Structuring:** Resource selection and data handling consider specific sustainability, Safe City, and Disaster Response needs, enhancing rapid access to solutions during crises and recovery in both urban and rural environments.

API and Integration Strategy

- **Seamless Integration with Core Enterprise Systems:** Preshent's API architecture is designed for compatibility with Customer Relationship Management (CRM), Financial Systems, Enterprise Resource Planning (ERP), and other key support platforms. This integration ensures users can access a unified interface where project management, financial transactions, supply chain logistics, customer data, and compliance information are all centralized and easily managed.
- **Dedicated Support for Sector-Specific Platforms:** APIs extend compatibility to specialized systems within the sustainability and resilience sectors, facilitating integration with project financing tools, environmental compliance trackers, and energy management systems. These tools provide streamlined data flow and process automation, supporting end-to-end management within Safe City and Disaster Response applications, as well as other industry-specific needs.
- **Modular and Scalable API Design for Adaptive Market Needs:** The API suite includes modular components that allow for customization based on company size, region-specific compliance, and sector-specific workflows. This modularity ensures that Preshent's integrations can evolve alongside the ecosystem, supporting emerging use cases across Spheres like Power Generation, Sustainable Construction, Transportation, Water/Air Purification, and Global Programs.
- **Real-Time Data Exchange and Inter-Platform Functionality:** To support cross-functional operations, Preshent's APIs enable real-time data exchange across different applications, whether for Safe City monitoring, CRM-based customer engagement, or ERP-integrated project finance. This capability is crucial for seamless project lifecycle management, providing efficiency in complex, multi-stakeholder environments.
- **Security and Compliance-Driven Integration:** APIs and integrations comply with stringent security and data privacy standards essential for critical sectors. This includes secure handling of financial data, project-sensitive information,

and compliance records, aligning with Preshent's mission of providing resilient and trusted infrastructure for both public and private sector initiatives.

- **Developer Portal for Customization and Third-Party Integrations:** A developer portal will offer extensive resources, including API documentation, SDKs, and sandbox environments, enabling third-party developers to create custom integrations. This will foster an ecosystem of compatible tools and services, allowing users to tailor Preshent to their specific organizational and sector requirements.

PRSH Token Financial Services and Governance

- **Funding for sustainability, Resilience, and Recovery Projects:** Through the PRSH token, Preshent enables secure funding and transparent financial services for sustainability initiatives, Safe City, and Disaster Response projects, supporting rapid, traceable project financing.
- **Smart Contracts for Secure Funding and Recovery Operations:** The blockchain-backed PRSH token on Base supports smart contracts for resilient project funding, enabling multi-party agreements and transparent settlements across sustainability, Safe City, and recovery initiatives.

Compliance and Standards for Safety and Resilience-Oriented Applications

- **Enhanced Compliance for sustainability, Safe City, and Recovery Standards:** Compliance frameworks address specific sustainability, Safe City, and Disaster Response needs, integrating with local and national regulations for transparency and accountability in secure infrastructure projects.
- **Data Security and Integrity for Crisis Response:** Preshent's blockchain architecture upholds strict data security, essential for sustainability, Safe City programs, and Disaster Response, ensuring reliable, auditable transactions in safety-critical contexts.

Innovation and Evolution

- **AI-Driven Adaptability for sustainability, Safe City, and Crisis Markets:** Preshent's AI capabilities help optimize offerings for urban safety and crisis response, continuously learning and adapting to the dynamic needs of these sectors.
- **Protocol Expansion for Security and Recovery Standards:** As Preshent grows, its protocol and governance frameworks will evolve to uphold emerging standards in urban and rural security, disaster resilience, and

community recovery, establishing Preshent as a trusted infrastructure protocol.

- **Vision for Engagement and Autonomous Modules:** Preshent envisions the Engagement, Mask, and Compliance modules evolving toward autonomy, allowing the platform to adapt dynamically as markets expand and new needs emerge, ensuring continued relevance and responsiveness to user demands.

4. Technology

Platform Architecture

Preshent's platform is built on a robust, modular cloud-based architecture, leveraging Amazon Web Services (AWS) for scalability, security, and performance optimization. Its architecture is designed to seamlessly integrate AI and blockchain, enabling the platform to adapt dynamically to user needs. The modular design allows for the addition of third-party services and data sources, ensuring that Preshent remains adaptable and scalable as the eco-tech market evolves.

Blockchain Technology

Preshent integrates blockchain to provide a secure and transparent foundation for its marketplace and transaction processes. The decentralized nature of blockchain offers several advantages:

- **Transparency and Trust:** Every transaction and data exchange on Preshent's platform is recorded immutably, allowing users to verify transaction histories.
- **Enhanced Security:** Blockchain technology minimizes the risk of data breaches and fraud, as all data is decentralized and encrypted.
- **Smart Contracts:** Automated smart contracts enable efficient and trustworthy processes by removing intermediaries, reducing transaction time, and enforcing compliance protocols.
- **Decentralized Governance:** Preshent plans to implement a decentralized governance model, allowing community-driven decision-making to enhance platform resilience and user engagement.

AI and Data Integration

Preshent's AI engine is designed to evolve and refine its insights continuously, drawing from a vast global database and an ever-growing repository of user interactions, regional market data, and industry trends. This deep learning capability enables Preshent to provide insights that are not only highly relevant and region-specific but also tailored to meet the unique requirements of each project and market environment. Through sophisticated data analysis, the AI adapts to



shifting dynamics, ensuring that users receive recommendations that reflect the latest developments in sustainability practices.

Beyond simple data processing, Preshent leverages advanced predictive analytics and cutting-edge machine learning algorithms to analyze patterns and forecast emerging trends within the sector. By recognizing these patterns, the platform can provide proactive, actionable recommendations, helping users anticipate market changes, optimize resource allocation, and stay ahead of regulatory requirements. This predictive capability empowers project managers to make strategic decisions with confidence, aligning their goals with sustainable practices while minimizing risks. Through ongoing data integration and machine learning, Preshent enhances customer outcomes by enabling a dynamic, forward-looking approach to sustainable solutions, ultimately fostering more successful and impactful sustainability initiatives across diverse regions and industries.

Security Measures

Security and data privacy are fundamental pillars at Preshent, as we recognize the critical importance of safeguarding customer information in today's digital landscape. Our platform employs industry-leading encryption protocols to ensure that all data, both in transit and at rest, is fully secured against any potential threats. In addition to robust encryption, Preshent utilizes advanced secure data storage solutions that are designed to protect sensitive information from breaches or unauthorized access. Rigorous access controls and multi-factor authentication systems further enhance data protection by ensuring that only authorized personnel can access critical areas of the platform.

To meet and exceed global regulatory standards, Preshent's security framework adheres to compliance requirements such as GDPR, CCPA, and other international data privacy laws, reflecting our commitment to protecting user information across all jurisdictions. Regular security audits, vulnerability assessments, and penetration testing are conducted to identify and mitigate any risks proactively. These preventative measures, combined with real-time monitoring for suspicious activities, ensure that Preshent remains at the forefront of cybersecurity, safeguarding customer data and preserving the confidentiality of sensitive information. Our dedication to security and privacy not only builds trust but also provides our users with the peace of mind that their information is protected by the most rigorous and up-to-date security measures available.

5. Tokenomics

Token Description

- **Token Name:** Preshent Token
- **Symbol:** PRSH
- **Total Supply:** 1,000,000,000
- **Blockchain:** Base (L2 on Ethereum)
- **Token Type:** Utility

Token Allocation and Purpose

1. **Total Token Supply:** 1 billion tokens are issued as the primary currency and utility within the Preshent ecosystem. These tokens serve multiple purposes, from incentivizing user engagement to supporting platform liquidity and covering operational expenses.
2. **Allocation Breakdown:**
 - **Ecosystem Development (15%):**
 - **Tokens Allocated:** 150 million.
 - **Purpose:** These tokens fuel the growth and expansion of Preshent's ecosystem. Funds allocated to ecosystem development will be used for strategic partnerships, technology upgrades, and new feature integrations, ensuring continuous improvements and adoption of the platform. Additionally, this allocation may include grants or rewards for developers and third-party providers who contribute to platform innovation.
 - **Company Reserve (10%):**
 - **Tokens Allocated:** 100 million.
 - **Purpose:** Held as a reserve to provide financial flexibility and support unforeseen strategic initiatives. This pool ensures that Preshent can respond quickly to market changes, invest in critical areas, or secure further growth opportunities.
 - **Team (10%):**
 - **Tokens Allocated:** 100 million.
 - **Purpose:** Reserved for rewarding the founding team and core employees. This allocation is intended to retain talent and incentivize ongoing commitment to the platform's success. The tokens are subject to a 24-month vesting period with a 6-month cliff, ensuring team alignment with long-term project goals.

- **Advisors (5%):**
 - **Tokens Allocated:** 50 million.
 - **Purpose:** Used to compensate external advisors who provide strategic guidance, industry expertise, and connections within the sustainability and blockchain sectors. Advisors' tokens vest over 24 months, with a 6-month cliff, ensuring alignment with Preshent's long-term objectives.
- **Marketing (10%):**
 - **Tokens Allocated:** 100 million.
 - **Purpose:** Dedicated to marketing and outreach efforts that drive platform adoption and user acquisition. This includes funds for campaigns, partnerships with influencers, and promotions to increase brand visibility, making the platform accessible and appealing to a broad user base.
- **Staking Rewards (15%):**
 - **Tokens Allocated:** 150 million.
 - **Purpose:** Incentivizes user engagement by offering rewards for staking tokens on the platform. Staking serves as a mechanism to lock liquidity within the ecosystem and encourage user commitment. This also allows Preshent to maintain a healthy token economy by rewarding active participants.
- **Liquidity (15%):**
 - **Tokens Allocated:** 150 million.
 - **Purpose:** Ensures sufficient liquidity for token trading on exchanges. By dedicating tokens to liquidity pools, Preshent stabilizes the token price, reduces volatility, and ensures that users can buy and sell tokens smoothly, fostering a reliable market environment.

Token Release Strategy

1. **Initial Token Generation Event (TGE):**
 - **Purpose:** The TGE will release a controlled portion of the total token supply, enabling early-stage operations, platform liquidity, and initial marketing efforts. The gradual release structure helps balance supply and demand, reducing market shock and maintaining a stable price.
2. **Vesting and Cliff Periods:**

- **Team and Advisor Cliffs:** Both team and advisor tokens have a cliff period. This ensures that the team and advisors remain committed to Preshent's success in the early stages, creating a secure foundation for the platform's growth.
 - **Extended Vesting Periods:** Tokens allocated to team, advisors, and ecosystem development are vested over 12 to 48 months. This structure incentivizes long-term participation, aligning all stakeholders with Preshent's gradual expansion and value growth.
3. **Monthly Token Release:**
- Tokens are released monthly following the cliff and vesting schedule, gradually increasing the supply to match user demand and ecosystem growth. This release model is carefully designed to prevent market saturation, which could destabilize token value. For instance, staking and liquidity tokens will be unlocked at a moderate pace to meet user needs while protecting token stability.

Incentives and Utility

1. **Staking Rewards:**
- **Mechanism:** Users can lock (stake) their tokens in the platform's staking pool, thereby earning rewards in return. Staking incentivizes user engagement, as participants earn passive income by committing their tokens to the platform for specified periods. Staking not only provides rewards for users but also enhances liquidity within the platform and stabilizes token circulation, creating a healthier and more stable token economy.
 - **Yield Farming Options:** Users also have the option to participate in yield farming, which involves locking tokens in different pools to earn variable rewards. Yield farming offers additional earning potential and boosts user engagement by providing options for diversifying token usage.
2. **Platform Transactions:**
- **Transaction Fees:** Preshent charges minimal transaction fees for token transfers, purchases, and exchanges conducted within the platform. These fees serve as a steady revenue source for Preshent, supporting platform operations and allowing the platform to maintain quality

services for users. The low-fee structure encourages frequent use while generating sustainable revenue.

- **Token-Based Services:** Beyond transaction fees, users can utilize tokens to access premium platform services, such as advanced analytics, priority access to marketplace offerings, and enhanced support. This utility ensures that the token has a purpose within the ecosystem, further driving demand and user retention.

3. **Token Utility in the Marketplace:**

- **Curated Marketplace:** Preshent's tokens serve as the primary currency in the platform's AI-curated marketplace, which connects users with a broad range of sustainable products and services. Users can transact directly with service providers, gaining access to a curated selection of vetted suppliers. This utility drives token circulation within the platform, enhancing the user experience while creating a self-sustaining token economy.

4. **Community Rewards and Governance:**

- **Community Incentives:** Active community members who contribute insights, offer feedback, or help in platform development receive token rewards. This approach strengthens user engagement and fosters a collaborative ecosystem.
- **Governance:** As Preshent grows, token holders may have opportunities to participate in governance decisions, such as voting on platform features, token policy updates, and community initiatives. Governance rights provide users with a say in the platform's evolution, aligning user incentives with the platform's mission.

Conclusion

Preshent's tokenomics strategy is designed to foster sustainable growth and drive adoption within the sustainability and sustainability sector. By carefully balancing token allocation, vesting schedules, and incentives, Preshent creates a stable yet dynamic token economy that aligns with the platform's long-term vision. The multi-faceted utility of Preshent's token not only incentivizes engagement but also ensures that all stakeholders—from users and partners to team members and advisors—remain invested in the platform's mission to accelerate sustainable development through innovative technology and a resilient ecosystem.



Utility of the Token

Preshent tokens (PRSH) serve multiple purposes on the platform, including:

- **Premium Access:** Token holders gain access to exclusive features and services.
- **Transactional Currency:** PRSH tokens can be used to pay for products and services within Preshent's ecosystem.
- **Staking for Governance:** Token holders can participate in decision-making processes.
- **Rewards and Incentives:** Active contributors are rewarded with tokens, encouraging a vibrant and engaged user community.

Token Distribution and Sale

- **Public Sale:** 55% of tokens will be available during the ICO.
- **Team and Advisors:** 15% allocated to the founding team and advisors.
- **Ecosystem Development:** 20% for platform enhancements and community incentives.
- **Reserves:** 10% held in reserve for future needs.

Use of Funds

Funds raised from the ICO will be allocated as follows:

- **Platform Development:** Continued upgrades and scalability improvements.
- **Marketing and Partnerships:** Expanding reach and establishing strategic alliances.
- **Operations:** Supporting business operations and platform maintenance.
- **Legal and Compliance:** Ensuring regulatory compliance and protecting the platform.
- **Reserves:** Maintaining a contingency fund for unforeseen expenses.

6. Roadmap

Development Milestones

Q4 2024: Launch of ICO and Platform Development Initiation

- Initiate the Initial Coin Offering (ICO) to raise funds for platform development and establish the initial user base.

- Begin core platform development, focusing on establishing a robust architecture that integrates AI analytics, blockchain security, and marketplace functions.
- Secure strategic partnerships with sustainability suppliers and stakeholders to prepare for marketplace expansion.

Q1 2025: Beta Version Development

- Develop the beta version, granting early access to select users and stakeholders to test core features and provide feedback.
- Incorporate real-time data analytics and token transaction functionality to validate platform performance.
- Gather user insights on usability, functionality, and initial user experience, establishing a foundation for further refinement.

Q2 2025: Content Development, Platform Optimization, and Feature Enhancements

- Expand platform content, including resource materials, AI-driven insights, and sustainability project templates to aid users.
- Implement performance optimizations and enhanced security measures based on feedback from beta testing.
- Introduce new features, such as advanced analytics, personalized recommendations, and compliance tracking to improve project management capabilities.

Q3 2025: Soft Commercial Launch with Expanded Marketplace and Services

- Roll out the platform to a broader audience with a soft commercial launch, featuring a fully integrated marketplace for sustainability solutions.
- Onboard additional suppliers, financiers, and service providers to create a comprehensive, diverse marketplace.
- Introduce subscription models, staking rewards, and yield farming options to enhance user engagement and platform monetization.

2026 and Beyond: Introduction of Decentralized Governance, Community-Driven Development, and International Expansion

- Implement decentralized governance, empowering token holders to participate in decision-making and shape the platform's future.



- Foster community-driven development, allowing users to contribute to platform enhancements and feature updates.
- Expand the platform to international markets, adapting compliance features to meet regional regulations and supporting diverse user needs.
- Continue evolving the platform with new technologies and partnerships, solidifying Preshent's position as a leader in sustainability solutions.

These milestones outline Preshent's phased approach to achieving a fully operational, user-centric platform, setting the foundation for long-term growth and industry impact

7. Team

Management Team

Preshent's management team comprises seasoned professionals with extensive experience across technology, energy, finance, and blockchain sectors. This diverse expertise positions the company to lead innovations in the sustainability and sustainability landscape, especially as we push forward with platform development and ICO launch.

John Richardson, Founder & CEO: John Richardson created the Preshent business model and has guided its evolution from inception. With a background in technology, power generation, and security, he offers extensive expertise in business development, restructuring, and advisory roles. Before founding Preshent, John managed the divestiture of over 1,000 MW in power assets for a major U.S. utility and led acquisitions with a Fortune 40 corporation. He co-founded a technology solutions firm and served in executive positions across multiple tech ventures. At a global building solutions provider, he managed the spinoff of operating assets valued at \$1.9B across 66 countries. A U.S. Marine Corps veteran, John has steered numerous early-stage ventures through product development, funding, and M&A, and continues to advise various organizations in the tech sector.

Dan Piasecki, CPA, MBA, CFO/COO: Dan Piasecki serves as Preshent's Chief Financial Officer and Chief Operating Officer, where his financial leadership and operational insight have been pivotal to the company's performance. Dan's expertise spans financial strategy, mergers and acquisitions, and advanced financial modeling, making him a key driver of business growth and efficiency. His extensive background

includes transforming financial processes and working with private equity partners to implement growth strategies across various industries, particularly within the SaaS space. Known for his analytical and strategic skills, Dan focuses on creating sustainable financial practices that drive long-term value and operational excellence at Preshent.

Karan Patel, M.Sc. Chem Engineering, CTO: Karan Patel brings extensive expertise in sustainability, cloud-based enterprise systems, AI applications, blockchain technology, and digital currency platforms to his role as CTO at Preshent. Karan has a proven track record of implementing cutting-edge technology solutions that drive innovation within sustainability sectors. His experience spans developing blockchain platforms for energy trading and settlement, ensuring both security and scalability. Karan's leadership has fostered innovation in AI-driven energy solutions, reducing costs and optimizing energy distribution. His strategic approach aligns technology with business goals, positioning Preshent as a leader in sustainable technology while advancing the adoption of decentralized energy solutions.

Zachary Jackson, CRO: Zachary Jackson, as Chief Revenue Officer, leads Preshent's revenue-generating initiatives, bringing deep experience in the solar energy industry. He has successfully managed large-scale renewable energy projects and programs, including initiatives with Tribal Communities, driving key partnerships and exceeding sales targets. Zachary has held leadership roles in commercial solar sales, where he demonstrated his ability to educate customers, foster relationships, and develop strategic growth. His focus on building revenue through strong client engagement and understanding of the renewable energy market makes him a vital contributor to Preshent's growth strategy.

Alex Robinson, CPO: Alex Robinson is Preshent's Chief Product Officer, where he oversees product vision, strategy, and market execution. With extensive experience in digital marketing, cryptocurrency, and tokenomics, Alex has honed his ability to build and market advanced product solutions. His expertise in digital currency platforms and marketing allows him to drive the growth of Preshent's PRSH token, integrating it into the platform's ecosystem for seamless commerce and project financing. Alex's proficiency in both digital marketing and blockchain technologies uniquely positions him to lead product development efforts, ensuring that Preshent remains at the forefront of innovation in sustainability solutions.

Advisory Board

Preshent's Advisory Board is composed of industry experts from a diverse array of fields. These advisors bring specialized insights and guidance, ensuring that Preshent's platform is not only innovative but also grounded in industry best practices. Our advisory team includes professionals from:

- **Solar, Wind, and Hydro:** Providing expertise in renewable energy technologies and market trends, ensuring Preshent's solutions are aligned with the latest advancements and regulatory requirements.
- **Energy Storage:** Offering strategic insights on efficient energy storage solutions that are critical for optimizing renewable energy systems and maintaining grid stability.
- **Sustainable Construction:** Advising on eco-friendly building materials, designs, and methodologies that enhance the sustainability of construction projects integrated within Preshent's platform.
- **Agriculture:** Guiding sustainable agriculture practices to support sustainability initiatives in rural and agricultural regions, making Preshent's solutions applicable to diverse markets.
- **Civil Engineering:** Ensuring that Preshent's platform aligns with infrastructure requirements and environmental regulations, critical for the large-scale deployment of sustainability solutions.
- **Geopolitical Affairs and International Trade:** Providing insights on regulatory landscapes, international trade laws, and geopolitical considerations for global project deployment.
- **Finance and Security:** Supporting Preshent's financial strategy and risk management efforts, with a focus on safeguarding platform integrity and ensuring investor confidence through rigorous security protocols.

8. Services/Products & Revenue Streams

Preshent employs a multi-faceted revenue model designed to leverage the full potential of its comprehensive platform, tapping into diverse revenue streams that align with the services and products it offers in the sustainability and sustainability sector. By catering to various user needs—from project management and financing to market transactions and community participation—Preshent ensures consistent and scalable revenue generation through the following primary streams:

- **Transaction Fees:** Preshent charges a nominal transaction fee for each transaction made within its platform, covering purchases, funding disbursements, and other exchanges. These fees create a steady revenue flow while supporting the platform's operational and maintenance costs. Given the anticipated high volume of transactions, this model provides a scalable revenue source that grows as user adoption increases.
- **Staking and Yield Farming:** Preshent enables users to participate in staking and yield farming opportunities, where they can lock their tokens or other digital assets in return for yield rewards. By offering these DeFi (Decentralized Finance) services, Preshent not only enhances user engagement but also generates revenue through liquidity pools and staking operations. These mechanisms attract a growing number of users interested in passive income opportunities while supporting the liquidity and financial stability of the platform.
- **Subscription Plans:** Preshent offers tiered subscription plans for organizations and project managers that require advanced features, data insights, and enhanced support. Subscription options range from basic access to more comprehensive plans that provide advanced analytics, AI-driven insights, compliance tracking, and exclusive marketplace access. These subscription plans provide recurring revenue and allow Preshent to cater to a broad user base with varying needs and budgets.
- **Marketplace Fees:** A commission-based revenue stream is generated through the AI-curated marketplace, where vetted suppliers list their sustainability products and services. Each successful transaction incurs a small commission fee, creating a revenue-sharing model that aligns with vendor success. This revenue stream incentivizes high-quality supplier partnerships and drives value for users seeking a curated selection of sustainable products.
- **Financing Facilitation Fees:** Preshent's platform enables sustainability projects to access diverse financing avenues, including grants, equity

investments, and debt options. By acting as a bridge between projects and financing sources, Preshent charges a facilitation fee on funds raised through the platform, contributing to revenue while helping project managers meet financial needs for sustainability initiatives.

- **Data and Analytics Sales:** Preshent's platform generates valuable data on sustainability trends, consumer behavior, and project performance metrics. This data, anonymized and aggregated, can be sold to research institutions, corporations, and governments interested in sustainable development insights, providing an additional revenue stream. Selling premium data and analytics adds value to stakeholders and contributes to Preshent's growth.
- **Advertising and Sponsorships:** Companies offering sustainable products or services can access Preshent's targeted user base through advertising placements and sponsored listings within the platform. This advertising model not only enhances brand visibility for sponsors but also adds a revenue channel for Preshent without disrupting the user experience.
- **Tokenized Rewards and Incentives:** As part of its community engagement strategy, Preshent offers tokenized incentives for users who participate actively within the platform. Users can earn rewards for contributing insights, completing projects, or engaging in community initiatives. This token economy drives user retention and platform activity while also creating the potential for transaction-based revenue as tokens are exchanged or staked within the ecosystem.

Together, these diversified revenue streams establish a sustainable financial model for Preshent, ensuring that the platform can expand its offerings, invest in further technological advancements, and continually enhance user experience. Through this strategic approach, Preshent is positioned to generate substantial revenue while supporting its mission of driving innovation and accessibility in the sustainability market.

