

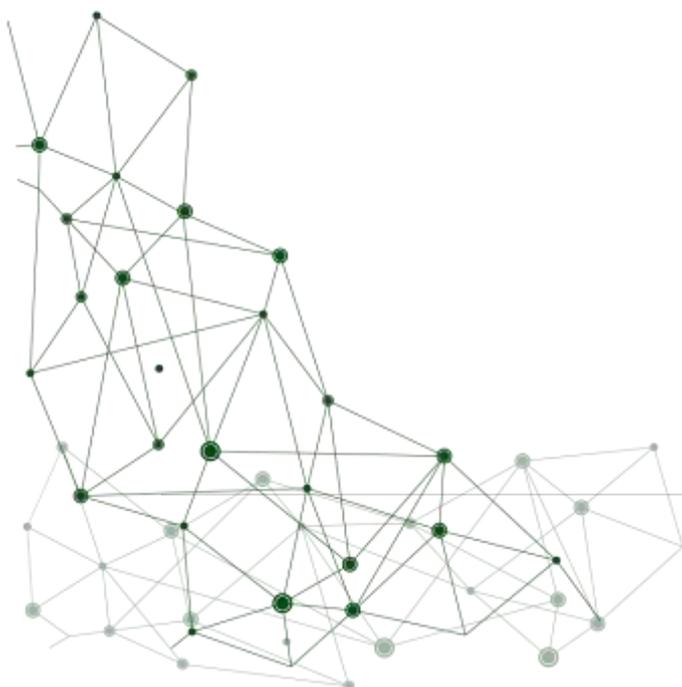


WHITE PAPER

January, 2018.

Table of Contents

Introduction	3
Problem Statement	5
Outline of the Vision	5
Mission	6
The Hempearth Services and Products	7
The HEC Token.....	9
Token Price	9
Token Distribution	10
Use of Funds	11
The Crowdfunding Details	12
Roadmap.....	13
Media Features (Click on the Images).....	14
Disclaimer.....	16





Introduction

Hemp is one of the oldest domesticated crops known to man. It has been used for paper, textiles, and cordage for thousands of years. In fact, the Columbia History of the World states that the oldest relic of human industry is a scrap of hemp fabric dating back to approximately 8,000 BC

regarded as a renewables source for raw materials, its seeds and flowers can be converted into thousands of products.

About 70% of the Cannabis Plant's total weight is made up of woody inner core and is used in housing construction. The silica leached from the soil by the plant combined with unslaked lime forms a chemical bond similar to cement which is fire and water proof.

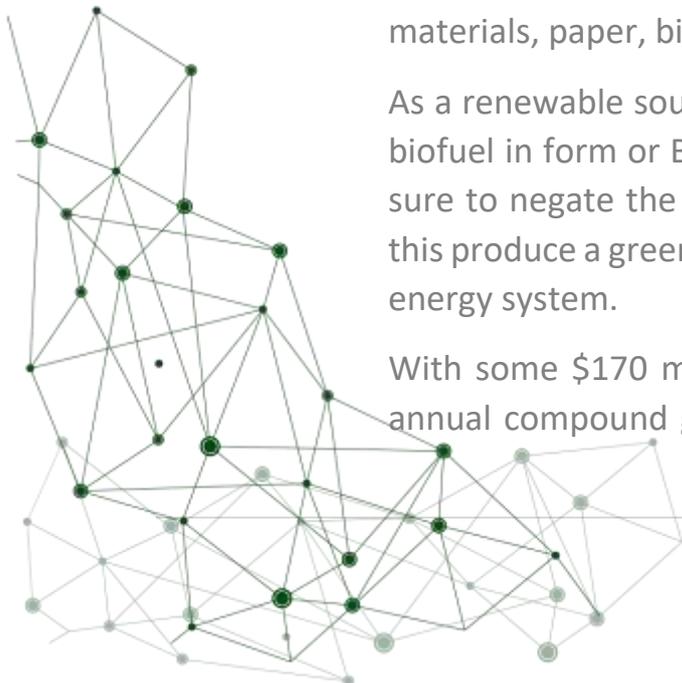
Hemp Protein varies in levels of protein: 34%, 50%, and 70%, made from residuals of hempseed pressing into oil. Further processing of sifting out the fibre is performed to increase protein and decrease fibre content. The 70% hemp concentrate is water soluble which can dissolve into water or other liquids. They are rich in lanolin and linolenic acids which are ideal for human nutrition.

The Hemp Seed's nut can produce a variant of materials ranging from Bread, Granola, Milk etc. Oil formations make good use as lubricants, paint, margarine, body products etc, with the cake serving as animal food and flour.

The fibres and stalks are used in hemp clothing, construction materials, paper, biofuel, plastic composites, and more.

As a renewable source of energy, hemp can be used to produce biofuel in form of Biodiesel and hemp ethanol/methanol, this is sure to negate the over-dependence on other forms of fuel, as this produce a green type of fuel and also helps in diversifying the energy system.

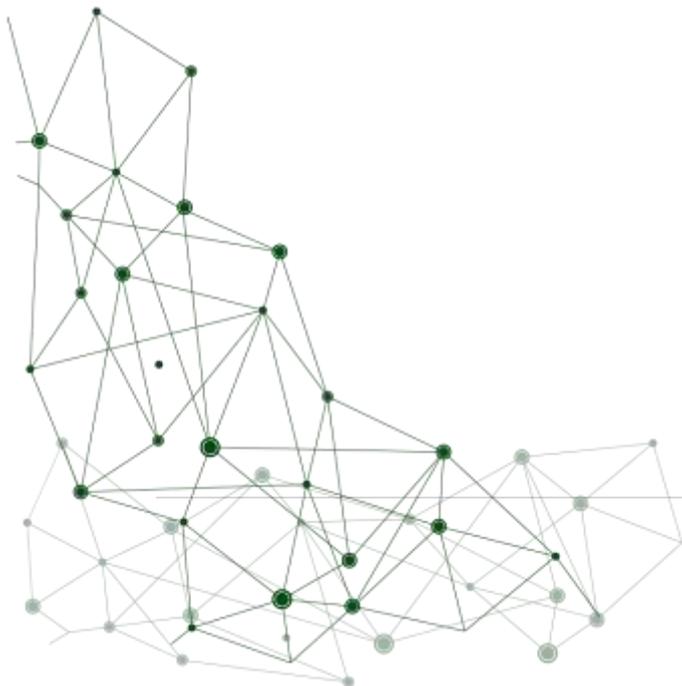
With some \$170 million sales recorded in 2016 at a projected annual compound growth of 55% over the next five years, the



market is estimated to grow by 700% to \$2.1 billion by 2020, according to Forbes.

This astronomical projection, is suitable to the legalisation of the substance in US and in some other countries like Canada and Australia. As earlier mentioned, the benefits of hemp ranges from medics to nutrition to biofuel, housing and clothing.

64.5% of the sales comes through the online channel followed by 17.8% at smoke shops. Dispensaries takes 9% of the sales and health stores and doctor's offices rounded out the top five.



Problem Statement



Generally, the market of goods and services that can be bought with cryptocurrencies is limited, and the demand for crypto-assets comes mainly from investors, not consumers.

The highest revenue channel for transactions of hemp sales was and still is, through online channels. Regarded as the most convenient approach, it comes with too many irregularities existing with the current financial system. It lacks the features of a global augmentation and also faults on issues of remittances and needs for optimized auditing.



Inability to track produce and thereby limiting the quality audit process aimed at getting premium products.

Outline of the Vision

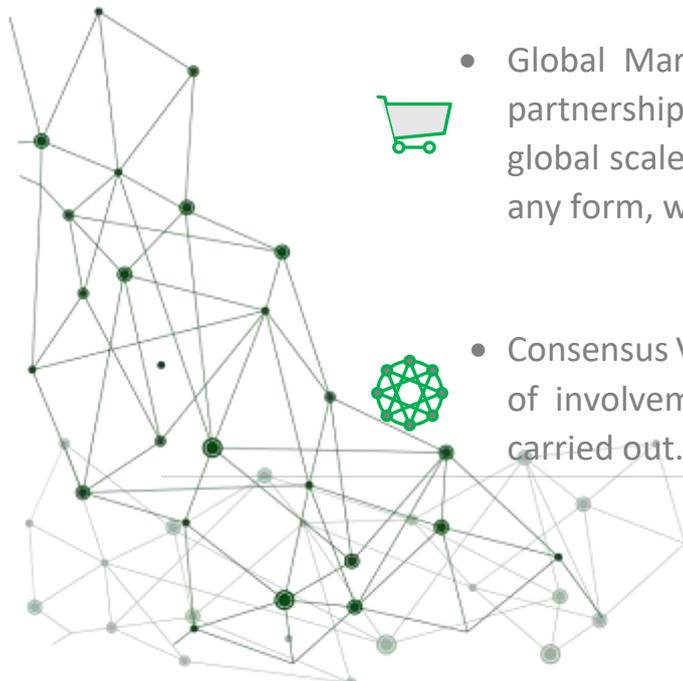
Over the years, the Hempearth chain of businesses has been diversifying and legitimizing the use of hemp plants for different uses (many of which will be outlined later), investment and sales of hemp products beyond its medicinal values should be open to all and without legislative curbs and, with the advent of cryptocurrency and the blockchain technology, the company plans on opening the blocks of unseen opportunities present in the Hemp ecosystem to the public through the Distributed Ledger Platform. With our vision, we plan on ensuring;



- Global Market Adoption: marketing, creating business partnerships and developing merchant relations on a global scale and not limited by location or boundaries of any form, we aim at serving all of humanity.



- Consensus Voting: Giving all holders of the token a means of involvement in the types of project that would be carried out.





- Smart Contract Usability: autonomous execution of transactions based on agreed terms and conditions.



- Trade transparency: Amongst merchants.



- Cannabis Tracking Solutions for merchants: Ensuring transparency and accountability on the source and destination of each cannabis produced, from the farmers to the end users, in order to keep premium production and for easy identification of faults, whatsoever.



- Point of Sale technology: Ensuring usage of our token for fast and easy transactions on all of products and in all of our merchant stores



- Product / Seed tokenization: Blockchain verifiable tag on all of our products



Mission

Our mission is to pave the way for blockchain technologies and cryptocurrencies to the numerous opportunities present within the hemp ecosystem.

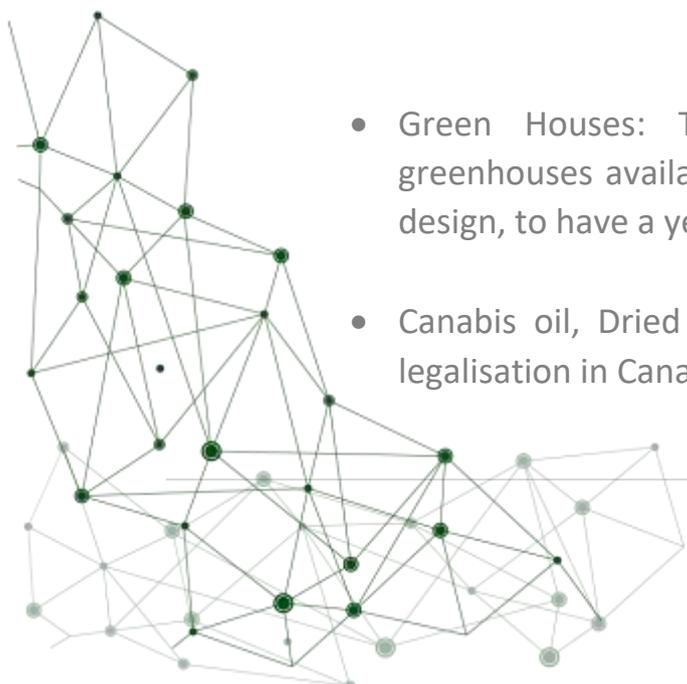
We believe the cryptocurrency space is at a point of growth that needs real world projects for investment, with our existing services and products, we aim at bringing these ground-breaking solutions to the crypto space.



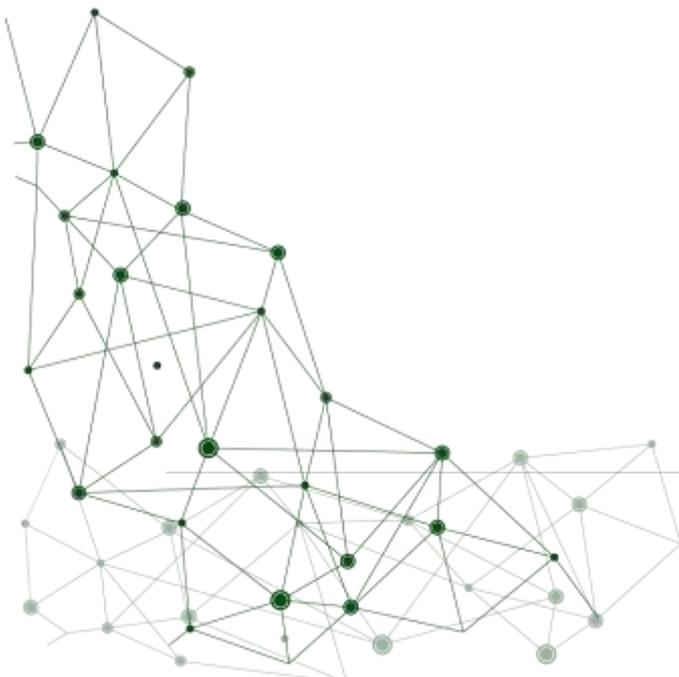


The Hempearth Services and Products

- **Hemp Aircraft Sales:** With our signed contract with a Florida based manufacturing company, we are planning on building and selling the world's first line of hemp composite planes that have the ability to run on hemp fuel - double engine, four-seater kit aircrafts that will be made from 60% or more of hemp composites, with a price tag of 500,000USD to fund the construction of our prototype.
After completion, the plane will make its debut flight at the Wright Brothers National Memorial in North Carolina. We have also secured an airport a short distance away where we will take passengers on short jaunts.
We will lease it out or sell it and start marketing and selling others, similar to its shape and design in the global aviation market place, including India, China and Canada
- **Hemp Fuel:** A variance of ester based oxygenated fuels made from hemp oil, this will be used to power our Hemp Aircraft, and will help move the market for hemp fuels in a good direction, we are also in talks with an experienced biodiesel group to produce ongoing fuels for the aviation marketplace.
- **Hemp Surf Boards:** Nearly 100% biodegradable surf boards, boogie boards, SUP boards and soon kayaks made from hemp fibre that uses a supersap resin from hemp tree and recycled foam.
- **Green Houses:** The most durable and energy efficient greenhouses available. Specializing in passive solar greenhouse design, to have a year-round cannabis farming system.
- **Canabis oil, Dried Materials, Tinctures and seeds** (Subject to legalisation in Canada)



- eShops and Services: Hempearth franchise outlet in Canada, provinces include Newfoundland, Saskatchewan, Manitoba, Alberta and British Columbia. The stores will allow its customers to pay for everything using the Hempearth coin
- Hemp Composite development that are unique to the Hempearth brand
- Development of the world's first hemp phone
- Cannabis Consulting





The HEC Token

Hempearthcoin will offer a rewards token called “HEC”. The HEC Token is an ERC20 token developed on the Ethereum Blockchain and designed to be used by members within the Hempearthcoin platform. Following this standard, HEC tokens are easily transferable between users and platforms using ERC20-compatible wallets and can be integrated into major exchanges around the world for transactions.

At the end of the Crowdfunding, all investors with the HEC tokens can use the tokens to subscribe for service(s) on our partner Platforms and also make purchase on our partner stores. There will be a credited discount whenever the HEC coin is used as a purchasing power on our partner platforms.



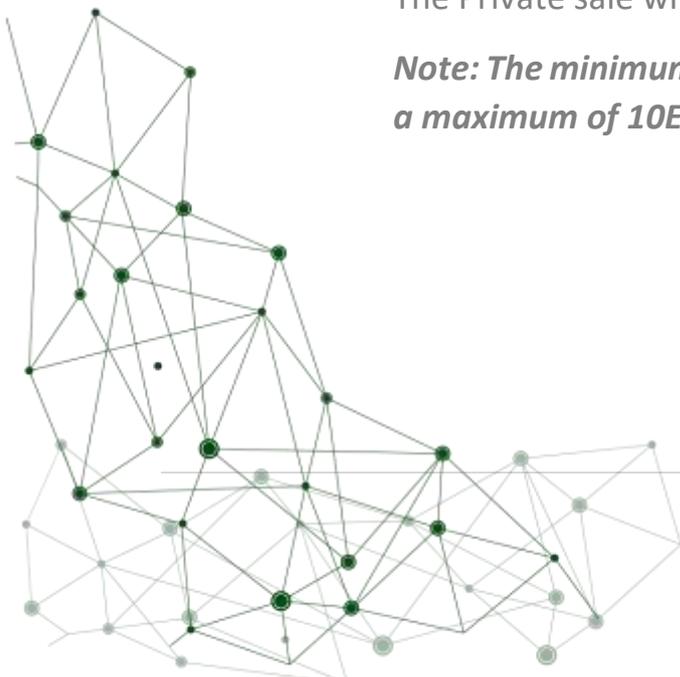
Token Price

Our goal is to raise up to 30 million US Dollars from our initial token contributors. We will automatically stop funds acceptance whenever the hardcap of 30 million US Dollars is reached within the ICO period.

Token price will be 0.50 USD for 1 HEC token during the ICO whilst it can be purchased at 0.20 USD per HEC token during the Pre-ICO.

The Private sale will see 1 HEC token exchanged for 0.10 USD.

Note: The minimum contribution for the private sale is 2ETH and a maximum of 10ETH per individual.





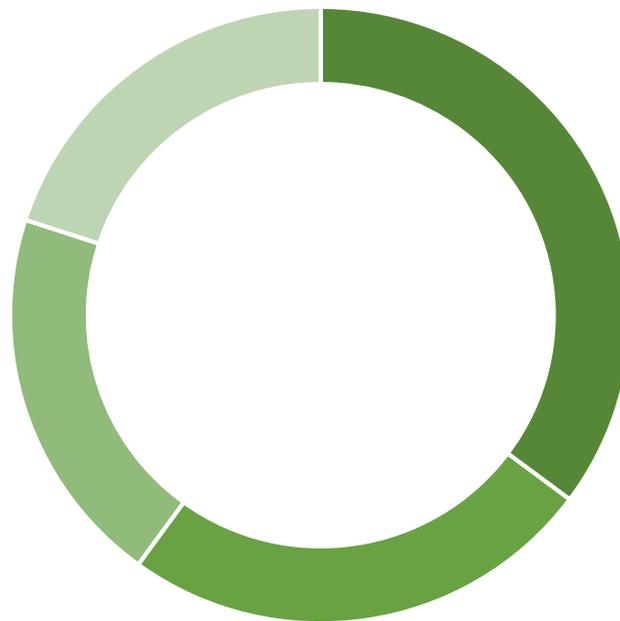
Token Distribution

At the end of the Crowdsale, Investors of Hempearthcoin (HEC) tokens can withdraw and exchange their tokens on exchanges as they become available.

A bounty program may also be offered during the Crowdsale period. Bounty program details will be provided on the ICO page.

Total Supply	250 Million (250,000,000) HEC Tokens
Available for Sale	88 Million (88,000,000) HEC Tokens
Lockdown for Future Distribution	62 Million (62,000,000) HEC Tokens
Team	50 Million (50,000,000) HEC Tokens
Bounty, community and user growth	50 Million (55,000,000) HEC Tokens
Adjustable	Unsold ICO tokens will be returned to The Lockdown Pool

Token Distribution



■ Available for Sale ■ Future Distribution ■ Team ■ Bounty, community and user growth





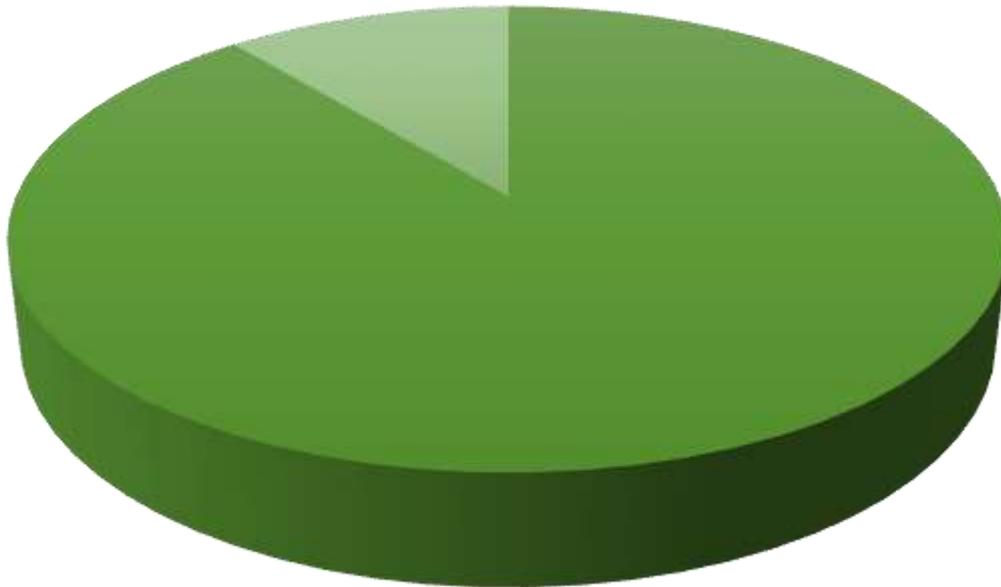
Use of Funds

Funds raised during the Hemptearthcoin ICO will be used for the extensive development and realisation of available projects (Hemp Aircraft, Hemp Surfboard, SUP Boards, Boogie Boards, Greenhouses and Canadian License for Legal Weed Sales) and for the ongoing expenses required to support the growth of the ecosystem.

More than 80 percent of collected funds will be spent on equipment, development, colocation, and project expansion. The rest will be allocated for wages, offices, and legal and consulting services.

Use of Funds

Wages and Consulting Service



Project Implementation and Expansion

■ Project Implementation ■ Wages and Consulting Service





The Crowdfunding Details

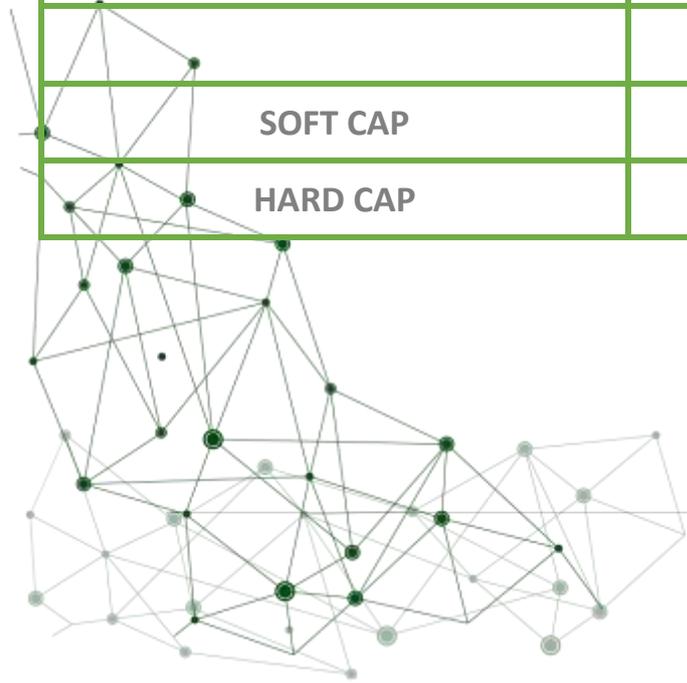
A private sale will begin on the 5th of March through to 20th of May, 2018 with 20 million HEC tokens available for sale at a price of 0.10USD per token (refer to token price for more details)

A pre-ICO event will occur between the 24th of July to 23rd of September, 2018 with 20 million HEC tokens available for sale at a price of 0.20USD per token.

A general coin offering starts on the 27th of October and runs through to the 25th of November, 2018 with 48 million HEC tokens available for sale at a price of 0.50USD per token.

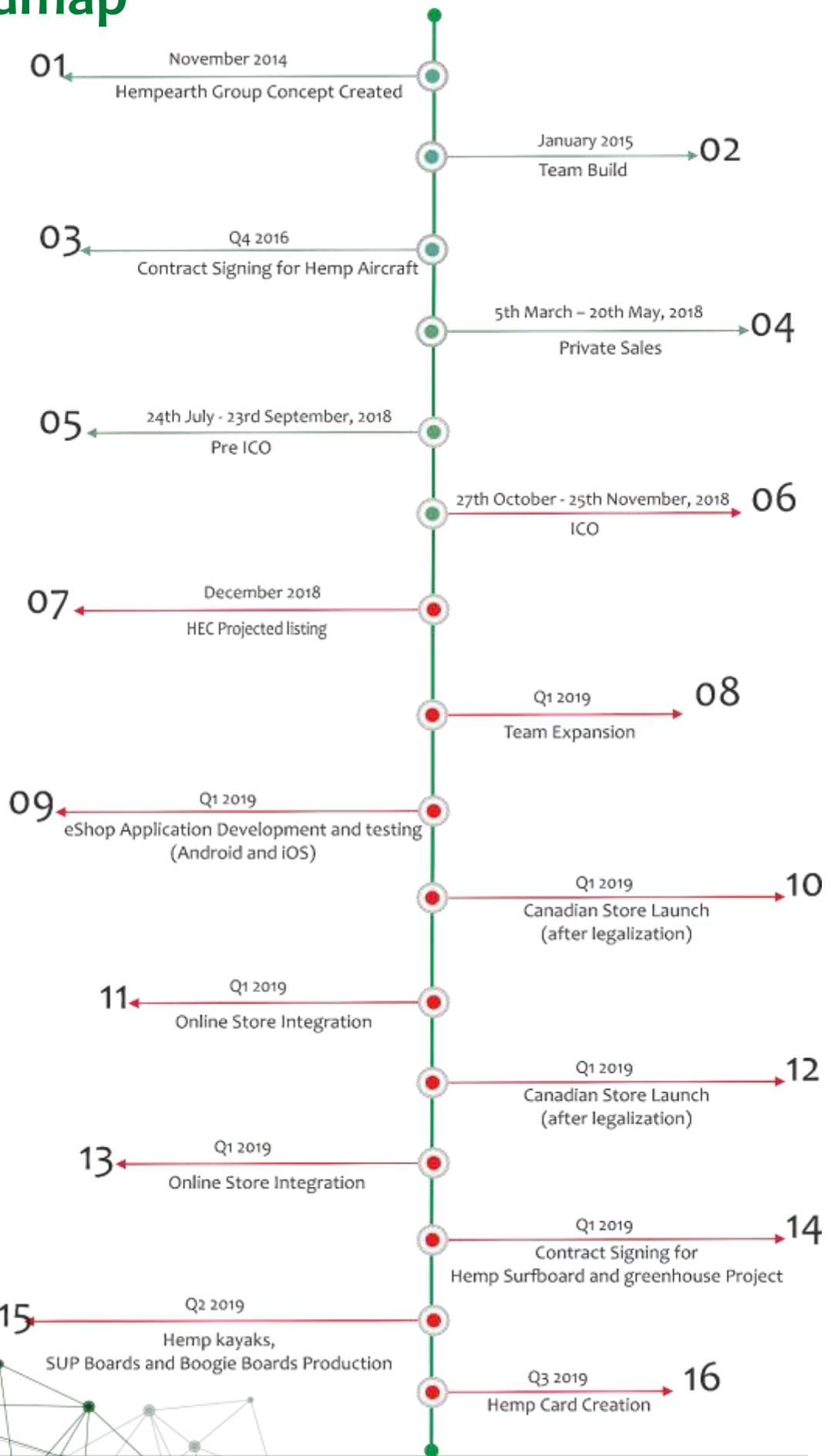
A total of 88,000,000 HEC tokens will be sold during the phased events. 4 million USD receivable funds is considered as a successful sale while a Hard Cap of 30 million USD will eventually bring the crowdfunding to a halt, whenever it is reached during the Offering event. Unsold tokens will be returned to the token pool for future distribution and project expansion.

WHEN DOES SALES START?	Private Sales: 5 March 2018
	PRE-ICO: 24th July 2018
	ICO: 27th October 2018
WHEN DOES IT END?	Private Sales: 20th May 2018
	PRE-ICO: 23rd September 2018
	ICO: 25th November 2018
SOFT CAP	15,000 Ether
HARD CAP	60,000 Ether





Roadmap





Team



Derek Kesek
Founder at Hemptearth
Group



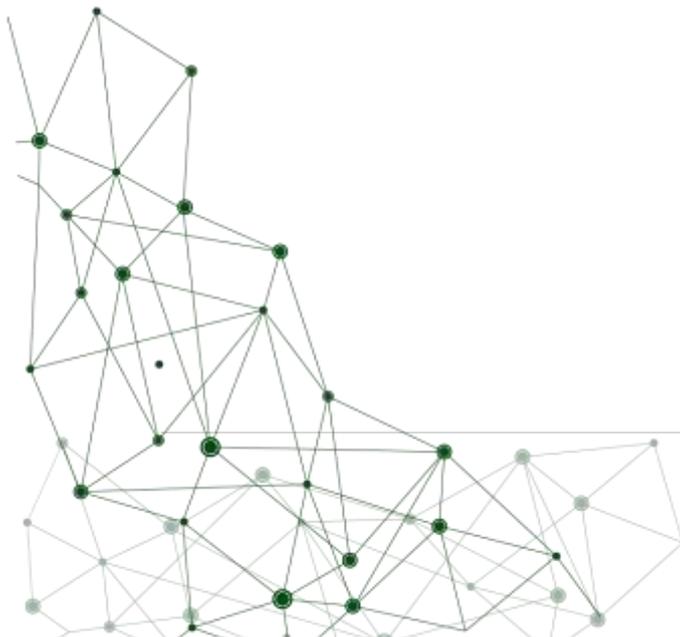
Angie Molina
CEO at Hemptearth Group



Adebayo Tihamiyu
ICO Advisor / Blockchain
Engineer

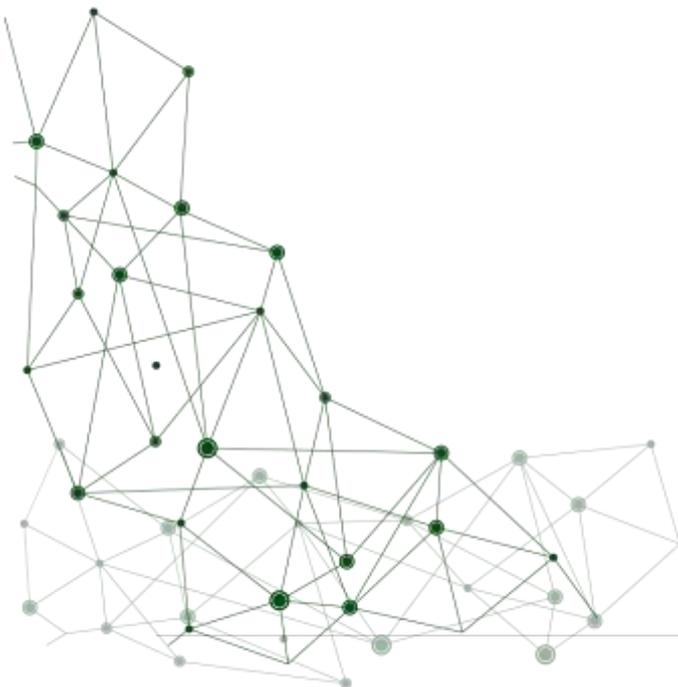
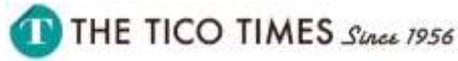


Chetan Sayankar
ICO Advisor / Hemp Fuel
Expert





Media Features (Click on the Images)





Disclaimer

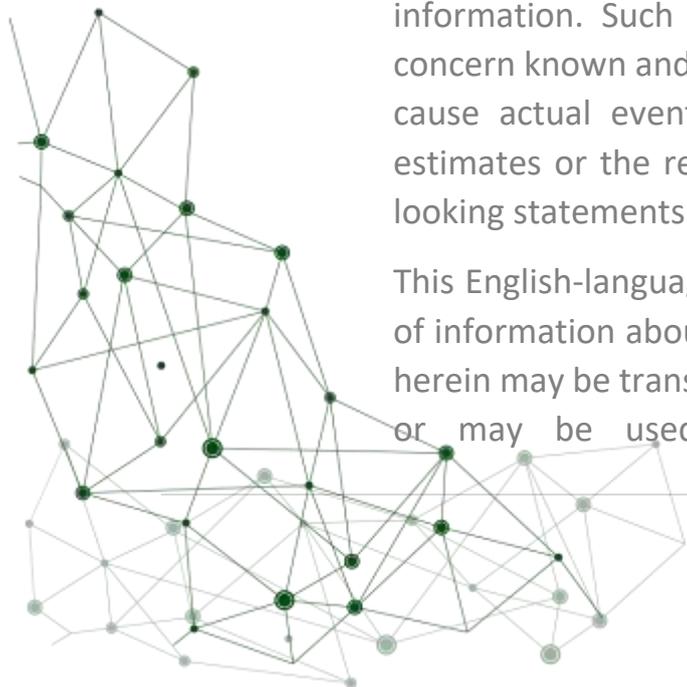
The purpose of this White Paper is to present Hemptearthcoin, its technology, business model and the HEC token to potential token holders in connection with the proposed ICO. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring HEC Tokens.

This White Paper does not constitute an offer to sell or a solicitation of an offer to buy a security in any jurisdiction in which it is unlawful to make such an offer or solicitation. Neither the Securities and Exchange Commission nor any state regulator has passed upon the merits of or given its approval to the Tokens, the terms of the Token Sale, or the accuracy or completeness of any associated materials. Buying Tokens involves risks, and purchasers should be able to bear the loss of their entire purchase. All purchasers should make their own determination of whether or not to make any purchase, based on their own independent evaluation and analysis.

The HEC token can be categorized as a security as it entitles token holders to receive the profits from product operations. This is possible in forms of Airdrops, available to coin holders at the point of events, which will be announced ahead of time.

Certain statements, estimates and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information concern known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

This English-language White Paper is the primary official source of information about the HEC token. The information contained herein may be translated into other languages from time to time or may be used in the course of written or verbal



communications with existing and prospective community members, partners, etc.

In the course of a translation or communication like this, some of the information contained in this paper may be lost, corrupted or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English-language White Paper, the provisions of the original English-language document shall prevail

While purchasing tokens you fully agree and accept all the risks inherent to the token purchase and possession and described on the documents.

While purchasing tokens you fully agree and acknowledge that the token Seller is entitled on its own sole discretion to refund all the funds paid by any purchaser.

