



# Solarcoach

## Solar coach White paper V 1.0 - Summary



### The problem to be solved

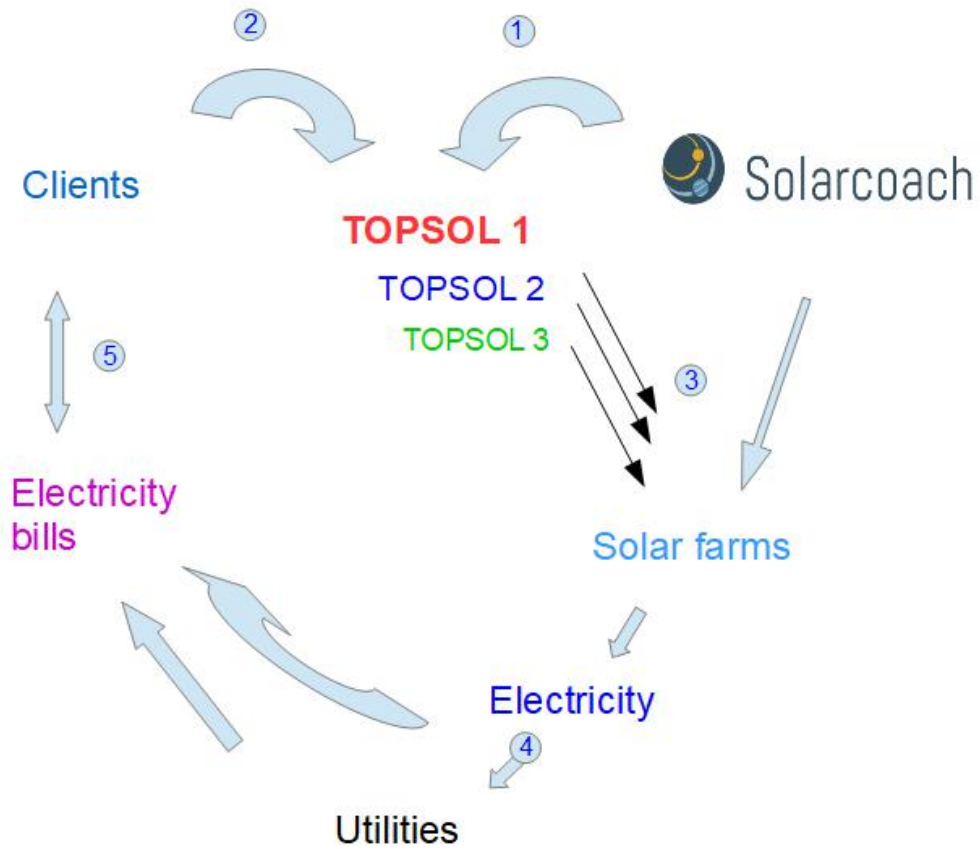
We have to increase the share of renewable energy into our energy mix. Solar energy could provide 35 % of our needs. It currently provides less than 2 %. People who are living in large cities do not have a roof to install solar modules but they can invest into collective solar farms or apparatus to load their mobile.

### The solution.

Solar coach issued a token called **TOPSOL**. This asset is issued on the Bitshares blockchain platform. People who wants to transition from fossil fuel to solar energy are welcome to buy this asset. The money from the sale of **TOPSOL** is used to build solar farms. The solar farms will produce electricity. The electricity is sold to utilities or new decentralized organizations. Solar coach sells solar chargers, solar car shelters and solar rooftop. You can earn TOPSOL buy using a Solar coach apparatus. Topsol is tradeable on the Bitshares exchange like a cryptocurrency. You can sell or buy it at anytimes.

In the future, the electricity will be directly sold to TOPSOL owners at a preferential rates by smart contracts paid in TOPSOL.

How Solar coach is helping its clients to pay their bill while building solar farms



- 1- Solar coach issues TOPSOL
- 2- Clients buy TOPSOL
- 3- Solar coach build solar farms
- 4- Solar coach sells electricity to Utilities
- 5- Solar coach helps its clients to pay their bill

## 1. History of the project

Solar electricity could provide 35 % of our needs. The sun is shining when we need electricity the most, during the day. Until we reach the level of 35 % , it is not useful to store electricity in a battery, you only have to connect your solar modules to the grid and it is consumed by someone, you, your neighbor or the closest user.

Replacing fossil fuel with renewable energy requires billions of dollars of investment to build out the replacements for carbon energy sources.

Sadly, legacy energy companies are still concentrating their investments into carbon energy. Carbon energy from oil fields, coal, ethanol and natural gas continues to be burned 24 hours a day worldwide for transportation and electricity generation.

Fossil fuels emit greenhouse gas high into our atmosphere where it is hidden from view. But the impact of fossil fuels is getting harder to ignore. Consider these images from Beijing. 2017 has already been an epic year for air pollution one of the world's largest industrial cities.




**You can help clear the air by installing solar and investing in clean solar power farms.**



**Solar coach gives you the opportunity to transition to this modern economy.**

2. The team


**Founder**

|  |   |
|--|---|
| <p>Christophe co-founded IMPACT-énergie to develop a photovoltaic car shelter in 2008. This company has been working with the French Institute for Solar Energy in Le-Bourget-du-Lac, where a 12 place shelter with a wood structure proved that a 20 m<sup>2</sup> shelter allows an electric vehicle to drive 10,000 km per year, without stopping to the pump anymore. Christophe also has teaching experiences among different Colleges in Haute-Savoie and lead a Cargill Department to breed sunflower varieties in Europe for ten years.</p> <p><a href="https://www.linkedin.com/in/christopheparot/">https://www.linkedin.com/in/christopheparot/</a></p> |  |
|--|---|

**Marketing team :**

|   |   |
|---|---|
|  | <p>Dennis H. Lewis is a serial entrepreneur and self-proclaimed digital storyteller. An author of three books, he has an uncanny knack of being able to distill complex technologies and explain them in ways that are fun and approachable. Over his extensive career he has lead startups both in Europe and the United States and currently runs a successful digital marketing firm in Orlando.</p> |
|  | <p>Born in California, Raised on the Big Island of Hawaii, William Boynton currently resides in the PNW. Specializes in promotions, marketing, and creative concept design. William founded “Steemits Got talent” and the SKILLcoin cryptocurrency.</p>   |

**Mentors :**

|  |  |
|--|--|
|  |  |
| <p>José Eduardo Carrazco, Manager, a realistic guy in a unrealistic world.</p> <p>Planet Earth have reached a tipping point, where we either choose to save what's left, or just trade it for chaos.</p> <p>"If you really want to do something, you will find a way. If you don't, you'll find an excuse."<br/>Jim Rohn</p> |  |

**3. Photovoltaic electricity**

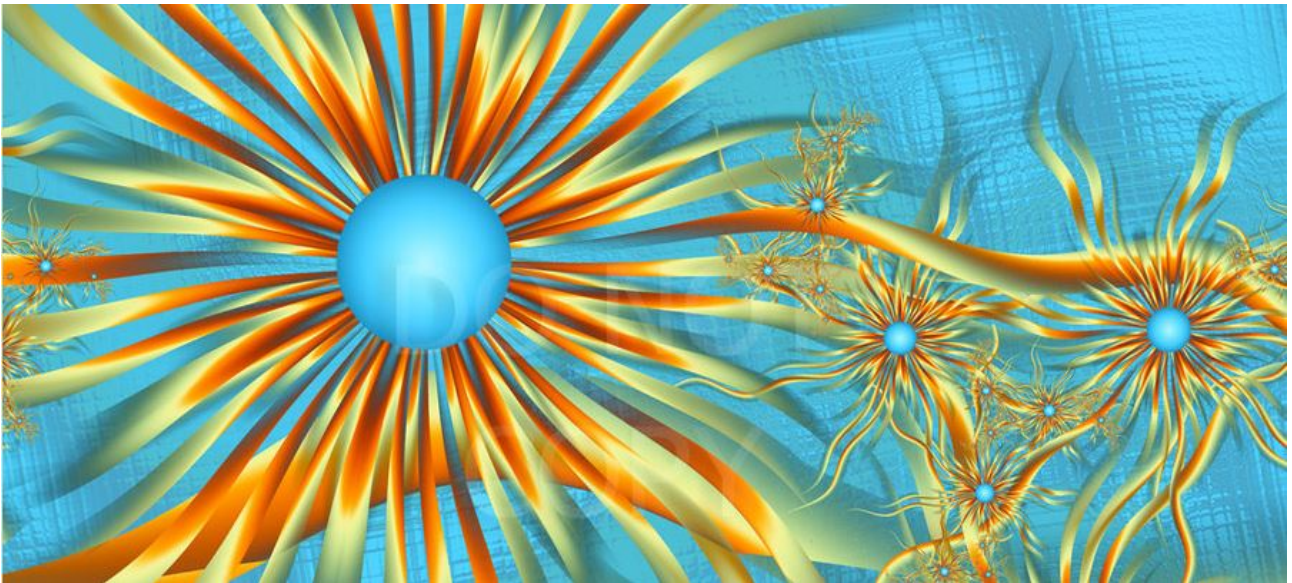
Photovoltaic effect has been discovered by The French physicist Edmond Becquerel in 1839. Germany invested a lot into photovoltaic energy and this investment decreased the price of PV electricity by scaling up the production of solar modules.

From 2011 Chinese companies have invested a lot of more than any other companies into the production of solar modules, so today production of solar panels is almost a Chinese monopole. After having wisely paid back their initial investment by selling solar modules to the rest of the world, China is starting to invest herself into solar energy.

Worldwide installed capacity in 2016 represents 302 GW, sufficient to supply 1,8 % of the energy demand only !

Source : [https://en.wikipedia.org/wiki/Growth\\_of\\_photovoltaics](https://en.wikipedia.org/wiki/Growth_of_photovoltaics)

More and more people who own a home invest into solar energy on the roof of their home. Solar Coach give the opportunity to worldwide citizens to do the same.



#### 4. Cryptocurrencies

The ancestor of cryptocurrency is Bitcoin, in just 9 years it has gone from zero to a \$ 300 billion market capitalization. The price of 1 BTC has raised up from 10,000 BTC for one pizza to \$ 19,000/BTC today on coinmarketcap.com (as December 17th, 2017). The purpose of bitcoin was to provide people with a decentralized independent cryptocurrency, far from central banks and governments. The core of technology, stability, and security are important in cryptocurrency because users have to trust the process they are using and be confident that it is a store of value.

More than 2,000 cryptocurrencies have been born since Bitcoin began. Each one has a new innovation or a core goal. Some want to develop a new blockchain, some emphasize anonymity, some want to protect the environment.

**Solar Coach uses a cryptocurrency/asset named TOPSOL that focuses on building new solar farms.**

#### 5. Cryptocurrencies with **real** backing.

Bitshares has developed smart coins, which are currencies backed-up by another asset. BitUSD is backed up by USD and its value is equal to 1 USD. The value of the asset influences the price of the token.

Stable currencies that are a real store of value need to be backed up by something tangible, like commodities, or energy.

Topsol will be backed-up by the price of PV electricity and the solar farms it owns. Solar Coach is investing in PV plants. These plants are producing electricity, this electricity is sold to utilities. PV plants are a robust technology, once a plant is built and connected, it can produce electricity for the next 25 years. What will be the price of electricity in 25 years? Of course, nobody knows, but most experts of the sector

predict that the price will rise. Worldwide energy demand is increasing but the global reserves of fossil fuels are decreasing. Without a breakthrough in energy production, power scarcity will worsen and result in ever increasing prices

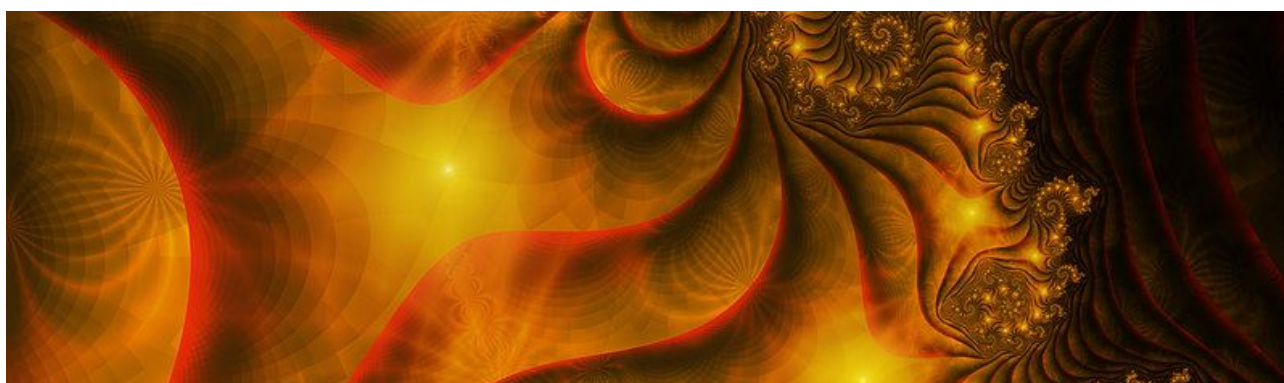
Solar coach will use smart contracts to pay a part of the electricity bill of Topsol owners. The more you hold TOPSOL, the bigger part of your electricity will be paid by solar coach.

The first objective is that your TOPSOL investment pay for 35 % of your electricity bill.

## 6. Issuing an asset

Bitshares have implement a platform to issue smart assets. Issuing a new user asset on Bitshare does not require coding skills.

Just open an account and you can start trading the list of coins available on the Bitshares decentralized exchange platform (DEX).



## 7. Evolution of the price of TOPSOL on Bitshares DEX.

500 millions of TOPSOL has been emitted. Solar coach is the main seller of TOPSOL.

The price of TOPSOL is driven by two factors :

A. The number of purchasers

If more people are buying TOPSOL than selling it, the price will increase because Solar coach will sell TOPSOL with a predefined program.

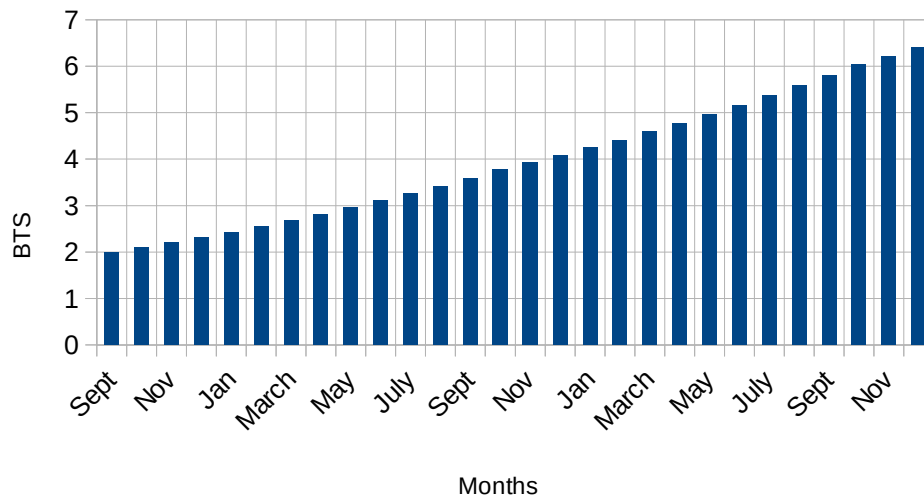
B. The quantity of TOPSOL on the marketing

Each monch, Solar coach will estimate a new quantity to sell on the market based on the quantity solod the previous month and the number of purchasers.

The monthly increase of the price of TOPSOL is set to 5 % in from September 2018 to September 2019.

## Evolution of TOPSOL price

September 2018 - 2019



73 % of the sales will be invested in Solar farm.  
15 % of the sales will be used to promote TOPSOL  
12 % of the sales will be used to manage Solar coach

## 8. Road map



# Solar coach road map



500,000,000 TOPSOL

## Partners :

- \* We power
- \* Trine

## SOLAR CHARGERS



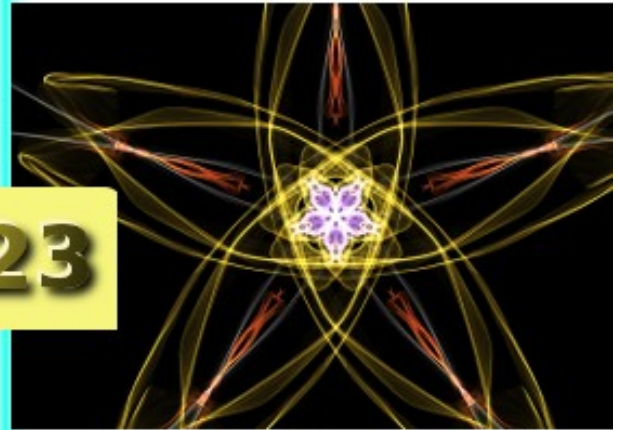
## MICRO GRIDS

- \* 2 Solar farms
- \* 2 Shelters
- \* 1 solar roof
- \* 1,000 solar chargers
- \* 100 promoters





**2023**



2,000 shelters  
50 solar farms  
10,000 solar chargers  
2,000 promoters



## Future developments

In three years when the first Solar coach power plants will be operational, the sale of the electricity will be directly offer to Topsol owners at a discount price compared to what you can buy from classic utilities. Then the Topsol price will rise from the utility price for 1 MWh ( 22 to 46 USD, today) to the consumer price ( 100 to 250 USD, today).

## 9. Solar coach products

### A. Solar chargers

There are more than 2 billion mobiles phones in the world, each of them needing a load every 48h. This is representing a tremendous energy consumption.

Solar coach help you to shift from dirty fossil fuel to solar energy to load the batteries of your phone.

Each time you use a Solar coach solar charger, your phone detect a signal, send it on the Zillica Blockchain and you earn some TOPSOL in your wallet.

This incentivizing program is computed so as you can pay your charger back in 3 years.

### B. Solar desks

Delocalized work is gaining shares. It is more economic for the society to pay people to work at home rather than to spend hours in cars and to pollute the air to go to work.

The Solar coach solar desk allow you to load the batteries of your PC with the sun while you are working from a sunny place.

### C. Solar car shelters

You are welcome to load the batteries of your ecar from a Solar Coach car shelter.

### C. Solar roofs

If you are the happy owner of a house, you can install solar panels on your roof

### D. Solar farms

Financing Solar farms is the main business of Solar coach. Each citizen, living in a city anywhere in the worl can buy a part of a Solar coach solar farm.

TOPSOL is a financial asset backed buy a real solar farm producing electricity. As the need for electricity is continuously increasing, Solar coach will partner with new companies sailing solar electricity on a decentralized way

## E. Small grids

Installing small grid in Africa is a profitable business today. Million of people are still buying kerozene to light their home because they do not have access to electricity and this kerozene is very expensive and polluting the air they are breathing. Installing solar small grids in a village help villagers to realize savings and give them access to electricity.

## 9. Marketing strategy

Zillica Ad banners will be the preferred Solar coach marketing tools. As Zillica revolutionize the pay-per-click processing system using the blockchain to verify who is looking at the promoted pages.

## 10. Solar coach partners

### A. Finances

**Zilliqa** is financing new projects to promote its innovative blockchain. Other investors are welcome.

### B. Technics

Microgrids in Africa :

- **Sun exchange** in South Africa
- **TRINE** in East Africa

Collective solar farms will be build by several partners, in different countries:

- **Innovative solar systems** in the USA
- **Energie-partagée** in France

New companies like Wepower or Share&Charge or propose new business plan which will power up Solar coach activities.

Christophe Parot,  
mail : [cannecy@free.fr](mailto:cannecy@free.fr)  
<https://www.linkedin.com/in/christopheparot/>  
Website : <http://solarcoach.eu>  
Blog : <http://steemit.com/@solarcoach>

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