

Power Ledger is building a platform with the goal of creating decentralized energy markets.

The project is based in Australia where it has received funding from investors and the government to develop new products. Power Ledger is focused on leveraging the Ethereum blockchain in combination with private blockchains to allow users to sell or consume green energy resources.

## Project Overview

|            |                       |
|------------|-----------------------|
| Name       | Power Ledger          |
| Issuer     | Power Ledger PTY. LTD |
| Category   | Utility Token         |
| Sector     | Energy                |
| Sale Start | 08/27/2017            |
| Sale End   | 10/06/2017            |

## Token Overview

|                      |               |
|----------------------|---------------|
| Name                 | Power Ledger  |
| Symbol               | POWR          |
| Type                 | ERC20 token   |
| Initial Distribution | 240,000,000   |
| Current Supply       | 1 Billion     |
| Max Supply           | 1,000,000,000 |
| Emission Type        | Fixed         |

## Resource Links

- [Website](#)
- [Twitter](#)
- [Telegram](#)
- [Reddit](#)
- [Medium](#)
- [Whitepaper](#)

## Project Background

Power ledger is building a platform where users can contribute or consumer clean energy resources across the network. Pegged to local currencies and convertible to cash, the platform aims to focus on individuals in high density and urban environments. Unlike centrally managed power systems, these decentralized energy resources are not powered by one central provider, potentially creating a more competitive environment and preventing the potential for complete system shut downs.

The team believes that by building this blockchain enabled peer-to-peer energy platform, they can reinvent energy markets. They intend to have a wide menu of energy applications including ones that can give retailers or users the ability to simply trade electricity with one and another in real time. Long term, the team envisions an application that will allow for shared ownership of energy assets as well as autonomous energy agents that will automatically disperse energy that is acquired.

Power Ledger operates on two blockchain layers and uses two tokens, POWR and Sparkz. The POWR token is an ERC20 token that can operate on the Ethereum network as well as a private consortium blockchain. Sparkz, on the other hand, is purchased and redeemed using fiat currencies within individual trading platforms that have closed-loop exchanges for energy and Sparkz. In the system, the POWR tokens are the protocol tokens used to access the Power Ledger platform, as well as interact with the Sparkz token directly. Sparkz tokens are stable and pegged to local currency. As the Sparkz tokens are a closed loop internal token, they can move instantly with banking overheads to allow for timely micro energy transactions. In the future, the team expects that application hosts such as property managers, utilities and retailers will demand the POWR tokens as their platforms grow and they will need the Sparkz to power the platform.

## Technology

Power Ledger uses the public Ethereum blockchain as well as a private consortium blockchain for transferring the POWR token. Starting at that protocol layer, the Ethereum blockchain core allows for POWR to be ERC20 in nature and provides a trustless and open source implementation of key components of POWR. Connected with layer is the Power Ledger Core that includes an industry specific consortium blockchain. Called the EccoChain, it is a low cost, in-house, proof-of-stake blockchain that has been live tested in multiple public trials. Its key functions include the management of the internal Sparkz token, fiat payment processor integration, storage and verification of smart contract readings and a whole suite of other possibilities that can be unlocked as the platform scales.

The team plans to transition to a public proof-of-stake blockchain in the future to enable new features and the inclusion of new markets like carbon trading and peer-to-peer energy exchanges.

## Distribution

During the third quarter of 2017, the Power Ledger team conducted a token sale leading to the creation of minting one billion POWR tokens. During its initial token offering, 240 million POWR tokens were sold to pre-sale and public sale individuals. The project raised a total of \$17 million in the public sale which was in addition to the \$17 million raised in the pre-sale.

A total of 60% of supply (600 million POWR) were distributed through the pre-sale, public sale, and bounty programs. Of the 600 million, 350 million were distributed during the public sale. The founders and team received 15% of supply (150 million POWR). The remaining 25% of supply (250 million POWR) was sent to an escrow contract for future developer and community incentives. The team intends to take POWR tokens from the growth pool and gift them to larger providers but lock the tokens up in escrow for multiple years. The team believes this will keep large hosts on the platform engaging and connecting with users.

In addition to the two successful token sales, the Power Ledger team received funding from Australian government grants and private donors for around \$8 million to test clean energy solutions.

## Team

### Dr. Jemma Green

Co-Founder & Chair

- Previous experience as an investment banker

### David Martin

Co-Founder & Managing Director

- Previous positions at state-owned electricity utilities

### John Bulich

Co-Founder & Director

- Director and Co-founder of Ledger Assets

### Dr. Gov van Ek

Co-Founder & Director

- Co-founded Ledger Assets

## Advisors

### Bill Tai

Angel investor

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## Additional Resources

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