

ICO REVIEW STYLE ICO ANALYSIS

AOECOIN.IO

MARKET AND INDUSTRY REPORT

Market and industry

According to Research and Markets, the fuel cell industry will grow from USD 1-7 Billion in 2016 to USD 10-68 Billion by 2030, the compound annual growth rate (CAGR) being estimated at over 24%.

With major players entering recently like GE, AMAZON, TOYOTA with ambitious new Deca-Billion dollar initiatives, the Fuel Cell industry is Rocketing to new growth and a new future. AMAZON has just signed on to power their forklifts with FuelCell and also acquired rights to buy PLUGPOWER who is now making Fuel Cell Delivery trucks for their over 20,000 truck strong and rapidly growing fleet. Toyota aims to put 1,000,000 fuel cell cars on the road as fast as possible and already put a 600 horsepower Semi-Truck industry killer on the road.

Over 100 of the fortune 500 has adopted Fuel Cell including Apple, Google, JP Morgan, Bank Of America, Morgan Stanley, Softbank, Equinix, Owens Corning, Coca Cola and the list is becoming staggering. Stationary fuel cell is taking over the 24 hour power market in those places concerned about sustainability and clean energy and energy independence. Eliminating trade deficits and nearly entirely any pollutions with Natural Gas and completely pollution free with pure hydrogen methods, Stationary Fuel Cell solves the Carbon Problem as well as air pollutants. Mobile, Stackable, Portable, and Decentralized, Fuel Cell is a not often spoken of potential for a major gamechange in

the global energy markets, especially the day coming when someone brings a breakthrough.

With several IPOs already, but not many participants, the Fuel Cell market is ripe for a new disruptor into a large growth path and many acquisition targets looking to buy it up or license the technology. Recent sales have been for 50 Million for restricted use-rights with the parents retaining all usage and rights to make further sales.

In this offering, AOECOIN plans to raise and commercialize its portfolio of technology in the energy Vacuum market of ASEAN southeast asia with a 7% GDP growth rate, 3.5x faster than the best year the USA has had in the last decade, and expected to continue pace through 2030

Comment: The company has a very clear and defined market entry strategy, with already a massive backlog of interest demand from not only many top industry clients but nearly a dozen national governments.

Competitors

We must consider that AOE's technology is in a market where no other competitor exist, with all of ASIA including Southeast Asia, ASEAN, Oceania, India, China, the Middle East, Africa, and Eastern Europe and Russia, having no participants at all in the space and no major installations anywhere. It's a blank slate completely. Toyota is in the Fuel Cell car market and not the stationary market. Honda has a very limited Fuel Cell business and is also mostly Auto-focused. There is really no competition in the local, regional international, and extended international markets of AOE in Southeast Asia. Globally there are some, however they are seemingly not at all interested in the undeveloped regulation energy markets which are still centralized, with no feed in tariffs no subsidies, no government handouts for R and D, no tax credits, no financing subsidies, no government credit lines, no government rebates and frankly they are making up a huge slice of these companies capital and also profits. The following are not in the AOE market at all but are in the "Global competitor class": [51]

- Bloom Energy (USA) UNLISTED
- Ballard (Canada) (NASDAQ:BLDP)
- PROTON POWER = (LSE:PPS)
- Quantum Fuel Systems Technologies Worldwide (NASDAQ:QTWW)
- HyperSolar, Inc (OTC:HYSR)
- DOOSAN (USA)
- FuelCell (USA) STOCK QUOTE = FCEL
- UTC (USA) UTX (NYSE)
- Toyota (Japan)
- Honda (Japan)
- GE (USA)
- PlugPower (USA) STOCK QUOTE = PLUG

- PowerCell AB (SWEDEN) Stock QUOTE = PCELL:SS
- ClearEdge Power
- Ceramic Fuel Cells (AU) = Corrupt implosion wasted/frauded 300+ million with no revenue.
- Redox Power Systems
- Toshiba
- EFOY
- Horizon
- Nedstack
- Nuvera (USA)
- HYDROGENICS (CANADA) STOCK QUOTE = HYG TSE
- AFC ENERGY (UK) STOCK QUOTE = AFC (LON)
- CERES POWER (UK) STOCK QUOTE = CWR (LON)
- ITM POWER (UK) STOCK QUOTE = ITM (LON)

According to AOE, their Fuel Cell division is leaps ahead of any other providers as they claim to have beaten all cost-effective profit margin/client benefit models to date in the global market out of all participants. But AOE doesn't stop there. Combining their own power for their own miner E=MineCleaNergy2, they also have their own effective power grid, allowing them to scale up infinitely into their own demand. E=MineCleaNergy2 is already profitable and AOE is Balance sheet profitable, with cash flow profit expected by March 26 2018.

AOE also has a whopping 1,860 Breakthrough Clean Techs to date spanning nearly every subset of the energy industry. For some not familiar with the industry or Ballard's 1500+ patents or UTCs hundreds long portfolio or Nikola Tesla's 700 Patents to one man, this may seem daunting, bringing out the trolls screaming nutty things like "Impossible", however AOE actually has a long record of independently proven timestamps over the years as they created this tech, and Investment company analysts who have been alongside watching the innovation for over a year now. There is no

doubt that at very least a massive amount of new technology is in the books at AOE ready to come immediately to market once funding occurs. Moonshots anyone?

AOE also has a solar division which has sold over 193 Solar installation locations, mostly to orphanages and disability centers, churches, schools, and the like. All for-profit social enterprise. This comprises about 9 Million USD in financing needs to make this happen. AOE is building its own financial platform as well to assist in such ventures, name E=Fi.CleaNergy2 and won a Techstars 54 Hour weekend with their pitch, then told "It's just too good, too professional, there is no way you could have come up with this in a weekend, it's too polished too spot on, this is an existing business." But not true, it was actually formed for the very first time that 54 hours. "FiCleanergy" plans to offer deposits and loans in order to enable its customers to receive quality interest rates lending to solar projects, then many more services.

AOE then also plans to manufacture its own line of the world's most energy efficient GPUs, Motherboards, PSUs, and ASIC Miners reducing power consumption by up to 40%.

AOE also has plans for a legal services division, at least for the Cambodian market and perhaps some other undeveloped markets where legal services are far too expensive and not transparent or accessible.

AOE is also making the AOECOIN mall, a shopping mall of energy efficiency items, solar equipment, and other technology items.

This diversified plan strategy of multiple streams of income business model DNA Group-Up style of subsidiaries puts AOECOIN in quite an enviable position. AOE claims they will all be profitable within 18 months and all of them aimed at independent IPO spinoffs is the very real possibility.

Compared to direct competitors, AOE has much more ambitious project development goals, and is more active in new technology innovation on a far broader scope than others, but with the ability to focus on only one until the time is right, scale it, while building supporting divisions inside(alongside).

Engineering features of the platform

The project is an existing and now profitable real business with a lot of work behind it, but with Blockchain as a funding vehicle and ecosystem interaction support vehicle. The project is based on the Waves Tokens Platform infrastructure.

Technology description

AOECOIN's partner in terms of infrastructure (Waves Platform) provides various bitcoin-related services: the creation of virtual wallets, a virtual currency exchange, and assistance in the use, purchase or sale of currency.

According to the project's team, all ecosystem partners will be using AOECOIN as exclusively for all financial transactions as possible in the future, and then adding more services and participants in the local and international community.

Comment: The project's documentation contains no technical description of the actual Fuel cell technology build, though there are many fuel cells around the world and new discoveries constantly, so the ability for AOE to build even a decent one to success for their business model can't really be doubted or worried about. According to AOECOIN, the minimum viable product is their Miner 'Minecleanenergy' which already has them in profit, their 1,858 Design ready for manufacture techs, and an open invitation to their installation ceremony with independent electrical production metering which they have invited Bloomberg Private Equity firms, and other media to view to not only end any possible future concern, but to shock viewers leading to a silent running inflow of capital access gateway.

Technological Roadmap

Since the technical part of the project is delegated to AOECOIN IP sensitive material, the documents contain no IP specific information about future releases other than the headings of technology and the results of the technology.

AOE has been in contact several times and met with IPI Singapore, the nation's leading Intellectual property showcase and marketplace advisors, conference sponsors, and regionally famous Techinnovation stage and conferences where they can enter and sell off licenses to their technology.

The team, mentions what will be accomplished after the ICO:

AOECOIN APP

- AOECOIN wallets
- AOECOIN visa debit cards
- Instant Transactions with credit card into crypto and back
- Hard Storage Wallets
- Ficleanergy Buildout
- Minecleanergy scaling to 1000-5000 Servers
- Install of all solar projects
- Assembly line build out of Fuel Cell small factory
- Robotic assembly line (stage 3) build out of their FC production plan
- Installation on at least 3 Major target sites in addition to their own data center
- ShockPossible buildout (inside AOE's data center and workshops/assembly lines)
- AOE Legal Buildout
- AOECOIN Mall buildout

Comment: AOECOIN's Black Swan Paper contains a very thorough abstract description and full description of the plan of development of the future platforms, business

direction, and contains monetization and financial projections. It may be the most thorough business plan in all of crypto history.

The project has no open repository as one isn't needed with a Waves Platform listing, allowing AOE to focus on their core business and worries about crypto programming just be fully solved up front.

It is obvious that AOECOIN is actively working on 2 websites, AOECOIN.io and aoeangkor.com, the AOECOIN app, have done a large amount of sales and significant preparation, and have toured asia pitching and exhibiting for years grinding it out before even hearing about ICO. The team has thus been completely reachable, approachable, is known, has been public, and known and vetted by hundreds of people and received a lot of kudos from the establishments but no funding, which is the very contrasting norm for Cleantech as opposed to fintech and consumer-apptech.

Comment: AOECOIN has an incredibly precise description of its development, which brings confidence that the project has been not only sufficiently engineered, but that there could very well be some serious shock under the AOE hood.

Conclusion: AOE is light on crypto programmers and infotech, but their business model isn't really an infotech business model but rather an industrial and commercial traditional energy engineering and finance model, with crypto to complement the business. This is much more secure perhaps than your average project in crypto. However there could be some challenges with outsourcing more development down the road for their planned future ERC20 token, though now many platforms to make one similar to waves have sprung up.

They have a full timeline available on the website.

Documentation

We have analyzed AOECOIN's website and documentation for sufficiency and consistency so that an investment decision may be made.

The documentation contains the white paper (they call it "The Black Swan Paper") and The white paper is currently only in English, The other documents are also in English only. The project description contained in the documents is incredibly detailed. Analytics on the future market has been covered and an announcement of a roadshow and raise plans have been covered. The roadmap doesn't yet indicate much about the direction of the financial platform Ficleanergy. There are detailed references to figures used by the project to justify the demand including names of the clients, governments who requested installs, shows they have pitched at and who they pitched to and what was the result. There is definitive confirmation of a large problem to be solved, the solutions and thus outstanding confirmation of potential demand for AOE in at least 5 of their ecosystem businesses.

The website also provides information about the project, project's plans, the public offering, and even an IPO, but the team and partners information is withheld to only those investment firms and professionals that engage with them first based on the merits of the project. The project has an additional significant advantage. Before they had even heard about ICO or this possibility, they were already working on their IPO and already have 13 Broker dealers ready to sell it, and mentioning large anchor investors. The website has plans for translation into Japanese and local Cambodian Language Khmer.

Conclusion: The documentation provides significant insight into the project. In our opinion, the project presents token operation formats that are very simple; use of the

waves platform instead of their own coin may ward off some small new investors not familiar with waves but this shouldn't stop any quality investors. The best way to ask questions to the team is to use email, or their own chat facility on AOECOIN.io website at AOECOIN.io

ICO

AOECOIN went ahead and listed without big marketing or hype on waves on Nov 1/2017 without bonuses, and without spending big on marketing, legal, or code, choosing to focus on the build up of the core business and capacity instead.

Bonuses: They skipped the entire bonus system citing it's a scam and rip off to real long term investors and merely takes their money and hands it to the pump and dump and runners and doesn't help a project. This slows down fundraising and hype extremely, but makes them a more credible project and shows they hold long term investors in high regard.

Token type: Waves Token

Accepted for payment: EUR, USD, BTC, DASH, ETH, ZCASH, NEM, WAVES, and other currencies through the partner Waves Platform

Cost of 1 AOECOIN: The price of AOECOIN will depend on the number of tokens sold but was scheduled at 10 cents and slowly risen to 25 cents USD. It floats with WAVES, and new tranche issues are being done at 25-33 cents USD.

AOECOIN has a very unique offering system where not all the coins went out at the same time. They have held all in reserve, choosing to list only pieces of the project time to time as they sell off and slowly issue more at slightly higher prices each time depending on need and demand for the time being. This controlled style is good for investors if done well but may also not be understood by some, prompting cries of centralization and too much control by the team though supporters are likely to love it for a host of reasons.

Crowdsale period: AOECOIN spoke only through one Japanese promoter prior to the crowdsale, was promised 6-10 million by the listing date, which never materialized. It doesn't seem to have stopped the team however as they have made significant progress since, despite the failure of commitment by the promoter.

The project's tokens AOECOIN will be issued in exchange for WAVES on the WAVES DEX platform and Waves in itself is exchangeable for a number of currencies.

The tokens are an individual agreement with AOECOIN and AOE and serve as Access to Profit Distribution with asset backing in the projects, and debt liability, with individual agreement of benefits dependent on regulatory allowances to the citizen holder. KYC is required to receive any benefits that might be affected by regulation. Clients using AOECOIN makes it possible to pay for AOECOIN's services and products at a reduced rate.

Under this model, AOECOIN can not charge fees for it's coin transactions but plans another separate coin offering in the future that would have the fee feature. AOE mentions also speaking with WAVES about adding this feature. Allocated fees would be distributed through a smart contract with holders of AOECOIN and used for bonuses and long term holder benefits.

Token issue limit: 250,000,000

According to the project, AOECOIN's advantages are that:

- They are already profitable, can dual-scale their Fuel Cell power provider, miner, energy efficiency board builder, and bring in more finance via traditional offerings on their financial platform, and have a solar division, a mall, and legal services online also.

- The technological strength of AOE will provide them a future that is looking something in the realm of a Tesla motors on steroids with possible major energy breakthrough and maybe even a moonshot.
- The renewable Energy industry is a 500 Billion a year business, and in ASEAN where there is not even 1% penetration, they are certainly in the right product/market fit.
- AOE is adding a wallet and unique marketing system
- Banking services such as loans and deposits will be offered on their financial platform in markets where these services are very uncompetitive
- It will be possible to take out a loan on the security of crypto assets secured by the power plants, so investors can invest in AOECOIN, then get a loan against that hard collateral asset backing which is actually the power plants and AOECOIN.

Planned maximum amount to be raised: No Raise Cap.

Planned minimum amount to be raised: \$1,000,000

Tokens are to be sold in tranche offerings:

- ICO: Nov 1, 2017 Waves Platform Listing

Comment: In our opinion, the project describes clearly that the function of the tokens is a fundraising mechanism to an existing startup business seeking to commercialize its product, and to finance solar installations and expansion of their mining center, with pass through of earnings and the benefits of their purchase. Slightly less clear is how the client companies will use AOECOIN and if that part of the ecosystem will be built up much. We would like to see more from AOE in this aspect and they have assured us that they will outline this further. This may affect the demand, however in other energy

related projects like envion, and hydrominer, this is a non issue so this shouldn't affect the AOECOIN project very much.

The technological aspects of the project, which are the real compelling possible key monster advantage, is being developed completely internally, which eliminates many risks relating to outsourcing by many teams and companies. The possible outsourcing needs of AOE may cause some risks but its a management concern that one would expect would be sourced to the many firms in the market.

Bounty

Program continues until unspecified date that AOECOIN terminates or changes the program.

The program is ongoing. On the basis of the white paper, 2% of all tokens will be spent on the Bounty program

Bonus for a YouTube video:

- 400 - 3,000 AOECOIN, depending on the quality of the video content.

Bonus for a Twitter / Facebook post, depending on the number of followers:

- 100-250 followers - 25 AOECOIN;
- 250-500 followers - 50 AOECOIN;
- 500-1,000 followers - 100 AOECOIN;
- 1,000-2,000 followers - 150 AOECOIN;
- 2,000+ followers - 200 AOECOIN.

Referral program:

- 1% of all AOECOIN purchased + 10% of all receipts.
- 25 tokens are accrued for every person joining the AOECOIN.io Telegram information channel using your link.

The AOECOIN team notes that in order to participate in the referral program, one needs to; (waived indefinitely for the time being)

- Have an AOECOIN account;
- Attract users to the project's website or Telegram chat channel by posting links with a referral

Conclusion: In our opinion, the bounty program incentivises the community without being too much. Such behavior indicates a long term planning horizon for the project, which may result in a lack of hypes and pump and dumpers, but a safe haven in crypto for long term investors.

Allocation of tokens and capital

Tokens and capital will be allocated as follows:

60% - will be offered for Long term sale:

- 1% to an undeveloped children's trust (that's a nice change to see!)
- Public Sale 30%
- Reserve (for tranche released public sale later) 30%
- Founder Bonuses (vesting over 3 years) 10%
- 10% Development Costs

- 10% Marketing (until AOECOIN can charge fees and then this will be sold off to the public market = 70% sold to public)
- 5% Long term market holders
- 2% Select Investors
- 2% to bounties and commissions

Conclusion: Tokens are sold as a currency and/or conventionally as loans to AOECOIN, which also are profit linked and IPO share price benefit linked, making it possible to receive some pass through of profit from all fees and profits of AOE transaction fees (distributed with the help of smart contracts or traditional accounting and banking/finance /payroll style ledgers), and do not affect the distribution of interest in the company. AOE also eliminated the bonus system routing to protect long term investors and build a more credible raise system overall.

Development plans

The roadmap shows strong attention to market entry, planning, detail, and long term vision planning, monetization, commercial finance, scaling, and IPO access. Judging by the roadmap, the main emphasis will be placed on growing the core business, preparing for investor marketing and then back to scaling to get into the commercial finance and project and development finance markets, and grow as much as possible prior to the IPO, getting all business units to profit as quickly as possible.

- AOE Angkor Site complete (Est Feb 28)
- IOS app complete (Est Feb 28)
- E=MineCleaNergy Site Complete (Est March 15)
- E=Fi.CleaNergy Site Complete (Est March 15)
- Begin Global Marketing Campaign (Est March 30)
- Install solar to 6 Install Sites (Est March 30)
- AOE Achieves Cash Flow Profit (Est March 30)
- E=Fi.CleaNergy platform running fully (Est March 30)
- AOE Solar Installing 20KW a month (Est April 30)
- AOE Solar Installing 50KW a month (Est June 30)
- Launch Securitized Waves Token Version (Est June 30)
- Launch ERC20 Token (Est July 30)
- Install Commercial Fuel Cell to E=MineCleaNergy2 (Est June 30)
- Round 2 Marketing (14 city, 16 location tour) (Est July 30)
- Hit 100+servers at E=MineCleaNergy2 (Est Aug 30)

AOE plans on scaling into large scale manufacturing of their Fuel Cell systems, mass scaling of their digital currency data center, and factory for their ShockPossible GPUs.

The team informs that the more capital that is raised, the faster AOE will be able to build into scaling of these business units.

Conclusion: The documents and presentations contain an incredibly clear and detailed sales and marketing strategy that is really one of a kind, and working. This is despite the fact that the team bought no advisors nor marketing and promotion specialists, no consultants, and has had no major investment backers to date. The client sales goals have been reached, and the company is near profit and is taking a much more traditional, solid, and “old-school” approach. With fundraising we expect this project to look incredible if they continue on the same path.

Team

The team consists of 12 Full time members and 30 total contributors with 4 advisors. Information about the main team members are available to vetted investment professionals but limited to name only and again going with old school IP sensitive technology businesses, the team is not contactable individually but AOE recommends that quality investors make a trip to Cambodia to meet them eye to eye if interested.

- ([LinkedIn](#)) - CCTWO (Chief Change The World Officer) The founder of AOE is an avid New Energy Engineer who comes from a family of multi-discipline engineers. Originally he pursued a career in the investment industry, working for Citigroup, Aegon, Directlender, Ameritech, Tristar and more. He did business transactions with many greats in the western finance markets and has been an avid value investor. He is now the stand-in resurrector founder for his deceased family who's original passion and technology careers were his inspiration to leave himself and his own finance career passion and start Alpha Omega Energy to pick up their torch and carry it on. A history of small business building, financial advisory and planning, financial planning branch building, mortgage banking/brokering in light commercial finance, residential, retail, and subprime lending and creative finance markets. He had a mortgage banking franchise for 5 years until the 2008 USA Global Financial Crisis, and spent years as a Derivatives, commodities, currency and stock trader, economic analyst and private financial coach. He turned new energy engineer when the last of his radically creative lifelong new energy engineer family was killed, leaving him the last and having to resurrect it all, and begin anew with only Jesus at his shoulder saying to his ask of what to do now, "I want you to turn on the light." From the original 1 of his own to 1,864 Breakthrough Technologies later to his credit including advancing all

those of his family, and many of Nikola Tesla. He says "If Nikola were alive he would grab me, kiss my face and say EUREKA!!! Brother you've done it!!" He is a devotedly Christian man, who lives a private Christian's life, and has never really used fakebook though he did try it for a few weeks and it left a horrible taste in his mouth and he says it felt like a window to hell itself and hell's people. He has never used instagram, nor snap, nor twit, and hates the thought of them. "I survived all of life without them so far, and I certainly don't need their distractions now. If I was like everyone else distracted in fakebook, I wouldn't even have 1 technology let alone 1,864 of them. Fb sucks, they blocked our page and refuse to give it back. I will never support them now, they attacked us and support the criminals on there who are defaming us when we are out helping orphans in Cambodia. Fakebook is a total disgrace. And now they are blocking digital currency also. They are a crooked pyramid dragnet of anti-human rights control and support for criminals, the ultimate privacy prostitute sellouts in all of human history, they are despicable to no end and I don't want anything to do with fakebook anymore and regret ever trying on their platform."

AOE is also supported strongly by two more special teammates who made significant contributions, and then their wonderful team of full time staff, and part time supporters.

- Their Vice President, Japan Marketing, Who is deeply engaged in Financial and cryptocurrency trading, analysis, investment promotion, fund management, trading advice, and is an avid philanthropist and loved brother of the AOE team.
- "Mister Magic" - Advisor role, Video & Graphic Design & info tech. Graphic Magic, Research, Information Inflow Occifer, Tech Inspiration feed assistance, Bikkie and Energy Drink Filtering, Critical review, Materials. This guy was there helping from the middle of the first year in the battle, showing up to make the very first promotion video when the founder couldn't even walk for months due to a vicious accident where doctors said he won't walk again without

operations. Endless hours helping and still helping. Thank you so much brother magic.

- AOE has currently 12 Full time staff and 30 part time contributors to the project to date including: Front and back end programmers, graphics and video design, procurement and administration, sales and marketing, international investor relations, international marketing, IT security, apps developer, executive, outside sales, investment trading, international sourcing, PR review. Hiring 7 more with ads out for 20+ and then onward. Vast hiring plan with big farm of candidates filed.
- 4 part time advisors of the project.

Conclusion: The founder is indicated on LinkedIn as the CCTWO of AOE and can be reached on all company communication channels. Doing due diligence contacting the team via email and their vetting process including live phone calls shows that they are indeed who they say they are and working non-stop on this project. They have been verified in videos, presentation materials, conversations and many more since 2015 working on this project and pitching it in China, Cambodia, and Singapore. The small number of advisors in our opinion results from both a low need for advice, and the fact that they are in Cambodia where there is no Blockchain community of note but also no startup investment community either despite having a handful of small coworking spaces. As well, the team does not have your avid social media divas among them and “barely even use social media at all but telegram with close friends and non stop on the project.” Those who are trying to judge people, projects and teams merely and only from the internet without doing any due diligence or even willing to have a real human conversation with someone may think that the team isn’t reachable or genuine but they are actually very easy to reach if you are a professional or investment firm or actually social enough to pick up a skype phone call or identify yourself before you skulk around online judging others. AOE prefers “professional business communication methods like email and telephone and people who are willing to introduce themselves on a professional basis to the project at the beginning of engagement if we are to take time

away from our other large stack of work on the actual project as opposed to just talking to random internet strangers about it who are full of judgement.” Professional investment firms and investors are more than welcome to engage at any time and also to come and meet with the AOE team.

AOE keeps the team private to keep them focused on their work tasks unlike many other projects, and also to protect them and the project from con artists, phishing attacks, hacks, IP thieves, naysaying hate filled people which are so commonly found on facebook and others, etc. Most digital currency coders and teams are not reachable at all, but AOECOIN breaks that mode and has telegram chats, website chats, email, their own forum, a huge and growing FAQ section, is planning a 16 pitch global tour, and has sold nearly a hundred clients and 13 Broker dealers and is completely available for professional and well intended investors who want to support the AOE mission whole heartedly. AOE has already been going for 3 years nearly and has endured a huge amount of attack and abuse in china prior to relocating to Cambodia, and learned valuable lessons on privacy and caution. Loving, kind, compassionate people, or professional investment firms can approach in professional manner and receive the same level of professionalism they treat others with.

Additional items of note asked to be included*

- The project has given 1% of the coin up front to an undeveloped children’s trust for their educations, and also 1% of AOE Shares. They are actively involved as well their mission to solar every orphanage possible in the country that is using toxic energy, switching them to solar.
- The team will not buy advisors
- They will not buy the overpriced crypto media
- They will not pay up front for any crypto related services where there is no 100% payment guarantee of performance

- The maximum in cash that they will pay for videos or reviews or ads is \$250 or \$400 to professional large scale platforms, the rest must be paid in AOECOIN

Marketing

Information on the project is available on their website, and various popular services like Telegram, LinkedIn, Medium, and Steem. The project has an open bounty program. The project's team may be contacted via their own chat facility, and on their Telegram Chat room or the official AOECOIN website forum. On other social networking sites, the team's activity is low and they don't yet support them.

The format of articles about the project shows that they are solely and passionately about the project, and there is no evidence for them really doing anything else.

Comment: Like most projects they have come under attack by internet trolls and had a battle on facebook with an advance fee scammer posing as a "Christian VC" from obviously fake facebook profiles. Facebook took down their facebook page but not the advance fee scammer. The team has since stopped supporting facebook. With such claims the project is making, the project is a little troll friendly and will no doubt have attackers. The project's team responds to the false accusations strongly.

Analysis of AOECOIN.io website is returning a 503 error for some reason but it functions fine when you visit it. Their Company Website which was made on Tilda, a free domain host, they state they are going to redo the website later on, but due to time and working on the core business that AOECOIN.io and the other ecosystem sites and apps and miner build out are more urgent. Both sites show significantly higher amounts of work put in than the average project, with longer longevity and serious commitment. On the downside they are still in need of more work on the Parent company website, aomegaenergy.com which may worry some consumer types. Also they have a black space style theme which is quite rare and some may not like it or understand it either

but then again they are quite physics-space-new energy technology oriented and even space rocket company Vector has asked them for contributions with satellite technology so perhaps for such a company this should be very much expected. After all Tesla motors has spaceX and it's not exactly your consumer products company blasting on facebook for customers.

Their internet marketing is pretty much non-existent but they don't seem to be having trouble selling clients. With some funding and build out, it seems they would have even less need for a strong internet marketing budget as well, must be nice.

Comment: The websites if you have a good read, span hundreds of pages and the white paper is 168 pages and there are many supplemental reports and an absolute ton of material. It is clear the strong commitment to the project by the founder and others. Currently, interest is not being stirred up by others and it seems this is due to being in Cambodia, the lack of internet presence, not being a consumer facing business model, being breakthrough technology in energy, a tough raise indeed in a world of naysayers on this topic, and then lack of bought advisors and lack of funders to pool up cash and go buy a ton of media. It's hard to get analytics for these sites but on nibbler the site ranks 6.1 and with a good SEO overhaul the site would rank nicely. They reassure that they will redo the site and that it was personally made by the non infotech trained "traditional engineer" founder.

http://nibbler.silktide.com/en_US/reports/aomegaenergy.tilda.ws

Conclusion: In view of the conducted analysis of the project's marketing activity, we may conclude that AOECOIN is not yet conducting an strong active advertising campaign and simply not spending any money on this area. Interest from the blockchain industry is next to nil at this point so the project is definitely yet undiscovered and may just be the gem of all gems. The sources of the interest primarily being from Japan, their IPO Brokers, and this organization TokenNews. When speaking with the team they stated they have not bought any media nor advisors and won't do so and believe in

succeeding on their own merit, that their project is so necessary for humanity to support, that they won't buy and will instead put the money into the core business. They also said that Bloomberg offered to showcase their project, and Ifeng news of China also reported on them previously. They plan a viral marketing campaign soon.

Contacts

You may contact the developers via the following links:

[Website](#)

[Website](#)

[Telegram](#)

[Medium](#)

[LinkedIn](#)

Useful Links

1. [Website](#)

2. Whitepaper can be found on the documents section of the website.

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Reports like these can increase the transparency and reliability of the young ICO market and to minimize the risk of fraud.

We appreciate feedback with constructive comments, suggestions and ideas on how to make the analysis more comprehensive and informative.