

ETHICALLY SOURCED NETWORK



ESN TOKEN PRE SALE WHITE PAPER

PRESALE PRICE:	0.03 GBP Per Token
TRADING START PRICE:	0.06 GBP Per Token
PRESALE ENDS:	29 th July 2022
TRADING STARTS:	9 th August 2022
ASSET VALUE:	0.12 GBP per token
COOLING OFF PERIOD:	44 Days with Full Refund Guarantee
MORE INFORMATION:	https://ethicallysourced.net/esntoken/

The ESN Token is not an ordinary token. It is also an Ethical and Environmental token, to back the facilitation of Digital Trade for EthicallySourced and Fair Trade Products. \$50 trillion worth of global assets will be committed to Ethical and Environmental Projects by 2025. Individual investors and the world's biggest asset management firms have embraced the sector. There is a new era of investing. ESN is co-operating with IBM and working with banks and other institutions to provide a framework for the digitisation of trade facilitation documents for Ethically Sourced Trade and FairTrade.

Listing On Exchanges: The ESN Token will trade on 2 Major Exchanges when Trading Starts: PancakeSwap (De-Centralized) and Dex-Trade (Centralized). This Presale Offer relates to the sale of ESN Tokens on a Presale basis by Ethically Sourced Network Limited. The purpose of the token presale is to help fund the operations that will lead to the listing on the Centralized Exchange. Accordingly, the tokens are offered at a discounted price.

Cooling Off Period And Money Back Guarantee: ESN are so confident that the tokens will rise in value after listing on the Centralized Exchange that we offer Purchasers a Refund if it doesn't. The Purchaser has the option to make Payment by Credit card via a secure Online Payment Gateway. ESN guarantees a full refund on request after 45 days with the purchaser being able to keep 20% of the ESN Tokens purchased. Should the purchaser request a repurchase of the tokens and this does not take place within 7 days, the purchaser will be able to claim a full refund on their credit card under Section 75 under the Money Back Guarantee and keep all the tokens.

How this would work, is that Purchasers would have a Cooling off period, and if they buy on a credit card, they get a full refund on the credit card at the end of the Cooling off period without any reason or penalty charges. This cooling off period will last for up to 44 including the period it will take for the credit of the tokens to purchasers accounts.

Under Section 75 the purchasers would be able to get a refund direct from the credit card company if they wished, to exercise their rights under the Cooling off period.

By paying using a credit card, the grace period can help purchasers finance the ESN Token purchase and reap benefits while using a free, one-to-two-month loan. If purchasers did not see the token price appreciation that they expected the listing would bring, or if they were not happy with the purchase for any reason at all, they could decide to exercise their right to cancel during the Cooling off period, and they would get a full refund (meaning they would not have to pay for it in the first place) and pay no interest.

Purchasers could also keep the tokens that was agreed that they could keep if they exercised their rights to cancel during the cooling off period.

ESN Assets

- The ETHICALLY SOURCED Mark which is registered in around 30 countries including the UK, the USA and across the European Countries.
- The ESN B2B Platform And London.WS Website with over 670,000 subscribers
- B2B Marketplace with Ethically Sourced/FairTrade Products Trade Digitization Tools

ETHICALLY SOURCED Mark Features

Word Recognition plays a large part in the value of a brand. The term, ETHICALLY SOURCED throws up nearly 20 million search results in Yahoo, and over 10 million search results in Google.

The ETHICALLY SOURCED Mark certifies the producer of a product has attained a certification from ETHICALLY SOURCED approved certification organizations, that their products are produced in accordance with the Ethically Sourced criteria of that body, PLUS, a certification that the producer is part of an acceptable carbon reduction programme. This can be very helpful indeed in the fight against Climate change.

There is a demand for ethically sourced products. A recent survey found 66% of consumers are more likely to buy products that are ethically sourced. Latest estimates put the global market value of ethically labeled, packaged food products and beverages to around 1 trillion U.S. dollars.

Projected Revenue From the ETHICALLY SOURCED Mark

The ETHICALLY SOURCED Mark is being licensed to individual operators nationally who will then pay a licensing fee to ESN who would support the programme and provide all the requisite infrastructure. ESN is projected to generate over £1.5 million GBP per annum from licensing fees in this regard within the next 3 years

THE ESN PROJECT OVERVIEW

The lack of a single point of contact and leadership has resulted in paper-based documents of title hampering the gains made in other paperless trade initiatives (i.e., with respect to the digitisation of trade facilitation documents). Ethically Sourced Network Limited operate ESN to help fill this gap.

The ESN Token will be used to pay for services across the Ethically Sourced Network of sites so will become increasingly valuable. The ESN Token is Asset Backed. ESN wholly owns London.WS which has over 670,000 subscribers. As stated above, ESN also owns the ETHICALLY SOURCED Mark. These assets provide the Asset Backing.

ESN has thousands of suppliers in its network who will help expand its reach. ESN is continuously registering suppliers onto the ESN Network. ESN is also recruiting licensees recruited to the Digital Trade Gateways Programme in the countries where the ETHICALLY SOURCED Mark is registered, thereby expanding its Digital Trade Network for Ethically Sourced Products.

With the advent of e-Commerce since the pandemic, the value of subscribers is at a premium. There is value in trying to attain subscribers and a base cost value if they need to be replaced. Recent studies looking at this very thing found that the average company spends an average of \$150 to acquire a single email address. This includes, "the time, resources, and execution to obtain an email subscriber."

ESN TOKEN DETAILS

Token Name: ETHICALLY SOURCED

Token Symbol: ESN

Token Type: BEP-20

Asset Backing: \$10,050,000. (Value of subscribers used to back tokens being offered)

Asset Value Per Token: (The inclusion of the ETHICALLY SOURCED Mark, the inclusion of which brings the Asset value to 0.12 GBP per token on a discounted cashflow basis)

Contract Address: 0xe800fc65e5bc0aa27c39968fb3bb11cb22a9e6f6

Press Release: The ESN Framework is being utilized for the first digital trade pilot utilizing a niche Digital Trade Infrastructure For Ethically Sourced Products. This Paves the way for wider adoption of the Ethically Sourced Network (ESN) framework to facilitate the exchange of digital trade documents in global trade. It also helps pave the way for the use of MLETR for Ethically Sourced Products

The Transaction involves the Largest Manufacturer of Ethically Sourced Fertilizer in China supplying Fertilizer to a Farmers Union with over half a Million Members

Cross-border trade finance is largely paper-based and vulnerable to fraud, due to the complex flow of transactions and the multiple number of parties involved. The ESN Trade Digitization Programme is operated as an interoperable framework that provides proof of authenticity, origin and ownership of digital documents used in trade. This enables trading counterparties and transacting banks to validate documents digitally and securely even when they are on different trade platforms, and allows such documents to be exchanged with another party in real-time. This helps mitigate the risk of fraud, reduce costs, and improve trust and efficiency.

The ESN Framework will pave the way for a more seamless, easier, and faster way for digital transactions of Ethically Sourced Products. A couple of major International Banks will be involved on either side of the Transaction.

ABOUT MLETR

MLETR, developed by the United Nations Commission on International Trade Law (UNCITRAL) addresses the issues that have plagued the digitalisation of Electronic Transferable Records (ETR). MLETR enables the legal use of ETR by establishing a legal equivalence between control of an electronic transferrable record and possession of a transferrable paper document or instrument. MLETR enables ETR to be used both domestically and across borders.

The ESN Framework will help pave the way for the use of MLETR for Ethically Sourced Products

MORE INFORMATION

Further Details: <https://ethicallysourced.net/esntoken/>

White Paper: <https://ethicallysourced.net/esntoken/whitepaper.pdf>

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