



Abstract

This whitepaper contains of a short introduction about ocean pollution and its impact on the entire environment, explains the necessity to counteract this pollution and points out CleanOceans way to help solving the problem in cooperation with several Non-Government-Organizations (NGO) (Chapter 1).

After a short introduction the ocean pollution is explained in detail – including an overview about the consequences our pollution has got, who are the main responsible and what has to be done before it is irreversible (Chapter 2).

As this whitepaper is not only designed to explain the environmental issue, the first two chapters are followed by the CleanOcean Token's vision and mission – summarized in the „Business Case“. It explains what CleanOcean, as a registered company from Germany, wants to achieve in general (Chapter 3).

After the CleanOcean target definition the next chapter provides a fully comprehensive view of our tokenomics (BEP20 Crypto Token – CLEAN) and a short overview about the yield-farming (Chapter 4).

Afterwards the most important, already achieved milestones are explained and the team and community is being presented in a short overview (Chapter 5).

The conclusion of the Whitepaper is formed by the outlook and the future milestones, as well as a final statement for current and future investors of CLEAN (Chapter 6).



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List of abbreviations

DeFi	Decentralized Finance
NFT	Non fungible token
NGO	Non-Government-Organization



1 Introduction

1.1 Pollution is annoying? - But it endangers our planet...

Ocean pollution and global warming, climate change and destruction of ecosystems, the greenhouse effect and extinction of various species are things that often leave people with a pair of rolled eyes, annoyed, not willing to deal with any of these topics.

And somehow that is understandable – because we are used to live like we used to do in the past century, and we do not see any need to change anything. But if we once have a closer look at the numbers and facts about ocean pollution circulating the internet, books and magazines, we should be alerted. 150 million tons of plastic in our oceans today - growing by estimated 12 million tons every year may seem overwhelming, scary and most definitely ungraspable.¹ Facts, that sound like they couldn't possibly be facts, numbers so high, they can be out of reach for our imagination, all together a sky-high mountain of issues, that one person would never be able to climb.

Knowing about all these facts, you might still think: Who cares about the ocean – I live on the mainland anyway. I do not care about the oceans and its residents. Well, you should think a bit deeper. The oceans of our beloved planet store over 93% of all carbon. Marine plants store up to 20 times more carbon than land-based forests.² And if we do not keep our oceans and biodiversity alive and kill them by pollution, we will kill ourselves in the next century. As sad as that may sound to you – it is the reality, and we need to change our way of living and start cleaning our oceans.

Today it may seem the easiest not having to deal with our world's pollution, but even if the word pollution might trigger a defensive attitude on your side, even if it gives you a

1 Vgl. <https://www.europarl.europa.eu/news/en/headlines/society/20181005STO15110/plastic-in-the-ocean-the-facts-effects-and-new-eu-rules>

2 Vgl. <https://earth.org/facts-from-seaspiracy/>



feeling of discomfort, endlessness and fear, you can contribute a part to save our oceans and the entire planet. Being here shows us, that you want to do your part and we would like to thank you first of all for joining us on our journey to fight ocean pollution!

1.2 What must be done – and how are we trying to help?

To prevent our oceans from becoming a dead sea, we need to stop treating them like a giant trash can. This includes using renewable material wherever plastic is replaceable. Another import step is to revert the human crimes, which have been committed to our beloved oceans and their inhabitants since the invention of the first synthetic mass-produced plastic since 1907.³ We will never be able to make up all the problems we have triggered by microplastics – But we can at least try to clean whatever is visible to the human eyes and stop throwing more rubbish into the oceans.

Therefore, every human being can contribute to this process and help saving our oceans. If it is by using less plastics, eating less fish or by donating money to NGOs that try to clean up the oceans and stop illegal activities all over the planet.

As CleanOcean we are trying to build a bridge between investing, rewarding our holders and donating money to NGO's that we believe in. We try to combine earning money by crypto with doing something for a good cause. That's what makes one of the most innovative and sustainable Tokes in the entire Crypto-Scene.

To stick to the truth – Our goal to clean up 90% of the floating plastic in our oceans is massive – But we are just getting started and with all our investors and believers we got a chance to make the planet a bit better and the oceans a bit cleaner every single day. Join CleanOcean – What is not a short pump and dumb – It really is a sustainable, long-term investment and an investment into a cleaner future.



2 Ocean Pollution – A thread for mother nature

2.1 What is the main problem?

Overfishing, over-fertilization, illegal fishing, destructive fishing methods, lack of government controls, misleading quality labels and unwanted bycatch are just a few of the threats to our oceans and the highly associated changes to our environment and ecosystems.⁴ Another non-negligible, essential threat to the incredible beauty and diversity of our oceans is the pollution of our seas by tons of plastic waste that happens all around the globe in every single second.

It is known that at least 8-12 million tons of our plastic end up in the ocean every year⁵, due to which over 1.000.000 seabirds and over 100.000 marine animals die yearly, to name just one of the many upsetting consequences of our current behavior.

While big pieces of plastics can directly lead to a fish's death, micro plastic might not kill the fish directly but when eaten will enter the human body. So while using plastic and eating fish might seem harmless to someone who's not well informed, both are actually very much connected to our own health, as our bodies are not able to process plastics and can lead to various health issues. Man made plastic pollution is such a massive problem, it's puzzling that it isn't more present in the media.

But something that is talked about even less and is just as responsible for the climatic change, if not even more, is the fishing industry itself. Over the last hundred years its approach changed so drastically that the fish population, as we knew it, doesn't exist anymore. The reason for that comes down to human greed and simply unawareness of its impact. Between the 1970s and 2010s our whole world's fish population sunk by 50%, further in 2021 about 34% of the remaining collapsed, got over-fished or are currently recovering from over-fishing. Many species, once important parts of the food

4 Vgl. <https://blog.wwf.de/warum-seaspiracy-ein-guter-und-wichtiger-film-ist/>

5 Vgl. <https://www.europarl.europa.eu/news/en/headlines/society/20181005STO15110/plastic-in-the-ocean-the-facts-effects-and-new-eu-rules>



chain, don't exist anymore or are about to go extinct, resulting in a massive collapse of our ocean's ecosystems. But would that be so dramatic?

The answer to that question is easily given: **Yes!**

Without functioning or dead oceans life on land is, simply put, not possible. About 50% of our oxygen is supplied by our waters, meaning that human race, as any other being on our planet, would not just have a "little problem" that one could easily adapt to. It also must be said that fish and other sea inhabitants are not responsible only for our cravings but also for the circulation of warm and cold water. The current human's fishing behavior leads to the oceans not being able to maintain a stable temperature. That again is the direct indicator to an overheated environment. One, that is so different from the one we know right now, there doesn't need to be any more reason to prevent entirely over-fished oceans from happening.⁶

If our oceans die, humanity will die.

As scary and terrible as this is, it is very much obvious that not a lot of people are aware of the absolute chaos our world is about to stumble in. Some of them that do, are not willing to let go of their own comfort in order to save our future from this fast-approaching catastrophe. Many people simply do not care enough about the future of our ecosystem, because they do not understand what it means for humans.

Humans including you and me.

For us to be able to survive on this planet, this must be changed!

Here is where CleanOcean and our DeFi asset CLEAN comes into play.

⁶ Vgl. Seaspiracy Documentation: <https://www.netflix.com/search?q=sea&jbv=81014008>



3 CleanOcean's vision and mission

3.1 Our vision – Or also called business case

CLEAN is a charity token that combines economic growth with ecological benefits. Our mission is to analyze, strategize and act. Not just locally but globally and hand in hand with investors, experts and activists. Protecting the earth and its habitats while growing financially through sustainable investments is a valuable strategy.

Together, we are riding the wave of blockchain innovation and focusing on ocean conservation.

Reducing ocean floating plastic by 90% is our vision and to achieve this, we are aiming to collect \$1,000,000.00 for relevant ocean-related charities, NGOs and small projects within one year. The rapid growth of this project in such a short period of time confirms that this vision is a realistic goal.

On the first day alone, \$1,000.00 have been donated to “The Ocean Cleanup” live on stream. This was a key milestone for the project, the team and the of stakeholders. We realized that this is an achievable goal.

The project has attracted more than 15,000 shareholders so far for a value of \$17,000,000.00 market cap at it's all time high and already made its first donation to ocean conservation efforts within just hours after its launch. Just recently we reached out to Sea Shepherd and donated \$7,000.00 towards their ocean conservation projects.

But this is just the start.

Attracting more shareholders to our charity token means raising the market cap and enabling us to provide dividends to our investors & budgets for further donations.



Through CleanOcean's market growth, investors benefit in two ways:

The portfolio value increases and more funds are available for our ecological goal of preserving and restoring our oceans.

This core value and intention is what makes CleanOcean stand out from other existing crypto tokens. Additionally, we want to engage and tackle ocean conservation hands-on with members of our team, not only talking to experts on stream, as we have already done multiple times, but also traveling to where the ocean preservation happens.

Once CleanOcean is an established name with strong partners and global reach, it will move into the next phase of developing its own projects and structures to rid the ocean of human plastic waste, filter micro plastics and combat over-fishing.

For example: we are planning on developing a mobile application to provide a database to learn about and directly support global ongoing ocean conservation efforts across the planet using fast and efficient Binance Smart Chain and CleanOcean tokens.

This is just one of the many projects to come on our way to our goal. We, the CleanOcean team, see it as our duty to help our earth recover from the damage that us humans are undeniably responsible for.

We appreciate your interest in the project and look forward to having you on board for this journey!



4 What is CLEAN all about?

4.1 CLEAN – A token to save the oceans

CLEAN is a deflationary, yield-farming crypto token which uses transaction fees to source funds for ocean-cleaning related causes.

This way CLEAN can generate immense amounts of liquidity, basically out of the air and the following segment will go deeper into the definition of these concepts and how it is executed by the smart contract.

4.2 Deflationary

Deflation is the direct contrary to inflation, meaning the increase of an asset-population. Being the contrary means that the population of a deflationary asset decreases while time passes, or certain triggers are met.

CLEAN started with a total supply of 1,000,000,000,000,000 tokens, of which 30% were sent to a dead wallet, also called a burn wallet or burn address, in the beginning of operations.

This action is called “burning” tokens.

The address of this wallet is 0x000000000000000000000000000000000000dead and can be tracked on BscScan with the following link:

<https://bscscan.com/token/0x579F11C75Eb4e47F5290122e87CA411644aDCD97?a=0x000000000000000000000000000000000000dead>

Since this burn address holds so many CLEAN tokens, it profits heavily from the constantly ongoing token reflection, triggered by any token transaction.

Meaning every time CLEAN tokens are being transferred in any way, tokens are being sent to the burn address, decreasing the total circulation supply, which makes the asset deflationary.

4.3 Yield Farming

Yield Farming is a process where the holder of a certain Cryptocurrency locks a given amount to invest it in the current Crypto markets, rewarding him with a certain interest-rate. Instead



of being stored on a wallet or CEX, the locked currency is being used as loan, earning interest as in a classic fiat bank loan.

Yield Farming is almost only used in the Ethereum Chain and Binance Smart Chain, being a popular way for Investors to earn interest on their assets. While Yield Farming interests can often be higher than the ones in traditional finance, the volatility is making it hard to set precise predictions.

CLEAN does NOT require the holder to lock their tokens while still providing the full features of farming more tokens simply by holding.

This is made possible by using transaction fees and reflection 5% of every transaction to all current holders, considering wallet size.

4.4 Activism and Investment

CleanOcean is a charity token that combines economic growth with ecological benefits. Our mission is to analyze, strategize and act.

Not just locally but globally and hand in hand with investors and oceanologists. Protecting the earth and its habitats while growing financially through sustainable investments is a valuable strategy. Together, we are riding the wave of blockchain innovation and focusing on ocean conservation.

Reducing ocean floating plastic by 90% is our vision and to achieve this, we are aiming to collect \$1,000,000.00 for relevant ocean- related charities, NGOs, and small projects in 2021, and to expand donations in the near future fiscal years.

The rapid growth of this project in such a short period of time confirms that this vision is a realistic goal.

On the first day alone, \$1,000.00 have been donated to “The Ocean Cleanup” live on stream. This was a key milestone for the project, the team and the community of stakeholders.



The project has attracted more than 16,000 shareholders so far for a value of \$17,000,000.00 market cap at it's all time high and already made its first donation to ocean conservation efforts within just hours after its launch.

But this is just the start.

Through CleanOcean's market growth, investors benefit in two ways:

The portfolio value increases, and more funds are available for the ecological goal of preserving and restoring our oceans.

This core value and intention is what makes CleanOcean stand out from other existing crypto tokens. Additionally, the team wants to engage and tackle ocean conservation hands-on with members of our team, not only talking to experts on stream, but also travelling to where the ocean preservation happens and helping on the spot with consultation and resource acquisition.

Once CleanOcean is an established name with strong partners and global reach, it will move into the next phase of developing its own projects and structures to rid the ocean of human plastic waste, filter micro plastics and combat over-fishing.

We, the CleanOcean team, see it as our duty to help our earth recover from the damage that us humans are undeniably responsible for.

4.5 Liquidity Farming and reflection

Half of the 10% transaction fee goes directly into liquidity accumulation.

The accumulated liquidity will then be used to fill the Liquidity Pools on Pancakeswap, XT and Coinsbit but also forward it to related organizations to fuel their operations.

Never has it ever been possible to connect investment and charity in such a seamless way. Investing in CLEAN provides a hardcoded interest-system where holders will receive more tokens constantly just by holding.



There is no need to register on a platform or to manually claim these tokens anywhere. Any investor simply needs to hold their tokens and will receive rewards automatically, according to the number of tokens being held.

This has been made through the 10% transaction fee which is applied whenever tokens are transferred.

The token sustains its own liquidity pool, rewards holders with more tokens and collects funds for charity, all through these margin-able fees.



4.6 The crypto-basis behind our ideas – Our tokenomics

Introduction of CleanOcean (CLEAN) token with the launch to the block chain on the 29th of April 2021. The smart contract was set in motion using Binance Smart Chain.

The tokenomics were as follows (in number of tokens):

1,000,000,000,000 Total Supply

300,000,000,000 Initial Burn

300,000,000,000 DxSale Pre-Sale Supply

310,000,000,000 PancakeSwap Supply

90,000,000,000 Dev-Wallet

(Numbers might vary slightly)

The founders hold around 8.5% of the total supply in a locked wallet.

This wallet exists to ensure the ongoing of the project and consists of the following parts:

50% Charity funds

30% Marketing budget

10% Development budget

10% Reserve



5 Most important –A reliable team, a great community and demanding milestones

5.1 What has been reached so far? – Our achieved milestones

On April 28th CleanOcean started its DeFi Presale of tokens to raise an amount of 100 BNB on DxSale, which got sold out in less than two minutes. Shortly after, CleanOcean quickly achieved multiple milestones, such as reaching 16,000 holders and a market cap at an all-time high of 17 million USD.

Furthermore, the CleanOcean smart contract signed over 50,000 transactions since the launch and with every one of those, funds for various charities could be collected.

Since the launch, CleanOcean already donated four times at a total of 14000\$ to projects we believe in and gained great partnerships with charities and other tokens which share our persuasion to change the world to the better.

Besides charity partners, CleanOcean also has many business collaborations in the crypto market with e.g., top 50 central exchanges like XT.com and CoinsBit and there are many more to be added.

One of the first priorities is to increase investors trust, hence the founders revealed their identity shortly after release and the rest of the fast-growing team followed up quickly. Even team members with no access to the projects funds or noticeable holdings are revealed.

The value of a very active and supportive community with over 6000 Telegram members and many more on platforms like Reddit, Discord and Twitter is immeasurable. Every member plays a huge part in every-day decision-making. Together with the community charities, influencers and strategies are discussed.

For example, holders have a saying in many decisions, such as potential partners or merchandise prints, as a close and personal connection to the community is key in modern communication and especially the early stages of growth. Building trust through a constant



flow of communication is an ongoing and never-ending process, that can always be improved on.

In the early stages after launch, daily voice chats on Telegram together with weekly livestreams on Twitch strengthened the bond between developers and community members. Since then, voice chats had to be reduced to focus on different aspects, but a regular releasing newsletter got introduced, enabling stakeholders to keep up to date with the constant improvements and developments.

5.2 Cornerstones of Clean Ocean – Team CLEAN

Jan Hornig

CEO and Founder at CleanOcean.

He studied business in Germany while founding the company together with his cousin Daniel Fecht at the age of 24.

During his studies and work for CleanOcean he collected a vast amount of experience in the areas of digital marketing, networking and communication management in, but not exclusive to, the blockchain sector.

Daniel Fecht

CTO and Founder at CleanOcean.

He studies Cyber Security in Germany and is active in cryptocurrencies and the stock market for over 4 years.

Since founding CleanOcean with Jan Hornig he gained extensive knowledge in the areas of smart contract development, blockchain technology and web development.

Daniele Maccari

Besides working as content creation director in the CleanOcean team, he also is the responsible coordinator of various CleanOcean related projects like the official merchandise.

He is currently living in Austria, working in telecommunications.

Alongside CleanOcean he is also a founder of a successful Italian comic universe, whereby he collected a vast amount of media knowledge.



Alex William Henseler

Part of the marketing team at CleanOcean and focuses on supporting the company's vision by creating engaging, visual content.

He has extensive experience in strategic development and technical execution of corporate films, a bachelor's degree in media design, and is currently pursuing his master's degree in user experience design.

Pauline Friedrich

Pauline is CleanOcean's environmental manager.

She is currently studying in Münster, Germany. As a design student she was able to perfect her ability to strategically elaborate ideas from square one into functioning concepts. She is responsible for CleanOceans environmental related components, such as finding new ways to educate the public on ocean pollution or building lasting relations with charities and potential partners. Additionally, she also plays a part in the community management, marketing and merchandising.

Paul Franke

Paul is responsible for the company's marketing on multiple platforms, for example on Facebook and Reddit.

He studies business administration in Germany.

In the past, Paul ran multiple Print-On-Demand and B2C stores, where he gained experiences in areas such as advertising or group targeting.

For CleanOcean, he manages the branding and the incoming user requests on Facebook and oversees sharing posts by or about CleanOcean on Reddit. Additionally, he advertises the token on Instagram and is very active in diverse crypto related chatrooms, where he answers questions about CleanOcean and helps solving problems.

5.3 The team behind the scenes – The Clean-Community and Investors

In 5.1 the importance of an active community and involvement in decision making was already displayed. This segment will briefly touch on how the strategy for large investors, also known as "whales", looks like and how individual community members can influence the success of the project.



Many projects see whales as a problem and there are a lot of tokens going as far as using rules and mechanisms in their smart contract to prevent investors from becoming too influential.

This is not a strategy CleanOcean is aiming for, since it has been proven in many different fields and markets, that big investors do play an important role in growth and success.

So called “angel investors” are often the key to bring a start-up company to another level.

In this sense it would be wrong to actively hinder people to become such.

You basically keep out manipulators but also shareholders with good intentions.

A solution much more fitting the projects spirit is communication. Constant communication flow, especially with influential shareholders, becomes the key tool, to bringing these whales on the side of the project and working together instead of separately. Understanding everyone’s goals and aspirations leads to mutual benefit and builds a strong bond between project and shareholder.

Of course, there are also investors and stakeholders who are not heavily invested in the sense of monetary asset allocation but passion for the potential of environmental and social impact.

CleanOcean would not be the same without these special community members, voluntarily using their own time and work to support the project.

There is steady support for promotion and content creation but since recently, some of these extremely strong and long-term supporters are being more and more included into areas that were only open for core team members before.

Nowadays these few highly trusted members are helping with web-development, influencer acquisition, strategy development and much more.



6 Final words

6.1 Outlook and future milestones to be achieved

There are many goals CleanOcean strives to meet as soon as possible, some are easy to put in numbers, like:

1. Providing \$1,000,000.00 to fund multiple projects regarding ocean-pollution and overfishing.
2. Multiple CEX listings for global presence and long-term partnerships
3. Growing social media following at least by ten times
4. Growing our number of investors to more than 100.000

The main target will be to establish CleanOcean as an international brand which works in between a huge network to connect the DeFi and eco sector.

Also opening access to investment for as many people as possible, worldwide, is not being done by only listing on multiple central exchanges. English is often a gatekeeper for billions of people, which proves the necessity of translation and making it easy to understand people from different countries and cultures how CleanOcean can and will shape the future.

The release of CleanSwap created the first branch into the direction of technology development. Developing sustainable, blockchain based technology will be a main priority of CleanOcean moving forward.

6.2 What is important to us? – Final words to current and future investors

We believe in blockchain, crypto, crow-funding and reaching for breakthroughs that cannot be achieved by a single person. Our world has seen many amazing inventions and the focus on our ecosystem is constantly increasing. The vast majority is starting to understand that everything has a price and our survival depends on how much we will push the taxation of nature. We as CleanOcean will play our part in this development and allow people to invest directly into our survival, well-being and sustainability.



We appreciate your interest in our project and look forward to having you on board for this journey!

