

Steve Wozniak back in the game after 45 years since Apple

Steve Wozniak is starting a second company, 45 years after he co-founded Apple in Steve Jobs' parents garage in 1976. This time, Wozniak is starting a business in the green tech and blockchain space called Eforce, according to a statement released Friday.

Eforce, which has been in stealth mode for almost a year, is a marketplace for corporate or industrial building owners to have "green" projects funded. According to Eforce, "investors can participate in energy efficiency projects by acquiring tokenised future savings," while companies benefit from such improvements "at no cost." Using blockchain, "a smart contract redistributes the resulting savings to token holders and the companies without intermediaries based on exact consumption/savings data."

According to Wozniak, "energy consumption and CO2 emissions worldwide have grown exponentially, leading to climate change and extreme consequences to our environment. We can improve our energy footprint and lower our energy consumption without changing our habits. We can save the environment simply by making more energy improvements," he said in a statement about the company.

Wozniak created Eforce "to be the first decentralised platform that allows everyone to participate and benefit financially from worldwide energy

efficiency projects, and create meaningful environmental change,” he said.

The company’s cryptocurrency token, trading under the token named WOZX, was made public on Dec. 3 on HBTC, a marketplace for decentralised currencies, and will launch on Bithumb Global, another marketplace for decentralised currencies next week, according to a Medium post about the company. Cryptocurrency is highly volatile, it is worth noting.

“In these difficult times, many small companies are struggling. They can’t afford to switch to LED lighting, streamline production processes, or even insulate to conserve heat, all of which could save them money in the long term,” Jacopo Visetti, project lead and co-founder of Efforce said in a statement.

“Eforce allows business owners to safely register their energy upgrade project on the web and secure funding from all types of investors around the world. The companies will then have more available cash to use for other critical projects such as infrastructure or hiring,” Visetti said.

Today Wozniak’s first venture, Apple, has a market cap of more than \$2T.

This article was originally published on ParlayMe.