FEEDCHAIN

White Paper

ABSTRACT

Research reveal that Over 1 billion people worldwide, work in food and agricultural industry generating $2.4 trillion for the global economy. Since 2012, meal delivery and grocery delivery startups have raised more than $8.4 billion in venture capital, cumulatively.

To put it in perspective, that's more than every restaurant IPO of the last 16 years, combined— making fast casual look like a speed bump. However, at the same time, it has also been found that food industry has been facing grave problems such higher production and maintenance costs, lack of food variety, non-visibility and monopoly of government and centralized institutions controlling the food industry.

We present Feedchain — A state of the art decentralized platform on which people can use their houses as home-based restaurants, and farmer's fishers, or gardeners can use their houses as home-based farmer's markets. This white paper tends to give information about Feedchain platform and Feed cryptocurrency, its mission, vision, strategic business and technological model, advantages over its counter parts, its team, ICO details and roadmap towards actualization of the end-product.

Our team is growing, and we are seeking out partnerships with interested parties. We are highly complimented and appreciated for our idea and have gotten great mentorships and partnerships that helps us fine tune our vision and refine our market propositions. We are thankful to our supporters, partners, all willing to participate in our ICO. We are setting the stage for a whole new economy.

This whitepaper will be published on a yet to be disclosed date. We recommend following updates on our website and other media channels periodically for new information and updates.

For more information, visit
https://www.Feedchain.io

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BACKGROUND

The global food retail industry has been experiencing steady growth in the last couple of years. With a marked change in customer preference, a sharp move towards online shopping, rising global population and an increase in the purchasing power of emerging markets, the global food retail industry continues to grow at a good pace with the above-mentioned factors driving the industry. Furthermore, government investment in infrastructure and the entry of global food giants in emerging economies has led to a boom in the food retail sectors of these markets.

China and India are driving rapid growth in the global food retail industry, as Asia Pacific remains the largest market for food retail globally. Indonesia and Thailand are also witnessing excellent growth as modernization of traditional outlets is taking place.

Meanwhile, food retail market in Europe, particularly Western Europe, is thought to have already reached a saturation point. Countries such as Italy, Spain, Denmark, France and Greece are in fact seeing a decline in their food retail industries.

With supermarkets or hypermarkets accounting for the largest sector in the global food retail industry, there is no doubt that the future of the industry remains bright with the industry value expected to reach roughly 7,500 billion USD by the end of 2019.

The business of delivering restaurant meals to the home is undergoing rapid change as new online platforms race to capture markets and customers across the Americas, Asia, Europe, and the Middle East. Although these new Internet platforms are attracting consider- able investment and high valuations — already, five are valued at more than $1 billion — little real knowledge about market dynamics, growth potential, or customer behavior exists. Research from McKinsey, based on a six-month study covering 16 countries around the globe, provides insight into this fast-changing market.

By far, the most common form of delivery is the traditional model, in which the consumer places an order with the local pizza parlor or Chinese restaurant and waits for the restaurant to bring the food to the door. This traditional

category has a 90 percent market share, and most of those orders — almost three-quarters — are still placed by phone. However, as in so many other sectors, the rise of digital technology is reshaping the market. Consumers accustomed to shopping online through apps or websites, with maximum convenience and transparency, increasingly expect the same experience when it comes to ordering dinner.

Two types of online platforms have risen to fill that void. The first type is the "aggregators," that are built on the traditional model for food delivery, offering access to multiple restaurants through a single online portal. By logging in to the site or the app, consumers can quickly compare menus, prices, and reviews from peers. The aggregators collect a fixed margin of the order, which is paid by the restaurant, and the restaurant handles the actual delivery. There is no additional cost to the consumer. With that

asset-light model, aggregators post earnings before interest, taxes, depreciation, and amortization (EBITDA) margins of 40 to 50 percent. Although investment continues to pour in (Delivery Hero and Food panda, for example, both attracted €100 million in new investment in 2015), most of the consolidation in this subcategory has already occurred.

Just like the aggregators, new-delivery players allow consumers to compare offerings and order meals from a group of restaurants through a single website or app. Crucially, the players in this category also provide the logistics for the restaurant. This allows them to open a new segment of the restaurant market to home delivery: higher-end restaurants that traditionally did not deliver. The new-delivery players are compensated by the restaurant with a fixed margin of the order, as well as with a small flat fee from the customer.

MARKET OVERVIEW

Since 2012, meal delivery and grocery delivery startups have raised more than $8.4 billion in venture capital, cumulatively. To put it in perspective, that's more than every restaurant IPO of the last 16 years, combined — making fast casual look like a speed bump. According to a 2016 industry report from Morgan Stanley, the food delivery market still shows a $210 billion market opportunity. The food delivery market's current worth amounts to just one-half the penetration of e-commerce and one-eighth that of online travel. Consumer use of delivery services is certainly on the rise. In the U.S., weekly use of meal delivery

services doubled in just five years (between 2010 and 2015). In India, food ordering is growing up to 20% per year. In the UK, it's expected to triple by 2020. At the same time, less money is being spent on fast food meals — people are still eating, they're just looking for even more convenient ways to do it.

At least five of the online delivery platforms are each valued at more than $1 billion and, overall the food and grocery delivery startup market are showing signs of strength and maturity.

THE WELL-FUNDED FOOD & GROCERY DELIVERY MARKET IS SHOWING SIGNS OF MATURITY

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Total 3 Month Moving Average ----- Size per Round
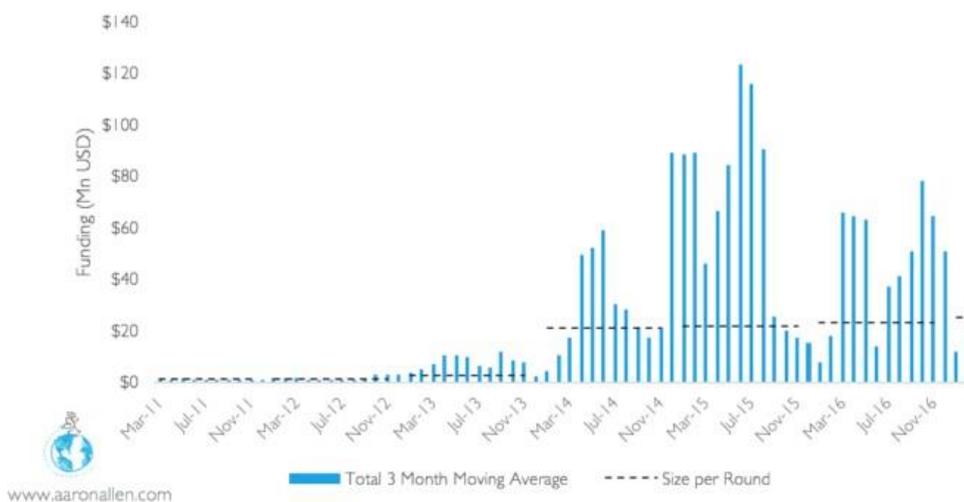
Source: Aaron Allen & Associates based on CBInsights
*Notes: U.S. Food and Grocery delivery companies which raised their first equity funding since 2011 and have more than $5M in funding.

Worldwide, the market for food delivery stands at $117 billion, or 1 percent of the total food market and 4 percent of food sold through restaurants and fast-food chains. It has already matured in most countries, with an overall annual growth rate estimated at just 3.5 percent for the next five years. Because food is a basic need of human, agriculture is a versatile business that is here to stay till eternity.

Statistics reveal that Over 1 billion people worldwide, work in food and agricultural industry generating $2.4 trillion for the global economy. However, at the same time, it has also been found that food industry has been facing grave problems such higher production and maintenance costs, lack of food variety, non-visibility, and monopoly of corporate and centralized institutions controlling the food

industry. Long chains of agricultural products delivery used by transnational corporations, have led to a decline in the consumption of local products. That has led, in its turn, to a reduction of the number of small and medium-scale farms, increase of the average age of farmers, thus lowering the competitiveness, turning the heavily fragmented market of agricultural products and foodstuffs producers into the market of large corporations and intermediaries.

Some of the grave problems faced by food and agriculture industry of the day are:

PROBLEMS

High restaurant opening and running costs:

Average restaurant startup costs vary from a few thousand to a few million. According to a survey by restaurantowner.com, the median cost to open a restaurant is $275,000 or $3,046 per seat. If owning the building is figured into the amount, the median cost is $425,000 or $3,734 per seat. Most survey respondents estimated these median costs were 15% above their projected budget. For an ordinary person, especially from those who are based in under developed and developing economies, $275000 is a very big number which almost 75% of the people can never afford.

High costs renting super-market/farmers market shelve spaces Shelf rental fees, commonly referred to as "slotting allowances" in the food industry, are becoming more expensive as the demand for limited space increases. These fees, an accepted cost of business for most manufacturers, are intended as a one-time fee to reimburse grocers for the costs of introducing a new product. Shelf space that used to cost $300 to $1,500 per new item in 1982 will increase to $3,000 to $40,000 by 1997, according to a recent survey

by a Colorado market research firm.

Lack of food variety
VARIETY is an extremely important factor in diet. For a normal person, he needs to have a variety of available options from which he can select and eat according to his preferences. Traditional restaurants limit our options by providing a very limited variety of food items from which a customer must choose.

Higher rates to the consumers
Considering a limited number of restaurants whose rates and pricing are often uncontrolled, cost of food for end consumer is too much. A middle man takes a major share of the deal and as a result, the end consumer must pay more than it really costs.

Farmers and Food producers depriving of the major share
Even in the developed countries such as United States, a farmer gets only 16 cents for every dollar paid by the final buyer for the products he has produced. This is due to the monopoly of restaurants owners and associations and

the middleman who are taking a big share of the farmer's earning.

No Access to Basic Banking
Almost two billion of people on Earth do not have any access to the banking services and are excluded from the modern economic processes.

Lack of transparency

- Corporate secrets: People don't really know the food item they are eating is good for their health or not. The incidents and formulas are kept hidden keeping end consumers in dark

- Expiration-date tags could be false: On various occasions, restaurant owners have been reported using false expiration dates and as a result selling expired products which in some cases affect consumers badly

- Bad processing: No transparency system of how the food is being processed.

Corporate oversight Due to government and corporate oversight, extra fee is implemented which leads to higher rates for the end consumers and reduced share of earning for the farmers.

INTRODUCING FEEDCHAIN— THE SOLUTION
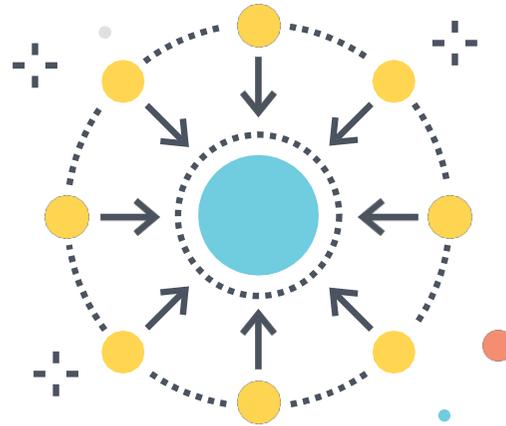
Feedchain is a decentralized mobile and web application platform on which people can use their houses as home-based restaurants. Also, farmers (crop, animal, poultry), fishers, or gardeners can use their houses as home-based farmer's markets.

It utilizes the disruptive nature of blockchain technology in combination with other sophisticated technologies to decentralize the food-chain sector of a centralized market economy.

To appreciate how this works, we must first create an understanding of a centralized market economy. In the early days of trading, the concept of a central location where everything could be traded was introduced and till today we know it as a market. Those days, it was unlikely for traders to gain success while selling from their houses due to lack of exposure. It thereby caused businesses to migrate from homes into markets. We are now in a new technological era in which operating a successful home-based business is possible. We are now able to decentralize pieces of the centralized market economy with technology.

On the Feedchain is a decentralized application, people can cook and sell food from their houses as home-based restaurants. Farmers can use their houses as homebased farmer's markets. Consumers can skip the market and buy fresh and un-processed grocery from the houses of their local crop/meat farmers, gardeners, fishers, etcetera. Feedchain rely on a sophisticated stack of technology including mobile phones, Artificial Intelligence, high speed data, GPS, Blockchain and APPs in combination with the Ethereum blockchain to create a decentralized and tokenized economy within the food industry.

By combining technologies, companies like Uber have disrupted a piece of the transportation industry by giving car owners the ability to self-employ using their platforms. However, these companies are centralized companies-meaning that they have power of manipulation over their customer's personal data. These companies are missing blockchain on their technology stacks.

Home based Restaurants:

Individuals use their personal houses to sell food as a home-based restaurant saving them the costs of opening a conventional restaurant. It further eliminates the role of a third party/intermediary and thus giving a big share of the amount to both the buyer and the seller which previously would be taken by middleman. As a result, cheaper rates are offered to the consumers.

Home based Merchant Stores:

Farmers, fishers, merchants, can sell their products from home without opening a store or buying shelve spaces at supermarkets. Diversity of cultures around the globe means tons of different dishes with different varieties. Feedchain application will provide a platform where farmers and store owners can create virtual restaurants and stores which will be listed and available to a multitude of registered users.

Customers will have the option to search for restaurants based on their personal preferences and geo location, and the smart search feature would display them Stores which are best suited to the customer.

OUR VISION

Feedchain home-based restaurant platform will be an immediate means to provide employment to millions of unemployed home owners around the globe. A means through which consumers around the globe will have access to endless varieties of pleasurable meals and freshly harvested groceries. In a short time, Feedchain will be a house hold name and a new blockchain economy. Feechain will be to the food industry what Facebook is to the social-media industry.

Features
Transparency
What you see is what you get!

- Consumers will have the option to buy crops pre-harvested. Transactions are recorded on the blockchain.

- Consumers buy fresh and even live fishes, chicken, etc.

- No food processing or false expiration dates as the data is managed by block chain which is unalterable and incorruptible

Peer to Peer Mode of Payment:
The decentralized blockchain Integration allows Feedchain users to make or receive payment without involving a middleman and thus saving them about 25% of the amount previously charged by the middleman. Payments would be sent directly into the buyer's wallet without any deduction or tax.

No Role of Third Party
No corporate oversight and data manipulation due to blockchain and open ledger technology which means no third party is involved and thus eliminating a big share of fee previously charged by third parties.

Decentralized having no single point of failure
By storing information in multiple cryptographically validated ledger copies across a network, Feedchain eliminates single points of failure, hacking attacks, or control by any single entity.

Trust Less System:

Exchange happens between involved parties without the oversight of an intermediary third party. Smart contracts built on Ethereum blockchain creates a trustless environment for transaction as trust is developed through the transparent system of blockchain that enable any one to see any transactions happened at any time.

Maps and Location:

Maps and location service to enable consumers find the location of home-based restaurants and stores. There will be integrated a smart route management and guidance system helping user to reach their destination through best possible routes.

Security:

Security assurance by using web3.0 stack to create complete decentralized mobile/ Web app for FEED on the Ethereum blockchain. Feed Coin is based on the latest smart contract technology of Ethereum blockchain— making it one of the most secure cryptocurrencies. It allows peer to peer mode of payment, so you won't have to worry about a third party getting any information or your data. All your data is encrypted, and your digital assets reserved in a wallet only you can access. Because each block is linked to a preceding block, it is virtually impossible to change historical records as each block has a permanent timestamp that allows for tracking and verifying information.

Transparency:

Transparent transaction visibility on the APP through the help of distributed publicly shared public ledger allowing any one at any time from any part of the world to investigate the transactions being carried out without having the authority to tamper it.

Dedicated Wallet:

A dedicated wallet called FEED wallet would be built into the mobile and web application. It would be auto generated upon successful registration of a user and will allow the Feed coin holders to hold, receive, send or spend any food items within platform

Smart search and filter capabilities: The combination of Artificial Intelligence, Big Data integration, and GPS based location tracking will enable a user to search for Food items and other agricultural items intelligently. Smart searching will be based on factors such as Overall Community preferences, Transaction History, Geolocation, Personal preferences, Reviews given by peers and ratings.

Synchronization between Mobile and Web:

The platform will feature
automated Synchronous capability between mobile app and web enabled with continues integration and continues delivery APIs.

Blogs:

There will be a built-in blog
within the Feedchain platform where a user can monetize the content he/she creates by publishing it. The better the quality of the content, the more it would be liked and appreciated by the community and as a result the content creator would be rewarded with Feed coin accordingly.

Built in chat:

The built chat feature would allow peer to peer communication between sellers, buyers or any other party involved within the Feedchain

Ecosystem will be simplified, efficient and without any need to use other platforms for communications.

Smart Ratings:

The built-in ratings capability of the Feedchain platform allows buyers or food consumers to rate the quality of the food or service they received and thus ensuring that the right services and food items are delivered. Also, to check the credibility of the reviews, the Smart Rating System would be connected to the smart contracts ensuring that reviews for only the concerned service which has taken place is provided.

Comment section and Review:

A comment section where a user can endorse or explain the service and the food he/ she received and its quality. To assure quality service, Feedchain will use Artificial Intelligence and Machine Learning based technology which won't allow users posting fraudulent reviews or rating. Transactions and orders would be linked to a smart contract which will allow buyers to rate the service after completion. The smart contract in combination with AI will check for the credibility of the transaction and review.

FAQs and Customer services system:

A dedicated section would be reserved for helping resolved customer issues and queries. Well experienced customer relationship managers and public relation officers would be hired to ensure that the customers get a quality customer care they are looking for.

HOW FEEDCHAINWORKS?
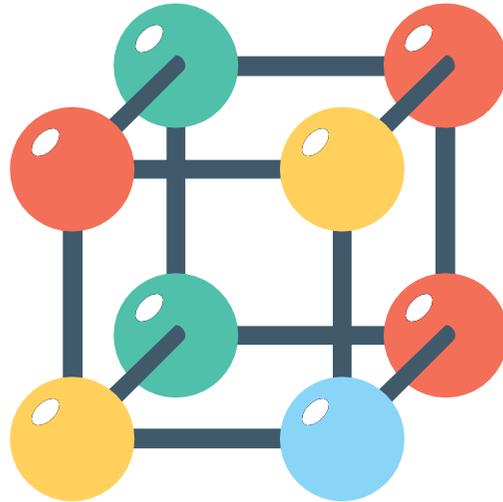
Feedchain provides a single marketplace for all sorts of home-based food services. Whether you are looking for a home-based restaurant or agricultural products, you can interact peer to peer with a huge number of users listed on Feedchain platform and achieve your desired goals. The cutting-edge business model backed ensures that the marketplace offers safe, secure, quality and economical services.

Both Seller (Customer and Home Restaurant Owner) and a buyer will create their respective accounts on Feedchain platform. The Seller will list an advertisement describing the service he/ she wants to offer. A buyer looks for the required service and will be shown the best offers based on preferences, reviews, peer ratings, and location etc. Buyer orders the service or contacts the seller using Instant Chat feature. Once an order is placed, the amount is reserved automatically   in a Multi Sig wallet, which ensures the amount is released only when the rules defined within the smart contracts are fulfilled

TECHNICAL ARCHITECTURE
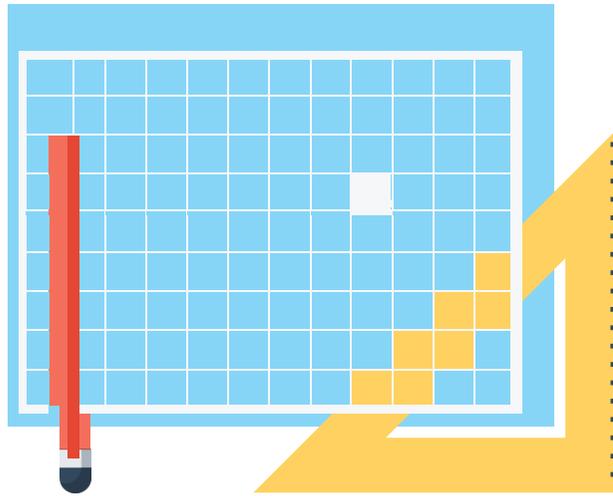
FEED Coin

FEED Coin is a modern age Ethereum blockchain based cryptocurrency that allows peer to peer mode of payment. It would be used for daily transactional activities happening within the Feedchain financial ecosystem, for buying and selling food and other agricultural products and can also be used as a peer to peer exchange and store of value between users securely, efficiently at reduced costs. As mentioned earlier, Feedchain will utilize Ethereum blockchain technology to enhance its services to consumers, sellers, and merchants.

This allows a level of transparency that was previously unrealized, while incentivizing users to adopt and use the platform. This will be done through the creation and use of FEED tokens.

FEED is the token/currency designed to be used within the Feedchain platform. It is the sole currency that runs the Feedchain platform, gives and extends its functionality. With the use of FEED, you may access and utilize the Feedchain platform. A connection with the Ethereum Main net

will be handled using Parity, which will serve as our Ethereum node. This will ensure that our connection to the network is always synchronized, and transactions can be processed and validated fast and securely. A React and Web3 stack will be used as our front-end bridge and interface to monitor all events in real-time.

Smart Contracts

Feedchain uses Smart Contracts based technology for its transactional purposes. Smart contracts help you exchange money, property, shares, or anything of value in a transparent, conflict-free way while avoiding the services of a middleman/third party.

Usage of Smart Contracts in the Feedchain ecosystem would ensure that in our blockchain-based distributed ledger environment, clearing and settlement happens within seconds.

Feedchain Smart contracts will offer a way to verify and order transactions in a distributed ledger, a record of consensus that is validated and held within a network of separate nodes.

All transactions will have an auditable trail and a traceable digital fingerprint. The data on the ledger is pervasive and persistent, creating a reliable "transaction cloud" where transaction data cannot be lost.

By usage of Feedchain Smart Contracts, farmers, home based restaurant and store owners, and retail traders will be given ready access to money from a stock sale immediately, whereas market makers will be provided a longer settlement time to net trading activity. It will further create an opportunity for new products and businesses — associated with Feedchain ecosystem— that optimize settlement for participants and price the service accordingly.

Feedchain uses Smart Contracts technologies that are the deterministic exchange mechanisms controlled by digital means that can carry out the direct transaction of value between untrusted agents. Feedchain use this technology to facilitate, verify, and enforce the negotiation or performance of economically-laden procedural instructions and potentially circumvent censorship, collusion, and counterparty risk.

Being a decentralized database of nodes in a p2p network that contain identical instances of a p2p verified information which was verified by each node on that network and is visible through an open ledger. This simply means that a group of computers on a secure network verifies every single transaction done on that network and stores the output on every single computer on that network and there is a public ledger displaying the information to the public.

FEEDCHAINTOKEN AND TECHNOLOGY

Feedchain will generate a token smart contract for creation of its ERC20 Feedchain tokens. Tokens will be allocated to buyers through a devised, predetermined structure. There will be two planned stages to purchase, a presale and a crowd sale. The limited presale will be used to generate initial funds for crowd sale preparation and development. The crowd sale will allow for maximum user adoption and token distribution. The Feedchain token will be used in phase one of the Feedchain explorer ecosystem and will be used for storing transaction signatures and metadata as signatures for encrypted storage on the blockchain, and data server platforms.

This is done as a proof of concept. Current members, sales portal, and object information are being stored using Maps in this transition phase. Data storage of pictures and extended data are simply too expensive in terms of Gas on the Ethereum platform at this present time.

We will be exploring ways to include all data on the blockchain through off-chain or scaling solutions.

In the longer run, the Feedchain platform will operate its own native dedicated encrypted wallet. It will also give users the ease of mind to opt to utilize existing wallet platforms and blockchain explorer APIs to maintain a current balance of user tokens.

As this smart contract system evolves, the infrastructure will need to be modified to keep pace with emergent upgrades to the blockchain protocol. From the standpoint of data storage, our platform is blockchain-neutral, and the calls it makes to write to the platform are not married to any given coin ecosystem.
The Feedchain API is platform-agnostic, and the data can be stored on any blockchain or server; the key here is that the proof of concept is complete, and Feedchain engineering is focusing on keeping costs low and throughput high for users during the benchmarking phase of the deployment.

Token-Driven Ecosystem
The FEED token bootstraps its own transaction reward ecosystem, starting with platform users who promote the crowd sale.

The commercial activity ledger is the backbone of the Feedchain ecosystem and provides the decentralized capability of validating customer and vendor activity. The activity ledger facilitates trust in user's peer to peer activities. Feedchain virtual stores— third party products across many different domains. Any party who can attest to activities by an individual user or merchant organization — whether through items sales or some other activity— can contribute validation data to the ledger, and any party who can access the ledger entries can potentially get value from the data, in accordance with the data-sharing terms specified by the smart contract- based agreement between participants.

FEED transactions will be done on the blockchain. Each block added onto the blockchain from Feedchain will contain anonymized information about an organization, product, or individual. The data encryption is done in a way that allows only specific groups of authorized parties to pull data relevant for their own use. For all other parties, the data is to be untraceable to specific individuals but still valuable for statistical and data aggregation purposes. This gives everyone control over what data can be created, shared, and accessed, all using the Ethereum blockchain and smart contracts.

DEPLOYMENT PLAN

Combining all the above aspects, Feedchain acts as a platform for serving customer-oriented needs in flexible transaction formats (i.e. buy, sell, receive). As the platform provider, Feedchain's primary mission is to deploy its core framework stage by stage, while allowing developers to create add-on apps and services to their existing online offerings.

Being a home-based restaurant and agricultural products supplier Feedchain is disrupting and unfreezing a billion-dollar industry, the Feedchain platform has no known predecessor in the world of cryptocurrency platforms. As such, Feedchain core code serves Business-to-Customer, Customer-to-Customer, and Business-to-Business interactions with a set of simple APIs that are already available for review.

Feedchain plans to create a cryptocurrency that will create an economy to allow users to receive a percentage of all transactions.

INITIAL DEVELOPMENT EFFORTS

Initial Development Efforts

The objectives for Feedchain are clear and have been refined not from speculative ideas about how a program   should   work, but the result of experience and industry observation derived   from already working in these business areas, and by experienced founders.

Growth Plan

As part of the initial ecosystem building process, Feedchain has tapped its initial clients for its already established user groups, since many of the Feedchain promoters have familiarity or participation with the platform. Feedchain will then identify key Investment Banking industry related products or organizations with a significant global footprint so that the platform can scale seamlessly; where significant amounts of FEED tokens can be tokenized into Feedchain platform, and in turn, the marketing team will identify the participants who will most quickly boost the value of the token.

Feedchain is already in late discussions with key representatives that are simply awaiting our final roll out, which gives it immediate participants around the globe. Feedchain founding and advisory board has already worked in leading Investment Banks through-out the world and will continue to develop and ensure state of the art features and business model is integrated with the platform. This will be done at the local, regional, national, and global scale.

BUSINESS MODEL

FEED utilizes proven and successful business methodologies and employs outstanding and well qualified business developers to further develop, fine-tune and to deploy refined versions of these methods. The business model is to revolutionize the retail food industry by making it decentralized and allow people to host restaurants and sell other food products directly from their home.

Use of advertisement:

• The platform would allow businesses and startups to put their advertisements on its native application and share a fair percentage of the revenue generated from these digital advertisements with its token holders.

Minimal Deduction from the Net Fee:

To ensure the platform is up and running and manage the operations in a profound manner, Feedchain will charge a minimal percentage i.e. 0.25% of the total amount from the Home-Based restaurant or store owners.

Marketing Policy
Use Community to Nurture Currency

To make Feed Coin marketable, the first step we follow, is to find a community and build a currency around them, rather than building a currency and expecting everyone to show up. We focus on making it sensitive to their needs and be relevant to their cultural heritage and background.

• We intend to conduct seminars, use TV Campaigns, Forums, Blogs and use our social media platforms to further enhance and gain trust of FEED holders.

• The unique approach taken by FEED CHAIN would enable its community to get a distinguished position in the crypto world.

• Building such protections both in terms of technology—Feed chain products would be based on— and the careful measurements for building the community i.e. KYC and AML policies, would help in nurturing the development of Feedchain to give our currency legitimacy and gain trust in the eyes of the public, something that is hard to do if those involved in the currency trade are passive spectators looking out for their own interests.

Community Building Strategies

Some of the mediums we use for community building include but are not limited to: -

I. Word of mouth marketing

It means when you are apprised by someone you trust directly. Having already offered a fair share of Feed Coin to our first Endorsees – Our Principle Advisors, they are committed to the cause. As it says that there is no marketing better than the word of mouth, we are at a huge advantage because of our already developed network.

II. Crypto Expos

To spread our message loud and clear to our potential investors, we create awareness campaigns across the world and always participate in crypto- expos. We sponsor a lot of mega events and our professional marketing team actively participates in these expos ensuring maximum conversion of Feed Coin.

III. Strategic Alliances

We keep partnering with key merchandisers around the world from time to time, as it is beneficial for both the parties, and helps in enhancing acceptability of the coin.

IV. Air Dropping and Affiliate Marketing Policy

We also aim to conduct an Air Drop and launch an affiliate marketing policy for expanding our community and ensuring that our message is reached to maximum number of people.

Attracting and convincing merchants

One of the most important aspects for a cryptocurrency is: marketing it so well that its miners and holders have a place to spend it. We know our target group and have the best strategies in place, to convince even those who are not aware of the crypto. We aim to get the currency accepted as a payment solution in online shops to get their attention. To do so, our approach is not just about educating them with factsheets, but also to inspire them to learn and discover the advantages of investing in our coin. Money is a ledger, it is a tool that people use as a way of achieving their goals and satisfying their needs. We aim to help people fulfil these desires and needs by providing them the right startups to invest in. We know that merchant adoption is like miner adoption, however, it is just a matter of understanding their different outlooks.

Attracting customers using freebies and bonuses.

- Free tokens to consumers for their first transactions, frequency, etc.

- Free tokens for sign-up and referral bonuses

- Free tokens to home owners utilizing FEEDs platform

Keeping consumers by being a Brand

- Invest in high quality educative con tents like videos, live training and seminars, blogs, etc., free to home owners it aide them improve their product

- Provide round the clock costumer service.

FEEDCHAININITIAL COIN OFFERING (ICO)
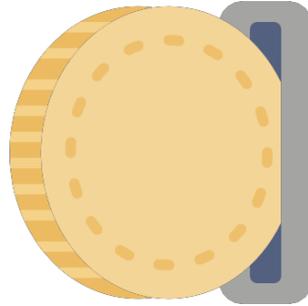
Feedchain is a decentralized virtual currency based on the ERC20-token – one of the Ethereum developed Technological Trends. In this virtual home-based food revolution, coin holders will have the benefit of instantly and effortlessly cash out their coins.

Feedchain system provides value added services for digital assets that are linked to the traditional economy, but far more efficient and cheaper for the consumer. Please check the Feedchain website (www.Feedchain.io) for the latest information.

Efficient utilization of funds, as well as business-based thresholds for both minimum and maximum raised. Furthermore, the ICO and post ICO development is governed by the industry's best practices in good governance for the project, team and technology. We are also offering premium rewards for early adopters. Visit www.feedchain.io for more information.

Pre-ICO

Feedchain is launching its Pre-ICO on July 31st, 2018 which will end on August 20TH, 2018. Softcap for pre-ICO is determined as 840 ETH. Price for the whole period of sale will remain the same – 0.025 USD per FEED (or 0.000042) ETH per FEED as USD<>ETH exchange rate is pegged to 593.71 USD per 1 ETH). On that stage buyers will get bonuses according to

the amount of contribution. Bonus structure you may find in paragraph "Token Metrics".

Feedchain Crowdsale

This will commence from September 1, 2018 to October 31, 2018. In this phase, we would be providing buyers with the main Initial Coin Offering sale which will be followed with an immediate exchange of FEED from their contribution. People who wish to support and invest in Feedchain will participate in the crowdsale by sending donations through coingate payment gateway. During the crowdsale, we expect to reach our hardcap – 29,400 ETH (this amount includes all the phases – private sale, presale and crowdsale).

At the end of the crowdsale, each participant would receive FEED corresponding to the amount in ETH they contributed. Furthermore, application of these regulations would ensure that people trying to scam the FEED token holders of their hard-earned FEED will remain unsuccessful and the token holders are rewarded for showing an enthusiasm for the project.

The more the number of FEED that is raised during a crowdsale, the more valuable each token will be. After the crowdsale ends, the tokens will be sold on exchanges that trade utility tokens.

TOKEN METRICS

In the table below, you may find all the info about token metrics and dates of all the stages of FEED Token Sale. Pay attention to the lock-up periods for private sale and presale contributors. All the private sale investors will get a 100% bonus. Taking part in presale gives you an opportunity to get a bonus from 5% to 20%. Remember, the more you contribute – the more bonuses you will get. Contribution over 841 ETH lets you get a 20% bonus. Also, as you see, there is no minimum contribution for crowdsale contributors, so that it is open for everyone.

TOKEN SALE	PRE-ICO	MAIN ICO
Date Start	July 31	September 1
Date End	August 20	October 30
Price per token	0.000042 ETH	0.000042 ETH
Lockup	3 months	1 month
Softcap	840 ETH	None
Total Hardcap	29,400 ETH	
Minimum Contribution	0.84 ETH	No Minimum
Maximum Contribution	840 ETH	84 ETH
Bonus	Bonus per contribution 0.84 ETH - 16.8 ETH = 20% 17 ETH - 168 ETH = 30% 169 ETH - 840 ETH = 50% 841 ETH - 1680 ETH = 100%	Bonus per contribution 0 ETH - 16.8 ETH = 10% 17 ETH - 168 ETH = 15% 169 ETH - 840 ETH = 25% 841 ETH - 1680 ETH = 50%

https://docs.google.com/spreadsheets/d/1ArPMemFRjevoR4Y9uf6siN5BrU9XGGILhStcsWpj0WY/edit?usp=sharing

TOKEN ALLOCATION

Total supply of tokens is 1,000,000,000 Feed. 100,000,000 Feed will be allocated during private sale (including bonuses). Presale contributors will also get 100,000,000 Feed. 350,000,000 Feed will be distributed during crowdsale. 10% of total amount of tokens will be held by team, advisory board will keep another 5%, which seems to be 100,000,000 FEED and 50,000,000 Feed accordingly. Bounty program participants will have an opportunity to keep 5% of total supply (50,000,000 FEED). Another 25% (250,000,000 FEED) will belong to reserve.


https://docs.google.com/spreadsheets/d/1ArPMemFRjevoR4Y9uf6siN5BrU9XGGlLhStcsWpj0WY/edit?usp=sharing
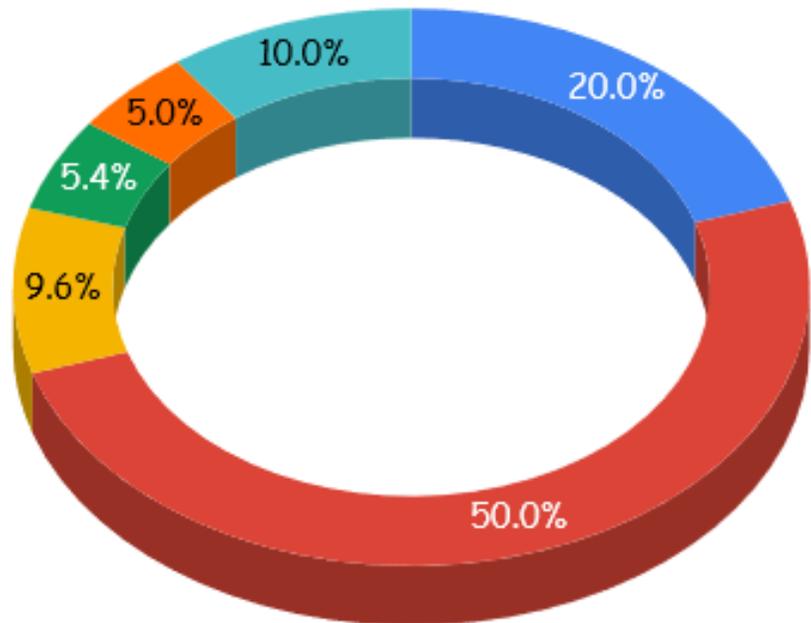
USE OF PROCEEDS

Raised funds will be used by Feedchain for the development of the product. Naturally, this way of use of proceeds possesses 50% of all funds. Development and growth cannot occur without highly qualified specialists and strong team – founders, developers, marketers etc. – that is why 10% are supposed to be used for new hiring and team building, another 5% - for founding team. Good marketing and promotion plays a vital role in modern economy, that is not only advertising or PR – that is the way to find out preferences and willingness of the customers, that is one of the main sources for building a vision of future product, make it the most customer-oriented. In addition, the project will need about 10% of raised funds for legal and administrative purposes.

We are aiming to make Feedchain as the leading blockchain platform and have devised a proper plan that will give our dream a practical implementation. The proceeds from the token sale will fund the product launch, continued platform development and user acquisition.

- Development and Growth 50%
- Hiring Specialists and Building Team 10%
- Marketing Expenses 15%
- Promotion Expenses 10%
- Administrative Charges and Legal Issues 10%
- Founding Team 5%
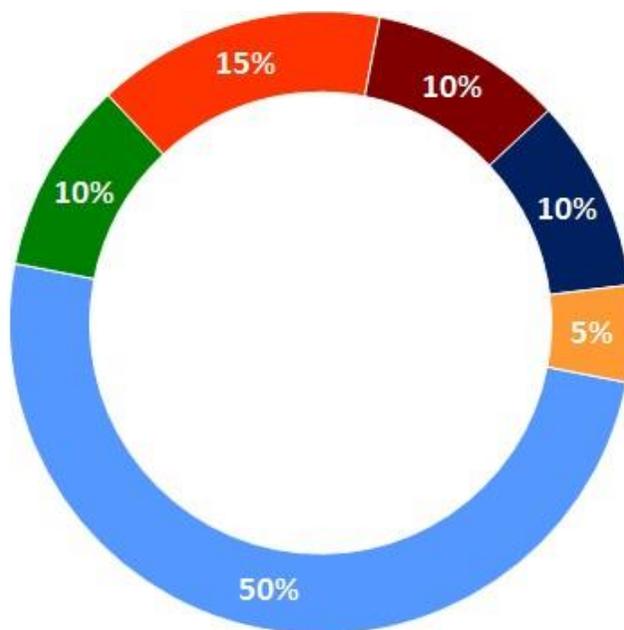
ROAD MAP

2018 Q3. Pre-sale and crowdsale

FEEDCHAINBETA launch **.Q4**

Q4 FEED releases on exchanges

FEEDCHAINBETA evaluation **.Q1 2019**

Q2. Official final product launch

TEAM

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Architect

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Marketing Assistant

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Copy Writer

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Assistant

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GLOSSARY

API: a set of programming libraries and functions that allow outsiders to interact with a given system infrastructure.

ERC-20 token: a token that is created on the Ethereum platform via Ethereum token smart contract which easily allows point-to-point token exchange.

KYC: Know Your Customer, a set of procedures to determine with a high degree of certainty the identity of a participant.

Smart Contract: an automatically enforced agreement among two or more parties in the ecosystem mapping a set of activities to ledger operations to be executed.

Token Exchange: a community established exchange rate, assigning value to a given activity or service