



# DEMETER.LIFE

## Background

**Demeter** is the name of an Ancient Greek god of agriculture, the symbol of life and the cycle of nature. This old spirit and the strong commitment to make life better for everyone encouraged us to start this project.

The human body is the most fascinating organism known in our universe and it requires careful treatment and the best source of energy: organic food.

Within the last few decades, mankind optimized supply chains and established a mass-production for food that has replaced small farms with wholesalers that focus on profit but not on trust or quality. Recent market studies are forecasting that the organic market will reach a volume of 500 billion USD by the end of 2025.

It seems that some of us have forgotten how fragile our nature and in particular our human bodies are. Nowadays it is almost impossible to get real organic food and even if you want it, it is almost unaffordable for most people.

We want to change that! From our point of view, everybody has the right to enjoy affordable and healthy food. - Wherever they may be!

**Demeterlife Ag4.0** is the only decentralized platform worldwide that offers an entire ecosystem for farmers and consumers. We ensure fair trade and 100% quality products.

As food is the essential driver to keep our body young and healthy we established **DMT** as ETH based token to supply our ecosystem with life and the possibility to run an environmental friendly ecosystem that bring benefits to all of us.

We are sure that together it is possible to revolutionize the way people live and enjoy food each and every day. Our aim is to bring people together and offer fair services based on technology, trust and the big wish to make our planet a little bit greener again.

We invite you to herald the era of Ag4.0 (Agriculture 4.0) together with us!

## History



Back in time, our ancient sisters and brothers had to struggle with many difficulties and burdens. Permanent food supplies as we know them today were unimaginable.

The desire of mankind was to settle down and encourage brilliant minds to establish new ways of living. Agriculture was born and people started to form small villages.



In last century one thing followed the next: new innovations were created such as fridges, super markets and pesticides, until even the manipulation of the genetic fingerprint brought about great opportunities. Unfortunately, mankind has become greedy and instead of keeping to our origins we have lost the control to multi-billion dollar companies.

As to life itself, nothing on our beautiful planet is permanent: new ideas are being born every day – constantly being transformed and improved. Old ideas often must make space for new innovations.

Once in a while such an innovation will lead into a revolution that changes everything.

We strongly believe, that we are close to such a turning point and **demeterlife** is the missing link to starting a new era of organic food.



## Demeterlife Ag4.0

Currency:	<p>One essential key factor to reach our dream is the usage of DMT, an ERC20 token based on the successful Ethereum blockchain.</p> <p>DMT is the soil of the entire ecosystem and ensures 100% secure, fast and cheap transactions from you to anybody else on this planet within 1-click. Everything on this entire demeterlife ecosystem can be paid with DMT.</p> <p>Since it is based on Ethereum you keep the full freedom to store DMT in various types of different wallets.</p> <p><i>You are not depending anymore on the mercy of banks and governmental institutions...</i></p>
Price Fairness:	<p>Finally farmers all over the world will be able to enter in direct contact with customers and receive a fair value for their work.</p> <p>Customers on the other hands will enjoy a quality food at fraction of they are paying today.</p> <p><i>We want to interrupt the cycle of exploitation where all the profit is made by big companies and trading agencies...</i></p>
Growfunding:	<p>A decade ago, crowdfunding became a new system that allowed everybody with an internet connection to invest small capital in startup companies. Growfunding takes this idea to the next level: instead of targeting a certain capital it allows people around the globe to rent micro-fields where their food will be farmed.</p> <p><i>Allow everybody to rent his own micro-field. – We truly believe, that this idea will change the entire market as we know it today...</i></p>
Marketplace:	<p>As a core feature in our ecosystem, the marketplace will be the first blockchain based store where people from all around the world will be able to trade goods or sell services in the food industry.</p> <p>You could call it the ultimate link for all parties in the value-added chain.</p> <p>Sell you delicatessens, buy new seeds, sell goods for further processing or simply offer training ...</p>
Ratings & Certificates:	<p>Almost every well-known certificate in the food industry nowadays is under the strong influence of lobbyists, governmental- and none-governmental organizations. All of them are often acting in their own interests.</p> <p>Our platform will give back this power to the community.</p> <p>A healthy mixture of onside quality audits and the strong usage of smart software algorithms will ensure the best quality. At the same time it will minimize the risk of manipulation and avoid centralized power.</p>

*Everybody is part of the certificate and every attempt to scam will not be tolerated.*

Community: Since we believe, that trust is based on transparency and communication, it is important to provide communication services that allow an interaction of the entire value-added chain.

But for us community means much more than that:

*The flow of information is controlled by you and the rest of the community*  
...

### **A short story about now and tomorrow...**

The farm of Enrico Poli is a family owned property and has been for generations. The time Mr Poli inherited the farm from his grandfather it was common that friends and neighbors came by on weekends and bought vegetables and fruit for their families. They came because they had trust in him and simply loved his wonderful tomatoes.

That was a long time ago... people have since left the village and moved to the big cities, the relationship between him and his customers has become impersonal. Enrico has now been forced by market makers to practice extremely intensive farming and using genetically modified seeds to improve the harvest.

Despite that he receives pennies for his work and constantly struggling to survive as independent farmer.

Enrico feels that *something* is wrong and almost ready to give up. – Then he heard about **demeterlife** and decided to give **growfunding** a try. He split up one of his tomato fields:

- 50 segments of 10m<sup>2</sup>
- Harvest in 3 months
- 10% risk on crop loss
- 100% natural, no pesticides
- Growfunding period is 2 weeks

Just after 3 days he surprisingly got a notification that all 50 **micro-fields** were all sold out.

Enrico and his family decided to use an old tomato seed and farmed as they did in the “*good old days*”. During that time Enrico sent pictures to his clients and even became friends with some of them.

At the end of July they started to pack the tomatoes and make them ready to be sent out.

Then a big surprise happened: George, one of his clients came to pick up his tomatoes by themselves. That evening changed the life of Enrico forever.

As Enrico and more than him, many farmers in the world, especially in underdeveloped countries, are facing every day hard life conditions and struggling to survive. Demeterlife aims to solve this issue and allow Farmers to obtain a more fair value for their work and Customers to pay less for higher quality food.

## Markets

### Step1 - Asia:

Emerging Asian countries lead the world economic growth in the past decade. In this countries society is getting more and more wealthy, healthcare and lifestyle industries are extremely fast growing markets.

China is one clear example of this situation, in major cities such as Beijing and Shanghai the consumptions of trustable food has become a multi-billion USD business within the last few years. Final customers are willing to pay high premium for quality food even without have the certainty that this price there are paying is worth.

Yet many farmers every day work 10-12 hours per day for just survive under the poverty line and forced to sell their products to big conglomerate for pennies.

At Demeterlife we think that this should change, and that we are the solution. Also, we believe that our knowledge about the market and the network we have built up within the past 10 years will help us to successfully launch Demeterlife Ag4.0 and successfully start with growfunding.

### Step2 - Europe

The “quality” food market in central Europe is well-established and the annual growth rate is increasing consistently year on year.

The potential for growth in Europe is still very high, but since the increase of organic farmland in the European Union has slowed, the basics for faster growth have become limited.

We strongly believe, that the market in Europe could be stimulated very much by demeterlife Ag4.0 structure.

By giving every farmer the possibility to sell their products to everybody and at the same time offer the chance for new business modules. Along with getting more independent cooperation from big companies will be the key factors to success.

### Step3 - USA/North America

One of the “hottest” markets for the Demeterlife Ag4.0 platform is the US market. Actual studies from 2017 prove, that Americans are spending almost 50 billion USD every year on Organic/Certified products and 82% of all households are buying organic products”.

On the other side, just 8% of all products bought by US consumers are organic or can be defined as “quality” food.

One barrier to widely adoption is the price, so called “junk food” is very cheap while instead quality products are sold at premium price by the same companies.

### Step4- Africa

It might seems new to you but 32% of gross Africa GDP come from agriculture, prices of food in urban area increased exponentially in the recent years but still without improving the farmer’s quality life.

Why? Because profit are made by “middle man” along the supply chain.

Demetrlife Ag4.0 can solve this situation and allow millions of farmers to improve their quality life and millions of people that live in Cities to get access to food for a fair prices.

### Step5- Worldwide

*We will get there...*

## Our Mission

We are establishing an ecosystem that guarantees everybody free access to fair trade quality food. Based on this state of the art technology we believe we are going to change the market forever.

- | <u>Freedom</u>                | <u>Quality</u>  | <u>Connectivity</u>                               |
|-------------------------------|---|---|
| ➤ From everywhere at any time | ➤ Quality food directly from the farm to your home            | ➤ Fully integrated system                         |
| ➤ Fair price policy           | ➤ Certificates released by the community and smart algorithms | ➤ Easy to use on all platforms                    |
| ➤ You decide what you want    |   | ➤ Connection through the entire value-added chain |

## Team

### **Marco Mettimano - CEO & Co-Founder**

Passionate about new projects and challenges, for the last 4 years has worked as Investment Manager in a fortune 500 Chinese group. Recently discovered Blockchain based technology and believes it will positively change the world.

### **Nando Dessena – Blockchain Developer**

Writing code almost since he learned to write - Nando is a crypto enthusiast and a specialist in blockchain development. As a developer, trainer and consultant for the past 20 years, he's worked on both corporate and open source projects of different scales.

### **Arianna Vulpiani - Business Development Italy**

A successful entrepreneur in the agriculture sector, Arianna created "BIO-ORTO", a concept similar to the Demeter Micro-Field - but limited exclusively to the area of Rome. Quickly reaching a customer base of over 3000 people her field expertise and knowledge make her a valuable asset to the team.

### **Lorenzo Liberatore – Full Stack Developer**

From working with large multinational to smaller size companies, Lorenzo bring a wide range of development experience from Italy and abroad.

### **Simon Choin - Legal Advisor**

As a founding partner of Acme Ardent Simon brings more than 20 years experience in the specialized field of Cyber Law - covering all aspects of internet law, cross border commerce and more recently crypto-currency and blockchain. He has acted as an advisor for many ICOs and crowdsales in China and Hong Kong.

### **Luigi Tonti - Platform Advisor**

Owner and CEO of 40 Hectare Farm in south Italy Luigi offers in-depth experience with platform advisory from an agricultural produce perspective. He's produced various fruit produce, specialized olives and cereal production - giving him in-depth knowledge about both raw produce and finished goods.

### **Cahill Puil - Marketing Specialist**

He is currently building Byte Media Group - a digital agency focused on helping eCommerce, blockchain, & tech based companies succeed via strategic marketing. With extensive experience helping both small startups and Fortune 5000 companies - he brings his strategic marketing experience to the team.

## Our Values

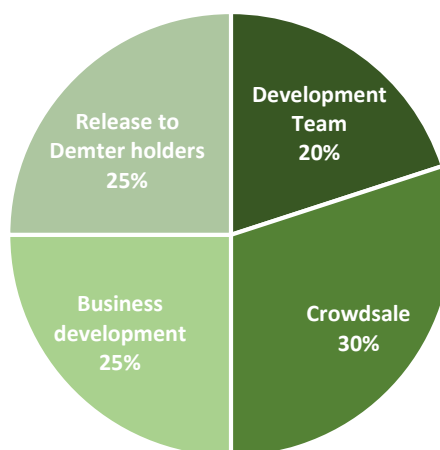
- > Enthusiasm to make the world a better place
- > We have clear targets and know how to reach them
- > A good mixture of different skills and abilities
- > Respect and fairness for everybody

## Roadmap

- ◆ 2016 Q4: Concept
- ◆ 2017 Q1: Feasibility study
- ◆ 2017 Q2: Crowdsale Preparation
- ◆ 2017 Q4: DEMETERLIFE Crowdsale
- ◆ 2017 Q4: Contracts with farmers and partners signed
- ◆ 2018 Q2: Release of web platform
- ◆ 2018 Q2: Release of mobile platform
- ◆ 2018 Q3: Begin pilot projects in China and Italy
- ◆ 2019 Q1: Release of improved web and mobile platforms
- ◆ 2019 Q3: Expansion to other countries

## Token

The total supply of DMT will be 200,000,000. We will split this up according to the following ratio:



30% Release during the Crowdsale  
your big chance to be part of it!

#### 20% Development team

We are fully dedicated to herald the era of o4.0! – To make this seriously happen, we need your trust and support.

#### 25% Business Development

We will use this pot to ensure a healthy growth of the entire ecosystem.

This is necessary to reach our ambitious target and to speed up market expansion.

#### 25% To be release to DMT holders in future

The number of releases and the quantity of DMT released during each windows has not been decided yet and will depend on the development and community sentiment.

We will work hard days and nights to make our world better and provide you the best service!

## **Crowdsale Procedure**

### **Hard cap**

The Crowdsale will start on start Saturday 18<sup>th</sup> November 2017 at 11:00 UTC.

It will last for 30 days unless the ETH hard cap is reached in earlier. – In this case, the Crowdsale will be concluded.

Due to the ETH volatility the hard cap will be announced 48/24 hours before the crowdsale start but in anycase will correspond to an amount of ETH of about 8 million USD.

### **Softcap**

The minimum cap (softcap), will be announced 48/24 hours before the crowdsale start, and will correspond to an amount of ETH of about 1.2 million USD.

If the minimum cap is not reached all the funds will be automatically returned from the token sale smart contract. In this case a small fee for pay the GAS cost will be deducted.

### **Exclusion of US citizen**

Due to legal uncertainties, we unfortunately must exclude U.S. citizens from the Crowdsale. We apologize for the inconvenience this may cause.

### **Token specification**

The total Demeter supply will be 200,000,000. The Exchange rate with ETH will be fixed 48/24 hours before the crowdsale start and will be immutable.

The Demeter Token will be immediately available but transferable only after 48 hours from the crowdsale end.

### **Bonus Period**

There are 2 bonus period:

- 10% percent during the first 5 days of the Crwodsale\*
- 5% after the first 5 Days of the Crowdsale. \*

However the bonus received could be different depending if the participant is a 1<sup>st</sup> level or 2<sup>nd</sup> level whitelisted.

*\*For the bonus mechanism and referral system procedure please read the following sections*



### **Pre-Registration and Bonus Procedure**

From now and until October 28<sup>th</sup> 24:00 UTC\*, it will be possible to pre-register an ETH address on the token section of the Demeter website <https://www.demeter.life>

Pre-registered user will become 1<sup>st</sup> level whitelisted and if they will join the crowdsale during the first 5 days of the crowdsale they will receive a full bonus of 10%.

In the case in which 1<sup>st</sup> level Whitelisted will join the crowdsale after the first 5 days or the 1<sup>st</sup> level whitelisted will send further funds after the first 5 days of the crowdsale they will receive a full bonus of 5%.

Those who Pre-register will also receive a referral code that could be shared with friends and on social media. The referral can be used by those whom missed the chance of pre-register for 1<sup>st</sup> level whitelisted – to still register and become a 2<sup>nd</sup> level Whitelisted

### **Referral code and Shared Bonus**

From October 29<sup>th</sup> 00:01 UTC\* and until the crowdsale end, those who didn't get the chance to pre-register but still want participate in the crowdsale and get a bonus, will still be able to do so using a referral code from a 1<sup>st</sup> level whitelisted person and so becoming a 2<sup>nd</sup> level whitelisted.

If a 2<sup>nd</sup> level whitelisted participate during the crowdsale first 5 days will get a partial bonus of 5% while the other 5% will go to the 1<sup>st</sup> level whitelisted that shared the referral code.

If a 2<sup>nd</sup> level whitelisted participate in the crowdsale after the first 5 days, or send further funds after the first 5 days of crowdsale, he will get a partial bonus of 2.5% while the other 2.5% will go to the 1<sup>st</sup> level whitelisted that shared the referral code.

The dates and time reported may be subject to changes and adjustment due to technical reasons or team solely discretion.

### **Limitation to participation in the crowdsale during the first 5 days**

During the first 5 days of the crowdsale only 1<sup>st</sup> level and 2<sup>nd</sup> level whitelisted are allowed to join the crowdsale and get the bonus.

After the first 5 days everyone will be able to join the crowdsale without receiving the bonus, however it will still be possible to become a 2<sup>nd</sup> level whitelisted and get the bonus active at time for that level.

### **Accepted Currency**

Only ETH are accepted during the crowdsale. Don't try to send different currency to the crowdsale address, this might cause the loss of your funds.

### **How to send ETH funds**

It is important that the ETH will be sent from a compatible ERC20 wallet like *MyEtherWallet*. or *myst*.

**Do not send ETH directly from exchanges (*polonies, bittrex, etc.*) as this might cause the loss of your ETH.**

