



DEMETER.LIFE

Micro-farm-to-table made possible - anywhere in the world

Abstract

Imagine you could eat fresh, locally grown produce - delivered directly from a farmer to your table? Imagine you could save money *and* eat healthier - by cutting out large corporate middlemen and dealing directly with local farmers? Imagine you knew exactly how and where your produce was made - either buying direct or via micro-farming?

And if it was accessible from any device that has an internet connection - accessible anywhere in the world - how could that change your life? Or the lives of others?

This is what Demeter.life and the DME Token is all about.

We're revolutionizing the agricultural industry - call it ag4.0 - by making true micro-farm-to-table possible - anywhere in the world.

With value transferred via our Ethereum based DME Token - you could be in the middle of New York City, or the middle of Xi'an China - and you'd be able to connect with local farmers to find, produce and eat fresh, local food. And by cutting out the large corporate middleman you'd save money - and your farmer would make money while doing it.

It really is the future of agri-commerce.

Welcome to Demeter.life and the DME Token.

Table of Contents

DEMETER.LIFE	1
Abstract	1
Table of Contents	2
Background	3
What is Demeter.life	4
What is The DME Token	4
Why ag4.0? A Short History of Agriculture	5
Understanding Demeter.life & The DME Token	6
User Case Study - A Real Example	8
From One to Many - Moving Forward	8
Bringing Agricultural Revolution - ag4.0 - to The World	9
Target Markets & Phases of Development	9
Phase 1 - Undisclosed Pilot project:	9
Phase 2 - Asia	9
Phase 3 - Europe	9
Phase 4 - USA/North America	10
Phase 5 - Africa	10
Phase 6 - Worldwide	11
The Demeter.life Roadmap	11
Our Mission	12
Our Value	12
The Team	13

Background

Demeter.life is the name of the 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 is what encouraged us to start the Demeter.life project.

The human body is one of the most fascinating organisms known in our universe. While we don't understand it's full capability - we do know it requires careful treatment and performs best when it's fed the best source of energy available: organic food.

Unfortunately within the last few decades, humans have prioritized optimal supply chains and mass-production for food in favor of clean farming. This move has replaced small farms. Large corporate wholesalers that focus on profit at the expense of trust or quality have become standard worldwide.

But now there's a growing global pushback. Recent market studies are forecasting that the organic market will reach a volume of 500 billion USD by the end of 2025. And this is only a fraction of the global food market.

Even still it is very difficult - to impossible - to get real organic food. And even if you want it, finding the exact organic products you want and figuring out how to pay the extremely high price for organic - makes it unaffordable and out of reach for most people.

Demeter.life is going to change that.

We believe everybody has the right to enjoy affordable, quality, healthy food - no matter your location. Which is why it's our mission is to make micro-farm-to-table possible - from anywhere in the world.

It's a revolution in agriculture. It's ag4.0. And it's decentralized for everyone.

What is Demeter.life

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

If for example, you wanted to secure a portion of a farmer's land - your own mico-farm - and grow your own tomatoes and lettuce, you'd be able to connect on the platform with a local farmer to do so. You'd leverage the community guidelines for producing organic products - and communicate with your farmer for details of growing, picking and delivery. This way you'd not only select exactly what you wanted to grow, but you'd also know exactly how it was grown - ensuring organic quality through every step of the process.

But if, for example, securing your own mico-farm was too complicated - well you'd still be able to use the platform. Local farms would be able to sell their produce to you - directly on the site. You could select what, when and how you wanted your produce delivered - knowing exactly how it was made in the first place.

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.

What is The DME Token

Facilitating the exchange of value on the Demeter.life ecosystem will be fueled by our Ethereum based token - **DME**.

As an Ethereum based token, DME will give customers and farmers a decentralized, secure, trust based way to share with each other - helping the micro-farm-to-table ecosystem to flourish and bringing benefit to everyone.

We invite you to herald the era of ag4.0 (Agriculture 4.0) together with us!

Why ag4.0? A Short History of Agriculture



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 - as hunting and gathering was the primary way of securing food.

But as communities grew it became harder and harder to maintain this way of life. The desire of mankind shifted, moving towards settlements and encourage brilliant minds to establish new ways of living. Agriculture was born and people started to form small villages that had a sustainable food supply.



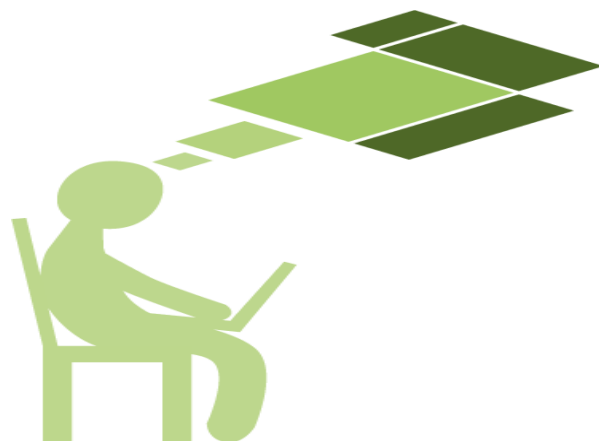
As villages grew into cities - innovation and the advancement of technology lead to rapid growth in possibility. In the last century new innovations were created that revolutionized both food supply and storage. As access to food via grocery stores became larger - so too did farms. Technology such as fridges, microwaves and freezers led to vast improvements in food storage - which increased our appetites for a variety of food. This lead to a wide range of challenges. From food being shipped from other countries - often at weeks at a time - to the constant pressure to genetically make food more resistant, profitable and durable - we've strayed quite far from our origins. As multi-billion dollar corporations push our food production in ways that benefit them - we as the consumers, farmers and families - end up losing what we want most: healthy, clean, local food.

The dawn of new agriculture is ag4.0.

Nothing on our beautiful planet is permanent: new ideas are being born every day. As we constantly transformed and improve - old ideas often must make space for new innovations.

Once in awhile, a new idea can lead into a revolution that changes everything.

We believe, that we are close to that turning point - where **Demeter.life** and the **DME Token** are the missing links to starting a new era of health and food production.



Understanding Demeter.life & The DME Token

Currency:	<p>One essential key factor to reach our dream is the usage of DME, an ERC20 token based on the successful Ethereum blockchain.</p> <p>DME is the soil of the entire ecosystem and ensures 100% secure, fast and cheap transaction from you to anybody else on this planet.</p> <p>.</p> <p>As it is based on Ethereum you keep the full freedom to store DME in various types of different wallets.</p> <p><i>Now you don't have to worry about banking fees or other bank & government institutions. You can be or go anywhere in the world, and easily find, buy and eat the healthy food you want.</i></p>
Price Fairness:	<p>Customers will enjoy quality and organic food for a fraction of the price they are paying today.</p> <p>And farmers all over the world will be able to directly connect with customers - cutting out middlemen - and receiving fair value for their work.</p> <p><i>We want to interrupt the cycle of exploitation led by large multinational companies. From dictating what and how a farmer produces - to buying from farmers at a low price, and selling to consumers in grocery stores at a high price - we believe in cutting out the middlemen who make most of the current profits.</i></p>
Growfunding:	<p>A decade ago, crowdfunding became a new system that allowed anyone with an internet connection to invest small capital amounts in startup companies.</p> <p>Growfunding takes this idea to the next level: allowing people around the globe to rent local micro-fields where their food will be farmed.</p> <p><i>Allowing everybody, in any location, to rent his or her own micro-field - will drastically change the entire market as we know it.</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 buy, sell or trade goods and services related to the food industry.</p> <p><i>Sell micro-farm space, your delicatessens, your tomatoes, buy new seeds, sell goods for further processing or simply offer training and</i></p>

help to the community - the food products and possibilities are endless.

Ratings &
Certificates:

Almost every well-known certificate in the food industry nowadays is under the strong influence of lobbyists, governmental and none-governmental organizations. The unfortunate reality is that often they act in their own interests - putting consumers and farms in distant second and third spots.

Our platform aims to return power to the community.

Having a healthy mixture of onside quality audits and using smart software algorithms ensures the best quality throughout the ecosystem. At the same time this decentralized, automated and community based structure will minimize the risk of manipulation and avoid centralized power.

Everybody has a part of the certificate and any attempt to scam, cheat or bend the rules to an individual's favor will simply not be tolerated.

Community:

Since we believe that trust is based on transparency and communication, it is important that the ecosystem provides communication services that allow interaction through the entire value-added chain.

But for us community means much more than that.

As a part of the community the flow of information is controlled by you and the rest of the community. The power is in your hands.

User Case Study - A Real Example

The farm of Enrico Poli is a family owned property and has been for generations. At the time Enrico inherited the farm from his grandfather it was common that friends and neighbors would come by on weekends to buy fruits and vegetables for their families. They came because, beyond the trust they had in him producing great food - they simply loved his wonderful tomatoes. The taste, the size and the freshness were simply amazing.

But 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. It's been lost. Enrico has been forced by market makers to practice extremely intensive farming - using genetically modified seeds and harsh pesticide chemicals to improve his harvest.

The market makers provide large bulk purchases - but at a heavily discounted rate. As a result, he has very low margins, receive pennies for his work and is constantly struggling to survive as independent farmer.

He felt *something* was wrong and was almost ready to give up. That's when he heard about **Demeter.life** from a friend - just a concept at the time. He decided to give it a try on a small level.

Creating a relationship with the team, he decides to split a portion of his farm and offers the following conditions on his tomato harvest:

- 50 segments of 10m²
- Harvest in 3 months
- 10% risk on crop loss
- 100% natural, no pesticides
- Growfunding period is 2-weeks

The response was more than he imagined.

In just 3 days following his launch he got a notification that **all 50 micro-fields** were all sold out!

With this exciting information Enrico decided to use an old tomato seed and farm as they did in the "*good old days*". During this time Enrico sent pictures of ongoing progress to his clients and even became friends with some of them.

At the end of July they harvested and started to pack the tomatoes to be sent out.

But a pleasant surprise happened. Not every customer wanted delivery. George, one of his clients who had rented a micro-farm, wanted to stop by to pick up his tomatoes on his own.

It was an experience that changed Enrico's life forever.

From One to Many - Moving Forward

As Enrico and many farmers in the world have experienced - there are strong market forces that push them to use aggressive farming practices. With middlemen and large corporate chains it makes it difficult to survive - especially in underdeveloped countries.

Demeter.life and the DME Token aim to solve this issue. By allowing farmers to get fair value for their produce - by connecting directly with customers - farmers can retain more income.

And as mentioned before consumers benefit tremendously from this as well. Customers like George - not only get quality produce from local farmers like Enrico - but also pay less for the higher quality food. It's a win-win situation.

Bringing Agricultural Revolution - ag4.0 - to The World

Target Markets & Phases of Development

Phase 1 – Pilot project in a undisclosed Country

Demeter.life team already signed a couple of MOU with possible partners for pilot projects, due the current state and the presence of confidentiality clauses no more information can be released at moment but with the highest probability pilot projects will start with this partners in different countries.

Phase 2 – Asia

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

China is one clear example of this situation. In major cities such as Beijing and Shanghai the consumption of trustable, organic food has become a multi-billion USD (dollar) based industry within the last few years. Consumers are willing to pay high premiums for quality food even without having the certainty or guarantee that the price they're paying is worth it.

In this same market, many farmers who work 10-12 hours per day end up barely surviving, living in impoverished conditions just below the poverty line. In order to keep their operations and families going, they're forced to sell their products to big conglomerate for fractions of what they're worth in the open market.

We at Demeter.life think this should change - and that the Demeter.life platform and DME token is the solution. And, in being heavily involved in the Asian - and more specifically Chinese markets over the past 10-years, we believe that our knowledge and network will help us successfully launch the platform in the area.

Phase 3 - Europe

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

Although the potential for growth in Europe from a consumer perspective is still very high, the European Union has slowed down the availability of organic farmland - making fast growth potential extremely slow and limited.

We strongly believe, that the market in Europe can be stimulated by the Demeter.life platform and DME Token.

Which is why this will be our second target market. With roots and experience in many of the small European Union countries - we will be able to leverage our roots and network here to verify the validity of the Demeter.life platform in a developed market.

By giving farmers the possibility to sell their produce to customers directly, and at the same time offering new business opportunities to larger companies - we believe the European market is ripe for success.

Phase 4 - USA/North America

One of the “hottest” markets for the Demeter.life platform is the US and North American market.

As independent studies from 2017 show, over 81% of Americans spend upwards of \$50-billion USD every year on Organic/Certified products.

And these numbers represent just 8% of all food products bought by US consumers.

One barrier to wide organic food adoption is the price. In the US market so called cheap “junk food” or regular food is very cheap, while quality (or organic) products are sold at extremely high premiums - often from the same companies.

At this phase we believe that the success of both the Asian and European markets will enable us to tap in and build a very strong presence in the US and North American market.

Phase 5 - Africa

While it might seem huge in comparison to your location - over 32% of Africa’s Gross GDP comes from agriculture. And while agriculture remains one of the largest sources of GDP, it has lead to exponential increases in prices of food in urban areas. Unfortunately this increase in cost has not been handed down to the farmer - where most still live in poverty and poor conditions.

In Africa especially huge sums of money and profit are taken by middlemen along the supply chain.

Demeter.life can solve this situation - allowing millions of farmers to improve their quality life while giving millions of people that live in cities access to food at a fair prices.

Thus, Phase 4 of Demeter.life's plan is to bring our platform and the DME Token to Africa

Phase 6 - Worldwide

The fifth and final phase of the Demeter.life ag4.0 revolution would be to take our platform worldwide. With our success in other markets, at this point we think we will be able to offer every region the value of the Demeter.life service.

We will get there...

*The countries and different phases can be subject to modification due to partnership agreement or specific opportunities/necessities.

The Demeter.life Roadmap

"	2016 Q4:	Concept
"	2017 Q1:	Feasibility study
"	2017 Q3:	Platform and team preparation
"	2017 Q4:	Contracts with farmers and partners signed
"	2018 Q2:	Pilot Projects start
"	2018 Q3:	Release of web platform (Private)
"	2018 Q3:	Release of mobile platform (Private)
"	2018 Q4:	Adjustments made based on pilot projects results
"	2019 Q4:	Token Distribution event
"	2020 QX:	Release of Public Beta

Our Mission

Micro-farm-to-table made possible - anywhere in the world.

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 agricultural market forever.

Freedom	Quality	Connectivity
<ul style="list-style-type: none">Ø From anywhere at any timeØ Fair price policyØ You decide what you want & how you want it	<ul style="list-style-type: none">Ø Quality food directly from micro-farm to your homeØ Certificates controlled, updated and released by the community and smart algorithms	<ul style="list-style-type: none">Ø Fully integrated systemØ Easy to use on all platformsØ Connection through the entire value-add chain

Our Values

- Enthusiasm to make the world a better place
- Clear targets and knowing how to reach them
- A good mixture of different skills and abilities
- Respect and fairness for everybody

The 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.

Natale Labia - Business Development Italy

For 25 years Natale has been working in lobbying and institutional relations. In 2013 he founded "ItaliaLab srl" with the aim to develop "made in Italy" agri-food projects on international markets. He always recognized the importance of fighting against counterfeiting and Italian sounding, and believes that Demeter.life can be an important weapon against these illegal phenomena.

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 Choi - 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.

Claudio Vernarelli – Social Media Manager

Claudio is an active philosopher with passion for politics and communication, he believes in social equality and that Demeter.life will give a fair possibility of development to farmers of all over the world

Stefano Sedola - Platform Advisor and Business development.

Stefano has over 15 years of experience in developing Quality Infrastructure and Food Safety Protocol, working with agency as UNIDO, SIDA, ASEAN, SADC, COMESA, and many others. He sees the Blockchain technology as the next step for assuring the food quality certification.

