



# KaldiCompany

Overview

March 2023

## Hello, we're Kaldi Company

We're on a mission to help lift millions of smallholder coffee farmers out of poverty via a revolutionary new business model that gives them a stake in the financial macro-success of their marketplace.

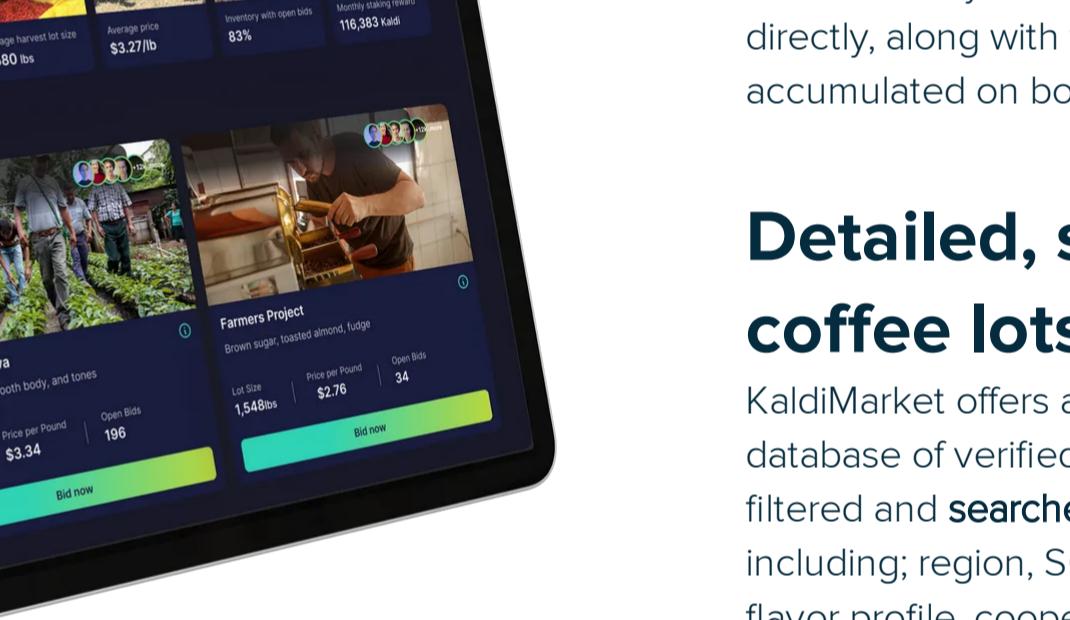
## The Problem with Coffee

Specialty-graded coffee is an estimated \$50 billion+ annual industry on track for massive international growth. The majority of smallholder coffee farmers, responsible for 60-80% of the world's coffee which is grown on 12.5 million farms\*, live in poverty due to a complex supply chain, rising input costs, and volatile coffee pricing. Coupled with the existential challenges of climate change, pests, and crop disease, the specialty coffee market is unsustainable and ruining lives. Radical, scalable change is urgently needed.

## Introducing KaldiMarket

KaldiMarket™ is a new green (unroasted) specialty-grade coffee marketplace that facilitates volume harvest sales directly from smallholder farms to a worldwide market of wholesale buyers. KaldiMarket handles farm-to-buyer logistics at cost and passes on savings to the farmers. All coffee is traded in USD. Underlying the coffee trading is a novel asset-backed cryptocurrency economy, where new Kaldi Tokens™ (the platform's native currency) are minted based on actual coffee sales and allocated as rewards for platform participation, with the farmers obtaining the most significant share.

\*Source: <https://carto.com/blog/enveritas-coffee-poverty-visualization>



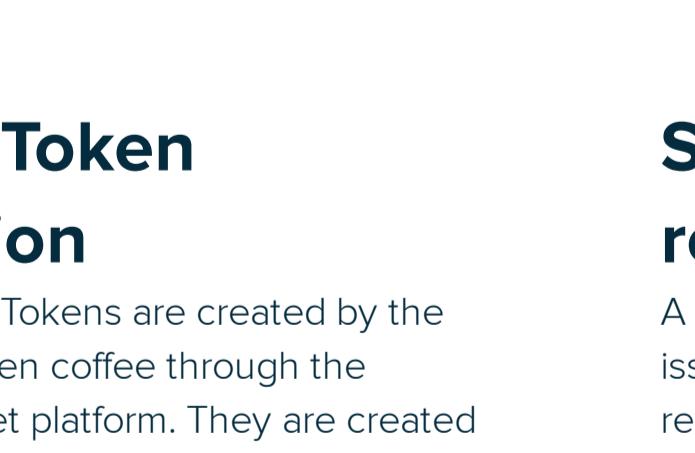
## KALDI COMPANY BUSINESS MODEL

KaldiMarket is a fee-based trading platform. Fees in USD are charged for listing, bidding, buying and selling coffee, and for staking Kaldi Tokens.

The business model commits to converting a minimum of 50% of all platform fees generated into Kaldi Tokens, putting constant buy pressure on the currency as part of business operations. Through the accumulation of Kaldi Tokens, KaldiMarket offers farmers, buyers, investors, and stakeholders new and unique marketplace financial participation beyond the value of coffee sales.

## The Kaldi Ecosystem

### Company Structure Overview



### Kaldi Group

The Kaldi ecosystem is made up of Kaldi Company, KaldiMarket, and the Kaldi Foundation. The Kaldi Group works together to generate profit for all Kaldi Token holders and improve the lives of millions of smallholder coffee farmers by revolutionizing the economics of the specialty coffee supply chain.

### Marketplace Functionality

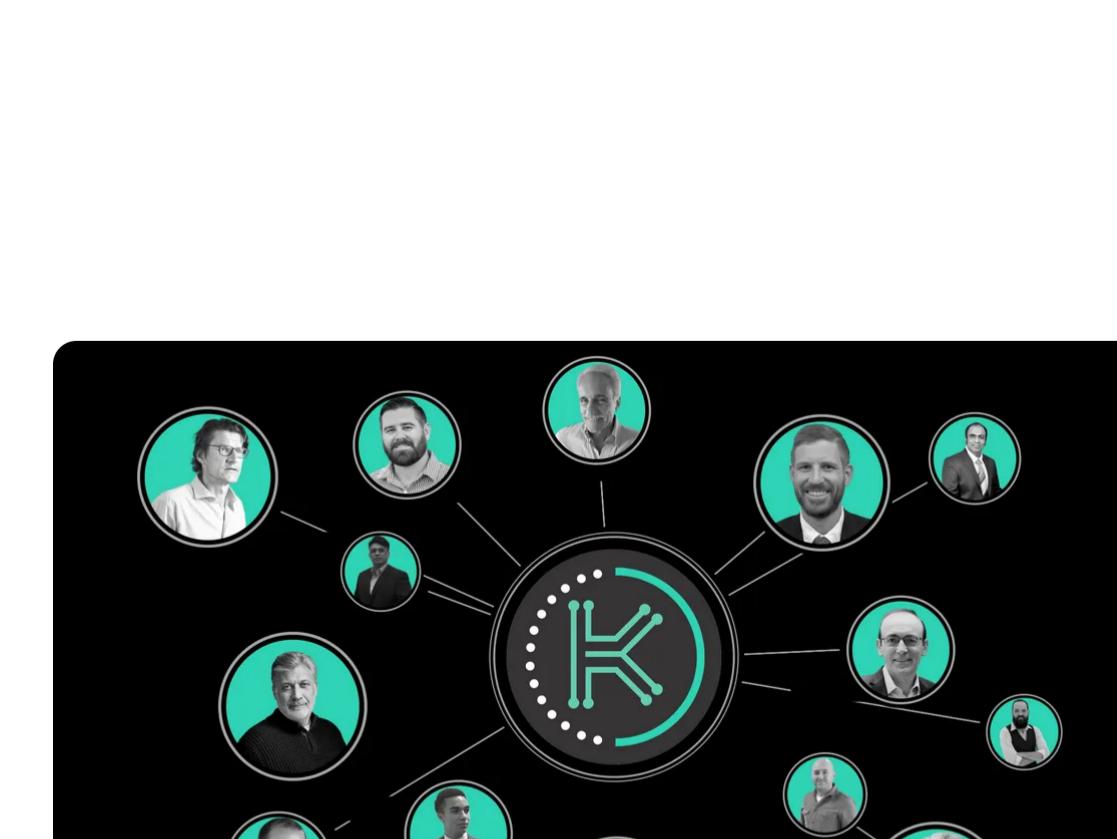
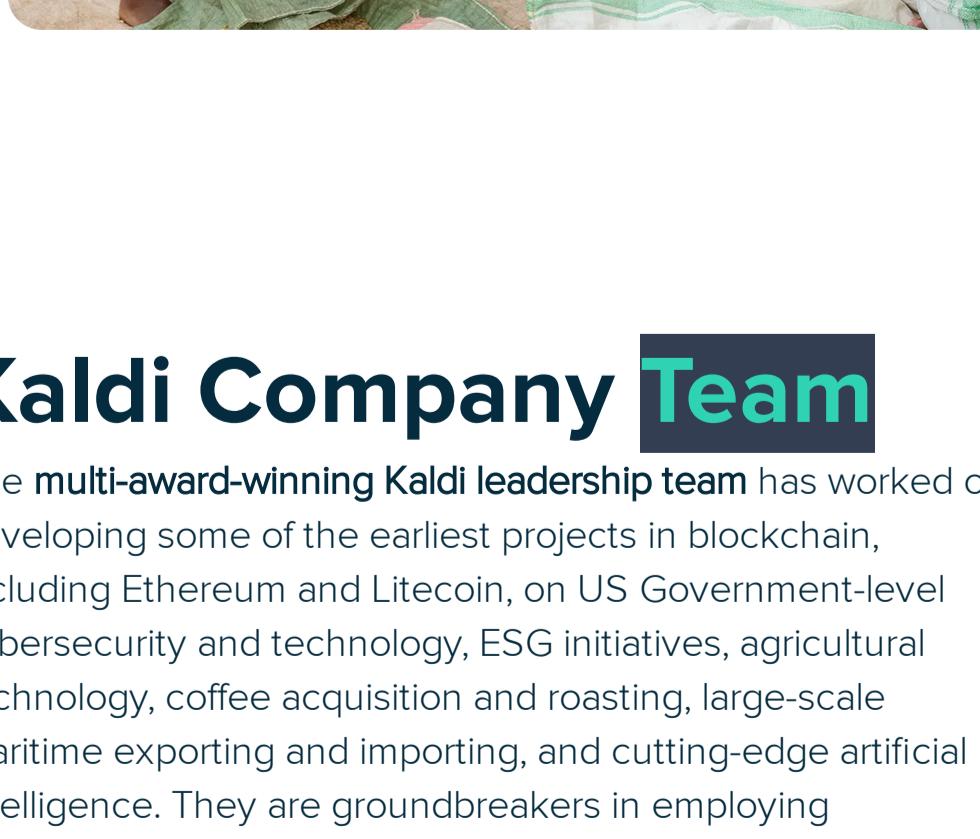
KaldiMarket is accessed via the website [KaldiMarket.com](https://kaldimarket.com) or through an app (desktop, apple, & android). Key functionality includes:

#### AI-driven intelligent price discovery

KaldiMarket sets an initial data-driven AI-directed intelligent pricing algorithm to determine the true value of green coffee lots. This algorithm ensures that pricing is fair, competitive, and dynamically adjusted to reflect the global coffee market's fluctuations.

#### Market-wide price transparency

A comprehensive 'click through' price breakdown of coffee lots appears at the point of sale, ensuring complete market-wide price transparency. Buyers can see and verify the amount of money paid to the farmer directly, along with the amount of Kaldi Token accumulated on both sides of the transaction.



### Kaldi Company Team

The multi-award-winning Kaldi leadership team has worked on developing some of the earliest projects in blockchain, including Ethereum and Litecoin, on US Government-level cybersecurity and technology, ESG initiatives, agricultural technology, coffee acquisition and roasting, large-scale maritime exporting and importing, and cutting-edge artificial intelligence. They are groundbreakers in employing entrepreneurial solutions to facilitate meaningful and lasting economic change.

### Stability fund

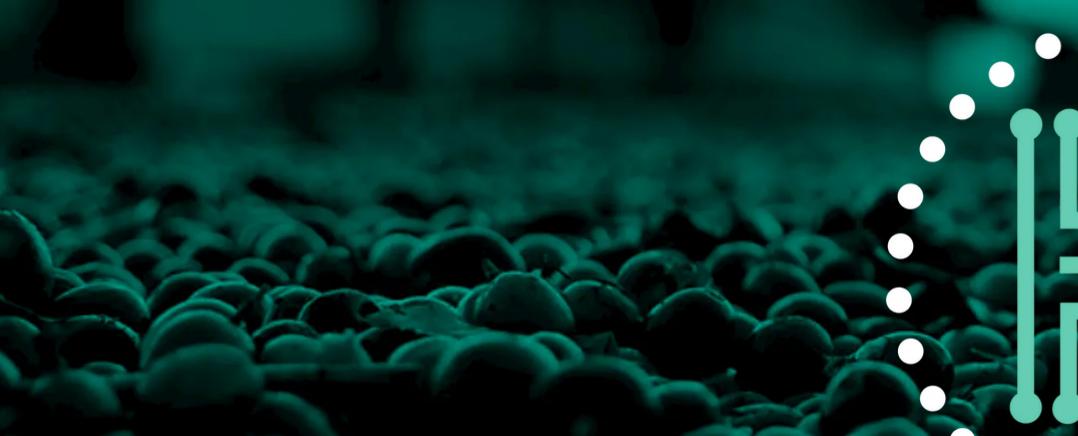
A further portion of the Kaldi Token issuance is assigned to the Kaldi Stability Fund, designed to sell Kaldi Tokens for stable crypto assets (i.e. USDC) during market strength and then buy back and burn Kaldi Tokens using those stablecoin assets in market downturns.



### Efficiency, traceability, and savings through blockchain and Web3 technology

KaldiMarket provides seed-to-sale transparency along the entire supply chain via the novel application of Radio Frequency Identification (RFID) technology attached to every wholesale bag of coffee. Tags are associated with a specific lot and bag of coffee, allowing each scan to disclose all related information. This process offers unparalleled metadata, recorded via NFT and machine readable for export.

### Proprietary Crypto-economic Functions



### Kaldi Token creation

New Kaldi Tokens are created by the sale of green coffee through the KaldiMarket platform.

They are created (or 'minted') as a percentage of the total projected value in USD of coffee that is sold through KaldiMarket each year.

### Staking reward

A percentage of each Kaldi Token issuance is portioned out as a staking reward to incentivize locking up large amounts of Kaldi Tokens for several months. This lockup of tokens helps stabilize the price in market downturns, as they can only be sold after the lockup period matures.

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### Year 1: Controlled Launch

Year 1 involves 20,000 smallholder farms (selected from a waiting list of 450,000+) across Ethiopia, Peru, Kenya, Mexico, Guatemala, Nicaragua, and Ivory Coast, selling to the US and UK markets. This year-long early controlled launch allows us to design, test, observe, and adjust workflows and features, optimizing them for large-scale utilization across multiple growing regions and varied technological infrastructures.

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