

Hello, we're Kaldi Company We're on a mission to help lift millions of smallholder coffee farmers out of poverty via a

marketplace.

revolutionary new business model that gives them a stake in the financial macro-success of their

The Problem with Coffee

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.

Specialty-graded coffee is an estimated \$50billion+ annual industry on track for massive

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



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 demand 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



improve the lives of millions of smallholder coffee farmers by

Kaldi Group

revolutionizing the economics of the specialty coffee supply chain.

KaldiMarket, and the Kaldi Foundation. The Kaldi Group works

together to generate profit for all Kaldi Token holders and

The Kaldi ecosystem is made up of Kaldi Company,

KaldiMarket.com or through an app (desktop, apple, & android). Key functionality includes:

Functionality

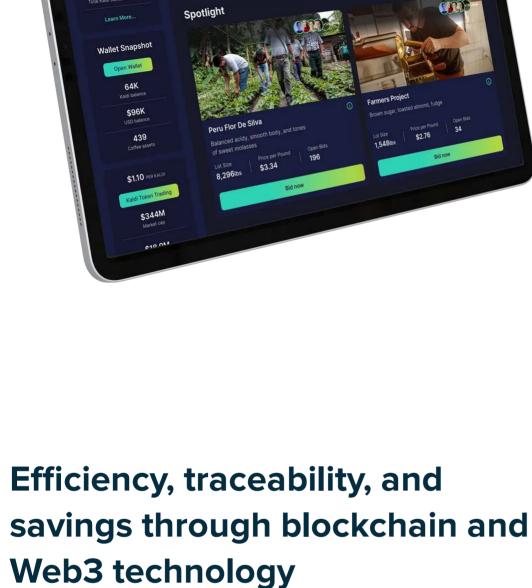
KaldiMarket is accessed via the website

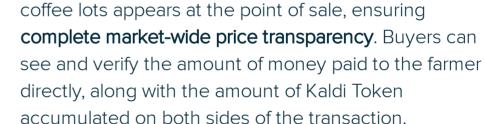
Al-driven intelligent price

discovery KaldiMarket sets an initial data-driven Al-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.

KaldiMarket





Market-wide price

transparency

- and more.



flavor profile, cooperative name, farm size, length of

time growing coffee on a particular farm, milling process

A comprehensive 'click through' price breakdown of



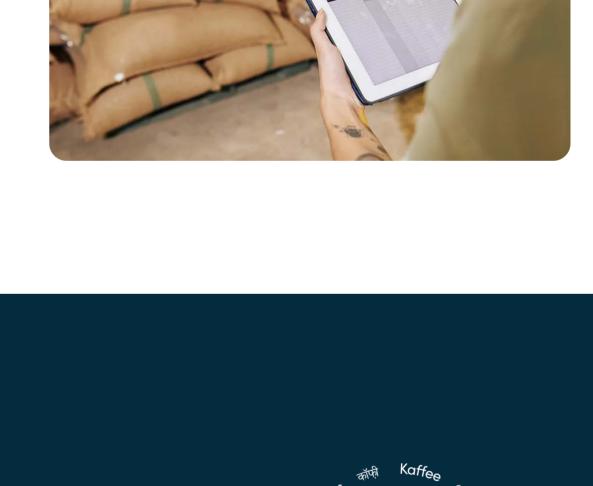
KALDI TOKEN: A novel

Kaldi Token is designed to capture the money lost in the system to an inefficient supply

buyers, and the investors. It is powered by three proprietary systems that support currency

chain and to share this wealth with the primary participants, the sellers (farmers), the

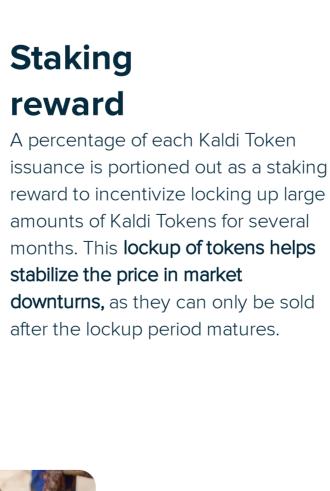
supply expansion (inflationary), store of value, and stability (deflationary).



tokenomics protocol

Proprietary Crypto-economic Functions





infrastructures

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.

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Year 1 involves 20,000 smallholder farms (selected from a waiting list of 450,000+) across Ethiopia, Peru, Kenya, Mexico, Guatemala,

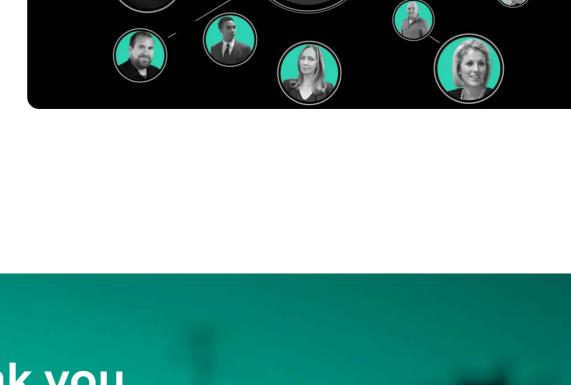
Year 1: Controlled Launch

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

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.





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