



Food Supply Chain

Just Got Smarter

Whitepaper

TABLE OF CONTENT

DISCLAIMER.....	2
CEO'S MESSAGE	3
MISSION, VISION AND VALUES	4
<u>EXECUTIVE SUMMARY.....</u>	<u>5</u>
FOOD SUPPLY CHAIN CHALLENGES	6
FOOD TRACEABILITY.....	11
OUR INNOVATIVE SOLUTION	13
<u>BLOCKCHAIN INNOVATION</u>	<u>20</u>
BLOCKCHAIN BASICS	20
WHY BLOCKCHAIN FOR FARM2KITCHEN.....	22
<u>FARM2KITCHEN TOKEN.....</u>	<u>24</u>
THE TOKEN SALE.....	27
PROJECT ROADMAP	31
MARKETING PLAN	31
<u>OUR TEAM.....</u>	<u>33</u>
<u>CONNECT WITH US.....</u>	<u>38</u>

DISCLAIMER

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISORS.

The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. While we make every effort to ensure that any material in this whitepaper is accurate and up to date, such as products, services, technical architecture, token distribution, company timelines - such material could be subject to change without notice and in no way constitutes a binding agreement or the provision of professional advice.

Farm2Kitchen does not guarantee, and accepts no legal liability whatsoever arising from or connected to the accuracy, reliability, or completeness of any material contained in this whitepaper. Potential F2K token holders should seek appropriate independent professional advice prior to relying on, or entering into any commitment or transaction based on, material published in this whitepaper. This material is purely published for reference purposes only. F2K tokens will not be intended to constitute securities in any jurisdiction.

This whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. Farm2Kitchen Innovations does not provide any opinion on any advice to purchase, sell or otherwise transact with F2K tokens and the fact of presentation of this whitepaper shall not form the basis of, or be relied upon in connection with, any contract or investment decision. No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of F2K tokens, and no cryptocurrency or other form of payment is to be accepted on the basis of this whitepaper.

This paper is also subject to change. It may be amended as necessary to add further findings and include information based on continuous feedback. Any amended versions of this paper will be published on our website; Only the most recent version of the white paper published on the website offers the most current, accurate information.

CEO's Message

Dear Reader,

First of all, I would like to thank you for taking time to research Farm2Kitchen and read our whitepaper. This has been a culmination of hard-work and dedication from all of the team here at Farm2Kitchen and we would like to proudly share our vision with you!

We believe we can make our greatest impact on the world's sustainability challenges by developing and enhancing solutions that improve lives. This core belief is at the heart of everything we do here at Farm2Kitchen; As a leader in delivering technology solutions for the food and agriculture industry, we know we must continue to apply innovative technology solutions to make a positive impact on the mankind.

Our activities focus on four priority areas: improving people's lives with technology, build trust and improve the transparency in food value chain, reduce wastage of food, and provide solutions for future food security by being able to predict the demand based on historical data models and advanced data analytics.

I would like to thank our dedicated team for their immense hard work throughout our journey. Our people are our greatest asset and biggest differentiator. We are passionate about our work and committed to delivering results to our user community. Our leadership team includes accomplished individuals with varied skills and experience of over 100s years (combined) in fields of Agriculture, Food Distribution and Information Technology. We have dedicated our lives to the advancement of food supply chain and the betterment of small, marginal farmers by providing them technology assistance which ensures better value for their produce.

Please continue to follow and support the Farm2Kitchen initiative so that we can truly make a difference in the global food delivery industry.

Warm regards,
Anand Dholi
Co-founder, Farm2Kitchen

Mission, Vision and Values

Mission Statement

Farm2Kitchen's mission is to provide the consumer with highest quality of fresh produce which is responsibly grown and delivered guaranteed fresh. This platform has the goal of creating an ecosystem that brings various Food Supply Chain parties like the food growers or producers, packagers, distributors, processors, dealers, grocers, restaurants, end consumers, financial institutions and other participants under a decentralized platform powered by Blockchain technology and Smart contracts to add the necessary trust and security to the value chain. Our efforts are to ensure that our products and services will exceed the expectations of our customers.

Our Vision

Since 2015, our team has been actively involved in the research to identify simple ways for responsible food production, easy food traceability and effective ways to prevent food wastage due to over production. Our vision is to provide a sustainable solution to the Food Supply industry by developing simple, readily accessible software solutions and propagate Food Traceability all the way to the small and marginal farmers in Asia and around the World, ultimately winning the trust and confidence of the consumer.

Our Values

Farm2Kitchen's Values are as follows:

- **Quality:** We want to ensure that the food we deliver is of the highest quality, most nutritious and fresh.... because we will accept nothing less!
- **Innovative:** Our technology solutions will always been in the forefront of the technology spectrum. Innovative products, state of the art facilities, quality assurance and industry expertise are the bases for our success.
- **Integrity:** Our customers depend on the quality of the food we help deliver. Our commitment to the highest standard is the foundation of our customers trust in Farm2Kitchen. We stand behind our products, our service and our word.

Executive Summary

Farm2Kitchen, an healthy food distribution startup, has operated an online store and several retail stores across western India for the past five years. They have developed a network of over 100,000 small farmers and producers and provided them the training and resources to grow organic food. This business has grown from a modest initial investment of \$60,000 raised from friends and family.

Our founders bring a diverse experience from Food Production, Distribution, Supply Chain Management (SCM) and Information Technology (IT) specializing in the Food industry. We are utilizing our experience and the huge network of farm producers, food packagers, retailers, and restaurants to envision the portfolio of products and solutions that will address the critical problems faced by the food industry.

Farm2Kitchen is building the first technology platform of its kind for the Food Supply Chain. By utilizing the Blockchain technology of distributed ledger and smart contracts to uniquely track every step of the food delivery on a shared ledger in order to ensure transparency, Food Safety and provide the foundation for sustainable agricultural growth and food security. Farm2Kitchen is also planning to expand its operation to include distribution to restaurants, cafeterias, and food services across western India.

We will make the technology platform available on the public Cloud as a Software as a Service (SaaS) application on subscription basis for other food supply chains to use around the world. Apart from the SaaS offering, we will provide Application Programming Interface (API) access for developer who would like to build their own apps for the platform.

The company expansion plan will be supported by raising money from an Initial Coin Offering (ICO). Sales projections for the next three years are based on current sales success with the target customer base in Asia. Initial contacts have been made with thousands of restaurants and retail outlets throughout the western states of India and the potential target markets have been identified. This plan will result in sales revenues growing to a breakeven point by the end of the second year of operations.

Food Supply Chain Challenges

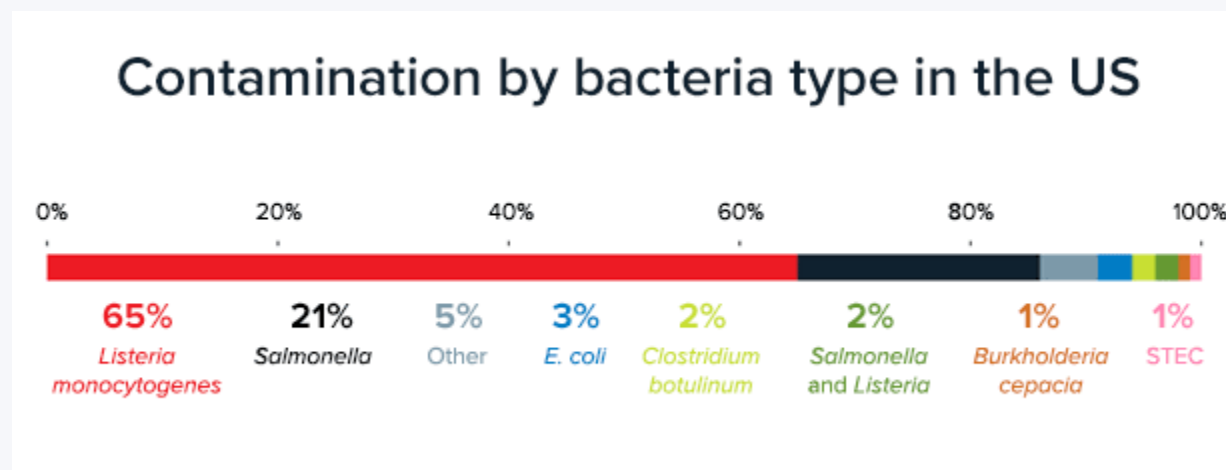
Food Safety

Foodborne illness (colloquially referred to as **food poisoning**) is an infection or irritation of the gastrointestinal (GI) tract mostly caused by consumption of food or beverages that contain harmful bacteria, parasites, viruses, or chemicals. Harmful toxins and chemicals also can contaminate foods and cause foodborne illness. Although, most foodborne illnesses are acute, meaning they happen suddenly and last a short time, and most people recover very soon, but occasionally, foodborne illness may lead to more serious complications and even death.

Foodborne illnesses pose a threat to international public health safety and economic development. With the increasing amount of trade, travel and immigration, the rate at which dangerous contaminants and pathogens pass through the borders has also risen. Every year, approximately 2.2 million people, a majority of whom are children living in developing countries, die because of food and water contamination.

Types of Food Contamination:

- **Biological Contamination** is when bacteria or toxins contaminate food and is a common cause of food poisoning and food spoilage. This is common when the food is stale.



- **Chemical contamination** occurs when food comes into contact with chemicals such as harmful pesticides and can lead to food poisoning.

- **Cross-Contamination** occurs when bacteria or pathogens are transported from one object to another mainly because of unhygienic conditions during food handling.

Food Safety refers to handling, preparing and storing *food* in a way to best reduce the risk of individuals becoming sick from food-borne sicknesses. Food Safety needs to be addressed on an urgent basis in the developing world, especially when it comes to restaurant or cafeteria food.

As per UN World Health Organization, one in every 10 people worldwide suffers from food-borne diseases annually. According to 2011 data from the Centers for Disease Control and Prevention (CDC), it was estimated that in a developed nation such as the United States, one out of every six persons was infected with foodborne illness (48 million people) and that foodborne illnesses resulted in 128,000 hospital cases and 3000 deaths. Worldwide, the death toll is 420,000.

The chart below shows the global burden of foodbourne illnesses.

Figure 12. The global burden of foodborne disease (DALYs per 100 000 population) by hazard groups and by subregion, 2010.

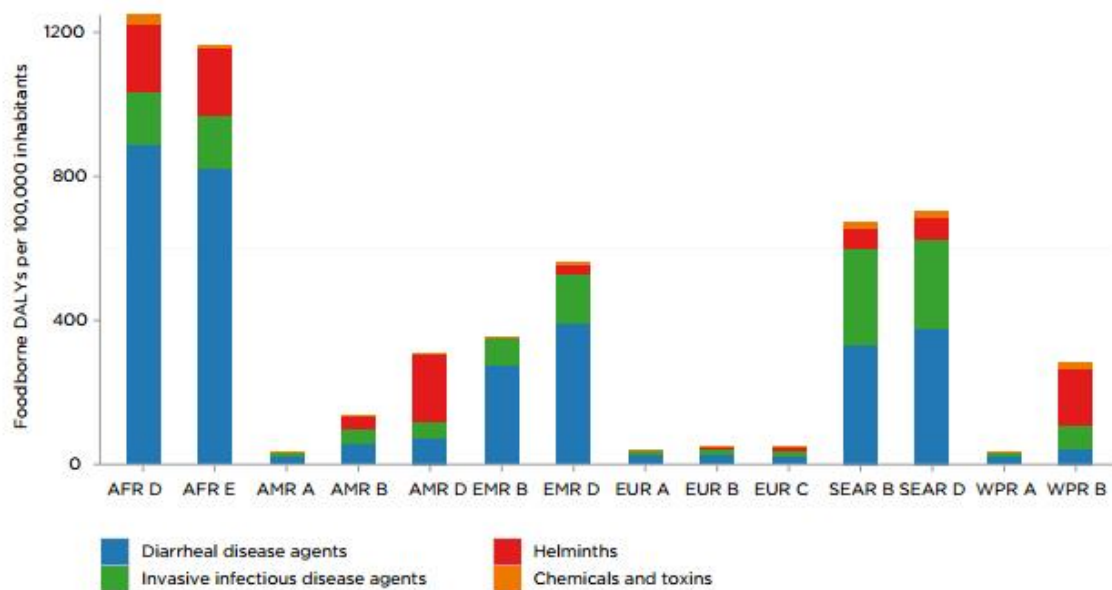


Image Source: WHO Estimates of the Global Burden of Foodborne Diseases, Foodborne diseases burden epidemiology reference group 2007-2015

Factors aggravating the food safety problem in the developing world:

- **Small Farmers** - Small and marginal farmers, whose land holdings are below 2 hectares, constitute almost 80% of all Asian farmers and hence are important for agricultural growth, food security and economic development in Asia. The situation is not very different across the rest of the developing world. Therefore, the future of food safety, sustainable agricultural growth and food security around the world depends on the performance of these small and marginal farmers.
- **Pesticide Usage** - One of the key concerns with farm produce mostly in the developing world is the use of harsh pesticides that can be harmful to long-term health as well as a leading cause of food contamination.
- **Food Handling** - Fresh produce is usually transported from the farms to market yards which are the distribution hubs, and from there the food is distributed through local dealers who deliver it to the restaurants and food services. This leaves the produce vulnerable to contamination because of lack of proper storage facilities and unhygienic conditions, especially with some of the dealers.

Food supply chains are increasingly complex and the potential risk of contamination due to various factors cannot be wholly eliminated. Once a contamination is detected, it is extremely difficult to trace all the parties affected due to that because of lack of food traceability. Today there is no shared traceability solution that is easy, trustworthy, secure and cost-effective. However, Farm2Kitchen is building a technology platform that will provide transparency in the whole process and reduce the risk due to food spoilage.

Other Challenges

Fair Price to the Farmer:

Existing food supply chains are long and are dominated by a large number of intermediaries like assemblers, wholesalers, sub-wholesalers, commission agents and retailers. In the case of fruits and vegetables, farmers receive one-third of the final price indicating high marketing and distribution costs. Experts have estimated just the marketing costs to be around 20 percent of the sale price of vegetables. High marketing and distribution cost act as a barrier to farmer's participation in the food supply chain.

Food Wastage:

Due to the high number of intermediates in the traditional supply chain, the amount of food wastage is high and transaction cost is also high. As per UN WFP's statistics, in the developing world, mainly India which is the largest consumer of farm produce, the food supply chain leads to massive wastage and inefficiencies with 30% of vegetable and fruit produce being wasted. The inadequate supply chain leads to periodic shortages of food items that are essential part of the daily diet.

Food Security:

Food Security means that all people at all times have physical & economic access to adequate amounts of nutritious, safe, and culturally appropriate foods, which are produced in an environmentally sustainable and socially just manner, and that people are able to make informed decisions about their food choices. Food Security also means that the people who produce our food are able to earn a decent, living wage growing, catching, producing, processing, transporting, retailing, and serving food (definition courtesy of Resilience.org).

UN's World Food Program (WFP) has argued that a new approach is desperately needed, because most developing countries are likely to become vulnerable to food shortage due to climate change, excessive use of pesticides/fertilizers and the toxic combination of rising temperatures, natural disasters, and erratic rainfall patterns. Farm2Kitchen's blockchain initiative will provide the basic foundation required for the future food security.



The goal of Farm2Kitchen's data analytics efforts is to help understand the food consumption trends and use the data to plan the crop for the upcoming seasons, improve the revenue for farmers, provide better value for consumers and reduce food wastage due to oversupply.

The agricultural sector in the developing world is characterized by fragmented supply chain, huge post-harvest losses, multiple market intermediaries, higher transaction cost, lack of awareness, socio-economic factors, and several other acute problems being faced by the small and marginal farmers.

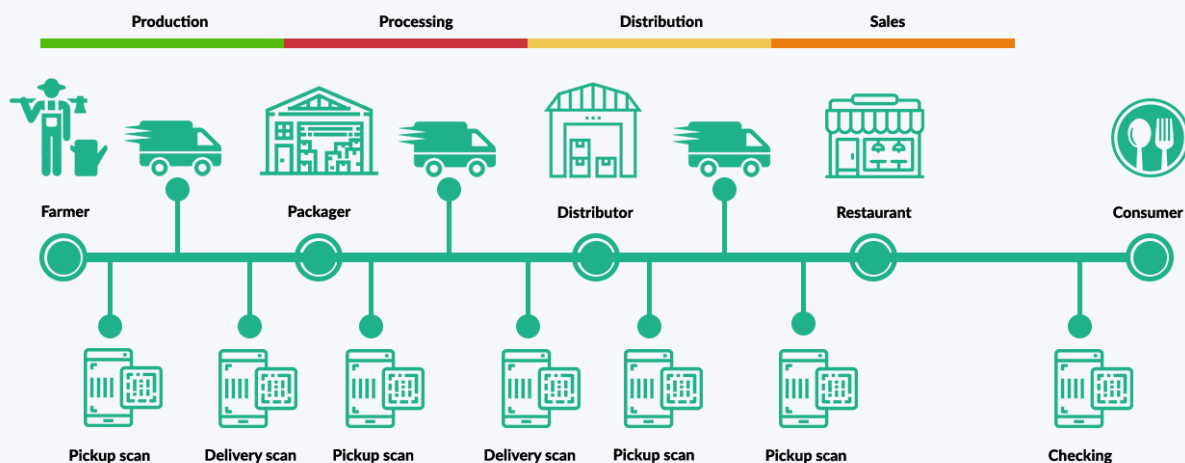
Farm2Kitchen plans to revolutionize the food supply chain using the Blockchain technology, add efficiency, reduce food wastage and take a positive step towards addressing the food security challenges of the future.

One step at a time, with the help of our participants, we are fighting food safety, security and world hunger.

Food Traceability

Consumer is curious about where the food on his plate is coming from, whether its fresh and was responsibly produced which is why Food Traceability is very important. Also, the spread of foodborne illnesses can be contained and the impact minimized with the proper implementation of Food Traceability.

What is Food Traceability?



Traceability is the process of accounting for every step in the life-cycle of food, from the farm where it comes from to the processing facilities and the final point of sale. Like monitoring and evaluation, traceability relies on continuous data capture from every stage of the food's handling and delivery. This process enables the verification of trading partners and providing continuous assurance that food products are fresh, clean and safe for consumption.

Key drivers of Traceability:

- Contain the spread of foodborne illnesses.
- Comply with regulatory and quality standards.
- Proactively manage product recalls with near-real-time corrective action.
- Improve public safety, customer satisfaction, and also profit margins.
- Manage product quality and reduce the cost of non-conformance.
- Gather data to learn about the patterns and plan for future crop.

The frequency and severity of product recalls have been on the rise across the food supply chain as we've seen in the headlines in recent months:

- July 2018: Kraft Heinz recalls Taco Bell Salsa Con Queso Mild Cheese Dip Distributed to Retailers.
- July 2018: Pepperidge Farm recalls Goldfish Crackers due to Salmonella.
- Summer 2017: Tyson recalls 2.4 million pounds of chicken patties.
- June 2017: Aldi recalls cashews after received complaints that glass was found in the canisters.
- May 2017: China recalls 7000 ton of “stinky feet salt” deemed unsafe.
- February 2017: Sargento recalls nacho cheese due to listeria contamination.

To avoid such recalls or reduce their impact, traceability within the food supply chain is required now more than ever — especially as the supply chain becomes more complex. The supply chain is only as strong as its weakest link, and consumers, retailers, restaurant owners, suppliers, and regulators are increasingly encouraging industries to be able to trace the origin, movement, and destination of food products “one step forward and one step backward” (see Figure 1). That way, manufacturers can manage a recall event proactively by tracing the issue in real time to a particular product batch or process and immediately take corrective action.

Food Traceability Challenges:

Global traceability solutions have been difficult, if not impossible to come thru due to lack of trust between various trading partners involved. But Blockchain technology makes it possible to create a trustless, decentralized network of food traceability solution that is not controlled by any one single entity. Farm2Kitchen plans to utilize the Blockchain to build a food supply chain tracking solution that is transparent, immutable, secure and easy to access even for small players with the available mobile solutions. Farm2Kitchen Blockchain technology provides the ability to identify the entire batch of affected food through the supply chain and pull it off the shelf to prevent catastrophe. The platform will go a long way in tackling any such foodborne illness outbreaks. Our participants can be assured that the food they are serving is not contaminated, and if ever contaminated, will easily be tracked down before consumed.

Our Innovative Solution

Farm2Kitchen is building the world's first decentralized platform for enabling Farmers, Producers, Packagers, Distributors, Transporter, Restaurants, and Retailers to seamlessly communicate and securely share information to track the movement of products through the Food Value Chain and be able to trace the products from the origin to the endpoint and back.



We are utilizing the distributed ledger Blockchain technology as the backbone of our platform in order to reliably track, monitor and predict the food quality. The Platform services, REST APIs and Mobile/Web apps will provide easy interfacing with the Blockchain platform for all participants ranging from small businesses to larger corporations. We are building the required tools and solutions to make the participation easy and affordable.

In the world we live in today, where trust is hard to find and build, adding traceability provides the extra assurance that the consumers can trust any food on their plate. Moreover, the process provides the understanding of the food consumption patterns and provide the first step in building a sustainable food ecosystem.

The Benefits of Our Platform



Food traceability ensures that if there is a food safety issue, our platform can quickly and accurately track the entire batch of the suspected food using the capabilities provided by Blockchain technology.



We are helping farmers get the right price for their produce. We would like to grow this ecosystem to uplift the life of small and marginal farmers, especially in the developing world.



The platform ensures that the consumer has clear visibility into where the food on his plate is coming from, if it is fresh, it was responsibly grown, and whether it has the nutrient value as promised.



We would like to use this data to understand the food consumption trends and provide data analytics to plan the crop for the upcoming seasons, thus reducing food wastage due to oversupply.



The platform is the necessary first step in the direction of addressing the global food security concerns for the rapidly increasing world population which is expected to reach 10 billion by 2050.

Target Market

Our joint venture partner Farm2Kitchen Foods Pvt. Ltd. will be first to launch our solution in India, which is the 6th largest economy in the world and one of the fastest growing economies.

Farm2Kitchen has established network of over 100,000 farmers in India and its growing. They have signed agreements with several restaurants, cafes, food services and canteens to deliver farm fresh food and groceries and each day they are reaching out to more and more food service businesses to make the promise of safe, healthy, farm fresh food a reality.

The Restaurant industry in India is US \$110 billion and is growing at more than 10% every year. With the growing median income for the population, India is seeing an exodus of new Restaurants and Fast Food outlets across all major cities and metropolitan areas.

Food contamination and spread of foodborne illnesses is wide spread in India because adulteration, excessive use of pesticide, a scattered and very complex food supply chain, too many intermediaries and lack of food traceability. Consider for example, over 68 percent of milk in the country does not conform to standards laid down in the government's FSSAI regulations. The population is aware of the problems and is actively looking for a solution. The Farm2Kitchen's promise of fresh food delivered to the kitchen is resonating very well with the population, especially the younger gen x and gen y population.

Here are some of the key statistics:

- India has about 120 million farmers and US \$450 billion agro industry, and with a 1% penetration, this is at US\$ 4.5 billion market for Food Supply Chain on the conservative side.
- With a 10% revenue share, this is a US \$450 million revenue opportunity in the near term.
- We have plans to expand the operations in other Asian countries during the 1st year of operation. China is another big market with a huge population to feed.
- As per McKensey & Company report Global Food and Agri business is US \$5 trillion and is getting bigger each year.

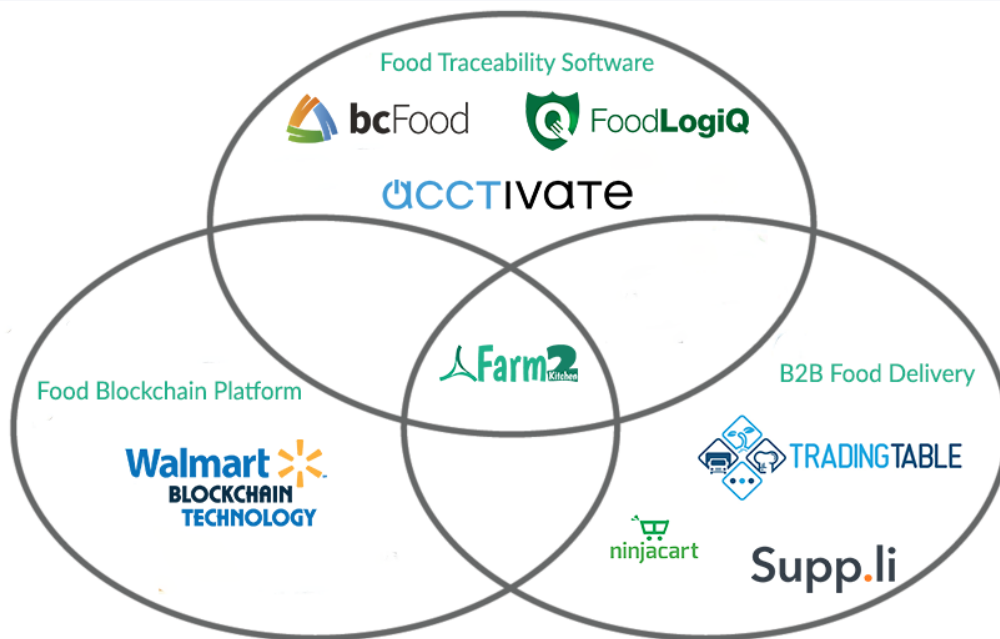
SWOT Analysis

S	<ul style="list-style-type: none">• Backed by an established business which connects farmers with the marketplace and has a strong know-how of the food supply chain.• Farm2Kitchen Blockchain is a secure, reliable and cost-effective solution for Food Traceability in the market.• Strong team with expertise in Tech, Agriculture, Retail, SCM and Regulatory compliance.
W	<ul style="list-style-type: none">• The market is huge and food supply chains these days are incredibly complex and span across the globe.• Although, Blockchain is a very powerful technology, there are some areas where the technology is still evolving especially as the transactions volumes grow.• Access to other markets will need a lot of extra resources.
O	<ul style="list-style-type: none">• Food safety and quality is a major concern because of the increasingly complex food supply chain today.• Consumers want to know where the food is coming from, how it was produced (organic, non-GMO), if it can be traced to its origin in case of an contamination.• Growing awareness about food wastage and long term food security among the millennials and generation X conscious consumers.
T	<ul style="list-style-type: none">• IBM is working Walmart on a Blockchain platform for Walmart's supplier network, so unless the interoperability concerns are addressed, it will be a challenge to have bigger players join the network.• The platform uses crypto currency for membership fees and with the current situation of undefined crypto currency regulations, it can adversely affect the growth.• Currently, there is a lack of best practices for Blockchain technology in advance areas such as transaction compensations and data archiving.

The demand for food is expected to grow substantially by 2030. UN's World Food Organization and others have warned that a sustainable solution is necessary and urgently required. Farm2Kitchen's solution is a necessary step in the right direction which will limit the wastage of food and provide data intelligence to plan the food production for the future. Combined with the promise of fresh food and better managed food safety, the market is bound to expand exponentially.

Competition Landscape

We have a unique offering, since no other Food Traceability solution offers a truly decentralized network that is not owned or controlled by one party, but there are some other Food Traceability solutions available for large producers and distributors to manage the traceability within their business network. Here are some of the existing solutions:



bcFood by Becks Consulting

The result of years of experience serving food manufacturers, processors, and distributors, bcFood is a fully-integrated solution designed specifically to support the unique needs of the food industry. Built on Microsoft Dynamics NAV, the best-selling ERP application in the world, bcFood offers quality control features, advanced notifications, workflow capabilities, recipe definition, grower accounting, trade management, license plating, mobile warehousing, and more.

Limitations:

- Designed for managing the product development lifecycle and operations of food producers vs. managing the end-to-end supply chain of produce.

- Centralized implementation owned and managed by a producer or distributor.
- Requires heavy customization and extensive experience in Microsoft Dynamics to do that.

Food Traceability by Acctivate

With powerful traceability and lot number tracking, Acctivate Inventory Software for QuickBooks is the best solution for small to midsize food distribution businesses. Adhere to FDA & other regulatory procedures, ensure quality control & manage source, expiry date, lot, inspection and quarantine info. Manage all phases of food distribution in real-time, across your company with features for inventory management, process manufacturing, sales management, tiered pricing, importing & more.

Limitations:

- More of a solution geared towards packaged food manufacturers.
- Centralized solution that requires customized implementation on premise at the Food manufacturer.
- Only tracks the batch numbers back to the original lot produced.

Walmart and IBM



Walmart and IBM are working together in a Blockchain Food Safety pilot project that will kick off with a collaboration designed to enhance food tracking, traceability and safety in China, to achieve greater transparency across the food supply chain. They are working with food supply chain providers and regulators to develop the standards, solutions and partnerships to enable a broad-based food safety ecosystem in China.

Limitations:

- Although there is not much public information publicly available about the details of this project, it looks to be centered around Walmart's supplier network.

We differentiate ourselves by offering decentralized, secure, and easy to integrate platform that promises fresh food deliveries, transparency in the supply chain and a faster, simpler, cost effective solution compared to our competition.

Traditional Traceability Software vs Farm2Kitchen Platform

 Traditional Traceability Software	VS FARM2KITCHEN Blockchain Platform 
<ul style="list-style-type: none"> One party owns and controls the data. 	<ul style="list-style-type: none"> Shared data. Completely decentralized network of nodes.
<ul style="list-style-type: none"> Partners can add or update transactions, but the owner is the super admin. 	<ul style="list-style-type: none"> All members can add transactions, but no updates and no super admin
<ul style="list-style-type: none"> Database owner can alter, update or delete data. 	<ul style="list-style-type: none"> All members can be sure that, once saved, the transactions are uncorrupted and unaltered
<ul style="list-style-type: none"> Information is in silos. 	<ul style="list-style-type: none"> Ensures transparency and accountability
<ul style="list-style-type: none"> Each participant needs their own database which is non-standardized. 	<ul style="list-style-type: none"> All participants share the same blockchain platform
<ul style="list-style-type: none"> Need complex integration for keeping data is sync. 	<ul style="list-style-type: none"> Share Platform used by all

Our Advantage

Existing Network

We are backed by a company that has been in the Food business for over 4 years and has build a network of 100,000 farmers and producers and 100s of distributors.

Our Team

Our team has extensive experience in Food Production, Food Supply Chain and Innovative Technology solutions.

1st Mover Advantage

We are building a global platform for Food Traceability addressing some of the issues declared as a priority by UN World Food Organization.

Innovative Solution

A truly decentralized, transparent and secure platform built on a reliable Blockchain suite – Hyperledger and easy to use mobile apps for the participants.

Blockchain Innovation

Blockchain Basics

Satoshi Nakimoto, the father of Blockchain technology, called it a peer-to-peer electronic transaction system. Technically, the Blockchain is a shared database that maintains a distributed ledger and is available openly. In business terms, the Blockchain is a network for trading assets between peers, without the need of any intermediaries. Legally, Blockchain adds trust and transparency while trading assets between previously unknown entities. So what exactly is this Blockchain?

In a nutshell, Blockchain is a game changer...



**Saves
time**

Transaction time
from days to near
instantaneous



**Removes
cost**

Overheads and
cost intermediaries



**Reduces
risk**

Tampering, fraud
& cyber crime



**Increases
trust**

Through shared processes
and recordkeeping

** Courtesy IBM Corporation #IBMBBlockchain

Simply put, a Blockchain is a transaction ledger that one can write to but cannot modify or delete any transactions once they are on the ledger. Unlike a traditional database, the transactions are stored in blocks, with each block storing a cryptography link to the previous block in the chain. Because of this, any change to any of the block in the chain invalidates all the subsequent blocks. To make it further secure, the ledger is decentralized, meaning it is not just stored on one node (or server) but it is replicated on all the nodes participating in the Blockchain, making it almost impossible to tamper with the transactions stored on the ledger. Finally, most blockchains have a consensus mechanism for ensuring the validity of every new block added to the chain.

Blockchain Explained in Tags



Public vs Private Blockchain

Public Blockchain: This is a decentralized network which is completely open, meaning anyone can join and participate in the network. The more participants join, the more secure and decentralized it becomes. Every node has the same authority. Before a transaction is considered valid, it must be authorized by each of its constituent nodes via the chain's consensus protocol. Public Blockchains are mainly useful for two things; asset management (including initial creation and distribution) and trustless timestamping of transactions.

Advantages:

- Democratized: Anyone can transact on the chain.
- Trustless: No single party of group has control.
- Transparent: Anyone can create and monitor transactions.

Private Blockchain: This is also a decentralized network, but it is permissioned and not completely public. This puts restrictions on who can join and participate in the network and which transactions they have access to. These permissions can be managed by either gatekeepers or based on predefined rules. The members are responsible for maintaining the shared ledger in a decentralized manner and execute the consensus

protocol. Permissioned Blockchains are good for consortium and industry groups that conduct business among them.

Advantages:

- Faster: Transaction processing is faster.
- Privacy: Using permissioned access.
- A step above traditional databases.

Why Blockchain for Farm2Kitchen



Why Ethereum Public Blockchain for ICO?

Ethereum is an open software platform based on blockchain technology that enables developers to build and deploy decentralized applications. Ethereum provides a custom built Blockchain which is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference.

Here are some of the reasons we choose Ethereum's Public Blockchain for our ICO:

- Crowdsale or ICOs are open to everyone who would like to participate. They provide transparency.
- The public ledger is trustless, meaning there is no single authority who can independently alter the state of the transactions.
- Ethereum is a tried and tested platform that offers smart contracts, without any middleman or counterparty risk.

Why Hyperledger Private Blockchain for our Platform?

Hyperledger is an open-source collaborative effort created to advance cross-industry blockchain technologies. Hyperledger is designed to allow organizations to build and run industry-specific blockchain applications, platforms, and hardware systems that support their own business transactions. Typically, Hyperledger is used where industry regulations and intellectual property concerns prevent the use of public Blockchain platform.

Here are some reasons we choose Hyperledger for the Farm2Kitchen platform:

- Hyperledger offers the standard benefits of Blockchain such as a decentralized network and immutable transaction (which cannot be altered).
- Open-source: Hyperledger is an open-source platform under the Linux Foundation with a large adoption.
- Hyperledger is very well suited for building Supply Chain platform where unrelated entities can achieve a high level of trust.
- Smart Contracts: It supports Smart Contracts to define the rules of engagement between the entities participating in the chain.
- Permissions: The platform comes with built-in permissions for setting access control for the participants.
- No Proof-of-Work: Hyperledger doesn't need computers solving problems day and night.

Farm2Kitchen Token

Farm2Kitchen has issued F2K Token (an ERC20 Standard Token). Farm2Kitchen Token will be the fuel of the Farm2Kitchen's ecosystem used by customers, stake-holder and third-party business partners worldwide. The F2K token is the publicly tradable digital asset that will be used for each activity conducted via our platform.

Purpose of F2K Tokens

- Farmers, Growers, and Packagers will use the F2K tokens to pay for their monthly subscription to the Producer mobile app.
- Distributors will use the F2K tokens to pay their monthly dues for the platform access to connect with farmers for fulfilling their orders.
- Transporters will use the F2K tokens to pay their monthly dues so they can get access to food delivery routes and grow their business.
- Restaurant owners, Retailer, and Food Service customers will pay for their subscription to the Customer Service app to get notified about upcoming deliveries.

F2K Token Demand Growth

Farm2Kitchen will make the F2K Token available on some of the premier crypto exchanges within 2-4 weeks of the successful completion of the Crowd Sales or Initial Exchange Offering (IEO).

Subscription to various software solutions (web portal and apps) offered on the Farm2Kitchen Platform will be payable using the F2K Tokens. These F2K Tokens will then be purchase via selected token exchanges. If the member decides to use Fiat currency to pay for the membership instead of the F2K tokens, they will be charged a 25% premium over the high price of the day on the exchange. This will encourage the members to pay the dues using F2K tokens.

We will offer Life Membership which can be purchased only using F2K Tokens.

As more and more Distributors, Farmers, Transporters and Restaurants join the platform to take advantage of fresh produce and quality food deliveries, and the membership

continues to grow on the Farm2Kitchen platform, it is projected that the demand for F2K tokens will increase proportionally.

F2K Token Specs

Token Name	Farn2Kitchen Token
Ticker Symbol	F2K
Token Nature	Utility Token
Token Standard	Ethereum (ERC20)
Total Tokens	280 million
Tokens for Sale	110 million
Exchange Rate	1 F2K Token = US \$0.1 (during the IEO)
Soft Cap	US \$2,000,000 (\$2 million)
Hard Cap	US \$9,000,000 (\$9 million)
Currency Accepted	ETH, BTC
Vesting Period	<p>Vesting ensures a long-term commitment from the Founders and Advisors towards the success of the project.</p> <ul style="list-style-type: none"> Founders have a 2-year vesting schedule with a 6-month cliff. This means 1/4th of the tokens will be matured every six months. Advisors have a 1-year vesting schedule with a 6-month cliff. This means 1/2th of the tokens will vest every six months.
Unsold Tokens	Unallocated tokens that are available for sale in ICO will be burnt.
KYC	KYC will be mandatory for all participants

The Token Sale

Farm2Kitchen is launching an Initial Exchange Offering (IEO) to fund its development plans along the roadmap presented here. This includes the development of the market footprint (first in South Asia; later expanding in phases thru the rest of Asia, Africa, and the Americas), the introduction of cutting-edge technology platform, supporting tools (Web Portals, Mobile Apps and Future techs) and the progressive tokenization of the company's ecosystem on the blockchain to promote its community and optimize operating costs.

ICO Roadmap

IEO Launch	: April 22
IEO Stage 1 (20% Discount)	: April 22 – April 28
IEO Stage 2 (10% Discount)	: April 29 – May 5
IEO Stage 2 (No Discount)	: May 6 - June 20

Fundraising Goals

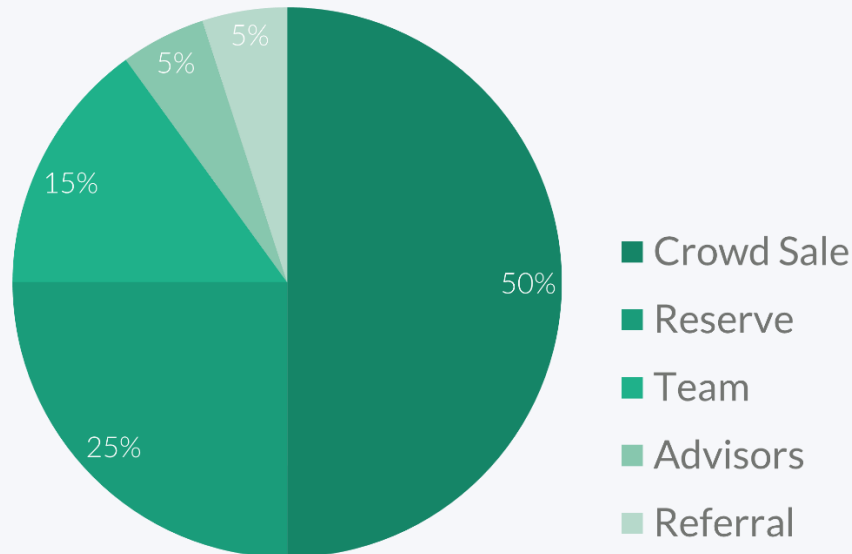
Our main objective of the token sale is to raise the funds to finance the development of Blockchain platform, development of platform access tools (mobile apps), phased global implementation of the platform and support the platform (keep the lights on).

We have developed the MVP for the Global Marketplace and Mobile App for Farmer's and Food producers. A portion of the funds will be used to increase the adoption of these platforms and build traction for the Food Tracking on Blockchain product.

The soft cap for the ICO is set to Ether equivalent of US \$2 million while the hard cap is set at US \$9 million. Base token price at the time of the token launch is set to US \$0.10.

Reaching the hard cap through token sale will provide Farm2Kitchen the necessary liquidity to run and maintain the Blockchain platform in the Public-Private Partnership (PPP) mode for the first 2 to 3 years of the operations, while the team develops a long-term sustainable revenue model to support the platform.

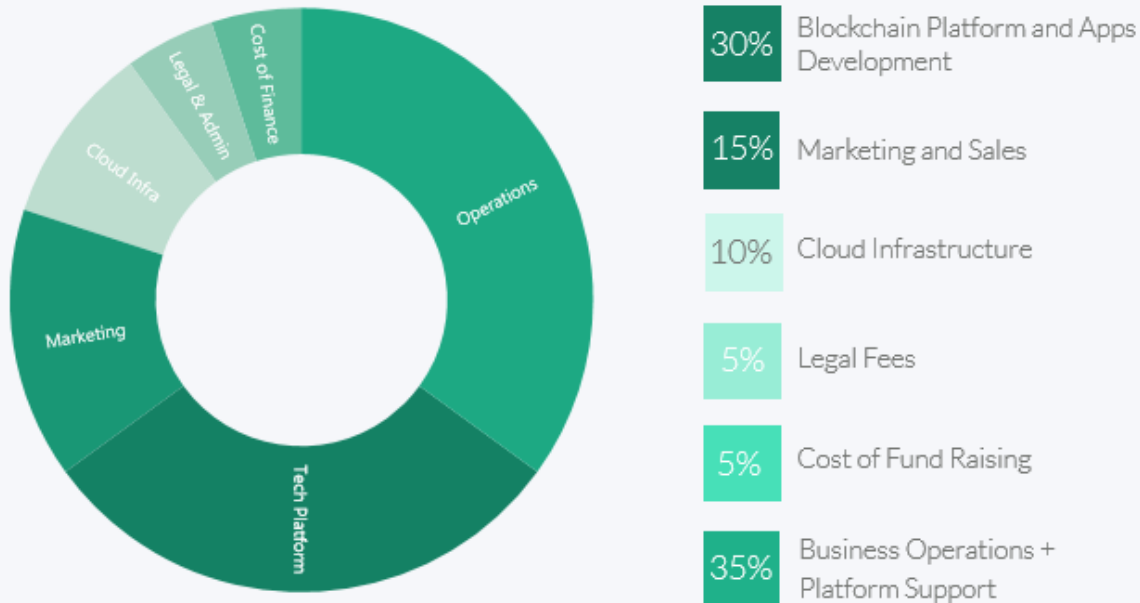
Token Distribution



The fixed supply of F2K tokens is 280 million (280,000,000), which is defined in the Ethereum smart contract. The distribution is as below:

- **Crowd Sale:** 40% (or up to 110 million) tokens are allocated for the contributors of the crowd sale (or ICO). Unused tokens will be burnt after completion of ICO.
- **Company Reserve:** 30% (or 80 million) tokens are reserved to support the future operations of the platform.
- **Founders and Team:** 20% (or 60 million) tokens are allocated to the founders and the team (including reserve for future members). Subject to 1-year vesting period.
- **Advisors:** 5% (or 15 million) tokens are allocated to the Advisors. Subject to 1-year vesting period.
- **Referral Bonus:** 5% (or 15 million) tokens are allocated to support referrals and the bounty program.

Fund Allocation

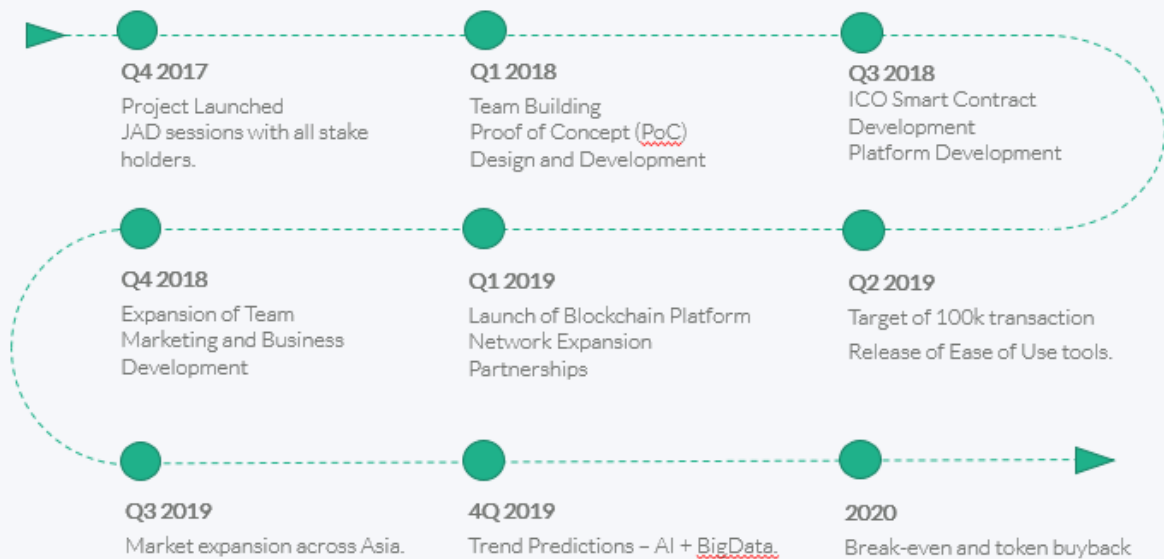


The funds collected through the token sale will be used to realize the identified milestones and support the Operations, Marketing and Legal activities.

- ☑ **Platform and tools development** - 30% of the funds raised will be used to develop the Farm2Kitchen Blockchain platform and the supporting ecosystem of apps and portals.
- ☑ **Marketing and Sales** - 15% of the funds raised will be used to spread awareness about the project, drive marketing efforts and promote sales.
- ☑ **Cloud Infrastructure** - 10% of the funds will be utilized to run the Blockchain nodes and APIs on the Cloud.
- ☑ **Legal Fees** - 5% funds will be reserved for legal fees, accounting and overhead costs associated with complying with the government.
- ☑ **Fund Raising** - 5% funds will be allocated for fund raising such as platform charges and payment gateway fees.
- ☑ **Business Operations and Support Services** - 35% of the funds raised will be used to support the Farm2Kitchen platform, the operations and provide customer support to the platform users.

Project Roadmap

Farm2Kitchen team will deliver platform capabilities as per the timeline specified below:



Marketing Plan

The funds raised through token sale will provide Farm2Kitchen the necessary liquidity to implement the platform in the PPP model.

Access to markets in developing countries:

To reach out to potential markets in emerging countries, we plan to be present in exhibitions and conferences. We also intend to have a lot of targeted B2B and B2A marketing activities in targeted markets.

We have a strong social media following and we intend to use that to reach out to potential clients. Our past experiences in handling awareness campaigns related to food industry will give us the added advantage to use this platform for expanding our userbase.

Our committed to improve food safety is resonating with various governments social objectives and we are in touch with various government organizations and NGOs to integrate our solution with the existing logistics.

Our Team

The Farm2Kitchen team brings extensive experience from Food Production, Food Delivery, Supply Chain Management, Technology, Startups, Digital Marketing, ICO Fundraising and Fortune 500 corporations.



Anand Dholi, Co-founder

Senior Management IT Professional Leading Delivery of Global IT/ERP Projects/Programs/Services.

Visionary, strategist & achiever with 18+ years of experience in initiating and delivering sustained results and effective change for Fortune 500 firms across a wide range of industries with Leadership Role, Global Program/Project Management, Global IT Service Management, Global SAP/ERP Implementations & AMS Projects, Product Management and People Management. Led international, cross-functional teams while working in Japan, England, Germany, USA & the Netherlands.



Yogesh Kondaskar, Co-founder

CEO and Chief Innovator Bizteon | Speaker | Member at Forbes Technology Council | Author | Startup Mentor

Yogesh is an Entrepreneur, Innovator, Technology Solutions Architect, Startup Advisor and a problem solver. He has 22 years of tech industry experience in technology and leadership roles.

Yogesh is the CEO and Chief Innovator at Bizteon and in his current role, he helps businesses improve operation efficiency and enhance customer experience by providing Digital Transformation solutions leveraging Blockchain, AI/M, BPM, RPA, Web/Mobility, Future techs and Cloud.



Dr. Hemraj Gaidhani, CEng MBA
Co-founder and COO

Hemraj has 18+ years of industry experience include Operations, Process Design, Brownfield projects, Greenfield projects, Onshore and Offshore projects, taking part in compliance reviews, construction support, scope identification, liaising with clients, equipment and package vendors, man hour estimation and generating process schedules. He has done extensively work in debottlenecking and published two papers on the subject.



Dr. V K Arora, Director of Sales

Consultant - Entrepreneurship, Startups and Small Business Sales/Business Development

Establishment and Consultancy – Startups, Handholding (Small Business Development), Pre-incubation (E-Cell), Business Incubators and Accelerators

Visiting Faculty/Lecturer – Subjects of Entrepreneurship and Management Studies (PAN India)

Master Trainer - ZED, Quality Control of India, MoMSME

Resource Person – SEBI, MoF



Rajan Nikam, Digital Marketing Manager | ICO Marketing

Rajan has over 12 years of experience in Digital/Social Media Marketing professional and Search Engine Optimization (SEO) specializing in making online strategies and facilitating the execution of social media campaigns. Recently he is applying his experience to Blockchain projects and ICO marketing. His passion is to help businesses surpass their goals and deliver successful projects.



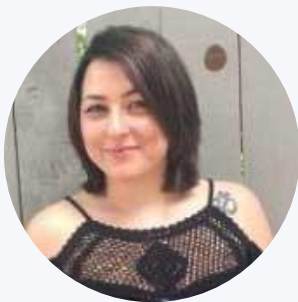
Samarth Mehta, Blockchain Solutions Architect

Samarth is an industry leading technology solutions architect with more than 11 years of industry experience in Process Improvement. In his current role as Solutions Architect at Bizteon, he has worked with several clients helping them improve operational efficiency and enhance customer experience by providing solutions leveraging technologies such as BPM, RPA, AI/ML (Watson), Blockchain and Cloud. He is a member and contributor at International Association of Software Architects (IASA).



Nitesh Agarwal, Senior Software Developer

Certified Blockchain Developer and Software Engineer with extensive experience in BPM, RPA, Blockchain, Web development, SimplyBPM and Mobile App development.



Jade Kuchar, Digital Marketing

Digital Marketing expert with extensive experienced in all facets of internet marketing including website design, email marketing, product creation, product launch, mobile marketing, video marketing, social media management, lead generation.

Our Advisors



Giovanni Casagrande, ICO Advisor

Blockchain and ICO Maestro, Giovanni is a firm believer in the power of decentralization and the remarkable impact it can have on our lives. He is a writer, public speaker, investor, advisor and connector in the space. He frequently advises on:

- Online Marketing & Growth Hacking.
- Cryptocurrency investing.
- Initial Coin Offerings (i.e. ICO) from start to finish.
- ICO regulation and compliance.
- Start-up strategy / operations / go-to-market.



Quentin Herbrecht, Advisor

Quentin is Entrepreneur, ICO Advisor, Start-up Mentor & Representative at FasterCapital. With several years of experience in the purchasing sector, project management, business & analysis development among leading companies such as Coca-Cola and Saint-Gobain; More than two years of experience in the blockchain sector.



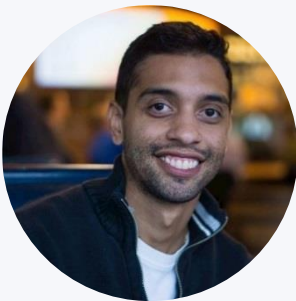
Giacomo Arcaro, Advisor

Giacomo is a Growth Hacker for ICO & STO. He is a leading ICObench Expert and ICO/IEO/STO Advisor. He is an author of a best-selling book "GET RICH WITH THE BLOCKCHAIN".

**Bogdan Fiedur**

ICO Advisor | ICOBench Expert | Smart Contract Developer| Full Stack Developer

Bogdan is a smart contract developer, crypto-investor, and an entrepreneur. He has over 20 years of IT industry experience and has been involved in blockchain development for last few years.

**Philippe Michael DaSilva, Advisor**

Senior Analyst - Corporate Trust Management | Blockchain Advocate | ALPFA Member | U.S. Marine Corps Veteran

Industry professional with extensive experience in Finance, Leadership Development and a strong advocate of startups disrupting the Financial industry using Blockchain technology.

**Dinesh Bhatia, Advisor**

Entrepreneur with 15 years of industry experience in Sales & Business Development, Alternate Channel Development, Online Sales Channel, Retail Category Management, Agro Produce Value Chain Management.

**Prashant Naikwadi, Advisor**

15 years of experience in Agro Produce Value Chain Management. He has a PhD in Organic Farming and Regulations.

Connect with Us

We love to hear your feedback or comments or maybe you are looking for more information. Please feel free to email us at info@farm2kitchen.io.



On the Web

<http://www.farm2kitchen.io>



Telegram

<http://t.me/farm2kitchen>



Facebook

<http://www.facebook.com/farm2kitchen>



LinkedIn

<https://www.linkedin.com/company/wearefarm2kitchen/>



Farm2
Kitchen
