**Disruptive blockchain Meal Ordering Project**

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The objective of this project is like many other blockchain projects which is to disrupt the current landscape. We intend to provide a blockchain service for the meal ordering sector.

**History**

The sector is made up of a few major players that charge huge fees to restaurants and merchants to use their service. These services provide a platform where restaurateurs can reach out to a huge bank of customers. As a charge for using this tapped market of hungry customers JustEat charge 20% from the food & Drink bill to the businesses. Restaurateurs depend on this yet fork out a huge chunk of their profits. We intend to change this and alter the balance of Power & Control.

We want to this project to offer to restaurants a huge customer base without charging them huge fees allowing business to maximise their profits. We will do this by integrating the Customer-to-Business platform onto blockchain.

Every Transaction is held & verified within the blockchain. Ethereum, being the most popular smart contract blockchain it is the chosen platform to run our service. The transaction within the blockchains are immutable thus orders cannot be altered. These smart contracts will be used to store light weight data regarding parties, their transactions & addresses to their profile data stored within IPFS.

IPFS (Inter Planetary File system will be used to store assets such as images & profiles for the likes of our buyers/food eaters & Restaurateurs and their menus. IPFS is a peer-to-peer distributed file system protocol.

**Smart Contract specifications**

Buyers/Food Eaters

Each buyer is issued with their own unique buyer address stored within the blockchain. The IPFS will hold detail of the buyer along with images and files etc. The buyer is able to search through the list of Sellers to find a suitable restaurant to purchase their meal

Seller/Resteraunteur

Each Seller is issued with their own unique seller address stored within the blockchain. The IPFS will hold detail of the sellers restaurant their meals, prices, promotions and geographical address.

Token Holders

Each Seller is issued a unique address held on the blockchain. Token Holders can be investors, restauranteurs, or buyers. Buyers & Sellers may hold multiple token addresses.

**Business Model**

Token

Transactions

Food Market

Miners validating transactions get rewarded for their efforts

Coins can be purchased through app

**How does this help Merchants?**

To use the service is free. Merchants no longer need to pay the 25% fees. All the restaurateurs pay for is the small transaction fee incurred within the blockchain

**How does this help customers?**

At face value customers can treat this Service as any other Meal Ordering App. Customers can pay using MunchBit Coins or fiat currency. We will integrate a regional payment gateway to the platform to allow fiat purchase. We will start with the UK

**How to draw in customers**

During the initial, soft launch period we will provide promotional discounts ie 15% off all Food orders. If this does not seem to stimulate transactions we will incentivise food eaters by free coins with every purchase.