**Harmonising Halal Worldwide
through blockchain solutions**

Table Of Contents

What is Halal

Meaning & Importance of "Halal"

> Prohibited for you are carrion, blood, the flesh of swine, and animals dedicated to other than Allah; also the flesh of animals strangled, killed violently, killed by a fall, gored to death, mangled by wild animals—except what you rescue, and animals sacrificed on altars
>
> *The Quran [al-Ma'idah:3]*

> He has only forbidden to you dead animals, blood, the flesh of swine, and that which has been dedicated to other than Allah. But whoever is forced [by necessity], neither desiring [it] nor transgressing [its limit] – then indeed Allah is forgiving and merciful
>
> *Surah An Nahl [The Bee: Verse 115]*

The guidance on what is deemed "Halal" is found in the Muslim holy book, the Quran. In Arabic, Halal means lawful, or permitted, but contrary to popular belief, it is not a simple laundry list of items which may or may not be consumed, neither does it pertain strictly to food consumption. Rather, the notion of being Halal places an emphasis on acting in ways which are good, pure, and clean, and is contrasted with "Haram" – that which is forbidden or prohibited – often characterized by violence or carelessness.

In terms of Halal consumption, a mistake often made by non-Muslims is that food is Halal so long as it does not contain pork, lard, or alcohol, and indeed, these are expressly Haram – forbidden – for Muslims. But truly Halal food is held to specific standards at every step from processing to preparation to consumption, in other words, from farm to fork, and devout Muslims have a personal interest in knowing how well Halal standards are met in the food they consume.

Benefits of Halal Food

Because of the rigorous ethical standards that food products must meet to be considered Halal, many people choose to consume Halal food despite not being Muslim themselves. Conscientious consumers believe that Halal food offers many health and ethical benefits such as being
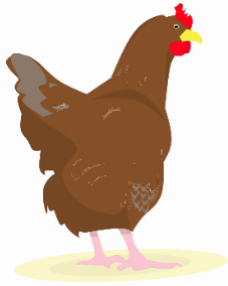
Safer to Eat

In Halal food, great emphasis is placed on food safety and hygiene. Animals raised on Halal farms must be well treated and given healthy and clean feeds. Most Halal farms will feed their animals only vegetarian products (no animal by-products like those found in non-Halal farms) and avoid anti-biotics and other growth hormones and chemicals that have contaminated so much farm-reared food today.

More Ethical

It is not permissible to slaughter an animal that is sick, so animals are kept in natural and clean conditions to support disease-free growth. Animals are treated well, and many people also believe that Halal slaughter is very humane, causing animals less stress and pain compared to modern farming techniques.

Free of Harmful Substances

The Muslim way of slaughter requires the blood to be completely drained from the whole animal – including its organs – before any further processing takes place. This ensures that contaminants and harmful substances, primarily those in the blood are not in the meat which is consumed later.

Improves Metabolism

It is a basic requirement of a Muslim to take the best possible care of their own body. One of the most fundamental ways to do so, is by ensuring that the food that is consumed is healthy and of good quality. Healthy consumption also supports the immune system, brain and metabolic function. And metabolic function is vital in maintaining the body's overall health.

In brief, Halal food is likely to be healthier for consumption compared to non-Halal food. In this day and age, when every week brings a new food contamination scandal, choosing Halal certified food ensures a minimum standard of safety and quality.

Islam Around the World

Muslim Populations

Islam is the second most populous religion in the world, with an estimated 1.8 billion adherents worldwide. It is the dominant religion in North Africa and the Middle-East, and is the majority religion, or the religion of sizeable minorities, throughout South and South-East Asia[i].

ISLAM

Most Muslims identify with one of three primary denominations, or branches—Sunni, Shia, and Sufism.

KEY
> 70%
40—70%
10—40%
1—10%
< 1%
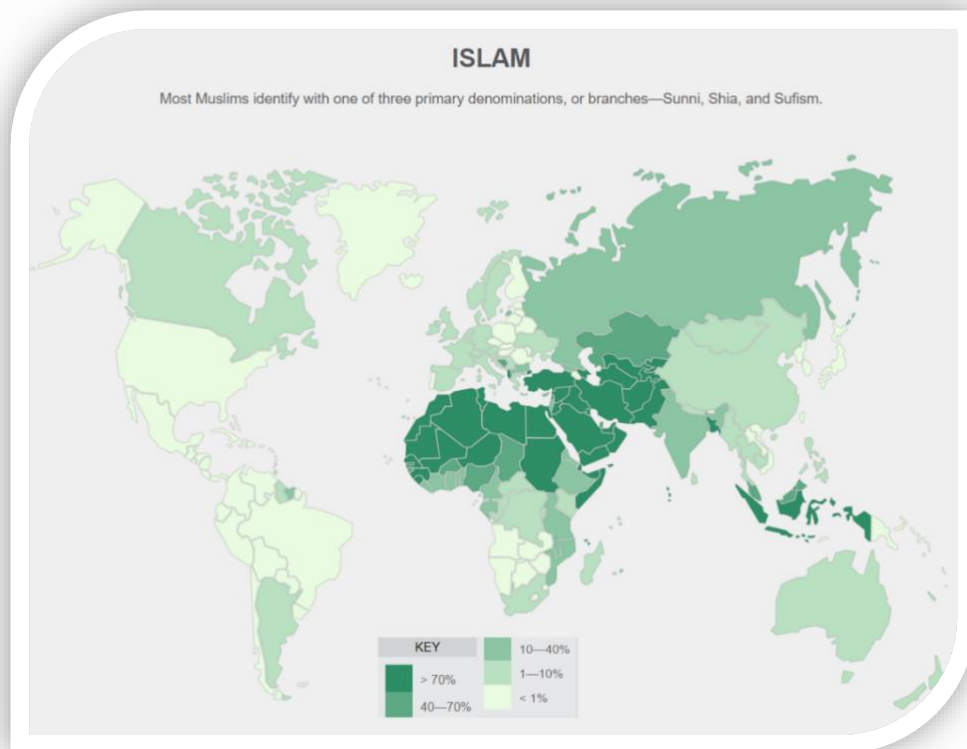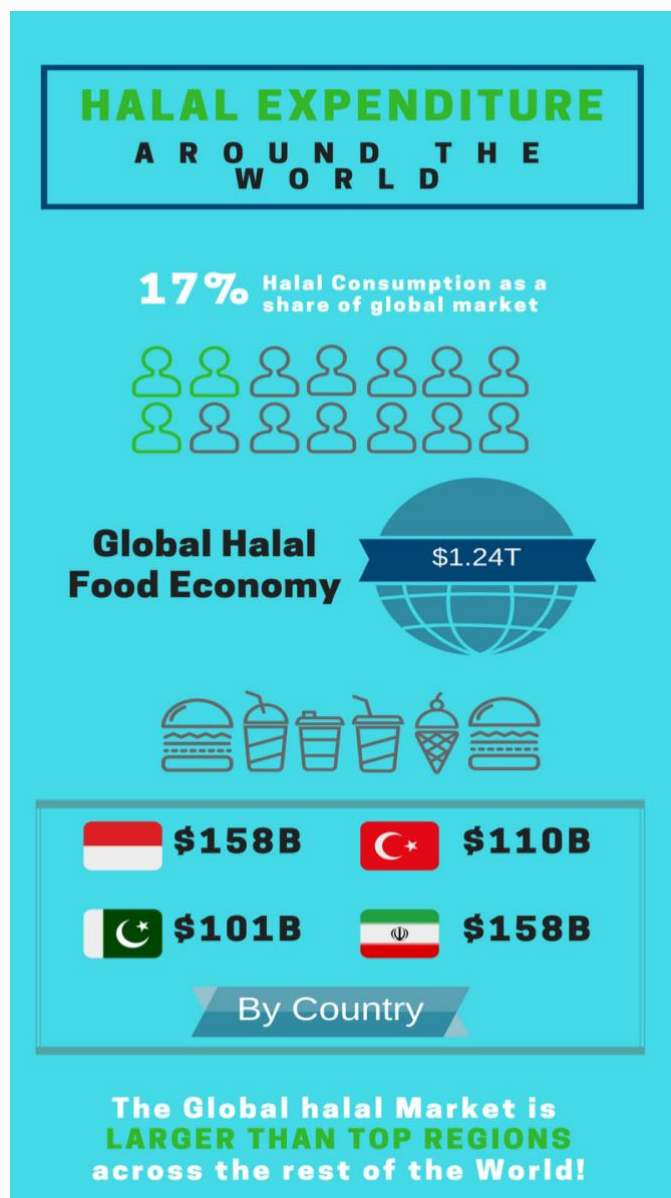
Halal Food Worldwide

Muslims are not only populous, they are also geographically wide ranging. Even though there are dominant population centres, adherents of Islam are found from coast to coast, in every corner of the world. This creates intense global demand for food that meets Halal standards.

In 2016, the world Halal food economy was $1245 billion. It is expected to reach $1930 billion by 2022. Muslim expenditure on F&B is growing at twice the rate of F&B expenditure in other sectors.

At $1245 billion, the global Muslim F&B market is larger than the F&B consumption across top geographical regions in the world such as China ($871 billon), USA ($785 billion), Japan ($389 billion) an India ($357 billion)[ii]

An Obligation and an Opportunity

WhatsHalal believes that these growth indicators present both an obligation and an opportunity. It is an obligation because, believing that food should be Halal, it is incumbent on us to support the growth and accessibility of the industry so that all people may benefit. It is an opportunity because the meteoric growth of the sector has been uneven and left many unfilled niches particularly in compliance and traceability, which WhatsHalal is able to fill.

For the next five years, WhatsHalal will focus on the food industry worldwide, to document and trace Halal food from Farm to Fork so that consumers can enjoy doubt-free purchasing whether they are purchasing in their own country, or via the growing e-Commerce platforms, or even when they travel overseas.

The Halal "Headache"

Despite an appreciation, and a growing global demand in Halal markets, consumers of Halal food face many challenges in maintaining a Halal diet. Global certification does not follow a unified standard, and fraud and abuse are rampant. Under such conditions, it is hard for consumers to know who to believe or where they should turn for information and guidance. Even if standards could be unified, Halal food is shipped to every corner of the world, and contamination could take place while food items are in transit. A deeper understanding of these challenges is needed to appreciate the solution that is presented by WhatsHalal.

Different Standards – Between and Within Countries

The guidance on what is considered Halal is quite broad and therefore may be subject to more than one interpretation. A simple example of this dynamic is that some Muslims believe that if something is not expressly prohibited, it may be considered Halal, while some others hold the contrary view that unless it is expressly permitted, it may not be considered Halal.

Over time, different religious authorities have arisen to guide Muslims in different countries. This is critical to help Muslims have a reference point for Halal standards in their home country, but has resulted in sometimes wildly varying standards in the recognition of Halal food. Holsten Malt Beverages (as seen below) are Halal in Saudi Arabia, but Haram in Indonesia.

To further complicate the issue, some countries may have more than a single certifying Halal authority. Often, this is because Halal authorities in these countries may not be equipped to carry out certification across all fields. Thus, a country may have one Halal authority that certifies farm produce as Halal, but a different one for processed or manufactured foods. In extreme cases (such as in Japan, which has 124 Halal Certifying authorities) this results in complications and confusion not just for consumers, but also for farmers, producers, manufacturers, and wholesalers, who may genuinely want to be Halal compliant, but do not know which authority they should conform to.

A Small Sample Of Different Certifying Authorities Worldwide

In such a complicated industry, WhatsHalal believes it can add real value by harmonising Halal standards. WhatsHalal is not undermining any other certifying body, or favouring one standard above another, but rather, informing consumers about the difference in certification standards and statuses of various items. In the case of Holsten Malt Beverages (above), consumers can be informed via WhatsHalal that it enjoys Halal status in Saudi Arabia but not in Indonesia. As consumer knowledge expands, they will understand the different standards that are being applied, and can choose for themselves, according to their own faith, which Halal standard they wish to adhere to.

Consumers are then better informed to make purchases with confidence, regardless where they are in the world. This is particularly helpful to business and leisure travellers when they are in unfamiliar environments, and will have a direct and positive impact on purchasing within the Tourism, Service and F&B sectors. WhatsHalal also supports regulatory and certifying bodies by allowing them to set up proper systems and monitoring, and issue their certification in a standardised way.

Fraudulent Halal Labelling
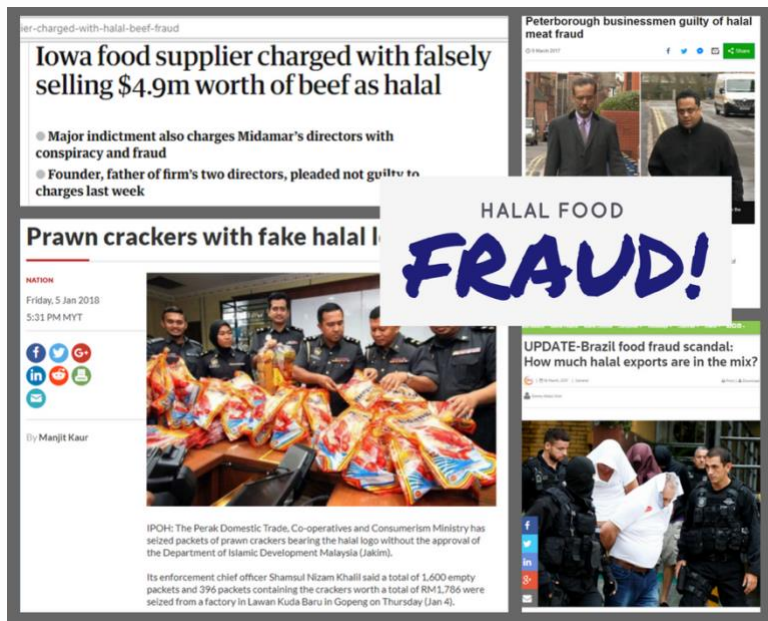
The problem of fraudulent Halal labelling is particularly prevalent in countries with numerous over-lapping authorities, where even the certifying authorities themselves may have poorly instituted controls, or no way to track which companies have attained certification. However, even in countries like Malaysia, with a single certifying body, and being recognised as one of the countries with the strictest Halal standards, fraud cannot be entirely eliminated because of tracking and enforcement difficulties.

Numerous cases have been reported of companies illegally printing Halal logos on their products, and there are likely to be many more that remain unreported. Considering that such fraudulent claims can occur even within a country, one can only imagine how easy it is to print counterfeit logos for a certifying body outside the country of origin of the product. Thus, a Thai manufacturer could easily print Malaysia's Halal Authority (JAKIM's) logo on their Thai-made products, believing that consumers will be unable to check the authenticity of the claim.

As mentioned before, Halal is not just a list of permissible or impermissible food items – it refers also to a condition of goodness and purity. Thus, any attempts to circumvent, corrupt, or otherwise defraud Halal certification will render the entire business dishonest and immediately Haram, regardless of the actual food content. Sadly, corruption and bribery are also to be found among Halal certifying bodies, where businesses can pay fees to receive expedited consideration, or even undeserved Halal accreditation.

With the application of the WhatsHalal Blockchain, this will be countered via open traceability of the business operations and the food items in question. In this manner, Halal authorities can control the use and distribution of their logos, and Halal authorities can take swift legal action against defrauders.

Lack of Access to Knowledge

Another challenge faced by adherents of Halal diets is the lack of access to knowledge about the Halal status of products. There is only limited web-based information available, much of it from voluntary rather than authoritative sources. These sources of information tend to be in the form of websites which are maintained and updated only when volunteers are able to do so. Because of this they are not responsive to public demand, without real-time monitoring and updating, and rarely subject to rigorous scrutiny.

In the absence of a consolidated, authoritative resource on the Halal status of products, Muslims in the past have resorted to checking individual ingredient listings, which becomes impractical and tedious, and still falls short of assuring them that they are consuming truly Halal food according to their own beliefs, because certain food component ingredients may be Halal or not depending on their preparation and handling, not just the type of food it is.

By centralising this repository of information, WhatsHalal will allow consumers to rest assured that they know the origins and standards of the food they are eating. Once again, WhatsHalal is not favouring one certification standard over others, and aims instead to place this information in the hands of consumers, so that consumers can make their choices in good faith and make purchasing decisions that resonate with them.

Logistics & Supply Chain Integrity

The concept of maintaining wholesome purity is also challenged when moving Halal food around the world. Ideally, end-to-end integrity should be maintained in the supply chain, ensuring that Halal products are not transported in direct contact with – and therefore 'contaminated' by – non-Halal products. Logistically, Halal products should have dedicated storage, handling, and transportation facilities, and be kept apart from non-Halal products.

Though at present, the absence of dedicated facilities, and the high capital expenditure that would be required are proving to be obstacles to this ideal, the WhatsHalal Blockchain will greatly reduce the cost of traceability by de-centralising it.

Eventually, completely Halal supply chains will become cost-effective. Until then, WhatsHalal places knowledge in the hands of the consumers, so that they can evaluate for themselves whether the integrity of their Halal merchandise is acceptable to them.

WhatsHalal – The Solution

The WhatsHalal App and underlying Blockchain are uniquely able to solve the problems facing Halal consumers. WhatsHalal plans to rectify these issues via the Blockchain to bring forth transparency, security, scalability and immutability within the Halal community and give the power back to the people. We plan to give people access to halal knowledge, supply Halal food traceability from farm to table, allow quicker and more transparent Halal certifying process through smart contracts, and tokenise our eco-system for all parties involved within our WhatsHalal eco-system.

## Expanding Halal Knowledge for End-Consumers

End-users (Halal Consumers) are the primary target audience – and beneficiary – of the WhatsHalal App. The genesis of WhatsHalal sprang from the need to answer the age-old question that challenges Muslim consumers, "Is this product Halal?"

In the past, especially if a consumer was overseas or in an unfamiliar environment, they would need to examine the product for a Halal logo. If they found a Halal logo on the product, they would then need to decide whether they believed in its authenticity. If the consumer believes it is not a fake, they may still require more information about the exact certifying authority.

If they cannot trust the label, then begins the long and tedious process of looking up each and every ingredient to determine if they are all Halal. For strict adherents to Halal diets, this process would then be repeated for every item they purchase.

This great inconvenience is a thing of the past with WhatsHalal. Consumers can simply use their phones to scan the relevant details of the item they are interested in, and the WhatsHalal scanner will give them detailed information about the Halal Status of the product.
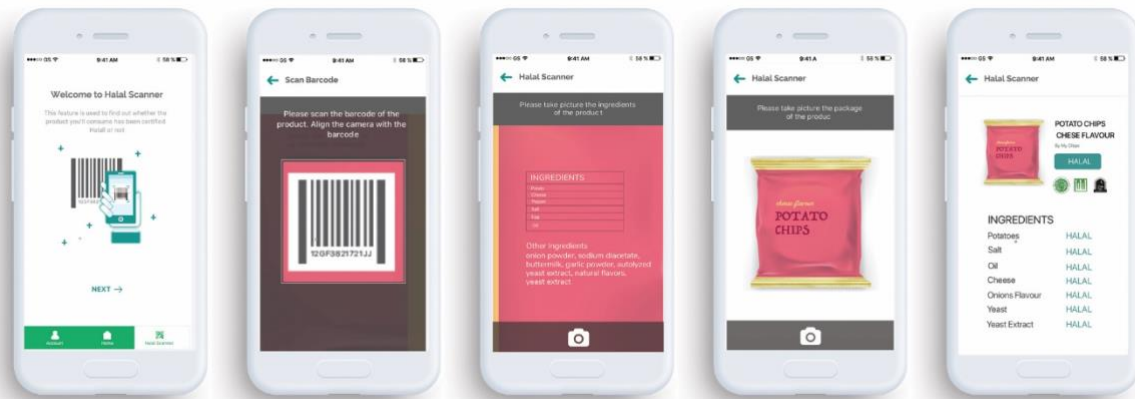
The data which is provided to end-users is served direct from the Blockchain. Thus it is immutable and cannot be tampered with or used fraudulently. And the best part is – it is real time!

The WhatsHalal app also allows end-users to report fraud in cases where the printed Halal logo has not actually been awarded by a Halal certifier.

If the product is not in the database, consumers can request to have the product evaluated and subsequently included (an action that can earn rewards in the token eco-system, as will be explained later).

Scan Products For

✓ Information on all Halal Certification of the product
✓ The Halal Status of all the ingredients used in the product
✓ More information about the Product & Producer
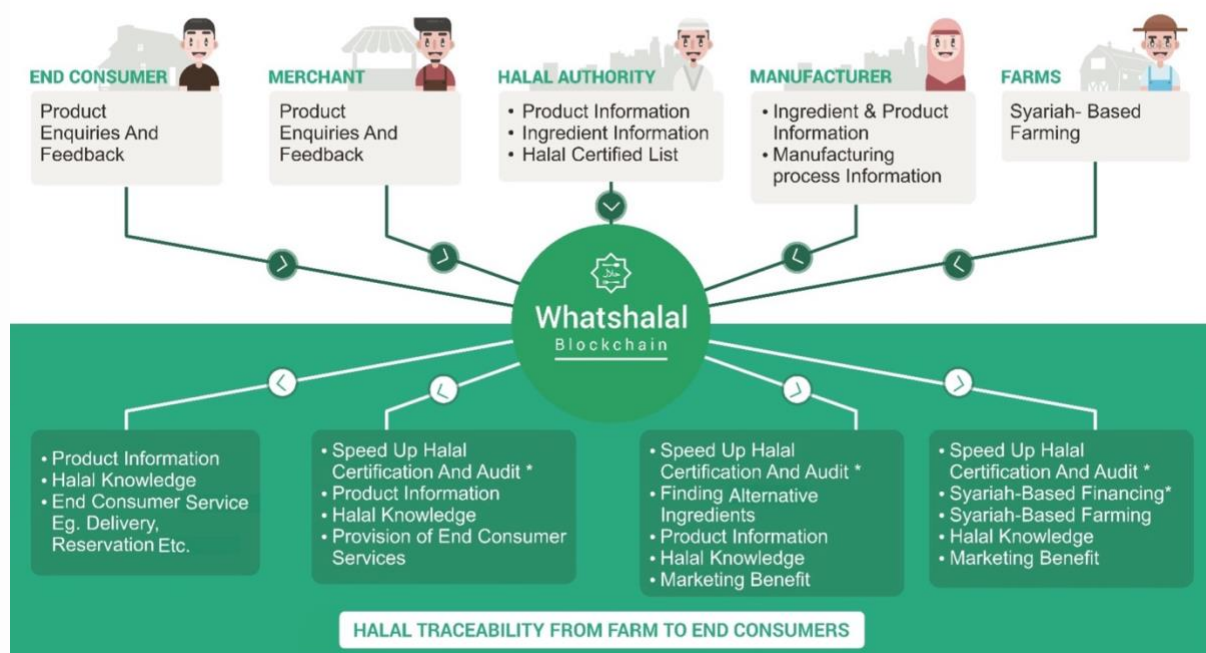
Halal Food Traceability
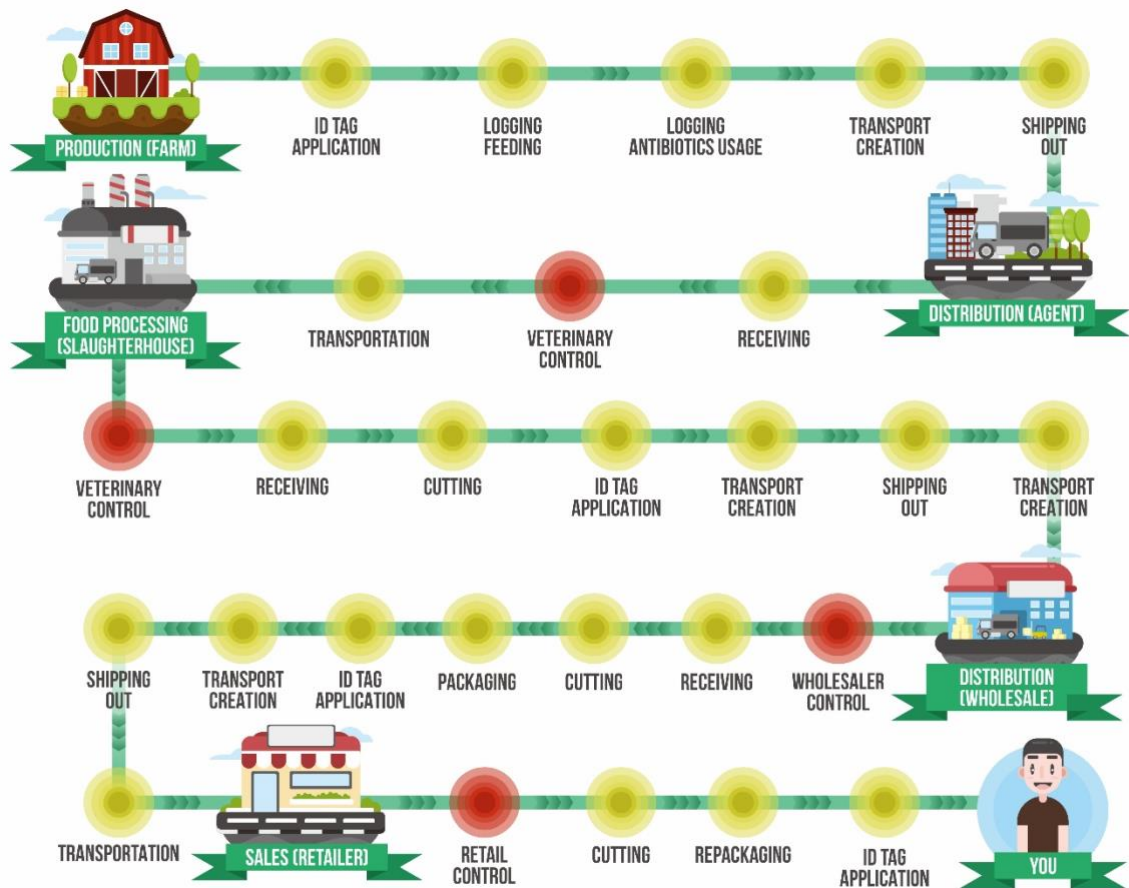
The idea of traceability is not new, but there is a resurgent interest in it, as consumers of all stripes demand accountability from producers, manufacturers and wholesalers in the way they conduct business. Traceability ensures that at each stage in the life-cycle of a food item or product, it can be established with certainty the conditions that the item was produced under.

Integrating Halal traceability in the food chain follows similar principles, and is greatly improved by Blockchain technology. Essentially, it is a matter of identifying critical points in the food-items movement, and ensuring that those points are updated and reflected in the Blockchain. This ensures that the movements of an ingredient or product can be tracked even as it changes hands, and moves through different logistics providers as it makes its way from farm to fork.

The WhatsHalal Blockchain

BLOCKCHAIN SOLUTIONS

Blockchain technology is a perfect fit for the needs and demands of Halal food traceability, as can be seen in the above interaction. The condition and status of the product can be updated to the Blockchain in real-time and easily accessed by people seeking knowledge about it.

Beginning at the farm, farmers can improve their knowledge about the industry and ensure they are compliant with Syariah based farming standards. Their Syariah farming practices can then be monitored and recorded immutably in the Blockchain. In turn, this speeds up Halal Audit and Certification, making them eligible to seek financing from Syariah based Financing channels. Ultimately, farmers also derive marketing benefits as manufacturers who demand Halal products will directly seek out farmers in the WhatsHalal network.

Manufacturers, crucially, can benefit from the assurance that their input factors are Halal. They save time and energy on determining the Halal status of their input factors, by accessing the centralised knowledge repository of the WhatsHalal Blockchain. Should they need to expand their product offerings, or change ingredients, they can source for alternative products easily. At the same time, they can make known the information about the ingredients and products they use, and provide information about their own manufacturing processes which places them in good standing to receive Halal certification themselves. With the smart contract in place, they too enjoy marketing benefits as their clients know that their products have met Halal standards.

Merchants, including restaurants, distributors, and retailers, are able to better source for Halal products to be repackaged or resold to the end consumer. As merchants are often

the ones facing the end-consumer, it is important that they enjoy a smooth and reliable certification process that does not face delays due to incomplete information and uncertainties about the origins of their products.

The end-consumer benefits from a more holistic understanding of Halal product information, and can be assured that the items he is consuming are purely Halal. End-consumers will use the WhatsHalal app, which leverages the Blockchain, to procure tertiary services like food delivery and restaurant reservation. They also contribute to the eco-system by making product enquiries and providing feedback, which in turn can be relayed to producers who can provide more information and/or further refine their processes as necessary.

Finally, Halal certifying Authorities can expedite their checking and verification process, as different entities are completing their smart contracts and creating an immutable, traceable record on the Blockchain, which authorities can call up at any time.

This sustainable eco-system is also captured in the following representation that shows the interactions that track the Halal status of the product from farm to fork.

Tokenising the WhatsHalal Ecosystem

Token Issuance

Token issuance is a key information for investors. Ours can be classified into three sections: WhatsHalal Tokens, Proof Of Devotion and Ecosystem.

WhatsHalal Tokens

WhatsHalal Tokens (WHT) are Ethereum-compatible digital coins that adopt the XinFin (XDC) protocol. Every time that an investor purchases a certain number, this transaction will be tied to a smart contract and the token issued once the ICO is concluded. This procedure includes lock-in periods that are disclosed at the time of the purchase. Once issued, the tokens are credited into a wallet to allow for transactions via WHT. This wallet is available in two forms: Andriod wallet and Web wallet. WhatsHalal will develop a customised blockchain to cater for its operations and build up its ecosystem. The next milestone will be to create a smart contract in the Ethereum network so that investors can swap their WHT with the WhatsHalal Tokens Ethereum (WHTe) on a 1 : 1 rate and trade it with other cryptocurrencies by providing more liquidity.
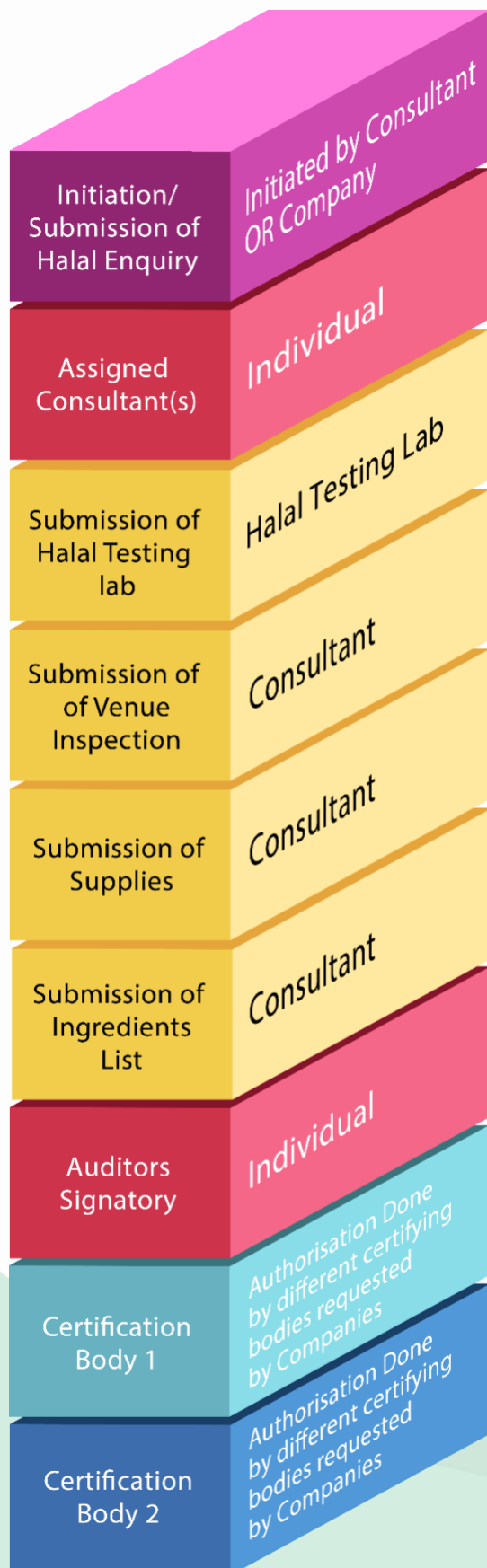
Proof Of Devotion

. Our app users will be rewarded with WHT for participating in our efforts to bridge the Halal knowledge gap within the community. The first 30 users who scan a new item that is not in our database receive free tokens through a time-based system through which the total amount awarded will gradually decrease depending on when the information has been provided. The total number of tokens dedicated to this reward program has already been set aside and included in the smart contract.

We understand the importance of these contributions for the community, which is why we have chosen them to be part of our first initiative in the Proof of Devotion framework with many more to be set in the future with the aim of harmonising Halal worldwide.

Ecosystem

Once the tokens have been tranferred to the investors' wallets at the conclusion of the ICO, the WhatsHalal application will be updated to support the use of the WHT coin, in accordance with our roadmap as indicated on pages 22 and 23.

The main focus of the WhatsHalal Ecosystem is our Halal Assurance System, which allows us to create a win-win situation for all involved participants. Consumers, Merchants, Manufacturers, Farms and Halal Authority are the main participants of our WhatsHalal ecosystem. For simplicity, we will take it that all participants accept WHT within our ecosystem. The end consumer may purchase WHT during our ICO or when our tokens are listed on an exchange. In fact, anyone can be part of our ecosystem and use the WhatsHalal token (WHT): from consumers to merchants, all the way down to the farms. The first step of the process will be the issuance of the Halal certification by the relevant Halal Authority to the merchants, manufacturers and farms within the ecosystem. This will ensure that the product complies with the Halal standards and regulations. The WHT token will then be used for the daily transactions between consumers and merchants, merchants and manufacturers, manufacturers and farms and vice versa. The traceability allowed for by the adoption of the blockchain technology will increase transparency as it enables users to follow every single step of the supply chain and ensure that every component of the consumed food and process it went through complies with the Halal standards and regulations. The adoption of the WHT token is hence expected to steadily grow among Muslims and Non-Muslims alike, as both groups are aware of the problems that the industry is currently facing and will see the advantages offered by the WhatsHalal system. The company's post-ICO plans are to engage an increasing number of companies into its Halal certification process through smart contracts with the aim to broaden the user base of our WHT coin.

Process flow diagram:
- Initiation/Submission of Halal Enquiry — Initiated by Consultant OR Company
- Assigned Consultant(s) — Individual
- Submission of Halal Testing lab — Halal Testing Lab
- Submission of of Venue Inspection — Consultant
- Submission of Supplies — Consultant
- Submission of Ingredients List — Consultant
- Auditors Signatory — Individual
- Certification Body 1 — Authorisation Done by different certifying bodies requested by Companies
- Certification Body 2 — Authorisation Done by different certifying bodies requested by Companies

Smart Contract for Halal Certification

This Smart Contract aims to expedite the application for Halal Certification, while also bringing transparency and traceability to the process, as the information will be publically verifiable, and immutably recorded on BlockChain.

The process begins with the submission of a Halal Enquiry, which can be done either by a company that wants Halal accreditation for a product, or a consultant assigned to review a product.

Once a request for Halal review is triggered, four types of information are procured, namely, the results of the Halal Testing Lab, the Venue Inspection, the evaluation of the Equipment & Supplies of the product producer, and the analysis of the component ingredient list. The results of these four analyses are required as part of the submission for the smart contract on Blockchain.

Once submitted via smart contract, the results of the Halal Lab tests, Venue inspection, Equipment & Supplies evaluation, and the ingredient list, are acknowledged by auditors before being submitted to the requested certifying body. Because the information is available on the blockchain, certifying bodies are able to instantly and confidently review the information, and come to a decision whether to award Halal accreditation to the product. In this way, Halal applications are conducted more quickly and with a far greater degree of transparency than hitherto possible.

Initial Coin Offering (ICO)

Making an Initial Coin Offering is a powerful platform to raise funds to incorporate Blockchain applications into a company's business. In contrast to an Initial Public Offering, no equity stake is given up in the company, so founders can focus their efforts on Blockchain integration to support business optimisation, instead of wrestling for control over their company's direction. However, for investors, this could represent a risk, as they do not have control over the growth and stewardship of their investments.

A further concern is that ICOs are so numerous and so massive in volume that investors cannot tell between a fraud and a legitimate ICO.

Whats Special about WhatsHalal

WhatsHalal stands apart from the flood of potentially dubious ICOs being launched because it stems from a genuine community need and is guided by the founders' own positions as people of faith. Thus, at every juncture, WhatsHalal seeks to bring goodness and value to their operations, just like the Halal eco-system that we are supporting.

WhatsHalal exists to solve a genuine and pressing problem faced by Muslim communities worldwide – the challenge of understanding the Halal status of the food they consume. Yet, we do not serve ourselves in isolation, and want to enlighten and educate all interested people on why Muslims eat Halal food, and the benefits thereof.

We are committed to making a positive difference and building up our community even as we develop and strengthen our project and service offerings. Growth will always be undertaken in a holistic manner, and with proper accountability across all sectors from our social media management to our project timelines and progression. We value the interest and investment placed in us and aim to benefit all the stakeholders in the WhatsHalal eco-system and community.

We are established, and based, in Singapore, which has adopted a laissez-faire approach to Crypto currencies, creating one of the most liberal landscapes in the world for ICOs. Yet at the same time, Singapore takes a tough stance on fraud and other white-collar crimes, and investors can be sure that a Singapore based company will be run with high levels of compliance to ethical and regulatory guidelines.

Our ICO will be inducted in three phases – Pre, Actual, and Post, ICO, which are elucidated in the following sections.

Pre-ICO

As at the writing of this paper (2018/Q2), we are in our Pre-ICO Phase. We already have a viable application that can be downloaded for IOS and Android. We are in the midst of growing our partner base, and business development focus is on partner and merchant acquisition, both locally, in Singapore, and in the region. Response has been largely positive with many partners and merchants understanding and sharing our vision of harmonising Halal through blockchain solutions, and eager to come aboard.

WhatsHalal has secured partnership with a leading Blockchain Innovation Centre to allow massive amounts of data to be stored, and to adopt a hybrid blockchain for financial transactions to be processed through the blockchain.

Before the WhatsHalal token is made public, we are accepting private contributions from interested parties who would like to make minimum contributions of 0.2 ETH and above.

Actual ICO

During the actual ICO phase, the public are invited to come on board as contributors. The actual ICO will be conducted in 3 phases, each of which will be triggered as the milestones for the preceding tranche are achieved.

Phase 1:   In phase one of our ICO, we will accept pre-sale contributions beginning on 8th August 2018, and public sale contributions from the 8th of September 2018.

This phase is mainly concerned with implementing WhatsHalal Tokens (WHT) to our WhatsHalal application – the setting up of the infrastructure that allows for the payment of WhatsHalal services by token. This phase will also focus on incentivising token adoption.

A key milestone in Phase one is the development of the WhatsHalal scanner application as part of WhatsHalal's Proof-Of-Devotion (POD) mission to harmonise Halal worldwide.

For the end-user, the WhatsHalal scanner application will allow interested early adopters to scan products for their Halal status using their mobile phones. If the product does not already exist in our database (as most products likely will not, in this early stage) the scanned item is then submitted as a query, which will be followed up in our lab. Once in the lab, we will be able to ascertain, from trace compound analysis, whether the product is Halal, or whether the product has been the subject of fraudulent claims, and update our database accordingly. At the same time, the first 30 submissions of each query are rewarded with WHT (WhatsHalal tokens). In this way, users are incentivised to help us build our database to earn tokens, and our database grows organically in response to the items which

are genuinely of interest to Halal consumers. Proof-of-Devotion places control directly in the hands of Halal consumers. It is entirely responsive to the demands of Muslim consumers and is an integral part of the WhatsHalal vision to bring peace-of-mind to the end consumer, and make a real difference to the community we serve by harmonising Halal standards worldwide.

The second crucial milestone in phase one is the development of certification smart contracts, as described above, which will expedite the Halal certification process for businesses.

Businesses will apply for accreditation via smart contract, replacing the previous time-consuming and administratively intensive process. The smart contract can then be easily evaluated, and certification issued, by Halal authenticating bodies.

Phase one has a soft cap of US$8M and a hard cap of US$40M.

Phases 2 & 3: Will launch upon completion of phase one, and phase two milestones respectively. Specific information will be made available as milestones are successfully achieved, and an idealised timeline can be found in our Milestone ICO roadmap.

Interested contributors may refer to the end of the main ICO section for details on token economics and fund allocation.

Post ICO

After the ICO, the real work begins, as we will be adhering to our road map and executing the WhatsHalal mission and vision, inshallah.

The funds which are set aside for expansion will be used on partner acquisition aiming to strengthen the quality of Halal items within the supply chain.

We also firmly believe in placing power in the hands of users. The IT infrastructure budget will be dedicated to developing and improving the User Experience on our platform, with a firm focus on creating a pleasant and seamless experience that lends itself readily to mass adoption.

WhatsHalal
OPERATIONAL ROADMAP

2020
- ✓ Complete implementation of token usage from farm to table
- ✓ 70 Cities
- ✓ 5 Million products in WhatsHalal Scanner
- ✓ 40.000 Merchants
- ✓ Enable 15 Halal Parks

2019 Q3/Q4
- ✓ Token can be from Farm to Table
- ✓ 40 Cities
- ✓ 2 Million products in WhatsHalal Scanner
- ✓ 10.000 Merchants
- ✓ Enable 5 Hala Parks for HAS

2019 Q1
- ✓ Implementation of Token-Wallet
- ✓ Tokens can be used to buy food on consumer app
- ✓ Tokens can be used for Merchant Halal Assurance Program
- ✓ WhatsHalal Scanner products: 500,000
- ✓ Presence in 20 cities (mainly in Malaysia, Japan, China & Korea)
- ✓ Presence in new countries : Austraalia, Indonesia, Bangkok, Vietnam & New Zealand
- ✓ 3.000 merchants

2018 Q4
- ✓ Completion of End-Consumer Services
- ✓ Completion &Launch of WhatsHalal Scanner with 100.000 products
- ✓ Presence in Japan (3 cities), Brunei, Hong Kong, Taiwan, China (2 cities), South Korea (1 city)
- ✓ 2,000 merchants

2018 Q3
- ✓ Prep & Launch ICO
- ✓ Presence in Singapore, Malaysia (1 city)
- ✓ 300 merchants

WhatsHalal
ICO ROADMAP

2019 Q3

✓ Token can be from Farm to Table
✓ ICO – Phase Two

2019 Q1

✓ Implementation of WHT Wallet
✓ Implementation of WhatsHalal Tokenisation
✓ Smart Contracts for Certification implementation
✓ WhatsHalal Private Blockchain

2018 Q3/4

✓ Completion & Launch of WhatsHalal Scanner w 100,000 products
✓ Launch ICO – Phase One

2017 Q4

✓ WhatsHalal App on Google Play and App Store
✓ Incorporation of WhatsHalal

Company Information

Company Name	WhatsHalal Singapore Pte Ltd
Registration Number	201733287Z
Legal Advisor	RHTLaw Taylor Wessing

Token Information

Token Name	WhatsHalal Token
Token Ticker	WHT
Blockchain Protocol	XDC01
Soft Cap	USD 8,000,000 (400,000,000 WHT)
Hard Cap (Phase 1)	USD 40,000,000 (2,000,000,000 WHT)
Total Token Supply	20,000,000,000 WHT
Total Token for Crowdsale	8,000,000,000 WHT (40%)
Management Team	2,300,000,000 WHT (11.5%)
Lock-in period for team	2 years (24 months) after Phase One of ICO
Proof Of Devotion Pool	4,000,000,000 WHT (20%)
Reserves	4,000,000,000 WHT (20%)
Advisors	200,000,000 WHT (1%)
Market Acquisition & Expansion	1,000,000,000 WHT (5%)
Minimum Contribution	0.2 ETH or equivalent in USD
Maximum Contribution	
Lock in Period for investors	To Be Disclosed
Price Per Token	USD 0.02
Accepted Contributions	BTC / ETH
Restricted Participants	US Citizens

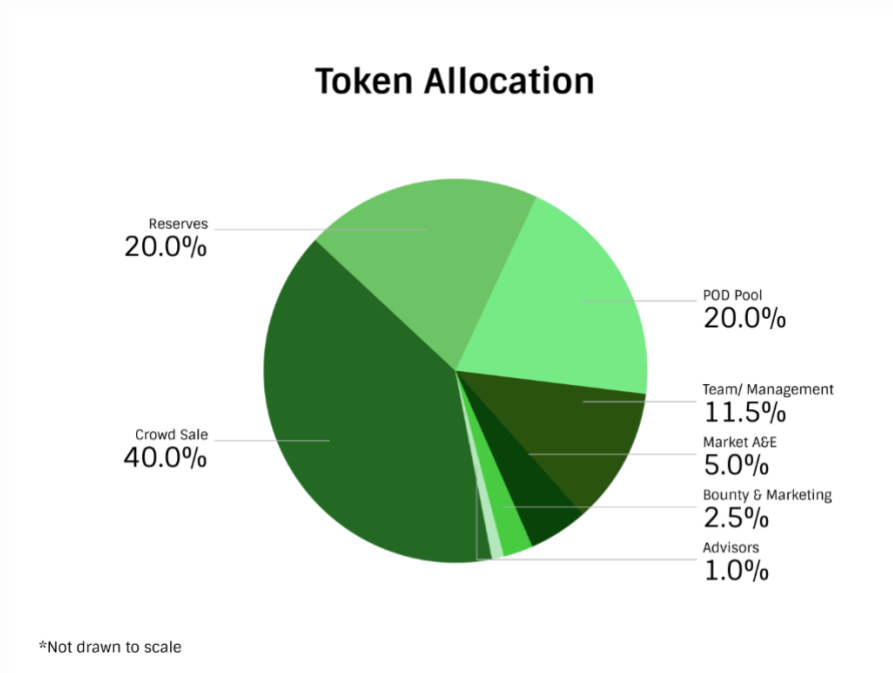|	
Start and End date of Pre-Sale	8 August to 8 September
Start and End date of Crowdsale	8 September to 8 October

Lock-In Period

Investors who has a minimum purchase of USD 10,000 worth of WHT will have their tokens locked in for at least 3 months.

| Amount	Lock-In Period
USD 10,000 and above	3 months
USD 15,000 and above	6 months
USD 25,000 and above	9 months
USD 50,000 and above	12 months
USD 100,000 and above	18 months
USD 150,000 and above	24 months

Upon purchase of tokens, 30% of total tokens awarded, inclusive of bonus, will be credited to their wallets after the ICO, while the rest of the 70% will be credited to investors based on the respective lock-in periods. Tokens from the remainder 70% will be dispatched at an exponential rate over the lock-in period.

ICO Tokenomics

Token Allocation

Reserves 20.0%

POD Pool 20.0%

Team/ Management 11.5%

Market A&E 5.0%

Bounty & Marketing 2.5%

Advisors 1.0%

Crowd Sale 40.0%

*Not drawn to scale

- Market Acquisition and Expansion – 5%
  - ❖ Future partnerships
  - ❖ Future collaboration(s) with manufacturers and businesses
- Team/Management – 11.5%
  - ❖ Team/Management will receive their tokens after phase one (1) of ICO is completed. Tokens will be distributed monthly until the full allocation of tokens is disbursed, for the next twenty-four (24) months
- Reserves – 20%
  - ❖ Backup funds
- Proof of Devotion Pool – 20%
  - ❖ The POD pool will be used to reward users who participate to help bridge the Halal knowledge gap in the world through the scanner application
- Bounty and Marketing – 2.5%
  - ❖ Bounty Programme
  - ❖ Marketing efforts
- Advisors – 1%
- Crowdsales – 40%
  - ❖ Crowdsales will be launched in three phases, dependent on the milestones we achieve
  - ❖ Phase one (1) – 2,000,000,000 WHT (US$40,000,000)
  - ❖ Phase two (2) – 2,700,000,000 WHT (To Be Determined)
  - ❖ Phase three (3) – 2,700,000,000 WHT (To Be Determined)

Funds Allocation
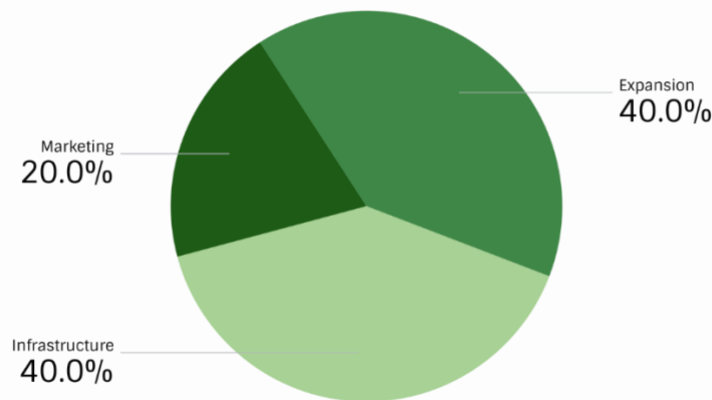
Funds received will be utilised to start our rapid operational and technical expansion as we aim to serve the people at the end of the day. WhatsHalal will be focusing on building up our ecosystem and expanding globally for maximum impact. In the event that funds received do not meet our hard cap, WhatsHalal will update our community on the milestones and usage of funds depending on the contribution amount received. Funds will be spent on:

- Marketing – 20%
  - ❖ Spread the good word of Halal to the world
  - ❖ Increase users and merchants
  - ❖ Encourage interested partners to come on board
- Expansion – 40%
  - ❖ WhatsHalal aims to have presence in 70 cities and 40,000 merchants by 2020 (refer to roadmap)
  - ❖ Future partnerships and collaborations
  - ❖ Strategic Halal funding
  - ❖ To interface with government and authorities to the blockchain
- Infrastructure – 40%
  - ❖ Blockchain implementation
  - ❖ Scanner application, mechanism and POD
  - ❖ Certification implementation

The Team

Azman Ivan Tan
CEO

A 20-year professional of Technology & Business Management, with MNCs like Pacific Internet, IBM, and Tata Communications, Ivan is leading WhatsHalal to solve global issues in halal food standards.

Salehin
COO

A graduate of the school-of-hard-knocks, Salehin helmed a successful event management company before joining WhatsHalal, where his organisational expertise and emphasis on people development are brought to bear.

Gavin
CFO

Gavin is a finance and accounting professional with nearly 30 years of experience in the Asia Pacific region. CFO of WhatsHalal, Gavin is also an independent director of two listed companies, ED of Equitasasia Group, and the co-founder of Aegis Interaktif Asia Pte Ltd.

Hong Chuan
CTO

An expert in monitoring and controls in large scale environments, HC's extensive experience includes designing and implementing Singapore's first nation-wide WiFi and fibre broadband networks. Currently, HC fills his days working on SMART Facility Management initiatives with IoT, Big Data, Machine Learning and Artificial Intelligence elements.

Rafee

Head Of Agriculture

Rafee audits sheep and cattle abattoirs in Malaysia, Jakarta and Bandung as part of ESCAS (Exporter Supply Chain Assurance System). Trained in Australia, he ensures animal welfare meets strict Australian standards, and harmonises best work practices and humane halal slaughter in accordance with AVA Singapore and MLS (Meat Livestock) Australia.

Imran

Chief Halal Officer

With vast experience in GMP, HACCP and ISO Management Systems, Imran provides food safety and quality training to organizations. His expertise in developing Halal Certification systems is well recognized and known to various Global HALAL Certification authorities and organizations namely MUIS (Halal Quality Management System), MUI (Halal Assurance System) and JAKIM (Halal Standard)

[ii] https://www.pbslearningmedia.org/resource/sj14-soc-religmap/world-religions-map/#.WxpV8kiFOUk
[i] Outpacing the Mainstream: State of the Global Islamic Economy Report (2017-2018)
[i] https://www.bbc.com/news/uk-england-cambridgeshire-39220397#
[i] https://www.theguardian.com/us-news/2014/dec/15/supplier-charged-with-halal-beef-fraud
[i] https://www.thestar.com.my/news/nation/2018/01/05/prawn-crackers-with-fake-halal-logo-seized/
[i]https://www.salaamgateway.com/en/story/brazil_food_fraud_scandal_how_much_halal_exports_are_in_the_mix-salaam18032017121332/