



# FoodCode

UNIVERSAL DECENTRALISED SUPPLY  
CHAIN PLATFORM FOR SMES





## WHAT IS **FOODCODE**?

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FoodCode is a decentralised supply chain platform that enables a linkage among suppliers and sellers all in one same platform. It connects the client to get the right information, sourcing, manufacturing, packaging, buying, and delivery of goods. FoodCode also helps businesses streamlining the production capacity needed to meet the changing demands of their products.

It aims to be the standard for the industry with its value proposition and solutions.



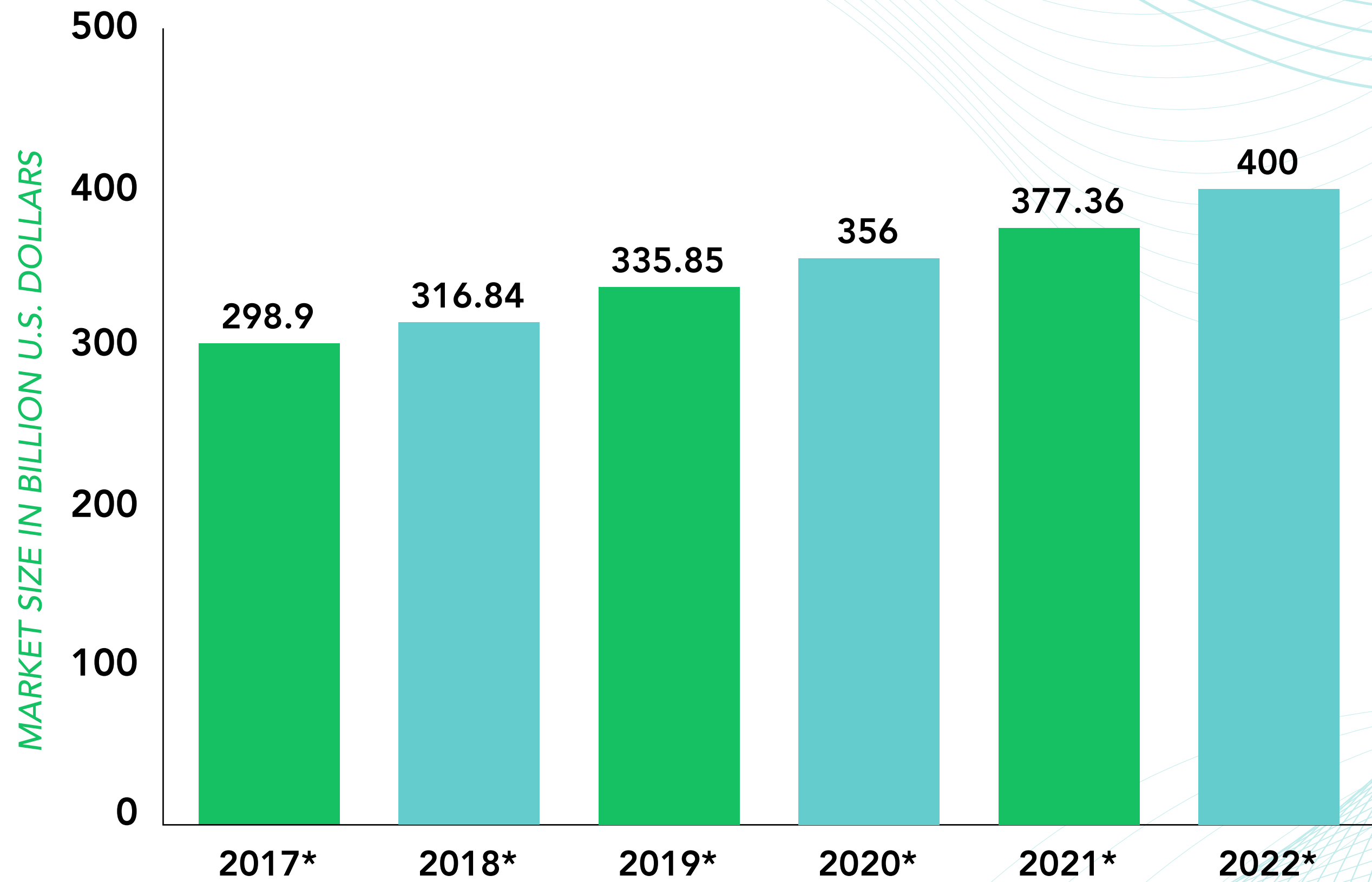


# QUICK MARKET FACTS & TRENDS

According to the Statista report, the global market size of food ingredients forecasted to value at about 400 billion U.S. dollars by 2022.

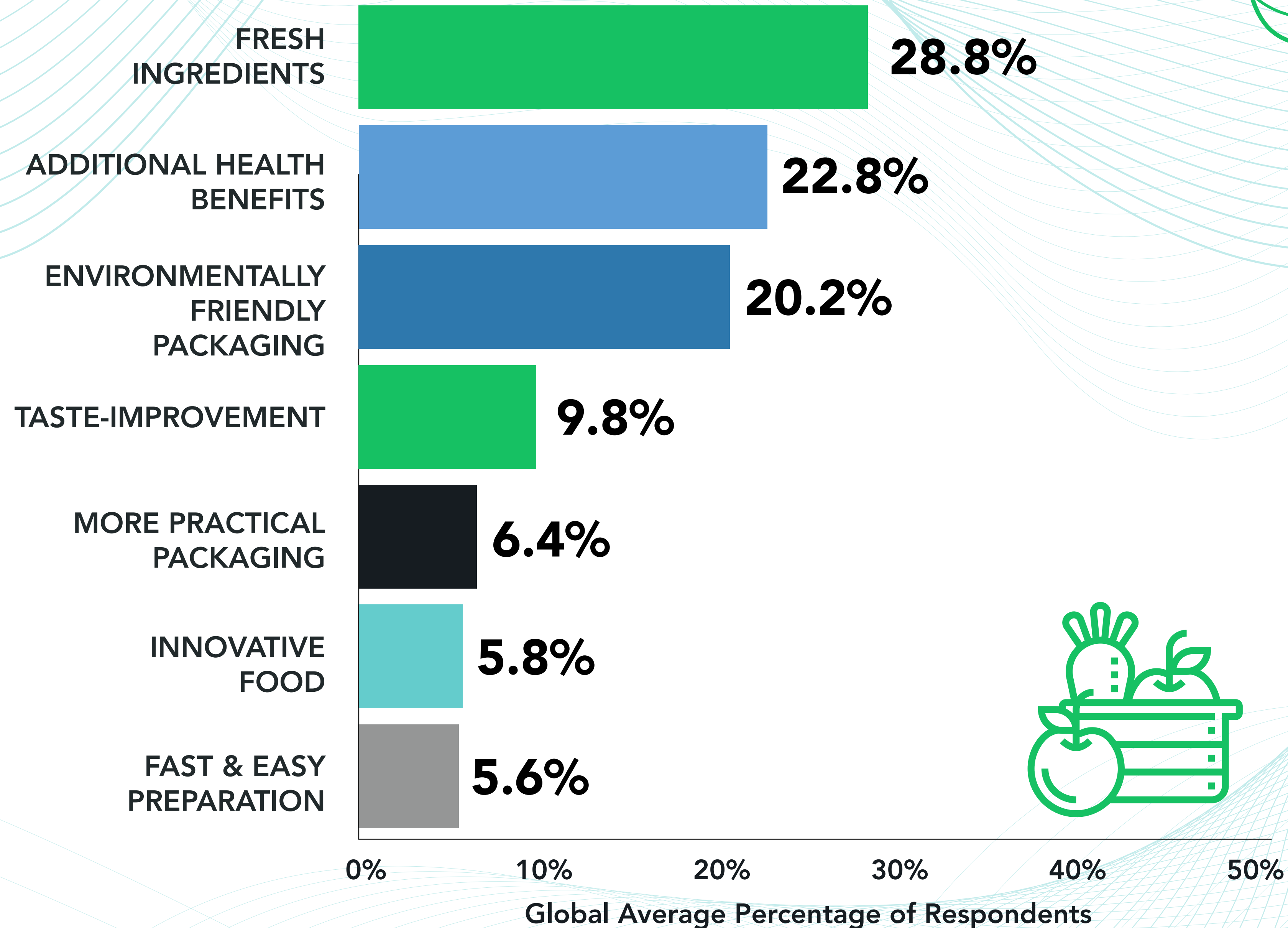
The Food Ingredients Market is forecasted to grow from USD 33.67 billion in 2018 to USD 63.11 billion by 2026, at a CAGR of 7.8%, during the forecast period. A rapidly rising population and higher urbanization have boosted global demand for processed food products, driving food demand.

The market size of food ingredients worldwide between 2017 and 2022 (in billion U.S. dollars)



# QUICK MARKET FACTS & TRENDS

Besides traditional market demand of food ingredients, the statistics shows the opinions of consumers on essential aspects in the development of new food products. There are 26% of Americans feels that companies should consider fresh ingredients when developing new food products.







WHAT ARE WE SOLVING FOR?

## THE PROBLEMS

As competition in the marketplace goes tight, constant lead generation is becoming an evolving challenge for SME's together with price competition. SMEs need to maintain their share of market position to survive. The small and medium enterprise is highly dependent on their client performance.



- Lack of potential leads
- Limited reach to supplier and market players
- Tight competition to maintain market shares
- Resources and capacity for growing demands
- Increasing cost for manufacturing
- Traceability for source of product (organic etc)
- Certification for verification for the product (halal etc)
- Volatility in global market due to trade wars

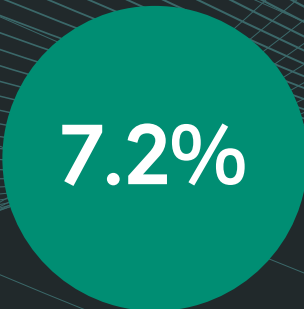


WHAT ARE WE SOLVING FOR?

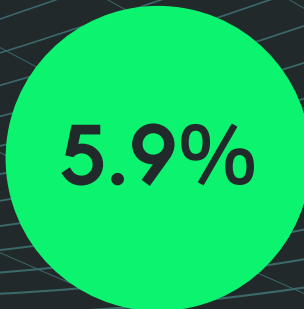
# THE OPPORTUNITIES

## SMALL AND MEDIUM ENTERPRISES (SMEs) PERFORMANCE 2017

"Malaysia's SMEs GDP recorded a strong growth at **7.2 percent** exceeded Malaysia's GDP which registered at 5.9 percent in 2017"

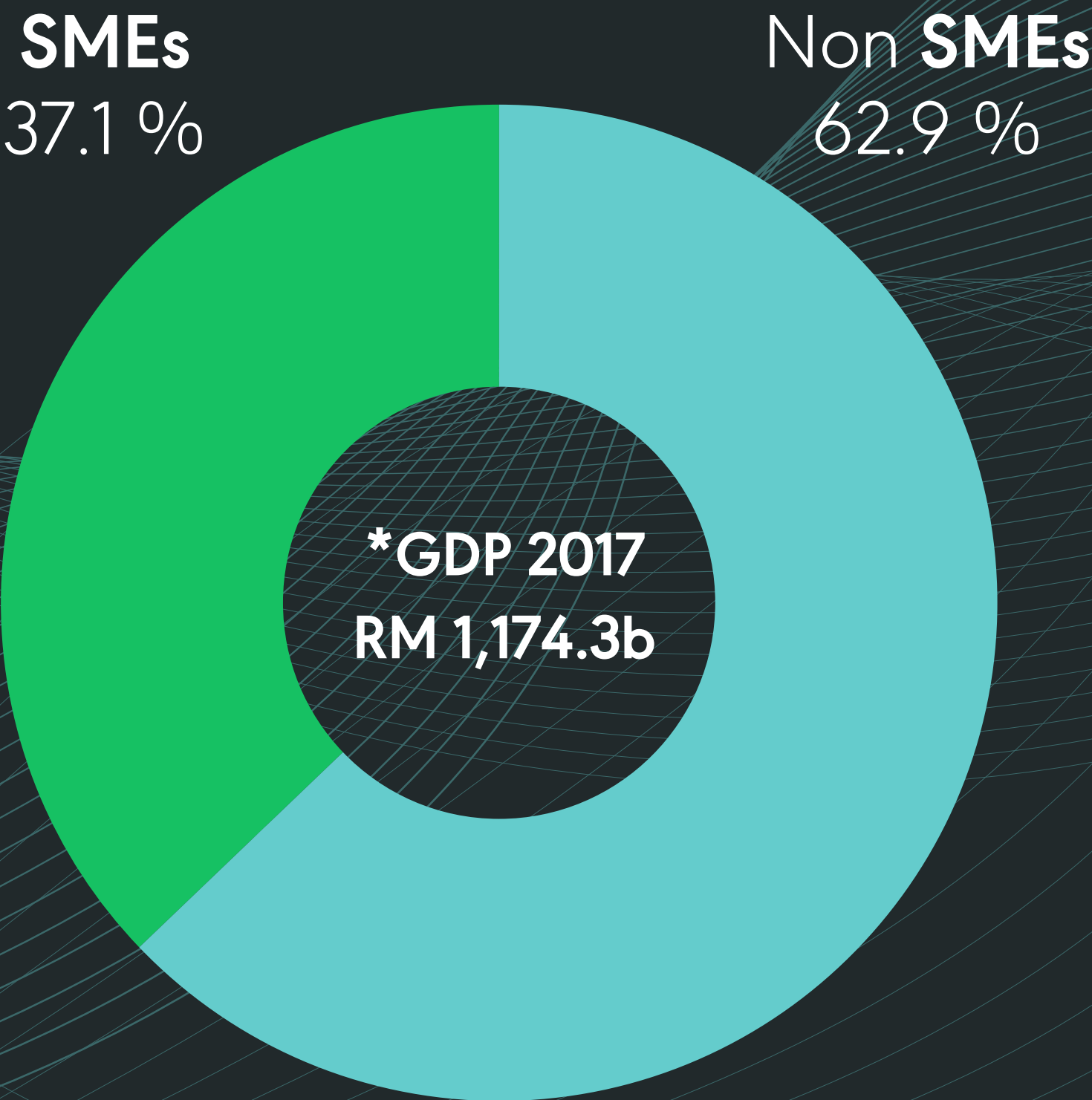


SMEs GDP



Malaysia's GDP

"SMEs GDP contribution increased to **37.1 percent** as compared to 36.6 percent in 2016"



\*at constant 2010 prices



SMEs



Non SMEs



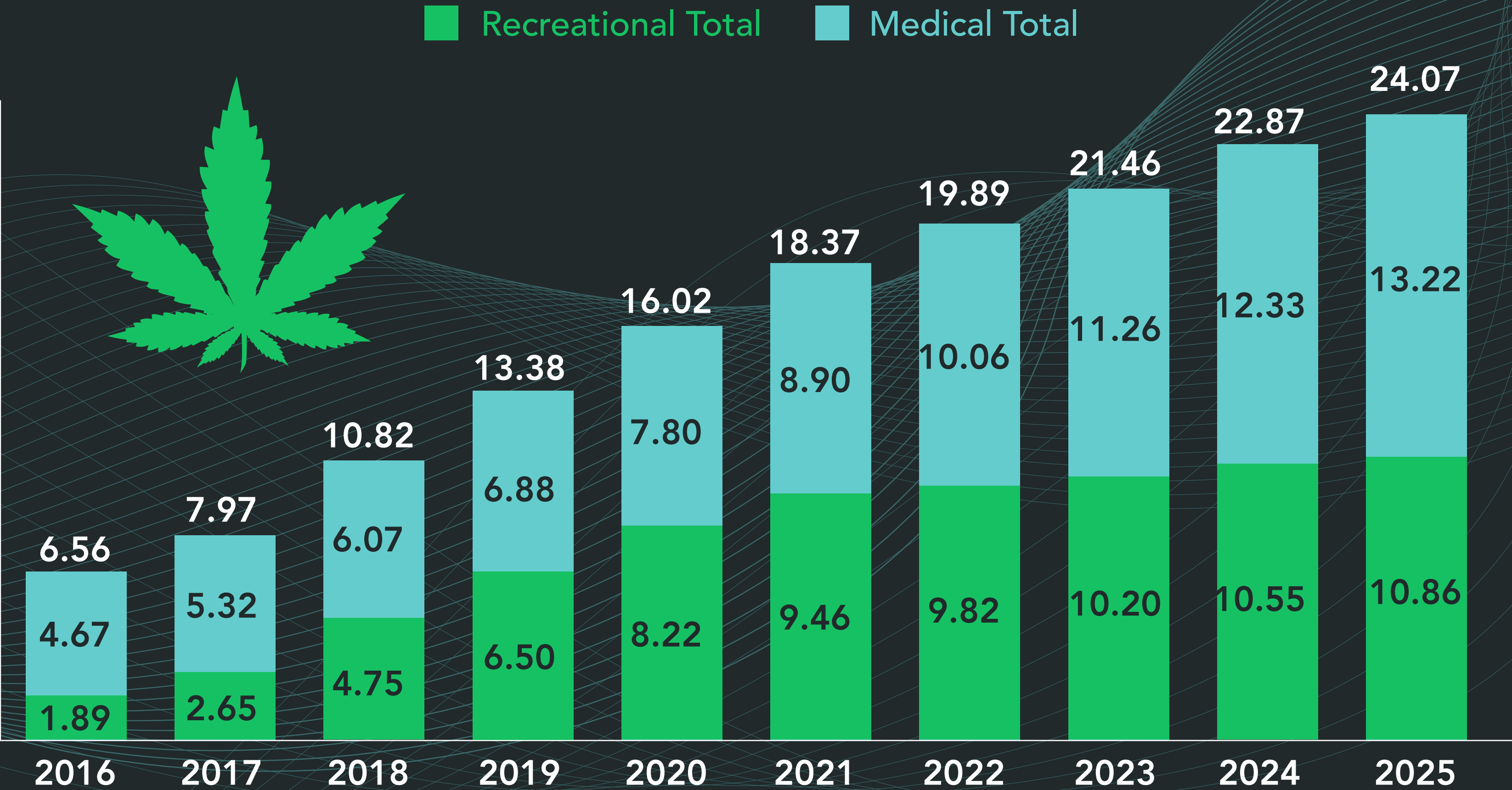


WHAT ARE WE SOLVING FOR?

# THE OPPORTUNITIES

## GLOBAL MEDICAL CANNABIS MARKET OPPORUNITY AND FORECAST 2019 - 2024

The Global Medical Cannabis Market to Reach  
**US\$ 44.4 Billion**  
by 2024



Source: The Cannabis Industry Annual Report



# NEWS ARTICLES



Home / Uncategorized / Medical Marijuana Market Business Opportunities With Top Market Players Forecast By 2026

Uncategorized

## Medical Marijuana Market Business Opportunities With Top Market Players Forecast By 2026

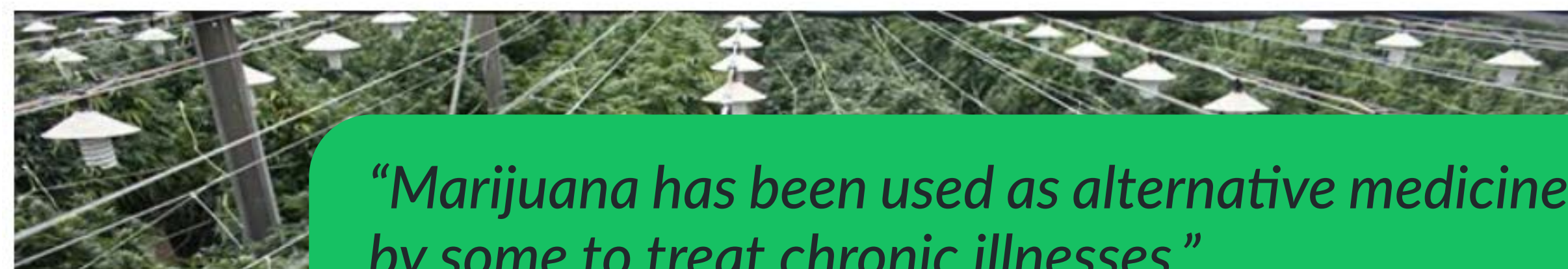
amaankazi@verifiedmarketresearch.com • October 9, 2019

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*“Global Medical Marijuana Market was valued at USD 3.51 Billion in 2019 and is projected to reach USD 19.66 Billion by 2025, growing at a CAGR of 24% from 2018 to 2025.”*

Source: spacemarketnow.com/224454/medical-marijuana-market-business-opportunities-with-top-market-players-forecast-by-2026/

Malaysia can be the world's biggest marijuana producer. Here's how.



*“Marijuana has been used as alternative medicine by some to treat chronic illnesses.”*

Source: sea.mashable.com/culture/2857/malaysia-can-be-the-worlds-biggest-marijuana-producer-heres-how

## Malaysia Takes Step Towards Cannabis Legalization

Article • Apr 17, 2019

*...THC Global's CEO, Ken Charteris, stated that, “working with the Heleogenics team, who are leaders in the bio-tech and agri-tech sector, within Asia brings a significant wealth of experience both within government liaison in addition to broadening the company's research and development capabilities.”*

Source: analyticalcannabis.com/articles/malaysia-takes-step-towards-cannabis-legalization-311610





# NEWS ARTICLES

## Marijuana may be cultivated in Malaysia for medicinal purposes

BY AMIN ASHAARI 9:15 PM, 10 FEBRUARY 2019 1 COMMENT

2.3K SHARES



*“We can’t have the plant cultivated all over the place because the substance is considered a drug. That’s why we need regulation. In fact, a number of countries have already started an industry around the marijuana plant. Perhaps one day, Malaysia can be an exporter of the substance provided that we follow the law.”*

Source: [soyacincau.com/2019/02/10/medical-marijuana-malaysia/](http://soyacincau.com/2019/02/10/medical-marijuana-malaysia/)

BUSINESS E27 COMMUNITY OP-ED RESOURCE

Carl Lang , 09 Oct, 2019

## The business of medical cannabis and how it might change in the next few years

Investors all over the world are looking to further explore the cannabis market, and Southeastern Asia could be an excellent prospec



*“Unlike alcohol and cigarettes, marijuana has great health benefits such as treating cancer, Alzheimer’s, and insomnia”*

### Medical cannabis will be a \$5.8 billion market in Asia

It’s predicted that by the year 2024, Asia will be one of the largest contributors to the worldwide medical cannabis market with a potential **U.S.\$5.8 billion** in revenue. In order to achieve this number, legalization will be required across the region, not including China.

Source: [e27.co/the-business-of-medical-cannabis-and-how-it-might-change-in-the-next-few-years-20191009/](https://e27.co/the-business-of-medical-cannabis-and-how-it-might-change-in-the-next-few-years-20191009/)





# KEY SOLUTIONS

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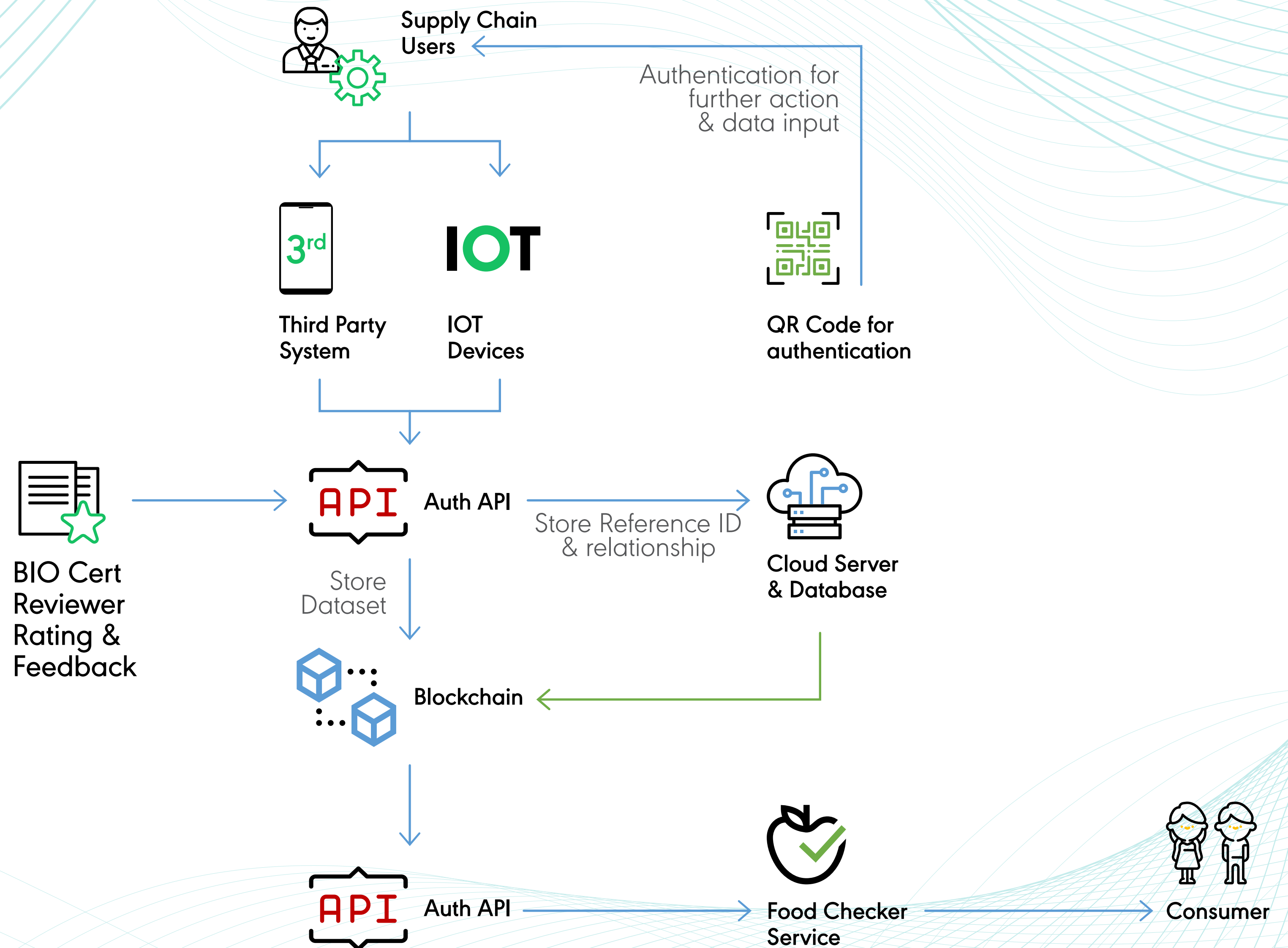
- 1 Shortens lead-time for sourcing and manufacturing
- 2 Speed in scaling up with the access of the community of manufacturers, sellers, and buyers
- 3 Combination of B2B2C agreement in smart contract
- 4 Credit scoring and peer-to-peer review
- 5 Cost-efficient manufacturing matching capabilities
- 6 Provision of marketing and marketplace platform for distribution and wholesale
- 7 A platform that can be accessible for tracking and tracing of products and market demand
- 8 It has a cloud computing software-based platform with API connections for existing manufacturing software (data hub exchange/export)
- 9 24/7 marketplace accessible across the globe



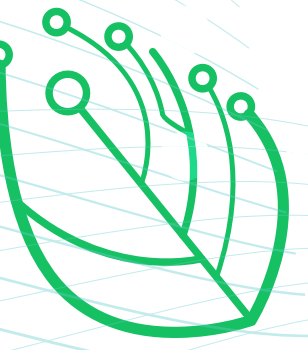
# HOW IT WORKS: FOODCODE BLOCKCHAIN ECOSYSTEM BUSINESS MODEL

Creation of Foodcode  
Blockchain Ecosystem  
that connects supplier,  
manufacturer, and  
endcustomer

## SYSTEM ARCHITECTURE







# FEATURES ON BLOCKCHAIN

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It has one CRM contact database for all members



Ensures leveraging of security due to the distributed ledger technology



Presence of a consumer food safety tracking compliance system for a large corporation



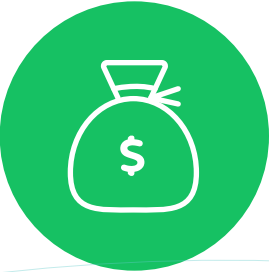
It has a record of transactions (ledger) across all services (auditable)



Offers E-Wallet, Fiat-to-Crypto, Crypto-to-Crypto and traditional payment gateway integration



Smart contract trusted execution



Cross-border trade via utility tokens



E-commerce transaction with the certification of origin



Reward system for transactions across the platform and community members



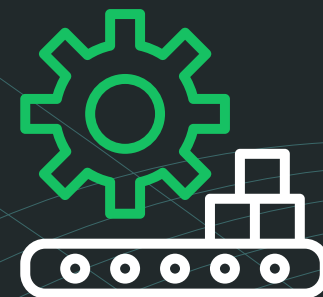
# TYPES OF USERS



The Foodcode blockchain functions with the key actors:



Raw Material  
Supplier



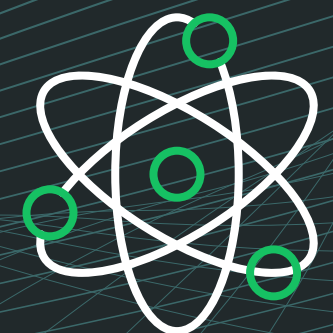
Manufacturer



Warehousing  
Vendor



Logistics  
Vendor



Independent  
Research Lab



Wholesaler/  
Retailer



Consumer



Independent  
Research Institute



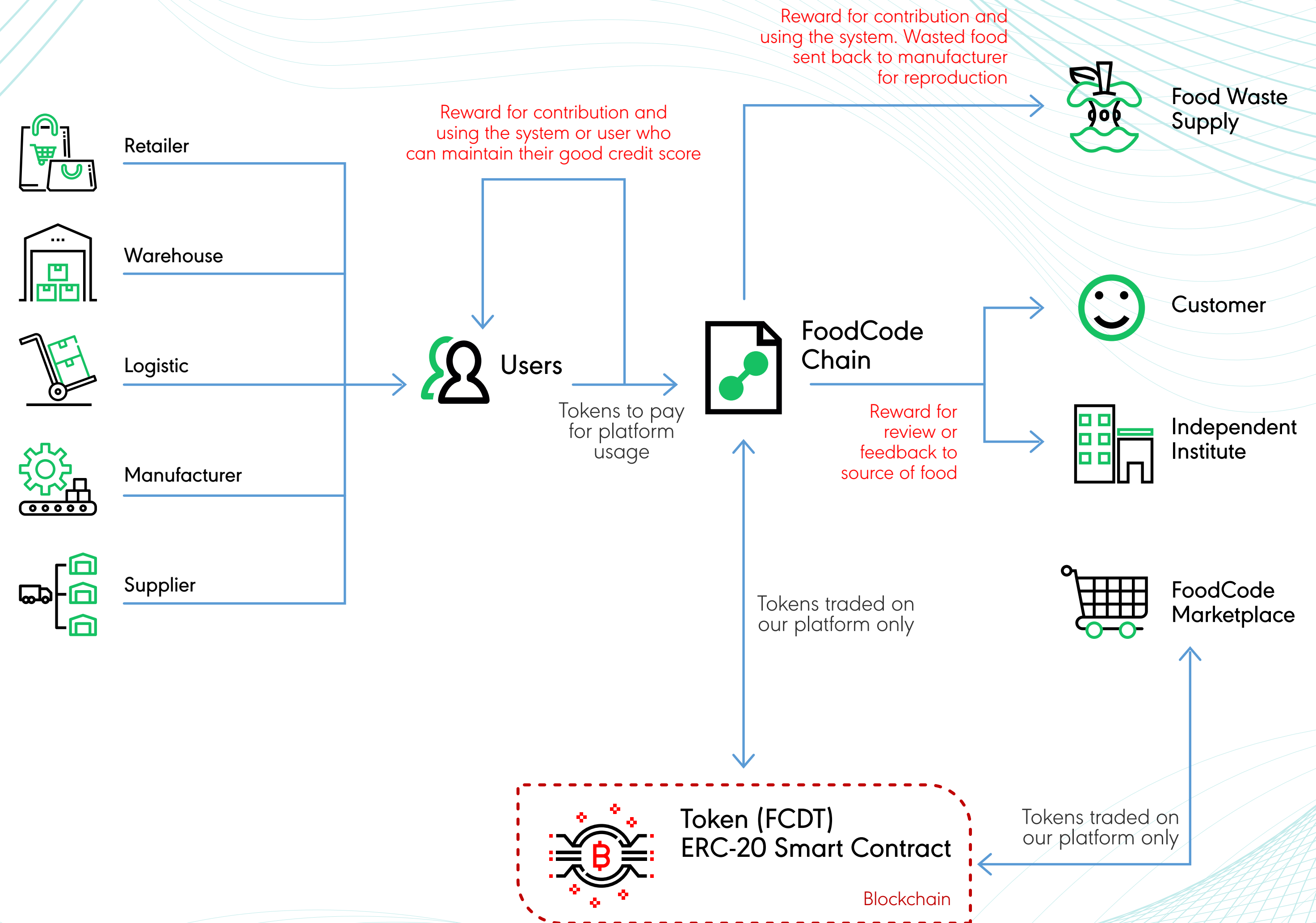
Food Waste  
Expert



# FOODCODE TOKENOMICS

The FCDT token are required at any point of time for any transactions within the chain. It combines and executes smart contracts between different parties like Retailer, Warehouse Management, Logistic Services, Manufacturer Accounts and Supplier Informations with its users. Traceability and tracking of services will be accessible by trading their tokens within the system.

## TOKENOMICS





# ROADMAP



2006

Incorporation of Bio-Nutricia as a Specialty Food (Nutraceutical), Beverage & Traditional Plants (Herbs) trading company in Malaysia



2019 Q3

Conceptualization of FoodCode



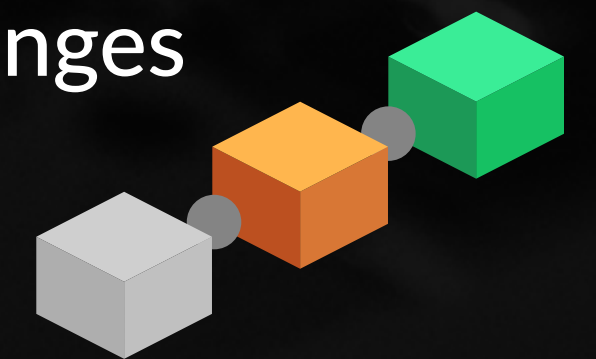
2019 Q4

FoodCode Whitepaper and Fundraising, ICO Launch, Investor Dashboard, SmartContract, Pre- & Public Sales



2020 Q1

Development of the FoodCode Platform in Blockchain, Token Issue and Listing on Exchanges





# ROADMAP



2020 Q2

Deployment and Beta Testing of FoodCode based, 2 Customer Trial on basic functions

2020 Q4

Malaysia & Southern China expansion and launch of payment for FoodCode service offering



2020 Q3

Sign-up < 50 Vendors & < 10 Manufacturers to participate in the FoodCode food ingredient tracking and monitoring

2021 Q1/Q2

Onboarding of > 500 Vendors and > 50 Manufacturers





# ROADMAP



2021 Q3/Q4

Further Business Expansion in Malaysia (Penang, Kedah), Thailand & Indonesia



2023 Q3/Q4

Additional coverage in Malaysia (Johor, Sarawak), Korea & US



2022 Q1/Q2

Paid Business Partner onboarding of > 100 Vendor and > 50 Manufacturers



2024-2025

Global expansion including Europe, Japan and Vietnam with up to > 1000 Vendors (Paid) and 100 Manufacturers (Paid)



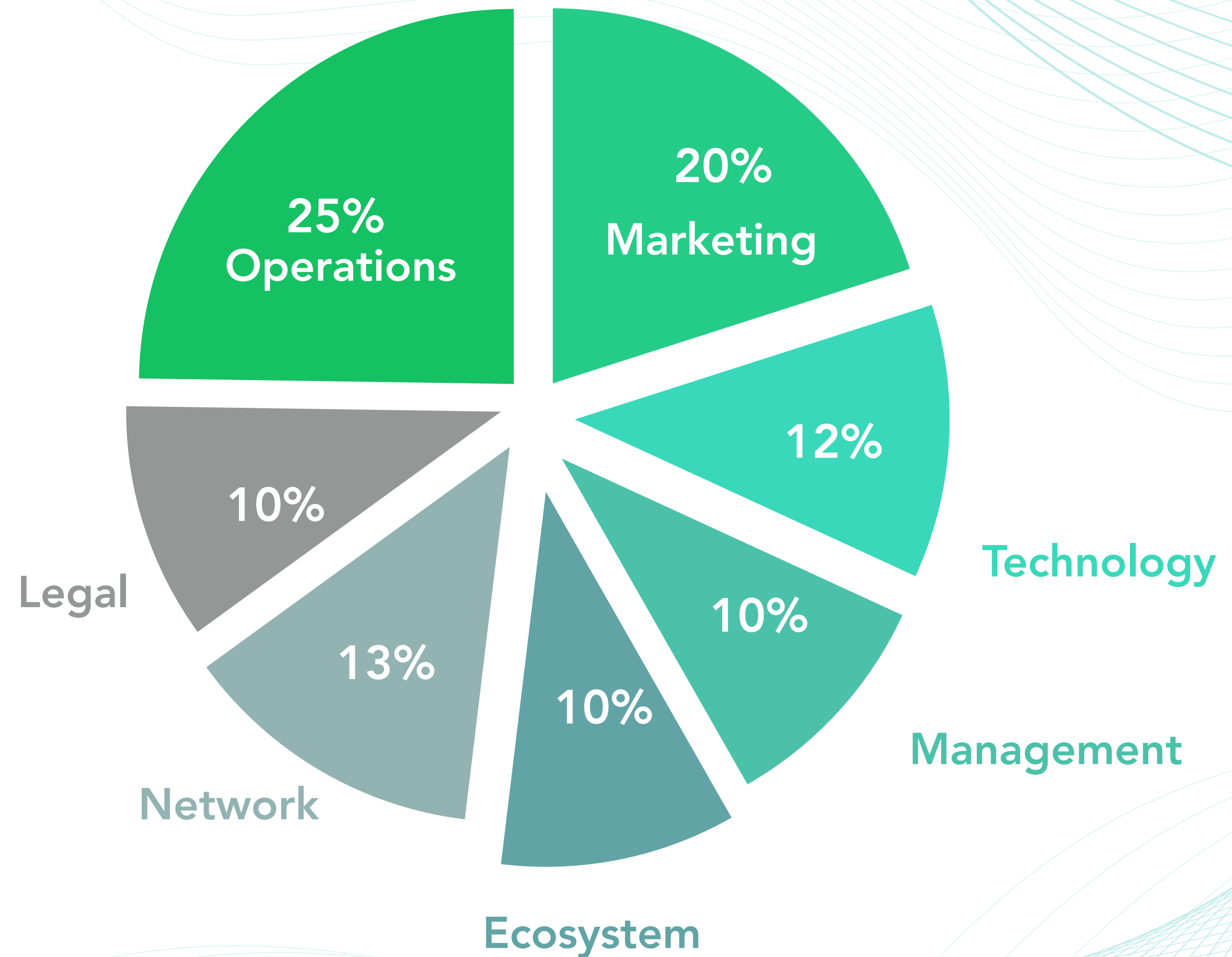




## USE OF PROCEEDS

### UTILIZATION OF ICO FUNDS

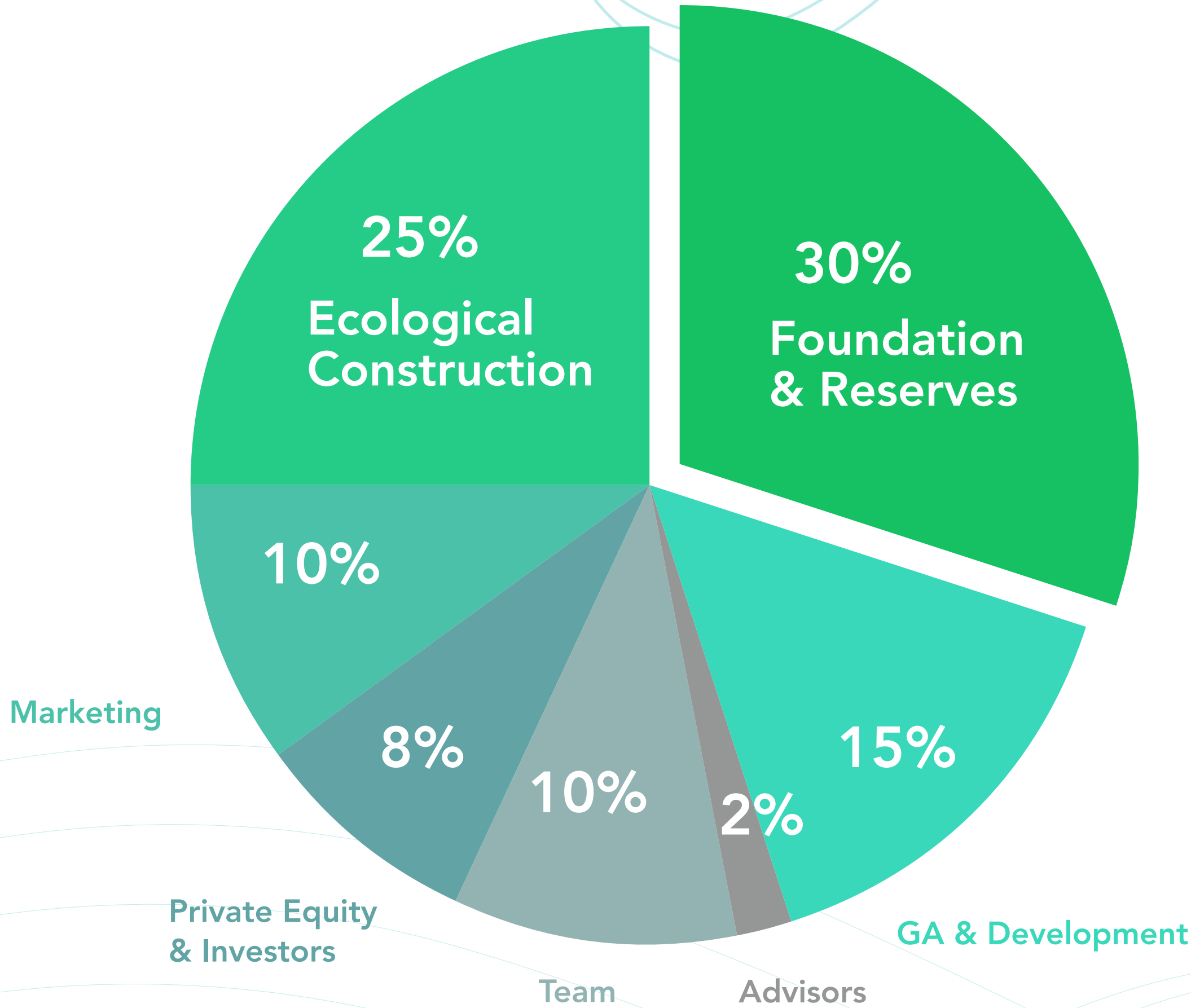
The amount of capital raised during the token sale is an indicator of the level of impact for the Foodcode Ecosystem, the FCDT cryptocurrency, and its industries. Funds raised in the Foodcode ICO will be used to develop the Foodcode Ecosystem. It includes designing the Foodcode App, e-Wallet and payment, token distribution algorithm, decentralized exchange and executing the marketing strategies.







# TOKEN DISTRIBUTION



<u>Tokens distribution</u>	<u>%</u>	<u>Tokens</u>
Foundation & Reserves	30%	750,000,000
GA & Development	15%	375,000,000
Advisors	2%	50,000,000
Team	10%	250,000,000
Private Equity & Investors	8%	200,000,000
Marketing	10%	250,000,000
Ecological Construction	25%	625,000,000
Total	100%	2,500,000,000



# THE FOODCODE TEAM



**KP NG**

Chief Executive Officer

Ng Kuak Ping is the Founder and CEO of Bionutricia. He has spent the last 16 years contributing to the Food Science industry with his skills, and has achieved the patent for Process for Preparing Nutritional Powder Extract. Enthusiastic about secondary metabolite kinetics & always determined to accumulate merit in life, KP NG is a Food Scientist who always strives to make healthier supplements for living.



**KW Pong**

Chief Operating Officer

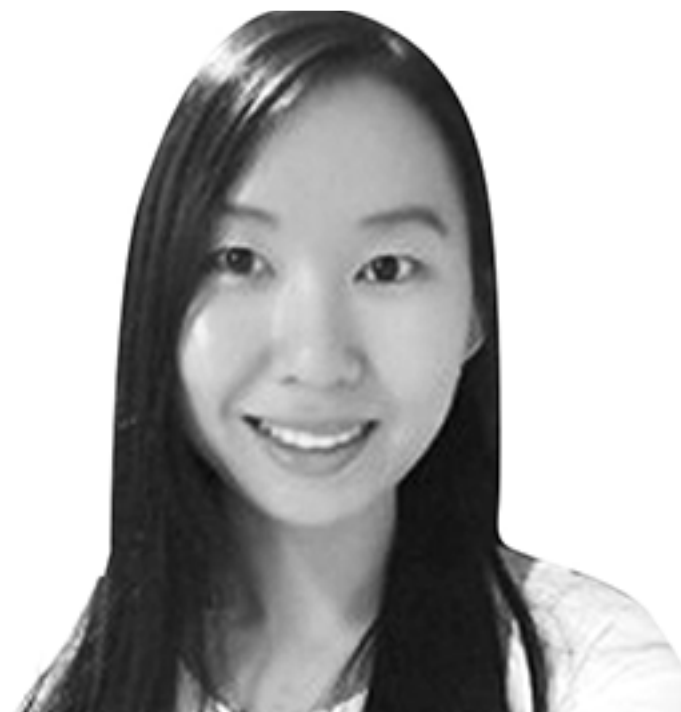
Pong Kok Wei is a detail-oriented Mechanical Engineer with extensive knowledge of engineering principles, theories, specifications, and standards. With over 12+ years of experience, he has proven a track record of finishing complex projects ahead of schedule. He is known for having substantial experience in analyzing problems and offering solutions that help to alleviate problems.



**Bryan Ng**

Chief Technology Officer

Graduating with a degree in computer science, Bryan has worked across many projects in the digital space for the last 15 years, providing digital strategies and technical solutions to well-known brands such as IKEA (Regional), Nike (Regional), Citibank, Nestle, AirAsia and Celcom. Bryan's contribution to the projects have helped them win various awards, including Malaysia's largest and most prestigious advertising awards called the Golden Kancil awards. His core strengths include the overall assessment of IT and digital budgets, adapting various methodologies to help employees, clients and investors achieve its organizational goals.



**YY Yong, PhD**

Chief Product Officer

Graduating with a PhD in science, Yi Yi joined Bio nutricia in the food & manufacturing industry for more than one year, managing the operation of extraction of local plants to accommodate the demands of local and overseas market of natural food additive and food ingredient. Her core strengths include the overall assessment of extraction processes and exploring various methodologies to help the company to achieve higher quality of extracted products, productivity and efficiency in extraction processes.



**Bee Cham**

Chief Marketing Officer

Responsible to identify new local and global opportunities in the industry, Cham Bee Geok is an experienced product specialist with a demonstrated history of working across the food industry, from retail health store, hospital to manufacturing and non-profit organization. She is skilled in Nutrition, Nutrition Education & Clinical Research and always passionate in making one's life healthier through food.





## PARTNERSHIP EXISTING CLIENTELE



- The first traditional healthcare company listed on Bursa Malaysia Securities Berhad since 1996.
- Has an equity base of more than RM300 million and market capitalisation of approximately RM1 billion.



- Proven years of continuous track record with Atis Corporation Bhd, a public listed company with Kuala Lumpur Stock Exchange.
- A major milestone was reached when sales reached RM60 million in 12 months.



- One of first fewest slimming and beauty companies, pioneering in natural, high performance slimming, beauty and health products.
- Started with only one product which contributed to over 80% of the investment turnover in 1985.

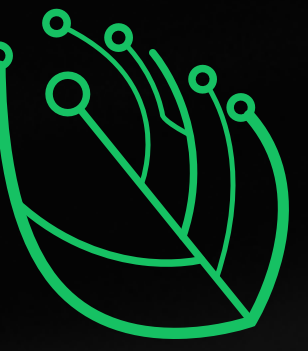


- Operates outlets in Malaysia, USA, China, Macau, Singapore, Australia, Brunei, Philippines, and Thailand.
- Obtained the Franchise License from KPDNKK in December 2011 and began its franchise business.





# FOODCODE TIMELINE

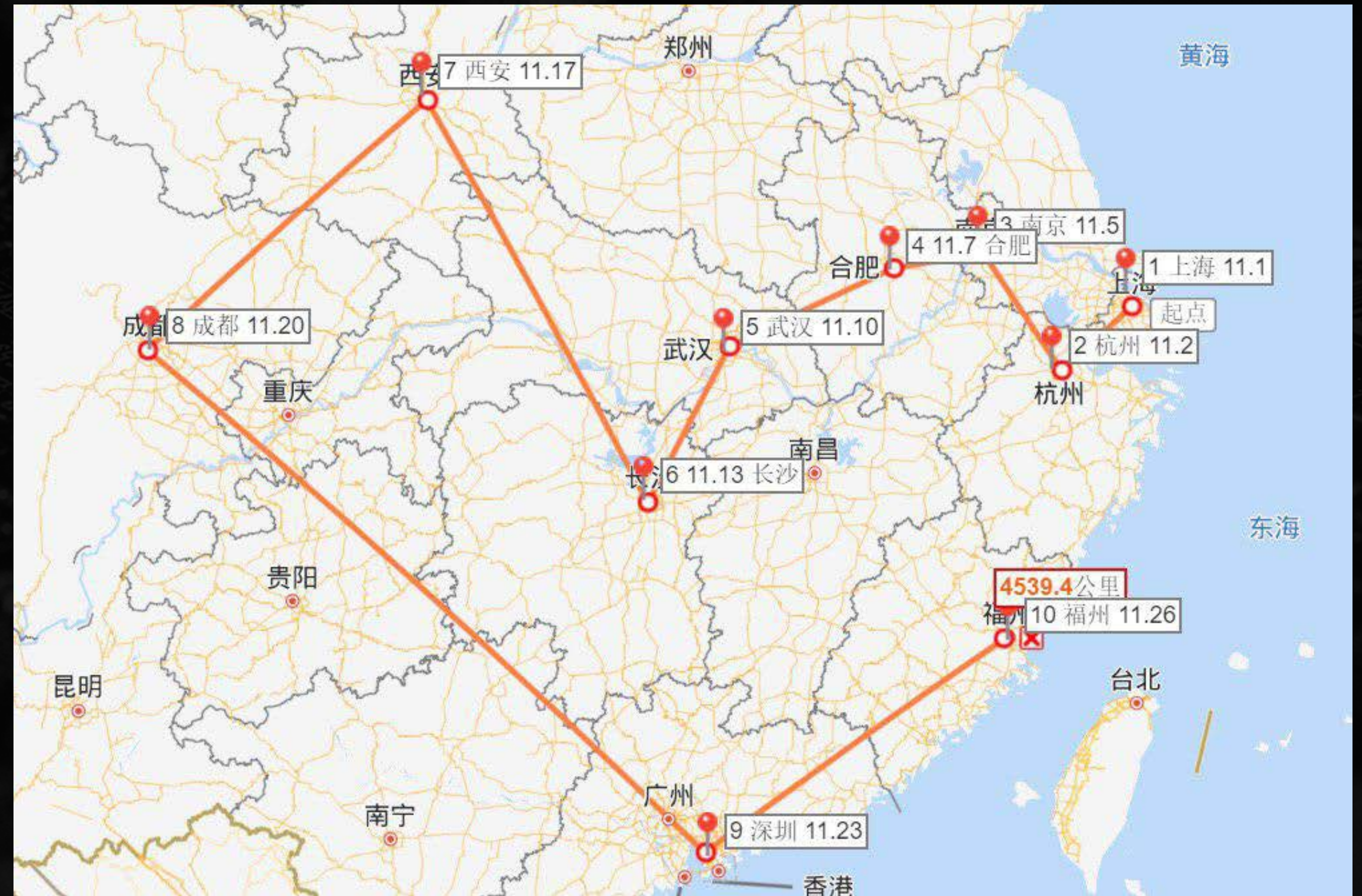


## Communities Cities Tour & Roadshow

Proposed Timeline:  
21st October 2019 - 15th January 2020

### Route:

- |              |              |
|--------------|--------------|
| 1. Shanghai  | 6. Changsha  |
| 2. Hang Zhou | 7. Xi An     |
| 3. Nan Jing  | 8. Cheng Du  |
| 4. He Fei    | 9. Shen Zhen |
| 5. Wu Han    | 10. Fu Zhou  |







FOODCODE.IO