DROPCHAIN

Incentivizing Transparency and Traceability in Global Food Supply through Gamification

BUZZ Token Sale, June 2018

"DropChain is an end-to-end supply chain ecosystem addressing the need for transparency and traceability in the global food and beverage trade."

CHALLENGES

Blockchain enables us to tackle many key issues in global supply chains today. By breaking down data silos, aligning stakeholder incentives to drive supply chain transparency, and allowing brands and consumers to trace a product from end-to-end, this will result in a more transparent and accountable food supply network.

1 DATA FRAGMENTATION

The DropChain Network delivers a **low-cost, easy-to-adopt, open-standard** ecosystem for all supply chain stakeholders, building on top of our existing technology

2 TRANSPARENCY

The DropChain Network leverages an **innovative gamified incentive program** rewarding each physical distribution channel for their participation in the supply chain, the first of its kind

3 TRACEABILITY

The DropChain Network provides **laser-focused market data** to brands and end-users, enabling them to track the movement of a product from grape to glass

DROPCHAIN

STAKEHOLDERS

DropChain's unique tokenized incentive structure allows us to address the inherent needs of key stakeholders along the supply chain

BRANDS

Includes brand owners interested in driving full supply chain transparency to better understand their market and customers

DISTRIBUTORS

Includes key distribution points along the supply chain who will help drive transparency if properly incentivized to do so
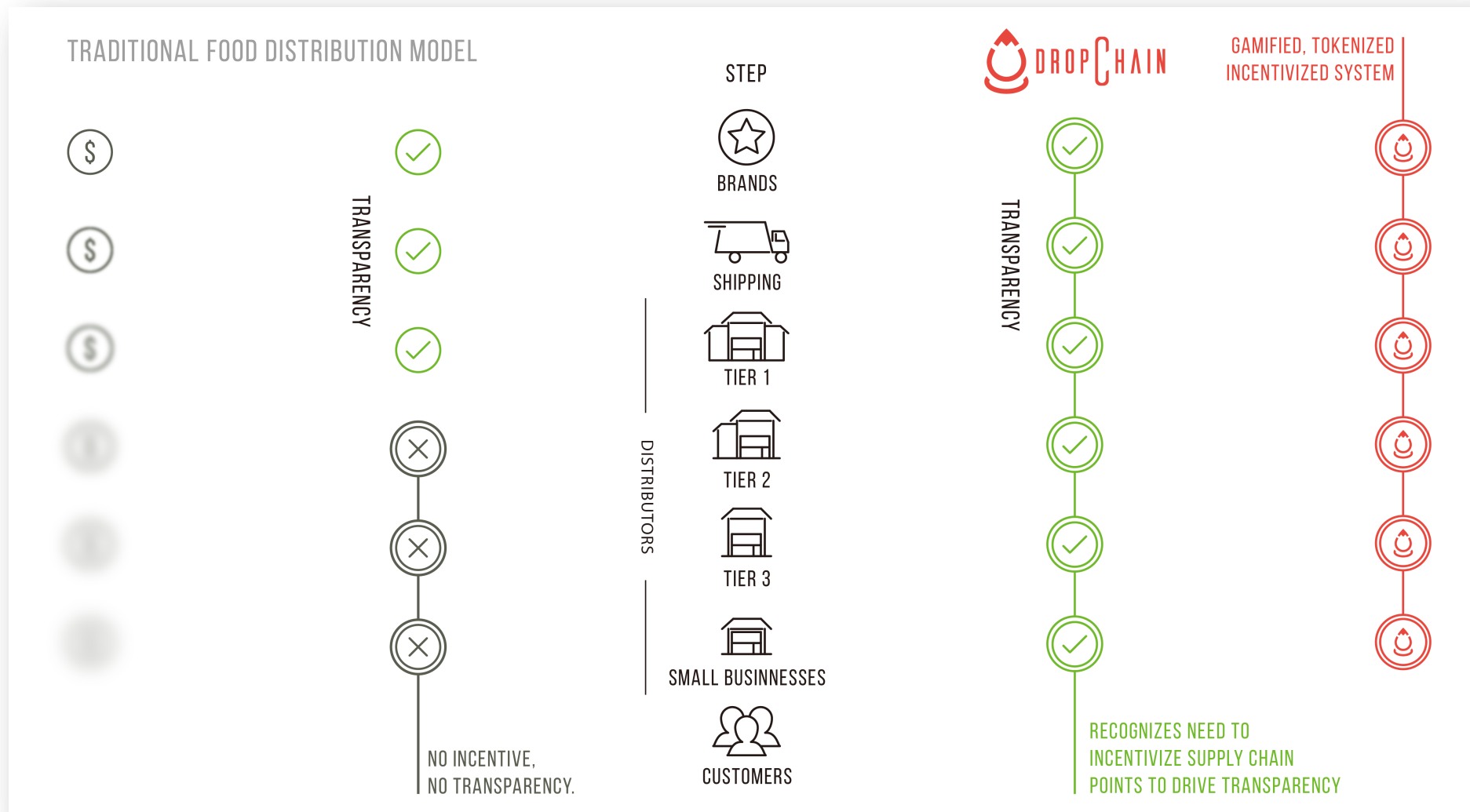
END CONSUMERS

Includes small business owners and consumers alike, who expect traceability in the products they sell and consume

KEY FEATURES OF THE DROPCHAIN NETWORK

- Gamified tokenized incentive structure
- Hardware and tracking tag agnostic
- Low implementation and operational costs
- Global dashboard for brands to track product data
- Comprehensive data integrity fraud detection algorithms
- Standardized GS1 global data exchange standards

HOW IT WORKS

TRADITIONAL FOOD DISTRIBUTION MODEL

STEP

DropChain

GAMIFIED, TOKENIZED INCENTIVIZED SYSTEM

TRANSPARENCY

BRANDS

SHIPPING

DISTRIBUTORS

TIER 1

TIER 2

TIER 3

SMALL BUSINNESSES

CUSTOMERS

NO INCENTIVE, NO TRANSPARENCY.

TRANSPARENCY

RECOGNIZES NEED TO INCENTIVIZE SUPPLY CHAIN POINTS TO DRIVE TRANSPARENCY

Tokenization and gamification of the supply chain creates benefits for big brands, top-tier distributors and downstream players, thereby aligning user incentives toward further growth of the DropChain ecosystem.

TOKEN ECONOMICS

The DropChain Network is powered by the tokenization of data tracking and supply chain distribution point contribution activities.
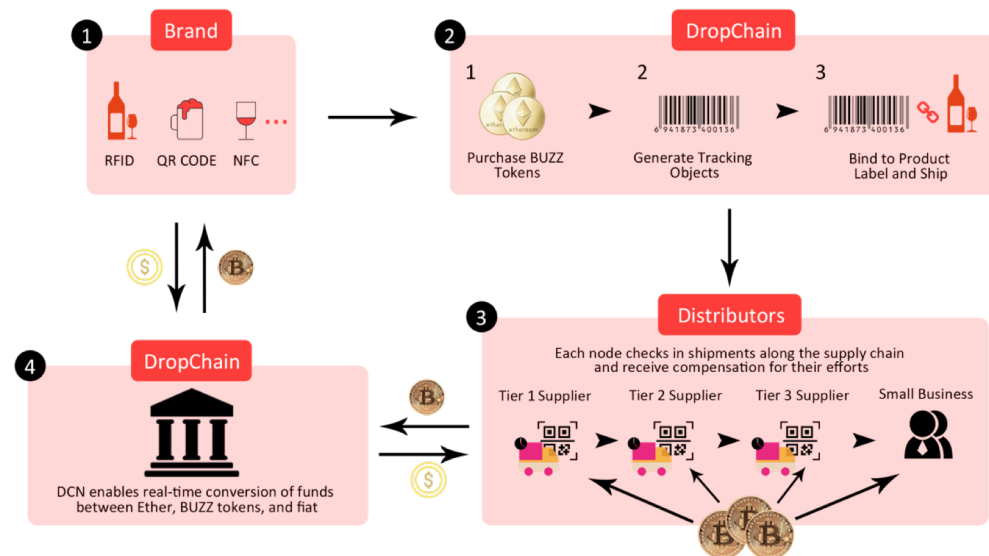
Brands spend BUZZ tokens to obtain access to DropChain's ecosystem to track the movement of their products.

Distribution points and retailers can receive BUZZ tokens as payment for scanning shipments into the DropChain Network. BUZZ tokens can be withdrawn into fiat or used within the ecosystem to obtain additional B2B privileges, such as using tokens to extend the payment terms for a restaurant owner's alcohol purchase through a DCN partner.
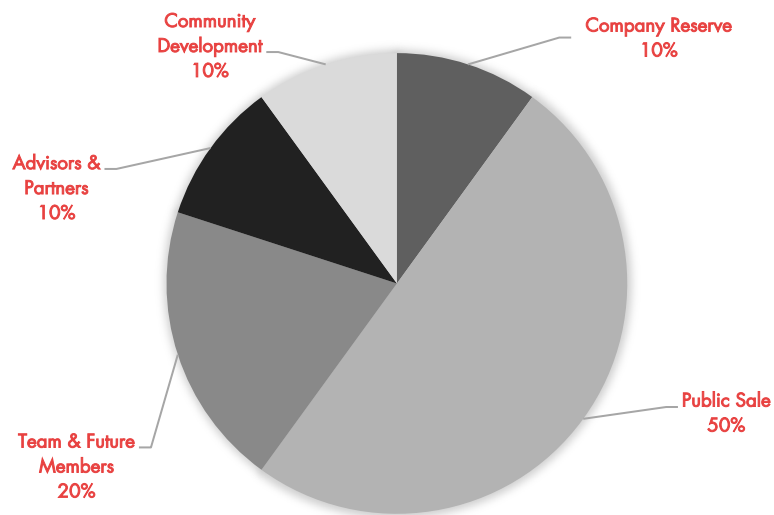
Strategic marketing partnerships with brands will enable consumers to collect BUZZ tokens also, redeemable for brand-specific experiences and products.

BUZZ Token Incentive System

TOKEN SALE

Community Development 10%
Company Reserve 10%
Advisors & Partners 10%
Team & Future Members 20%
Public Sale 50%

Main Sale Details	
Hard Cap	USD 20 Million
Dates	15 JULY 1:00PM UTC to 1 AUGUST 12:59PM UTC
Accepted Currencies	ETH only
BUZZ to USD Rate	1 BUZZ = US$0.08
Token Supply	Total Token Supply: 500,000,000 BUZZ ICO Token Issuance: 250,000,000 BUZZ

KEY PEOPLE

DROPCHAIN

BILLY CHAN

CEO & Chief Tech Nerd

A veteran of the IT industry, with over 15 years of software development, consulting, and sales experience at Microsoft

CHARLES ZENG

COO

Serial entrepreneur and SMB expert with over 7 restaurants in China, previously at L'Oreal, Shell and PwC

JAMES WONG

Chief of Marketing

Sales and digital marketing veteran with Paul Frank, Minions, and adidasSwim licensing deals on his list of achievements

KAY NEUENHOFEN

Blockchain Engineer

An experienced developer who has implemented parts of the Blockchain protocol and apps for Netflix and Major League Baseball.

VICTOR LEE

Operations Lead
Innovation, technology, Blockchain and growth marketer in China.

VINCENT NGUYEN

Chief of Product

Gamification expert and former Tencent Games Producer who led Activision's successful Call of Duty mobile franchise

ADVISORY PANEL

WILLIAM BAO BEAN

General Partner, SOSV

TERENCE WANG

Managing Partner, AGA Capital

MALCOLM TAN

CEO, DXCEL International
Past: Regional Director of Heineken

FELIX WENDLANDT

GM, Brander Craft Beers

ALLEN FANG

Director, Anheuser-Busch InBev

ADRIAN LAM

ICO Advisor

ALVIN FOO

ICO Advisor

ANJA ISHMUKHAMETOVA

Blockchain Engineer

Full stack engineer with over 7 years of experience. Blockchain enthusiast and experienced DApp developer

AARON CHOI

Vice President, BTCC Exchange

FOLLOW US

contactus@dropchainproject.com

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www.facebook.com/DropChainProject

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