



Incentivizing Transparency and Traceability in Global Food Supply through Gamification

BUZZ Token Sale, August 2018

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

OPPORTUNITIES

Food fraud and counterfeit alcohol is a \$40 billion dollar problem. It is the consequence of a **lack of transparency and accountability** in global supply chains. DropChain will leverage blockchain and gamification to break down **data silos**, align stakeholder incentives, and allow brands and consumers to trace products from end-to-end.

1 EASY TO ADOPT

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 GAMIFIED

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

3 BIG DATA

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

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 and make informed business decisions

DISTRIBUTORS

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

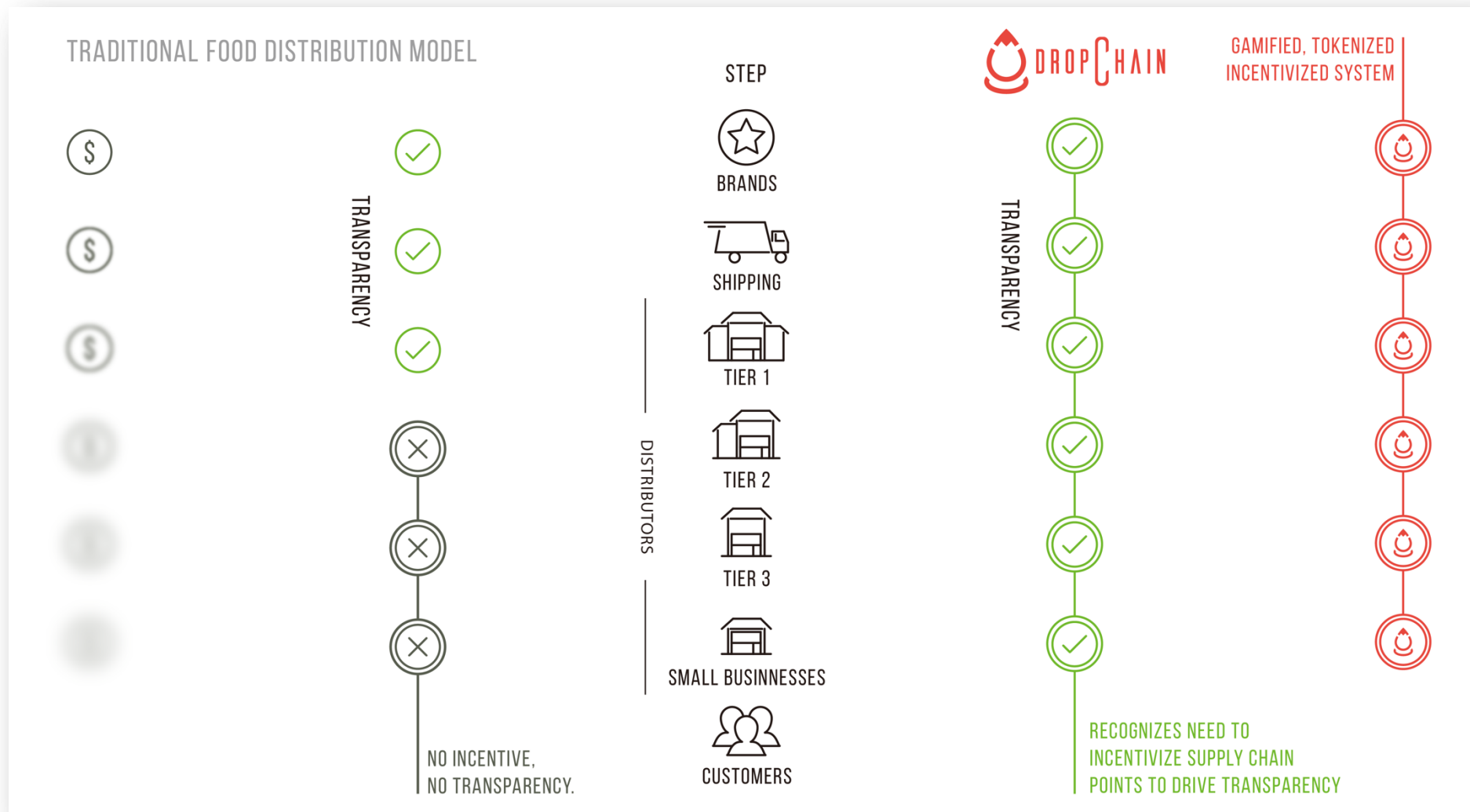
END CONSUMERS

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



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.

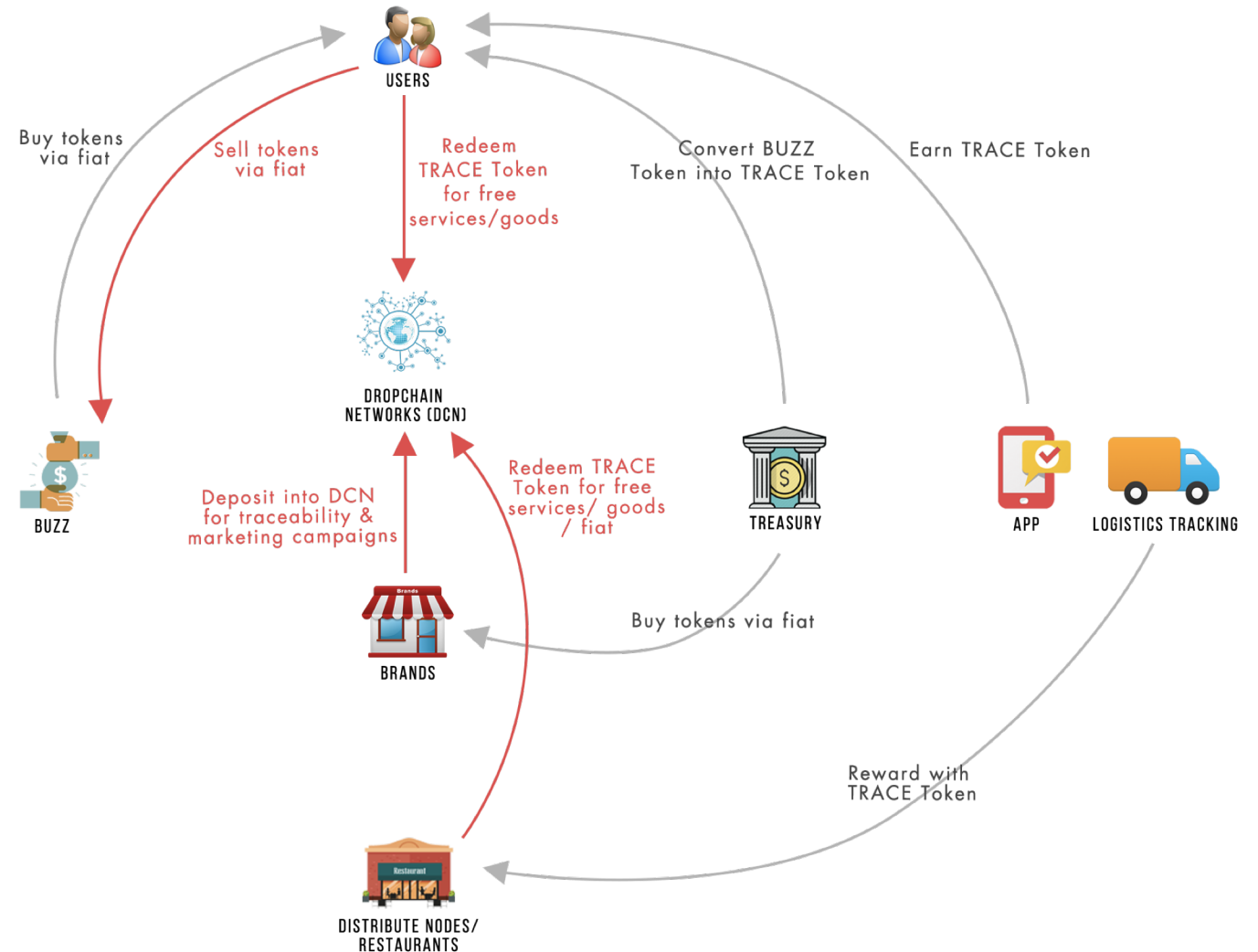
Participants can earn benefits in exchange for contributing data to the DCN. This benefit is in the form of a cryptocurrency specific to the DropChain economy and can be exchanged for goods and services within the DropChain ecosystem. This currency, **TRACE**, is designed to be an uncapped stable cryptocurrency. TRACE will serve as a means of transacting along the supply chain.

In addition to TRACE tokens, DropChain will issue a cryptographic network token called **BUZZ**. **Brands** spend BUZZ tokens to obtain access to DropChain's ecosystem to track the movement of their products.

BUZZ is a limited supply cryptocurrency and no additional BUZZ will be created after the initial token generation event.

Distribution points and **retailers** can receive TRACE tokens as payment for scanning shipments into the DropChain Network. TRACE tokens can be used within the ecosystem to obtain additional B2B privileges, such as extending the payment terms for a restaurant owner's alcohol purchase through a DCN partner.

Strategic partnerships with brands will also enable **consumers** to collect TRACE tokens, redeemable for brand-specific experiences and products.





KEY PEOPLE

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

JAMES TSAI

COO

A cross-industry product and management expert, his international career spans 15 years with Deloitte, TNS, HSBC and most recently Microsoft

JAMES WONG

Head of Business Development

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

CRYSTAL YU

Head of Marketing (China)

A marketing/PR specialist with over 8 years' experience working with high net worth individuals and Fortune 500 companies. A lifestyle blogger with 210,000+ followers worldwide.

KAY NEUENHOFEN

Blockchain Engineer

An experienced developer who has implemented parts of the Blockchain protocol and apps for Netflix

VINCENT NGUYEN

Head of Product

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

ANJA ISHMUKHMETOVA

Blockchain Engineer

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

ADVISORY PANEL

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