



## Incentivizing Transparency and Traceability in Global Food Supply through Gamification

BUZZ Token Sale, July 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

## 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

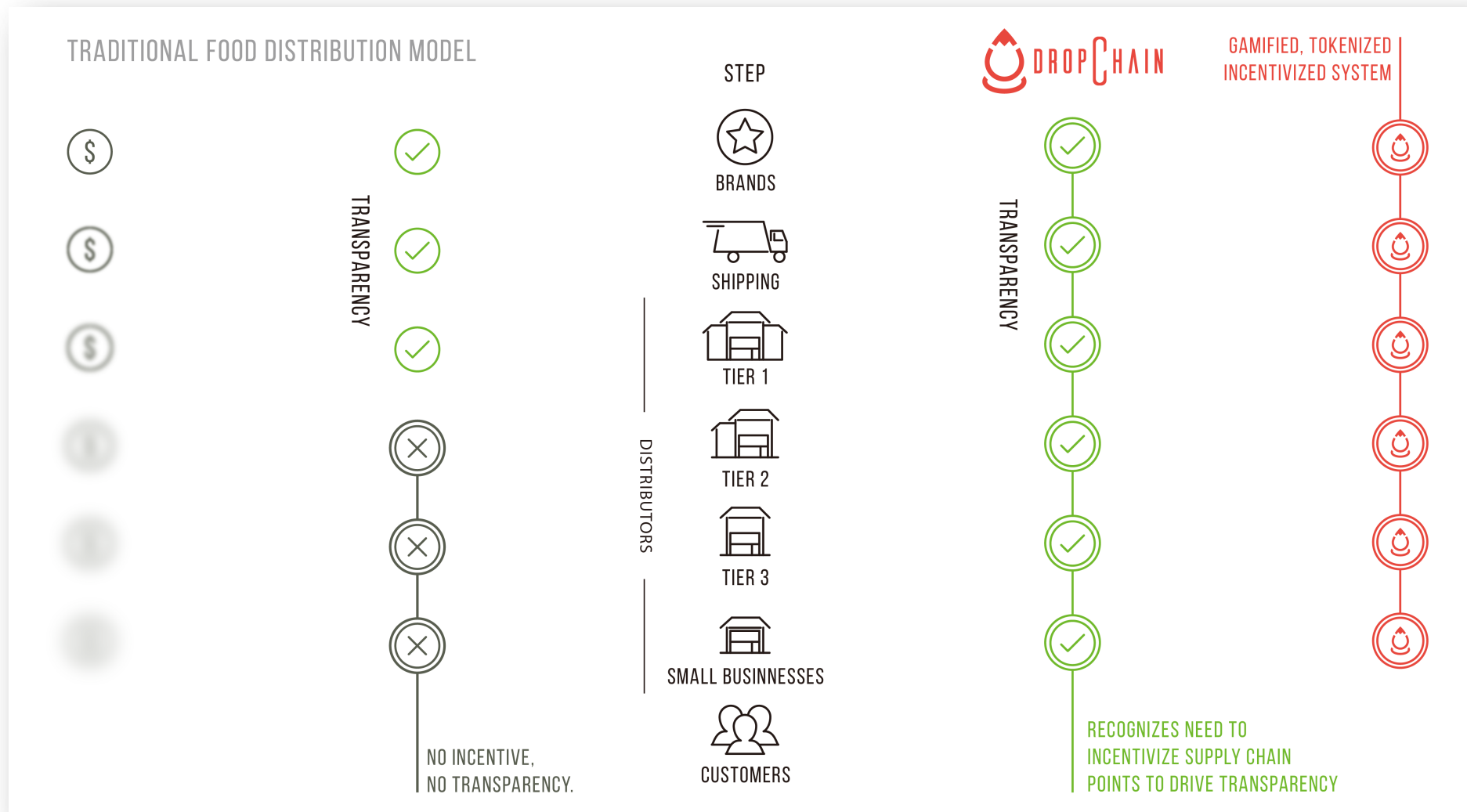
### END CONSUMERS

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



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.

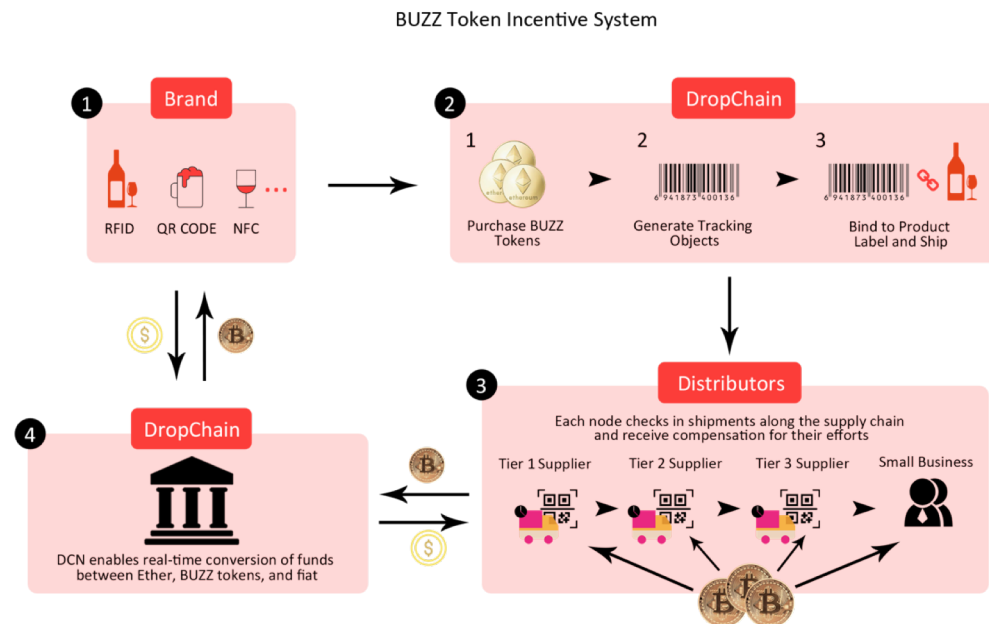
# TOKEN ECONOMICS

The DropChain Network is powered by the tokenization of data tracking and supply chain distribution point contribution activities.

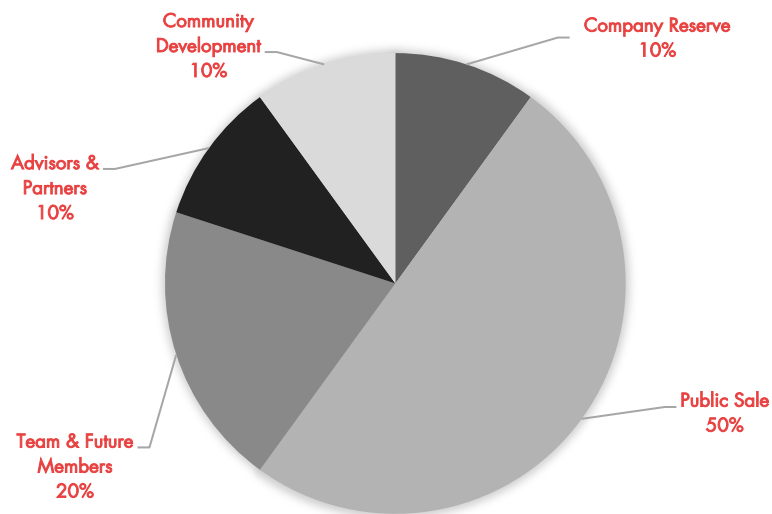
**Brands** spend BUZZ tokens to obtain access to DropChain's ecosystem to track the movement of their products.

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



## TOKEN SALE



## SALE STAGES

### PRIVATE

Hard Cap: \$10 MM  
Date: May 1, 2018  
Price: \$0.08 USD per BUZZ with 35% Bonus

### PRE

Hard Cap: \$5 MM  
Date: June 15, 2018  
Price: \$0.08 USD per BUZZ with 20% Bonus

### MAIN

Hard Cap: \$5 MM  
Date: July 15, 2018 – August 1, 2018  
Price: \$0.08 USD per BUZZ



## 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

### 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 Business Development

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

VP of Marketing

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

### ANJA ISHMUKHMETOVA

Blockchain Engineer

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

## ADVISORY PANEL

### WILLIAM BAO BEAN

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