DROP CHAIN

Incentivizing Transparency and Traceability in Global Food Supply through Gamification

"DropChain is an end-to-end decentralized supply chain ecosystem targeting 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 enable 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
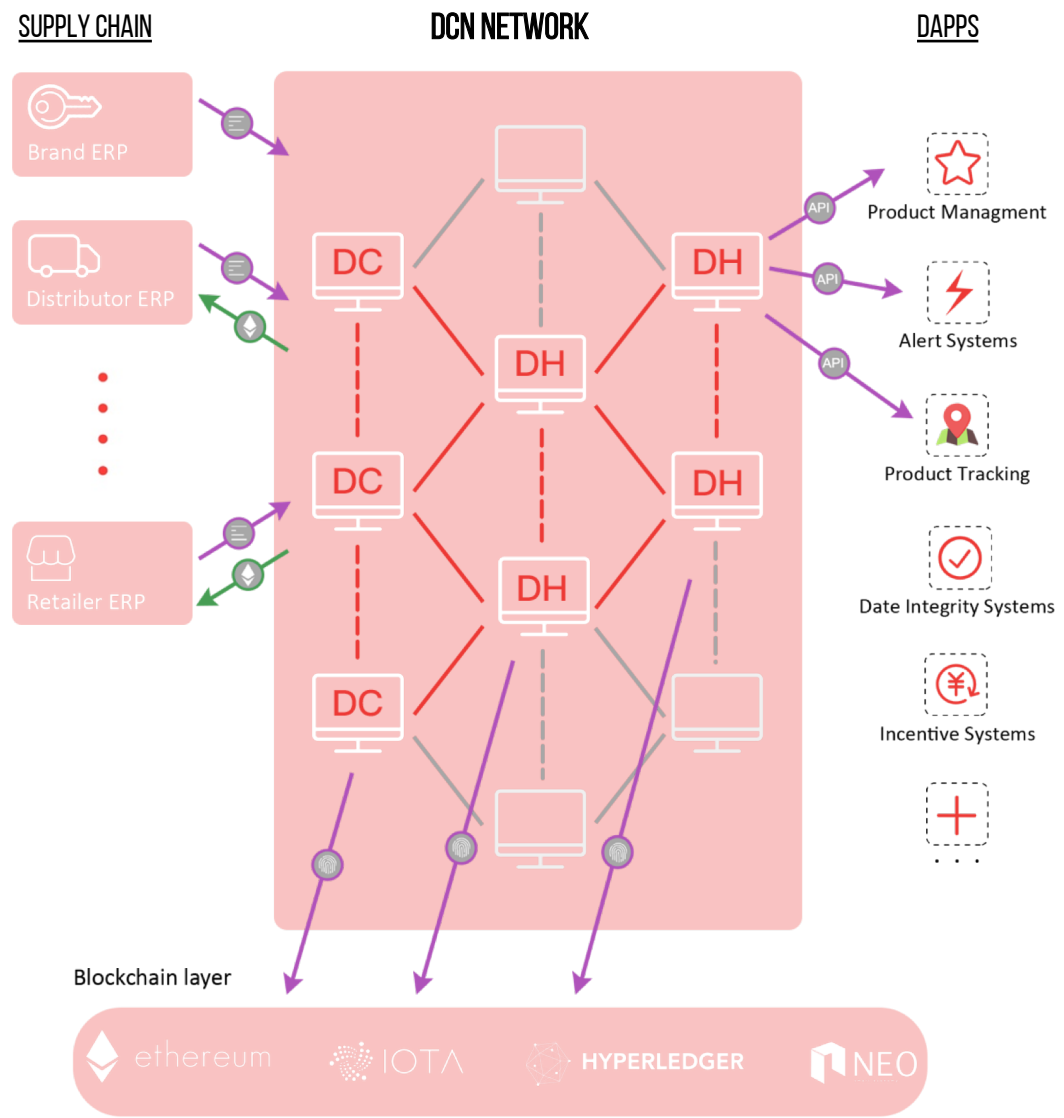
2 GAMIFIED

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

DROPCHAIN NETWORK

SUPPLY CHAIN

DCN NETWORK

DAPPS

Brand ERP
Distributor ERP
Retailer ERP

DC
DH
DH
DC
DH
DC

Product Managment
Alert Systems
Product Tracking
Date Integrity Systems
Incentive Systems

Blockchain layer

ethereum
IOTA
HYPERLEDGER
NEO

DropChain will create a decentralized, layered Blockchain-based protocol stack servicing food and beverage distribution, called the DropChain Network (DCN). This project is a strategic combination of ground-level partnerships with global brands and distribution partners throughout China and Southeast Asia, with a custom-built ecosystem utilizing the latest in blockchain, mobile technology, and global supply chain standards, anchored by an existing business and digital platform.

KEY FEATURES

LEVERAGING BLOCKCHAIN'S STRENGTHS

DEMOCRATIZATION OF DATA

IMMUTABLE

TRACEABLE

GAMIFIED TOKENIZED INCENTIVE STRUCTURE

HARDWARE AND TRACKING TAG AGNOSTIC

LOW IMPLEMENTATION AND OPERATIONAL COSTS

COMPREHENSIVE DATA INTEGRITY FRAUD DETECTION ALGORITHMS

HOW IT WORKS:
PAST VS FUTURE

TRADITIONAL FOOD DISTRIBUTION MODEL

DropChain

STEP

BRANDS

SHIPPING

TIER 1 DISTRIBUTOR

TIER 2 DISTRIBUTOR

TIER 3 DISTRIBUTOR

SMALL BUSINNESSES

CUSTOMERS

DISTRIBUTORS

BEFORE

TRANSPARENCY

NO INCENTIVE,
NO TRANSPARENCY.

NOW

GAMIFIED, TOKENIZED
INCENTIVIZED SYSTEM

TRANSPARENCY

RECOGNIZES NEED TO
INCENTIVIZE SUPPLY CHAIN
POINTS TO DRIVE TRANSPARENCY
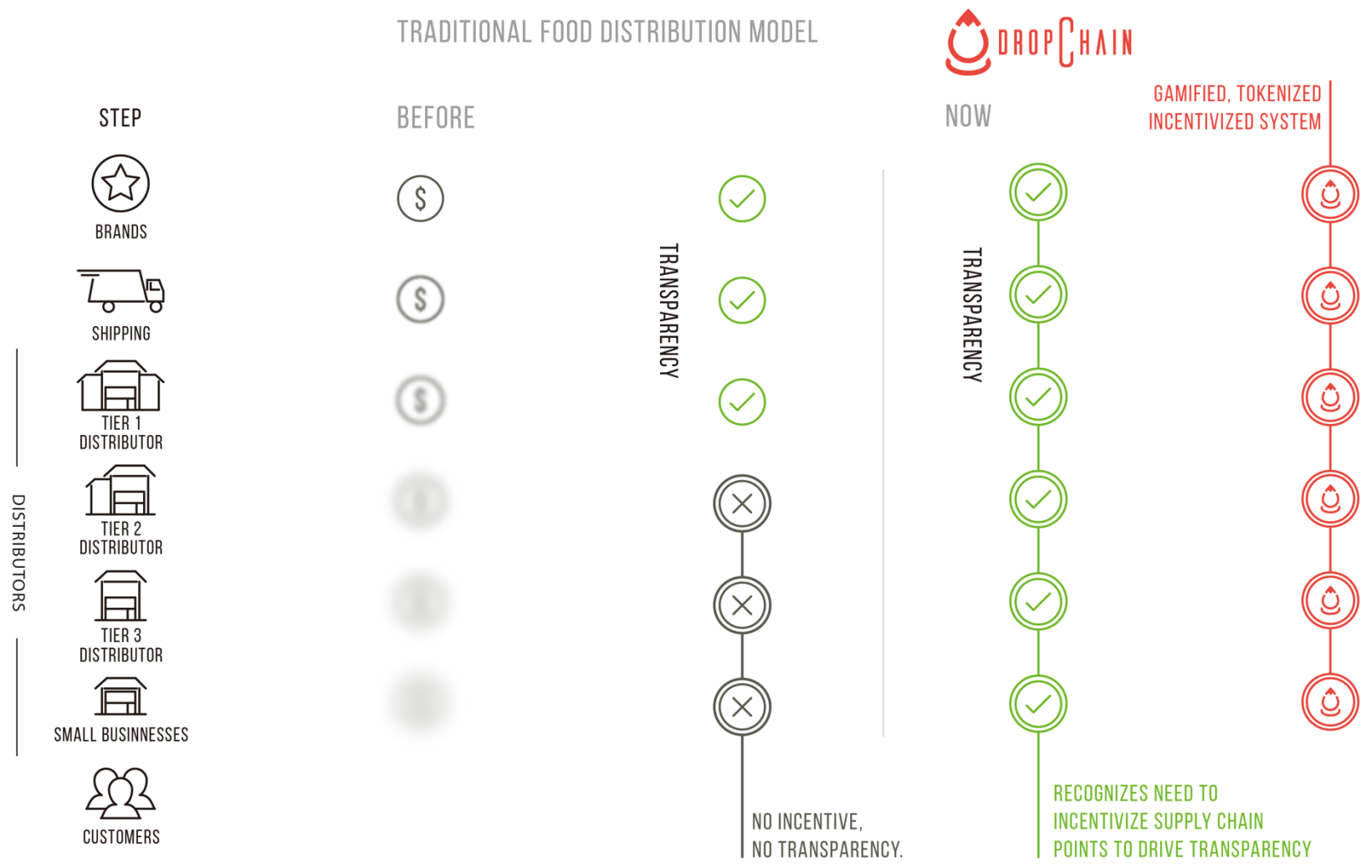
In the past, downstream supply chain participants had little reason to share their logistics data, with nothing to gain in return. Tokenization of the supply chain enables DropChain to incentivize each distribution point thereby creating tangible benefits for big brands and all downstream players for contributing their supply chain data.

DUAL-TOKEN ECONOMICS

DropChain will utilize a dual-token economic structure with a network token (BUZZ) and a utility token (TRACE).
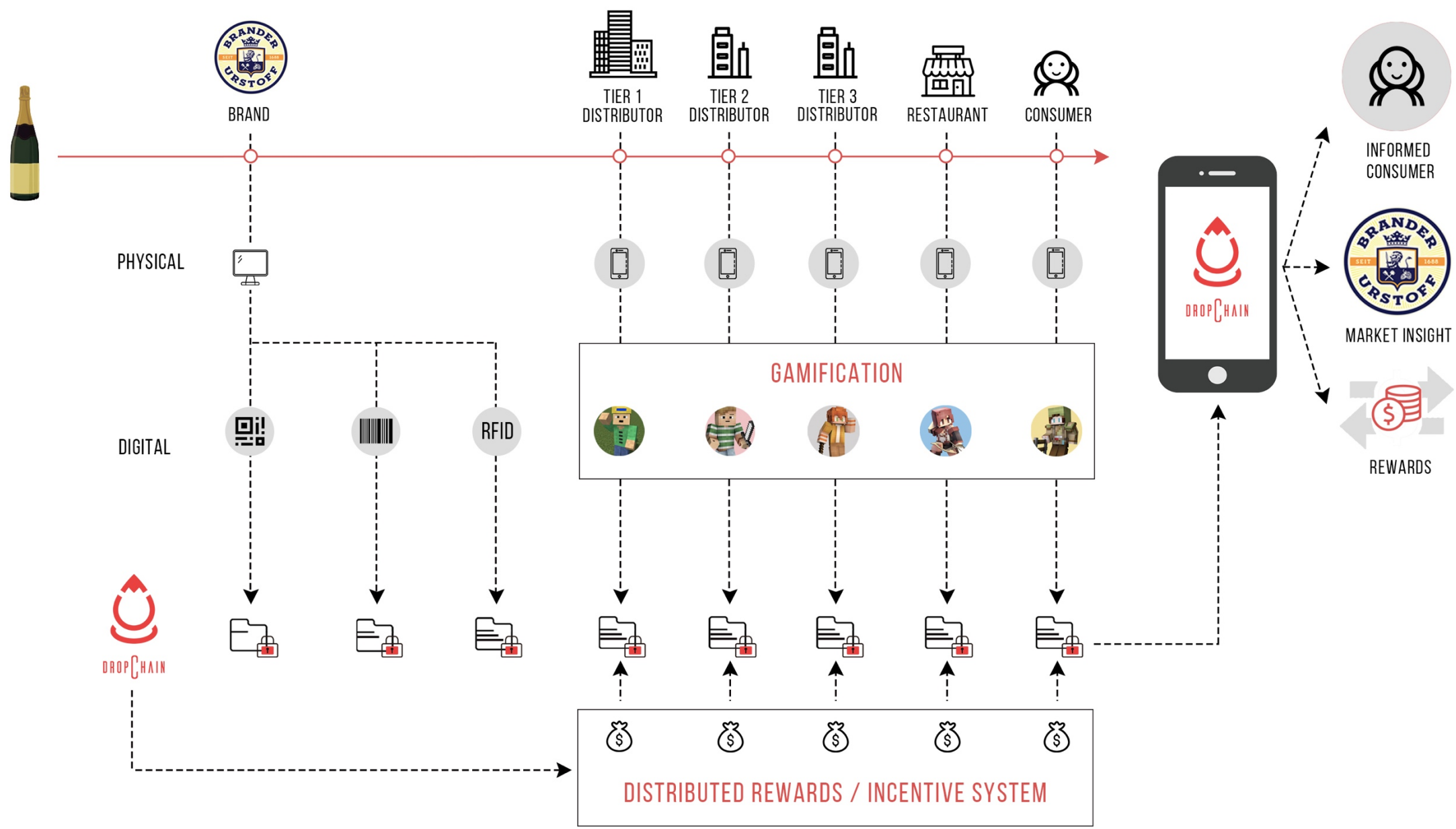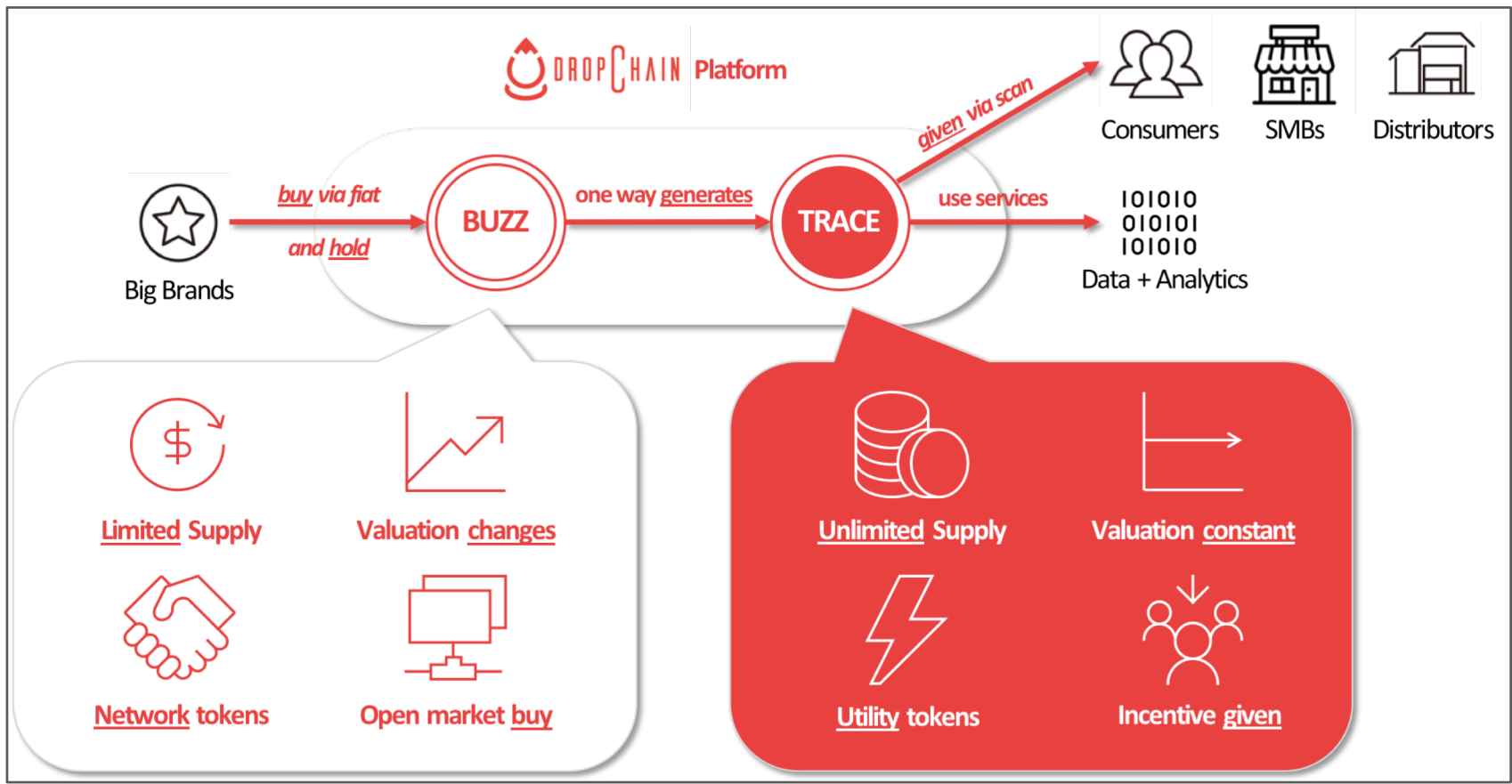
BUZZ is a limited supply cryptocurrency that brands need in order to access the traceability services on our ecosystem

TRACE is an uncapped stable cryptocurrency specific to the DropChain economy. It is earned by participants who contribute data to the DCN and can be exchanged for goods and services within the DropChain ecosystem.

Staking BUZZ in turn generates stablecoin (TRACE) that is redistributed to downstream participants, incentivizing them if and when they perform their duties.

DROPCHAIN DE-CENTRALIZED BUSINESS MODEL

DropChain

Brand

1. **SaaS subscription** for base cost
2. **Traceability cost** based on Transaction volume
3. **Marketing/Data Analytic cost** (opt-in)

DropChain Platform

1. **Automation** with **Smart Contract** to allow efficient self-processes
2. **Transparent policies & Consensus mechanism** allow decentralized decision making
3. **Group policy decision voting** in later phases

BUZZ

Brands

TRACE

DROPCHAIN
Platform

TRACE

Distributors

TRACE

SMBs

TRACE

Consumers

TRACE

Increased Sales

Data

- Consumers/Investors can use TRACE to purchase more Branded products or participating SMB services, either through online portal (Foowala) or offline spots
- Disti/SMBs can use TRACE to earn reputation, leading to better payment terms or additional rebates
- More TRACE usage -> more sales to Brands + participating SMBs -> more DropChain usage down the road

DropChain
Ecosystem

DropChain will be a decentralized supply chain ecosystem, where all data belongs to its respective owner, not owned by a centralized authority. This data can be shared and sold, and all relationships are governed autonomously via smart contracts, consensus mechanisms and transparent policies that will negate the need for a central governing body.

CORE TEAM

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

CRYSTAL

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.

JAMES TSAI

COO

A cross-industry product and management expert, his international career spans15 years with Deloitte, TNS, HSBC and most recently Microsoft

JAMES WONG

Managing Partner, Head of BD

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

VINCENT NGUYEN

Head of Product

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

ANJA ISHMUKHAMETOVA

Blockchain Engineer

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

STRATEGIC ADVISORS & PARTNERS

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