

# 农富链 AGRIC

**WHITE PAPER**



## ABSTRACT

The agricultural industry is a trillion-dollar industry termed as the essential need for human survival. The global population is set to touch 9.6 billion by 2050. In the modern day, agriculture is in more danger than ever due to extreme weather conditions, excessive water pollution and rising climate and environmental changes. To meet the demand of this significant population and to give the farmers the due right they deserve for their efforts, the agricultural industry needs to leave the conventional approach out and embrace the modern day technology. AGRIC aims to disrupt this industry by providing a decentralised financial ecosystem that is architecturally designed to create a global marketplace and payment gateway of the agricultural sector. Also, AGRIC would be implementing cutting edge technology model of IoT (Internet of things) and blockchain technology to ensure that agricultural sector meets the requirement of the modern day human needs and increase quality production. AGRIC has more than 1600 hectares of farms for agricultural output across the ASEAN region. This white paper will furnish a detailed description of the current status and plans of the AGRIC. It aims to demonstrate how the AGRIC applies team expertise to people involved in the agricultural industry.



**POPULATION**  
**9.6 Billion By 2050**





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**DISCLAIMER**



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## BACKGROUND



# BACKGROUND

For centuries, the agricultural industry has been associated with the production of essential food crops. At present, agricultural sector above and beyond farming includes:



Forestry



Dairy



Fruit Cultivation



Poultry



Beekeeping



Mushroom



Arbitrary and so forth

Today, processing, marketing, and distribution of crops and livestock products are all acknowledged as part of the current agricultural industry. Thus, the agricultural industry could be referred to as the production, processing, promotion and distribution agricultural products.



Production



Processing



Promotion



distribution



Agricultural industry plays a crucial role in the entire life of a given economy. The agricultural industry is the backbone of the economic system of a given country. In addition to providing food and raw material, the agricultural industry also provides employment opportunities to the massive percentage of the population.





## BACKGROUND

The agricultural sector is one of the strategic role in the process of economic development of a country and as a vital source of income. One-third of the economically active population obtains its livelihood from the agricultural industry.



In Asia and Africa, millions of small-scale and subsistence farmers, pastoralists, fishers and indigenous peoples produce the majority of the food consumed worldwide, in most cases on a minimal area of land. Over the past ten years, agricultural policies and international institutions, together with private and public agricultural research have often considered small-scale and subsistence farmers as backward "outdated-model" of a pre-industrial form of production. "Grow or Die" has been both capitalist and socialist principle for progress with just a few exceptions for more than 50 years. It was a vast belief that only big economic units were capable of achieving a boost in the yield on a competitive basis through modern and rationalised cultivation methods, mainly with chemical inputs and the use of machinery. A global rise in productivity was considered necessary to feed a rapidly growing world population.





## BACKGROUND

Agriculture had made a significant contribution to the prosperity of the developed countries. It is crucial to the economy of the developing nations. In other words, if the per capita real income of a country is low, the focus must be on agricultural industry or other related industries.

The history of Britain proves that the agricultural revolution preceded the industrial revolution. In the United States and Japan, the development of agricultural industry has also played an enormous role in the process of industrialisation. Similarly, developing countries that are engaged in economic development processes around the world have now learned to emphasise industrialisation as a means to achieve higher per capita real income. "As a result, industrial and agricultural development are not alternatives, but complement each other and support each other's inputs and outputs." Shows as mentioned earlier that the increase in agricultural production and productivity contributes significantly to the overall economic development of the country and focuses on the further development of the agricultural sector.



Because food is a basic need of human, the agricultural industry is a versatile business that is here to stay till eternity. Statistics reveal that over one billion people worldwide work in the agricultural industry generating \$2.4 trillion for the global economy. Plant science innovations are vital to keep crops healthy and maintain this thriving economy.

THE GLOBAL VALUE OF AGRICULTURE ADDS UP TO  
**\$2.4 TRILLION**



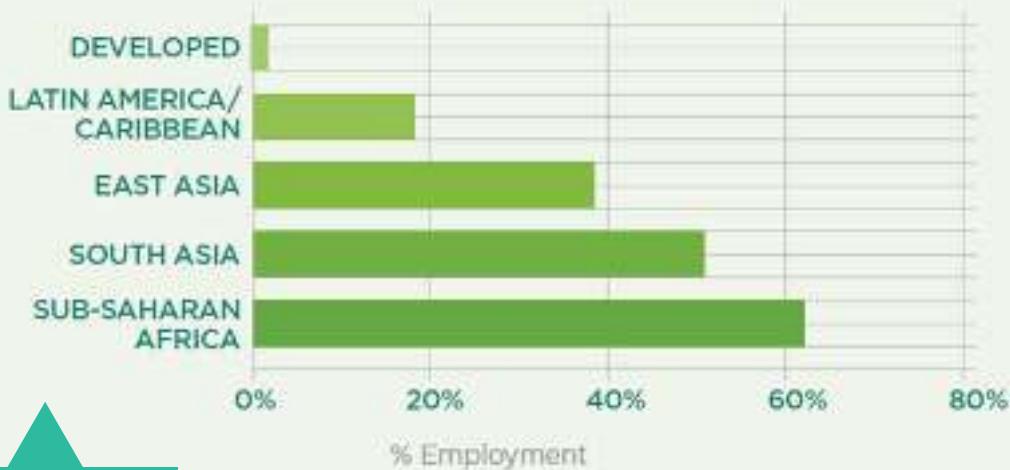
## BACKGROUND

### FARMING PROVIDES JOBS FOR **1.3 BILLION**



Furthermore, from research conducted by [worldbank.com](http://worldbank.com) in 2016, statistics reveal that the global value of agricultural industry adds up to \$2.4 trillion. Also, it has been shown that agricultural sector underdeveloped and developing economies have been the primary source of employment and main of earning for people.

### IN UNDERDEVELOPED COUNTRIES, **AGRICULTURE** EMPLOYS MORE PEOPLE THAN ANY OTHER INDUSTRY



At present, global industrialisation and urbanisation are rapidly developing, but agricultural modernisation has lagged behind and faces a series of severe challenges of which some are given below.



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**PROBLEMS AND CHALLENGES**



# PROBLEMS AND CHALLENGES

Research suggests that there are still many problems in the global agricultural development, which are mainly reflected in the following aspects: continuous reduction of arable land resources; degraded arable land quality; excessive surplus labor force in agricultural industry; rising production costs of agricultural products, ongoing decline in income; lack of water resources, pollution, etc.

Some other grave problems include: the desertification of pastures is severe; high breeding risk, the high number of live animals, and the insurance for breeding is not perfect and food safety. Drug abuse and food traceability is also a huge concern.

So in a nutshell, the most severe problems faced by the agricultural industry are:



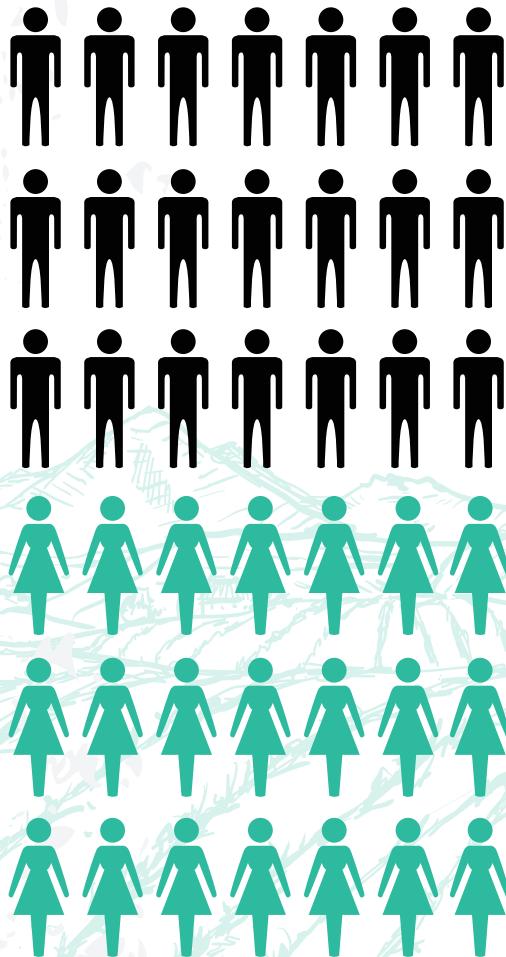


## PROBLEMS AND CHALLENGES



### POPULATION IS PREDICTED TO REACH

**9.6 Billion By 2050**



The global population is predicted to reach 9.6 billion by 2050. Against the challenges such as extreme weather conditions, rising climate change and environmental impact resulting from intensive farming practices, it has to meet the demand of more food. So to feed this much of population and resolve all these problems, the farming and agricultural industry needs to make its production process enhanced by embracing modern day technologies such as IoT, big data and blockchain.





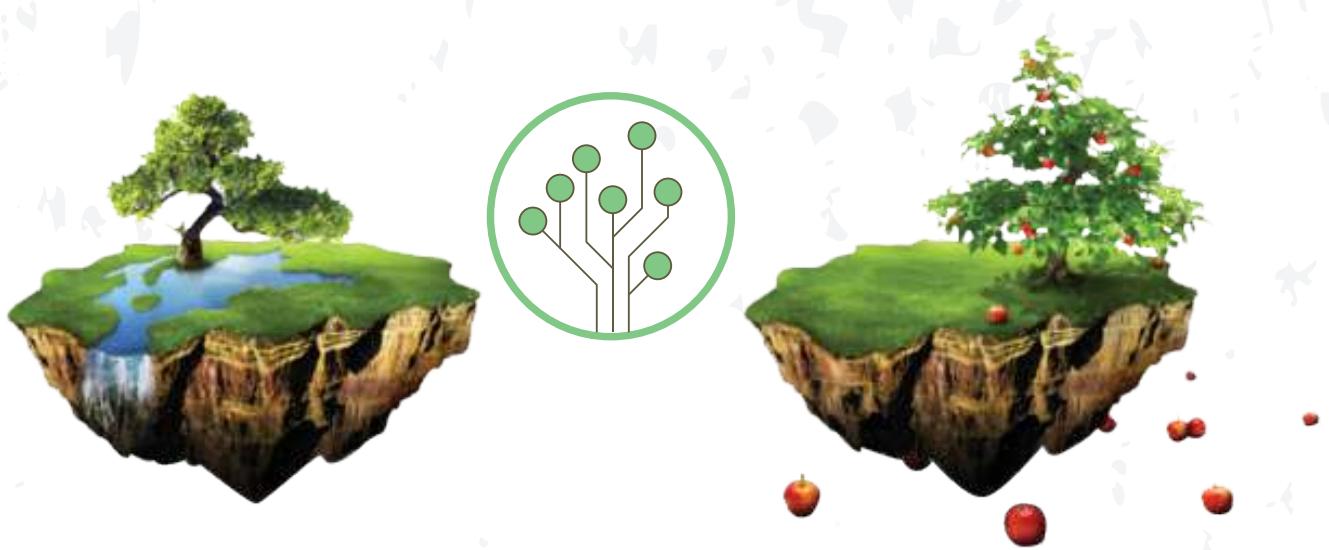
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**SOLUTION**  
**THE AGRIC SYSTEM**



# SOLUTION: THE AGRIC SYSTEM



AGRIC, a global agricultural chain—combined with the world's top big data, cloud computing, the blockchain, internet of things, and artificial intelligence experts—developed, researched and mapped the layout of the global agricultural industry chain; mainly involving agricultural supplies, agricultural production, agricultural products processing, and agricultural products. The five links between circulation and agricultural product sales cover multiple sub-sectors.

AGRIC covers a wide range of sub-sectors, and its related agricultural sectors are linked to an indeed "agricultural internet of things- production line" using advanced technologies, based on the world's leading agricultural internet of things- production, agriculture big data and districts. Blockchain technology, relying on AGRIC's scale-intensive land resources and a highly organised management model in recent years, puts forward the standardised management model of "platform + base + farmer + physical store (experience store) + consumer" and establishes from the origin to Table of the agricultural internet of things- production line.

AGRIC, translated into the agricultural chain, is very regulated, rigorous and powerful, from technology research and development, commercial trade, market operations, currency issuance and wallets, to international exchanges, full circulation, and future planning.

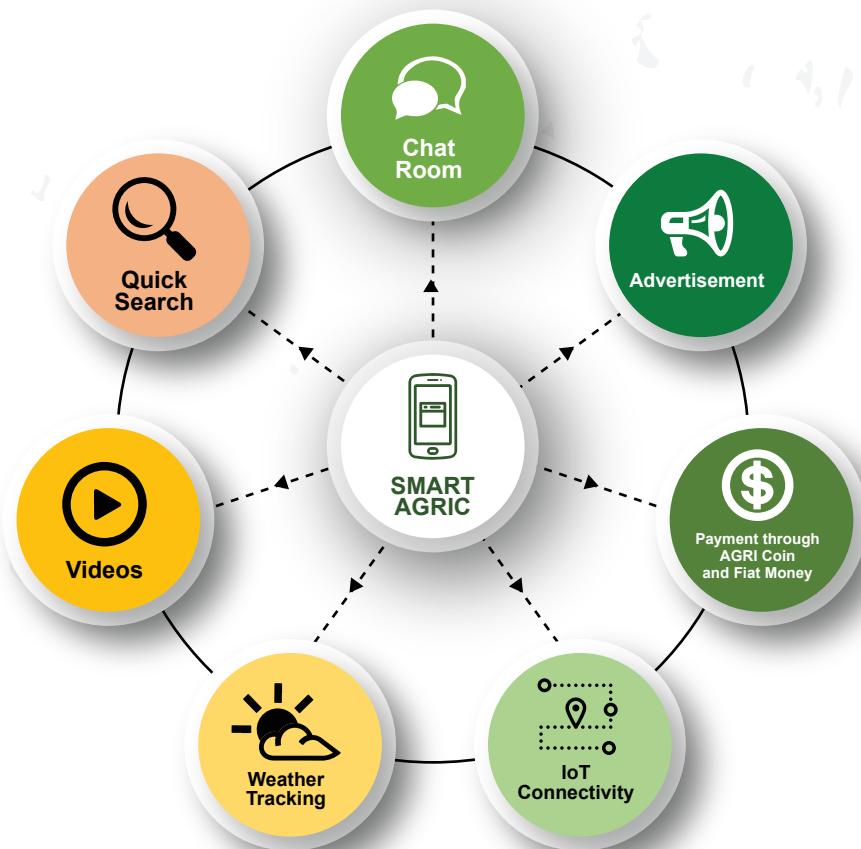
AGRIC has thousands of hectares of farms in Malaysia. These thousands of hectares of land will be used as land for agricultural production, and the products will be supplied throughout the ASEAN region.

AGRIC has a 20-year history of producing world-class agricultural products. It is distributed throughout Malaysia and exports products to the Asia Pacific region as far as the United States, Canada and Europe. AGRIC has been strictly adhering to and actively promoting the development of aquaculture, and smart planting with IoT technology has been introduced to help growers and farmers to reduce resource waste and increase productivity, as well as reduce the number of times that farmers carry fertilisers.



# SOLUTION: THE AGRIC SYSTEM

AGRIC will use the following solutions to achieve digitalisation of agriculture and help solve all of the above problems.



## 6.1 SMART AGRIC MOBILE APP



Smart AGRIC Mobile App will be an iOS and Android OS based mobile application that will create a demand for fruits and vegetable delivery business in your area. The app will provide complete information on crop production, crop protection and all relevant agriculture allied services on a user smartphone. In addition to being an information and tracking portal, AGRIC will also provide an online marketplace bringing farmers, suppliers, machinery and tools manufacturers by enabling them to communicate and connect with end consumers and thus they can supply and deliver food to local stores, customers and earn money without any middleman taking a lion share of their earning.

## FEATURES



### 6.1.1 Chat Room

Farmers, suppliers, farm owners, agricultural machinery and tools manufacturer, restaurant or café owners, all will be able to communicate with each other through direct chatting service. Furthermore, farmers will also be able to connect with our experts and get suggestions and tips for ensuring maximum harvesting result for their crops.



# SOLUTION: THE AGRIC SYSTEM

## FEATURES



### 6.1.2 Advertisements

Farmers and suppliers would be able to create their advertisements free of cost. Consumers would be able to look into these ads directly through their mobile application and get fresh items delivered to their doorstep.



### 6.1.3 Payment through AGRI Coin and Fiat Money

Farmers and suppliers would be able to create their advertisements free of cost. Consumers would be able to look into these ads directly through their mobile application and get fresh items delivered at their doorstep.



### 6.1.4 IoT Connectivity

The app will be connected to IoT equipment and enable farmers and farming owners to track the status of their crops or livestock in real time. This feature will help them in crop protection and enhanced crop production.



### 6.1.5 Weather Tracking

Farmers can check the status of weather and rain directly and decide the necessary actions required for their farms and crops accordingly.



### 6.1.6 Videos

The app will allow farmers and consumers to upload or watch the video uploaded by experts on best practices, farming technology, agricultural information. A thorough examination process would be carried out ensuring that only the right information is uploaded.



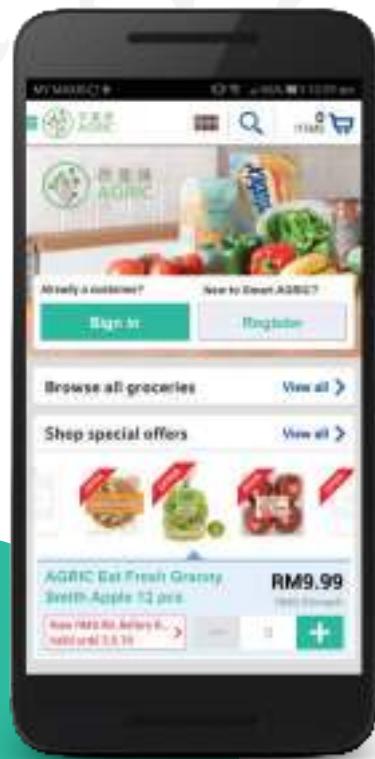
### 6.1.7 Quick Search

The app will also allow users to smartly search based on category, using sort and filter features.

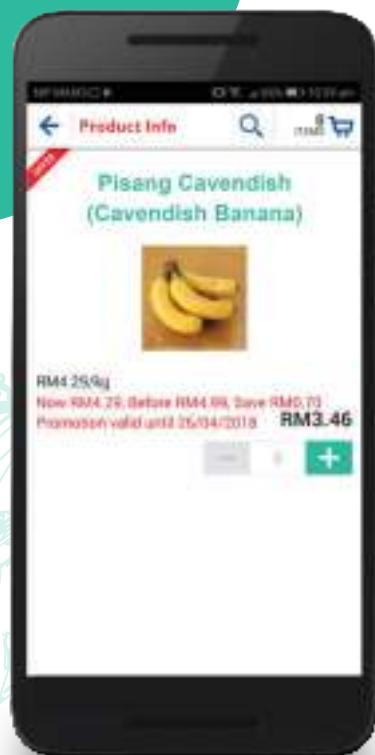


Beside AGRIC Mobile App, we would be using the following IoT, big data and blockchain based technologies for facilitating agricultural industry.

# SOLUTION: THE AGRIC SYSTEM



## SMART AGRIC MOBILE APP





## SOLUTION: THE AGRIC SYSTEM

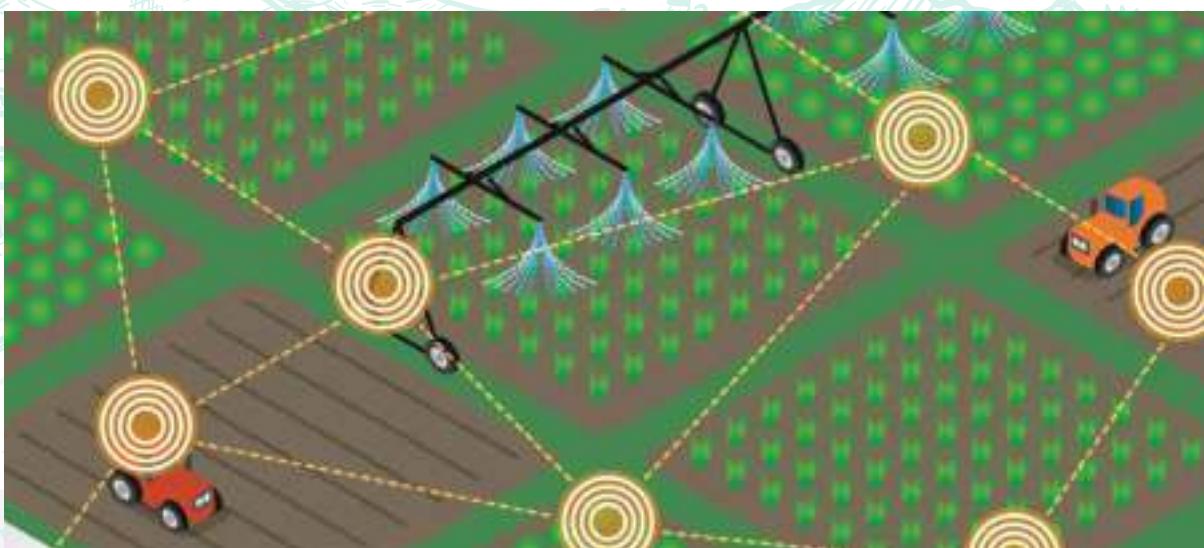


### 6.2 SMART FARMING

Smart farming is a capital-intensive and hi-tech system of growing food cleanly and sustainably for the broad population. It is the integration of modern ICT (Information and Communication Technologies) into agricultural industry. In IoT-based smart farming, a system is built for monitoring the crop field with the help of sensors (light, humidity, temperature, soil moisture, etc.) and automating the irrigation system. Our farmers will oversee the farm conditions from any location. IoT-based smart farming is exceptionally efficient compared with the conventional approach.

The applications of IoT-based smart farming does not only target conventional, large farming operations, but could also be new levers to uplift other growing or common trends in agricultural like organic farming, family farming (complex or small spaces, particular cattle and/or cultures, preservation of specific or high quality varieties etc.), and enhance highly transparent farming.

Regarding environmental issues, IoT-based smart farming can provide significant benefits including more efficient water usage, or optimisation of inputs and treatments.





# SOLUTION: THE AGRIC SYSTEM



## 6.3 PRECISION FARMING

Also known as precision agriculture, precision farming can be thought of as anything that makes the farming practice more controlled and accurate when it comes to raising livestock and growing crops. In this approach of agricultural management, a key component is the use of IT and multiple items like sensors, control systems, robots, autonomous automobile, automated hardware, variable rate technology, and so on. The upgrade of access to high-speed internet, mobile devices, and reliable, low-cost satellites (for imagery and positioning) are few key technologies characterising the precision agricultural direction. Precision agriculture is one of the most popular applications of IoT in the agricultural sector, and numerous organisations are leveraging this technique around the world.

AGRIC would be aiming to use this technology to focus on ultra-modern agronomic solutions while specialising in the management of precision irrigation. AGRIC would provide products and services of such as VRI optimisation, soil moisture probes, virtual optimiser PRO, and so on. VRI (Variable Rate Irrigation) optimisation maximises profitability on irrigated crop fields with topography or soil variability, improve yields, and increases water use efficiency. The soil moisture probe technology provides complete in-season local agronomy support, and recommendations to optimise water use efficiency. The virtual optimiser PRO combines various technologies for water management into one central, cloud-based, and powerful location designed for consultants and growers to take advantage of the benefits of precision irrigation via a simplified interface.





# SOLUTION: THE AGRIC SYSTEM



## 6.4 AGRICULTURAL DRONES

Technology has developed over time, and agricultural drones are an excellent example of this. Today, agriculture is one of the major industries to incorporate drones. Drones are being used in agricultural industry to enhance various farming practices. The ways ground-based and aerial-based drones are being used in agricultural industry are crop health assessment, irrigation, crop monitoring, crop spraying, planting, and soil and field analysis. The significant benefits of using drones including crop health imaging, integrated GIS mapping, user-friendly, saves time, and the potential to increase productivity. With strategic planning based on real-time data collection and processing, the drone technology will give a high-tech makeover to the agricultural industry. We would be using drones for gathering valuable data via a series of sensors that are used for imaging, mapping, and surveying of agricultural land. These drones perform in-flight monitoring and observations. The farmers will be able to enter the details of what field to survey and select an altitude or ground resolution. From the drone data, we can draw insights regarding plant health indices, plant counting and yield prediction, plant height measurement, canopy cover mapping, field water ponding, mapping, scouting reports, stockpile measuring, chlorophyll measurement, nitrogen content in wheat, drainage mapping, weed pressure mapping, and so on.

The drone will be able to collect multispectral, thermal, and visual imagery when it is flying and then lands in the exact location it took off.





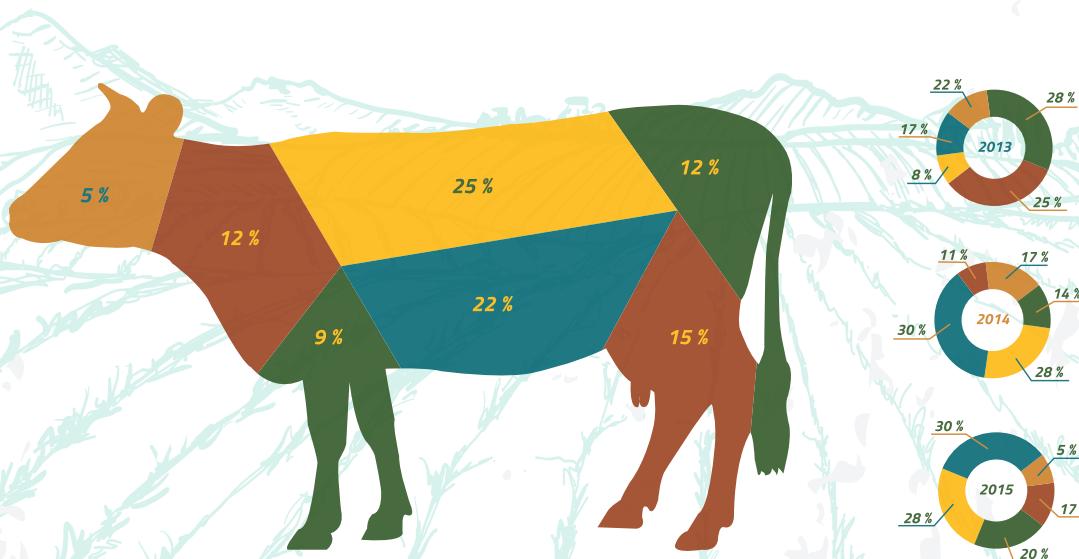
# SOLUTION: THE AGRIC SYSTEM



## 6.5 LIVESTOCK MONITORING

We also aim to utilize wireless IoT applications to collect data regarding the location, well-being, and health of cattles. This information will help us in identifying animals that are sick so they can be separated from the herd, thereby preventing the spread of disease. It will also lower labor costs as ranchers will be able to locate the cattle with the help of IoT based sensors.

Through this technology, we will offer cow monitoring solutions to cattle producers. One of the solutions includes helping the cattle owners observe cows that are pregnant and about to give birth. From the heifer, a sensor powered by battery will be expelled when its water breaks. This will send an information to the herd manager or the rancher. In the time that is spent with heifers that are giving birth, the sensor will enable farmers to be more focused.





# SOLUTION: THE AGRIC SYSTEM



## 6.6 PLANT & SOIL MONITORING FOR PRECISION FARMING

Monitoring plant and soil conditions is a simple use case—but it can lead to a fantastic return on investment for farmers. We have seen several great uses for agricultural IoT in this space, e.g. Sensing for soil moisture and nutrients, controlling water usage for optimal plant growth; determining custom fertiliser profiles based on soil chemistry; deciding the optimal time to plant and harvest and reporting weather conditions. Because the sensors in all the use cases above are close to the ground, using a mesh network can be difficult.

There just isn't enough link budget. However, star topologies like Symphony Link are an ideal fit, because one access point can talk to some sensors 20–100 square kilometres away.

While these universal case studies provide insight into how IoT in agriculture can be useful to the farming community, it is also essential to understand what IoT agricultural projects and applications have already been developed.





# SOLUTION: THE AGRIC SYSTEM



## 6.7 SMART GREENHOUSES

Greenhouse farming is a methodology that will help us in enhancing the yield of vegetables, fruits, crops and so forth. Greenhouses control the environmental parameters through manual intervention or a proportional control mechanism. As manual intervention results in production loss, energy loss, and labour cost, these methodologies are less competent. A smart greenhouse can be efficiently designed with the support of IoT; this design smartly monitors as well as oversees the climate, erasing the need for manual intervention. For controlling the environment in a smart greenhouse, different sensors that measure the environment parameters according to the plant requirement are used. We will create a cloud server for remotely accessing the system when it is connected using IoT.

This will eliminate the need for constant manual monitoring. Inside the greenhouse, the cloud server also will enable data processing and apply a control action. This design will, as a result, provide cost-effective and optimal solutions to the farmers with minimal manual intervention.

We aim to create a drip installation and AGRIC greenhouse organisation that uses new modern technologies for providing services. It will build modern and affordable greenhouses by using solar-powered IoT sensors. With these sensors, the greenhouse state and water consumption can be monitored via SMS alerts to the farmer with an online portal. Automatic Irrigation will be carried out in these greenhouses. The IoT sensors in the greenhouse provide information on the light levels, pressure, humidity, and temperature. These sensors will also control the actuators automatically to open a window, turn on lights, control a heater, turn on a mister or turn on a fan, all managed through a WiFi signal.



# SOLUTION: THE AGRIC SYSTEM



## 6.8 FOOD SAFETY

This is one of the areas where IBN and Walmart have already done the most work because of their apparent vested interest from both producer and consumer. However, as supply chain in the food industry is surprisingly complex and involves multiple changes of hands. Mainly most problems appear in two areas: during the food processing procedure and also the distribution process. In less regulated environments such as rural areas of Malaysia, unscrupulous suppliers are known to take shortcuts such as adding adulterants to be more cost-competitive as well as create more appealing products. The mishandling of food during distribution is another area of concern, including temperature discrepancies during transportation and poor hygiene practices. The advent of IoT and blockchain is set to empower these consumers the ability to track and understand the origin of their food by providing the following features:

- Provide transparency and visibility in the farming, handling and distribution process.
- Audit trail of transactions from farmers and food processing firms to consumers will be created.
- Collect previously untapped data to carry out analytics to improve farming methods.
- Smart contract enforces contractual terms and accountability among parties involved.
- Food producers who actively promote the provenance of their produces are giving themselves a competitive edge and verifying a price premium over similar products. By incorporating technology into their products, it enhances their credibility of social elements such as organic or free-range and builds reputation and brand loyalty among consumers.

**It will bring transparency to the supply chain which will allow us to identify and remove bad actors and poor processes. This ensures ideal conditions from farm to market, and we can pinpoint source quickly in the event of a food safety outbreak. This could save time, money, and lives.**



## SOLUTION: THE AGRIC SYSTEM



### 6.9 TRACEABILITY

The benefit to buying local food is always described as “You know exactly where your food comes from and who grew it. You know it is fresh”. What if we could make this reality on a bigger scale? Which means that no matter where you bought your food, you knew that where it came from, including when it was harvested and processed, and even who produced it. We are aiming to solve this problem by deploying all transactional records on blockchain that is uncreatable distributed ledger available across the network of users ensuring to prevent food fraud, false labelling, and redundant intermediaries.



### 6.10 LAND TITLE REGISTERING

Land registration for sale and purchase of land is a very cumbersome process and is most susceptible to fraud. We aim to disrupt this by keeping all kinds of land recording more efficient and accessible as the data recorded is publically available bringing complete transparency in the system by building a blockchain solution for land registration and recordkeeping.

This will result in massive cost savings for the government and landowners as recordkeeping is a costly and labour-intensive process. Smart contracting between corporate farming firms and farmers will also result in more comfortable contracting for the leasing of land. We aim to achieve this by creating Ethereum Smart Contracts that is an open source blockchain project that was built specifically to realise the possibility of smart contracting.



# SOLUTION: THE AGRIC SYSTEM



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## 6.11 AGRI COIN PAYMENT GATEWAY

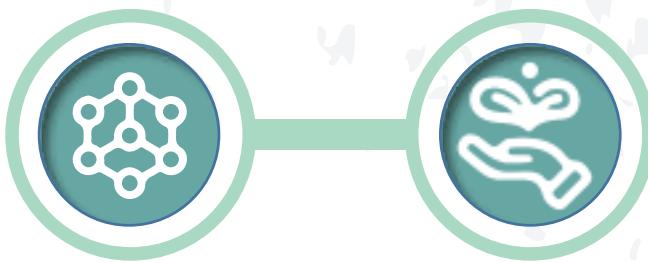
The payment options currently available for ordinary farmers are almost unrealistic. The administrative process of opening an account is a complicated and time-consuming option for ordinary farmers whose life relies on farming. As a result, a vast mass affluent is deprived of necessary banking solutions. Furthermore, to all those who can access banking are deprived of the lion share of the revenue they have generated as almost 50% of the share is taken by the middleman.

The goal of AGRI Chain is to address these issues by providing a decentralised payment gateway; AGRI Coin, which will ensure peer-to-peer transfer and value storage between farmers and consumers or any other party. AGRI Coin will apply the technology directly to the trade of agricultural products, and provide a more transparent and efficient supply chain through the use of blockchain technology, and plans to expand to other agricultural products.

AGRIC is a financial ecosystem based on Ethereum blockchain. Its architecture is designed to innovate the agricultural industry. AGRI Coin is an advanced, encrypted currency specifically designed to break through to undermine the development of the agricultural industry by providing a point-to-point, transparent and decentralised blockchain payment network.

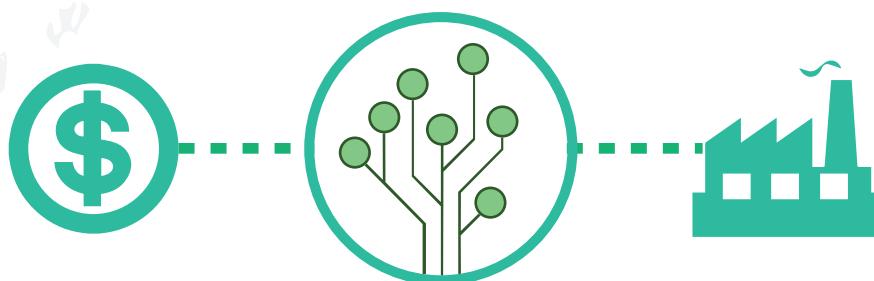
AGRIC will use Ethereum blockchain technology to strengthen its services to consumers, sellers and merchants. It is crucial to achieving unprecedented levels of transparency while motivating users to use the platform. We firmly believe that the creation and use of AGRI Coin will be our goal.

# OUR MISSION



To create a complete financial ecosystem for agricultural industry that will achieve higher efficiency, resolve problems the industry has been facing and make agricultural sector independent of banks, taxes and payment processing fee and so forth.

## HOW DOES IT WORK?



AGRICOIN will provide a wide range of options for farmers, farms owners, agro-processors, restaurants, agricultural industries equipment manufacturers, product processors, transporters, cafes, restaurants and consumers, and provide a payment network for the agricultural industry. AGRICOIN mobile applications will use the most advanced Internet of Things (IoT), big data and blockchain technologies to solve all of the above problems. The AGRICOIN mobile application will allow users to store, send or receive their AGRICOIN directly in the application's wallet. Users can also purchase listed products directly within the application by using AGRICOIN. Similarly, farmers and farms owners can also accept AGRICOIN payments.

The ultimate goal is to become the conventional mode of payment by becoming the dedicated cryptocurrency for the agricultural industry, and in turn, facilitate people by ruling out banks and providing peer to peer storage and transfer of value. Also, to revolutionise the agricultural sector by making it digitised and in parallel to all other industries of the day. So anyone related to these industries can have AGRICOIN and use it with peace of mind in the respective field or place he is working it. Furthermore, this will also reduce transaction costs, achieve higher efficiency and optimise agricultural industry.

# SMART CONTRACTS



AGRIC uses smart contracts based technology for its transactional purposes, i.e., transfer and storage of value. Smart contracts help you exchange money, agricultural or food products, farming and agricultural machinery, shares, property, or anything with value in a transparent, conflict-free way while bypassing the services of a middleman/third party. Using this technology, the AGRIC ecosystem not only defines the rules and penalties around an agreement in the same way that a traditional contract does but also automatically enforce those obligations.

AGRIC uses smart contracts technologies that are the deterministic exchange mechanisms controlled by digital means that can carry out the direct transaction of value between untrusted agents. AGRIC uses this technology to facilitate, verify, and enforce the negotiation or performance of economically-laden procedural instructions and potentially circumvent censorship, collusion, and counterparty risk. Also, parties would be able to make digital contracts for selling or purchasing land and avoid the hectic process of registering through land revenue departments that take months just for transfer of the land.





# AGRIC AND ITS TECHNOLOGY



AGRIC will create a smart contract for the ERC20 AGRI Chain on Ethereum, and AGRI Coin is the trading currency.

The AGRI Coin will be used in phase one of the AGRIC explorer ecosystem and will be used for storing transaction signatures and metadata as signatures for encrypted storage on the blockchain, and data server platforms. This is done as a proof of concept. Current members, sales portal, and object information are being stored using a map in this transition phase. Data storage of pictures and extended data are too expensive in terms of Gas on the Ethereum platform at this present time. We will be exploring ways to include all data on the blockchain through ou-chain or scaling solutions.

The AGRIC platform will also have the option to operate its own native dedicated encrypted wallet. It will also give users the ease of mind to opt to utilise existing wallet platforms and blockchain explorer APIs to maintain a current balance of user coins.





## BUSINESS MODEL

AGRIC tracks every information related to crop and food production, harvesting or any related activity happening within the AGRIC financial ecosystem. It also tracks agricultural products, food products, stores a record of them in an Ethereum based blockchain ledger, and transparently provides access to all participants such as farm owners, farmers, suppliers, supply chain companies, consumers and so forth.

- The potential of AGRIC is beyond imagination as it is directly related to daily life, human eating and living.
- The government of Malaysia has already established a well-equipped laboratory for the study and research about agricultural production in the region where our plantation land is located.
- This gives us a unique advantage to benefit from the research laboratory by collaborating and ensuring quality production of agricultural products and implementing IoT and blockchain base models suggested above.
- It can be used by many stakeholders in the agricultural production's supply chain including farmers, suppliers, wholesalers, purchasers and even consumers.
- It will solve the quality of agricultural products, safety, transportation, and packaging.
- It will provide a payment gateway that is not restricted by any borders or distances.

AGRIC has its first already deployed its first application in the land it has acquired in Malaysia. It aims to apply this model in any regions with agricultural production. AGRI Coin will act as a transfer medium and storage medium of value. The transactions happening within the ecosystem are irreversible and have a very minimal fee associated with them.





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**AGRIC**



**FEATURES**



# FEATURES



## 12.1 READY PRODUCT

- AGRIC established its business more than 20 years
- Existing agricultural lands and farms producing world-class crops and food for decades
- An established company with a solid background, connections and experience
- Real-valued business will give an excellent utility and backing to AGRI Coin



## 12.2 HUGE MARKET

- Agricultural and food industries are a Trillion Dollar industry
- The company has existing businesses across South East Asian countries



## 12.3 ENORMOUS IMPACT

- Revolutionizing payment gateway for agricultural industry
- Taxes and fee eliminated
- Transparent system



## 12.4 WALLET

AGRIC provides the version of an online wallet that can be used across any platform; the browser can be used as a client, supports all browsers to open wallets, leading cryptocurrencies and can be accepted in all industries who accept cryptocurrencies.

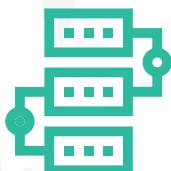


## 12.5 ULTRA-FAST TRANSACTIONS

The state of the art Ethereum based blockchain allows users to perform transactions quickly and instantaneously. Unlike Bitcoin, where you have to wait for hours, AGRI Coin transactions are completed within seconds.



# FEATURES



## 12.6 STATE OF THE ART ALGORITHM

AGRIC uses PoS algorithm to create a highly secure system that is independent of high investment costs, and high energy consumption.



## 12.7 PRIVACY

AGRIC gives the users advantages of using a public blockchain, while still being sure that their private information is kept encrypted and private.



## 12.8 RADICALLY REDUCED TRANSACTION COSTS

The technology on which AGRIC is built is decentralised. This means that it is not owned or operated by any one person or organisation but instead shared between users. Transactions on the blockchain do not require middleman as the ecosystem can be used to create things like “smart contracts” which are computer protocols (think lines of code) that record and act based on triggers.



## 12.9 EFFICIENCY

Based on the distributed ledger technology, AGRI Coin holders can track how their transactions are done and what is their status. The record of all the transactional activities is permanent and can never be erased, thereby providing traceable accountability showing the exact flow of any coin in the ecosystem.



## 12.10 ENHANCED TRUST

Trust should be the most crucial element when one is keeping their digital assets somewhere. Blockchain technology offers real opportunities to show confidence. The removal of the need for third parties (payment systems, organisations, and governments) means that your assets will save directly in your encrypted wallets, under your control.



## FEATURES



### 12.11 NO GEOGRAPHICAL LIMITATION

AGRIC approach is not limited geographically. It does not matter where in the world that you are transmitting your amount to. Just with a click of send button and inserting the user's wallet address, your amount is sent. All your transactions will be done within seconds without being limited by borders or geographical boundaries.



### 12.12 SECURITY

Based on the Ethereum based ERC20 technology, AGRI Coin is one of the most secure cryptocurrency. Being a peer to peer mode of payment, you will not have to worry about a third party getting your data or any information. All your data is encrypted and your digital assets reserved in a wallet only you can access. All digital assets reserved in a wallet like your data.



### 12.13 NO TRANSACTIONAL LIMIT

Your earning can be limitless by trading in the market with AGRI Coin (after it has been listed on the exchanges.)



### 12.14 PEER TO PEER PAYMENT

Based on peer to peer networking, farmers or consumers do not have to worry about going to banks or other exchanges for the transfer of your money. All of your assets, i.e. AGRI Coin would be saved right in your e-wallet and under your complete authority.



### 12.15 ENCRYPTED AGRI COIN WALLET

AGRIC Platform comes integrated with a digital encrypted wallet. This would allow you to secure your digital assets and deposit, receive, transfer or spend directly from your own AGRIC Wallet. The encrypted technology would provide protection from wallet-stealing viruses and Trojans as well as a sanity check before sending payments.



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**FUTURE DEVELOPMENTS**



# FUTURE DEVELOPMENTS

Following the successful completion of the AGRI Coin token sale, we are planning to launch a few more products for enhancing and facilitating agricultural industry. Following are the plans we are aiming to achieve:



## 13.1 AGRIC ECO THEME PARK

The global entertainment and theme park market is growing steadily. The theme park is expected to remain one of the major destinations for tourists' entertainment. By 2020, the global entertainment and theme park market is expected to reach 44.3 billion U.S. dollars. The reason lies in the recovery of leisure consumption, the rise of international tourism and the growth of the middle-class population in emerging countries.

In Malaysia, AGRIC Eco Theme Park is convinced that it can obtain the support of Malaysia Tourism and Culture Ministry. AGRIC Eco Theme Park will combine the concepts of games and leisure. We built a place for families to enjoy the nature on weekends or holidays. The theme park is home to restaurants, food, children's playgrounds, and direct outlets for produce. In addition, there are many unique processing facilities in the theme park to let visitors understand how food is transferred from the field to the factory and how it is distributed. Visitors can choose to enjoy activities in the wild, enjoy and feel the charm of nature.

The AGRIC Eco Theme Park will provide a real and natural tourism venue where visitors can enjoy the opportunity to have fun in nature. There will be a zoo in the theme park where animals and birds from all over the world can be seen. Unlike traditional amusement parks, AGRIC Eco Theme Park has more interactive space. We will give visitors more space for activities such as playgrounds, walking paths, swimming pools and lakes.

All financial activities happening within the ecosystem would be in AGRI Coin.



# FUTURE DEVELOPMENTS

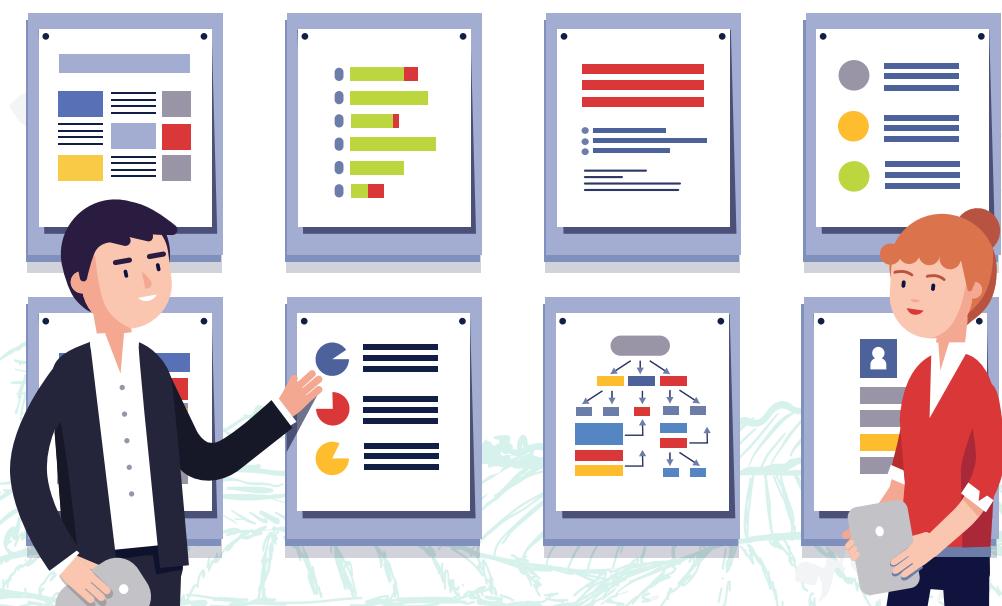
## 13.2 EDUCATIONAL MATERIAL, SEMINARS AND TUTORIALS

We will launch a series of textbooks, seminars and promotion tutorials - AGRIC seedlings breeding program.

The AGRIC seedling development program educates students to grow crops. After the crops have been harvested, AGRIC will buy these crops from students and use AGRI Coin to encourage them.

The AGRIC seedling development program aims to develop pupils' awareness and interest in agriculture, planting, and blockchain. The primary goal of this program is to educate our younger generation. To understand how to cherish food, students can learn the hardships of farmers in growing and producing food, and value the inputs of agricultural workers. Let them learn from the young to be patient and cultivate, manage their small farms, and understand the application of blockchain technology.

In addition, to promote and encourage primary school students to participate in this project, AGRIC will use AGRI Coin to reward these children who grow plants. AGRIC plans to collaborate with the Malaysian government to persuade the Ministry of Education to promote this measure and prepare together to cultivate and improve the country's future, especially the overall development of agriculture and fishery.



# AGRI COIN SALE

Before launching the complete AGRI Coin Platform, we would be conducting an early phase i.e. Pre-ICO Sale of the Initial Coin Offering(ICO) for fundraising.

Here is a detailed description of how to start getting involved with the AGRI Coin financial ecosystem.

## 14.1 INITIAL COIN OFFERING(ICO)

AGRI Coin will make its first token sales (ICO) in the second quarter of 2018. Our tokens are based on Ethereum smart contract fundraising activities.

To participate in our token sale, you must have cryptocurrency coins, which you will use to buy our tokens.

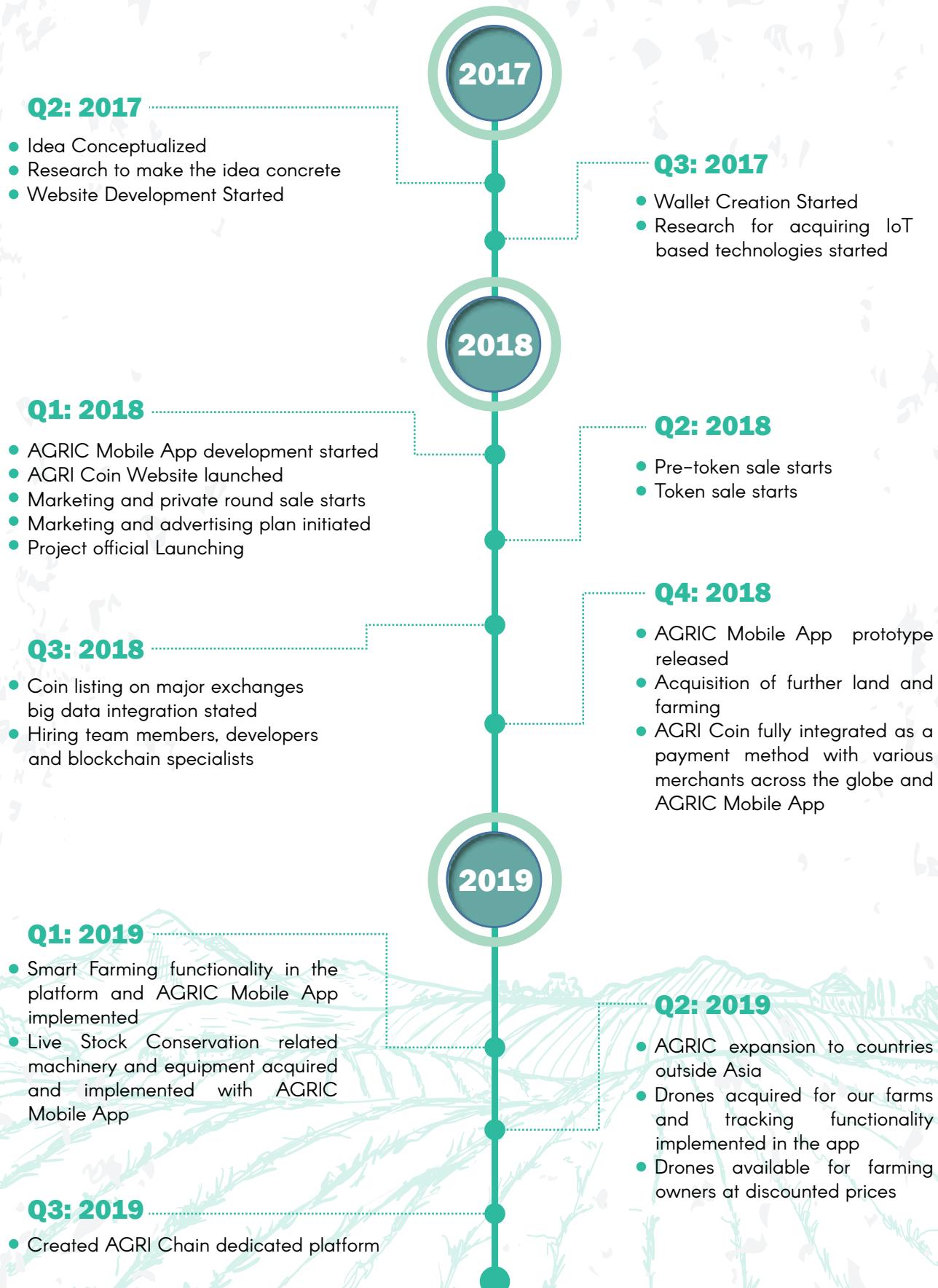
## 14.2 AGRI COIN MAIN TOKEN SALE

AGRI Coin pre-sale of tokens will be available in the second quarter of 2018. In the pre-sale of tokens, we will sell 130 Million AGRI Coin.

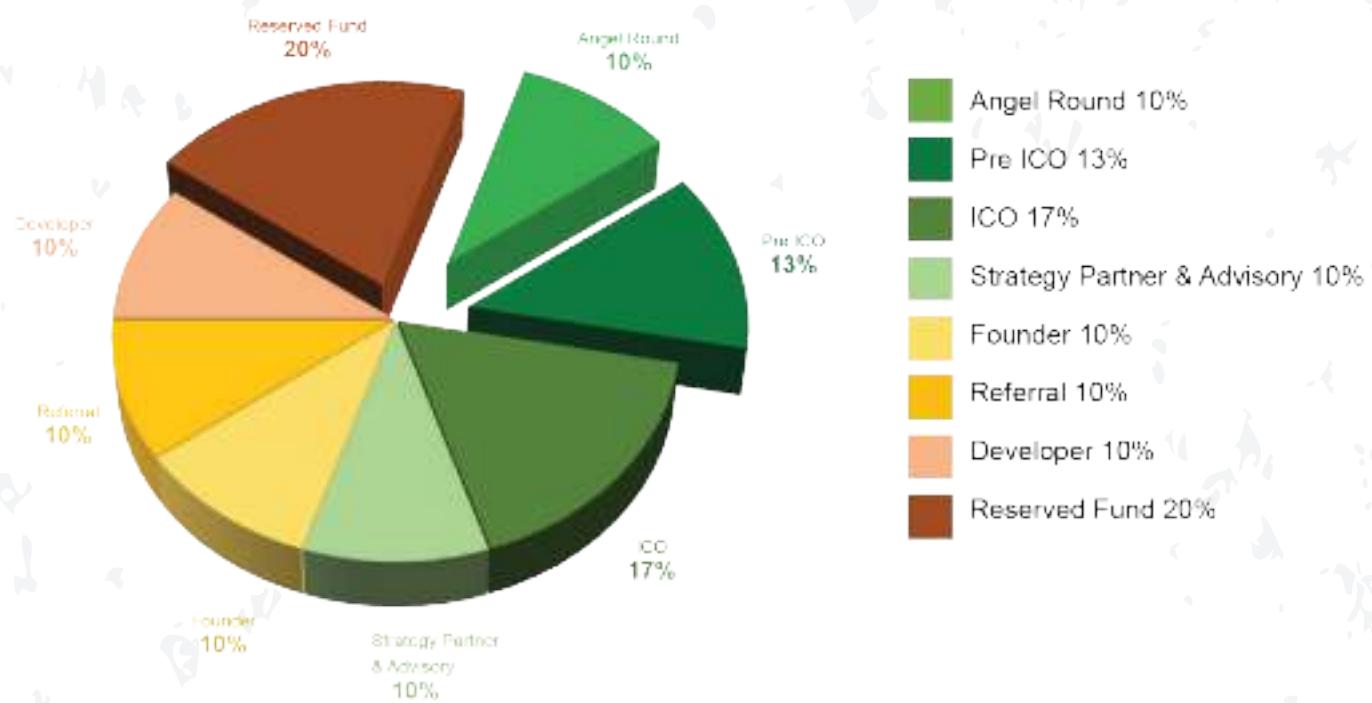
- During the token sale, 500 Million of AGRI Coin would be sold to the members of AGRI Coin community who wish to contribute to the AGRI Coin project development.
- You can purchase any amount of AGRI Coin which will perform an immediate exchange of AGRI Coin from your contribution.
- People who wish to purchase or support AGRI Coin will participate in the crowdfund by sending AGRI Coin to the project's contract address mentioned on our website. Anyone who wishes to support the AGRI Coin crowd funding, can send Ethereum or USD to the program address.
- During the main token sale, we will be giving away 170 Million AGRI Coin.
- At the end of the token sale, each participant would receive AGRI Coin corresponding to the amount of Ether or US dollars they contributed.
- The more the number of AGRI Coin that is raised during crowdfunding, the more valuable each token will be.
- During the token sale, a referral session would be done for promoting and marketing the project. Those who successfully participate in the project will be updated via an email at their respective email address, and a sum of the agreed number of tokens would be added into their wallets as a reward.
- When the crowdfunding ends, the tokens will be tradable on various exchanges where supply and demand would determine its value.



# ROAD MAP

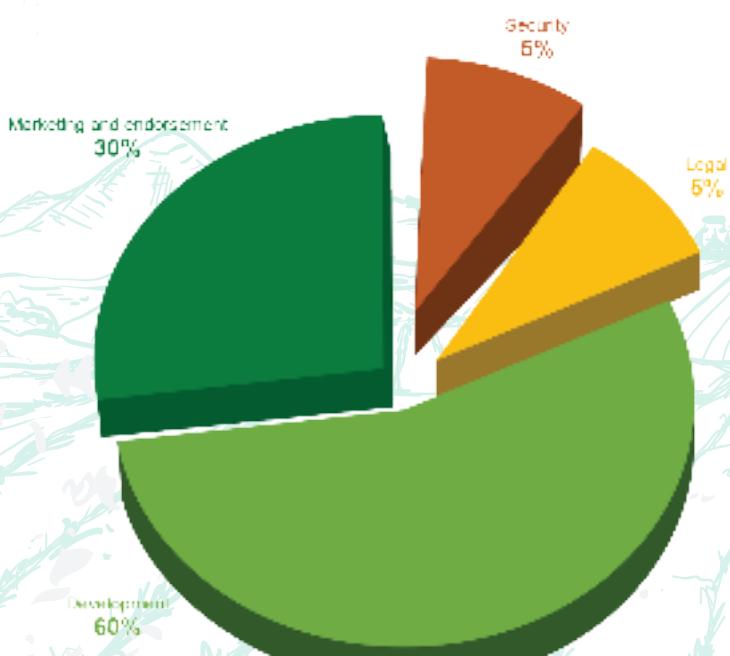


# TOKEN ALLOCATION



- Angel Round 10%
- Pre ICO 13%
- ICO 17%
- Strategy Partner & Advisory 10%
- Founder 10%
- Referral 10%
- Developer 10%
- Reserved Fund 20%

# FUND DISTRIBUTION PLAN



Treasury Reserves for investment into future agricultural lands and development.

- Development 60%
- Marketing and endorsement 30%
- Security 5%
- Legal 5%



# CUSTOM TOKEN INFORMATION

Coin Name: AGRI Coin

Symbol: AGRIC

Total Supply: 1,000,000,000

Angel Round: 100,000,000

Pre-ICO: 130,000,000

ICO: 170,000,000

Payment accepted in: Ethereum



## OUR TEAM

The AGRIC leadership team blends a history of industry expertise with visionary thinking. Meet the team that is championing the next generation of agricultural industry, blockchain development, IoT, big data and Information technology.

With the Malaysian aristocratic background, we own a huge amount of land which is to be used for agricultural industry and fishery purposes and aims to overall enhance the growth of agricultural products and associated products on the fertile land of Malaysia. The aristocratic has an extraordinary vision of the blockchain technology, and has worked hard to build a farm-rich chain to solve the problem of agricultural production line by deploying the agricultural industry on blockchain.



## R & D TEAM

Lead by the Malaysian aristocratic, it consists of several top blockchain technology engineers in the world, and a strong team of cryptocurrency research and development engineers.



# OUR MEMBER



## **Mohd Shashisimansyah** Chief Technology Officer (Malaysia)

Shashi provides technical supervision and oversight for the entire operations at AGRIC. He has 20 years of experience in Information Technology arena including agricultural technology, IoT and Artificial Intelligence based technologies. He also owns 10 years' management and strategic experience in the field. Shashi has established the company's technical vision and leads all aspects of the technological development. Experienced Chief Technology Officer with a demonstrated history of working in the computer and network security industry.



## **Rancit Aarav** Chief Operating Officer (India)

Rancit is responsible for managing the whole company's operation. He provides the leadership, management and vision necessary to ensure that the company has the proper operational controls, administrative and reporting procedures, and people systems in place to effectively grow the organization and to ensure financial strength and operating efficiency.



## **Kato Toshi** Chief Investment Officer (Japan)

Kato Toshi oversees a team of professionals who have responsibilities such as managing and monitoring investment activity, managing pensions, working with external analysts and maintaining good investor relations. He also develop short-term and long-term investment policies, recommend investments and oversee a team of staff-members who are responsible for monitoring pensions, managing assets and allocating assets.



## **Kimble Lee** Chief Branding Officer (Malaysia)

Kimble has ten years of experience in the fields of marketing or advertising. She has excellent leadership skill and communication skill which is essential for developing our company's brand. In addition to developing AGRIC image and maintaining the desired public perception of that AGRIC as part of the company's marketing strategy, she is responsible for expanding a brand to new audiences, ensuring customer service and other business activities align with the brand image or modifying the brand to reposition a company within the market.



## **Imperial Realm Group** Marketing Strategy Partner

Effective marketing is one of the most important keys to a successful business. AGRIC and Imperial Realm Group mutually participate in advertising, marketing, branding, product development to ensure maximum benefit for both parties.



# ADVISORY BOARD



**YM Tengku Shah Reza Bin Tengku Abdul Aziz (Malaysia)**

Angel Investor



**Mr. Hou Jie  
(China)**

Imperial Realm Group's President  
Angel Investor



**Mohammad Nukman  
(Malaysia)**

Imperial Realm Group's CEO  
Angel Investor



**Arwin Ishaan  
(Iran)**

Founder of Advance Sturgeon  
Business Group  
Angel Investor



**Professor John  
(Malaysia)**

Professor at the Management  
and Science University  
Angel Investor



**John JB Russel  
(United Kingdom)**

Former Real Estate Consultant at  
Century 21 New Estate  
Angel Investor



**Gionatan Curci Stafler  
(Switzerland)**

CEO of Swiss International  
Holding Trust

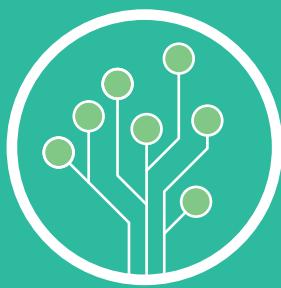


## CONNECT WITH US

Join us in the revolution by participating in our coming token sale.

For more information, email us at [info@agric.online](mailto:info@agric.online).





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**WHITE PAPER**