



Coffee Chain

Buy authentic, socially responsible and 100% organic products,
validated and tracked by blockchain.

NEXT TOP
BLOCKCHAIN
STARTUP



Polkadot.

Chainlink



digitalbits



Tezos



ben



BitMart



bybit



Decentraland



Mexico

In a population of **127 Million**:

8,500 die of hunger in a year, most of them were less than **5 years old**.

28 million are vulnerable to hunger

11 million suffer from hunger

More than **half** are from indigenous populations.

Almost ALL of this population has no financial inclusion.

INEGI: <https://www.mexicosocial.org/hambre-y-pobreza/>



Economic Growth = Rising from hunger

There are more than 20,000 cooperatives in Mexico.

¿What does the producer seek?



These Cooperatives have several challenges, one of the most important ones that we can even see in one of their logos is to have a fair trade.

Area of opportunity

99% of the cooperatives in Mexico do **NOT** have a marketplace.

Price at the cooperative

Contenido 1 Kg



\$470

Price at an ecommerce site

mercado libre

Buscar productos, marcas y más...

Ingresar tu código postal

Categorías ▾ Ofertas Historial Supermercado Moda Vender Ayuda

Crea tu cuenta Ingresar Mis compras

Volver al listado Alimentos y Bebidas > Despensa > Café, Té y Mate > Café > En Granos y Molido

Compartir Vender uno igual

Nuevo | 35 vendidos

1 Kilo Cafe La Organizacion Oaxaqueño Organico

\$ 300
en 12x \$ 30*

Ver los medios de pago

Envío gratis a todo el país
Conoce los tiempos y las formas de envío.
Calcular cuándo llega

Molido: Cafetera

Stock disponible

Cantidad: 1 unidad ▾ (33 disponibles)

Comprar ahora

Agregar al carrito

Más publicaciones del vendedor

Their products are being sold on other platforms in which case this does not reach the producers, breaking fair trade which is devastating to those communities.



¿What does a consumer seek in a brand?



The modern Consumer

Seeks:

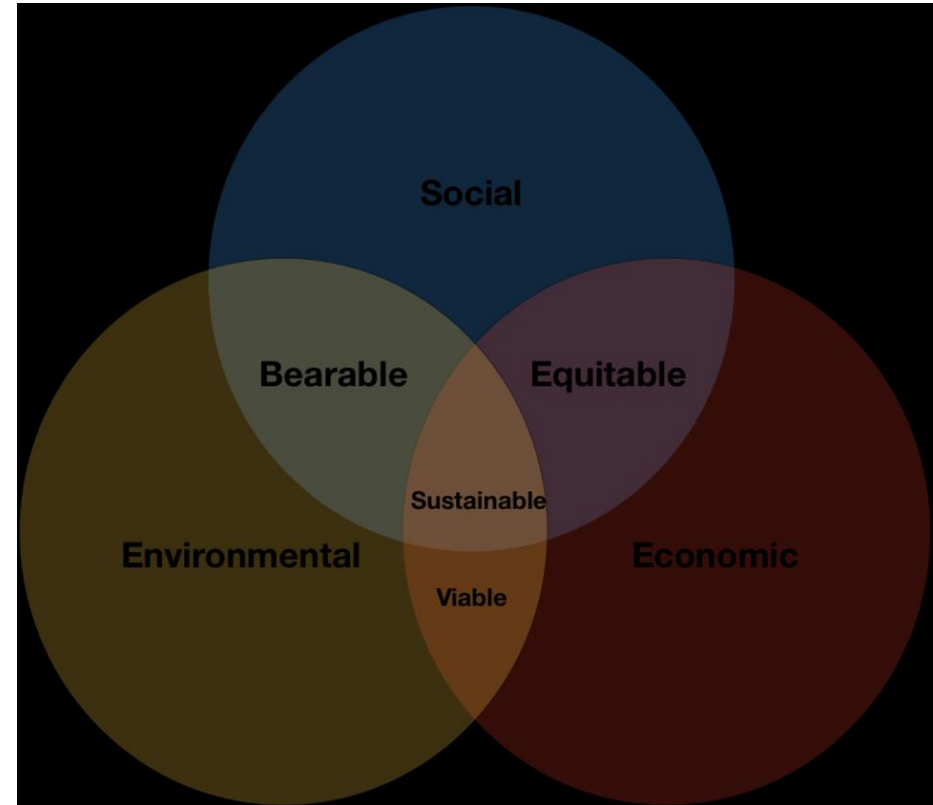
Socially Responsible

Organic

Healthy

Sustainable products

But mainly....



<https://www.forbes.com/sites/jefffromm/2020/11/10/sustainable-food-trends-will-become-center-of-the-plate-with-modern-consumers/?sh=20420e614fe6>

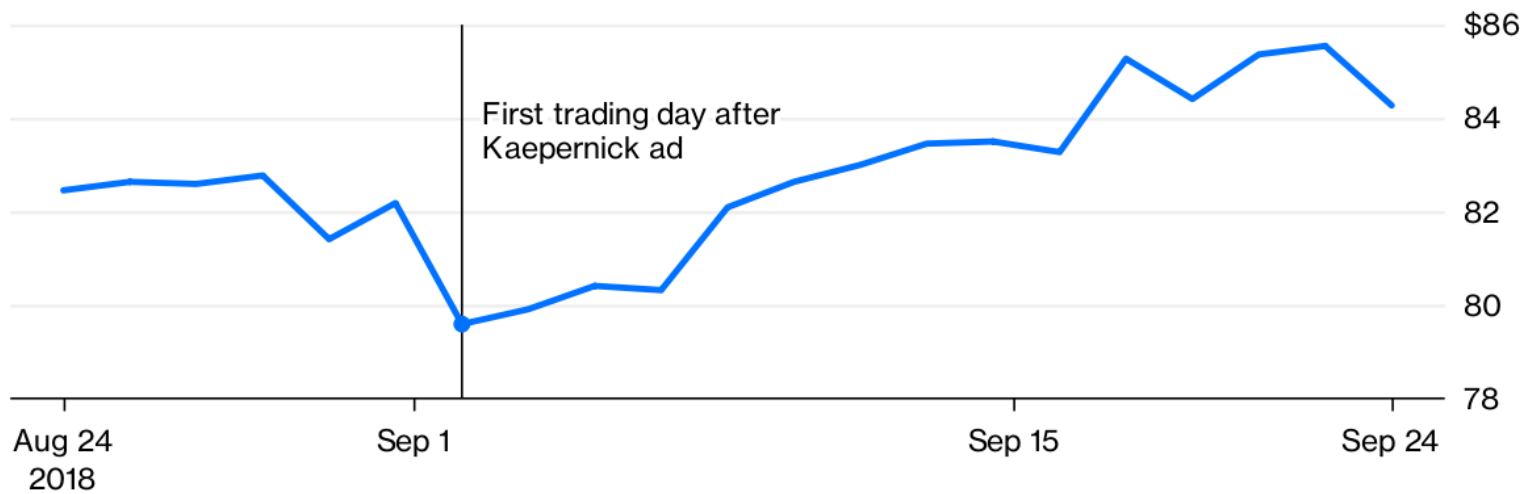
That it generates Trust

Trust for a Social Cause is **Determinant**

Just Do It

After briefly dipping in the wake of the debut of the Kaepernick ad, Nike shares have risen and recently hit an all-time high

■ Nike Inc.



Source: Bloomberg

BloombergOpinion

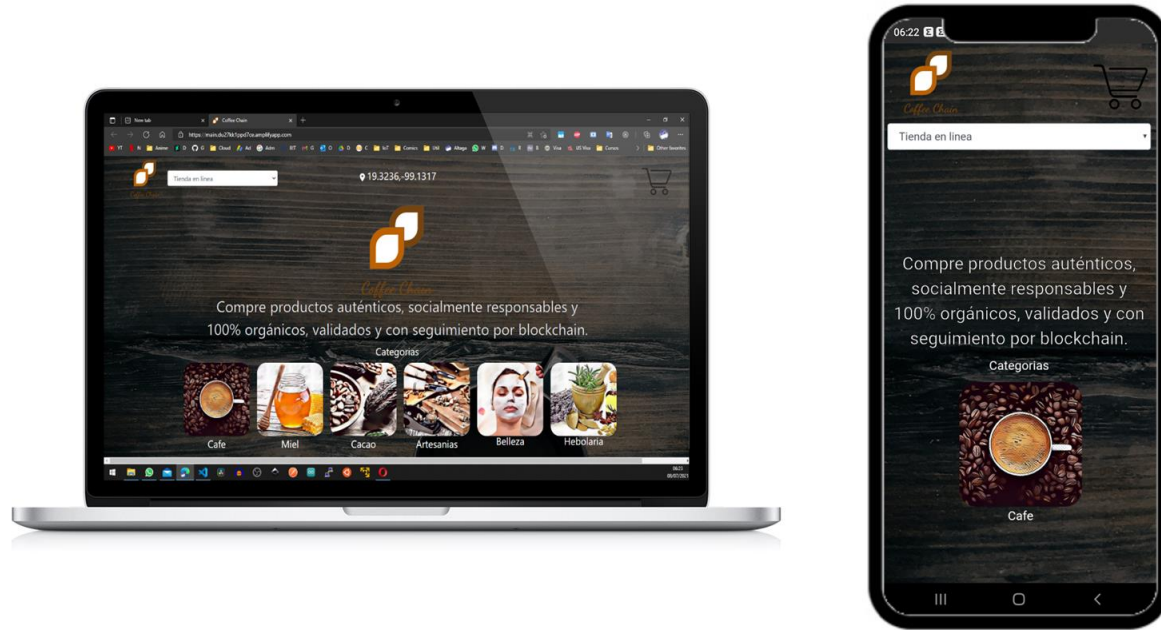
Our Goal

To make a platform that **HELPS** producers by increasing consumer **confidence** and enhancing **fair trade**.



Coffee Chain

Our Solution



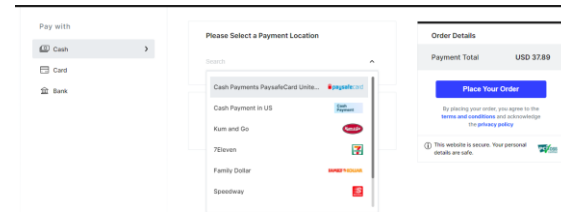
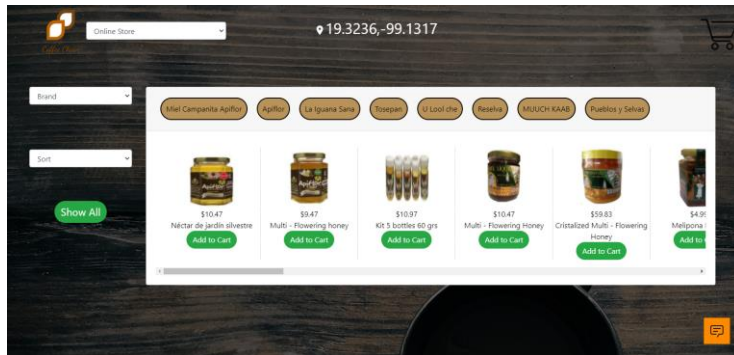
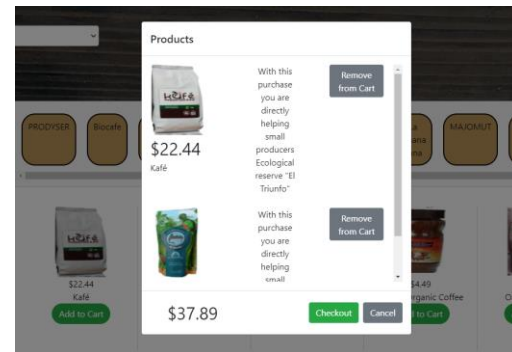
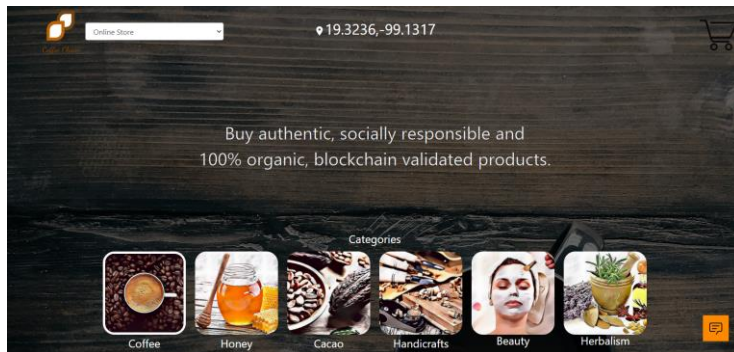
Blockchain Marketplace

First; the Marketplace

Our blockchain marketplace is hosted in AWS.

It is live, up for sells later this year

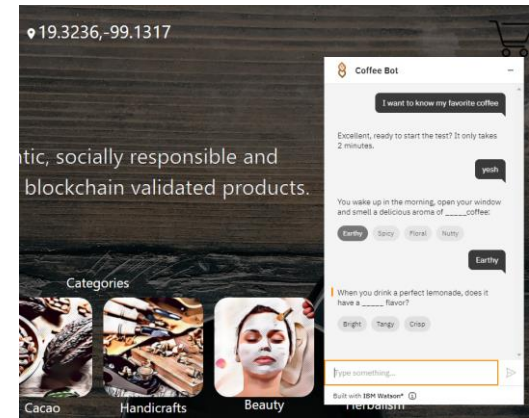
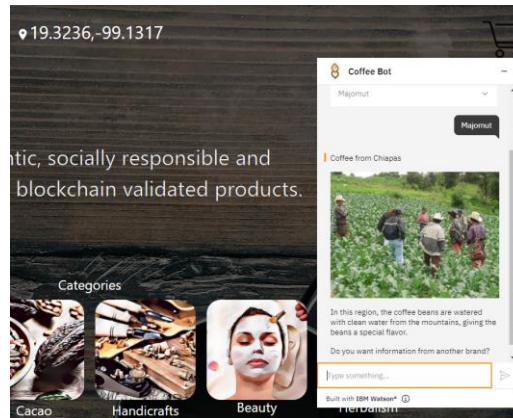
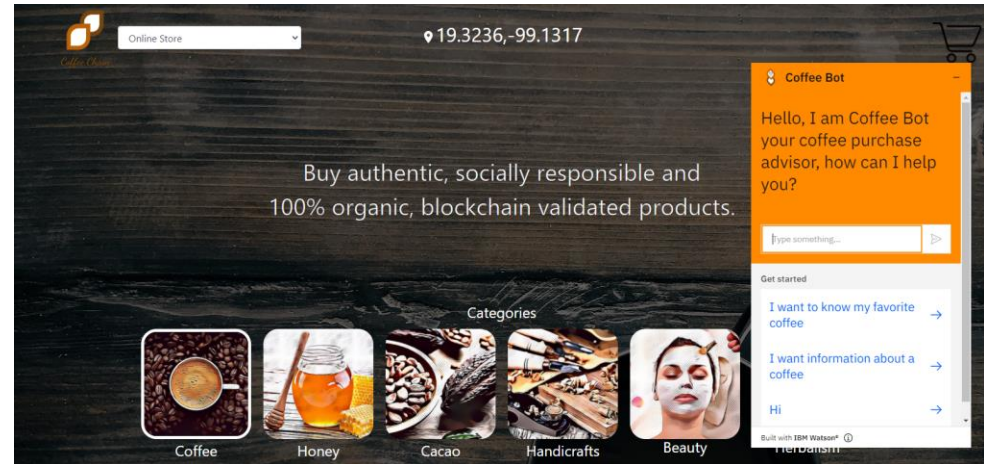
It uses Rapyd's APIs, which is the world's largest payment network.



Second; our Chatbot

Interactive chatbot that helps the buyer know and deepen its relationships with the product, also it helps find the better product according to taste.

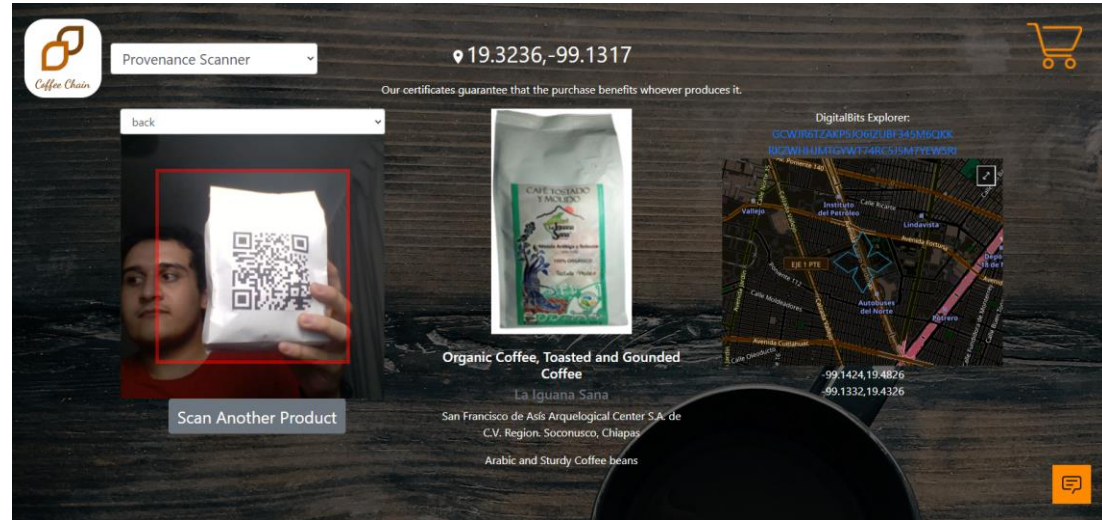
Done Completely on Watson Assistant



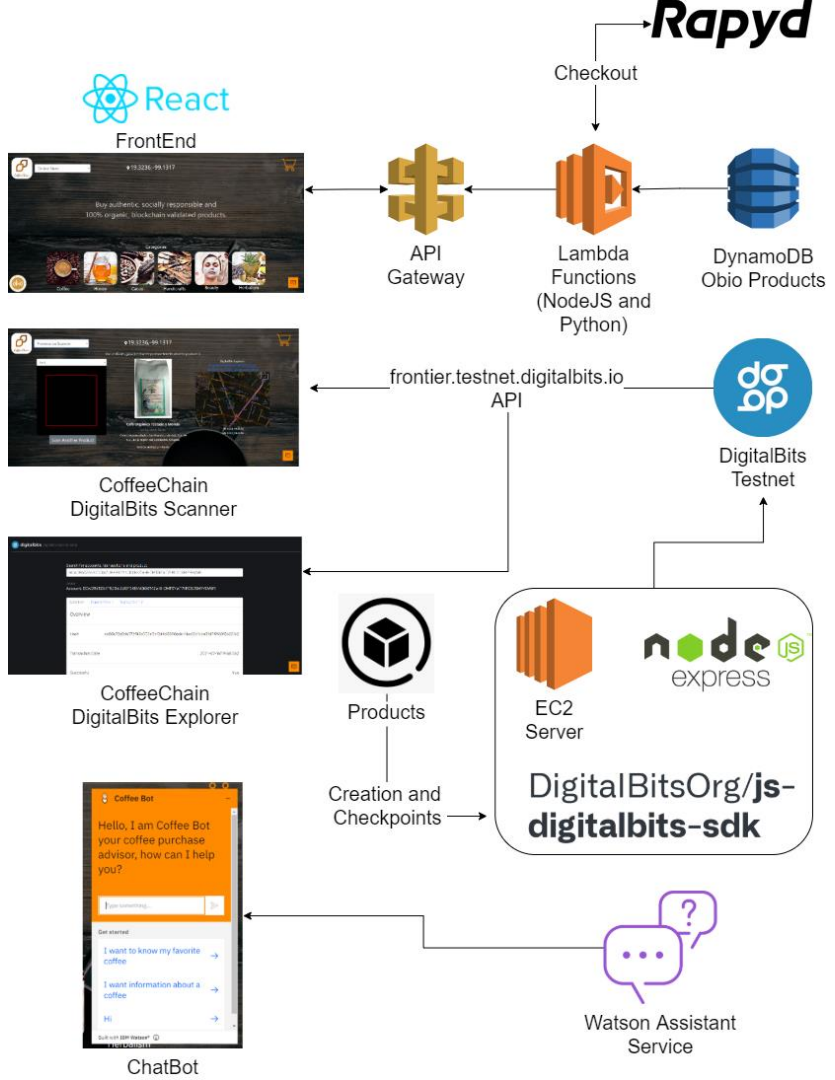
Third; Blockchain provenance service

This works with QR codes, as we scan the product it sends us directly to the blockchain. There we can see all the information we require about said product.

We are using the DigitalBits blockchain for this application because of its speed and the fact that it is public so the consumer can check the provenance of the product and keep track of where it has been.



System's Architecture



Traction

Reaching out to a cooperative and get to know its pain points



Form a commercial bond with them



Build a prototype and work together to launch it



See more of how we got the backing of these two organizations in the following links:

<https://translate.google.com/translate?sl=es&tl=en&u=https://www.talent-republic.tv/imperdible/blank-ganador-indiscutible-del-talent-hackathon-citibanamex-2021/>

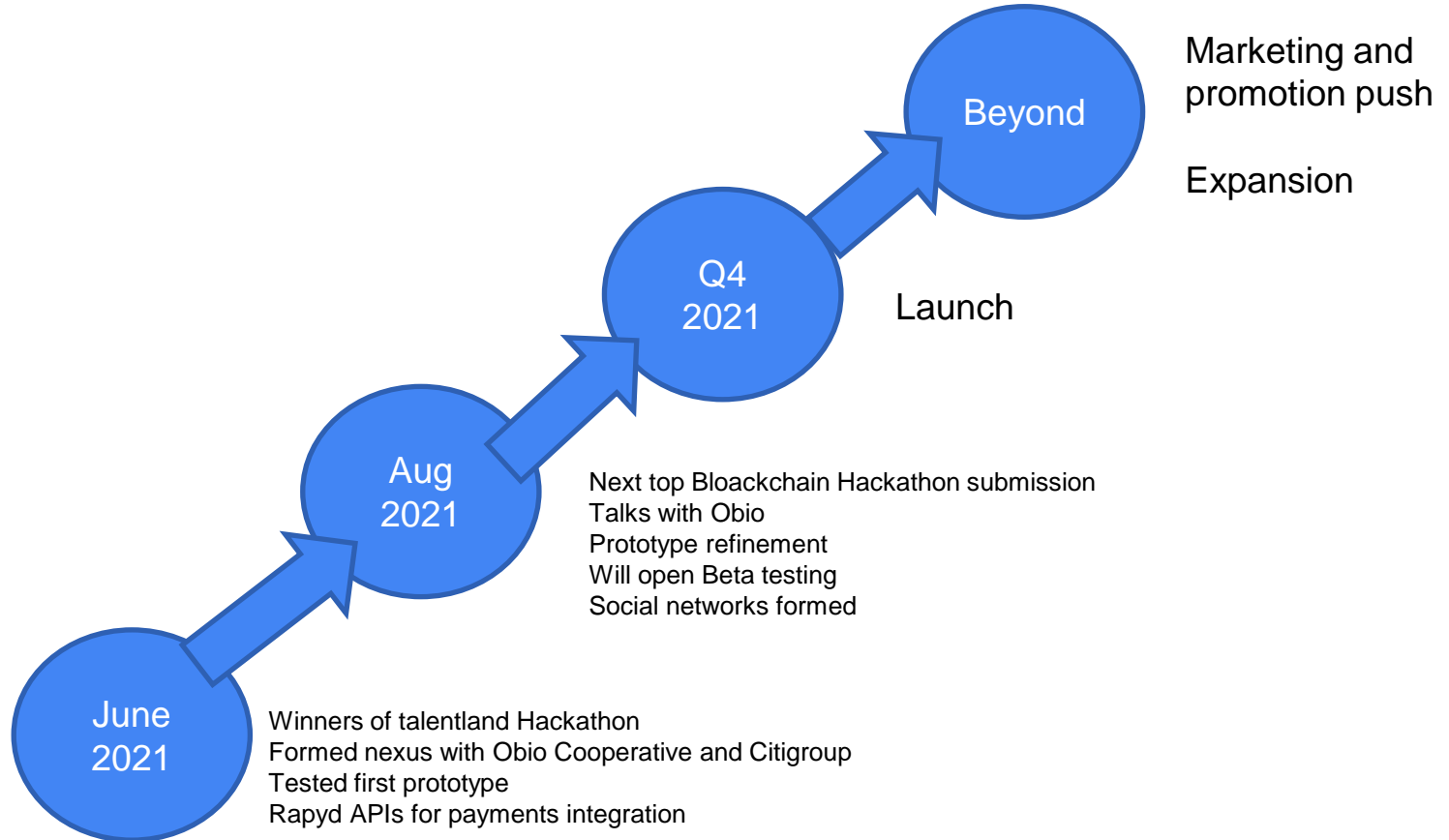
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<https://translate.google.com/translate?sl=es&tl=en&u=https://grupoenconcreto.com/anuncian-ganadores-del-talent-hackathon-impulsa-a-pequenos-productores-de-cafe/>

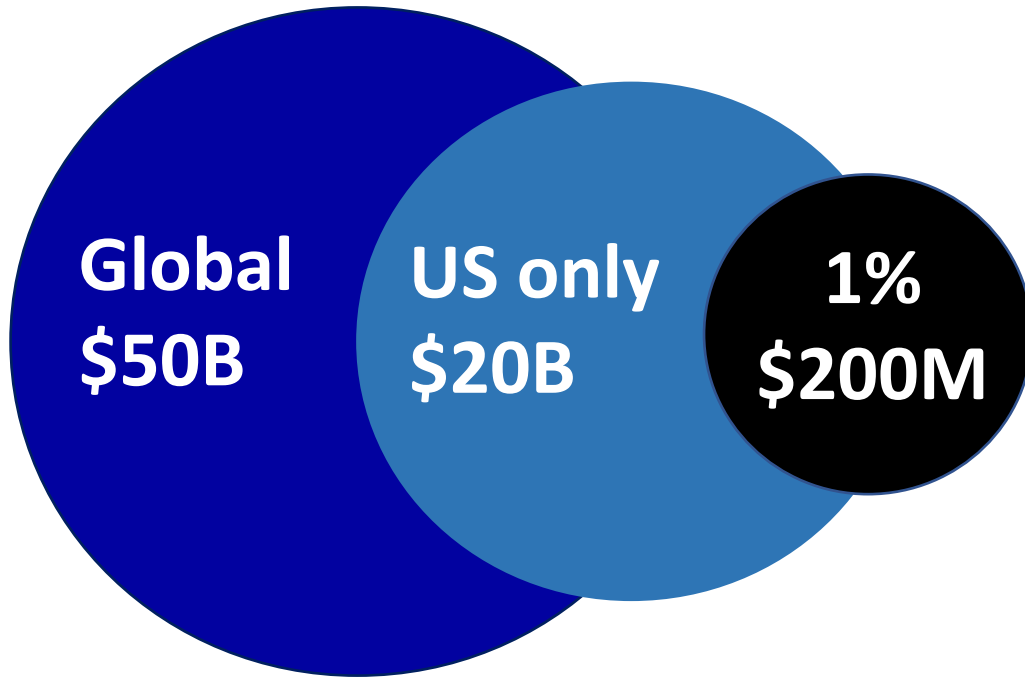
(Spanish source)



Roadmap



Market (Organic Coffee)



Will grow at a rate of **10.6%**

USD **\$123.8** billion by 2030

Business Model

Coffee is a massive international commodity. Because of the extraordinary demand for coffee in the West, the coffee bean industry is one of the largest sites of forced labor and unfair trade around the world.

Because of our commitment with fair trade after speaking with our current cooperative the project will only take 5% of the sells in Royalties to help maintain and expand to other business applications within Supply chains.

The commission Business model is the same used in companies like:



**mercado
libre**

Team



Luis Eduardo Oliver

- Product development
- Publications in high-end journals
- Blockchain.



Víctor Altamirano

- Multi-Prized IoT solutions.
- Deep Learning and Computer Vision
- Cloud & Dev-ops



Alejandro Sánchez

- Sector Expertise
- Expertise on Regulations
- Machine Learning

Validation

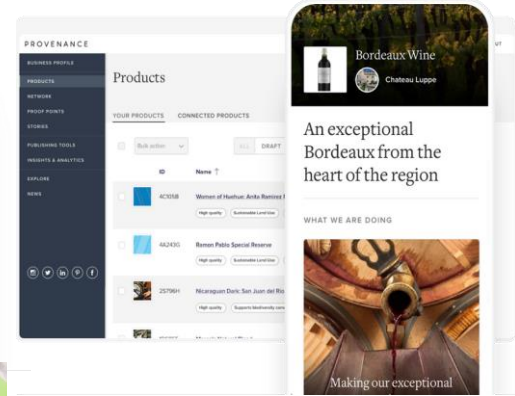
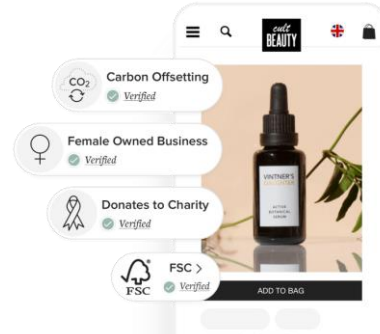
Heat Map: Blockchain Startups Transforming Supply-Chain

December 2018



This Heat Map illustrates the geographical distribution of over 800 Blockchain startups disrupting supply-chain.

startups
INSIGHTS



Now this kind of idea has already reached several places and markets around the world such as the wine industry, beauty and others and it is heavily deployed by Walmart China. But it has not been deployed in a social-responsible first project.



Our certificates will guarantee that the purchase benefits whoever produces it.

Thank you!