

# **CONFIDENTIAL**

## **COMPANY INFORMATION**



**BANANACoin**  
**16 / 11 / 2017**

<b>Company Name</b>	BananaCoin _____
<b>Country And Location</b>	Incorporated in _____ as _____ for worldwide operations. Executive team is based in Russia and production based in Laos
<b>Proposed Investment</b>	<b>\$ 7,326,000</b> To expand production territory ×3,6
<b>Company Overview</b>	<p>The Bananacoin Project was established by a group of professionals with over 3 years of experience in producing bananas in Laos, consulted by software development experts and professional lawyers, in order to take advantage of blockchain technology in addressing real business objectives.</p> <p>The strategic goal of the project is a core modification of business and export relationships connected to the production and delivery of bananas. The initiators of the project have set a goal — to decentralize the process of business expansion and take it beyond the framework of traditional partnerships.</p> <p>The Bananacoin Project will facilitate wider recognition of blockchain technology on the commodity market, forming a close connection with blockchain communities — Bitcoin, Ethereum, WAVES and others. Bananacoin will create tokens using blockchain (Ethereum), and tokens will be emitted based on the export price of 1 kilogram of bananas.</p>
<b>Market Overview</b>	<p>According to the Food and Agriculture Organization of the United Nations (FAO), commercial production in Laos started in 2005, with the opening of a banana plantation in the Luang Namtha province. In 2014, the total amount of land allocated to banana cultivation has increased to 22,920 hectares. In 2016, the amount of tons of bananas exported increased almost twofold.</p> <p>According to the FAO, while bananas are produced in all regions of Laos, most of the production takes place in the Central region (52%) and Southern region (31%) of Laos. The smallest number of producers is located in the Northern region of Laos (17.2%).</p> <p>At present, the Lao Agriculture Development Strategy for 2015-2020 defines bananas as one of the main export goods produced on its soil. Over the last 10 years, different models of this business have appeared: home-growing households, private agricultural organizations and state-private partnerships subject to concession agreements.</p> <p>According to a report by the Ministry of Industry and Trade of Laos, the production of bananas is currently expanding due to major investment in this industry. The use of TGE crowdfunding as a mechanism for attracting funds is unique and innovative to the area — it has not yet become widespread in Laos.</p>

<b>Business Products &amp; Services</b>	<p>Bananacoin is blockchain project aiming to achieve a core modification of the global banana production industry, similar to how Uber has revolutionized the taxi industry or how Upwork has brought freelancing to a new level. In short, the initiators of the project create processes in the production of organic bananas through the implementation of an economic element in the seemingly completely understood export relations of the product.</p> <p>Bananacoin is using the proven TGE crowdfunding model, allowing backers to participate in the expansion of production and become holders of Bananacoin tokens (BCO), which can be exchanged after project launch for goods or funds and are expected to more than double in value in 18 months' time.</p>
<b>Unique Competitive Features</b>	<p>BananaCoin plantation uses «organic farm» system.  We growth premium sort bananas Lady Fingers.  We have 15 years business experience in Laos.  The main competitive advantages for the production of bananas conferred by this location are:</p> <ul style="list-style-type: none"> <li>• High average air temperatures;</li> <li>• Fertile soil (red soil);</li> <li>• Availability of a cheap water source;</li> <li>• Availability of relatively inexpensive electricity for agricultural producers.</li> </ul>
<b>Competition</b>	<p>The key competitor is Vietnam. The Ministry of Agriculture and Rural Development of Vietnam indicates that Vietnam produces about 1.4 million tons of bananas every year, and a huge share of exports is destined for the Chinese market.</p> <p>However, in fact, the quantity of bananas originating from Vietnam is the lowest, due to the presence of a large number of chemical elements in the soil (the consequences of the American-Vietnamese war of 1965-1973).</p>
<b>Marketing/Sales</b>	
<b>Stage Of Growth</b>	
<b>Board And Management</b>	
<b>Use Of Proceeds / Future Timeline</b>	
<b>Forecast</b>	
<b>Timing For Exit</b>	
<b>Risks And Mitigating Factors</b>	
<b>Investments By Related Entities</b>	

