

Team CrossLend

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The challenge of Craft Beer

- Craft Beer is about the experience and taste
- Not about efficiency
- Over-optimizing means industrial beer. We don't want that!

Sustainability in the context of Craft Beer is about preserving uniqueness.

Craft Beer is inefficient by definition

- Missing economies of scale
- Supply chain challenges
- Low buying and negotiation power





We change the rules of the game

Transforming the decentralized Craft Beer community into a **connected cooperative system (Genossenschaft) “Hive Mind”**.

- Optimized purchase of ingredients
- Intra-cooperative blockchain currency system for traceability of ingredients and lock-in of members
- Transforming waste into products to increase margins

What the Hive Mind offers as a service

Brokerage of brewery capacities (airbnb thing)	-15% costs
Bundling orders of ingredients	-10% to -20% costs
Make products out of waste	+10% margin
The transactional platform (BrewCoinChain)	Trace ingredients, transparency
Shared storage	-50% costs

Increase of contribution margin of: >20% through cost reduction

Increase of contribution margin by roughly another 10% through sale of protein powder

All calculations backed by current numbers of BRLO

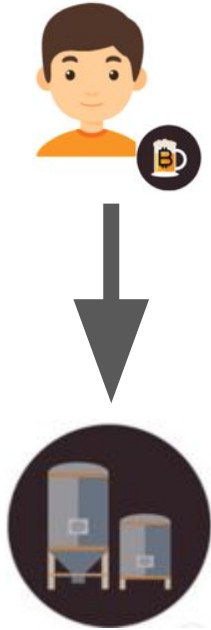
What we have built

The basic setup for the Hive Mind (stuff for breweries as a service):

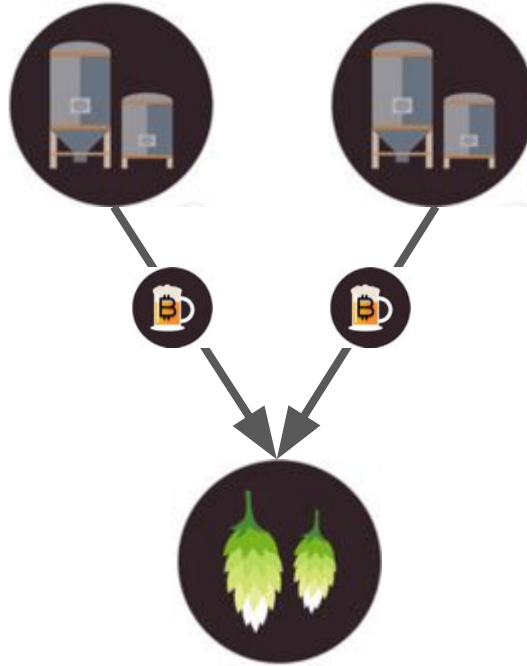
- **A prototype of a blockchain-based smart contract system “BrewCoinChain”** that is used to pay for services and tracks all ingredients as well as logistics before, during and after the brewing process
- **An app “Track my beer”** that scans the barcode of a bottle and traces all ingredients and provides additional information using the brew-chain for maximum transparency
- **A product concept for a first life-style product made out of brewing waste: BRLO Vegan Protein** (including production equipment)

The BrewCoinChain

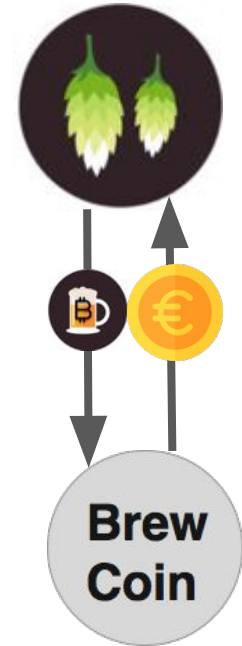
Share idle premises



Crowdfund Contracts



Cash out



Increased efficiency through joint contracts

Explore

Start a project

About us



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By BRLO Brewery

First created

BARLEY 50 TONS 3 YEAR CONTRACT STARTS 2018

Buying barley for my brewery, but need only 15 tons, looking to crowdfund deal



€18,000

contributed of €45,000 goal

3

backers

19

days to go

Back this project

♥ Remind me



All or nothing. This project will only be funded if it reaches its goal by Thu, October 19 2017 7:49 PM CEST.



Project We Love



Documentary



Berlin, Germany

Track my beer

TrackMyBeer

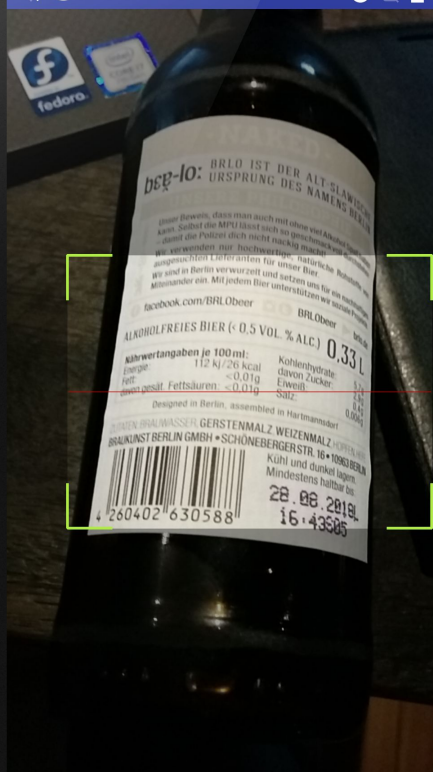


TRACK MY BEER

#WHATTHESOURCE

SCAN

[Link to](#)

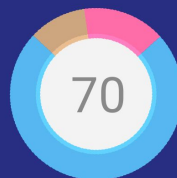


BRLO Craft Beer Naked

EAN 4260310554785

Bottled in: Berlin-Kreuzberg, @BRLO Carft
Handcrafted with Berlin Love

Nutrition Value / 100ml



Water (g)

Energy / 100ml

112 kJ / 26 kcal

See Beer History



TrackMyBeer

Tracking - Your beer's history

- | | |
|------------------------|--|
| 17.01.2017
14:20:12 | Hop acquired from HopJohnson
R.V., Amsterdam / NL |
| 20.01.2017
12:20:12 | Yeast acquired from Hefe-Müller
GmbH, Freiburg/ DE |
| 21.01.2017
14:20:12 | Malt acquired from Malt Inc, New
York City/ US |
| 29.01.2017
22:55:30 | Brewing process started, BRLO
Craft Beer Facility, Berlin / DE |
| 28.02.2017
11:33:22 | Bottling process started, Berlin
Flaschenmann GmbH, Berlin / DE |
| 05.03.2017
16:33:22 | Product sold to REWE gGs, Berlin /
DE |

BRLO Vegan Protein

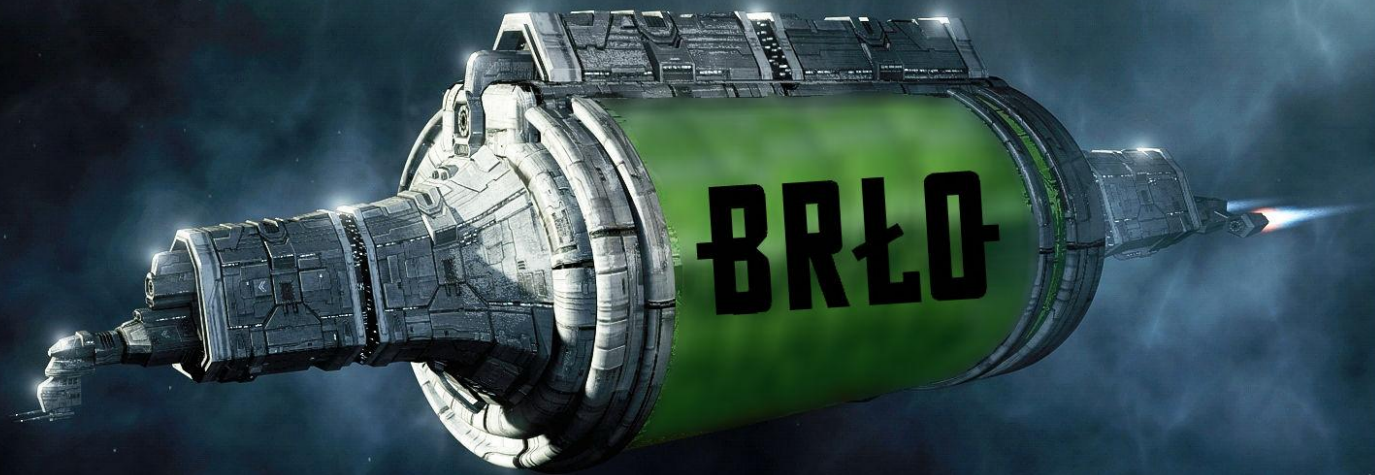


Use waste as revenue leverage **up to 10%!**
Transform Biertreber to **vegan premium protein.**

Process is available under Patent: EP0609548 A2
Industry supplier exists: VetterTec

The Vision







Please visit our website :)

<http://brewcoin.xyz/>

- Our [whitepaper](#)
- The [business plan](#) (supplier for protein extraction equipment)
- Code for the [chain](#)
- Code for the [app](#)

SAVE
THE
PLANET

IT'S STILL THE ONLY ONE
WITH BEER