Whitepaper

V 0.58

Abstract:
Reshaping the craft beer scene in a new planet.
Creating a cooperative system, that is linking all producers and brewers. In a new a innovative supply chain taking consideration all raw material and waste Using a new crypto currency to power all purchases and along the way it will allow to track the beer from farm to glass.

When we sat down to decide what to do about the hackaton we obviously had too many beers around us and we decided to start drinking before reading.
Couple of them later, we saw the first sentence
BRLO's unofficial motto – "Save the Planet! It's the only one with beer."
We decided to stop there and try to fix this.

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The Team

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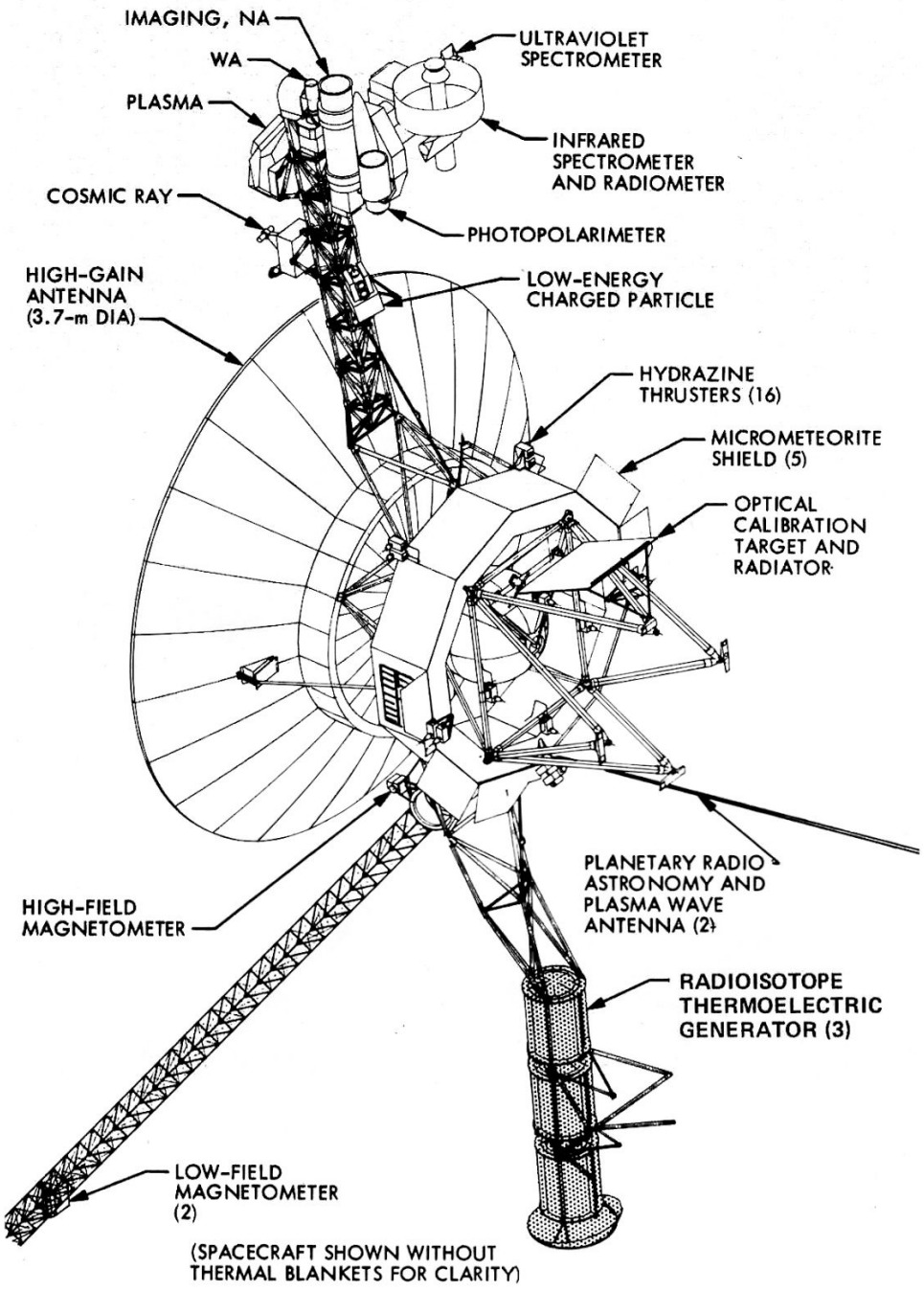
Step 1

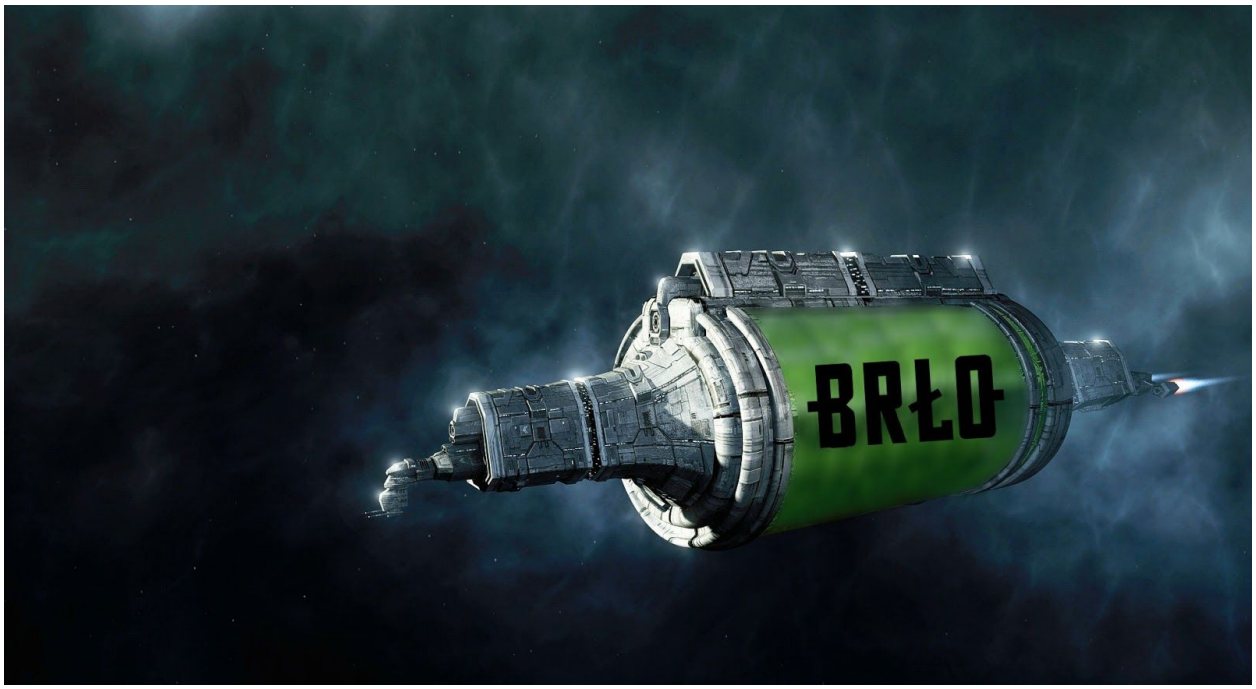
Voyager probes with craft beer manual

This is pretty straight forward since all plans are now open source, we will be able to build and launch 10 probes one by the end of 2018.



Step 2

Craft beer terraform ships



Elon Musk is trying to go to mars but why go there is there is no beer? Nonetheless, a partnership will be the profitable for both.

This rocket contains a self sustainable beer factory with schematics of how to build a craft beer scene from scratch.

Since we are making German beer and not american beer, <insert piss joke>

Step 3

Innovative supply chain

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

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

Step 4

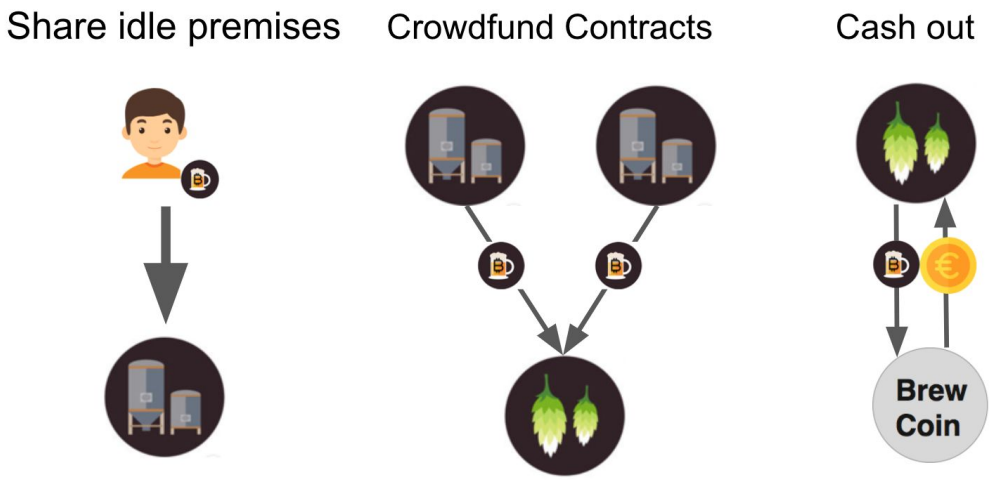
Brew Coin

Blockchain allows to create an immutable log off all transaction with a very low entry barrier. It can be used end to end, from farmers, to retailers, distributors and provide a lot of good statistical data on the final beer.

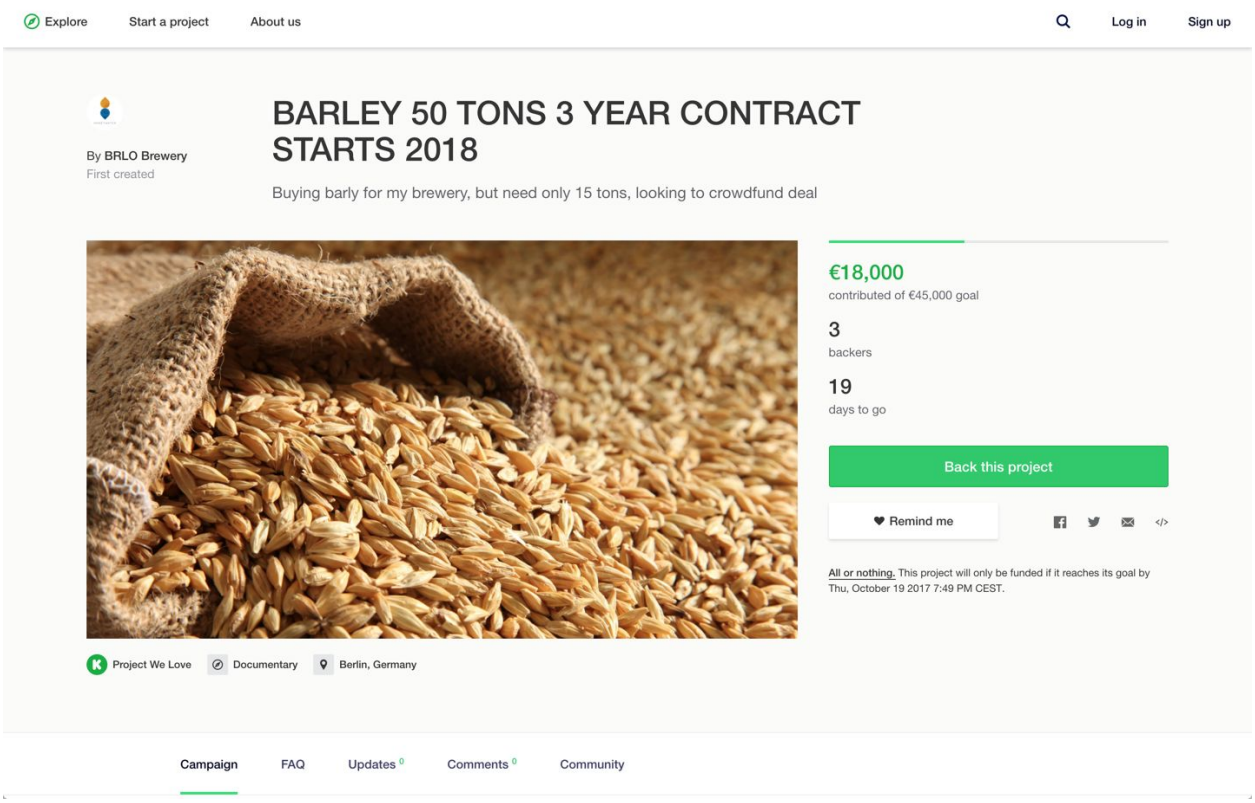
Since all the entities are signed up to the chain, it's possible to discover idle capacity, create contracts with multiple sources and use the currency

We chose a very stable pegged currency that can convince even the lowest tech savy person feel safe with keeping the assets in crypto form.

By doing a distributed ICO, several brewers and farmers could raise money to achieve their goals easier.
Since this is a very cohesive community, a brewery is able to group a lot of participants and trade tokens with beer.



New multi tenant contracts would be very easy to create.
A brewery could initiate a contract and wait for other parties to join, once the contract is filled, it could be executed immediately every without leaving the chain.



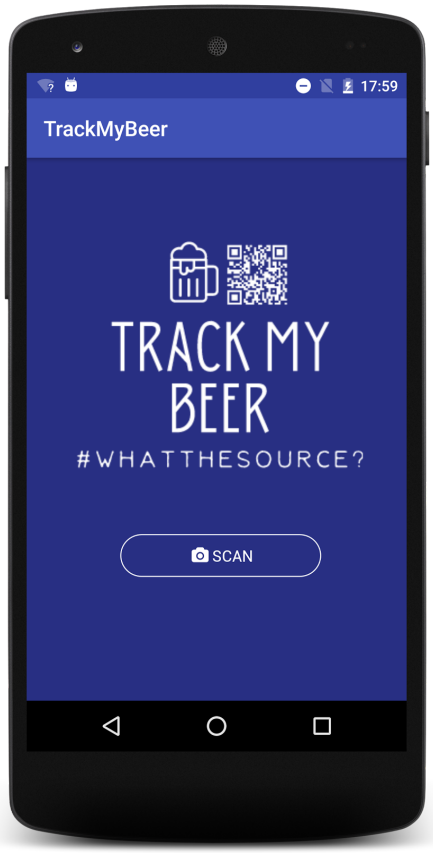
Step 5

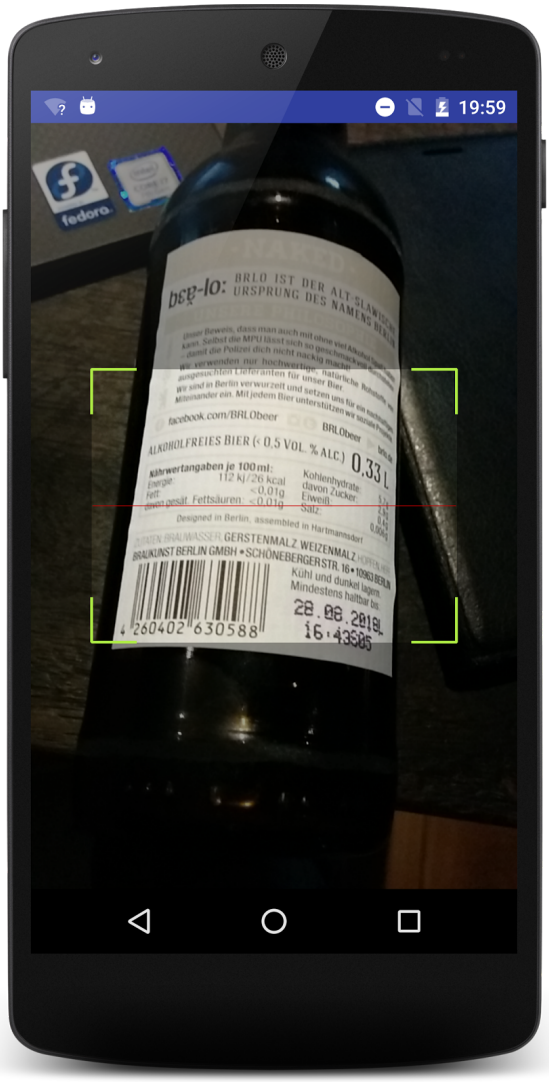
Farm to Glass

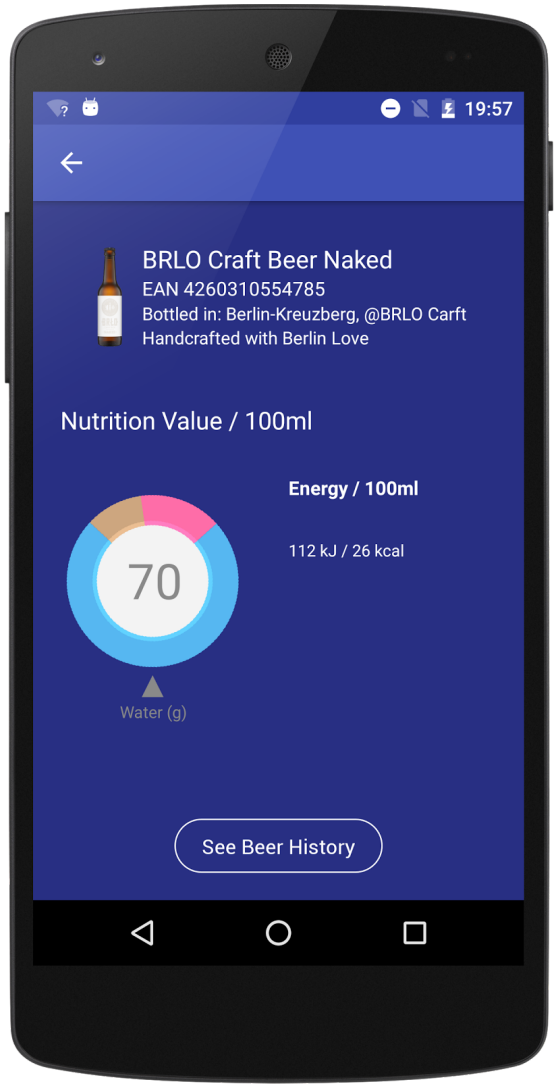
Since the brewing process is highly distributed, using a distributed system allow us to connect all entities and provide them with real use cases.

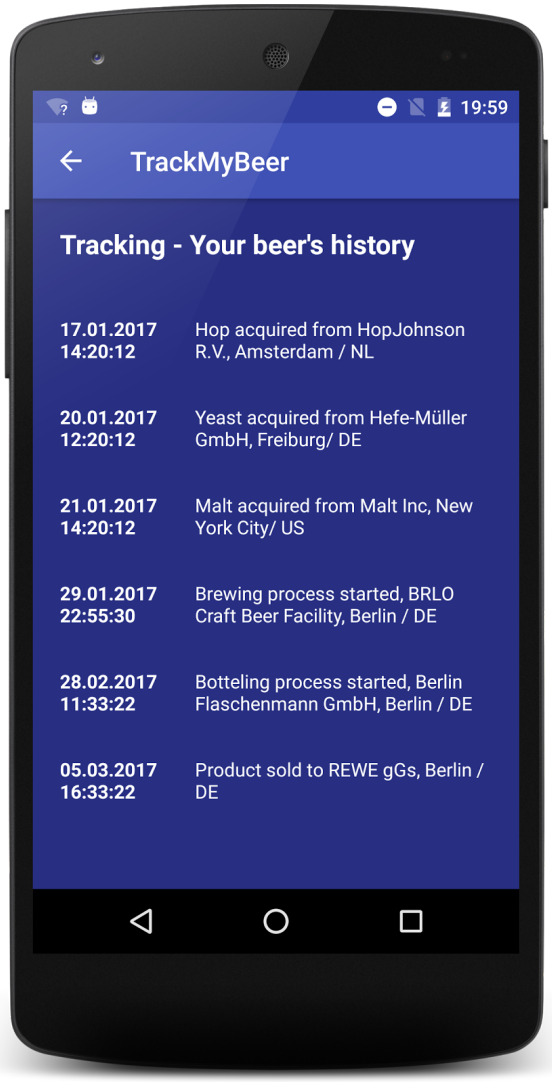
With all the data collected in the blockchain, track my beer app is a very friendly and interactive blockexplorer.
it's aimed for the end consumer and allows to see the origin of the raw material, for how long the grain was sitting in the shelf before being processed, a detailed view of the recipe and any extra information the parties would like to share.

Since all the information is sitting the the blockchain a version for the brewers would easily allow them to manage inventory, create alerts on expire periods, manage multi tenant orders and also generate accounting reports.




19:59
fedora
BRLO IST DER ALT-SLAWISCHE
URSPRUNG DES NAMENS BERLIN
facebook.com/BRLObeer
BRLObeer
ALKOHOLFREIES BIER (< 0,5 VOL. % ALC.) 0,33 L
Designed in Berlin, assembled in Hartmannsdorf
GERSTENMALZ WEIZENMALZ
BRAUKUNST BERLIN GMBH • SCHÖNEBERGERSTR. 16 • 10963 BERLIN
Kühl und dunkel lagern.
4 260402 630588


19:57
BRLO Craft Beer Naked
EAN 4260310554785
Bottled in: Berlin-Kreuzberg, @BRLO Carft
Handcrafted with Berlin Love
Nutrition Value / 100ml
Energy / 100ml
112 kJ / 26 kcal
70
Water (g)
See Beer History


19:59
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
Botteling process started, Berlin Flaschenmann GmbH, Berlin / DE
05.03.2017 16:33:22
Product sold to REWE gGs, Berlin / DE

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)

Hacking the moto