



CoffeeBeans
Digitizing Agriculture

the **COFFEEBEANS** **DApp Project**

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**CERTIFIED
INDUSTRY
INNOVATORS**



FinVision Lab is a digital transformation team that supports various industry in digitizing businesses aiding them for a more sustainable and profitable operations.

We are a group of professional people seasoned in each expertise combining all best practices in each relative industry. We have been continuously expanding our product line and growing our customer base for the past three years, and we see continuous growth in the future.

background

overview

The CoffeeBean Project is derived from the initial plan to create a business project based on operating a coffee plantation facility and invite Funders and Investors to venture in the project to provide financial support. During continuous study of the project however, more questions of concern have surfaced which provided more opportunity to seek an outright solution.

Many companies and business owners in different industries have already benefited from digital transformation. While this is a fact, the Agricultural Sector has remained in its old position, or have been very slow in getting inclusive to ever changing technology.

The lack of Digital Analytics has always been a challenge to Farmers in various ways. There are some analytics already released to the public but the information dissemination is not enough for the supposed Users to understand the benefit it offers. The inability to use analytics in the Supply Chain of the Agricultural Sector limits them to maximize the potential of their earnings including the ability to provide lesser product cost to the ultimate customers, the Consuming Public. While this is so, there is a lot more to consider in creating the required analytics for this industry as there are multiple players around it who need to have access to the same information across the supply chain.



the role players

The Role Players. They are the most important actors in the agricultural supply chain:

1. Input suppliers specialize in distributing genetic materials used to produce crops or livestock. For example, seeds or breeding stock that are used to produce the main agricultural products. This is, essentially, the stage before farming. There is often significant research and development involved in producing what is called seed stock. In agriculture, input suppliers can be private enterprises.
2. Unlike most other producers of goods, primary producers are unique in that their businesses are generally tied to the land or other natural resources. Primary producers can be family farms, farmer groups, farmer cooperatives, smallholder farmers, and large corporate enterprises. Fishermen are even considered to be primary producers. A large percentage of these actors in Asia and other tropical countries are found in this category. This stage basically involves the use of input supplied coupled with other natural resources to produce a desired raw material or finished products.
3. After products leave the farm, which is referred to as post-farmgate, they may be handled by a number of actors. These actors are involved in transporting, trading, processing, manufacturing, and distribution, making up the chain between primary production and the end consumer. Wholesalers, agents, and/or traders are involved at different stages throughout the value chain. They are, but not always, included in diagrams of value chains. These players in the sectors are those with financial capabilities and resources ready to pick these products from the farm. It also involves those who possess valuable information on where and how to identify primary producers.
4. They play an important role as they are responsible for getting products from upstream actors (primary producers) to downstream actors. If you could have seen heavy vehicles or even smaller ones conveying agricultural products from rural areas to urban areas. These products can range from rice, yams, dried maize, pepper, cattle, goats, pigs, poultry, cassava, plantain, banana, cocoa, etc. In particular, these actors play an important role in the aggregation of products from numerous producers, which helps facilitate an efficient chain.

5. Actors in this stage of the value chain have been accused over time of reaping the efforts of the primary producers. They issue excessive prices to buyers of the products while bargaining with the primary producers for a smaller amount. Sometimes it is done in the presence of the primary producers, but not without coming to an agreement first.
6. Wholesalers add value in that they may perform activities such as aggregation, distribution and storage, and minor post-harvest activities. These activities may help to differentiate quality levels through sorting, cleaning, grading, and sometimes even minor packaging.
7. Agents and traders generally do not take ownership of the product. They are often referred to as middlemen. They focus on brokering, or negotiating, deals, and connecting the seller – the primary producer -with the buyer. Facilitating this connection is how they add value. After products leave the farm, there are a number of other potential actors, in addition to wholesalers and traders, who may be involved in adding value to the product. The involvement of the different types of actors in the chain differs depending on the end product and the market destination.
8. Other common actors include processors, manufacturers, and retailers. Processors and manufacturers add significant value by transforming the commodity into more complex and, possibly, finished products.
9. In agricultural value chains, the processor may combine commodity products, transforming them into an ingredient for further processing or use by a consumer as an ingredient. For example, a flour mill would turn grain into bread flour. Consumers then have the option to buy flour or the fully finished bread itself. Retailers and actors in the foodservice sector are responsible for distributing food products directly to the end consumers.

1. In developing countries, retailers might include farmers' markets and wet markets, while in developed countries, examples may also include local markets, independently owned food shops, as well as multinational global food retailers.

1. Last in the list of core actors, but easily the most important in the agricultural value chain is the end-user of the product, the customer or consumer. In an effective value chain, the wants and needs of the end-user are at the core of all chain activities and decision-making. A key point for value chain thinking is that all actors in the value chain need to work together to meet the needs of the customer or consumer. They only add value if the end-user perceives it adds value.



goal of this project

Phase 1 of the CoffeeBean Project is the development of Decentralized App (CBean DApp from hereon) development, testing, and roll-out for use by the Global general public particularly those with interest in the Agricultural Sector as applicable.

Phase 2 of this project is the development of a physical Coffee Bean Plantation with a substantial size to be situated in a location where Coffee growing has been tested to produce better, as a secondary means of business and primary source of information for further improving the CBean DApp.



coffebeans dapp resolves

- 1.Identifying the missing link and filling the gap to improve the efficiency of the agricultural value chain sector.
- 2.Identifying the weakest link and providing reinforcement by understanding the data available in the whole agricultural supply chain.
- 3.Further strengthening the backbone of the agricultural sector by providing information infrastructure that will help them with efficient management of their produce.
- 4.Increased productivity in the agricultural supply chain.
- 5.Increased profit for Farmer and other players in the industry.
- 6.Providing an avenue to offer lower product retail cost to end-user-buyer-consumers.
- 7.Easier means to obtain funding source for Farmers and Landowners via decentralizing financing facility, which said fund can be used for increasing Operating Capacity or Operating Yield.
- 8.Providing a single DApp Dashboard for all the main players that provides centralized blockchain-based information.



specifications

Development of a DApp is the solution to meet the above-stated goal. The CoffeeBean App is an application model that should be answering all the problems, concerns and issues identifiable in the agricultural supply chain. The DApp should be able to address the following:

Sequencing & Scheduling for Crop Collection

Identifying the best sequencing for crop collection in order to optimize the trade-off between yield-collection cost and implied value creation for the benefit of the Farmers.

Optimization of Grade Mixing in Intermediate Silos

Providing end-to-end perspective on expected profit on each incremental sale.

Supply base Optimization

While potentially rationalizing with the trade-offs between new volumes and end-to-end collection costs.

Understanding the best sequencing to Fill and Empty Silos

Based on expected sales at a given point in time, transformation costs, and silo management costs.

Identify Market's Ability to Fulfill Demand

Knowing which market makes it possible to fulfill 100% of demand to maximize profitability, given price curves at a given point in time.

Identify Production Mix at Each Plant

Providing information on share of by-products.

Optimization Logistics Planning

Decrease the number of trucks and facilitate negotiation given uncertainties on forecasted volumes.

milestones

I. Whitelisting

Getting advance information on possible funders interested in this project using all available platforms.

II. Smart Contract Creation & CoffeeBean Token Minting

Token Name: CoffeeBean Coin

Symbol: \$CBEAN

Initial Minting: 300,000,000,000,000,000.00

Maximum Supply Cap: 500,000,000,000,000,000.00

Burnable, Mintable, Pausable

III. CoffeeBean Token ICO Sale Period

Ph 1 Pre-ICO Sale [+30% for early adopters] Dec 20, 2021 - Feb 28, 2022

Ph 2 Pre-ICO Sale [+20% for early adopters] Mar 10, 2021 - Mar 31, 2022

Ph 3 Pre-ICO Sale [+10% for early adopters] Apr 15, 2022 - May 15, 2022

Regular Sale Period Jun 15, 2022 - Until determined

IV. Token Release Schedule

Early Sale Adopter Schedule: Release Date

Ph 1	180 days from date of Purchase
Ph 2	180 days from date of Purchase
Ph 3	180 days from date of Purchase

Regular Sale Adopter Schedule: Release Date

[Date Purchased] Same Day Release

VI. Project Management Team Onboarding Period

The tentative schedule of onboarding shall be February 15, 2022 onwards with reasonable personnel headcount to ensure optimum use of generated funds.

Sub-contracting of DevOps Team will also be considered to ensure that the project is attended properly. Minimizing procurement of assets while the App is ongoing development will be the paramount benefit of subcontracting, plus the fact that the Project Team can always attend to other important Sales Development & Marketing activities.

VII. RFO & Tendering

The tentative schedule of RFO & Tendering shall be from July 15, 2022 onwards. Generally accepted Procurement Principles and Policy shall be strictly observed.

All Tender submissions shall end on Aug 15, 2022. All Tenders shall be reviewed by a committee created by the Project Management Team which will be tasked to evaluate the best offer within compliance to the requirement of the project at the most optimum price possible.

Once the committee is able to determine at least 2 choices of service provider, the committee shall make a report and endorse the same for final approval of the Project Management Team.

Upon signing and awarding of contract, another committee is tasked to follow through the implementation and development process until the App is successfully developed. The App will be validated according to Software Development Standards and shall be continuously under the direct management of the developer/service provider until the App is determined to be reasonably stable, only when such time comes that the Project Management Team shall take over with the management of the developed Application.



investment returns

Sources of Profit - Project Investment Return

1. Software As A Service
2. Coin Ownership - Early adoption period
3. Coin Ownership - Value Appreciation
4. Opportunity in Exchange Rate fluctuations
5. Coffee Plantation Production Yield - at completion of Phase 2



Let's draw the digitized future of the
global agricultural industry.



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