



## Incentivizing Transparency and Traceability in Global Food Supply through Gamification

"DropChain is an end-to-end decentralized supply chain platform targeting the global food and beverage trade."

### OPPORTUNITIES

Food fraud and counterfeit alcohol is a \$40 billion dollar problem. It is the consequence of a **lack of transparency and accountability** in global supply chains. DropChain will leverage blockchain and gamification to break down **data silos**, align stakeholder incentives, and enable brands and consumers to trace products from end-to-end.

1

#### EASY TO ADOPT

The DropChain Network delivers a **low-cost, easy-to-adopt, open-standard** ecosystem for all supply chain stakeholders, building on top of our existing technology

2

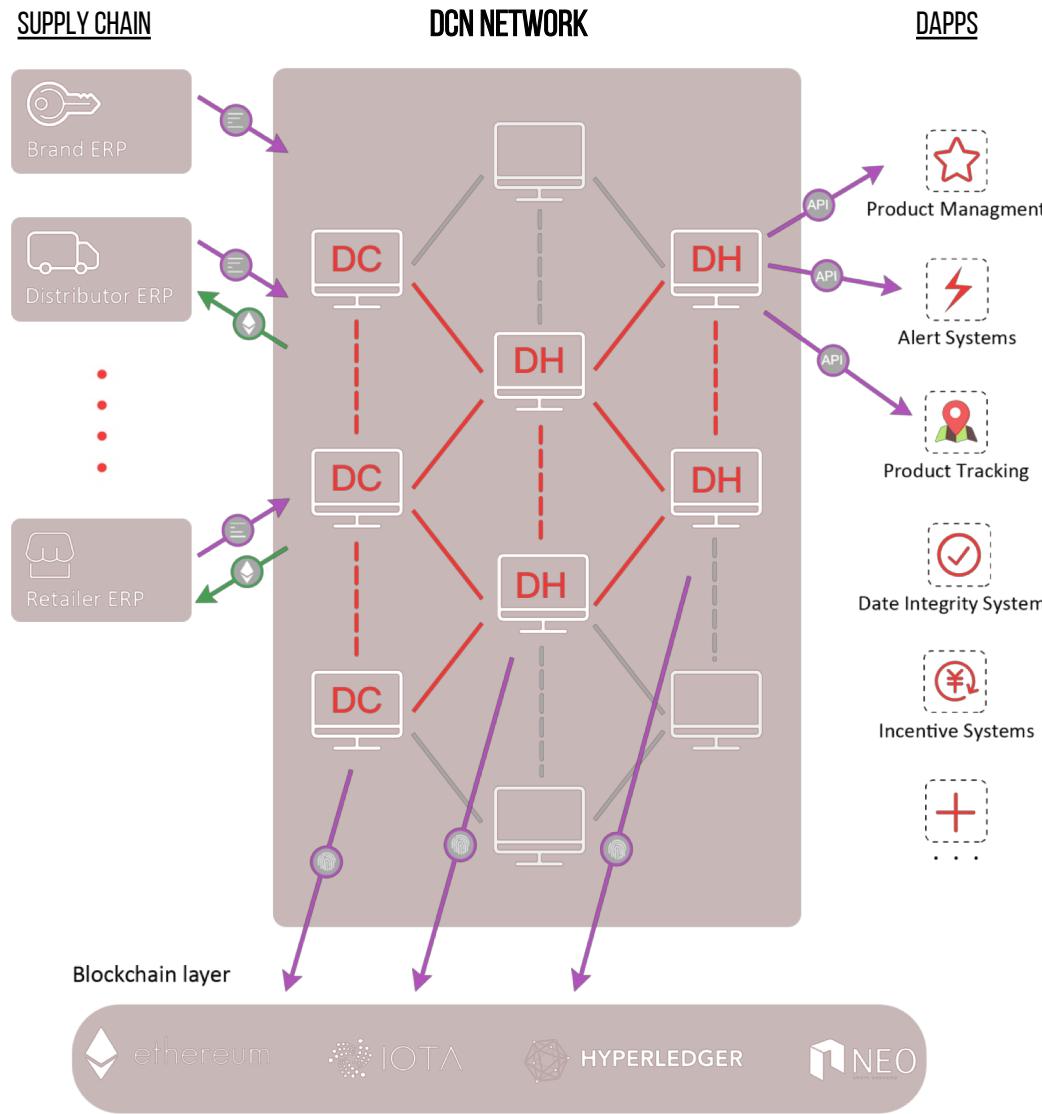
#### GAMIFIED

The DropChain Network leverages an innovative **gamified incentive program** rewarding each physical distribution channel for their participation in the supply chain

3

#### BIG DATA

The DropChain Network provides **laser-focused market data** to brands and end-users, enabling them to track the movement of a product from grape to glass



DropChain will create a decentralized, layered Blockchain-based protocol stack servicing food and beverage distribution, called the **DropChain Network (DCN)**. This project is a strategic combination of ground-level partnerships with global brands and distribution partners throughout China and Southeast Asia, with a **custom-built SaaS platform** utilizing the latest in blockchain, mobile technology, and global supply chain standards, anchored by an existing business and digital platform.

## KEY FEATURES



### LEVERAGING BLOCKCHAIN'S STRENGTHS



DEMOCRATIZATION OF DATA



IMMUTABLE



TRACEABLE



GAMIFIED TOKENIZED INCENTIVE STRUCTURE



HARDWARE AND TRACKING TAG AGNOSTIC

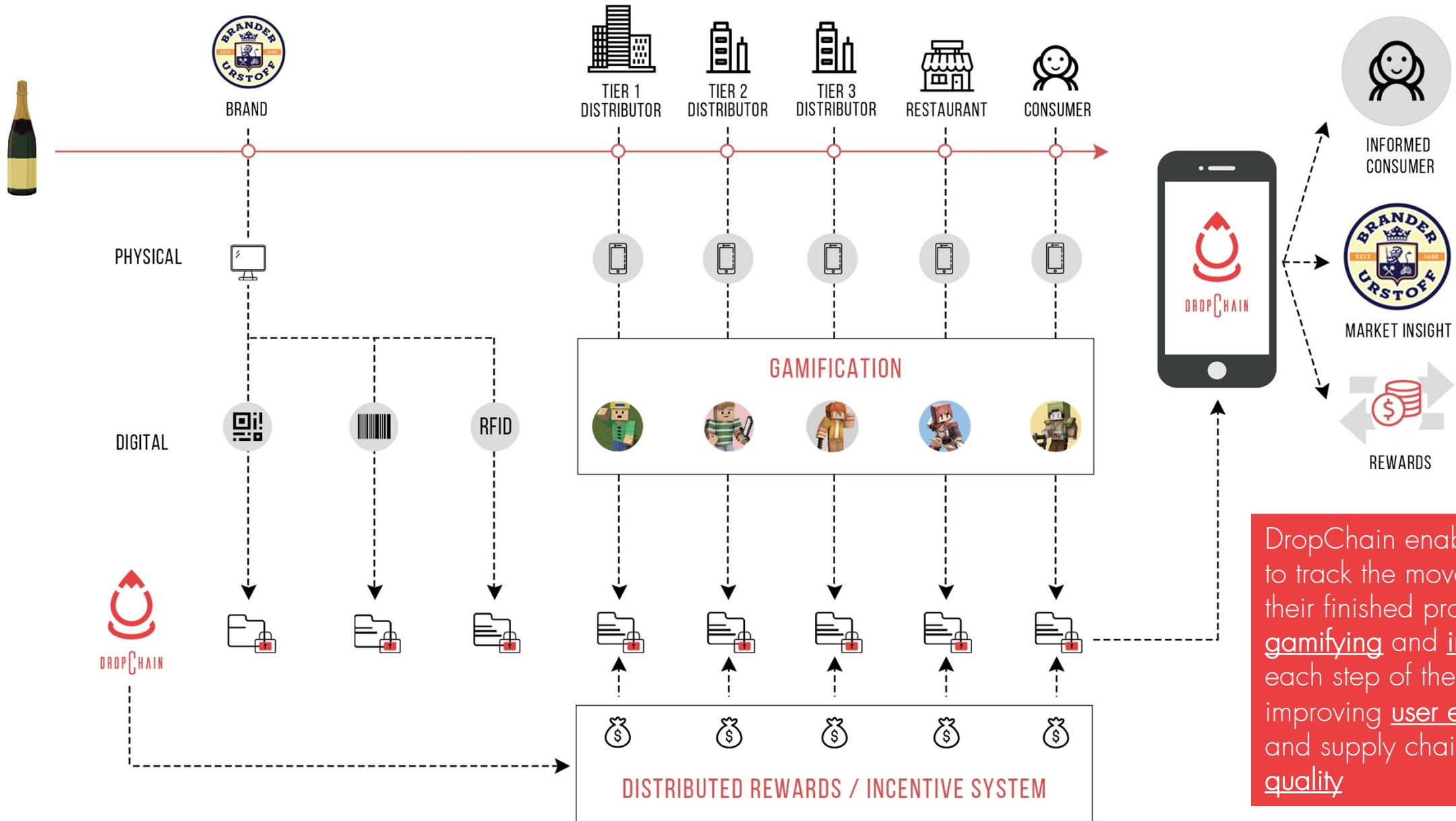


LOW IMPLEMENTATION AND OPERATIONAL COSTS



COMPREHENSIVE DATA INTEGRITY FRAUD DETECTION ALGORITHMS

# HOW DROPCHAIN WORKS



DropChain enables brands to track the movement of their finished products, gamifying and incentivizing each step of the way, improving user engagement and supply chain data quality.

## The DropChain Ecosystem

### Application Layer

#### Centralized Applications

- B2B Sales Platform
- Distribution and Logistics Platform

#### Decentralized Applications

- B.I. Platform for Brands
- Tag/Label Scanning System
- Incentive/Rewards Platform
- Consumer-facing Apps

### Network Layer

#### Network Layer

### Service Engine Layer

#### Logistics Engine

#### Data Analytics Engine

#### Gamification Engine

#### Points Incentive Engine

### Database Layer

#### NoSQL / MongoDB

#### SQL / MySQL

### Blockchain Layer



CARDANO



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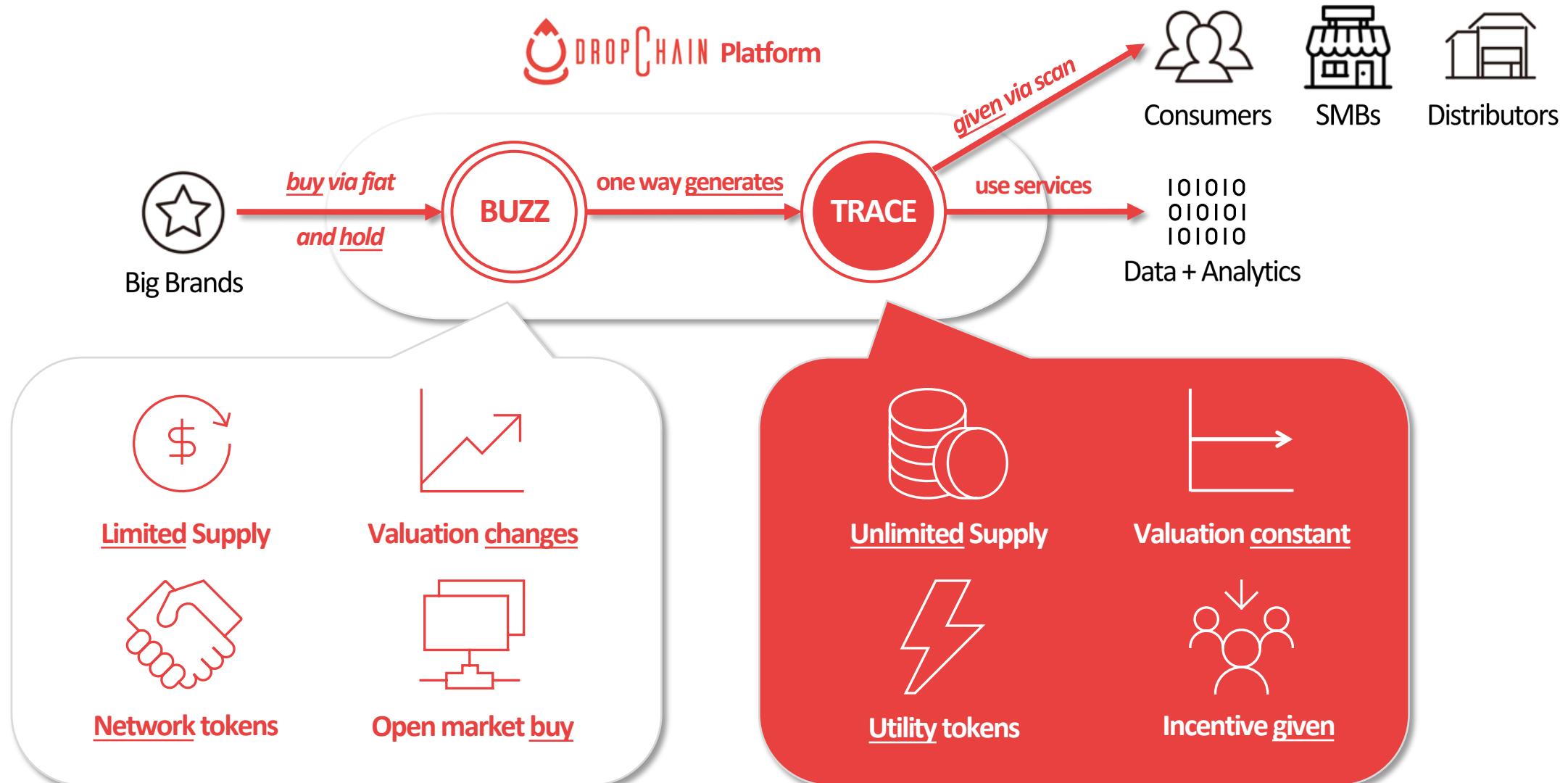
HYPERLEDGER

DropChain builds upon an existing B2B alcohol sales and logistics platform online since 2016, with an active customer base and annual recurring revenue of over CNY ¥3 MM GMV

Existing Business

In Development

# DUAL-TOKEN ECONOMICS

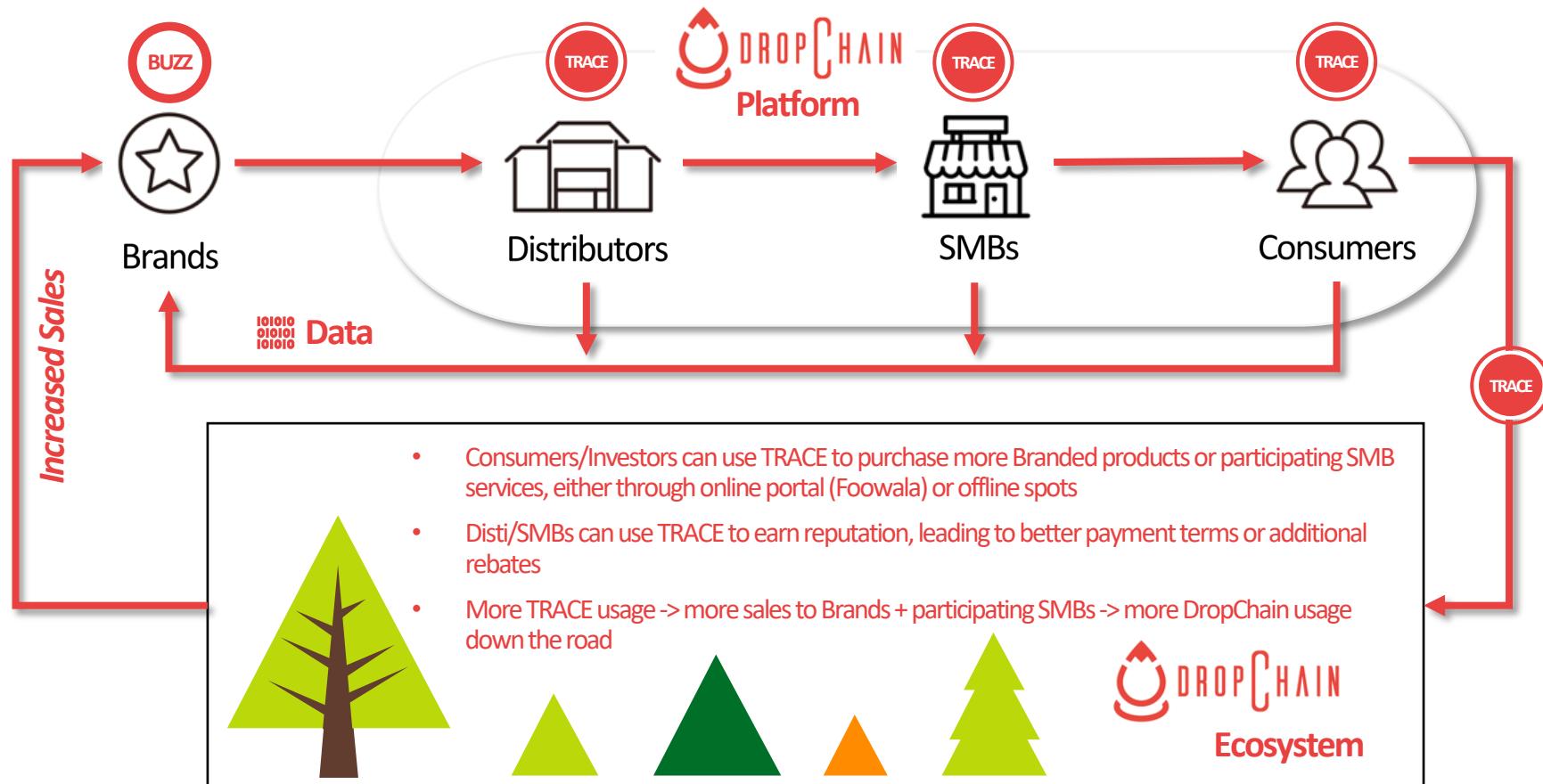


# DROPCHAIN DE-CENTRALIZED BUSINESS MODEL



## Brand

1. SaaS subscription for base cost
2. Traceability cost based on Transaction volume
3. Marketing/Data Analytic cost (opt-in)

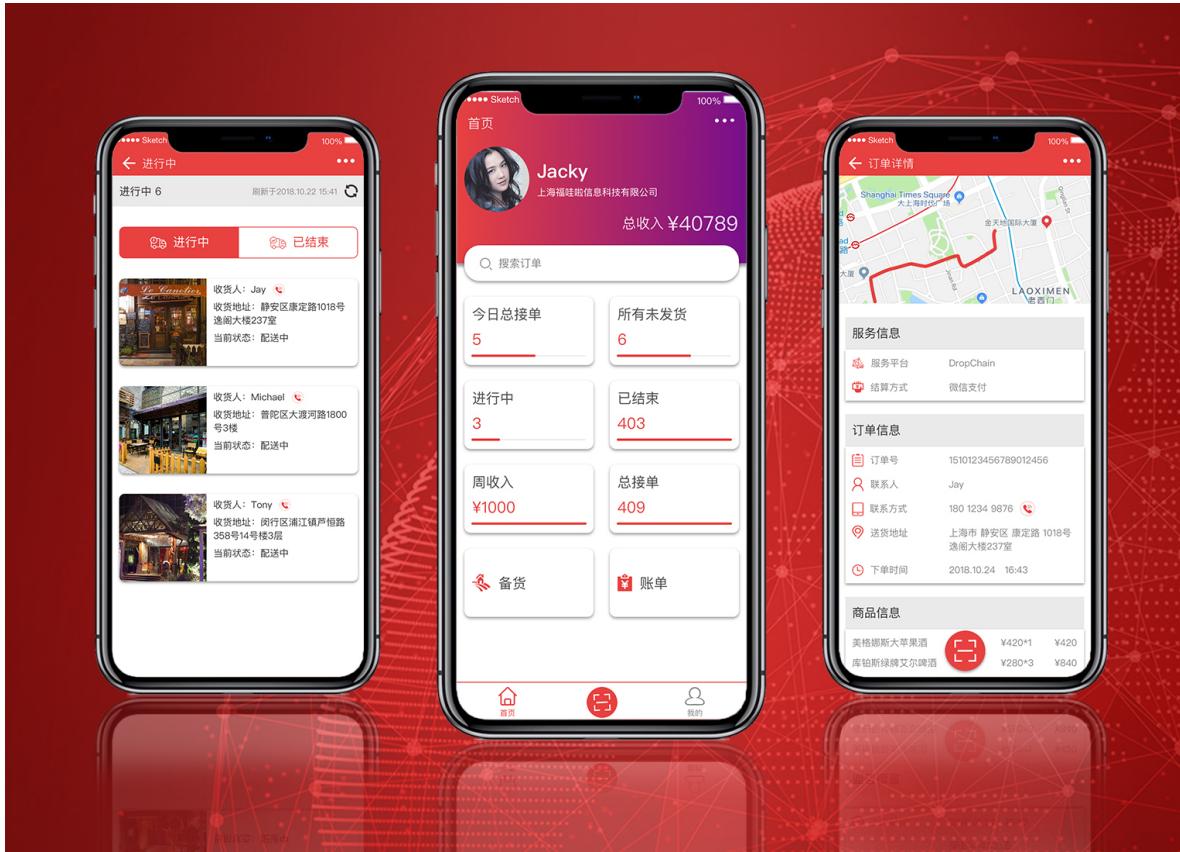


DropChain will be a decentralized supply chain ecosystem, where all data belongs to its respective owner, not owned by a centralized authority. This data can be shared and sold, and all relationships are governed autonomously via smart contracts, consensus mechanisms and transparent policies that will negate the need for a central governing body.

# WHAT IT LOOKS LIKE

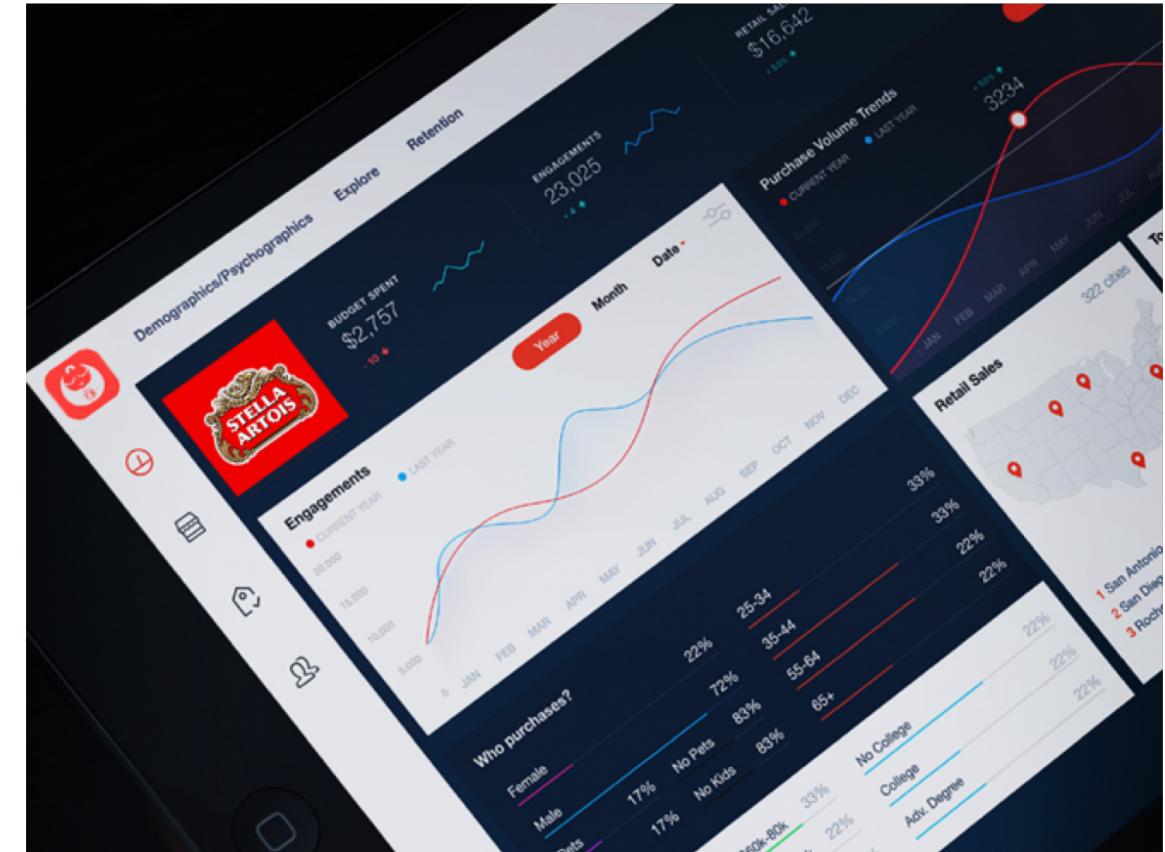


## FOR CONSUMERS



## FOR PARTNERS

## FOR BRANDS



# MARKET POTENTIAL IN CHINA

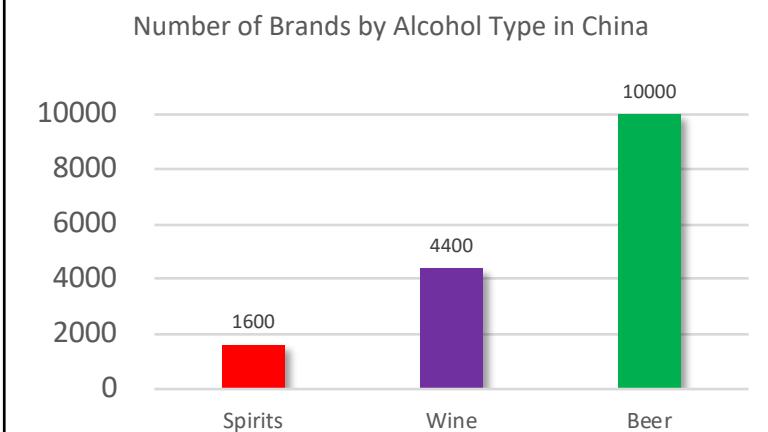
## 1 Alcohol Growth in China

Overall China market is growing at a rate of **+8% YoY**



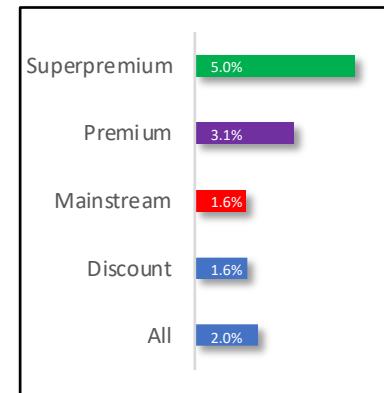
## 2 China Market Potential (No. of Brand Customers)

The number of brands (both mass market and craft) and addressable market is massive



## 3 Positioned to Capture Superpremium Segment

CAGR Growth by Segment (1999 – 2017)



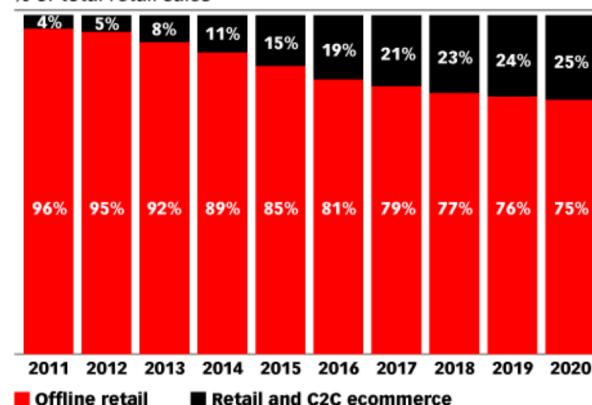
- Premium and Superpremium brands are driving growth as consumers are “drinking less but drinking better”. They want to know more about a brand’s story and where each drink comes from
- Many Premium and Superpremium brands are smaller craft breweries with limited technical and supply chain infrastructure, which provides a great opportunity for DropChain to step in.

## 4 DropChain: Two Birds With One Stone

DropChain is uniquely positioned to capture e-commerce via our existing platform, and offline with our supply chain ecosystem

Retail and C2C Ecommerce vs. Offline Retail Sales Share in China, 2011-2020

% of total retail sales



## 5 Key Partnerships

DropChain brings years of brand relationships and industry expertise to the table as we go to market



## 6 DropChain: Portfolio Size

DropChain’s B2B alcohol distribution platform currently already manages over 800+ SKU’s across 100+ brands

800  
SKUS

# ROADMAP



Business

→ Complete rebranding of Foowala into DropChain

→ Fundraising

2018  
Q4

→ Partner with existing brands and distribution channels on infrastructure development and MVP testing

→ Working Case Study in East China focusing on craft beers, boutique liquor brands and wine

2019  
Q1

→ Further expansion of partnerships with larger (global) and small brands to drive

→ Partner with startups to test automation of supply-chain tracking

→ DropChain begins expansion of supply chain ecosystem into other verticals

2019  
Q3 – Q4

→ Finalize blockchain architecture and Mainnet ecosystem

→ DropChain supply chain system architecture, UI/UX design and wireframing

→ Smart contract development and distribution

→ Gamification and dynamic incentivization engine complete

→ DropChain MVP blockchain and logistics infrastructure complete

Development

→ ICE data integrity protocols and algorithms complete

→ DropChain Network goes live with full supply chain integration leveraging point incentive system and global data analytics platform

→ Data analytics platform online, followed by launch of iOS, Android and WeChat Mini Program client applications

→ Integrate with a third-party currency conversion protocols to enable payment and payout in TRACE points

→ Implement governance model for future protocol improvements

# KEY STRATEGIC PARTNERS & RECENT ACHIEVEMENTS



**2018/8:** Strategic partnership with Hainan government-backed Sanya Travel Attraction Technology Accelerator (STATA)



**2018-04:** Strategic partnership with Brander Urstoff



**2018-08:** Riversdale Fine Wines MOU Signing in presence of Australian government



**2018-09:** 2<sup>nd</sup> Place at LongHash Pitch Fest in Singapore



**2018-10:** Baide Label Solutions strategic MOU to integrate their label technology with DropChain



**2018-07:** Lion China MOU Signing



DROPCHAIN

## CORE TEAM



BILLY CHAN

CEO & Chief Tech Nerd

A veteran of the IT industry, with over 15 years of software development, consulting, and sales experience at Microsoft



JAMES TSAI

COO

A cross-industry product and management expert, his international career spans 15 years with Deloitte, TNS, HSBC and most recently Microsoft



VINCENT NGUYEN

Head of Product

Gamification expert and former Tencent Games Producer who led Activision's successful Call of Duty mobile franchise



CRYSTAL

Head of Marketing (China)

A marketing/PR specialist with over 8 years' experience working with high net worth individuals and Fortune 500 companies. A lifestyle blogger with 210,000+ followers worldwide.



JAMES WONG

Managing Partner, Head of BD

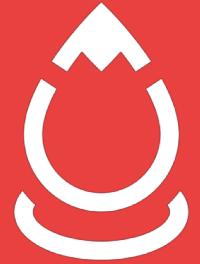
Sales and digital marketing veteran with Paul Frank, Minions, and adidasSwim licensing deals on his list of achievements



ANJA ISHMUKHAMEDOVA

Blockchain Engineer

Full stack engineer with over 7 years of experience. Blockchain enthusiast and experienced DApp developer



DROPCHAIN

## STRATEGIC ADVISORS & PARTNERS



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GJ Exchange



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Lion Global Markets



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Director of Trade & Marketing  
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ADRIAN LAM

Blockchain Advisor



PRAGMATIC  
DLT

S T A T A  
三 一 亚 一 加 一 速

中国加速  
CHINACCELERATOR

AngelVest

BLOCKWAY  
CAPITAL

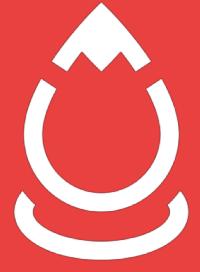
jenga  
SOLUTIONS



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