



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

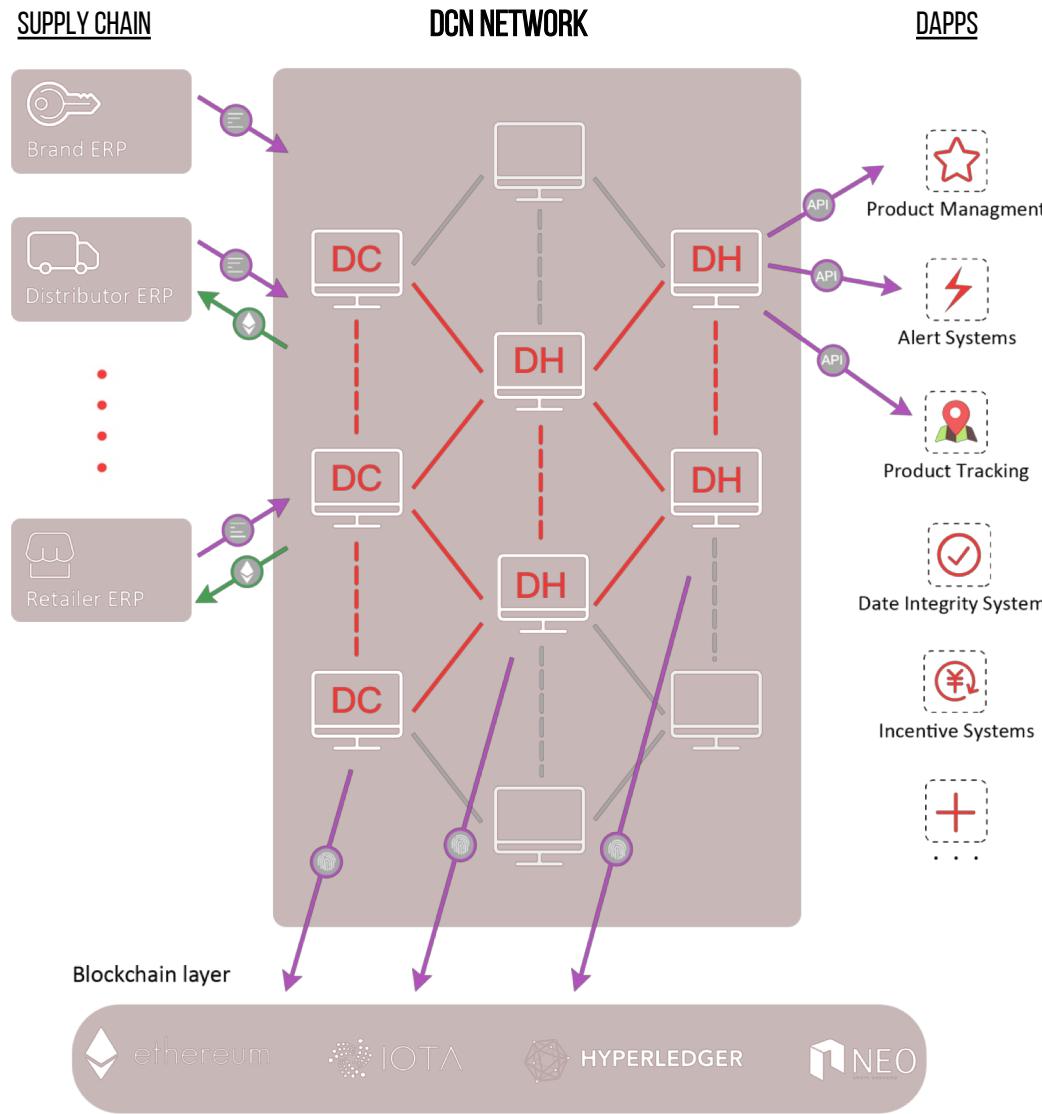
GAMIFIED

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

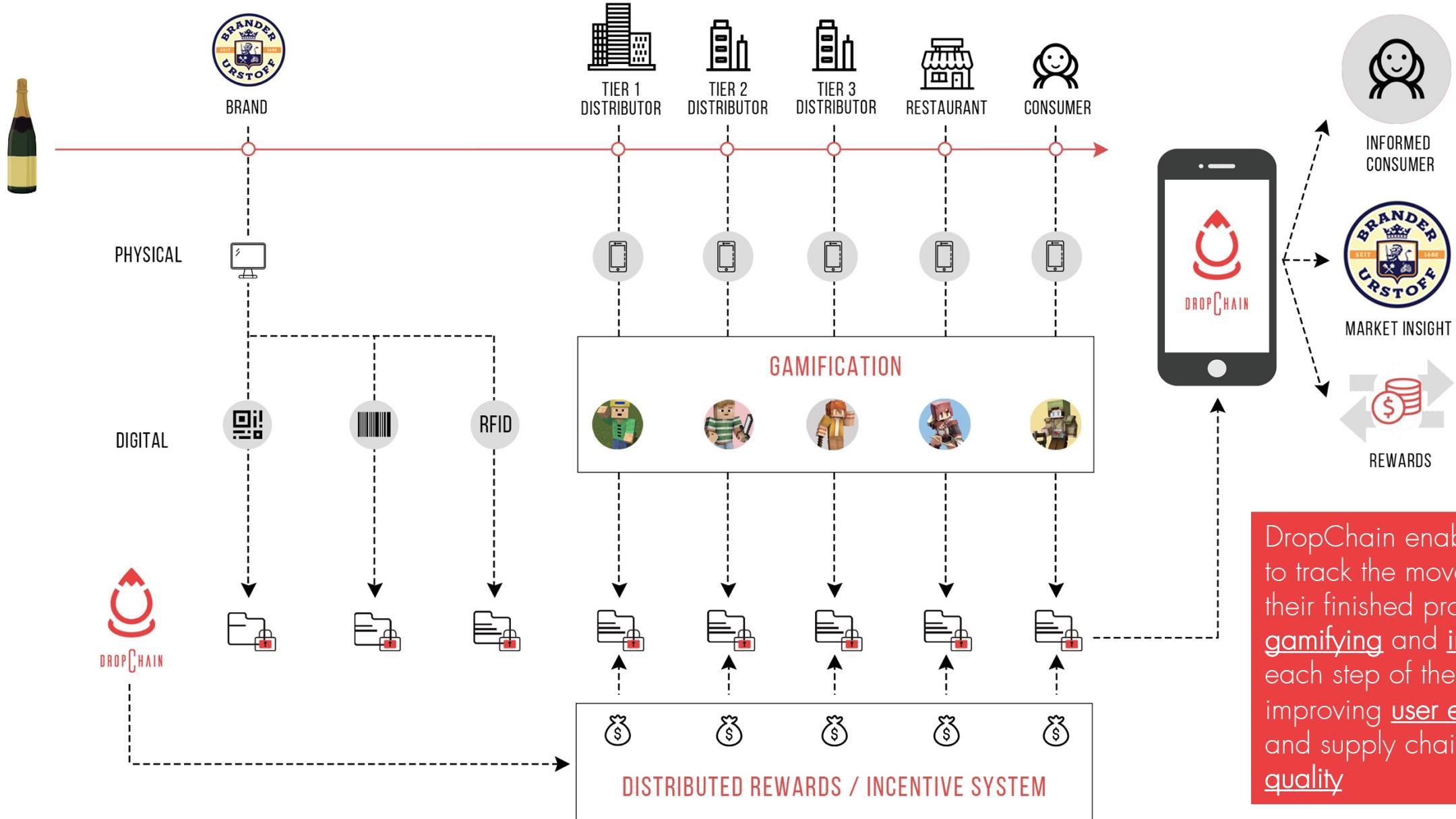


LOW IMPLEMENTATION AND OPERATIONAL COSTS



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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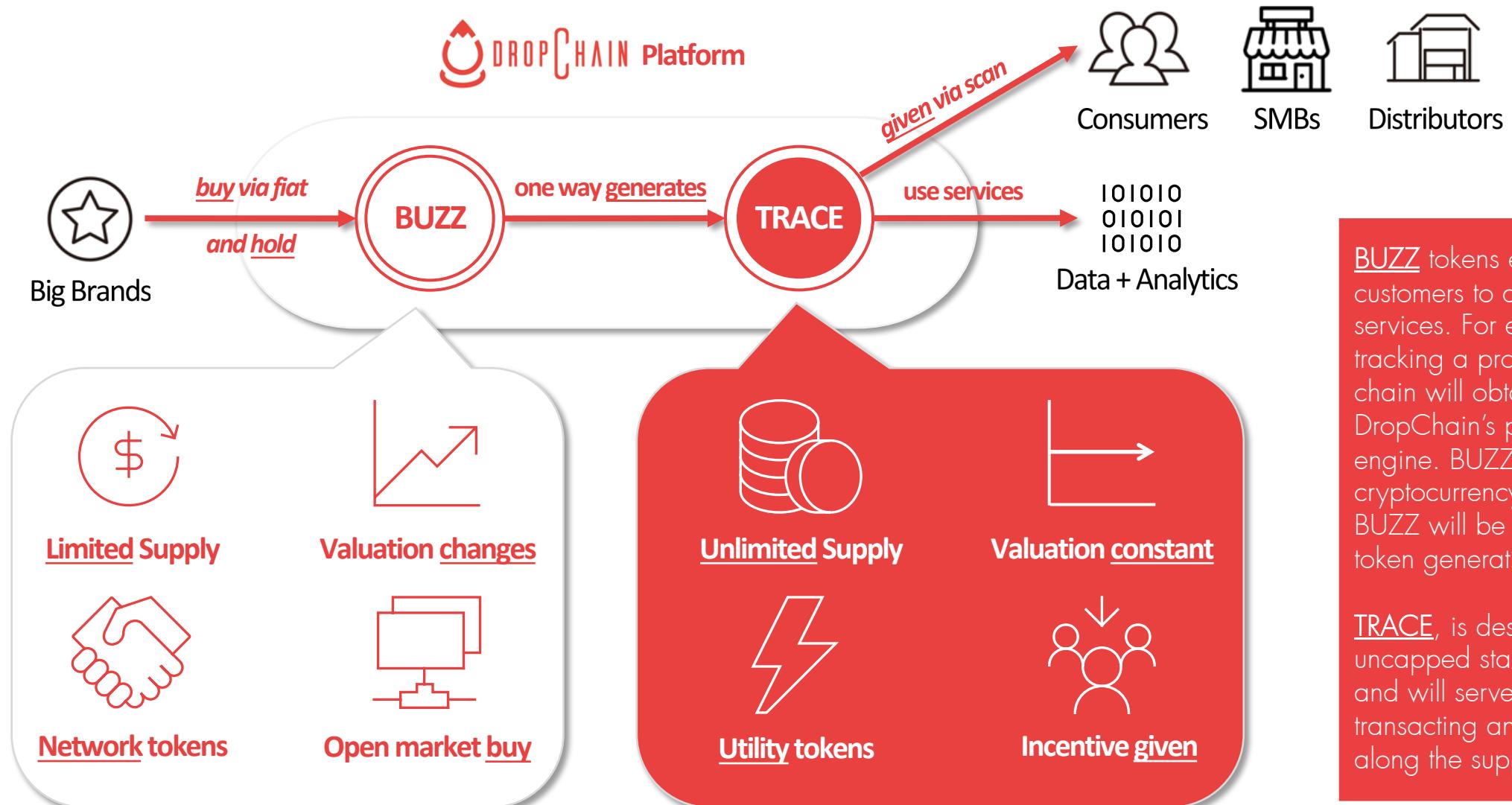
HYPERLEDGER

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

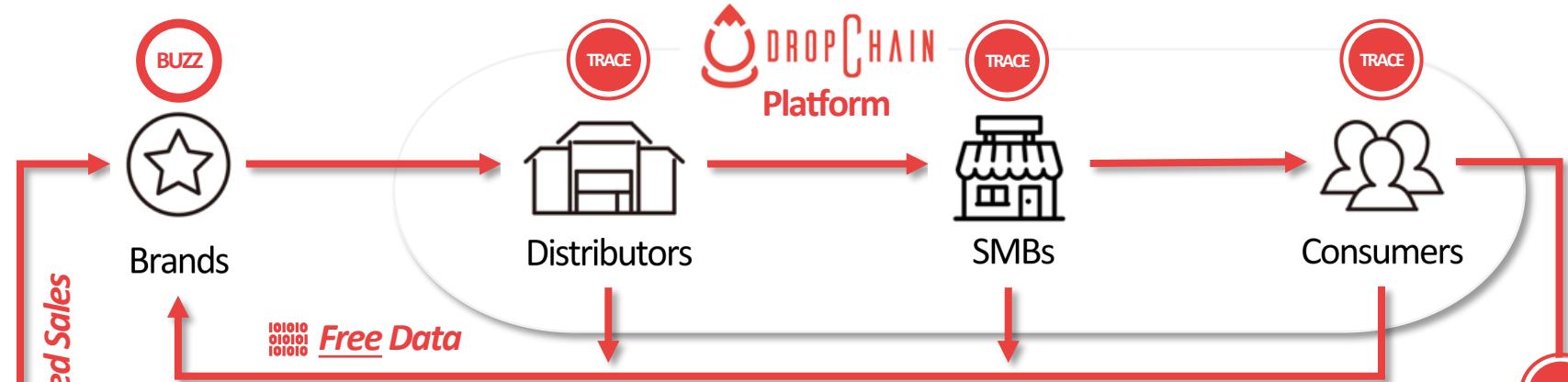
DUAL-TOKEN ECONOMICS



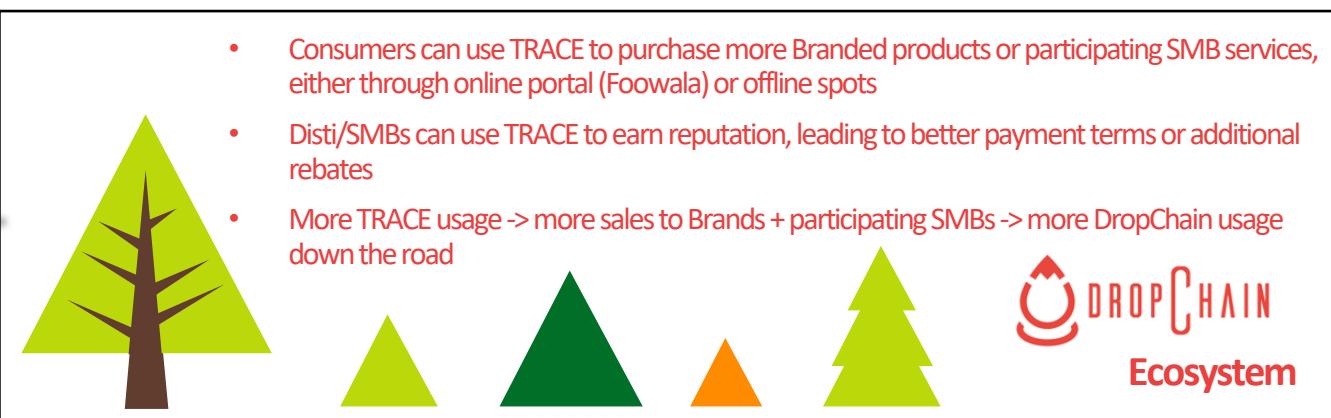
BUZZ tokens enable brand customers to access DropChain's services. For example, brands tracking a product along its supply chain will obtain BUZZ to access DropChain's product traceability engine. BUZZ is a limited supply cryptocurrency and no additional BUZZ will be created after the initial token generation event.

TRACE, is designed to be an uncapped stable cryptocurrency and will serve as a means of transacting and incentivization along the supply chain.

A DUAL-TOKEN DECENTRALIZED BUSINESS MODEL

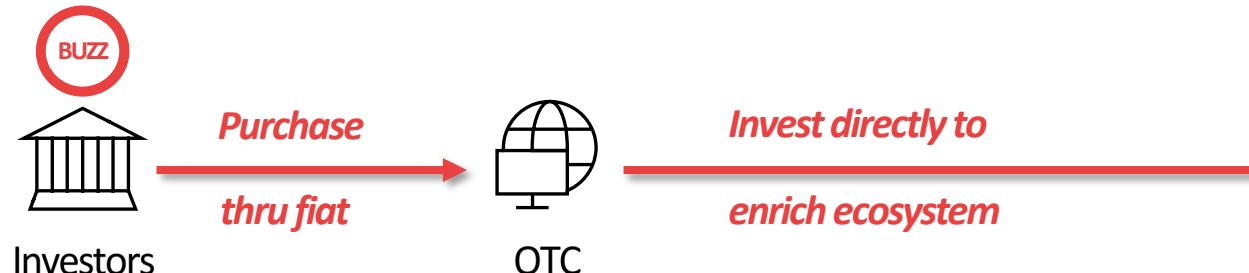


Increased Sales



Investors

1. Staking their BUZZ and provide further investment to enrich entire Ecosystem for TRACE usage



HIGHLIGHTS OF A DECENTRALIZED MODEL

1. Automation through **smart contracts** to enable efficient transactions
2. **Transparent policies & consensus mechanisms** allow for decentralized decision making
3. **Group policy decision voting** in later phases

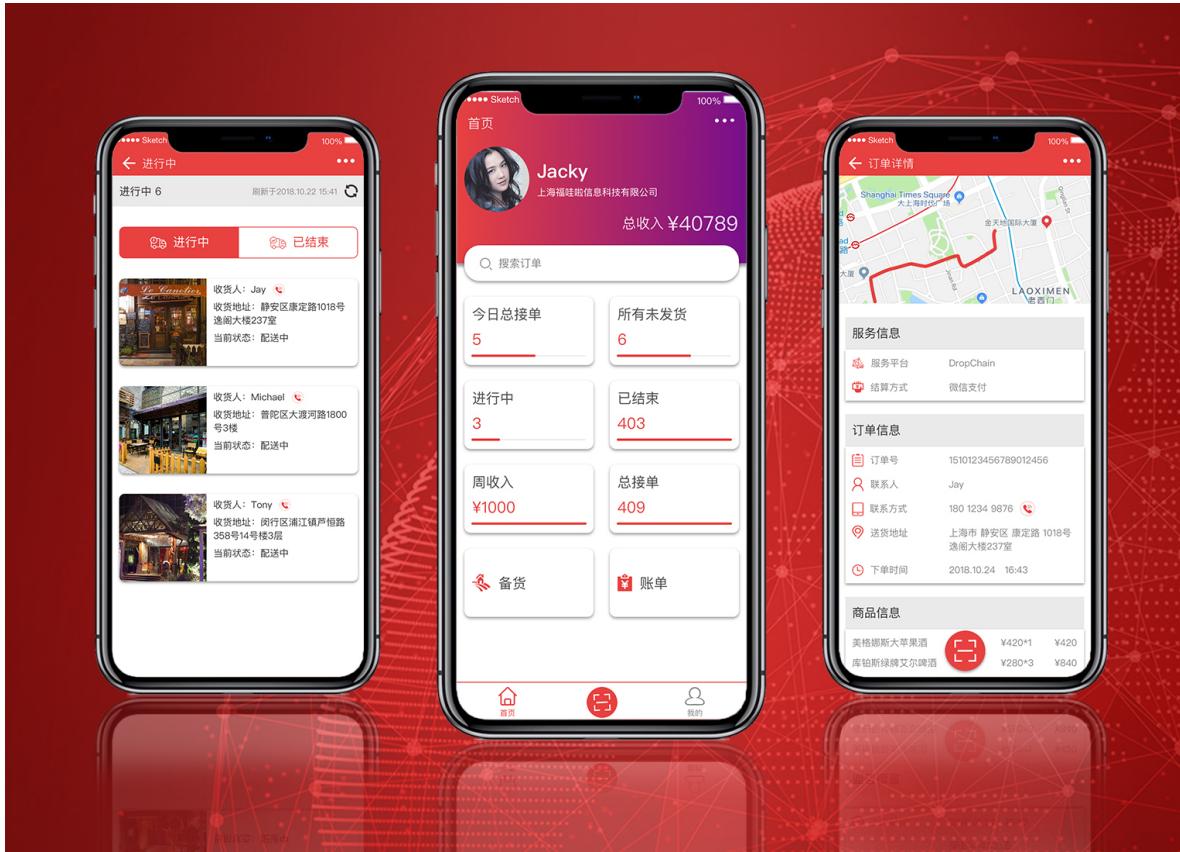
DropChain will be a **decentralized supply chain ecosystem** leveraging a **dual-token economic system** to both deliver value to investors and provide platform stability.

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

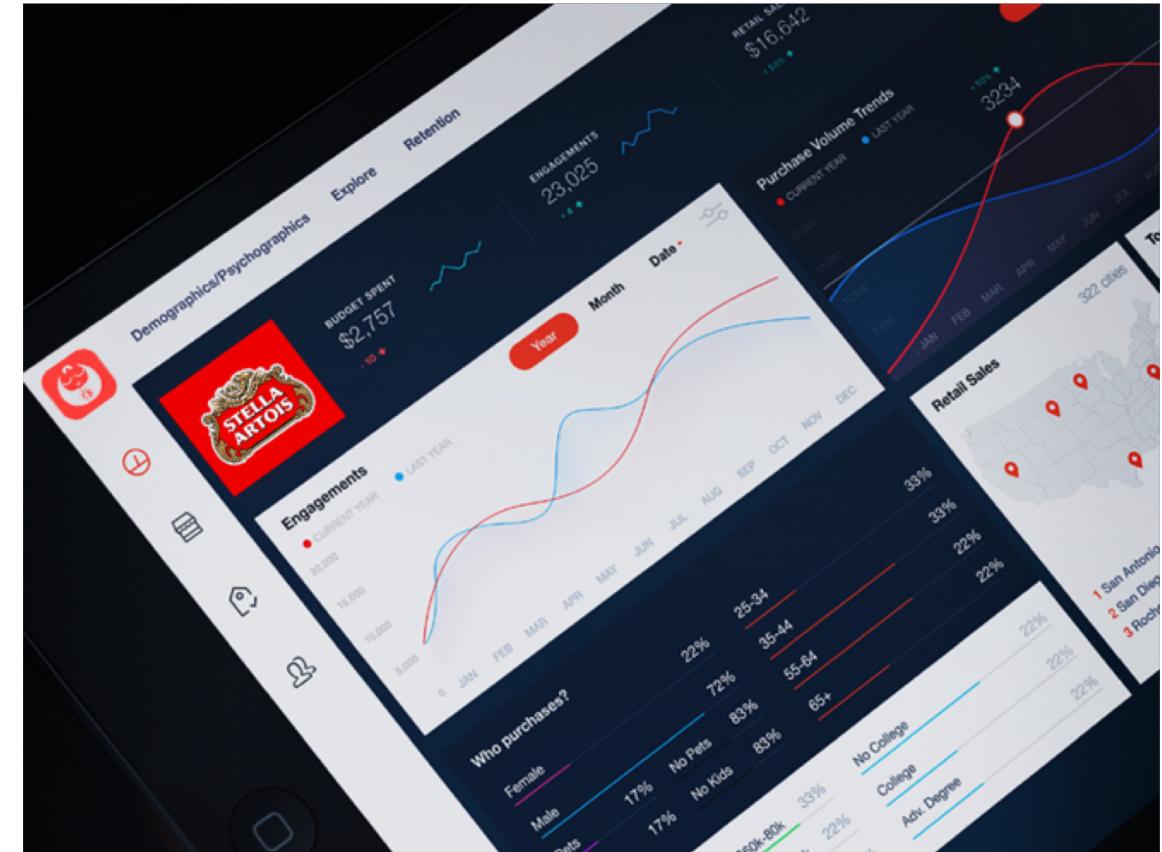


FOR CONSUMERS



FOR PARTNERS

FOR BRANDS



MARKET POTENTIAL IN CHINA

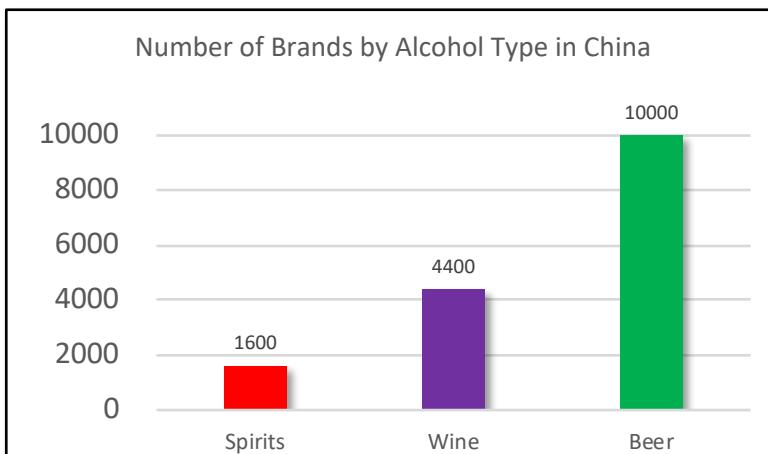
1 Alcohol Growth in China

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



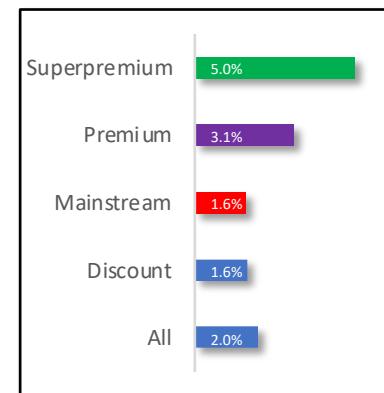
2 China Market Potential (No. of Brand Customers)

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)



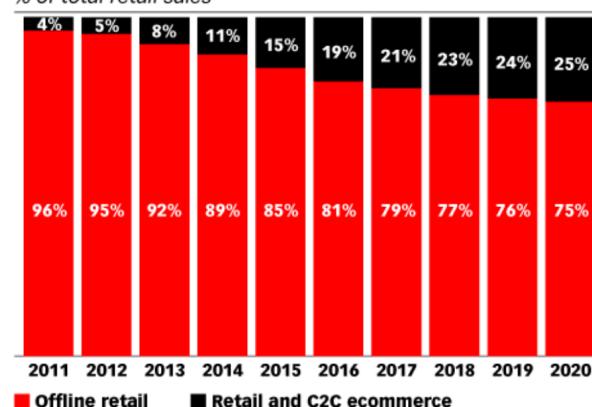
- Premium and Superpremium brands are driving growth as consumers are “drinking less but drinking better”. They want to know more about a brand’s story and where each drink comes from
- Many Premium and Superpremium brands are smaller craft breweries with limited technical and supply chain infrastructure,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

2019
Q1

→ 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
Q2

→ DropChain officially launches targeting brands operating in the Chinese market

→ Begin international expansion of partnerships with brands and distributors

→ Integration of blockchain into existing infrastructure and business strategy

→ Explore expansion of supply chain ecosystem into other verticals

2020
Q1

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

→ Mobile tools development for downstream supply chain points to check-in shipments through WeChat Mini Programs

→ Data analytics platform development for brand owners to create, track, and manage individual shipments through a web-based portal

→ Integration of QR code-based tagging technology into supply chain

→ Gamification and dynamic incentivization engine development

→ DropChain Network MVP pilot phase begins with supply chain integration, tag-based tracking, and basic incentive program

→ Data analytics platform online, enabling brand owners to manage, track and analyze data for each tagged shipment

→ Refinement of gamification and dynamic incentivization engine based on data and pilot phase partner feedback

→ DropChain Network officially goes live, with initial customer base, hardware partners, incentive system, and data analytics platform online

→ Begin blockchain smart contract development and distribution

→ Development of blockchain architecture and Mainnet ecosystem

→ Further mobile tools development for international downstream supply chain points to check-in shipments through iOS and Android applications

→ ICE data integrity protocols and algorithms development

Development

Development

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: 2nd 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



CORE TEAM



BILLY CHAN

CEO & Head of Product

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

Gamification Expert

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



CRYSTAL

Head of Marketing (China)

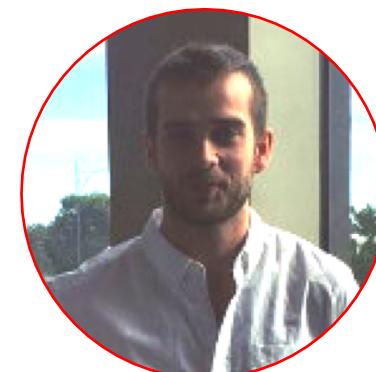
A marketing/PR specialist with over 8 years' experience working with high net worth individuals and Fortune 500 companies. A lifestyle blogger with 210,000+ followers worldwide.



JAMES WONG

Business Development

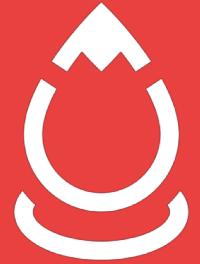
Sales and digital marketing veteran with Paul Frank, Minions, and adidasSwim licensing deals on his list of achievements



LOUIS CRONIN

Head of Technology

Full stack engineer with over 6 years of development experience, fully focused on Blockchain, AI, machine learning and the China market



DROPCHAIN

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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



LION



LITTLE CREATURES
BREWING
KENNEDY TOWN



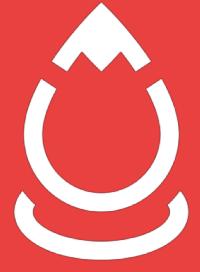
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URSTOFF

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GREAT BRITAIN
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