



# SUPERFOODZ WHITEPAPER

SuperFoodz Is Attacking the Fight Against Global Food Scarcity  
With The Help Of BlockChain & Our SuperHeroes

# CONTENTS

Overview

Introduction

Executive Summary

Mission

Team

RoadMap

Community

SuperFoodz Café

Destination | Place | Utility

Tokenomics

Token Allocation

References

Disclaimer

# OVERVIEW

**SuperFoodz** (SF) is a decentralized impact organization with a serious underlying mission of salvation and hunger assistance, and one that provides its loyalty token holders multi use functionality which allows the SF community to join, participate together, and generate positivity and abundance for a worldwide community by both giving and receiving.

# INTRODUCTION

**SuperFoodz** (SF) is a unique utility token.

- Multi-purpose loyalty token
- Provide basic nutritional support to those most in need
- Create a digital environment for a like-minded worldwide community
- Launch a space for social, philanthropic and artistic gatherings
- **One Planet One World:** no one said good things can't be fun

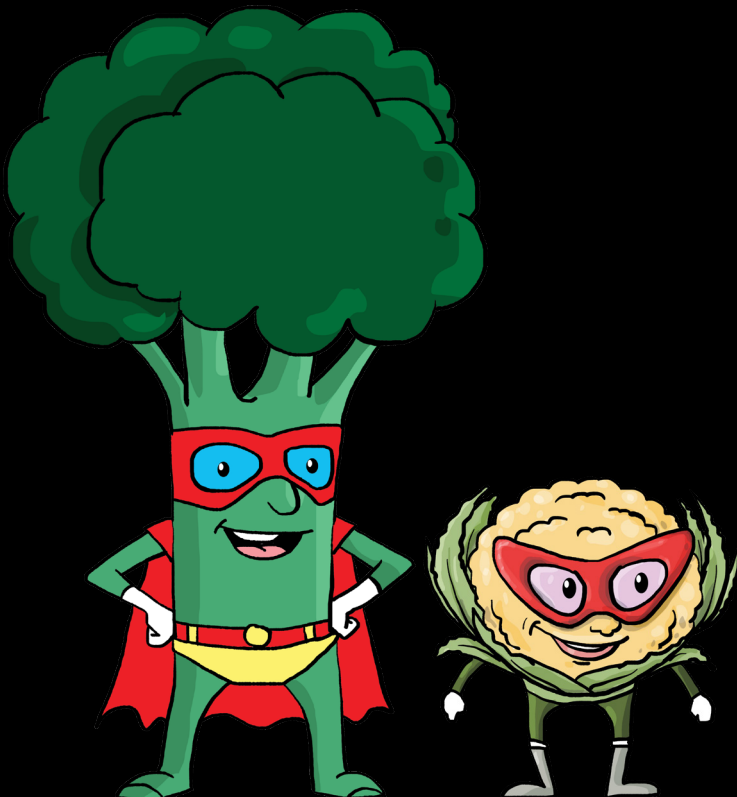
One of the advantages of the evolution of cryptocurrency and the decentralized blockchain space, is a deeper understanding of how digitally diverse technologies interrelate to one another and how they can be conjoined and used together to create powerful and effective synergies.

# EXECUTIVE SUMMARY

## ***Guiding Principles***

SuperFoodz is a giving community helping to solve the domestic and international hunger issue. Nearly 9 million people die of hunger annually. Broccoli Rob and The Cauliflower Kid believe it is a human right to have proper nutrition and is knocking out hunger around the world.

The specifics of the SuperFoodz token (SF) will be addressed in the Tokenomics section later in this Whitepaper, but in terms of overview the token's utility correlates to related ancillary opportunities created and presented to the SuperFoodz community. These ancillary opportunities will encompass connection and social engagement, learning, metaverse performance presentations and other events, artistic collectibles, and loyalty token holder member opportunities. While the driving underlying mission of SF is combating hunger; the overall SF environment is framed around:



***Interactivity***  
***Learning***  
***Betterment***  
***Empowerment***  
***Positivity***  
***Inclusion***  
***Enrichment***  
***Advancement***

The unique utilities of the ***SuperFoodz*** token are guided by these principles.

# MISSION

## ***Addressing the issues of Hunger***

SuperFoodz is helping to eliminate hunger by working with local and global food banks, community charities, school systems and grass root organizations. SF, in terms of both its design and utility, will provide resources to recognized charitable organizations to empower impoverished and disenfranchised groups & communities, to provide immediate wholesome nutrition, grow their own food, create and/or improve their agricultural infrastructure. As awareness and use of the SF loyalty token increases, larger numbers of those in need will receive essential life-giving and nutritional support.

While 820 million suffer from hunger, there are 2.013 billion people around the world who are considered “food insecure.”

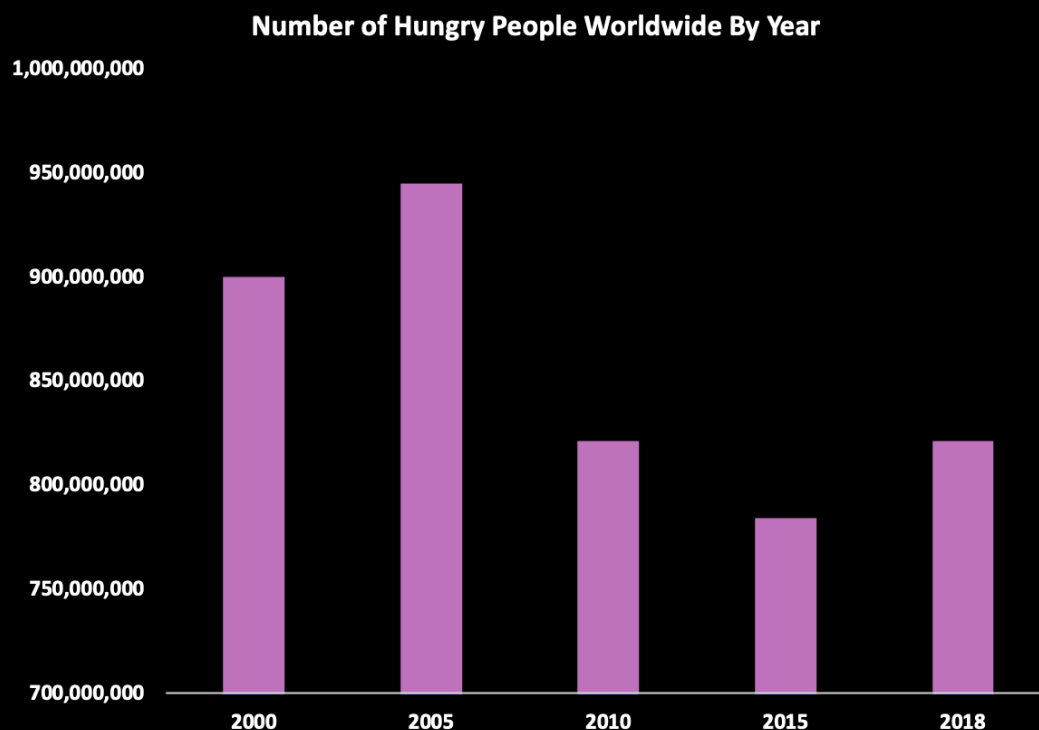
## **World Hunger Overview**

When people do not have steady access to healthy food and clean water, problems start to happen. While hunger is an issue deeply rooted in cultural practices, society, local politics, and climate, we need to be aware how our fellow humans are suffering around the world.

And while world hunger is down from 24% in 1990 to 10.9% as of 2020, the current data shows that world hunger is on the rise again. After decreasing for so many years, unfortunately, the World Health Organization has found that global hunger increased by 9 million people in 2018 from 811 million to 820 million people.

# World Hunger Statistics

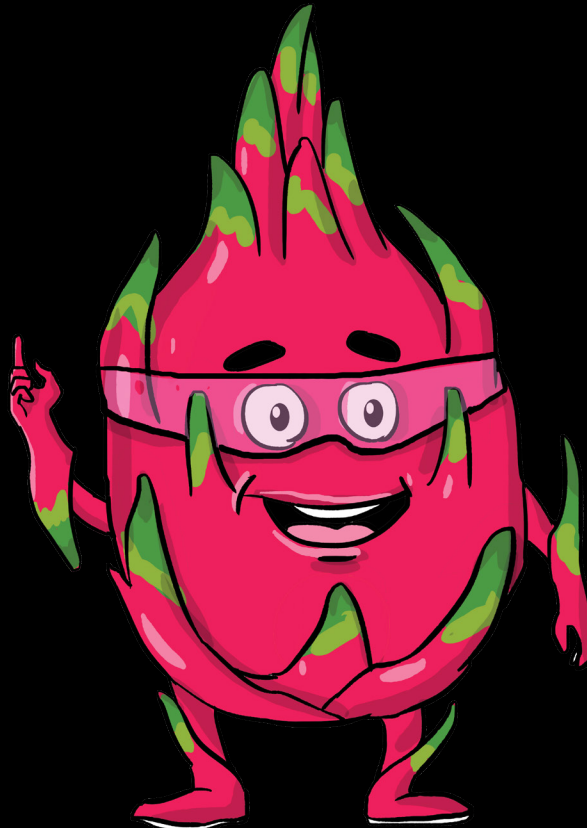
- 10,000 children die daily from chronic poor nutrition
- 99% of malnourished people live in countries that are underdeveloped
- Today, approximately 10% of the global population suffer from hunger, compared to 24% in 1990
- World hunger is on the rise - and is caused by war, weather, poverty and COVID
- Asia has the most hungry people, but sub-Saharan Africa has 25% of their population who suffer from hunger, making it the highest prevalence
- Females make up 60% of malnourished people worldwide
- 45% of all deaths of children under 5 are due to the lack of food - that's almost 3 million lives a year
- 780 million people - or 11% of the global population - live on less than \$1.90 US/ day
- Experts disagree on how much money it would take to end world hunger, their best guess range anywhere from \$7 billion to \$265 billion a year



# THE TEAM

The SuperFoodz team collectively brings over 100 years of hands on experience in their respective areas of expertise.

- Banking
- Finance
- Venture Capital
- Regulation
- Technology
- System Architecture
- Entertainment
- Media
- Marketing
- International Diplomacy
- Governance
- Community Development & Management





# ROADMAP

**Q3  
2022**

Whitepaper Released  
Website Launched  
Launch Social Media Community  
Establish Community Relations  
Athlete | Celebrity | Influencer Partnerships Established

**Q4  
2022**

DEX Liquidity Pool Launch  
Tier 1 CEX Token Listings  
NFT Launch  
SuperFoodz Metaverse Performance Schedule  
Deepen Community Relations  
Charity Expansion

**Q1  
2023**

Strategic Partnerships Within Giving Community  
Deepen International Relations  
Cultivate Audio & Visual NFT Products  
Expand Community  
Expand SF Utility Functionality

**BEYOND**

SuperFoodz P2E Game  
SuperFoodz Cartoon  
Global Acceptance of SF Loyalty Token  
Further Transcend 21st Century Giving Model

# COMMUNITY

The adage is true: ***There Is Strength in Numbers.***

A guiding principle is **Inclusion**; the **SuperFoodz** community is open to all. Communications travel through Twitter, Discord, Instagram & Telegram to all SF token holder members and conjoining in real-time occurs in a **SuperFoodz** designated member space.

SF's partnerships with Athletes, Influencers and Celebrities, drives exclusive **SuperFoodz** events. While the core mission is vital and serious minded, our community is about fun, expanded awareness, and the generation of good vibes, good deeds, and abundance for all who join us.



## DESTINATION | PLACE | UTILITY

Building out to online and Metaverse real-time digital locations such as the SuperFoodz Café, SuperFoodz creates a dynamic forum for a like-minded and compassionate community to participate together in doing our part to end worldwide hunger.

Through social events, art, investment, and built-in value, SuperFoodz takes a practical and interactive approach to assembling a community that will individually prosper while collectively working together in overcoming this devastating crisis.

# THE SUPERFOODZ CAFÉ



The **SuperFoodz** Café is an exclusive VIP Metaverse environment available to **SuperFoodz** Token Holder Members. Anyone can visit the Metaverse however only Token Holder Members can hang in the

**VegeVerse.....**

Chill, relax, interact, meet new friends, and be prepared to be surprised by random social events, gatherings, and cozy live-streamed Metaverse performances by world renowned A-List musical performing artists who are also members of our community. Unique one-of-a-kind visual and audio NFTs of performances exclusively offered.

The **SuperFoodz** Café is open 24 hours for VIP token holder members.

**We Never Close.....**

# TOKENOMICS

## SF Token

The **SuperFoodz SF** loyalty token was engineered to empower the battle against hunger. SF is a Polygon utility token which is a layer 2 scaling solution for the Ethereum blockchain.

**Ticker: SF**

**Blockchain: Polygon - layer 2 scaling solution on Ethereum blockchain**

**Circulating Supply @ Launch: 500,000,000**

**Max Supply: 3,141,592,653**

**SuperFoodz** (SF) utilizes Polygon as its operating blockchain for a variety of reasons. Polygon addresses transactional issues associated with blockchains, such as gas fees (transaction costs) and latency (delivery speed), without compromising security.

**SuperFoodz** (SF) is a diversified blockchain impact company that utilizes NFTs (non-fungible token / digital art), digital communal gatherings, musical and other entertainment content & products, staking (locking token for a period of time to earn interest), and exclusive visual and audio merchandise that can only be purchased with cryptocurrency, and then converts 40% or more of the proceeds to deliver immediate famine relief to feed people around the world.

SF was created for those loyal to the SuperFoodz Hunger Cause. SF is a blockchain ecosystem and not just a trading token, so it is important to operate on Polygon to bring real world ease of use, utility, and cost effectiveness.

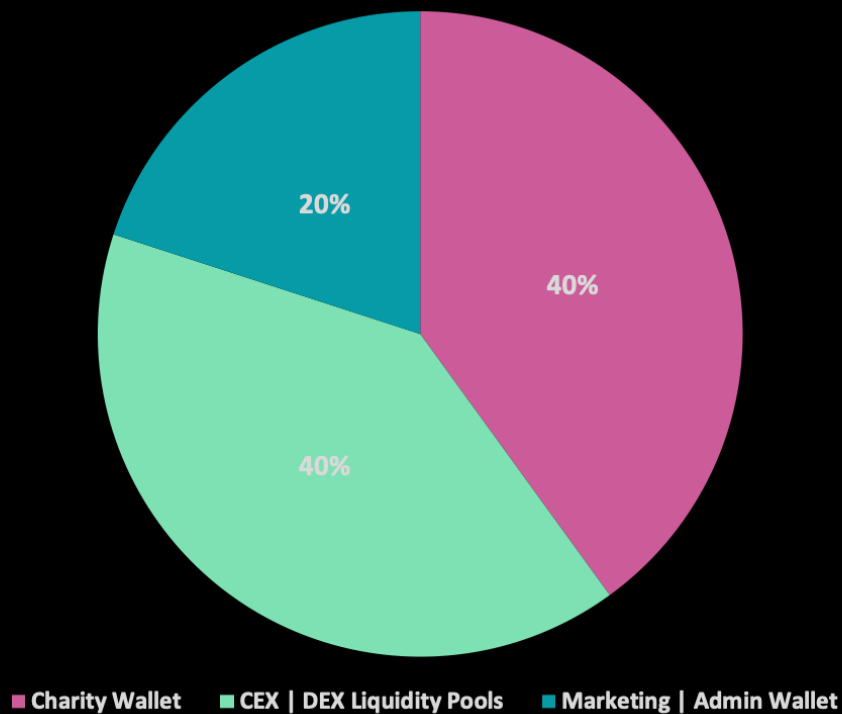
Processing on Polygon rather than Ethereum cumulatively saves millions of dollars of transaction fees and allows SuperFoodz and token holders to put their investment to more practical and effective use.

# TOKEN ALLOCATION

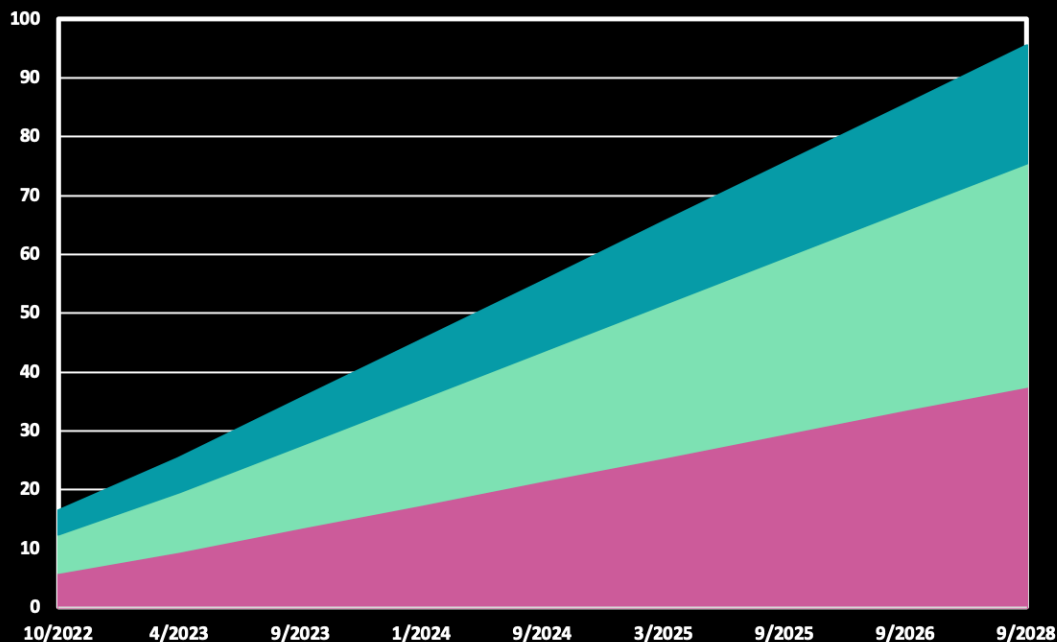
Charity Wallet = 40%

CEX | DEX Liquidity Pools = 40%

Marketing | Admin Wallet = 20%



# TOKEN RELEASE SCHEDULE



# DISCLAIMER

The information in this White Paper is subject to change or update and should not be construed as a commitment, promise or guarantee by SuperFoodz or any other individual or organization mentioned in this whitepaper relating to the future availability of services related to the use of the tokens or to their future performance or value.

## **Licenses and approvals are not assured in all jurisdictions**

SuperFoodz (SF) intends to operate in full compliance with applicable laws & regulations and use its best endeavors to obtain the necessary licenses and approvals. Regulatory licenses and/or approvals are likely to be required in a number of relevant jurisdictions in which relevant activities may take place. This means that the development and roll-out of all the initiatives described in this whitepaper are not guaranteed. It is not possible to guarantee, and no person makes any representations, warranties, or assurances that any such licenses or approvals will be obtained within a particular time frame or at all. As such, the initiatives described in this whitepaper may not be available in certain jurisdictions, or at all. This could require restructuring of these initiatives and/or its unavailability in all or certain respects. In addition, the development of any initiatives is intended to be implemented in stages. During certain stages of development, the project may rely on relationships with certain licensed third-party entities. If these entities are no longer properly licensed in the relevant jurisdiction, this will impact the ability of SuperFoodz to rely on the services of that party.

## **No advice**

This whitepaper does not constitute any investment advice, financial advice, trading advice or recommendation related to the SuperFoodz (SF) token, its affiliates, or its respective officers, directors, managers, employees, agents, advisors, or consultants on the merits of purchasing SF tokens, nor should it be relied upon in connection with any other contract or purchasing decision. It is strictly informational. Do not trade or invest in any tokens, companies or entities based solely upon this information. Any investment involves substantial risks, including, but not limited to, pricing volatility, inadequate liquidity, and the potential complete loss of principal. Investors should conduct independent due diligence, with assistance from professional financial, legal and tax experts, on topics discussed in this document and develop a stand-alone judgment of the relevant markets prior to making any investment decision.

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The SF tokens, as envisaged in this whitepaper, are under development and are being constantly updated, including, but not limited to, key governance and technical features. If and when the SF tokens are completed, they may differ significantly from the description set out in this whitepaper. No representation or warranty is given as to the achievement or reasonableness of any plans, future projections, or prospects and nothing in this document is or should be relied upon as a promise or representation as to the future. To the fullest extent possible, all liability for any loss or damage of whatsoever kind (whether foreseeable or not and whether or not SF has been advised of the possibility of such loss or damage) which may arise from any person acting on any information and opinions contained in this whitepaper or any information which is made available in connection with any further inquiries, notwithstanding any negligence, default, or lack of care, is disclaimed.



## **Third Party Data**

This whitepaper contains data and references obtained from third party sources. While the management believes that this data is accurate and reliable, they have not been subject to independent audit, verification, or analysis by any professional legal, accounting, engineering, or financial advisors. There is no assurance as to the accuracy, reliability, or completeness of the data.

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## **Risk Statements**

Purchasing SF tokens involves substantial risk and may lead to a loss of a substantial or entire amount of the money involved. Prior to purchasing SF tokens, you should carefully assess and consider the risks, including those listed in any other documentation.

A purchaser should not purchase SF tokens for speculative or investment purposes. Purchasers should only purchase SF tokens if they fully understand the nature of the SF token and accept the risks inherent to the SF token. Cryptographic tokens may be subject to expropriation and/or theft; hackers or other malicious groups or organizations may attempt to interfere with our system/network in various ways, including malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing, and spoofing which may result in the loss of your cryptographic tokens or the loss of your ability to access or control your cryptographic tokens. In such event, there may be no remedy, and holders of cryptographic tokens are not guaranteed any remedy, refund, or compensation.



The regulatory status of cryptographic tokens and digital assets is currently unsettled, varies among jurisdictions, and subject to significant uncertainty. It is possible that in the future, certain laws, regulations, policies, or rules relating to cryptographic tokens, digital assets, blockchain technology, or blockchain applications may be implemented which may directly or indirectly affect or restrict cryptographic token holders' right to acquire, own, hold, sell, convert, trade, or use cryptographic tokens. The uncertainty in tax legislation relating to cryptographic tokens and digital assets may expose cryptographic token holders to tax consequences associated with the use or trading of cryptographic tokens. Digital assets and related products and services carry significant risks. Potential purchasers should consider all of the above and assess the nature of, and their own appetite for, relevant risks independently and consult their advisers before making decisions.

## **Professional Advice**

You should consult a lawyer, accountant, tax professional and/or any other professional advisors as necessary prior to determining whether to purchase SF tokens.

## **Caution Regarding Forward Looking Statements**

This whitepaper contains certain forward-looking statements regarding the business we operate that are based on the belief of SF as well as certain assumptions made by and information available to SF. No representations or warranties are made as to the accuracy of such forward-looking statements.

Forward-looking statements, by their nature, are subject to significant risks and uncertainties. Forward-looking statements may involve estimates and assumptions and are subject to risks, uncertainties and other factors beyond our control and prediction. Accordingly, these factors could cause actual results or outcomes that differ materially from those expressed in the forward-looking statements. Any forward-looking statement speaks only as of the date of which such statement is made, we undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events.