

grocercoin

WHITEPAPER



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Introduction

Food is a basic necessity that drives the world. People are most concerned about having adequate food supply and clean water which makes agriculture one of the most significant industries in the world. It is often used to balance a country's trade and secure its population.

The United States, Canada, and Western Europe are considered the largest producers of staples like rice, corn, wheat, beans, and animal proteins. They bank on well-developed infrastructures that help irrigation and genetically modified seeds that reduces the need for expensive fertilizers. But outside of these regions is a different picture.

In South Asia, many farmers and fishermen face a different struggle that even getting their crops to the market is a puzzle they have to solve. The lack of irrigation infrastructures adds up to the lack of seed capital to keep their production cycles continuous. Many of these farmers are able to produce staples but unable to provide food on their tables.

Food security is an eminent problem for people on earth and agriculture is a globally vital industry that needs support. This is where GrocerCoin exists to help.



What is GrocerCoin?

GrocerCoin is a coin designed to shape the future of agriculture around the world.

It is an investment token that operates and circulates within the marketplace platform, eGrocer. While we ensure that farmers and restaurateurs have a digital platform where their needs are met, GrocerCoin helps initiate production and circulation of crops from farmgate to kitchen through infrastructure and marketing strategies.

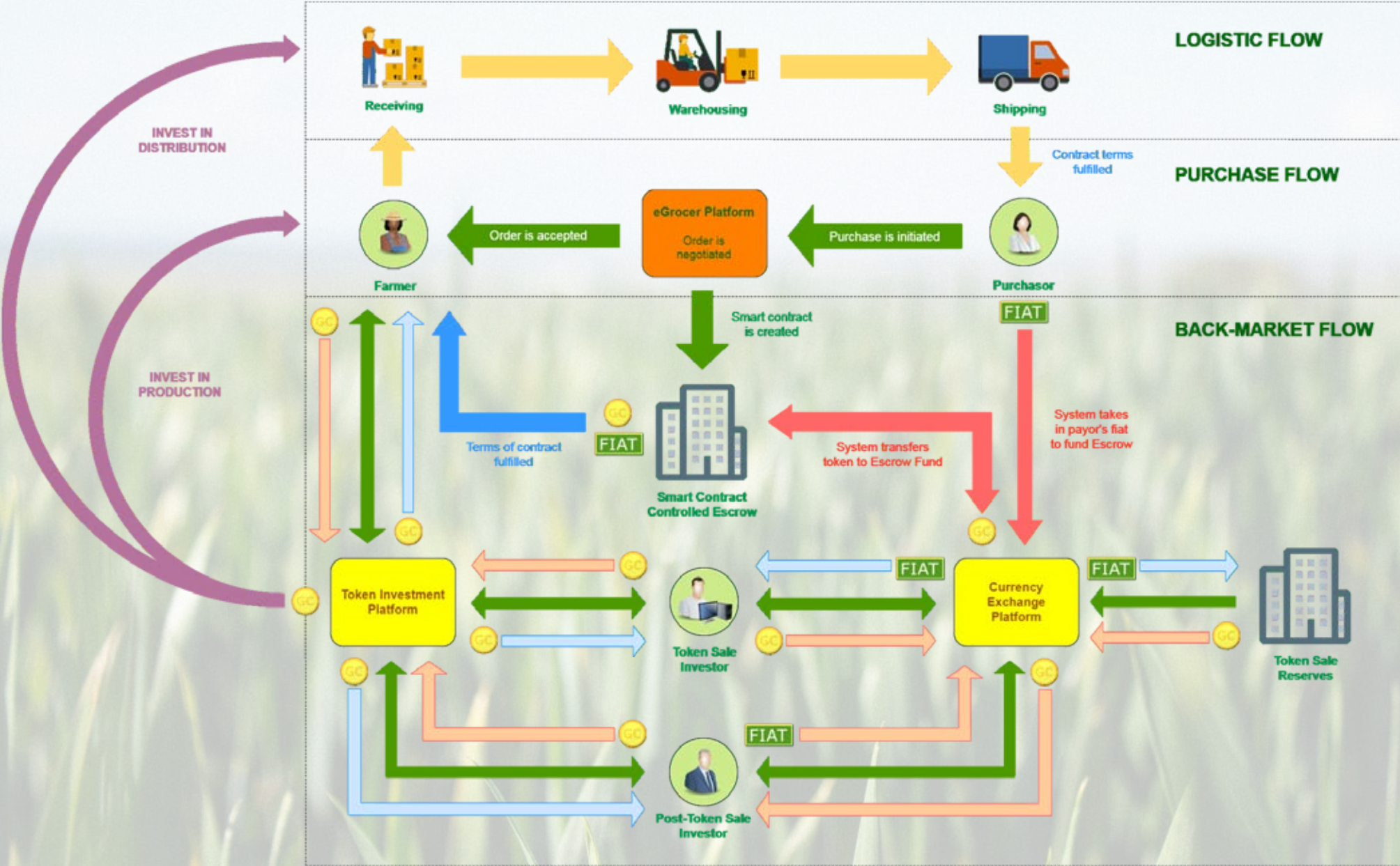
Transactions within the platform will circulate the coins and help farmers, restaurateurs, and of course the contributors to earn their margins.

Why GrocerCoin?

- Invest in a global industry worth trillions of dollars
- Earn as a contributor while achieving global food security
- Venture in a platform backed by blockchain technology



How GrocerCoin Works



How GrocerCoin Works

GrocerCoin works by allowing contributors to contribute to the establishment and operations of the marketplace platform, eGrocer. While there are many factors behind the marketplace operating, we want contributors to focus on two ways on how they can earn their margins and benefit from this platform:

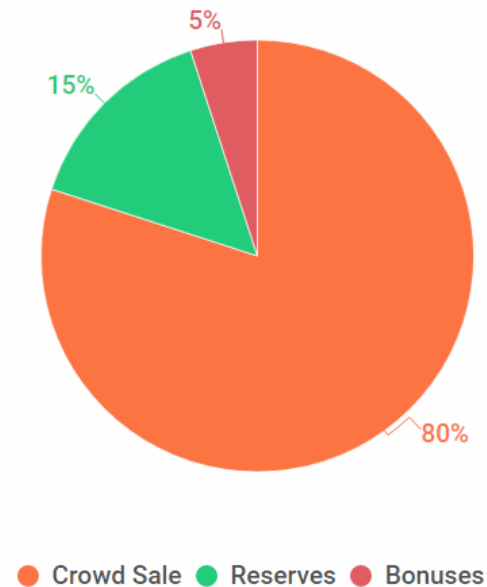
If you wish to get your investments back on a short term basis, you can always sell your tokens through the currency exchange platform we are using as soon as GrocerCoin allows selling and buying of tokens. Although we encourage contributors to opt for long term investments, the back-market option will be available.

For long term investment plans, your tokens can always be invested through our token investment platform which will distribute it to either the logistics or production cycles or both. Once eGrocer is able to increase its production and complete the production, logistics, and distribution channels of our platform, you will easily get your investment back and earn at least 10% margins after a transaction has been made between the farmer and the purchaser.

GrocerCoin studies and ensures that every aspect of your investments whether short term and long term, proposes a win-win end results for our contributors, farmers, and purchasers.



Token Distribution



Highlights for Contributors

- ✓ Cash back for token holders after the first year
- ✓ Invest in an industry backed with long momentums
- ✓ Invest in a real business with a platform running on the latest technology
- ✓ Choose between short term or long term investment methods
- ✓ Entrust your investments to a platform backed by a team that has been in the agriculture and IT industry for years

The Paradox

Those who feed us have nothing to eat—a paradox that everyone outside of the agricultural sector may consider absurd knowing that farmers and fishermen are largely the source of food all over the world.

In the Philippines, one of Asia's large producers of crops and produce, the poverty incidence among farmers and fishermen is highest at almost 50% compared to the country's national average of 25%. Many of the Filipino farmers are landholders with an average of 2.5 hectares of land available for tilling. They are living in an average income of US\$ 395 per year. They are the poorest of the poor and yet they are able to produce food and feed their countrymen.

The Philippines is primarily an agricultural country despite its progressing industrialized economy in the 2000s. It was the 8th largest producer of rice in the world back in 2009. Eight years later, it ranks 88th in the world. Its four sub-sectors: farming, fisheries, livestock, and forestry employs 39.8 percent of the country's labor force.

But it begs the question, why do most farmers and fishermen all over the world have nothing to eat?

Two Filipino farmers gave us a glimpse of their lives. *Mang* (Mister) Ben who has been a farmer all his life, tries to get by with US\$ 200-



300 for four to five months. Being a kasaka (a farmer who rents lands) who shares the profit from the land he tills, he feels he's indebted to them. But he finds it unwilling to own a land because of the regulatory taxes he has to pay. It's an added burden they do not want to carry.

Kap, a *barangay* (village) captain who is also a farmer, leads a community of 90 farmers trying to support their families with an income of US\$ 50 a month—provided they didn't get affected by any typhoon. They borrow capital from their buyers who expect to buy their raw produce for a cheaper price in return, a big lump deducted to their small income. It's the lesser evil compared to a 20% interest they have to pay with lenders and financing firms.

Aside from land issues, cropping intensity or the number of times a farm is harvested in a year is also a pressing concern. With the lack of seed capital to keep their production cycles continuous, the average cropping intensity in countries like the Philippines is low.

These are the cases that keep Asian farmers from progressing. We need to support our farmers and fishermen or we'll lose food

Those who feed us have nothing to eat.





Agriculture in the Philippines



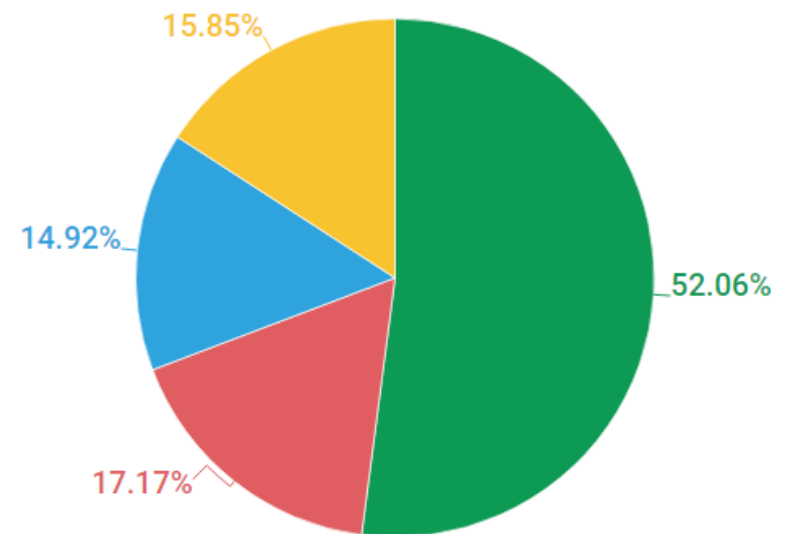
Annual industry size



Available market
(Conservative assumption
of 10%)



Serviceable market
(Conservative assumption
of 10%)



● Crops ● Livestock ● Fisheries ● Poultry



The Problem

In Asia, farming and harvesting produce isn't the only problem farmers need to face. To be able to earn more, farmers and fishermen need to deliver their goods from the farm or port to the marketplace, where the crops will be bought within the right price.

But logistics is a luxury that farmers and fishermen from Asia do not have. The lack of resources hinders them to do so. Even if they produce a substantial amount of staples to sell, they will still have to figure out how to get these items from one point to another.

With the lack of facilities and logistics to deliver, these farmers resort to seek help from middlemen who bring these raw produces to the biggest markets in the Philippines. But that means asking the farmers to sell these raw produces in half so they can make a profit out of it.

Even if farmers produce a substantial amount of staples to sell, they will still have to figure out how to get these items from one point to another.



The Solution

With the progress of technology these days, modernizing the agriculture industry is the next big step. Technology can easily make it possible to bring anything to anywhere. This is where we would like to introduce **eGrocer**.

A business-to-business platform, **eGrocer** strives to be the first web-based marketplace in Asia envisioned to provide proprietary technology and marketing solutions to create a dynamic and efficient ecosystem that connects and interlinks farmers, produce growers, and providers directly with restaurateurs and institutional buyers.

It also tries to become a social enterprise by applying commercial strategies to improve the lives of those who work for the agriculture industry.

eGrocer fills the gap between the farmers and the market. It serves as a venue for farmers to address the pressing concern on logistics as the platform also includes implementation of a systematic, blockchain-based system.

On the other hand, it gives restaurateurs the easy access to freshly harvested products within the convenience of their desktops and phones.

The eGrocer Platform



A business-to-business platform that allows restaurants to purchase farm fresh goods directly from farmers



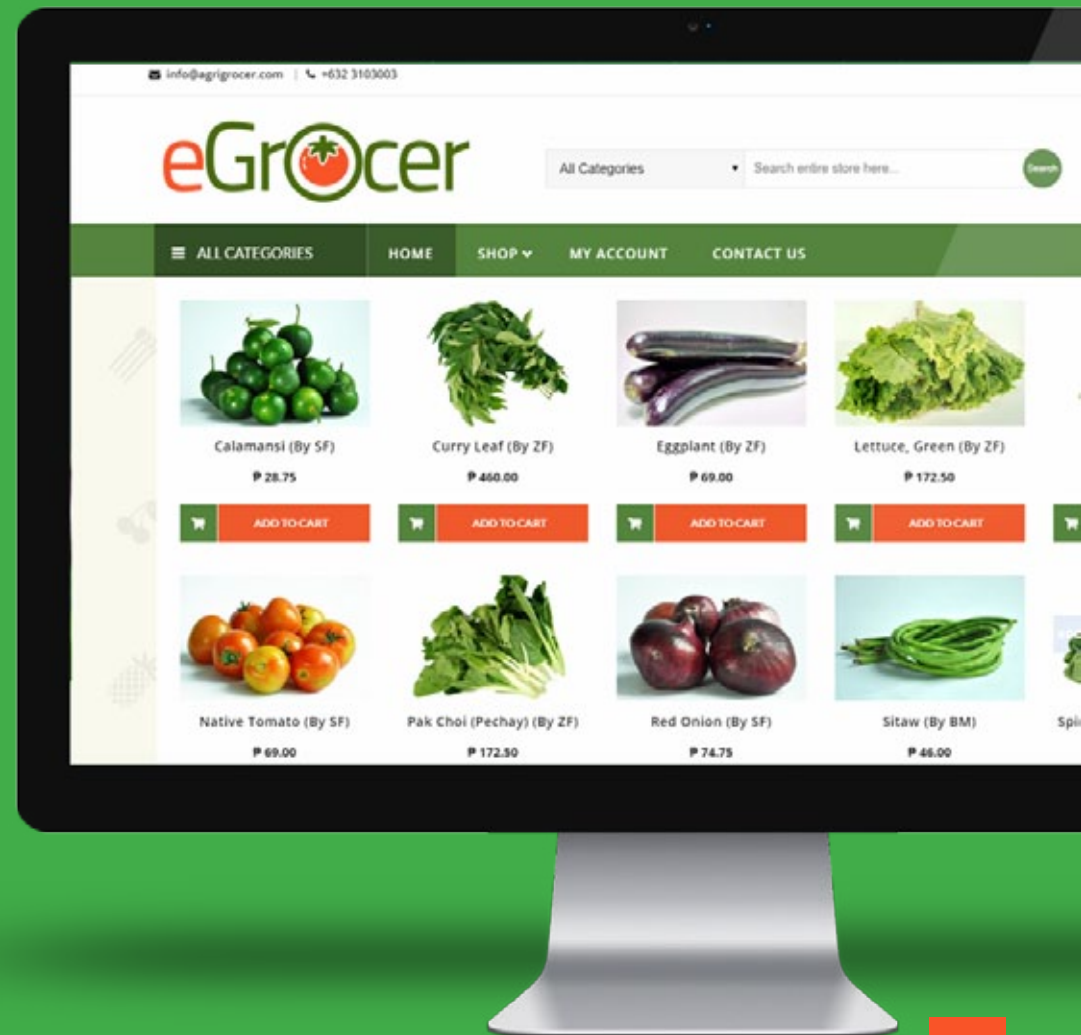
Covers all the necessary logistics to get the produce from the farm to the kitchen on time



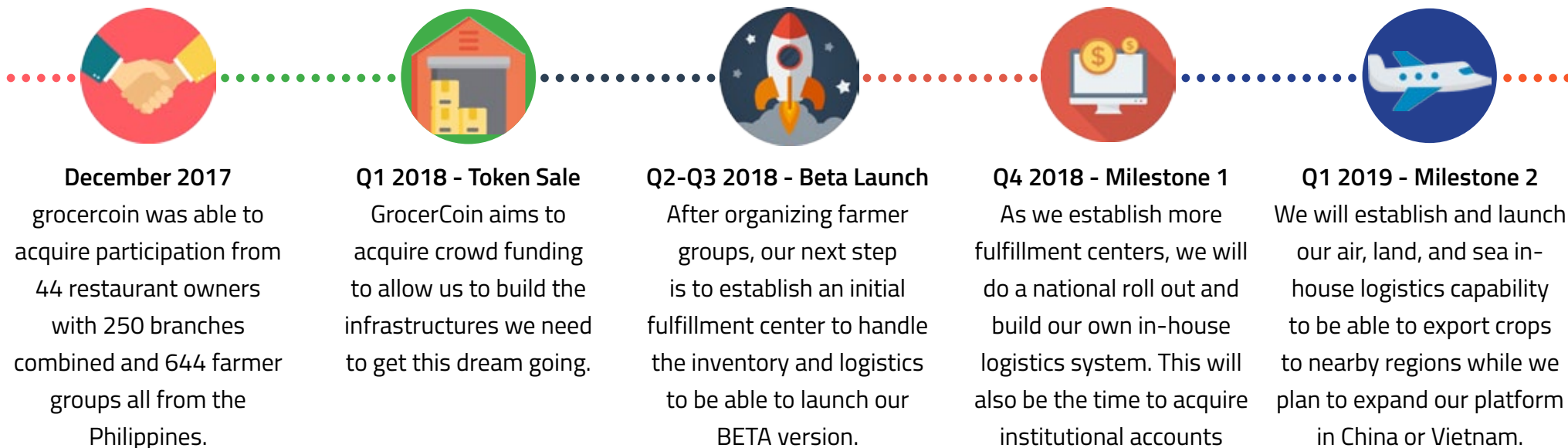
A mobile app companion will be launched in the future to enable ordering and managing inventory quick and easy for both farmers and restaurateurs



Implements globally accepted payment gateways for easy payments

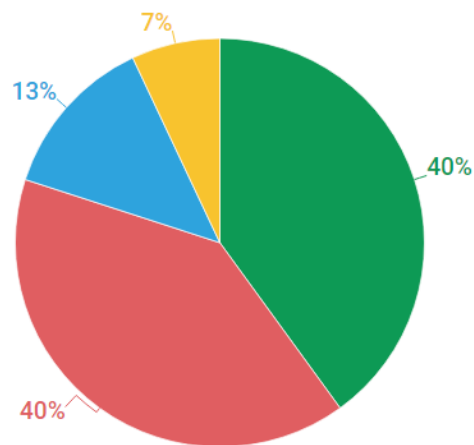


Roadmap





Crowd Funding



- **Staffing and Incentives** - We will hire the manpower required to operate outside of the platform and we also opt to provide incentives to ensure they stay.
- **Infrastructure and Logistics** - The funds will be used to establish fulfillment centers and acquire vehicles for logistics and delivery.
- **Marketing and Development**- We want to make sure we're doing things right.
- **Operational Expenses** - Maintaining platforms is never cheap.



About Us

88Sites.com Inc. (88Sites), is the Philippines' leading provider of web solutions that aim to connect businesses and consumers online. The result of several years of experience has equipped us with the ability to provide solutions for our clients' business needs.

Our approach is to widen the possibilities of our clients' businesses by providing a range of web services such as web design and development, e-Commerce, e-Learning, and media solutions.

88Sites aims to help small and medium enterprises (SMEs), professionals, government and institutions by providing them with an effective way to promote their products and services. It also serves as a platform to showcase our other services and promote their advocacies.

88Sites offers modern and innovative web design service that goes along with reliable hosting solutions structured to maximize the benefits of creating relevant and effective online presence for our clientele.

The Company is committed to deliver top quality services and leading edge technology to its services. A bigger and better 88Sites commits to continually improve our services, offer more opportunities to our clientele, and maximize the way we do business through the most innovative ways.

The Team



Jayjay Viray
Chief Executive
Officer



Jane Soco
Managing Partner



Cris Tan
Product Manager



Ivan Rodriguez
Sales Manager



Elsa Bautista
Sales & Collections
Manager



Gladys Barayuga
Human Resources
Manager



The Team



Patrisha Feliciano

Marketing Supervisor



Maris Tezano

Marketing Assistant



Jenica Padama

Social Media Strategist



Vincent Sebastian

Account Executive



Christian Santos

Blockchain Developer



Paul Martinez

Blockchain Developer



Neslie Doguiles

UI/UX Designer





The Advisors



Christian Blanquera
Openovate Labs



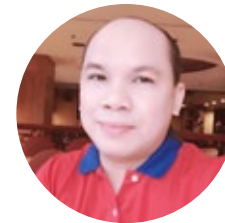
Edgar John Ilaga
Openovate Labs



**Mary Rose
Magsaysay**
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Climate Change
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Magellan Fatalino
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