



Bring traceability to your consumers



# Why the food industry ?

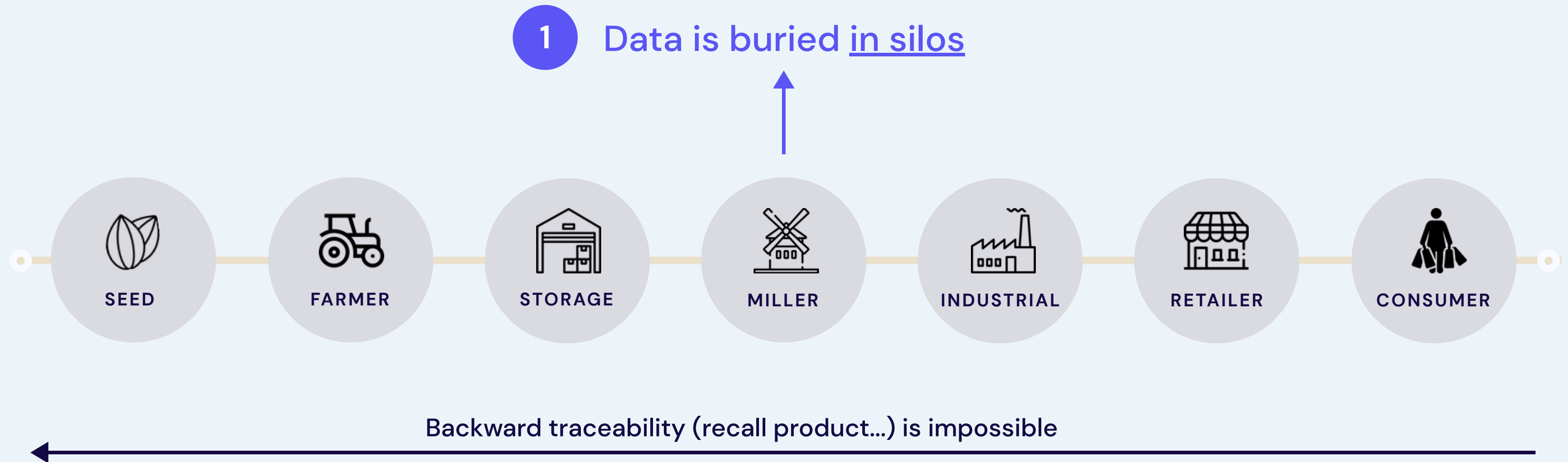


«The food industry has to prove the quality of the products»  
9th April 2022, Michel-Édouard Leclerc



*Recall Kinder product, 9th April 2022*

# Traceability in the wheat industry is **painful**



2 Supply of degraded food

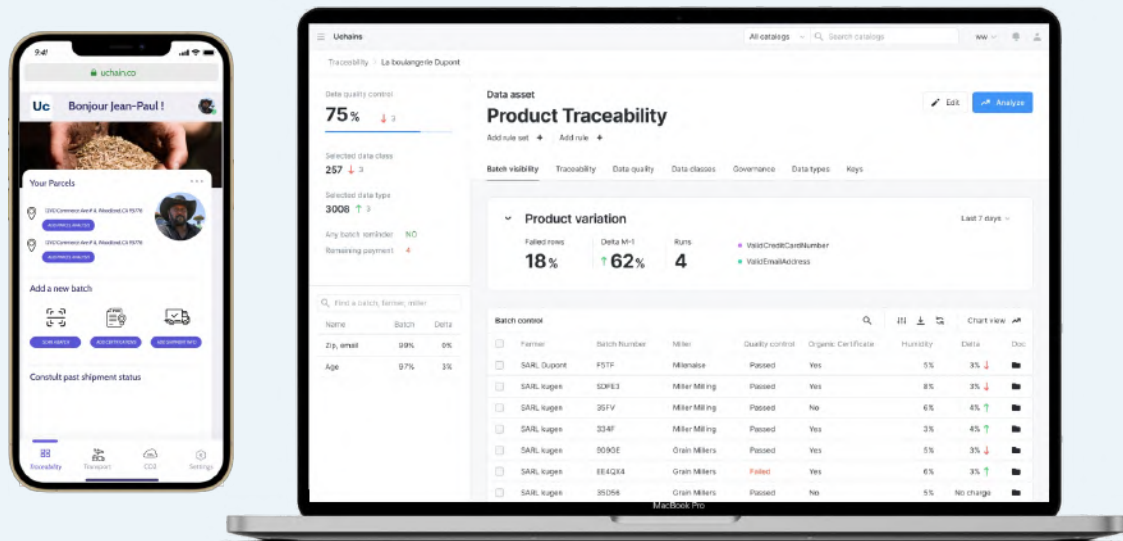
3 Food Waste

4 Delivery Delays

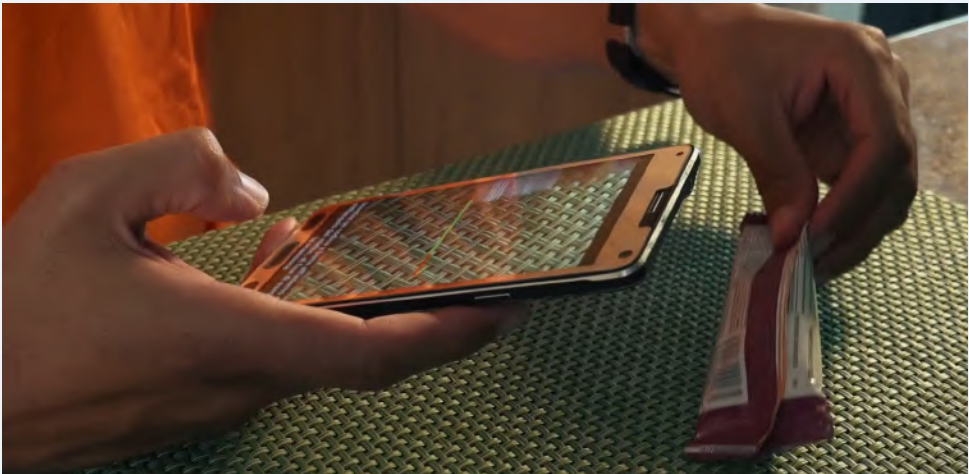
5 Food contaminations

OUR SOLUTION

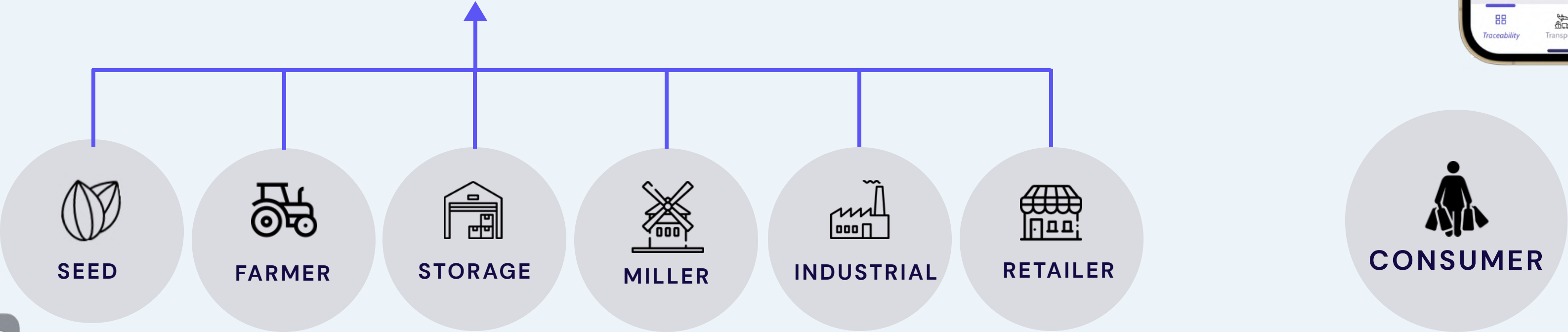
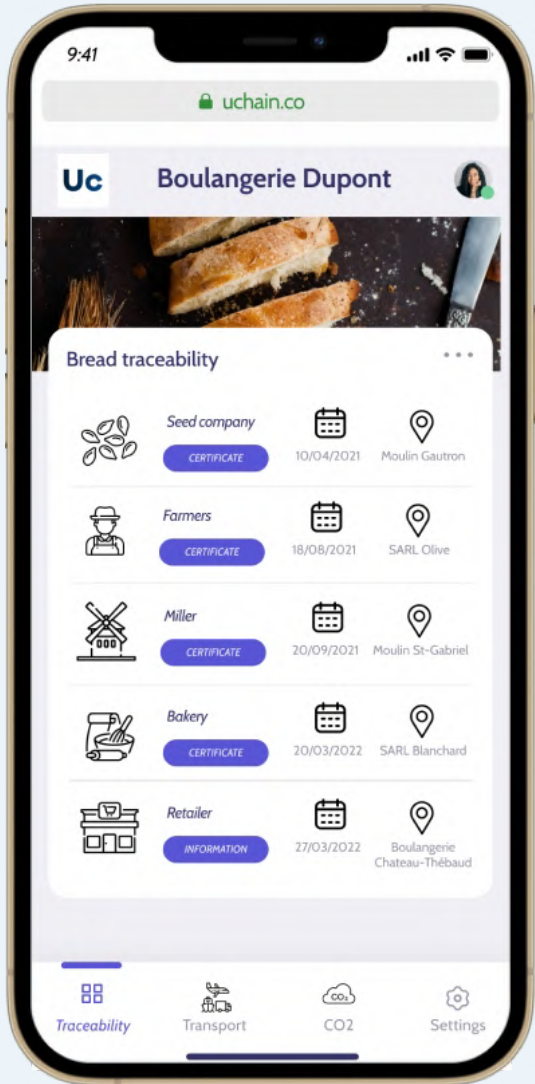
# An end-to-end platform to **trace** products



Track & trace the products at a batch level



Scan and explore informations



# Why suppliers need to better **exchange** data?



## SELLING ARGUMENT

See the **origin** of the product  
**Know the farmer**  
Better **quality** product



Sell more



## OPTIMIZATION

**Safe** and **quality** food  
**Less wastage**  
**Reduce recall costs**  
**Timely** deliveries



Reduce costs



## ERRORS PREVENTION

Lower the **risk of mistakes**  
Detection of **fraudulent** activities



Reduce errors



## COMMUNICATION

**Improve the communication**  
between the different actors  
through our interface



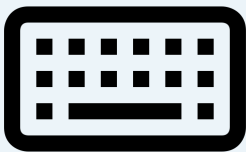
Save time



THE PRODUCT

# What does our product?

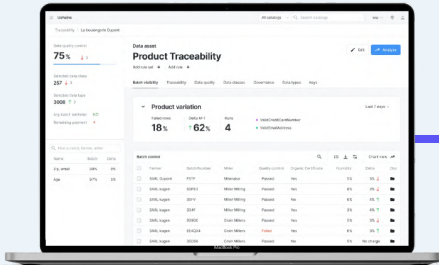
1. DATA COLLECTION



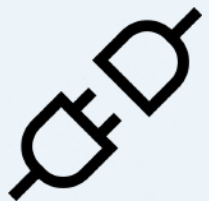
Manual entries,  
files import



Automatized  
interconnections



Dashboard



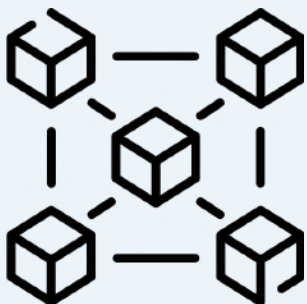
Write API

2. DATA STORAGE

Uchains data  
warehouse



Data freeze in  
blockchain



3. DATA APPLICATIONS



End-consumer  
tracability



KPI for industrials

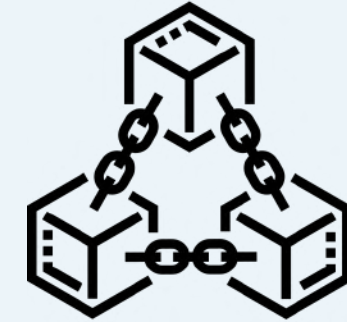


Real-time  
monitoring



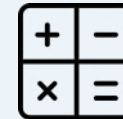
Custom apps

# Why a Blockchain ?



## TRACK COMPLEX ORGANISATION

- Only blockchain can map complex organizations with many actors
- Allow to have a full visibility of all the bath number



## OVERCOME NEW CALCULATION

- Tracking of the CO2
- Tracking of the certification of labels



## HAVE DIFFERENT LEVEL OF DATA

- Low level data
- Concatenate data
- Calculated data



## BENEFIT FROM BLOCKCHAIN

- Security of the data
- Decentralized information
- A distributed ledger
- High performances

## OUR GO-TO-MARKET

# A platform to **share** certificates between 2 actors

JULY 2022

Develop a proof-of-concept (POC)

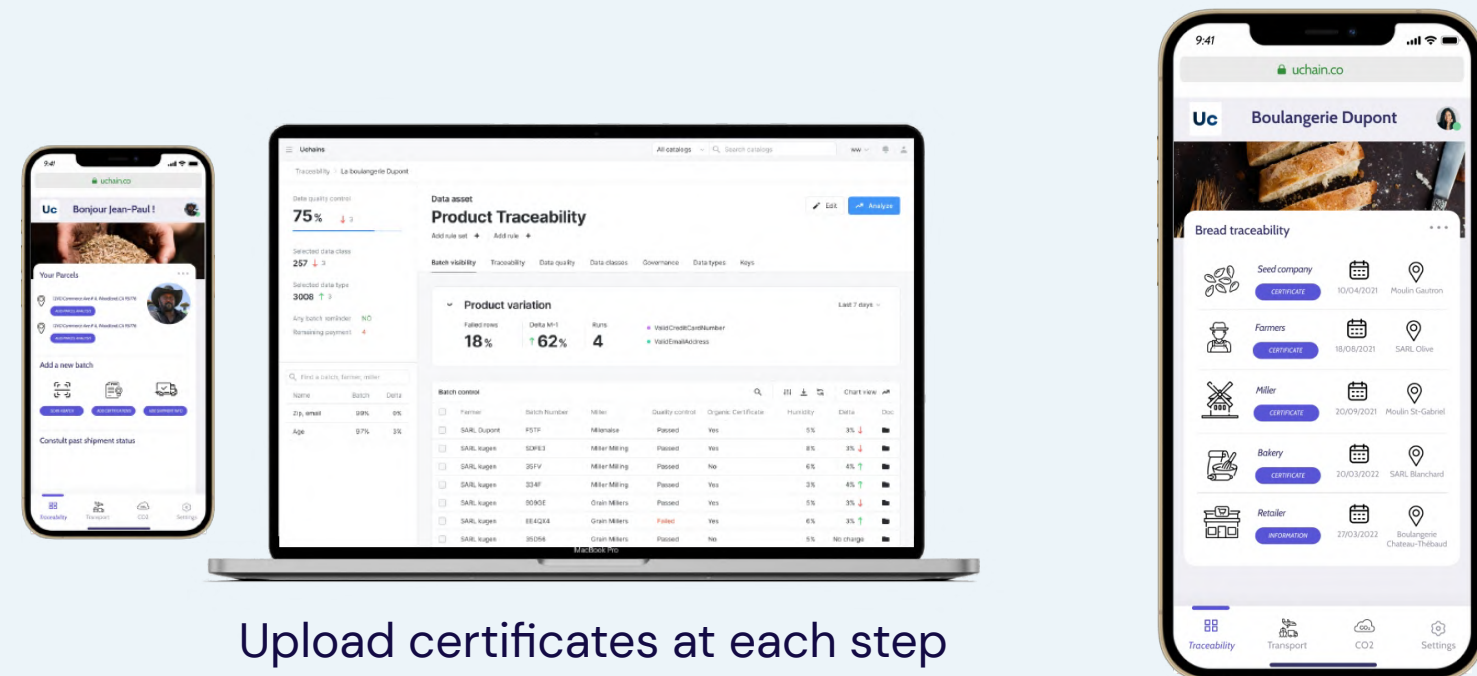
Publish a white paper on digital twins using **Avalanche** Blockchain

Q3 2022

Run the pilot

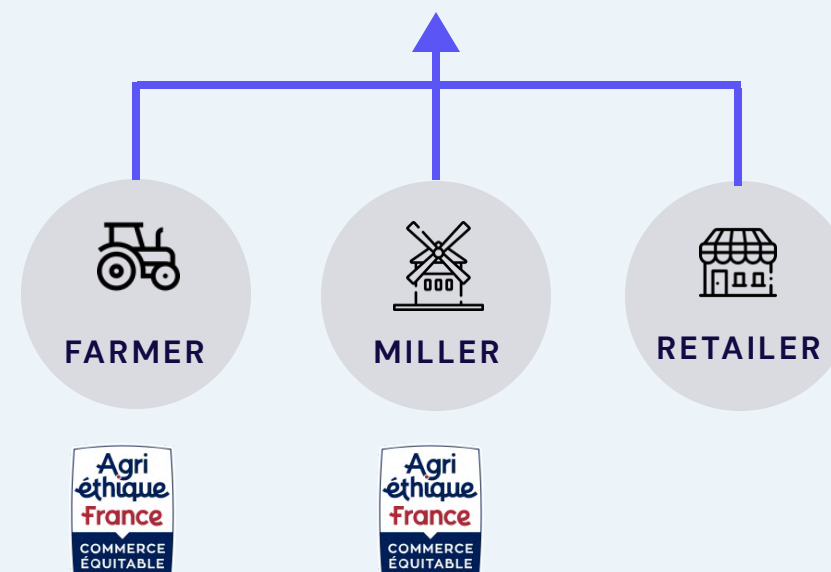
Q1 2023

Sell the working product



Upload certificates at each step

Scan and explore informations



WE ARE WORKING WITH :



*A fair trade label*



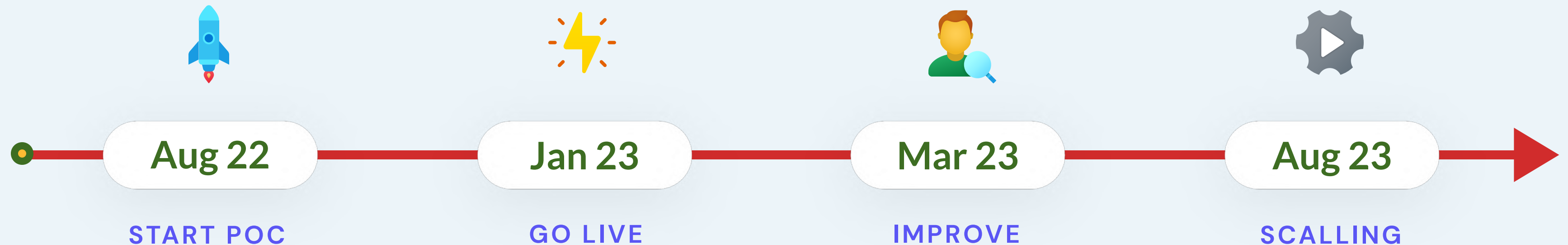
*A French miller*

NEXT STEPS :

- **Design the solution** regarding their needs
- **Build a POC** with these actors :
  - Fair-trade label
  - A miller



# The Go-To-Market



- **Develop the POC** on external traceability of organic certificates attached to a batch number with the **first customer**
- Publish a **white paper** on digital twins with Avalanche Blockchain

- **Sell the solution** to this first customer
- Run it live on our first customer

- Deliver the final version with the **full internal traceability** and the optimization tool

- Optimization tool to analysis waste
- **Scale** and find new customers
  - Contact labels to get in touch with millers and farmers
  - Contact directly actors of wheat transformation
  - Identify distributors' suppliers of wheat-based products

## MARKET OPPORTUNITIES

# A gradual scaling up



L'ORÉAL  
STELLANTIS  
LVMH

Wheat industry

Agri-food industry

Supply-chains of  
all industries



## MARKET SIZING

# Market opportunity

### Total Addressable Market (TAM)

Our solution could be applicable to other industries with the same need, and we selected 3 worldwide :

- Luxury products = \$350 Billion
- Global food market = \$9 Trillion
- Wine industry = \$365 Billion

### Service Addressable Market (SAM)

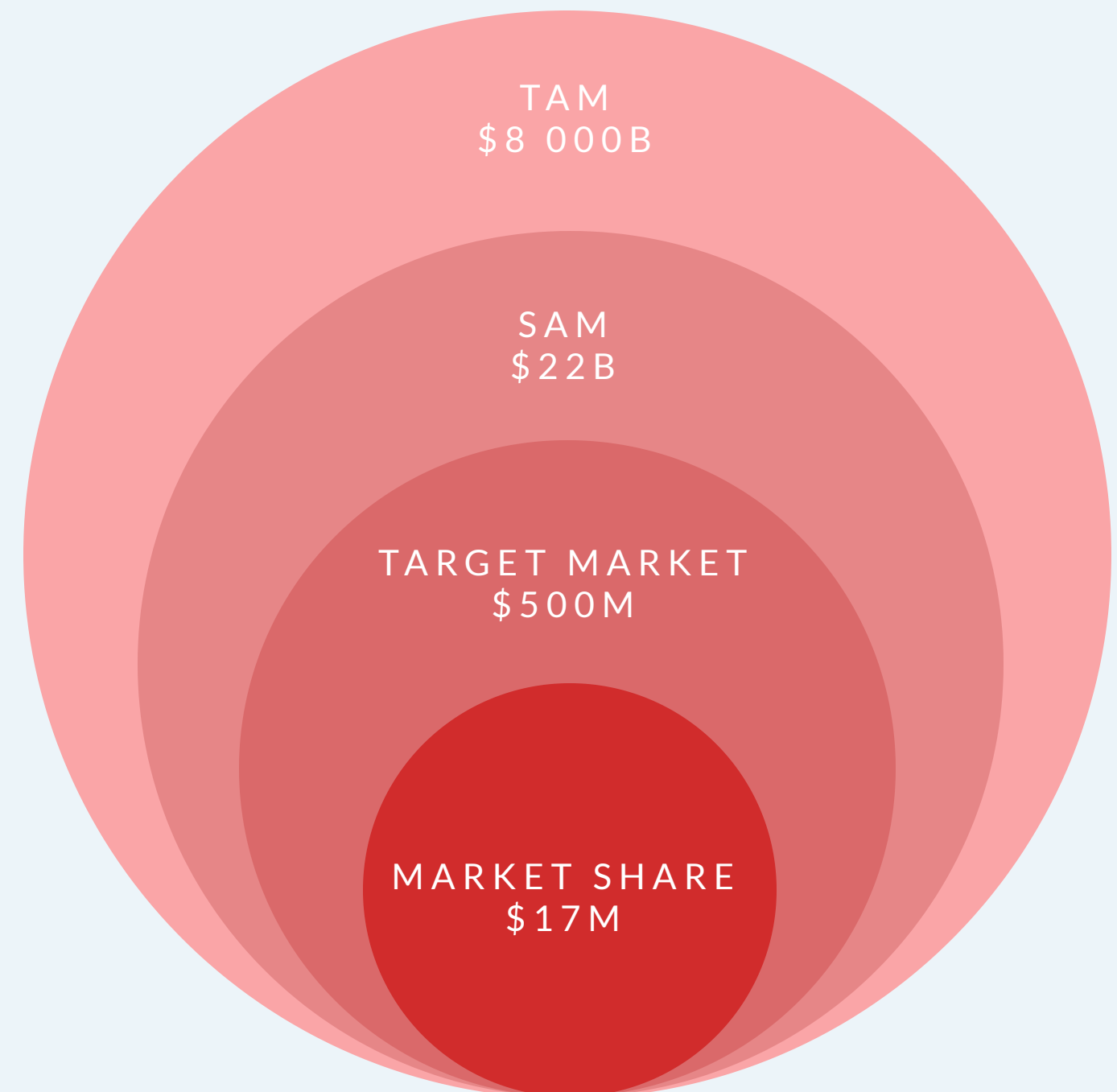
The SAM is the word agriculture market, which is at \$22B

### Targeted Market (SAM)































The targeted market is the **Europe cereal market** based on 2% of the net margin so \$500M.

### Expected share of Addressable Market (SOM)

We expect our solution to address 2% of the net margin in the **French wheat industry** (€562M) so €17M.



# Cross analysis

	<div>CONNECTING FOOD</div>	<div>farmer connect</div>	<div>PROVENANCE</div>	<div> Uchains</div>
PERMISSION BLOCKCHAIN				
PUBLIC BLOCKCHAIN				
REDUCE RECALL COST				
TIME DELIVERIES				
REDUCE WASTAGE				
DETECTION OF FRAUD				
PRICE OF THE SOLUTION	 	 	 	



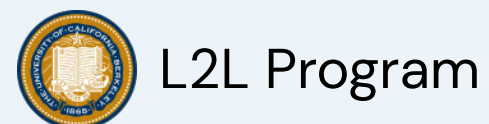
## TEAM

# An expertise in supply chain



**Clément Gourrierc**

BUSSINESS & CONTENT  
SUPPLY CHAIN / BLOCKCHAIN



## 1 YEAR AT L'OREAL

6 months – **Digitalization of all the KPIs** at the luxury warehouse, understanding of the issues faced at downstream of the supply chain

6 months – **EMEA Zone** working on the strategy and the design of the **warehouse automation in Europe** and launch of a POC in a country.

## A SPECIAL USE-CASE OF TRACEABILITY

The need of **tracking products** has been confirmed by my managers (warehouse director but also at the supply chain direction). Bringing **traceability** to them will help to make better decisions and save money on containers, and pallets lost. **They are interested in our solution.**

## TEAM

# An expertise in data management



**Grégoire Thibaud**

PRODUCT & TECH

DATA / SAAS / BLOCKCHAIN



utc

WAVESTONE



L2L Program

## 3 YEARS PROFESSIONAL EXPERIENCE AT WAVESTONE

Creation of the architecture, development and release of **data management** platforms for information systems.

Implementation of tools and processes to achieve **operational excellence** in the project's technical teams.

## 4 YEARS ENTREPRENEURS EXPERIENCE AT CREASTEL

Co-founded a software development agency with 2 partners. Design and development of **SaaS** solutions for internal projects and clients missions by taking advantage of the **cloud** (Azure, AWS) and new **web** technologies (React, PWA).



## ADVISORS

# With advisors to help us



**Billy Harvey**

Blockchain & Avalanche expert, run a node, experienced entrepreneur



**Pierre-Arthur Chartard**

Strategy & Operations Consultant, Business Coach, Investor



**Mark Coopersmith**

Educator, Author, Speaker, Investor, Advisor (& former Silicon Valley CEO)



**Philippe Lehrmann**

PhD in agronomy Traceability and blockchain solution for the agriculture



**Najah Naffah**

CEO Blockchain secure SAS



**Christophe Danjou**

Supply chain researcher at Polytechnique Montréal



**Nadim Chamoun**

Business developer at AVA LABS - Avalanche blockchain



**Loïc Parrenin**

Research at La Milanaise - Miller

# The next steps



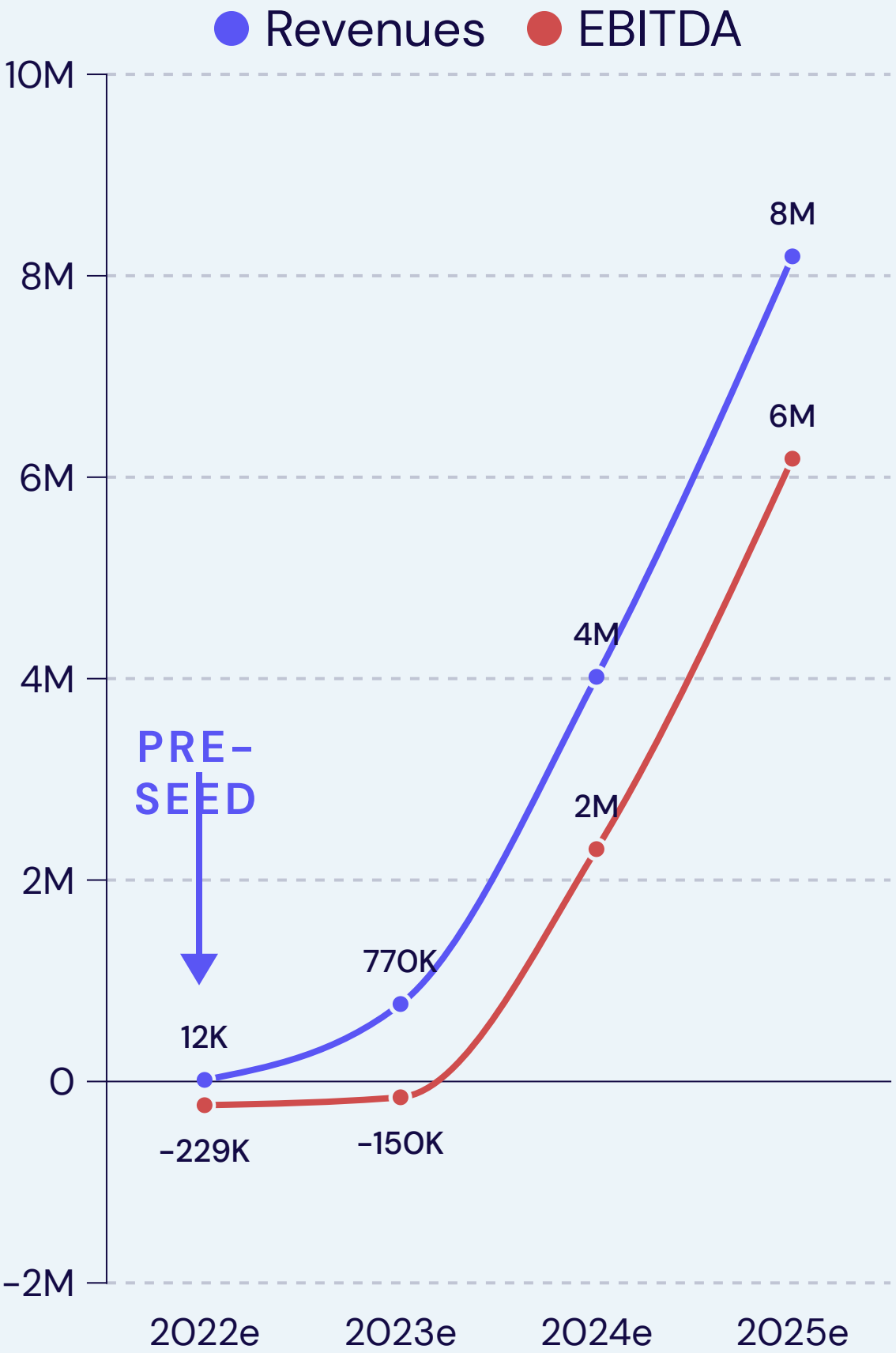


FINANCIALS

# Revenue Projection

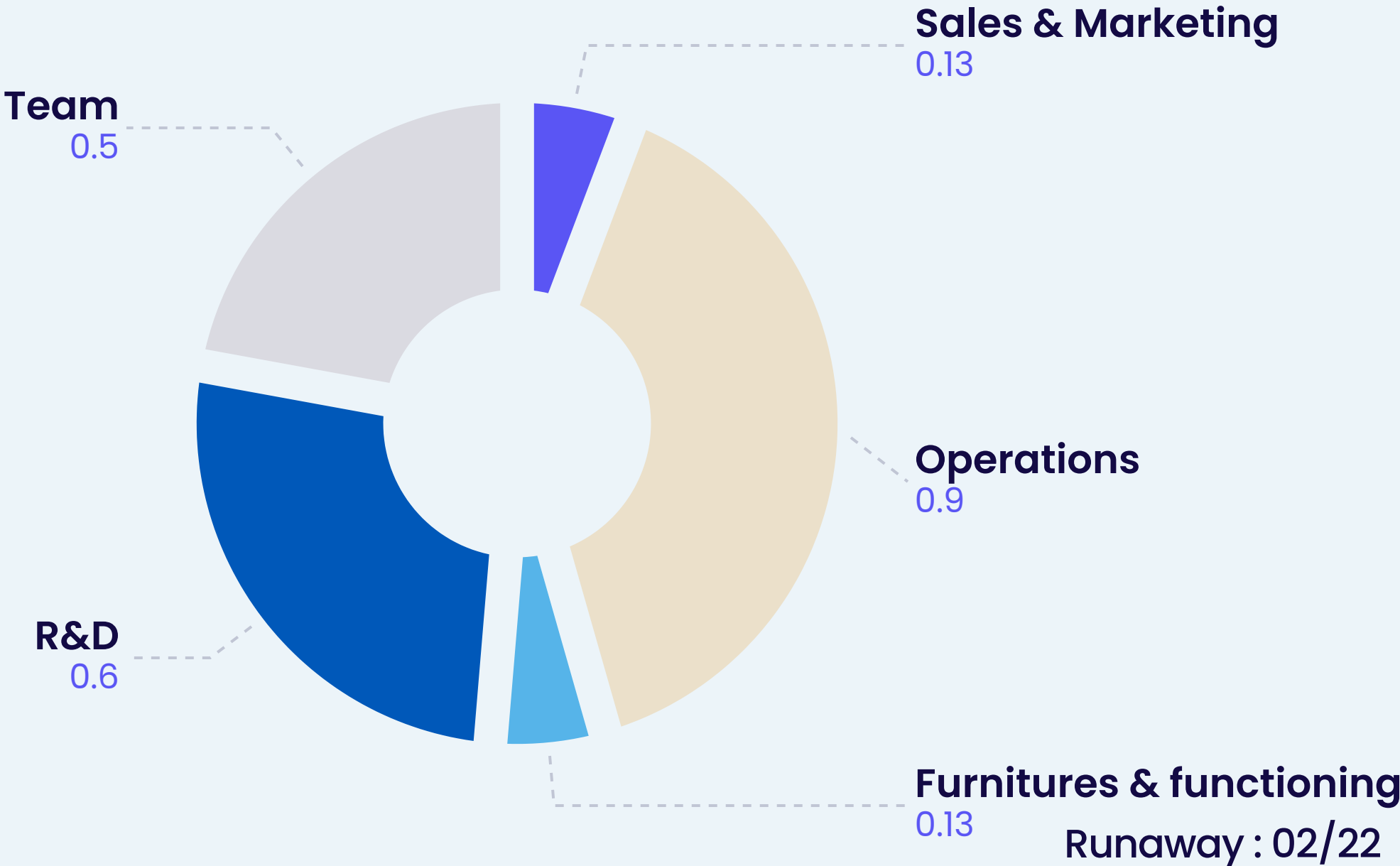
Year	2022	2023	2024	2025
Average number of clients	1	31	91	151
Average number of wheat by-product in our portfolio	2	60	180	300

P&L	2022e	2023e	2024e	2025e
Revenue	€11,800.00	€770,050.00	€4,020,000.00	€8,193,600.00
Growth	-	6425.85%	422.04%	103.82%
Founders	€(44,391.00)	€(88,782.00)	€(88,782.00)	€(88,782.00)
Sales & Ops	€0.00	€(163,017.00)	€(260,715.25)	€(358,633.00)
Sales Wages	€0.00	€(67,399.00)	€(157,064.08)	€(122,318.00)
Operations Wages	€0.00	€(95,618.00)	€(103,651.17)	€(87,038.00)
Marketing	€0.00	€(135,199.00)	€(294,335.58)	€(399,758.00)
Wages	€0.00	€(75,199.00)	€(94,335.58)	€(159,758.00)
Campaign	€0.00	€(60,000.00)	€(200,000.00)	€(240,000.00)
R&D	€(176,460.42)	€(510,094.42)	€(1,050,737.42)	€(1,144,979.00)
Senior Developer	€(100,398.00)	€(259,361.50)	€(460,157.50)	€(501,990.00)
Data scientist	€0.00	€(66,932.00)	€(284,461.00)	€(305,795.00)
Junior Developer	€(56,062.42)	€(147,800.92)	€(270,118.92)	€(301,194.00)
Data analyst	€0.00	€0.00	€0.00	€0.00
Stagiaires	€(20,000.00)	€(36,000.00)	€(36,000.00)	€(36,000.00)
Other (support etc.)	€(20,233.33)	€(23,266.67)	€(21,666.67)	€(19,833.33)
Incubator/Office	€(18,200.00)	€(18,100.00)	€(18,000.00)	€(17,900.00)
Material	€(2,033.33)	€(5,166.67)	€(3,666.67)	€(1,933.33)
TOTAL OPEX	€(241,084.75)	€(920,359.08)	€(1,716,236.92)	€(2,011,985.33)
EBITDA	-€229,284.75	-€150,309.08	€2,303,763.08	€6,181,614.67
% as of Revenue	-1943.09%	-19.52%	57.31%	75.44%



# The fundraise we need for the POC

\$ 300K Pre-Seed



Runaway : 02/22

## WHY WE NEED NEED A PRE-SEED ROUND?



Recruiting developers to create the platform

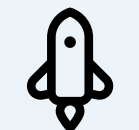


Increasing brand visibility through marketing

## OUR FIRST GOALS?



1 pilot working with one of our partners



**Deploy** the start-of-the-art technology





# Thank you!



**CONTACT  
US**

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**clement.gourrierc@hec.edu**  
**gregoire.thibaud@hec.edu**

**THANK**

**YOU!**



# APPENDICES

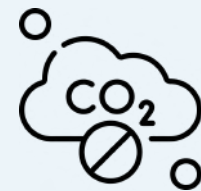


# Why are we using **AVALANCHE** Blockchain

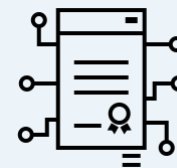
PUBLIC / PERMISSION



CARBON NEUTRAL



EVM COMPTIBLE



INTEROPERABILITY



QUICK TRANSACTIONS



## WHY SUBNETS ARE SUITABLE ?

- Each subnet will be a **side-chain**
- **No vendor lock-in** because no database shared between the different supply chain
- The **public part** will make it easy to integrate retailers into the solution and not into the consensus

## WHY AVALANCHE ?



SPEED

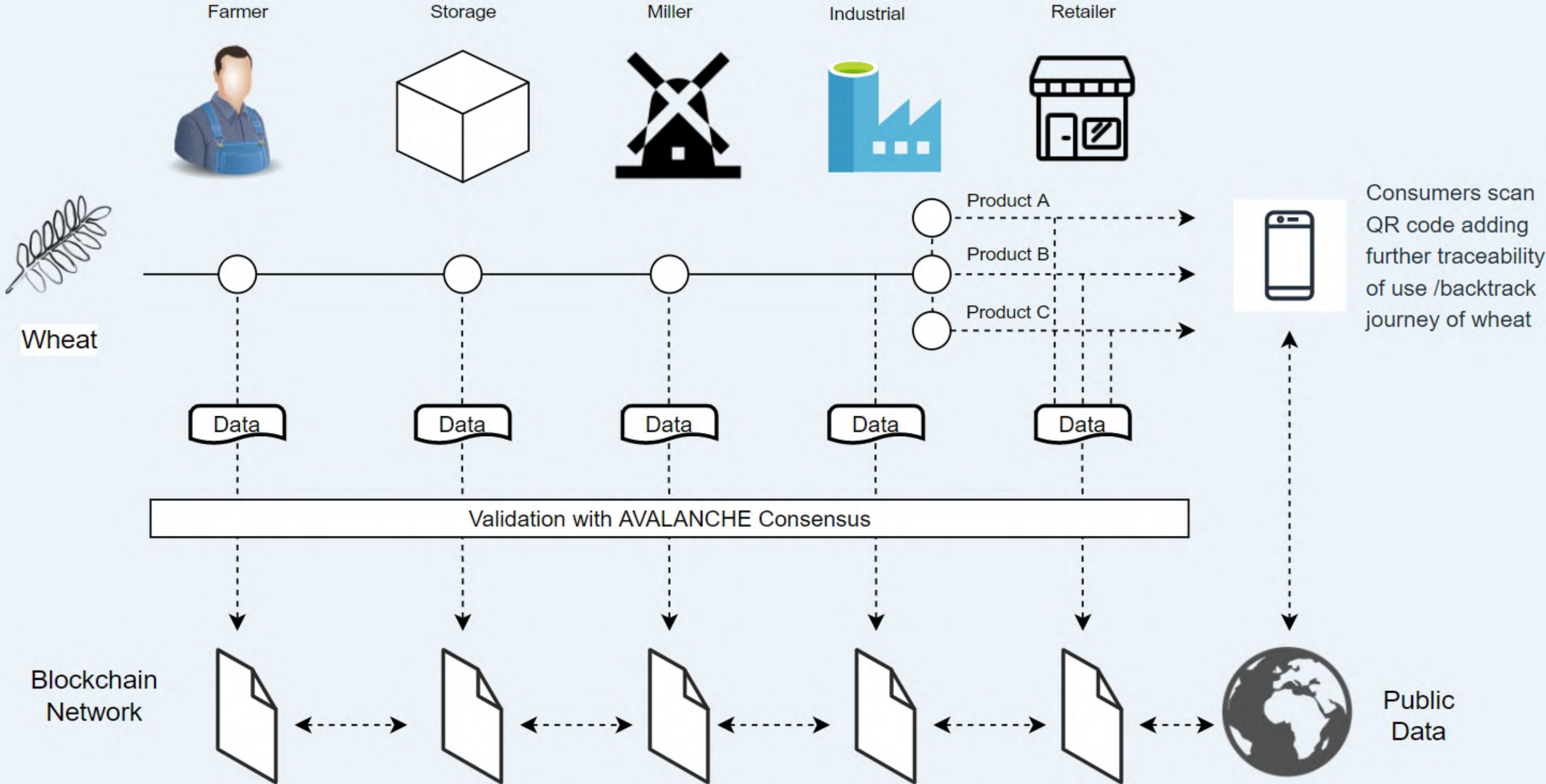


HIGH SECURITY



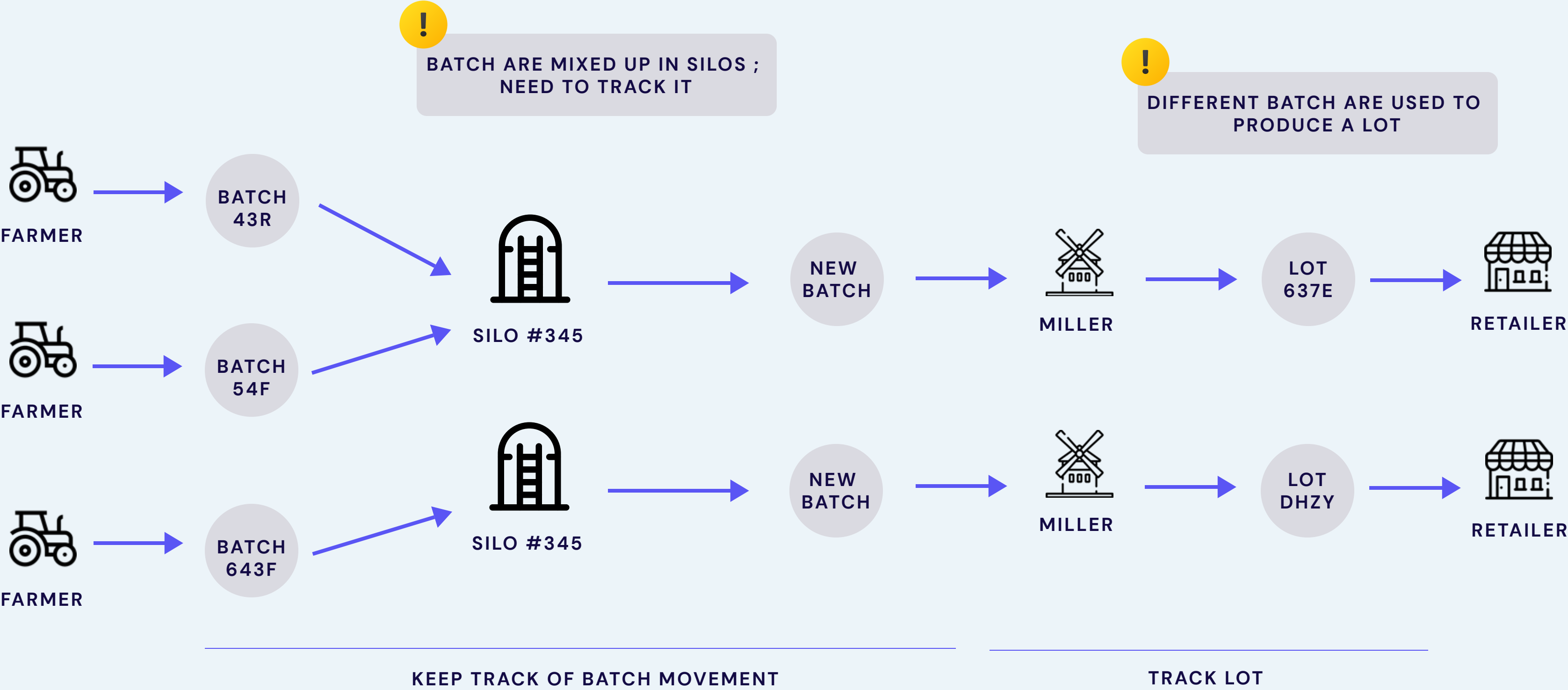
LOW FEES

# The definition of a subnet in AVALANCHE

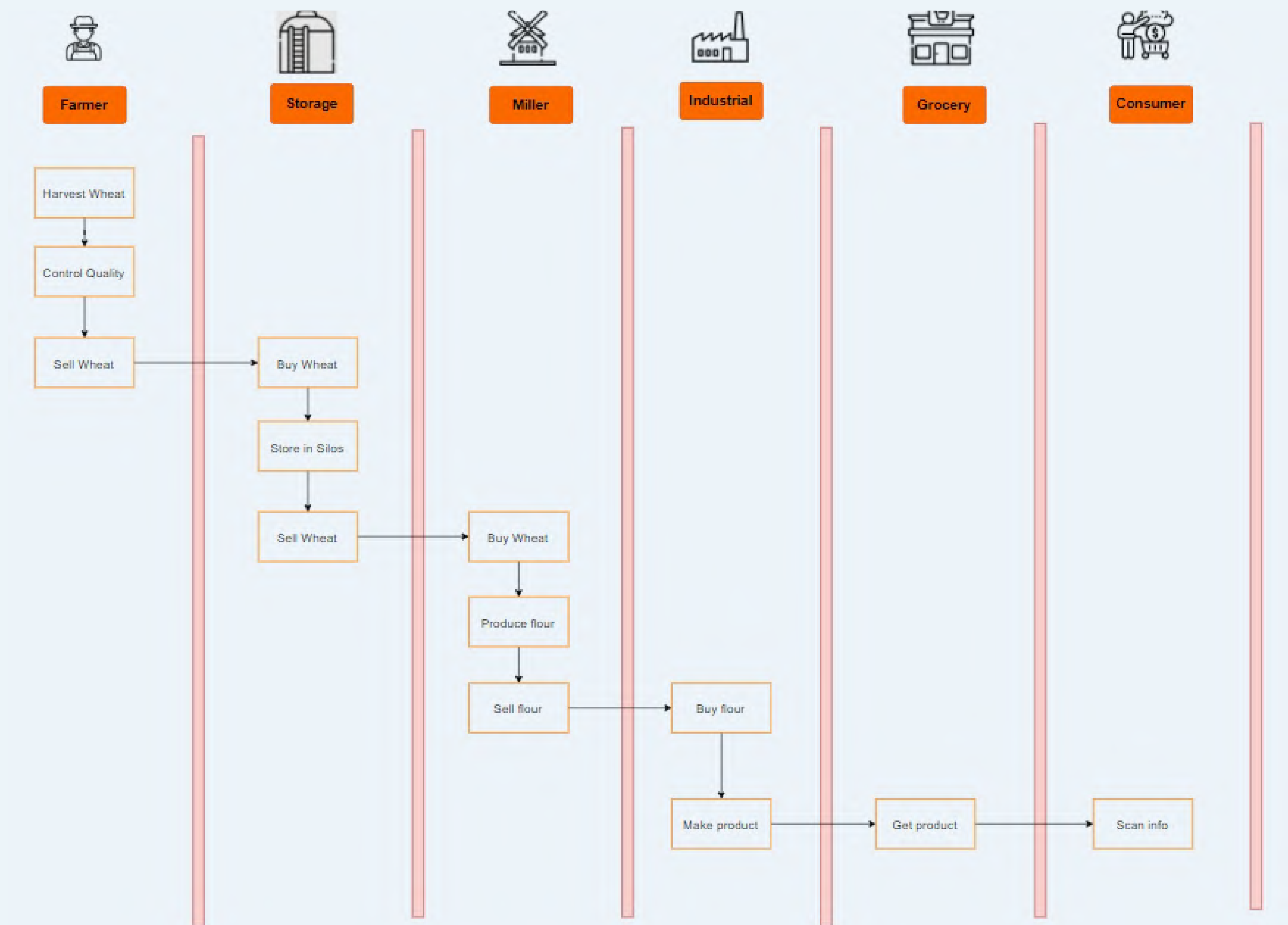




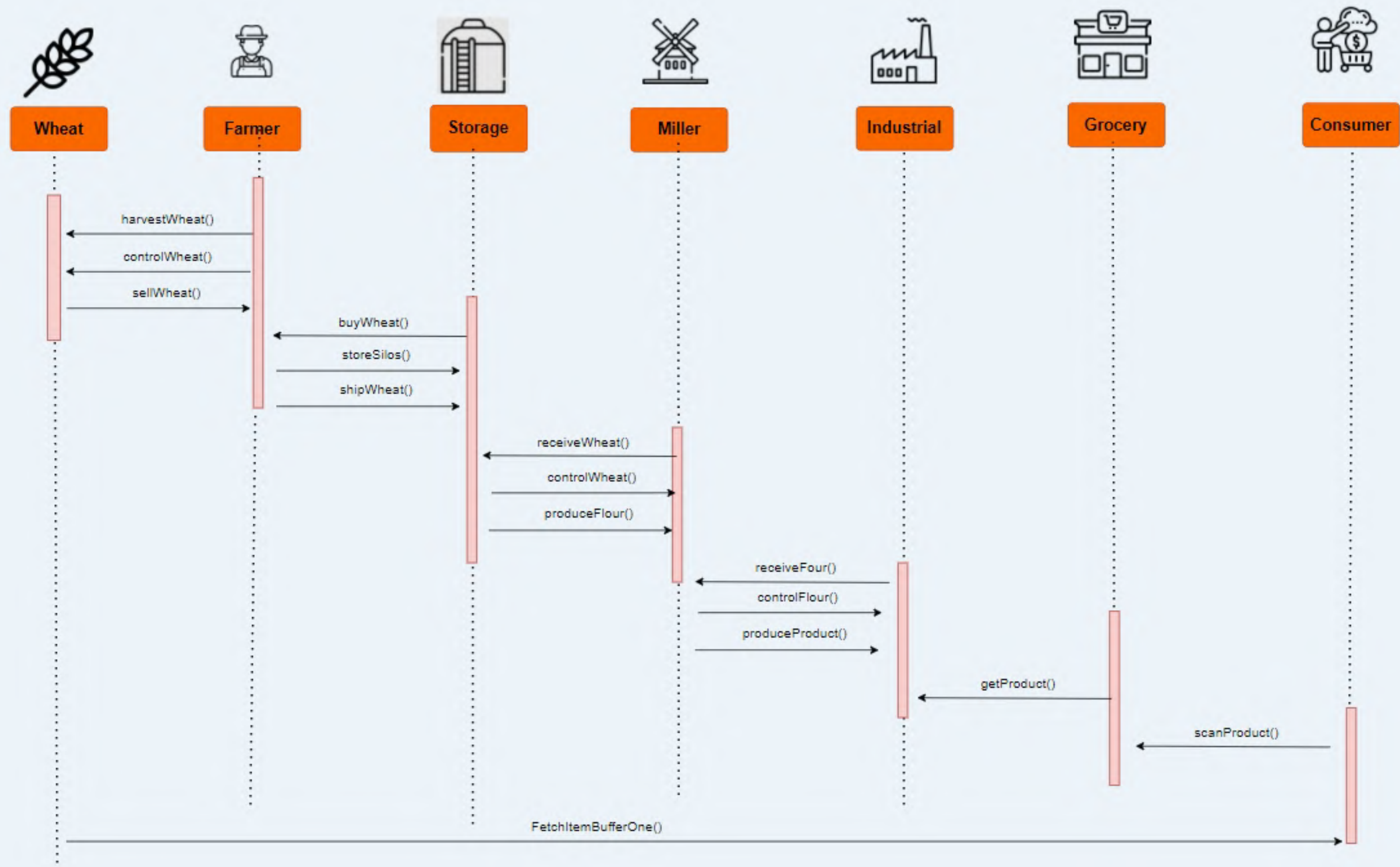
DEFINITION OF A LOT



ACTION SCHEMA

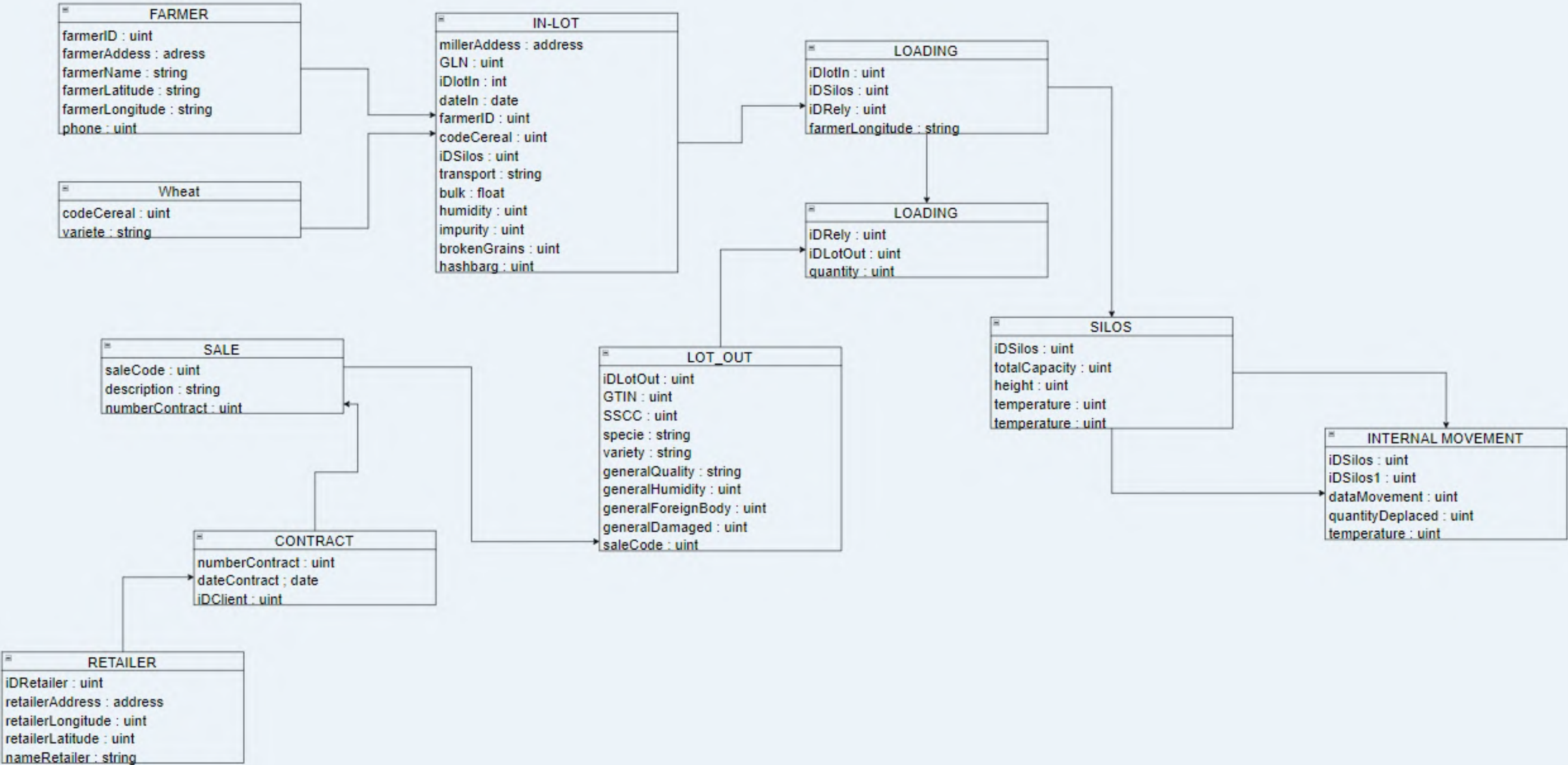


SEQUENCE DIAGRAM





DATA MODEL – UML DIAGRAM



# The technical architecture

