

# FIRST GLOBAL DECENTRALIZED CONSUMER ECOSYSTEM

A scalable blockchain-based platform that enables consumers to buy groceries directly from manufacturers at lower prices, with convenience. The INS ecosystem is validated by consumer interest and received strong support from manufacturers.

## The problem

Global grocery retailers have acquired a dominant market share and high concentration. They have increased influence over manufacturers and consumers and subsequently limit consumer choice and command control over pricing. Manufacturers have been forced to optimize for the retail supply chain, not quality, and spend 17% of their costs on trade marketing directed on retailers and wholesalers, not consumers.

## The INS solution

The only global decentralized online manufacturer-to-consumer platform, enabling consumers to purchase directly from manufacturers without the intermediation of retailers, powered by a self-regulating community of consumers and manufacturers. Our smart contracts enable manufacturers to run bespoke loyalty programs and reward their customers in INS tokens.

## How the INS ecosystem will work

All manufacturers will be able to list and sell products directly to consumers, gain customer feedback and reward loyal customers. Blockchain and smart contracts are used to make the supply chain more efficient, trim costs, and power loyalty programs.

The INS ecosystem is planned to be deployed in the largest cities around the world with all the necessary infrastructure to make it operational.

## Manufacturers want to sell directly to consumers

During our 4 years in the grocery industry, we have received hundreds of requests from both small independent manufacturers and the world's largest FMCG companies to sell their products directly to consumers. Expressed interest from:



## Consumers have financial incentives to buy directly

Grocery retailers mark up manufacturer prices by at least 30-50%. Consumers pay from their pockets for intermediation they don't need. The INS ecosystem will help consumers save up to 20-30% on every purchase.

## INS targets one of the largest consumer markets

The global grocery market will reach \$8.5 trillion by 2020. Online sales of groceries are expected to reach \$300 billion by 2020. The grocery industry is one of the largest segments in global retail and forms a large share of the consumer's wallet.

## INS token

The INS token serves as a method to power direct manufacturer to consumer loyalty programs and can be used as a means of payment.

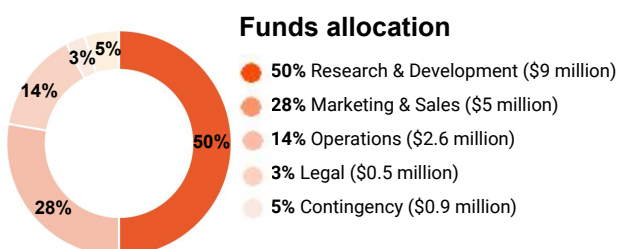
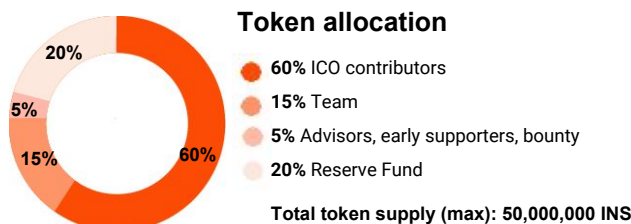
## Token Sale terms

Start: December 4, 2017  
 Hard cap: 60,000 ETH  
 Exchange rate: 1 ETH = 300 INS  
 ERC-20 token

Purchase methods:



The exact number of tokens generated depends on the amount of funds contributed. No token creation, minting or mining after the end of the Token Sale period. Tokens will be transferable once the Token Sale is completed.



**ICO starts:**  
**DECEMBER 4, 2017**

## Founders



**Peter FEDCHENKOV**

Brings wealth of retail, tech and entrepreneurship experience.

Harvard Business School MBA



**Dmitry ZHULIN**

Venture capital and private equity professional with focus on retail and ecommerce.

University of London PgD

## Advisors



**Eyal HERTZOG**  
 Co-founder, Bancor



**Michael TERPIN**  
 Founder, Transform PR  
 Chairman, BitAngels



**Moe LEVIN**  
 CEO, Keynote



**David WACHSMAN**  
 Founder, Wachsman PR



**Sebastian STUPURAC**  
 Co-Founder, Wings



**Ilya PEREKOPSKY**  
 Co-Founder, Blackmoon Crypto



**Dr. Rawi ABDELAL**  
 Professor, Harvard Business School



**George Lee**  
 Co-Founder and CEO, WeTrust.io



## Team Experience

We founded Instamart – the largest venture-backed grocery delivery operator in Russia.



## Additional Information

Resources for more information about the INS Ecosystem and INS token sale:

[Token Sale Website](#) | [White Paper](#) | [Presentation](#)

www.ins.world

