

THE GROCERY INDUSTRY, REINVENTED

**First Global Decentralized Ecosystem Directly
Connecting Grocery Manufacturers
and Consumers**

Company Presentation

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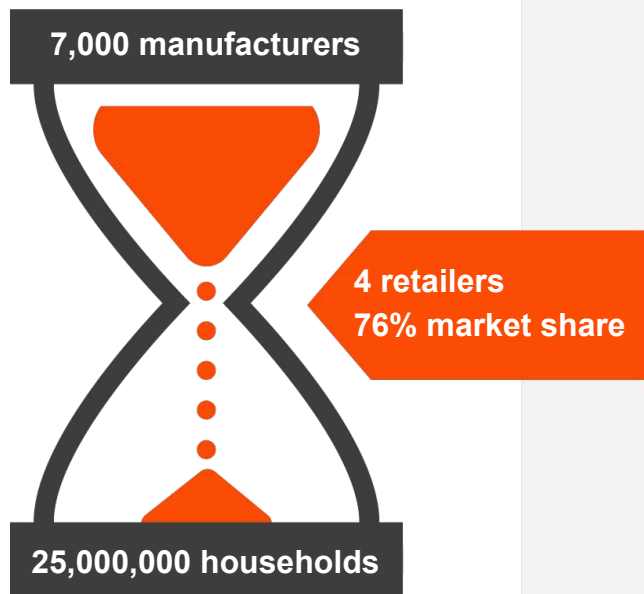
Company Purpose

Enable consumers to have direct access to manufacturers



Problem

Grocery industry is inefficient and controlled by retailers



Grocery retail market in the UK

Grocery retailers mark-up manufacturer prices by at least 30-50%.

Retailers stock items that maximize profit, not the items consumers want.

Manufacturers are forced to optimize for retail supply chain, not quality.

Evidence

Retailers abuse their power over consumers and manufacturers

The Telegraph

“Supermarkets face large fines for abusing farmers”

– *The Telegraph*

Supermarkets have been accused of behaving unreasonably when setting prices – and changing the terms of agreements once they have been struck.

theguardian

“Tesco suppliers say retailer worst at following grocery code of practice”

– *The Guardian*

Tesco suppliers say retailer worst at following grocery code of practice. Questionnaire reveals 30% of direct suppliers say UK's biggest supermarket rarely complies with industry code.

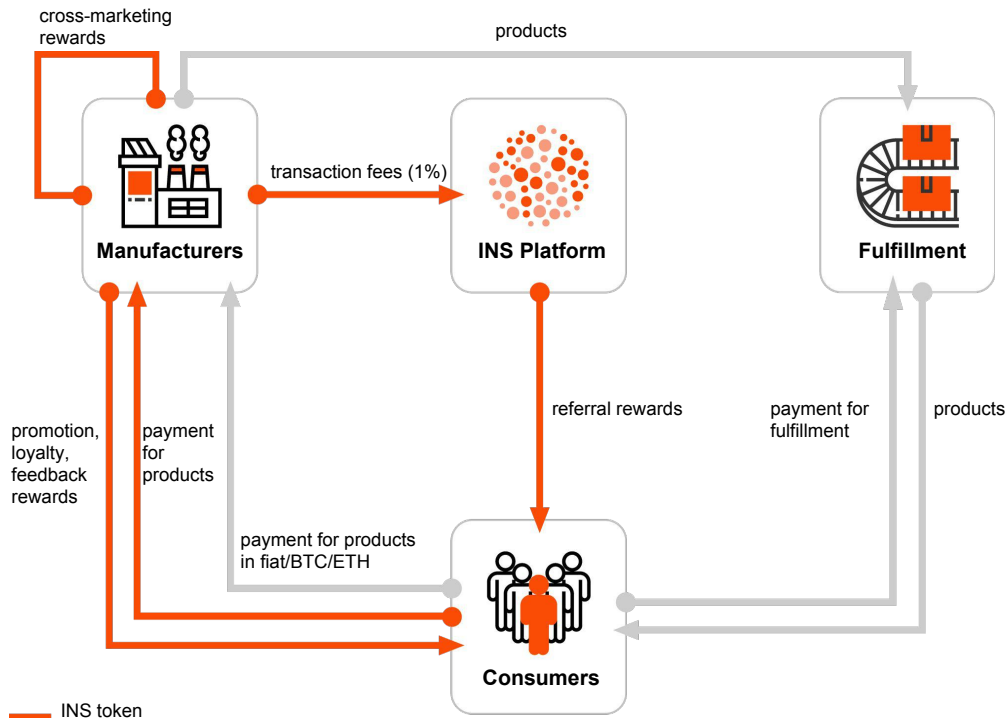
ABC NEWS

“ACCC investigates claims Woolworths, Aldi 'off to a bad start' under supermarket code of conduct” – *ABC News (Australia)*

The competition watchdog is investigating concerns that Woolworths and Aldi "have not got off to a good start" under the new Grocery Code of Conduct. The Code was set up to ensure retailers deal with their suppliers 'in good faith', after years of complaints from farmers and food manufacturers about unfair treatment.

Solution

INS directly connects consumers and grocery manufacturers



Benefits for consumers

- High-quality groceries cheaper than in stores
- Groceries bought online easily and conveniently
- Unlimited access to suppliers of choice

Benefits for manufacturers

- Full control of product pricing and listing
- Marketing and promotion directly to consumers
- Fast and detailed customer feedback

Interest Confirmation

Leading grocery manufacturers expressed interest



INS Token

Powers bespoke direct marketing campaigns



Marketing is second largest expense for manufacturers after the cost of goods



70% of marketing is spent on trade channels (wholesalers and retailers)

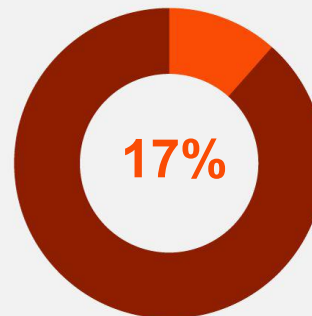


Most trade marketing campaigns are inefficient, leading to higher grocery prices



INS will enable manufacturers to provide highly efficient direct rewards to consumers with INS tokens

Trade Marketing
as % of manufacturer expenses



Source: Deloitte, American Marketing Association

INS rewards (facilitated in INS tokens)



Loyalty



Promotion



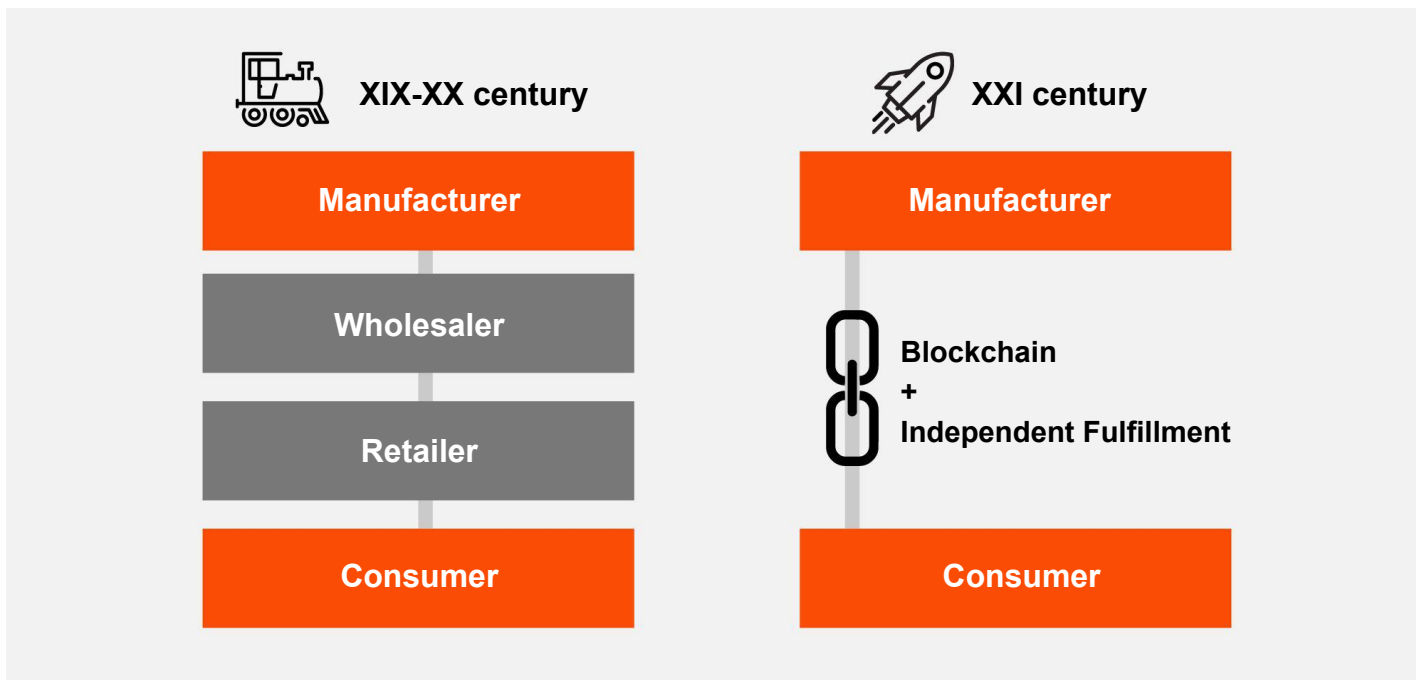
Feedback



Referral

Why Now

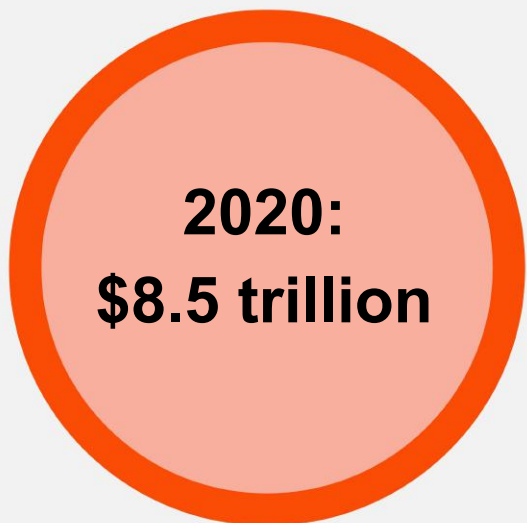
Blockchain and Smart Contracts will help to improve an outdated supply chain



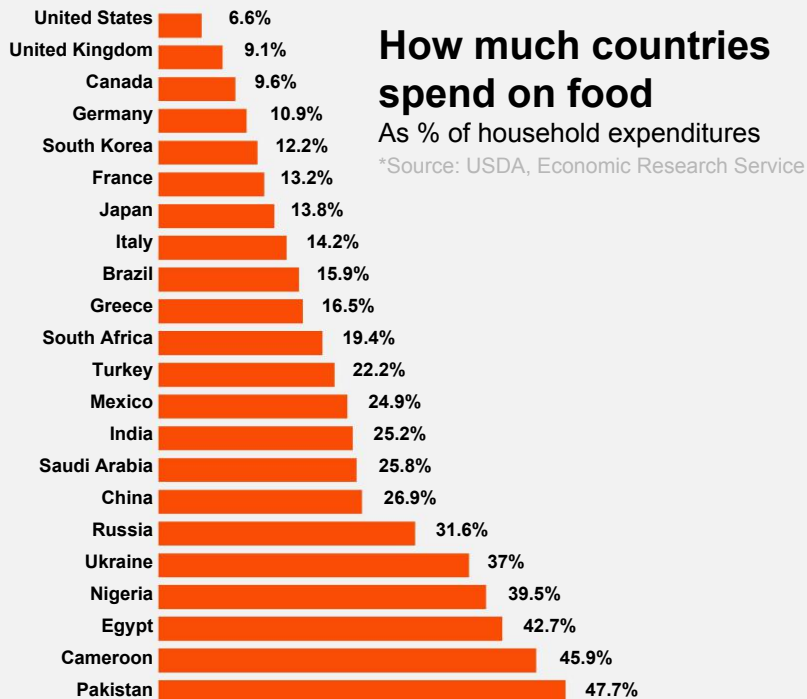
Market Size

INS is disrupting the largest consumer retail market in the world

Global grocery market size

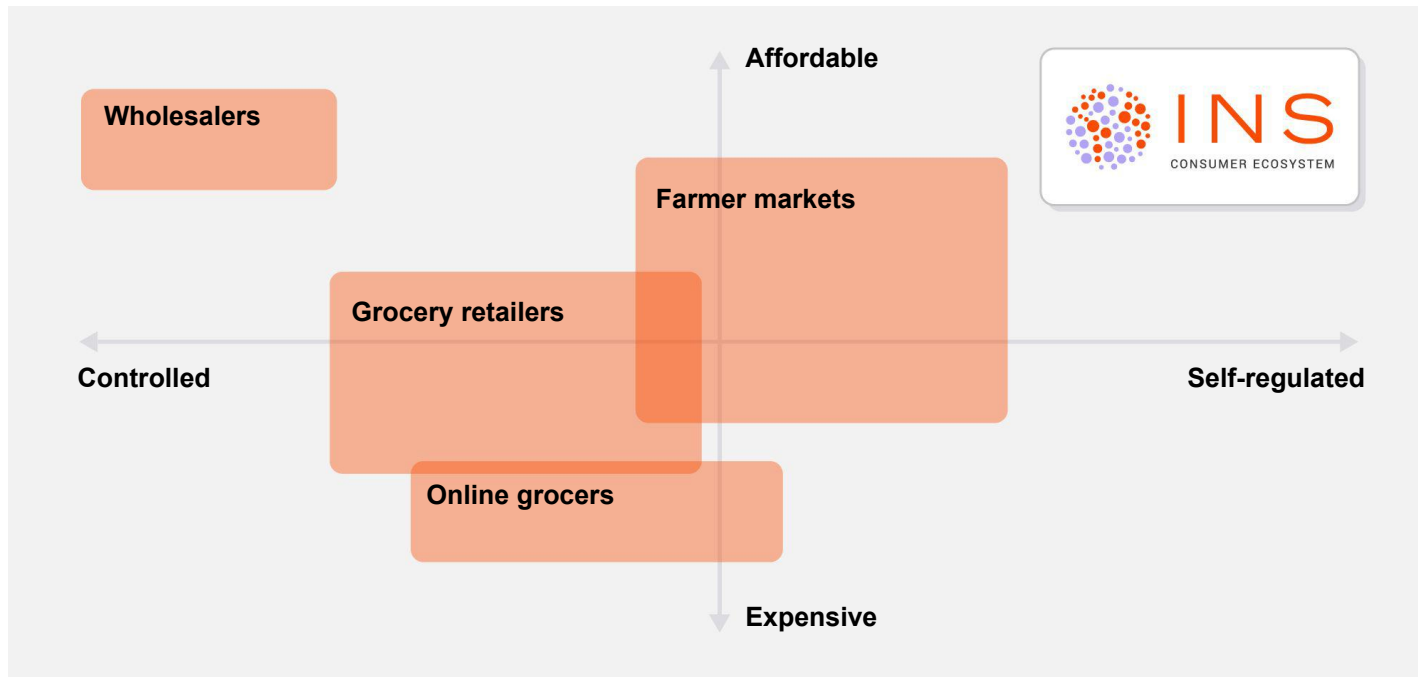


*Source: Persistence Market Research



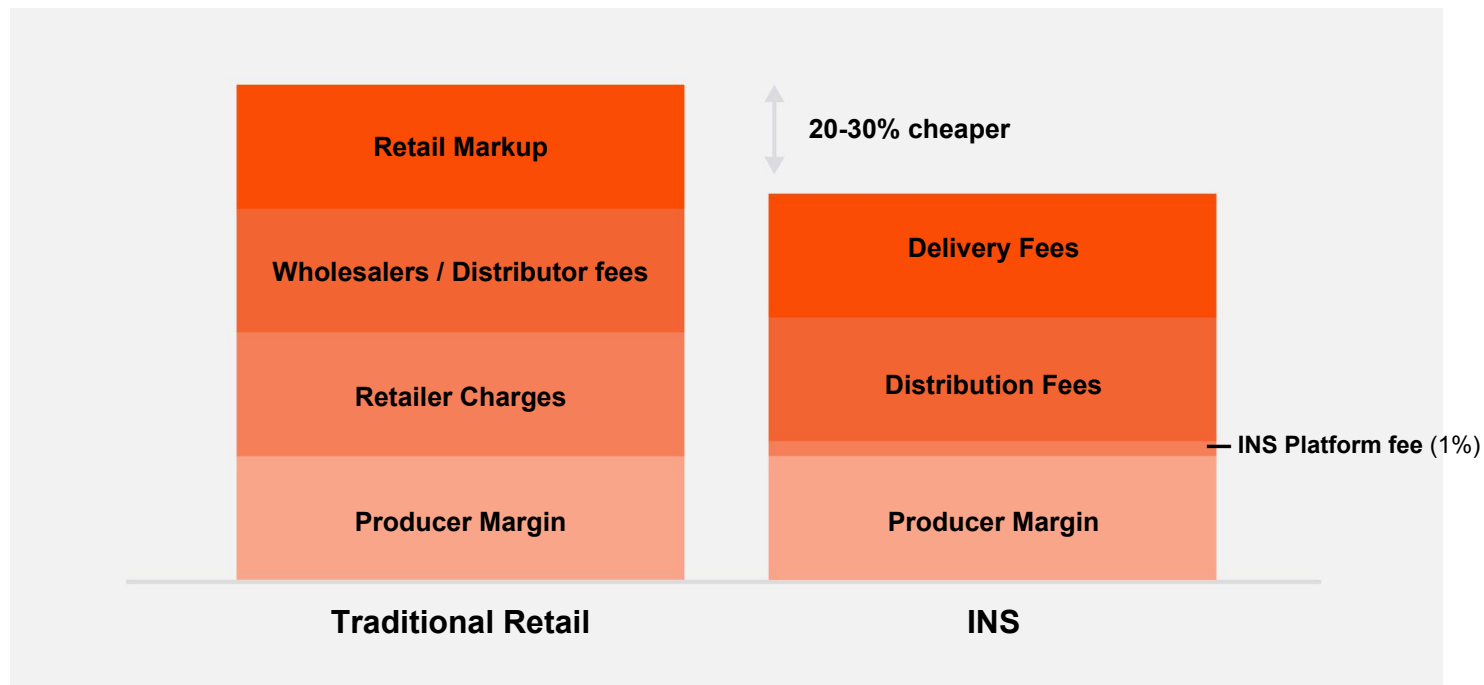
Competition

INS is creating a self-regulated community with better prices



Pricing

INS cost advantage compared to traditional retail trade

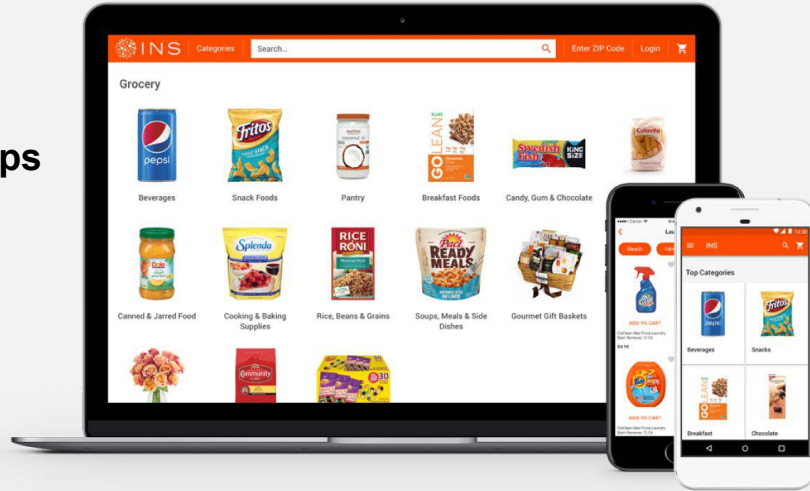


Price for consumers (illustrative)

Product

INS Platform components

- **Consumer website & apps**
- **Fulfilment interfaces**
- **Supplier interface**



Team

Strong experience in online retail and tech



Peter Fedchenkov

Founder

Brings wealth of retail and tech experience. Previously with Goldman Sachs and IBM. Teaches a class on retail at the Stockholm School of Economics in Riga. Harvard Business School MBA



Dmitry Zhulin

Founder

Experienced finance and private equity professional with focus on retail. Previously with VTB Private Equity, Rothschild and PriceWaterhouseCoopers. University of London, PgD in Finance

Previous Team Experience



McKinsey
&Company

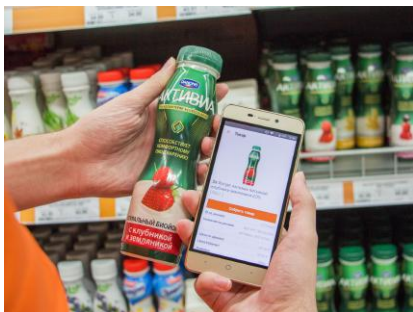


ROTHSCHILD



Team Experience in Online Grocery

INS founders created Instamart, a leading online grocery delivery service in Russia



100,000+

Orders delivered

200+ PEOPLE

Team size

\$10M

Raised from investors

Investors

Mail.ru Group Company



(LSE:MAIL)
Leading Internet company in
Europe, 7th largest worldwide
by pageviews

Lev Khasis

Ex-Vice President, Walmart
Ex-Vice Chairman, Jet.com



(NYSE: WMT)
Leading retail chain in the world



Revolutionary ecommerce
fulfillment platform

Sergey Solonin Founder and CEO, Qiwi Group



(NASDAQ: QIWI)
Leading provider of next
generation payment services
in Europe with \$10+ billion
turnover

Ilya Yakubsom

Ex-CEO, Dixy Group



(MCX: DIXY)
4th largest retail chain in Russia

Advisors

World-class leaders in blockchain, tech and retail support us



**Eyal
Hertzog**

Co-founder,
Bancor



**Michael
Terpin**

Founder, Transform PR
Chairman, BitAngels



**Moe
Levin**

CEO,
Keynote



**David
Wachsman**

Founder,
Wachsman PR



**Dr. Rawi
Abdelal**

Professor, Harvard
Business School



**HARVARD
BUSINESS SCHOOL**



**Dmitry
Filatov**

Founder,
ICORating



ICOSHARK



ICORATING



**Sebastian
Stupurac**

Co-Founder,
Wings



**Ilya
Perekposky**

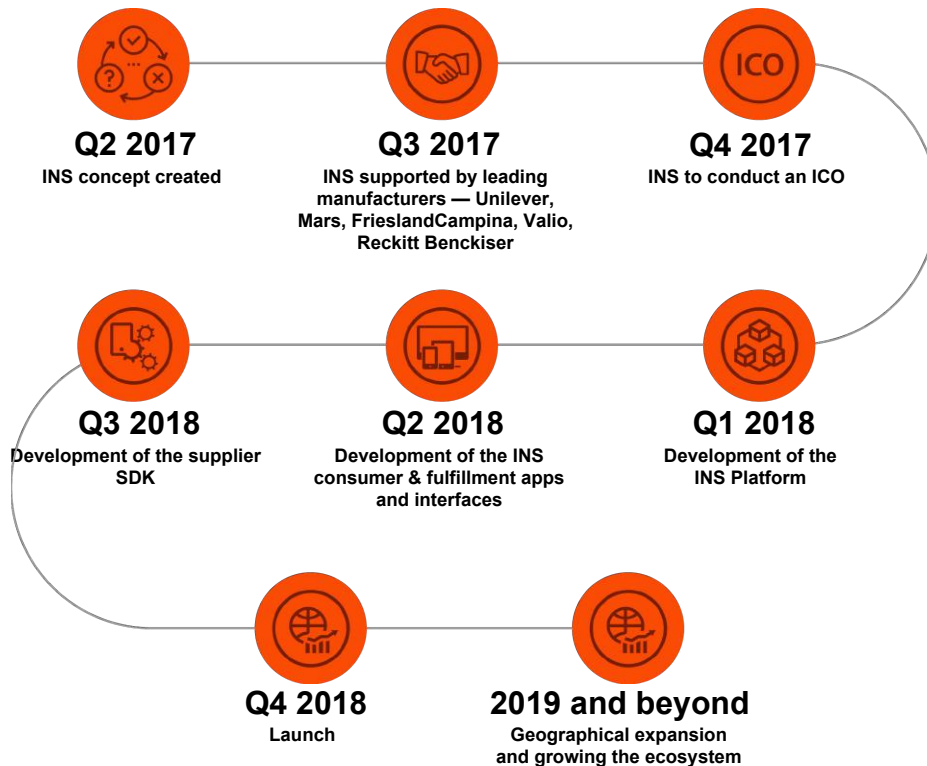
Co-Founder,
Blackmoon Crypto



**BLACKMOON
CRYPTO**

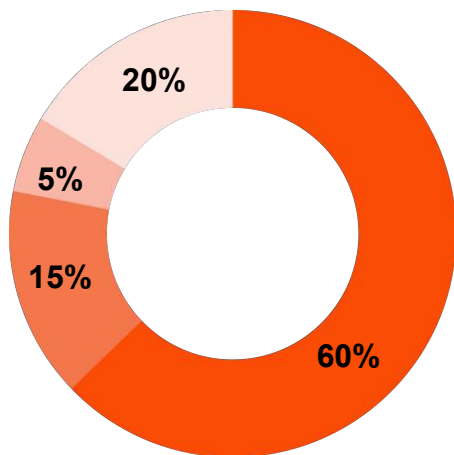
Roadmap

The INS team develops an open source technology to run and expand the ecosystem



Token Sale

Start: DECEMBER 4, 2017
Hard cap: 60,000 ETH



Token allocation

- 60% ICO contributors
- 15% Team
- 5% Advisors, early supporters, bounty
- 20% Reserve Fund

Total token supply (max):
50,000,000 INS

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.

Token
INS

Project protocol
ERC20

Rate
1 ETH = 300 INS



INS



ETH



LTC



DASH



Bank
Transfer

Contact

Connect with us



Telegram



Twitter



Facebook



Bitcointalk



Medium



Reddit

www.ins.world
tokensale@ins.world