

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. Smart contracts power loyalty programs, blockchain makes the supply chain more efficient and trims costs.

The INS ecosystem will 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. We have signed memoranda of understanding with:



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.

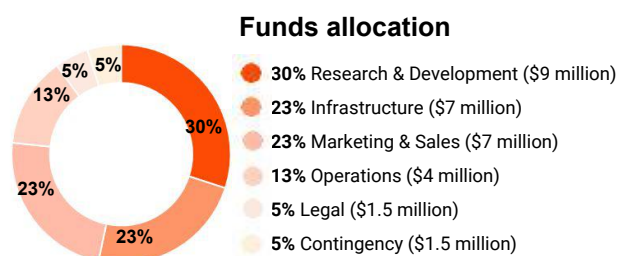
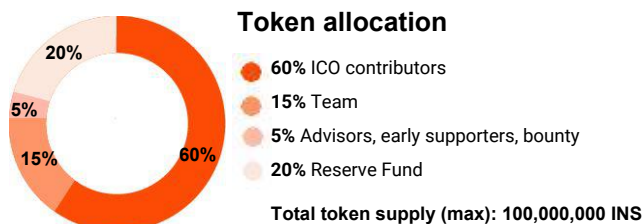
Token Sale terms

Start: November 27, 2017
 Target: 100,000 ETH
 Exchange rate: 1 ETH = 300 INS
 EIP-20 token

Purchase methods:



Tokens sold on ICO comprise 60% of the total amount.
 All unsold tokens will be burnt.
 No token creation after ICO.



Additional Information

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

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

www.ins.world



**ICO starts:
 NOVEMBER 27, 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



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



**Dmitry
 FILATOV**
 Founder,
 ICORating



**Sebastian
 STUPURAC**
 Co-Founder,
 Wings



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



Team Experience

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

