

# MICC

## A SNEAK PEEK

THE NEW IDEA BY  
FINE CUISINE



AUGUST 2019  
VERSION 1

### Michelin Stars

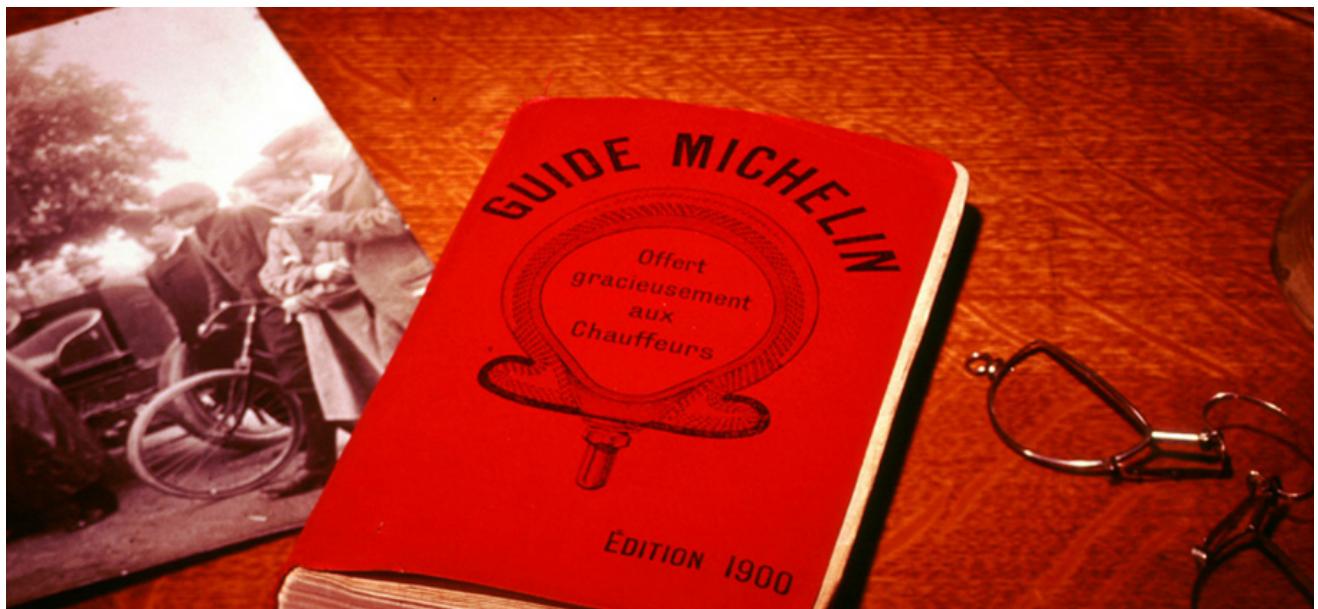
A mark of distinction awarded by the Michelin travel guides to a restaurant in recognition of the high quality of its cooking

### dRCM

Introducing our dedicated systems (**d**ecentralized-**R**eservation-**C**RM-**M**embership - dRCM) to help traditional businesses to scale up

Starting - 1990

## About Michelin



Michelin, the famous European tyre manufacturer has always been well reputed to convert “beans” to “melons”.

Hence the birth of "Michelin standard" that uniquely defines Michelin cuisine globally. The Michelin assessment system that was established since 1900 in France had marched their way into Asia in 2007. After 119 years of establishment and with much anticipation from every city in the world today that awaits her arrival, it had finally set foot with their first store in the city of Shanghai (mainland China)!

While Michelin One- star tells the world that “this is a very good restaurant”, Michelin Two- star announces “this restaurant deserves a detour”, and Michelin “Three-star” declares that “ this restaurant serves exceptional cuisine and worth a special journey!”

Starting - 1900

## About Michelin

In 2019, there are only 78 Michelin Three- star restaurant globally. In comparison with the 307 gold medals being gained in the last season of the 2016 Olympic Games in Rio, which works out to 78/307, gives a direct comparison that gaining a title of Michelin Three- star for a restaurant is four times as tough as gaining an Olympic gold medal !

As much as being a Michelin chef is the dream of a lifetime within the culinary industry, entering Michelin's little red book is the lifelong pursuit of every restaurant Investor.

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Today, the MiCC foundation will be using many restaurant catering technology services and IT systems around the world, MiCC's owns Michelin Food Project with one of two only Chinese chefs in the world, ALVIN LEONG Kitchen Devil Team, which makes Michelin popular to the public and also blockchain the Michelin Food Project.

At the same time, with Michelin chefs from 1 star to 3 stars will support the open source system of blockchains and capitalised by upgrading their dining experience for their loyal customers by giving them Michelin standard and great experience, hence up lifting Michelin brand's name.



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## F&B Market Research



China's new middle-income group is rapidly growing on a global level with the increasing demand for food and beverage consumption.

According to the Global Wealth Report by Credit Suisse in 2017, China's share of the world's 1.1 billion middle-class, with the wealth that ranges from US\$10,000 to US\$100,000, rose rapidly from 12.6% in 2000 to 35% in 2017.

The global population of the middle class is expected to increase by 230 million in 2022 to more than 1.2 billion people. China will contribute to 40% raise in the share of this population.

China's middle class has already formed a relatively large scale at present and is still expanding.

With the progress and development of the society, more people born in the 80s and 90s shall join the rank and become the new middle-class with

## F&B Market Research

the largest consumption power. What follows will be the thorough reshaping of the overall national consumer landscape and the complete replacement for the demand in the food and beverage market.

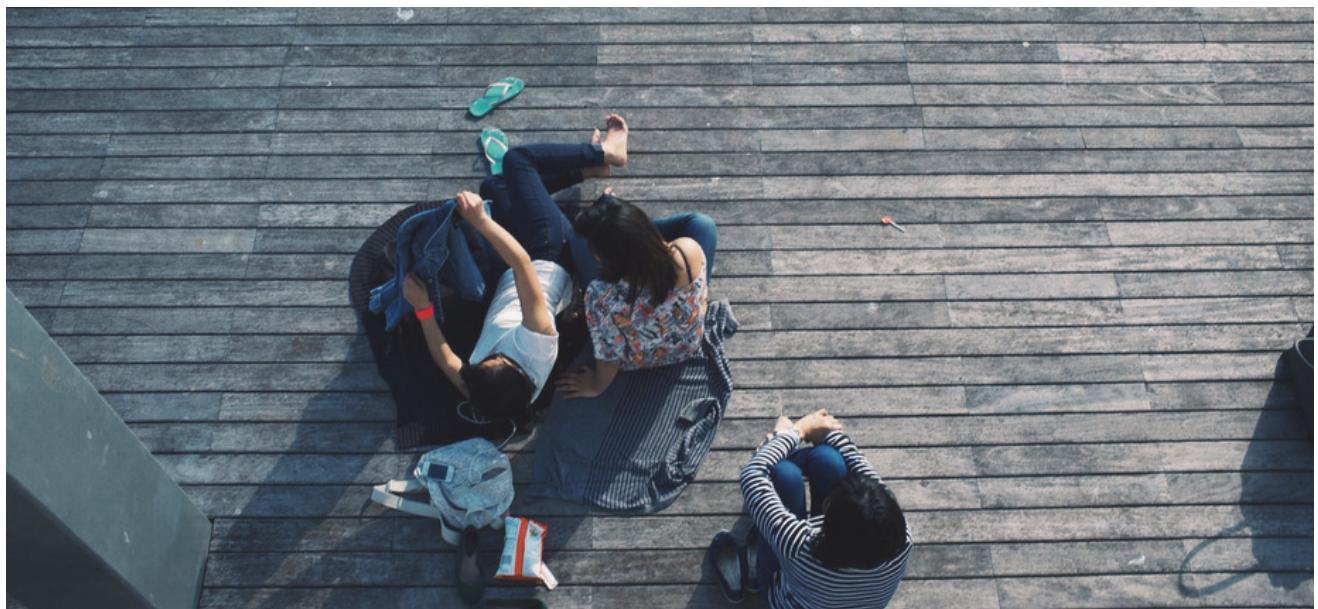
China's new middle-income population increased dependence on the catering information system.

According to the research report "2018 China New Catering Consumption Trend" from the portal - China Eric, a new group of consumers has replaced the former. This group is formed by new middle-income Chinese with increasing reliance on the food and beverage information system.

Data collected from the new middle-class population defined as being born in the 80s and 90s with the annual income above RMB100,000 :

1. Out of home consumption: 64.6% of them go out for meals more than three times a week.
2. Extravagant dining: 68% of the new middle class spend more than 100 yuan per meal on average.
3. Fine Dining: 40% of the new middle-class consumers born in the 90s will dine more than 50 minutes.
4. Booking online: 58.7% of the new middle class prefer to use mobile phone for online booking.
5. Online Buffet Ordering: More than 40% of new middle-class consumers wish to order online.
6. Concerned on ordering food in advance: 40.7% of the new middle class would like to order in advance.

## Pain Points



## F&B Businesses

- Hefty capital drainage in traditional marketing while facing the need for innovation in promotional approach, customer inaccuracy and other issues.
- Difficulty in collecting information, complexity of the system, arduous beginning for novices and at the same time, confronted by a definite level of working capital.
- Uneven resources available for service upgrading, with sporadic ability to upgrade to Michelin level.
- Traditional profit model for restaurant business owners that causes lack of liquidity in their capital resources.

## Pain Points

### Consumers

- People from China are deprived on channels to the Michelin quality of life while the expectations on consumer experience are on the rise.
- Consumers do not see the value of collecting points as the usage of the points are very limited.
- Consumers have their own preferences yet they also need some options.
- Most people are socially layered and lack opportunities for new social opportunities and tiered transitions.



Use your own experiences and pain points to identify an opportunity. Be arrogant thinking you can do it better than the others.

By Chris Hugh

August 2019

## Solutions



In March 1999, SaaS provider disrupts the long standing payment method of traditional IT packages with their payment on “per use basis”.

Until today, blockchain technology has attracted more people to turn their eyes on the open source of the IT world. The free and shared concept shall once again accelerate information process of the world and subvert the IT business model that has been occupied by the SaaS model for nearly two decades.

We are constantly broadening our systems to help traditional businesses such as restaurants, to upgrade.

More enterprises can be assisted to complete their informatization through our open source dRCM (Decentralized-Reservation-CRM-Membership) system.

## Solutions

We also provide Michelin Consulting Services to F&B companies with well-founded service capabilities to help them improve their ability to provide better services and enhance valuable social opportunities for customers. An ecosystem for business alliances through blockchain technology will also be built at the same time to help enterprises with cooperative relationships for the purpose of sharing customer data and increase revenue.

On the capital level, we are providing mutual transfer of virtual currency (MiCC) and loyal points, which will help traditional commercial entities optimise their cost structure (infrastructure upgrade, personnel training, customer flow and backflow, capitalisation and increased liquidity that allows physical store owners who will participate in building the MiCC ecosystem and share data with the whole world.

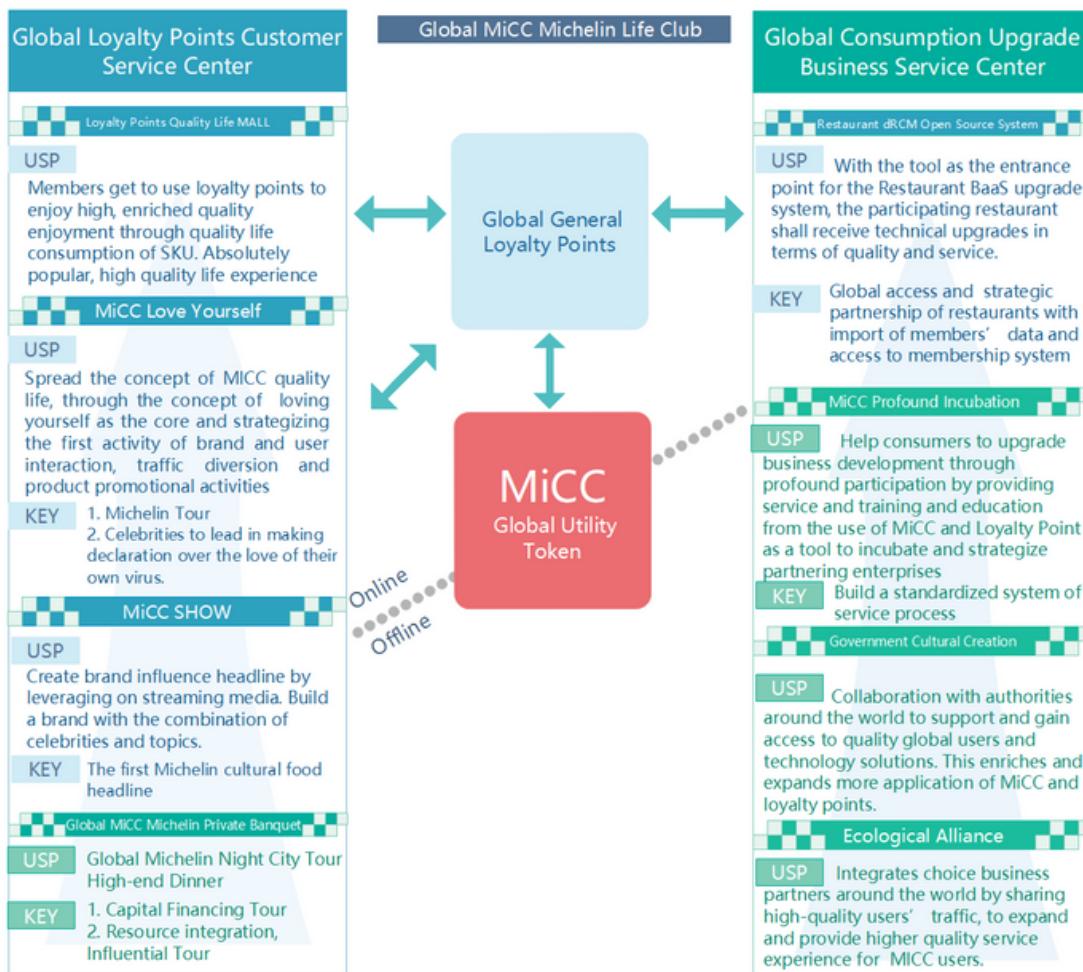


"dRCM" stands for decentralized Reservation CRM Membership, the place or time where a sales transaction is completed.

Consequently, dRCM simplify essential day-to-day business operations by performing order processing, billing, credit card processing, receipt printing, and more. dRCM will be widely used by both retail and food businesses.

# Solutions

## Let MiCC Leads "Michelin" To the Public Bridging Millions of Quality Life Users Worldwide



As can be seen clearly from the picture above, we create a MiCC quality eco-consumption environment for MiCC users (MiCC Quality Life Mall, MiCC Michelin Private Banquet, MiCC Love Yourself, MiCC SHOW, MiCC Michelin Life Club), providing more quality standard service experience, linking to global quality life users.

On the other hand, we provide Michelin-level one-stop business upgrading solutions for businesses ranging from information, traffic, service upgrading and all level of business dimensions, through high-quality resources to enable business entities to achieve service upgrading and business incubation working hand in hand with the government, enterprises and other parties to build ecological cooperation.

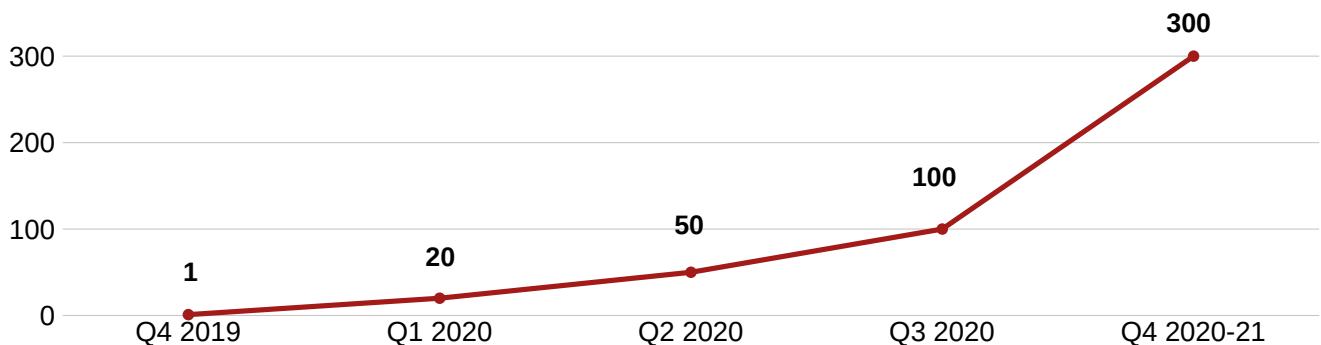
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## Product Business Model

### MiCC Token Holders



### F&B Outlets



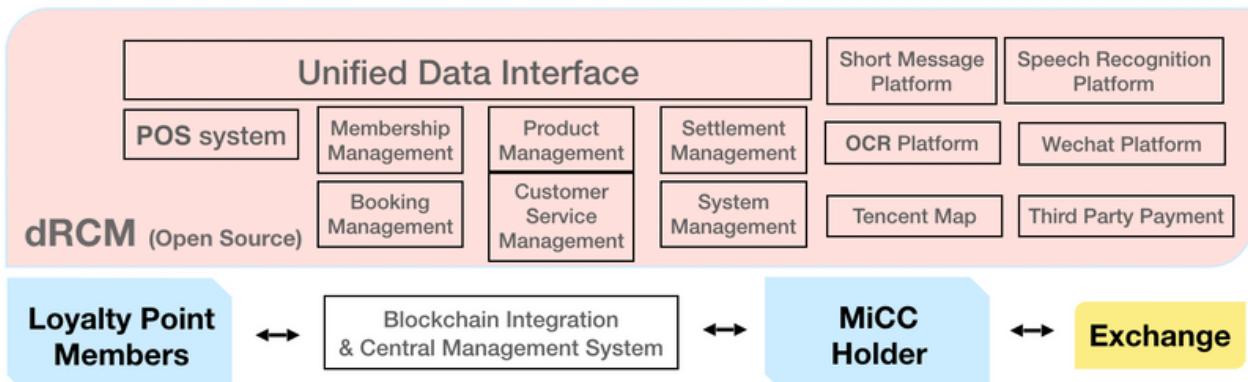
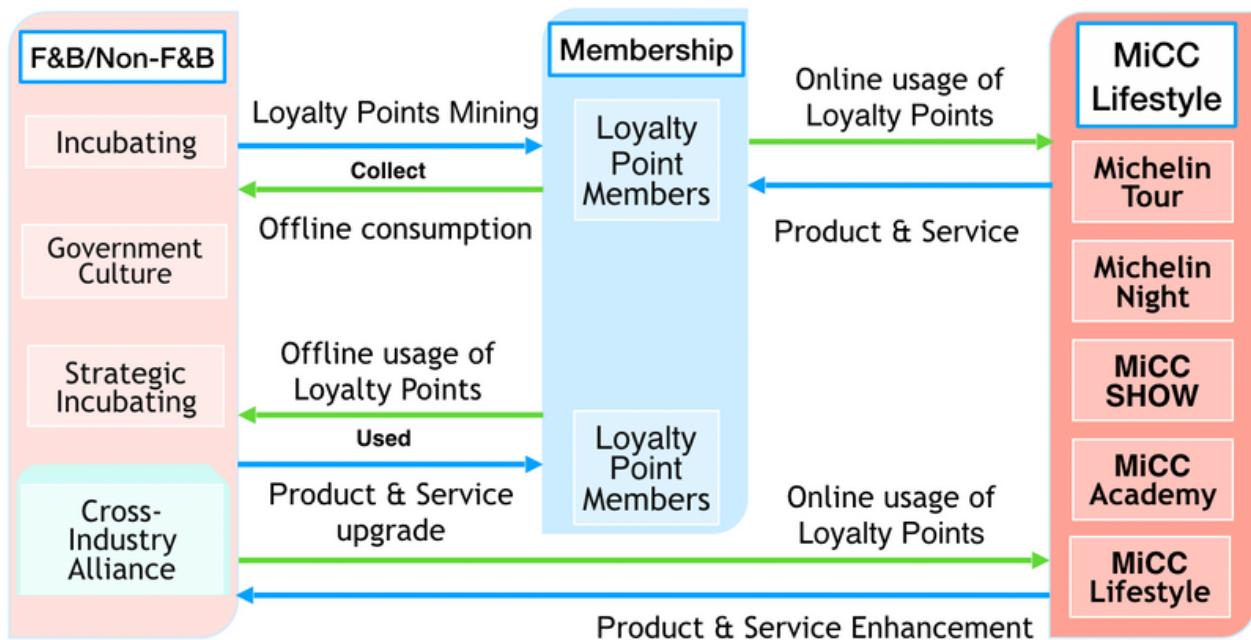
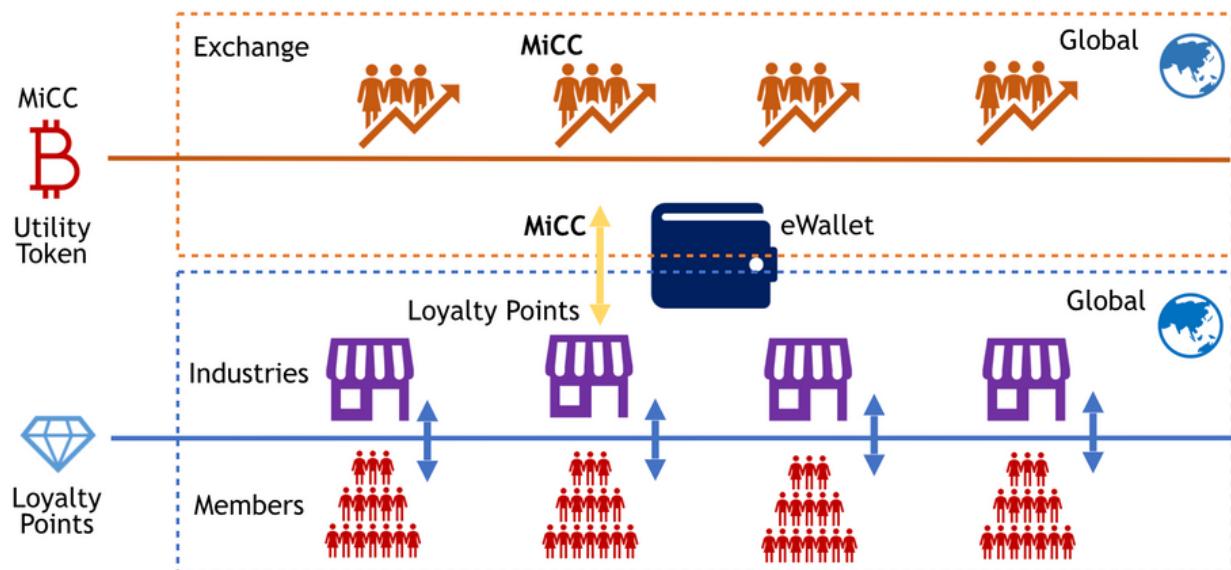
Do you have these problems with your restaurant, food or retail business?

If you are just starting up a business or have already committed to a layout and brand, why not have a food and beverage restaurant marketing, management consultant to guide you step-by-step through your restaurant business.



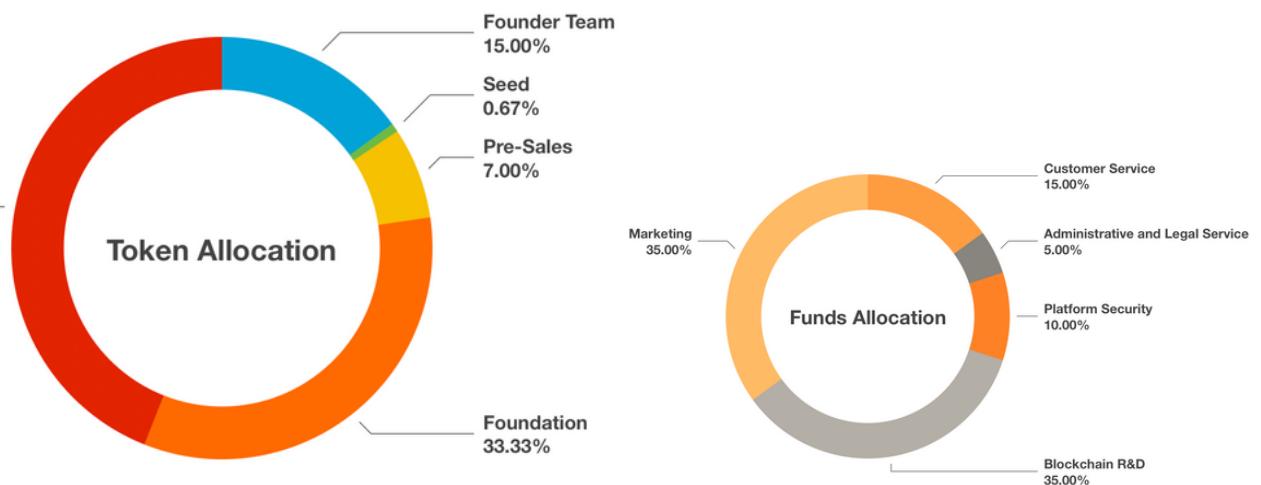
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## Token Flow



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## Token Structure



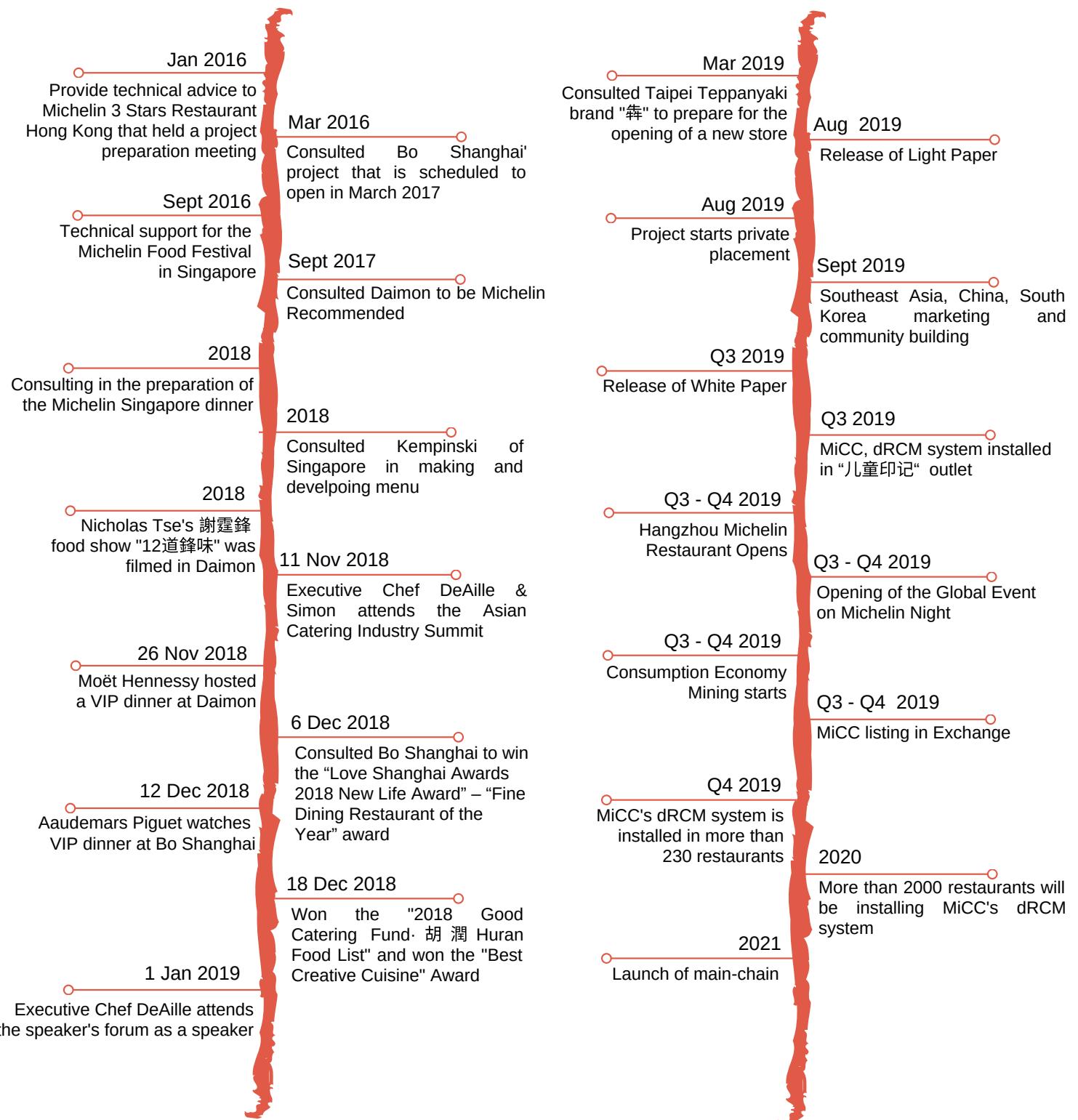
**Token Structure**  
 Token Cap - 3 billion  
 Symbol - MiCC  
 Category - Utility Token

Token Allocation	Percentage	MiCC Amount	Lock-In Summary
Founder Team	15.00%	450,000,000.00	1/730 of the tokens are being released every day after 12 months
Seed	0.67%	20,000,000.00	5% of the tokens will be released when MiCC is listed on the stock exchange. 95% of the tokens will be issued on a daily basis of 1/365 after 6 months
Pre-Sales	7.00%	210,000,000.00	5% of the tokens will be released when MiCC is listed on the stock exchange. 95% of the tokens will be issued on a daily basis of 1/365 after 3 months
Foundation	33.33%	1,000,000,000.00	Partial Lock-In
Consumption Economy*	44.00%	1,320,000,000.00	Tokens average release in 20 years

\*Customers can get loyalty points in the ecosystem after consumption, and then exchange MiCC in a certain proportion.

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## MiCC Roadmap



## MiCC Business Roadmap

### Q3 2019 - Equity and Seed Funding and Private Sales

#### MiCC list on exchange

Opening of first food and beverage store

- Listing condition: 1000 loyalty point users and 3000 MiCC registered users

#### Round 1 Discounted Sales

Objectives:

- 91 days after exchange; or
- Projected 20 outlets opening; or
- Incursion of 30,000 customers into the system
- MiCC releases 40,000,000 tokens

#### Round 2 Discounted Sales

Objectives:

- 181 days after exchange; or
- Projected 50 outlets opening; or
- Incursion of 75,000 customers into the system
- MiCC releases 50,000,000 tokens

#### Round 3 Discounted Sales

Objectives:

- 271 days after exchange; or
- Projected 100 outlets opening; or
- Incursion of 150,000 customers into the system
- MiCC releases 50,000,000 tokens

#### Round 4 Discounted Sales

Objectives:

- Projected 300 outlets opening; or
- Incursion of 450,000 customers into the system
- MiCC releases 50,000,000 tokens

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## MiCC Partners and tour



August 2019, Version 1

The New Idea By The F&B Company

# MiCC



MiCC Ltd  
[micc.world](http://micc.world)



## Our Vision

MiCC is willing to work with partners around the world in adopting innovative technology as a tool to embrace the infinite business potential through building an ecosystem that mutually favours and benefits businesses."