SeaTrace Blockchain

SeaTrace blockchain provides technology "SeaTrace coins" that incentivise people to share their data for the public good to monitor the seafood industry. For example, if a government agency or NGO wants to gather data about where boats are fishing then SeaTrace blockchain works with them to design a custom coin that lets users install an app on their phone to only share that data. Users of the app earn coins for allowing the app to track them while on the boat and they can put the app to sleep whenever they wish. When those cryptocoins reach a significant level users can convert those coins to cash or the cryptocurrency of their choice.

The agency or NGO that wants the data supplies the funds to convert the cryptocoins to some cash equivalent. Further SeaTrace blockchain provides a suite of AI, visualization, and statistics tools that allow the agency or NGO to understand its data. Our oceans cover 70% of the planet and support life and the livelihoods of 1 out of every 10 people. However, 90% of fish species are on the verge of collapse, and yet we throw away up to half of the fish we catch. Now, governments are requiring seafood to be traceable back to the point of harvest, and the massive $150 billion global seafood industry is struggling to comply. As more than 90% of the world's seafood comes from developing nations, governments and consumers are demanding to know the story behind our seafood. This same data will help the industry operate more efficiently and profitably.

SeaTrace provides access to validated and anonymized data by subscription to any interested party. SeaTrace is a data ecosystem for the global seafood industry that harnesses the power of blockchain so data can be trusted, transparent, and secure. It rewards stakeholders for capturing data throughout supply chains, starting with fishermen and farmers. This data can achieve billions in waste reduction for the industry, make companies more profitable, make supply chains more equitable, and make the industry more sustainable. SeaTrace: a data ecosystem for the global seafood industry

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Cryptocurrencies like bitcoin have proven that cryptocurrencies like Bitcoin affect peoples behaviour. Unfortunately crypotcurrncy mining is very deteriminal to the environment. According to a 2021 report by the Cambridge Centre for Alternative Finance, the total annual energy consumption of the Bitcoin network is estimated to be around 131.29 TWh. This is roughly equivalent to the annual energy consumption of a country like Argentina or Norway.

The purpose of SeaTrace blockchain is to use blockchain to incentivise people to collect cryptocoins for the benefit of society rather than to engage in usefless and climate damaging activities like crypotcurrncy mining. SeaTrace coins can be used to gather data to improve public health or to prevent overfishing.

We work with government agencies or NGOs to develop a custom coin for their needs, support the coin and provide a suite of tools to allow agencies to gain insight to their data. Agencies can also export the data collected to their own analysis pipelines.

Is SeaTrace a blockchain company?

Yes, SeaTrace is a blockchain company that provides the techincal support for agencies to gather data by using blockchain technology. SeaTrace uses blockchain to create "SeaTrace coins” that can be used to get metrics for particular behaviour or to create a transparent and traceable supply chain for any industry. This helps to ensure that products are sustainably sourced, and it also provides valuable information about their origin and quality. The SeaTrace platform includes a cryptocurrency token that can be used to incentivize sustainable socially beneficial practices and to reward participants in the supply chain for their contributions.

What is SeaTraces revenue model?

SeaTrace's revenue model is based on the use of its SeaTrace token, which can be used to incentivize sustainable practices and to reward participants in any sized supply chain. The SeaTrace token can be earned by participants in the supply chain who allow an agency to track actions of interest. SeaTrace coins can be converted to cash or cryptocurrency. SeaTrace also earns revenue by charging a transaction fee for the use of its platform and by offering value-added services such as traceability and certification services. SeaTrace designs the proper metrics to trace a particular behavior.

The data collected is shared SeaTrace and the agency co-owns the data. SeaTrace also aggregates data over several supply chains to provide aggregate data for industries while allowing agencies to keep their private data. SeaTrace also generates synthetic and counterfactual data which allow clients to ask sophisticated statistical questions and develop causal models without the expense of controlled trials.

Overall, SeaTrace's revenue model is based on creating a technological stack that allows companies and governments to collect data in a transparent manner which rewards people for sharing data.

Additionally, SeaTrace aggregates, validates and anonymizes industry data and provides a subscription based service that allows anyone interested in the sea food industry to track and understand data in real-time.

Who will pay for SeaTrace?

Government agencies, the seafood industry and NGOs can have custom coins designed for them to trace particular data of interest.

Government agencies, the seafood industry and NGOs can buy access to aggregating real-time global data about the seafood industry.

How does SeaTrace make money?

SeaTrace makes money through service fees for designing problem specific coins and apps, serving as the technological blockchain stack for NGOs and companies looking to use blockchain for supply chain traceability and optimization, providing supply chain analytics and a taking of portion of transaction fees and the sale of its SeaTrace cryptocurrency token. SeaTrace's platform is designed to create a transparent and traceable supply chain for the seafood industry.

What do the SeaTrace customers buy?

The SeaTrace customers buy an entire technological stack bundle that allows them to create custom coins without worrying about the technological backend. Their expertise and focus is only on the data they desire and not the specifics of how to collect that with blockchain

The SeaTrace customers can also buy access to aggregated data and a suite of AI tools that allows them to track and gain insight into the seafood industry.

Users of the app are paid for their data through the app. They are free to put the app “to sleep” or uninstall it at any time.

Overall, the SeaTrace ecosystem is designed to create a technological stack through blockchain that allows industries, NGOs and governments to collect data in an efficient, transparent, and equitable way that rewards people for sharing their data.

What will the SeaTrace customers buy? (single item, bundle items, service, bundle service, bundle item/service…)

SeaTrace customers can buy a variety of items and services within the SeaTrace ecosystem. Here are some examples of what customers can buy:

The SeaTrace coin tech stack. SeaTrace allows its customers to create and maintain a custom coin or coins without deep knowledge of blockchain.

Bundle items:

Service: Customers can purchase traceability and certification services that allow them to track the origin and quality of the seafood they purchase.

SeaTrace Coin Tech Stack Bundle: Should a customer decide the blockchain is the best way for them to collect data. SeaTrace Coin provides an end to end tech stack that allows for the business to focus on its mission.

SeaTrace Social Media Outreach Stack Bundle: Should a customer decide the blockchain is the best way for them to collect data. SeaTrace Coin provides an end to end tech stack that allows for the business, or NGO to focus on its mission and not on how to promote their coin.

SeaTrace Coin Tech Stack Service: Customers can purchase service and maintenance or have their own engineers use the tech stack.

Overall, the SeaTrace ecosystem is designed to create a sustainable seafood industry by providing a variety of goods and services that support sustainable fishing practices and promote transparency and traceability in the seafood supply chain. Customers can purchase individual items, bundles of items, individual services, bundles of services, or bundles of items and services, depending on their needs and preferences.

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How much will the SeaTrace customers pay? (one time price, annual total, multi-year contract…)

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The amount that SeaTrace customers will pay depends on the specific goods and services they purchase and the pricing model used by SeaTrace and its partners. Here are some examples of pricing models that may be used:

One-time price: Customers may pay a one-time price for a specific item or service, such as a pound of sustainably caught shrimp or a traceability and certification service for a specific batch of seafood.

Annual total: Some services, such as certification and traceability services, may be priced on an annual basis. Customers would pay an annual fee for these services.

Multi-year contract: Some customers may enter into multi-year contracts with SeaTrace or its partners for goods and services. For example, a restaurant chain may enter into a multi-year contract for the supply of sustainably sourced seafood products.

Subscription model: SeaTrace may offer a subscription model for certain goods and services,,such as access to its traceability and certification services. Customers would pay a monthly or annual fee for access to these services. Further access the globally aggregated data for the seafood industry would be done on a subscription basis.

The pricing models used by SeaTrace and its partners may vary depending on the specific goods and services offered, as well as market conditions and other factors. Overall, the pricing of SeaTrace's goods and services will be designed to support the sustainable seafood industry and to provide value to its customers.

How will the SeaTrace customers pay? (revenue model type: subscription, asset transfer, freemium…)

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SeaTrace customers will primarily pay using the SeaTrace cryptocurrency token, which is the native token of the SeaTrace ecosystem. The SeaTrace token can be converted into cash or cryptocurrency and can also be used to incentivize sustainable fishing practices and to reward participants in the seafood supply chain.

The revenue model used by SeaTrace is primarily transaction-based, with the company earning revenue from transaction fees charged for the use of its platform and value-added services such as traceability and certification services. SeaTrace may also generate revenue through partnerships with other companies in the seafood industry, such as financing or insurance companies or NGOs, who may pay to access the SeaTrace platform or to offer their services to SeaTrace customers.

SeaTrace may also explore other revenue models, such as a subscription model for access to certain services, or a freemium model where basic services are offered for free, but premium services require payment.

Overall, the revenue model used by SeaTrace is designed to support the sustainable seafood industry and to provide value to its customers. Customers will primarily pay using the SeaTrace cryptocurrency token, and SeaTrace will earn revenue from transaction fees, partnerships, and other revenue streams.

When will the SeaTrace customers buy (cycle time)? (time from initial contact to purchase)

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The cycle time for SeaTrace customers to make a purchase will depend on several factors, including the type of customer and the specific goods and services being offered. Here are some factors that may affect the cycle time for SeaTrace customers:

Designing a custom coin from start to finish can take months or design and validation.

Getting access to globally aggregated data can be as simple as a Netflix subscription and is likely to be done on a quarterly basis.

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How often will the SeaTrace customers buy? (velocity)? (one-time purchase, monthly, annually…)

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Designing a custom coin is a long term investment in gathering data to solve a problem. That involves upfront design fees and then an annual montaince contract.

Access to aggregated data can be done by a subscription basis and will be done most likely quarterly.

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Additional sources of income? (services, accessories, upgrades…)

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The purpose of gathering data is to provide actionable insights to solve or help some problem. Inevitably that requires additional modeling and software particular to using data to actual solve a problem and not to gather data for data sake. SeaTrace will build custom models and dashboards that provide actionable insights once enough data is collected.

Partnerships: SeaTrace may partner with other companies in the seafood industry to offer additional services, such as NGOs, financing or insurance, and to generate additional revenue streams.

Custom analytics for finance: most investors and hedge funds investing in the seafood industry need custom models to better make buying and selling decisions.

Overall, SeaTrace will continue to explore additional sources of income that support its mission of creating a sustainable seafood industry and providing value to its customers. These may include value-added services, accessories, premium services, upgrades, partnerships, and other revenue streams.