



Foodventure

The first trustworthy, instant reward food review platform built on blockchain and AI technology, enabling restaurants, brands, and reviewers to profitably interact like never before.



CRYPTO-CHARGED YELP RESTAURANT AND FOOD PLATFORM

trusted food reviews from farm to table

community curated and AI-enhanced, for restaurants and local to global food brands, representing a 4.68 trillion market worldwide

a proven, high growth social business model

like the reward-based growth of Steemit from 77,000 to 28 million sessions a month in less than 2 years; hugely profitable from 3rd year

blockchain and deep learning AI-run system

distributed, secure, minimal cost content, transaction, and dynamic business management

Foodventure cryptocurrency to power growth

60 million Foodventure digital asset token ICO in Q2 2019; FoodsCoin tokens used in ecosystem; anticipated 400% appreciation in 2 years

THE MARKET



More people now eat out in the United States than cook at home. This trend is driven by changes in demographics, earning power, family structure, available time, and convenient alternatives. It is also global, encompassing other developed and developing countries.

A definite need has thus been created for a very large and still growing segment of the population: To find reliable information about the quality of food and service provided by local restaurants, bars, night clubs, and other food establishments. Social networks on the Internet, which allow freely sharing opinions, likes, and dislikes have proven to be a natural media to meet this need. Search engines, on the other hand, make it easy to look for the same businesses.

A new category of Internet service was born about two decades ago, by combining these two services. The most successful company in this space, is Yelp*, best known for its restaurant and food reviews.

We are now in the early phase of developing the 3rd Generation Internet, built on distributed, secure, and transparent blockchain technology. In addition, we have a nearly ubiquitous and inexpensive mobile infrastructure in place already. The combination is expected to add two more billion users by 2030. This means at least a doubling of user base for online and mobile restaurant and food review services:

Yelp user base, ~80% of total market in Q4'16 - Q3'17: 722.0 million

Thus the total user base for the same period is: 902.5 million

with the user base growing to at least: 1.8 billion by 2030

... which produces a Compounded Annual Growth Rate of: 5.48%.

OPPORTUNITY



Our opportunity lies in taking advantage and maximizing the value of:

- A. The tried and true, although so far only marginally profitable business model of Yelp
- B. The proven blockchain technology and growth of Steemit
- C. A financially empowered community, with its own tradable currency of growing value*

** Token value appreciation examples*

Steemit's STEEM: +419%, since start of trade in May, 2016, from USD 0.64 to 2.68

Similar social network tokens

Metal's MTL: +241%, since start of trade in July, 2017, from USD 1.22 to 2.94

Synereo's AMP: +920%, since start of trade in January, 2017, from USD 0.02 to 0.184



ABOUT FOODVENTURE

Safe & Secure

We offer a much better solution: Guaranteed authenticity reviews, curated by an incentivized community and a deep learning AI abuse prevention system, encoded in a safe and secure distributed ledger, based on open-source blockchain technology.

Incentives are Aligned

Foodventure members (reviewers, raters, restaurants, and brands featuring their food products) are incentivized from the get-go to produce more and better content, they and their content are also continuously rated by the whole community, along with the deep learning AI abuse prevention system. Providing the highest level of quality, transparency, and reputation management, expected by today's customers, especially millenials, also creates the most favorable conditions for us to grow Foodventure speedily, sustainably, and profitably.

Food Production & Consumption

Foodventure covers the whole food scene. Every other social review platform like Yelp, social networks like Facebook, and search sites like Google, includes only the restaurant segment. Since foods, prepared at and away from home are the two faces of the same coin, allegorically — and with our FoodsCoin token, literally — Foodventure facilitates:

- Customers to have all this information together, in one place
- Restaurants and brands to reach them very economically through one platform
- Foodventure to be the go-to place for everything food.

BUSINESS DESIGN

Every successful business starts with a set of Unique Value Propositions, which distinguishes it from its current and potential competition. We are laser-focused on a high-growth market. Our ability to provide truly unbiased and useful reviews and ratings, produced and curated by an incentivized community and a deep learning AI abuse prevention system, is the cornerstone of our business and its growth prospects.

Our UVPs, defined by our team, has been validated by advisors with cumulative, decades long executive and hands-on involvement in the social networking and review space, as well as in food manufacturing, marketing, and retail. They are:

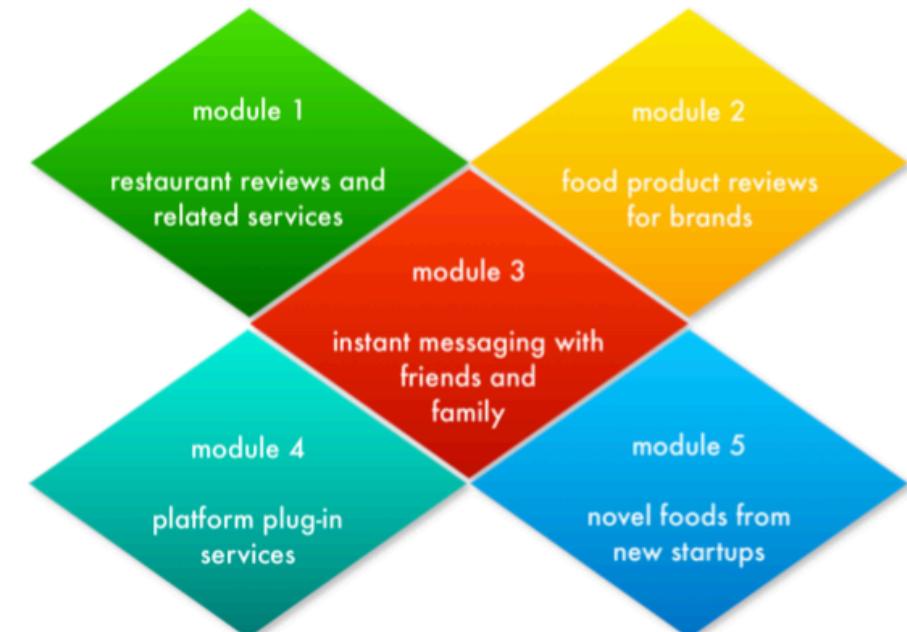
Foodventure is specifically designed to disrupt and replace the current, barely profitable social review business model with a next generation, highly profitable implementation



IMPLEMENTATION

To achieve immediate traction and long term growth, we are building Foodventure module-by-module, in succession:

BUILT FIRST	Module 1	Restaurant reviews and related services
	Module 2	Food product reviews for brands
BUILT NEXT	Module 3	Instant messaging with friends and family
BUILT NEXT	Module 4	Platform plug-in services for local review, image, video sharing apps and sites
BUILT NEXT	Module 5	Introduction and reviews of novel foods from new entrepreneurs and startups



SMART CONTRACT DEVELOPMENT

A “smart contract” is a self-executing computer program on the blockchain, where the outcome under the contract is coded inside the contract itself. The code not only defines the rules of the agreement (the same way a traditional contract does), but automatically enforces those rules. Smart contracts operate on an “if-then” premise, where singular data points represent action triggers. In general, they relate to the transfer of property or value, in some form. Title to assets or security interests are some of the simplest rights to tokenize and manipulate with smart contracts. Examples include:

- Assigning, calculating, and recording initial value of reward
- Calculating and recording changes in the value of reward over time
- Codifying FoodsCoin token assignment and escrow (reserve) rules
- Executing the conversion and transfer of FoodsCoin tokens to bank accounts



An option contact between parties is written as code into the blockchain. The individuals involved are anonymous, but the contact is the public ledger.

A triggering event like an expiration date and strike price is hit and the contract executes itself according to the coded terms.

Regulators can use the blockchain to understand the activity in the market while maintaining the privacy of individual actors' positions

COMPETITION

The main competition for Foodventure, unsurprisingly, will come from Google and Yelp. Both are used at essentially the same rate, around 82%, in this market. Facebook has also become an advertising juggernaut since 2013, which shows in the statistics below.

With its newly introduced Facebook Local service, it is expected to seriously challenge Yelp and, to a lesser degree, Google and other competitors.

The chart lists the current market position of Foodventure's potential competitors.

Competitors	Usage rate, 2013	Projected use rate, 2018
Yelp	84%	82%
Google - Google Reviews	84%	81%
Yahoo	13%	5%
Facebook - plus now Facebook Local	9%	17%
TripAdvisor Restaurant Section	N/A	3%
Yellow Pages (YP)	5%	5%

COMMUNITY BUILDING



To acquire consumers, that is reviewers, raters, members, and visitors, our initial target market is the same cryptocurrency and blogging savvy demographics which has made Steemit so successful. A marketing and technology partnership with them provides us with the shortest way to gain and grow traction.

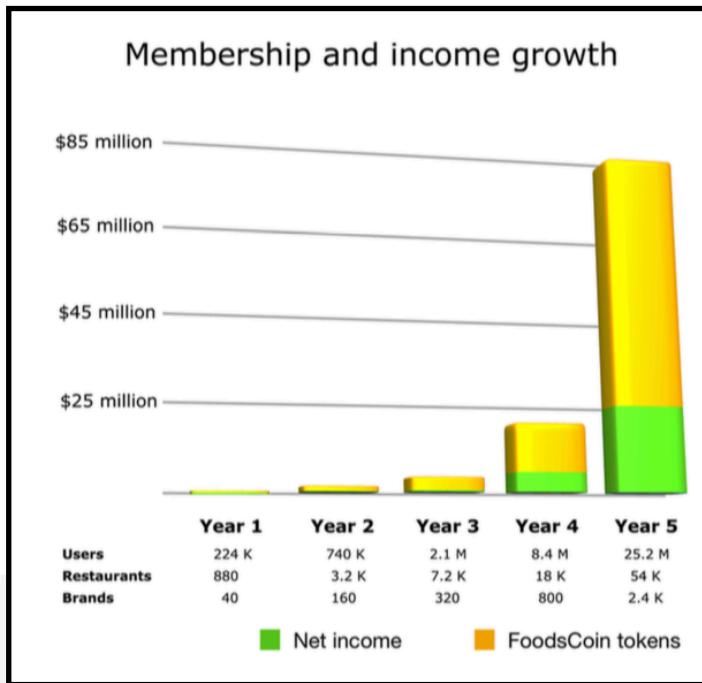
Running a high intensity, sustained community-building program, in parallel, also extends our reach to the highly desirable college and working age female and male cohorts. For the age cohorts between 45-75 with the most demanding palate, disposable income, available time, and appreciation to save money with our coupons, we will use a mixture of WOM, email, social media, and traditional media, in addition to our consumer-facing bounty program.

For businesses, that is full, light, and self-serve service restaurants, as well as food brands, our initial target market is a major metro region where we are physically present, such as the New York tristate area. Here we employ targeted direct sales, along with a mixture of WOM, email, social media, traditional media, and our business-facing bounty program to bring them on board.

To our investors in our seed round, ICO, and follow-on funding rounds, we offer a variety of options, including ownership participation, Foodventure digital asset token purchases at pre-ICO and full ICO prices through us and at nominal post-ICO prices through cryptocurrency exchanges.

PREDICTABLE GROWTH

Our forecast is based on the 1 1/2 year traffic and user growth history of Steemit - projected out to five years. The increase from 77,000 members in July 2016 to 28,700,000 sessions in January 2018 by approximately 9,567,000 members (3 sessions/day/member), gives us a quarterly CAGR of 123%. We use this to estimate growth in the Foodventure community and its economic activity:



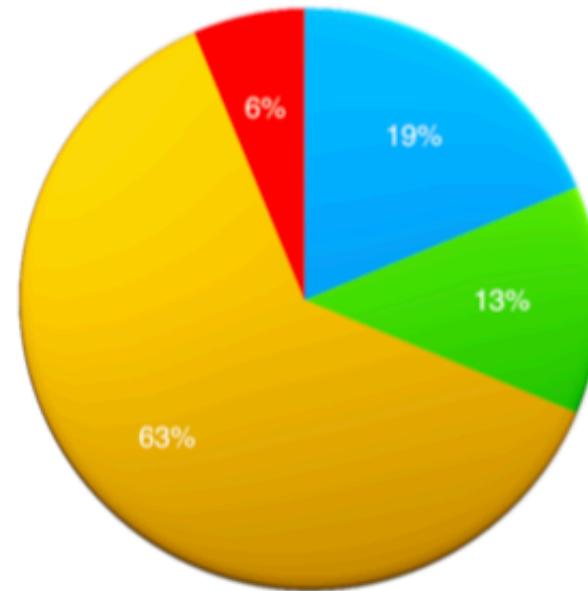
		Consumers		Restaurants		Food brands		FoodsCoin	
		Reviewers, raters, members	Member count	Net revenue	Member count	Net revenue	Member count	Net revenue	tokens*
Year 1	Seed funding and MVP		32,000	-80,000	80	-16,000	4	-4,000	
Year 1	ICO		192,000	-614,400	800	128,000	40	4,000	486,400
Year 2	Beta & rollout		740,000	-814,000	3,200	608,000	160	24,000	1,206,000
Year 3	Messaging added		2,100,000	-1,365,000	7,200	1,404,000	320	313,600	3,173,400
Year 4	Plug-in platform added		8,400,000	-2,100,000	18,000	5,706,000	800	1,160,000	11,915,000
Year 5	Food startups added		25,200,000	-5,040,000	54,000	22,680,000	2,400	3,480,000	63,360,000

* used in transactions, plus profits

SEED FUNDING

Our goals here, funded from \$800,000 in this round, are to:

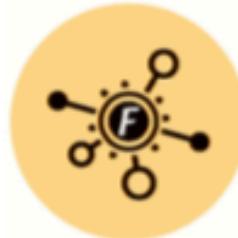
- Develop and deploy MVP, web & mobile: \$150,000
- Build core community of 200,000 users: \$100,000
- Prepare for and issue ICO: \$500,000
- Present and market Foodventure: \$50,000



IN THE FUTURE

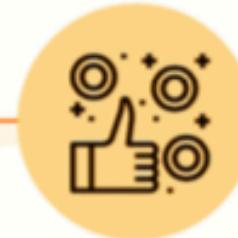
Our ERC20 token contract and our crowd-sale contract is based on OpenZeppelin - a secure and robust library that has been used to raise \$4.5 billion, in ICOs including OmiseGO, Augur, Civic and more. Following the crowd-sale, the tokens will be distributed, the vesting periods will start, and any unsold tokens will be distributed proportionally to all FOOD.V token holders, including the Foodventure team, advisors, early supporters, bounty participants, Community Pool and future operations.

JAN 2019



ICO announcement

APRIL 2019



public pre-sale

APRIL 2019



token sale

TEAM



Preston Junger

Co-CEO

Preston is a former Yelp leader, having worked previously for Yahoo!, IAC, and Apple. Co-founder of Mile Square Labs



Tom Sauer

COO

Before Co-founding Mile Square Labs in 2017, Tom led sales at Fundera, a small business loan aggregator, from the company's launch through its Series B round. Prior to that in 2011, he was a General Manager at LivingSocial and helped the company hire hundreds of sales reps



Steve Kingsley

Co-CEO

Steve is a serial entrepreneur and inventor. After fleeing to America from communist Hungary, he invented the Rapid Pickling process and licensed it to McDonald's, through Cuisine Crafts Inc, a company he founded in 1986.



Alex Saidani

CTO

Alex founded five technology companies and took them to profitability within six months. He participated in 500 Startups as a founder and Y Combinator as a team member; built 30+ software solutions and apps

TEAM



Kalman Toth

Founder, CTO - AI

Kal is a serial entrepreneur, and inventor of one of the first AI applications developed for PCs. He founded BusinessSoft, selling about 640,000 copies of Mind Reader, the first AI-assisted word processor, generating \$17 million in income. After selling his share of the company, he founded Silicon Magnetic Intelligence, where he created Ask Me



Tyler Sanford

CMO

Tyler is a former top Yelp employee, where he developed and managed Yelp's Community Development and Bounty programs. Since then he's become an ICO advisor, involved in ICO marketing, branding, and management, earning him placement in ICOBench's list of Top 20 People..



June Marshall

Founder, Marketing PR

Serial entrepreneur, writer, songwriter, singer, web, UI, and UX designer. Currently active in writing and marketing at Hashema International Partners. Andy started his career in production management at small to medium size companies in the fashion industry, in New York City. His introduction to the food business was in 1996, when he managed the production of Flavor Aged coffees and dessert coffee blends, invented by Steve, at Caffe Espresso.



Andy Debreceni

Founder, Operations

ADVISORS



Patrick Radler

Food Brands & Retail

Patrick has advised, consulted with, and developed customized programs for clients such as Kroger, WalMart, Coca Cola, Proctor and Gamble, Hormel, Pepsi, Keebler, Kraft, and many other blue chip food clients.



Steve McBride

Digital Marketing

Steve is Founder/CEO of VisualMax, a creative digital agency based in NYC. He has consistently been at the forefront of digital marketing, which is reflected in the over 200 successful media campaigns that he has created and produced.

GO TO MARKET

1

Finalize Seed Round of
the investment

Target: Jan 2019

2

ICO Marketing kit
Biz Dev – for private ICO
LOI with 2-3 major
partners

Target: March 2019

3

Private ICO

Target: April 2019

4

Platform development
Live POC

Target: May 2019

5

Full platform live

Target: Sept 2019