WHITE PAPER

Round Food - A decentralized on-demand food delivery service ; Global Blockchain Ecosystem for Food

1. Abstract

In today's world the technological development strides ahead very quickly. The trends of digitization and automation are already in full swing. The development of the Blockchain technology has led to a new trend– the trend of decentralization. There is not only one catchword to describe this process. The trend is rather a whole philosophy and mindset what shows the importance of cryptocurrencies. Pioneering projects like Ethereum, the DAO, Dash and many more show how decentralization can be defined in a new way with innovative business models, business processes, applications and other services. These projects are not only decentral in their technological architecture and partly in their political organization. They also give cryptocurrency's owner the chance to be involved in the success. In these cases, the cryptocurrencies are both a means of payment and a profit sharing.

The success of most cryptocurrencies is based on the clear disruptive potential. The cryptocurrencies have not reached their limits yet. They mainly function as investments or rather as a speculation medium and only for a few people as a means of payment. The adaption of the wide mass is essential if we want to push the decentralization with its advantages, visions and mindset to its limits. The full potential and the price stability show up when cryptocurrencies are used as a method to pay on daily basis.

Food, in one way or in another, is the basis for business the activity of any person. Food production and sales are and will be growing as the population grows. Production of reasonable and quality organic products is a problem which becomes more relevant day after day. Small and medium-scale farmers are the producers of local natural food. According to FAO (Food and Agriculture Organization), the world counts with over 500 million farmers. The most of them are small producers.
However, the traditional business models which exist today led the major food brands and agricultural corporations to push the small and

medium-scale producers and processors of agricultural products and foodstuffs out from the local markets. The globalization mechanisms help them to tighten their domination easily, using their own material and immaterial resources, on the markets of countries with less developed economies.

Long chains of agricultural products delivery used by transnational corporations, have led to a decline in the consumption of local products. That has led, in its turn, to a reduction of the number of small and medium- scale farms (data from the United States and Europe), increase of the average age of farmers (over 58 years), thus lowering the competitiveness, turning the heavily fragmented market of agricultural products and foodstuffs producers into the market of large corporations and intermediaries.

Therefore, as an example, even in the United States a farmer gets only 16 cents for every dollar paid by the final buyer for the products he has produced. 2 billion of people on Earth (mostly rural population) do not have any access to the banking services and are excluded from the modern economic processes.

We do not set ourselves the task to strive against the transnational corporations, and we don't oppose globalization. We believe that these are all attributes of the current moment of the development of our civilization. Any form of confrontation leads inevitably to the destruction and losses. But we cannot ignore the economic, social and humanitarian expenses of the existing models.

So, our platform will be put up to provide an equal access to a global market of production and distribution of consumable goods for the large and small producers and consumers of agricultural products and foodstuffs together with the modern financial instruments. This might create a vast market of organic food with fair prices.

2. Legal

General information

In order to fund the development of the Round Food ecosystem, token that will be sold to the public, in exchange of cryptocurrencies. The Round Food token is a coin, which will allow the User to access the service provided by the Round Food platform and network.

The Round Food token does not have the legal qualification of a security, since it does not give any rights to dividends or interests. The sale of Round Food tokens is final and non-refundable. Round Food tokens are not shares and do not give any right to participate to the general meeting of Round Food. Round Food tokens cannot have a performance or a particular value outside the Round Food network. Round Food tokens shall therefore not be used or purchased for speculative or investment purposes. Round Food Tokens will not be listed on any regulated stock exchange. Neither this Whitepaper nor any other material relating to the Offer, Round Food Network or Round Food Tokens will be or have been filed with regard to legal standards such as the Federal Act on Stock Exchanges and Securities Trading law, the Financial Market

Infrastructure Act, the Collective Investment Schemes Act, which are not applicable to this token sale. Therefore, laws and acts that ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable in this case. Every purchaser of the Round Food Token should receive proper advice in order to understand whether the purchase of the Token is appropriate for him or not.

Anyone purchasing Round Food tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully

understands the risks, costs and benefits associated with the purchase of Round Food tokens.

Knowledge required

The purchaser of Round Food tokens undertakes that she/he understands and has significant experience of cryptocurrencies, blockchain systems and services, and that she/he fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies (incl. storage).

Round Food shall not be responsible for any loss of Round Food tokens or situations making it impossible to access Round Food tokens (RFT) , which may result from any actions or omissions of the user or any person undertaking to acquire Round Food tokens (RFT) , as well as in case of hacker attacks.

Risks

Acquiring Round Food tokens and storing them involves various risks, in particular the risk that Round Food may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring Round Food tokens, any user should carefully consider the risks, costs and benefits of acquiring Round Food tokens in the context of the crowdsale and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with the activity (incl. the risks related to the non-development of the Round Food platform and network) or any other risks as indicated in the Terms & Conditions of the crowdsale should not acquire Round Food tokens (RFT) .

Important disclaimer

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor

should it be considered as an offering of securities in any jurisdiction. This white paper does not include or contain any information or indication that might be considered as a recommendation or that might be used as a basis for any investment decision. Round Food tokens are just utility tokens which can be used only on the Round Food platform and network, and are not intended to be used as an investment.

The offering of Round Food tokens on a trading platform is done in order to allow the use of the Round Food platform and network, and not for speculative purposes. The offering of Round Food tokens on a trading platform does not change the legal qualification of the tokens, which remain a simple means for the use of the Round Food platform and network, and are not a security.

Round Food Group is not to be considered as an advisor in any legal, tax or financial matters. Any information in the white paper is provided for general information purposes only and Round Food does not provide any warranty as to the accuracy and completeness of this information.

Round Food Group is not a financial intermediary according to Swiss law and is not required to obtain any authorization for Anti Money Laundering purposes.

Acquiring Round Food tokens shall not grant any right or influence over Round Food 's organization and governance to the Purchasers. Regulatory authorities are carefully scrutinizing businesses and operations associated to cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact Round Food Group's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire Round Food tokens must be aware of the Round Food Group business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in

any jurisdictions. In such a case, purchasers and anyone undertaking to acquire Round Food tokens acknowledge and understand that neither Round Food nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

Round Food will do its utmost to launch its operations and develop the Round Food platform. Anyone undertaking to acquire Round Food tokens acknowledges and understands that Round Food does not provide any guarantee that it will manage to achieve it. They acknowledge and understand therefore that Round Food (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use Round Food tokens, except in case of intentional misconduct or gross negligence.

Representation and warranties
By participating in the Token Sale, the User agrees to the T&C and in particular, they represent and warrant that they:

• are authorized and have full power to purchase Round Food tokens according to the laws that apply in their jurisdiction of domicile;

• are not a U.S. citizen, resident or entity (a "U.S. Person") nor are

they purchasing Round Food tokens or signing on behalf of a U.S. Person;

• are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;

• are not acting for the purpose of speculative investment;

• live in a jurisdiction which allows Round Food to sell the Round Food tokens through a crowdsale without requiring any local authorization;

• does not live in a jurisdiction which is qualifying token issued through a crowd sale as securities;

- will not use the Token Sale for any illegal activity, including but not limited to money laundering and the financing of terrorism;

- are solely responsible for determining whether the acquisition of Round Food tokens is appropriate for them;

- are acquiring Round Food tokens exclusively for use of the Round Food platform and network;

- understand the risks associated with the Token Sale (incl. the risks related to the non-development of Round Food network and operations) and

- understand the use of cryptocurrencies and its associated

risks.

3. Introduction - Problems

Food Delivery Business Challenges:
To be successful in any business, you need to overcome many challenges. Here, we have shared a few challenges faced by food delivery businesses,

High possibility of missing deliveries.

- Inefficient order management.

- Tracking the drivers and orders.

- Inconsistent user experience.

- Large order volumes.

- Security.

3.1 Why an on-demand delivery service?

The food industry services basic needs

The on-demand delivery market is booming. Online websites and application-based digital platforms are major drivers of behind the rapid growth in the on-demand delivery market. According to Statista, revenue from platform-to-consumer delivery is expected to witness an annual growth rate (CAGR 2021-2024) of 6.76%. The projected market volume is expected to be US$96,864 million by 2024. Having said that, technology platforms are not the only thrust behind this booming industry.

We spend more than one hour per day eating– in total this number sums up to 30.000 hours looking at a whole life and $100.000 (14% of our household income). As the food intake is a human basic need and will always be, the food industry is one of the oldest sectors in world's history. The food industry's annual sales in the European Union is more than 1.2 trillion. Therefore, it represents the biggest manufacturing industry in the EU (2016).

On-demand delivery services – a sector with hypergrowth

The on-demand economy has gained immense popularity in the last few years. It has seen a growth of around 18%. Instigated by companies like Airbnb and Uber, this business model has redefined customer experiences across multiple industries. Food, beauty, transportation, travel, and healthcare being some of them.

As more companies offering services are trying to find better ways to serve the customers, experts believe that this economy will only grow further.

The on-demand services have been made virtually painless due to the extensive use of mobile apps. As a result, they've become an integral part of modern lives. They've become particularly famous amongst millennials.

Around 49% of on-demand service app users are millennials and the annual average spending on the on-demand service app delivery is $57.6 billion.

An on-demand service app acts as a mediator between the customers and service providers. It provides a win-win for both customers and on-demand service providers.

The delivery services sector is in change. In the past 15 years the so-called aggregators (software- only) dominated the delivery services – but in 2013 "new delivery services" arise and became the new stars. Those new delivery services undertake the task of delivering food from restaurants to people's homes (on-demand) with an own fleet business. The advantages for restaurants are high flexibility as well as no fix staff costs.

Thus, these concepts fit for high quality and unique restaurants and not only for typical fast food restaurants. Foodora (2014) and Deliveroo (2013) were rated over one billion dollars in the past three to four years. They both are located in over 80 cities and collaborate with more than 8000 restaurants. But still, only 10% of the food deliveries are being processed by on-demand delivery services today.

3.2 The concrete problems

On-Demand Delivery – What Is It?
An On-Demand delivery system is a process through which companies use modern automation, software, online platforms, data analytics, mobile tech, and modern hardware to supply their goods to their consumers at the shortest possible time with several convenient options as demanded by their consumers.

50%+ Urban customers expect one-hour retail deliveries.

70% Customers willing to pay more for faster deliveries.

On-Demand Delivery – 5 reasons for failure
The main cause for failure is because companies fail to grasp the complexity and scope of running an On-Demand delivery model.

1) Not customer-centric: To achieve success at scale, the entire on-demand delivery model must holistically place the customer at its epicenter.

Without this, it is impossible to run a successful On-Demand delivery model.

2) Disconnected business processes: Running a solid On-Demand delivery model necessitates a seamless 24*7 coordination across all aspects of an organization's operations, processes, employees, and resources.Only managing some parts of the whole will lead to disaster.

3) Re-imagining operations holistically: Often, companies will need to re-imagine their entire gamut of operations and create a seamless, unidirectional workflow.

These include team roles, goals, and responsibilities at the very top right down to last-mile operations and often need leadership to make difficult decisions about change.

4) Small delivery windows, large volumes, complex demand patterns: The main tenet of an On-Demand model is delivering high volumes to numerous locations within very short times.

Add "peak-hour" volumes to this equation and you have a complex, large-scale operation. Therefore, the entire operation needs to be

planned and executed seamlessly, and, by using all available modern tools. Easier said than done.

60% Shoppers buy from companies that have better fulfillment services.

5) Insufficient Automation, prohibitive costs: An On-Demand service will face prohibitive costs if you do not automate your processes enough by using modern tech. Additionally, insufficient automation will also prevent the operation of the scale.

Automation & Modern Tech: the core of On-Demand Delivery
Simply put, the success of On-Demand models depends on how well organizations can use modern automation to manage their logistics and distribution around customers.

And, since Last-Mile Delivery is an invaluable part, leveraging modern transportation tech like GPS-enabled fleet tracking software will allow firms to manage their fleets in real-time from vantage command centers.

Despite the boom of new delivery services, they are in public critique. A lot of restaurants fight with high commissions (approx. 20-30%) and the couriers complain about exploitative working conditions and bad salaries. At the same time the known delivery services are losing sums over ten million dollar every year

High commissions, low wages and still no profit
The business model is highly rated because of its high range and the fast growth, but it still does not make any profits. The fast growth implicates the need of more personnel. Not only couriers are necessary but also staff for administration, sales, acquisition of couriers and staff planning. In addition, even more staff is necessary in the administration. It is common that those companies spend a lot of money for marketing

campaigns like coupons, numerous giveaways, fancy poster advertisements and for opening up new delivery districts.

Competition and commercialization against customer benefits – an expensive agent

These high operating expenditures are necessary in the delivery service's strategy. Important key terms are 'round of financing' and 'flotation' to ensure the financial survival of the business model as well as the growth. The company has to show a good performance in the contest, which is very expensive, to be attractive for investors. Therefore, it is no surprise that the restaurants and couriers are of secondary importance in this vicious circle.

4. Market overview

Over $1 trillion healthy food market worldwide (source: Euromonitor)

70% of customers in the United States willing to pay more for local products (source: ATKearney)

8669 of farmers markets in the United States. Growth by 98% over 10 years (source: USDA)

$ 602 billion: grocery retail sales in the United States (source: Statista)

12-16% of all food will be sold online until 2023 (source: AT Kearney) 51% of customers believe that local products are underrepresented on the market (source: AT Kearney)

23% of agricultural sales are made on the farms with a turnover of less than $250 k (source: USDA)

Less than 16 cents for each dollar spent by the buyer on the products come to the farmer in the United States (source: VDACS).

4.1 The Changing market for food delivery

The global online food delivery services market is expected grow from $115.07 billion in 2020 to $126.91 billion in 2021 at a compound annual growth rate (CAGR) of 10.3%. The growth is mainly due to the companies resuming their operations and adapting to the new normal while recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The market is expected to reach $192.16 billion in 2025 at a CAGR of 11%.

In January 2020, Zomato, an Indian food delivery services company, acquired Indian operations of Uber Eats for $350 million in an all-stock transaction. The combined entity of Zomato and Uber Eats India is expected to corner more than a 50-55% market share in terms of the number and value of orders. Uber Eats is an online food delivery services vertical of Uber, a US-based ride-hailing company.

An increase in smartphone users has given a boost to online food delivery services worldwide. Smartphone users are the primary online shoppers for the F&B industry and an increase in the number of smartphone users reflects a potential increase in online shopping for food and beverages. The world F&B e-commerce users reached 1.5 billion in 2019 and are expected to grow by 800 million, with an average of 25% y-o-y growth, by 2024. Indian food delivery platform, Zomato, has 80 million monthly active users and has set targets of reaching 20 million over the next few years. Hence increase in smartphone users and internet penetration is driving growth in online food delivery services.

Commencement of the 21st century, marked the spurt of online startups gradually changing the whole gamut of ordering food. Pizza, Burger and Chinese eateries directed the widespread of idea of home delivery of food, promoting it among consumers.

With the advent of smartphones, with a single tap, the consumer has got the convenience and power to choose from a wide range of restaurants, in turn expanding the online food- delivery platform.

Currently, the global food ordering and delivery sector stands at $95.64 billion, which is mere 1% of the total food market. Although it has matured in many countries, there are still several demographics which are yet to open the door for this sector. This puts forth immense growth opportunities for new startups.

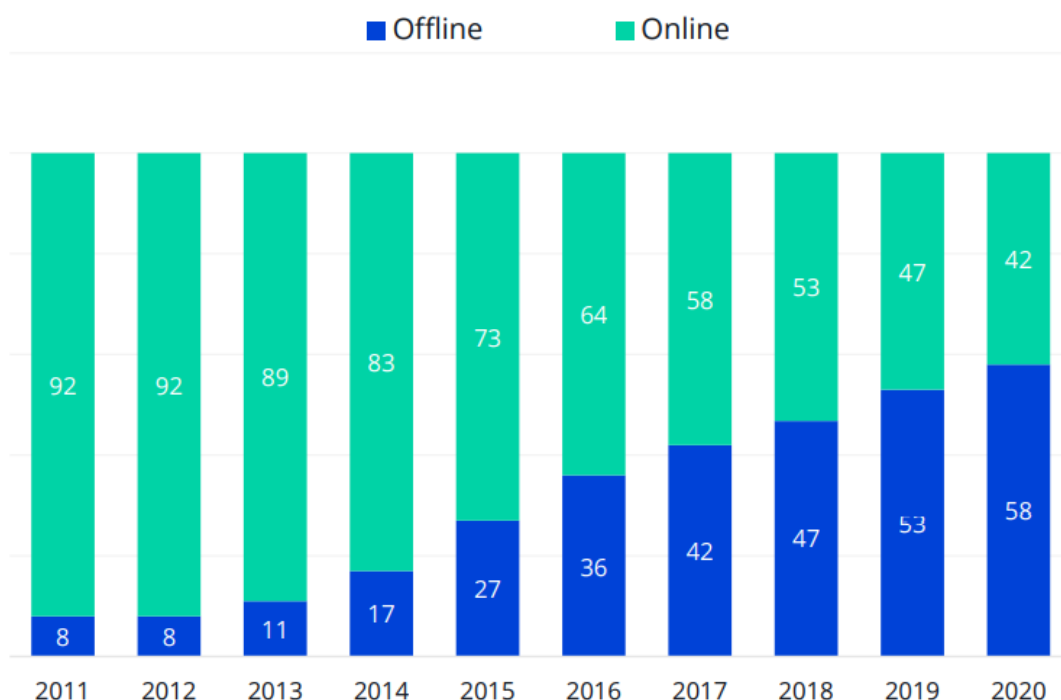A massive 79% surge is expected in the total U.S. food home delivery market over the next five years.

Food ordering and delivery is speculated to grow from $43 billion in 2017 to $76 billion in 2022, 12% annually over the next five years

Online delivery usage was not just booming for millennials, but also for the 35-44 age group

The top five players in this sector have a combined valuation of $11.52 billion.

The food-delivery market has the potential for robust growth.

Total addressable classic-food delivery market,1%

■ Offline   ■ Online

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Online	92	92	89	83	73	64	58	53	47	42
Offline	8	8	11	17	27	36	42	47	53	58

4.2 Online food delivery statistics

We are living in a digital age in and basically doing everything online, eating is also no exception. We have the online food delivery statistics to prove it.

Upgradation of the distribution network to a more decentralized system, Distribution 4.0, is trending in the food delivery services market. In Distribution 4.0, suppliers partner with multiple players for the best market coverage between urban and rural markets, focusing their efforts on marketing, branding, and in-store merchandising to create best-in-class shopper experience. They are likely to partner with aggregators, e-comm delivery companies, rural distribution companies, and distribution arms of modern trade to drive coverage.

E-commerce aggregator Amazon has announced plans to team with many small scale businesses, retail outlets, and rural supermarkets, to increase their last-mile connectivity. Therefore, the trend of Distribution 4.0 is envisioned to bring in some positive effects on the online food delivery services.

The countries covered in the market report are Global , USA , Europe , Russia .

Global 🌐

Revenue (2019) +14.1% yoy	Users (2019) +11.8% yoy
$94,385m	1,190m

USA 🇺🇸

Revenue (2019) +8.4% yoy	Users (2019) +8.3% yoy
$19,472m	105.6m

Europe 🇪🇺

Revenue (2019) +16.1% yoy	Users (2019) +13.3% yoy
US$14,568m	153.8m

Russia 🇷🇺

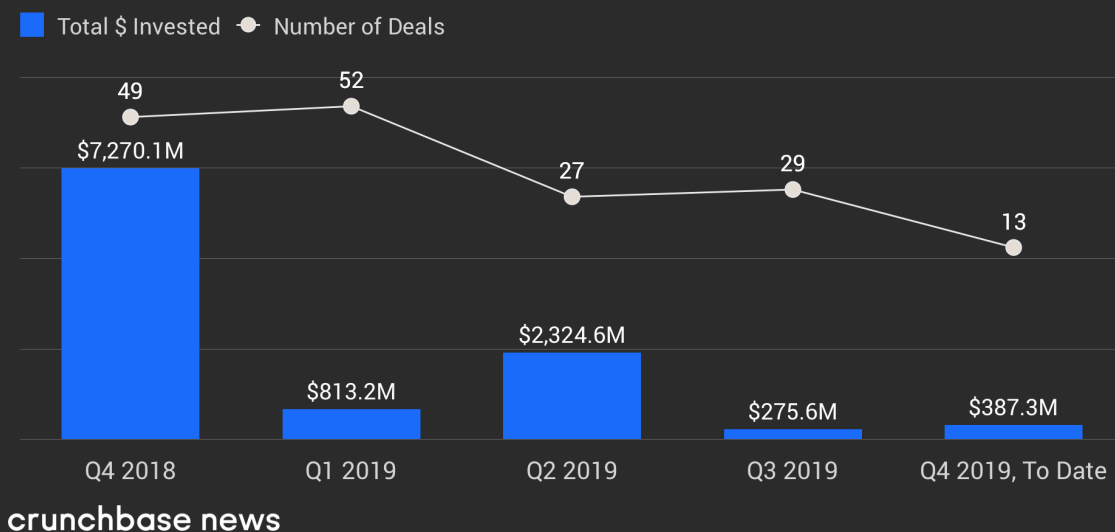| Revenue (2019) US$1,470m	Users (2019) 26.3m
$14,568m	Growth Rate +11.1% yoy

4.3 Food delivery startup - statistics

So far in Q4 this year, food delivery companies have received nearly $387 million in total venture capital funding. That's significantly less than during the same period last year. Between Oct. 1, 2018 and Nov. 26, 2018, food delivery companies brought in almost $6.2 billion in VC dollars. For all of Q4 2018, food delivery companies received close to $7.3 billion in funding.

That's pretty different from the situation this year. In 2019 so far, food delivery companies have received around $3.8 billion in funding, which is less than how much companies in the space received in just Q4 of last year. Last year, food delivery companies received around $11 billion in

funding over the course of the whole year (it was about $10 billion by Nov.26, 2018), while so far this year, it's about $3.8 billion.

Worldwide Venture Capital Investment In The Food Delivery Sector

Based on Crunchbase data pulled on November 26, 2019. Includes venture capital rounds (excluding PE, venture debt, grants, ICOs, and other non-venture funding) raised by companies in Crunchbase's "Food Delivery" category. Dollar volume is based on the sum of rounds of known value; deal volume is based on the count of all venture rounds, regardless of whether dollar volume is known.

■ Total $ Invested   ●— Number of Deals

	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019, To Date
Number of Deals	49	52	27	29	13
Total $ Invested	$7,270.1M	$813.2M	$2,324.6M	$275.6M	$387.3M

crunchbase news

Colombia's Rappi had the largest venture capital funding round of food delivery companies in 2019, with the startup bringing in $1 billion in its Series E round. This year has also seen DoorDash pull in huge chunks of cash, with the company raising $1 billion in venture capital this year through its $400 million Series F in February and its $600 million Series G in May.

5. Why blockchain in food delivery

5.1.1 What is Blockchain?

Blockchain is a distributed ledger technology used to record the transactions made with cryptocurrencies. And it also stores the data in the form of blocks that are secure and immutable.

5.1.2 How Blockchain helps Food Delivery Business?

Blockchain technology can help on-demand food delivery businesses by providing various benefits to developers, owners, and end-users.

Benefits such as

- High-level security.

- Fraud prevention.

- Increased efficiency.

- Speed.

- Transparency for restaurants and customers.

- These benefits can help a food delivery business to have a best-in-class mobile app than competitors.

Improve Reliability: On-demand food delivery regular customer complaints - delayed delivery to cold and/or wrong food. With Round Food Token, no need for customer support tickets anymore. Instant and automatic refund if your food doesn't arrive in time by fully enforced smart contracts.

Increase Efficiency: Even with an estimated 25%-30% standard market rate commission, most businesses are on a bleeding edge. With Round Food Token, a paradigm shift in terms of network and fleet management efficiency by introducing artificial intelligence (AI) and machine learning (ML) on-the-blockchain. Route optimization, Model-Predictive and Fault-Tolerant Controls are implemented.

Gain Loyalty: Verified un editable and non- destroyable on-the-blockchain re-views and rating process. A new trip advisor, but without the fakes and spams.

6. Our mission

In today's world the technological development strides ahead very quickly. The trends of digitization and automation are already in full swing. The development of the Blockchain technology has led to a new trend– the trend of decentralization. There is not only one catchword to describe this process. The trend is rather a whole philosophy and mindset what shows the importance of cryptocurrencies. Pioneering projects like Ethereum, the DAO, Dash and many more show how decentralization can be defined in a new way with innovative business models, business processes, applications and other services. These projects are not only decentral in their technological architecture and partly in their political organization. They also give cryptocurrency's owner the chance to be involved in the success. In these cases, the cryptocurrencies are both a means of payment and a profit sharing.

The success of most cryptocurrencies is based on the clear disruptive potential. The cryptocurrencies have not reached their limits yet. They mainly function as investments or rather as a speculation medium and only for a few people as a means of payment. The adaption of the wide mass is essential if we want to push the decentralization with its advantages, visions and mindset to its limits. The full potential and the price stability show up when cryptocurrencies are used as a method to pay on daily basis.

Our mission is to establish cryptocurrencies in millions of people's everyday life's

This is the goal we want to achieve with Round Food. The first step is to tokenize an on-demand delivery service for food. The idea behind is to

create a usage with daily transactions. The application breaks classic structures because it is developed and expanded by the community (couriers, clients, restaurants and uninvolved ones) and not by a management that wants to make millions in profit. We care about communities' needs and wishes.

The vision is a decentral structure with a design that will be developed gradually. The aim is to create a common consensus that is on one hand competitive and allows a strategic goal- oriented procedure on the other hand. Furthermore, it increases the welfare of all participants in the system.

The Mission of Round Food as a business platform is to form a fully-featured ecosystem, bringing together all economic agents (sellers, distributors, buyers, banks, insurance and logistics companies, tax services, customs, etc.) into a single blockchain platform.

Small consumers of agricultural products, such as coffee shops, restaurants, grocery stores, gastro-boutiques, will have access to the global market proposals directly from the manufacturers, for example, to the coffee from a plantation in Kenya, cheese and chocolate from a small manufacturer in Switzerland or wine from a small winery in France.

Using Round Food ecosystem and smart contracts, major food producers and distributors may substantially reduce their expenses on search and identification of new agents and contractors, as well as signing and management of new contracts. Our goal is to create a platform with simple and clear instruments available for simple farmers and producers who are not familiar with the world of blockchain technologies. We understand that apart from the technological limitations of blockchain-platforms, which are going to be solved over time, there are conception limitations of the common users, who are not ready (and don't have to) to

key into the technology, and should have a wide and convenient set of instruments to solve their everyday business tasks as the consumers. Based on this we are going to build a platform focused on the customer's needs.

Small farmers, as well as the large producers and distributors, will get equal access to Round Food, creating a comprehensive global competition environment for producers of food and agricultural products. With minimum skills, the users will be able to find customers and suppliers, using the interactive map of Round Food.

The smart contracts can be signed without involving lawyers, and there is no need to maintain logistics departments to connect with logistics companies. Lots of intermediaries will be excluded from the transactions, and this will provide significant cost savings on signing and managing the contracts. It will allow businesses to better compete with the companies which make deals in a traditional way (through intermediaries or maintaining large teams of law, logistics, etc.).

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instruments to solve their everyday business tasks as the consumers. Based on this we are going to build a platform focused on the customer's needs.

7. Our Solution

Decentralization

Ufoodo – we develop a service which is architectural and political usefully decentralized and possess all significant elements of an on-demand delivery service.

Round Food Ecosystem is designed as a transparent and accessible system with simple registration procedure and the opportunity to enter one's profile by a click. Transparency and accessibility of the platform are important for the growth and development of ecosystem under the conditions of new economy and form the basis of the project. Blockchain technology does not require a climate of trust among the parties of the transactions. It creates the environment that will guarantee protection against fraud without any need to trust the other party. The focus on internal security and feedback loop are of great importance in the architecture of the platform to enhance the security of the transactions.

Every successful transaction that was first initiated within the system and had a weak initial impulse (because of the lack of trust) get quite another (larger impulse) and the tendency to be repeated if it has passed all the stages and has been completed successfully. But at the re-initialization, it will have more significant input impulse that will grow further while moving to the completion. Thus a classic feedback loop put into practice within the balanced ecosystem with sufficient selection of instruments will be generated.

- Enable restaurants to do last minute deals to sell food rather than waste it

- Facilitated Data Sharing and rewarded "Feedback System" in real-time helps to keep Restaurants information accurate and updated

- "Smart Contract" powered feedback system ensures that only the person who ordered can make a genuine review to create an honest ecosystem.

- "Last minute" and "End of the Day" deals – push notifications to customers phones for both food ordering and dining in. Reduce spare tables and reduce food wastage; promote discounts or offers to loyal followers

- Round Food Token will allow millions of people to use and experience an app "powered by Blockchain" without the complexities of the technology

- With integrating AI and ML to delivery system we will deliver an effective dispatch mechanism to ensure users can get their favorite food from their favorite restaurants on demand

7.1 Network Economic Model

Round Food Ecosystem is a network economic model that consolidates farmers, buyers of natural food, restaurants and grocery shops owners, members of buying clubs, manufacturers and distributors, logistics and transport companies, customs brokers, insurance companies, state certification authorities as well as customs and tax authorities.

Operating procedures within the platform and instruments for their execution such as payment instruments and identification systems are made for every type of users.

Global marketplace will provide sellers, distributors and manufacturers with the unlimited access to new markets, the opportunity to work both in local and global markets, the instruments for strategic market research and business development planning. Using them manufacturers and sellers will get a chance to make up for a shortfall of current assets thus becoming competitive market players alongside with major manufacturers and networks.

Having become the members of the platform, buyers and sellers will get direct access to each other including private communication using the integrated messenger. Network economy model will produce synergies for all members of the ecosystem using co-operation with each other in feedback loop system.

Thus the buyers will get access to the unlimited range of the original, high-quality and low-priced goods and the sellers will get the growing flow of favorably disposed consumers.

Getting access to Round Food Ecosystem state and control organizations will get a convenient tool for financial crimes enforcement (tax avoidance, struggle against counterfeit, etc.).

Being a marketplace with a variety of essential and useful instruments, Round Food Ecosystem provides cost minimization and access to financing and global marketing. Its users will get a technological competitive advantage, the grounds for business expansion and the opportunity to meet competition in this field.

7.2 How it Work ?

Operative process

The process design, connected to the uPay- (Off-Chain) protocol, ensures automated decentralized processes. In the order and delivery process a direct peer-to-peer connection of all participated instances will be established with a safe payment transaction and delivery handout. The part of expensive agents is not necessary. The participants in the process (restaurants, couriers and clients) are our focus. They are value creators and earning contributors.

Expansion

Digital Decentral Franchise: Users can develop new delivery areas on their own; with the help of recruiting restaurants and couriers and take part in administrative roles. The recruiters will be paid with regular payments. A global decentralized growth can be enabled with minimal effort.

Governance

Every user, courier and restaurant owner can participate in the global board and in the delivery area specific local Board. In the boards user policy decisions and financing projects can be discussed and elected. The local boards are automatically connected to the profit of the local delivery area and possess a profit independent budget.
Regarding the interest of all lobbies, area specific delivery costs, courier wages and marketing costs can be decided.

Development

In a project oriented Open Source Development user can push new developments and can hand in new global and local concepts. The respective board can vote for marketing campaigns, new features, etc. and can allocate a corresponding budget.

7.3 Business Model

Development concept

Round Food token concepts represents an easily scalable feature-rich platform that complements services, providing ways for additional cooperation between the platform and traditional businesses.

Technology

Round Food token will provide a peer-to-peer network of associated nodes based on Ethereum blockchain. Each node stores a complete copy of the Round Food token blockchain.

Structure

Round Food token project includes creation of several base functions, necessary to conduct efficient and inexpensive commercial transactions between system participants.

Transparency

Transparency ensures accountability. All participants in the supply chain will have information about each other and can easily trace and track food supplies.

Safe And Secure

All transactions are secured, accountable and traceable. In addition, using smart contracts, all buyers/sellers can negotiate deals and receive timely payments to improve their cash flow cycles.

Reliability

The system is based on smart contracts, no one in the supply chain is dependent on each other. All transactions will be executed without the need to enforce "trust."

Technology

Ethereum-based blockchain will be used as a technological solution to build Round Food ecosystem. This technology was selected mainly because it allows you to optimally combine a distributed database storage system, smart contracts and remote user identification on the platform.

Technically, Round Food ecosystem will provide a peer-to-peer network of associated nodes (for data processing and storage). Each node stores a complete copy of the Round Food blockchain. These nodes are provided in the architecture both of a private and open blockchain structure to maximize the protection against unauthorized data modification.
A private blockchain structure model formed within a corporate entity will constitute a closed system and will be available only to users with private keys.

This mechanism will have a flexible customizable hierarchical structure allowing to include or exclude from the monitoring and administration of the objects such as smart contracts, various departments, and services within the company, as well as external parties, such as partner banks, insurance and logistics companies, customs brokers, tax services, etc.

8. Tokennomics

Round Food Token (RFT) is a cryptocurrency underlying the Round Food ecosystem as the payment instrument within its blockchain.

Round Food is a decentralized blockchain platform that allows you to organize money circulation, social and business processes between a large number of independent economic agents without trust to a single center or any member of the network.

The introduction of a community currency and a technical blockchain infrastructure leads to the simplification of settlements and the automation of processes, thus leading to the elimination of intermediaries that are common for centralized systems. As a result, all members of the process (members of the chain of production, supply and consumption of food) receive a significant increase in efficiency and reduction of costs.

All the advantages and user-cases of the platform can be divided into 2 large categories - social and economic.

A social user-case is a way of using a platform that leads to an additional value, the cost of which cannot be measured directly. However, this value is essential for all (or most) parties to a transaction / process and is of apparent interest.

The economic user-case is a way of using the platform, which leads to the mutual economic benefit of the target participants of the process. This is reflected in the mutual reduction of costs for the transaction process, as well as on the reduction of the cost of intermediaries in the price structure of the goods.

The humanitarian user-case is the result of using the platform that leads to the solution of a significant humanitarian problem. Usually, this is the result of the effective work to solve economic and social problems in a particular territory. This is due to the fact that the nature of inequality is usually found in the economic and political structure. Frequently, the instability of the political system leads to a significant increase in the risks of investment, investments do not come, so the standard of living is low, there is no possibility to introduce modern farming methods and pay for exits to product markets. All this leads to the fact that despite the fertile land, excellent climate and production opportunities, the farmer does not have the opportunity to sell his goods to the foreign market, or gives this function to the intermediary who solves this issue. In this case,

the products are bought at a knockdown price and resold in rich jurisdictions much more expensive. Thus, the consumer does not have the opportunity to buy quality products at an adequate price, and the farmer cannot emerge from poverty. And this is a vicious circle.

In this case, the decentralized system is the technical basis for building transparent and predictable social and economic relations. The most significant points are the following: independent monetary circulation, the possibility of building automatically-executable contracts (smart-contracts), fixing obligations and reputation, building transparent supply chains, transparent systems of support and distribution of funds.

It should be noted that the optimization of the supply chain is one of the most important tasks in this system. There are two types of intermediaries in these chains: intermediaries-parasites and intermediaries that create real value added in the process of their work.

As the first category (parasites), we consider resellers and those who use the fact that the farmer has no out-reach to the final consumer or distributor and add a significant part of the price, without increasing the value of the product. Intermediaries that add real value is the category of entities, which include logistics companies, customs brokers, consignment warehouses, banks, insurance companies. These intermediaries allow you to carry out the necessary work, for example, qualitative delivery of cargo, its customs clearance (in the current reality, it is necessary to formalize relations with state bodies when crossing borders), and so on.

The fundamental transaction medium is the TRC-20 conformal RFT token. RFT will initially be programmed and implemented as anTRC-20 on the Ethereum-Blockchain with an option to smoothly upgrade to the TRC-223 interface in future. The TRC-20 & TRC-223 standard allows a flexible and

safe usage of the RFT-Token with a simultaneously system compatibility and the same standard.

Functions:
- Secured transactions of payments
- Data privacy
- Usage of services and to interact in the system
- Voting rights
- Project financing and budgeting
- Rewards and salaries
- Trading

8.1 Token Detail

Token Name : Round Food Token

Token Symbol : RFT

Token standard : TRC 20

Total supply : 500,000,000 RFT

Token Allocation

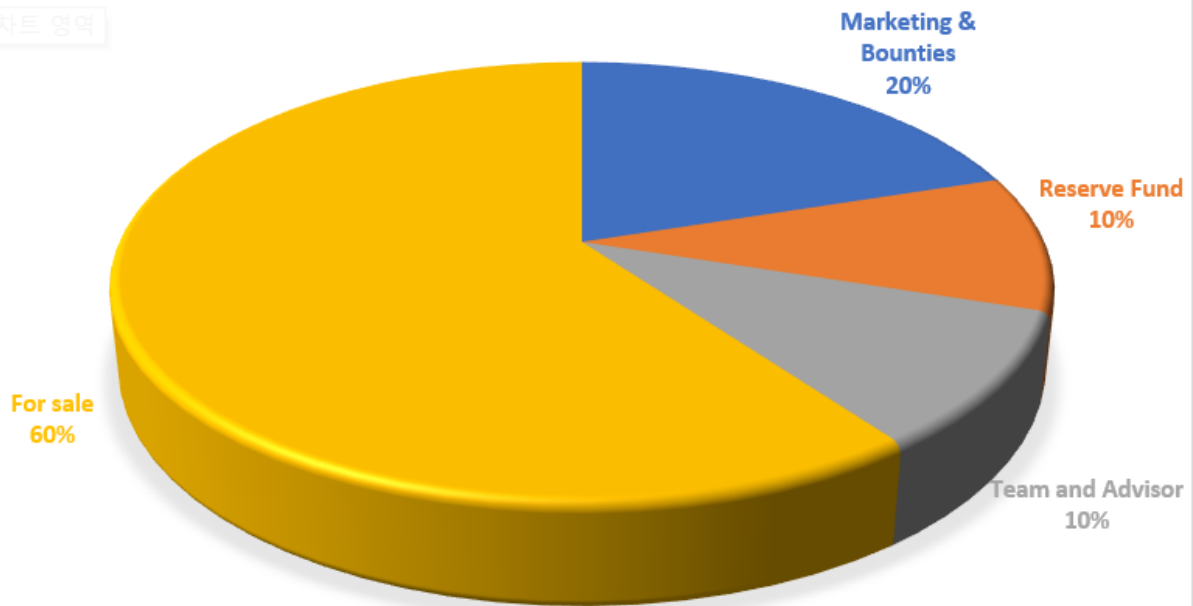The 100% of the total amount of cryptocoins will be distributed as follows:

20% - Marketing & Bounties

10% - Reserve Fund

10% - Team and Adviser

60% - For sale

The development fund will be a separate fund and its activity will be determined by the problems of maintaining and developing an integrated ecosystem.

The Reserve Fund will be developed in cooperation with various specialized government, non-government and non-commercial organizations dealing with the problems of fighting hunger, support of local farmers, food and agro projects, climate change problems, etc. The spending will be targeted and will be accompanied by information support so that all members of the community and the owners of the Round Foods can evaluate the results of this activity.

The advisory board fund will be founded to attract high-quality experts in blockchain field, IT, logistics, social policy, monetary policy, investments and credit policy.

The team fund will be used to stimulate the project stuff and enlarge their number.

Round Food is not a type of stock or any other security, and it should not be considered as an investment instrument.
Round Food is an internal payment instrument to be used on Round Food platform and other platforms. The main task of the Round Food cryptocurrency is to ensure the seamless operation of Round Food Ecosystem.

The cost and value of the RFT token can vary over time, both upward and downward. The RFT token will be traded on various exchanges that will determine the cost and rate value to other crypto and fiat currencies, in accordance with the demand and proposal.

Round Food cannot and should not be purchased for purposes other than those declared in the Round Food program.

We warn that the potential risks of using Round Food as an investment or speculative instrument fall completely with those who decide to use RFT for investment or speculation.

8.2 Funds allocation

The funds collected at TGE will be used to achieve the goals set out in this Whitepaper.
Round Food will build its ecosystem depending on the volume of funds contributed to the TGE.
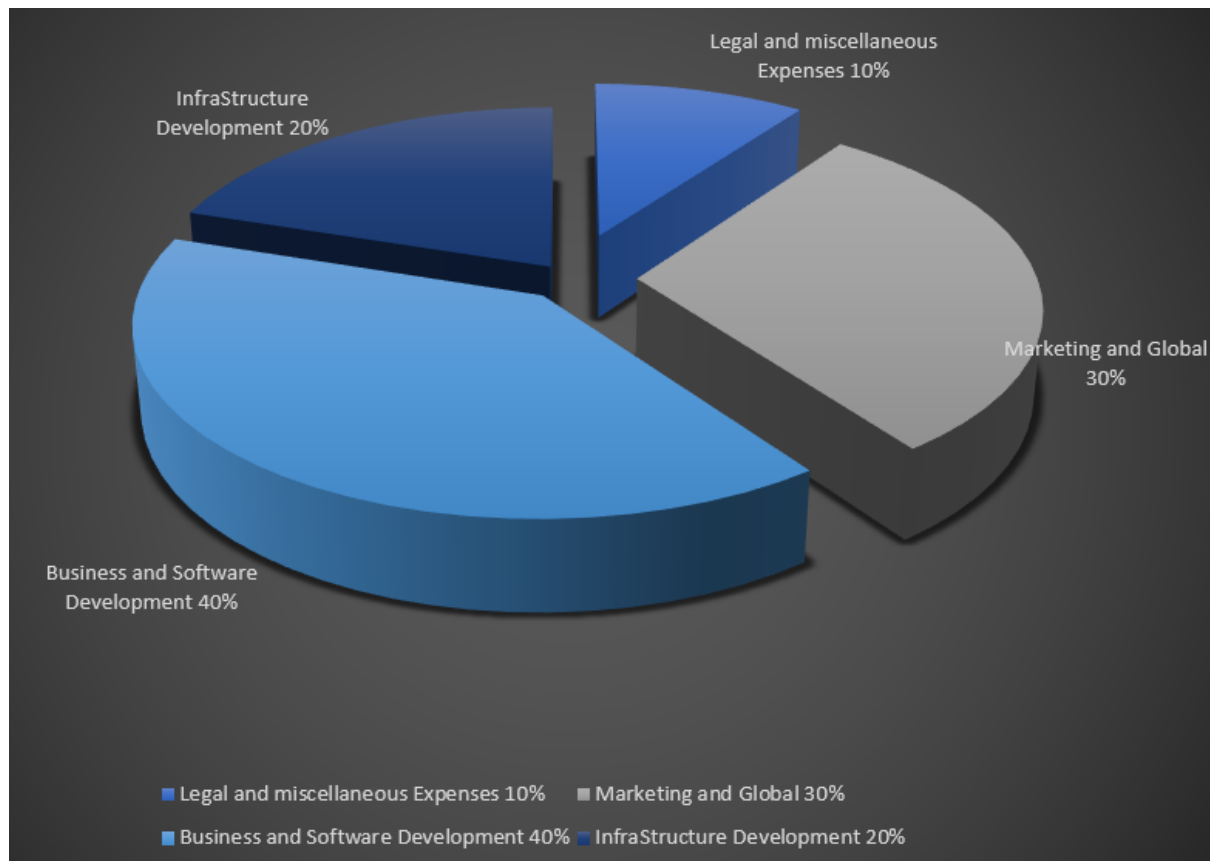
9. Conclusion

This document set out a conceptual vision of the Round Food ecosystem. This concept is based on the understanding that the dynamic changes in the mentality of consumers have an equally dynamic and often dramatic impact on numerous markets.

The consumers are no longer willing to restrict themselves by the established frames which may now be called obsolete. We see the solution in the use of new technologies and their implementations.

Blockchain technology is certainly promising and is at a very early stage of its development. We strive to create workable and comprehensive solutions for personal and corporate use.

The decision to issue our own cryptocurrency in several steps should demonstrate the relevance of this concept on the one hand, and to enable to smooth out excessive volatility on the other, in case of high demand.

Creating and developing the Round Food ecosystem, comfortable and useful for many purposes, we accelerate the beginning of a new era of development of the food production and consumption market.

10. Road map

Q3 2021
Concept development
Market research and competitive analysis SWOT
Token sale Launch of the public token sale

Q4 2021
Team and Advisory Board setup Development of Business Model
Team and business expansion Expansion of Round Food's core
Team and preparation for a fast growth to speed up development

Q1 2022
Implementation of smart contracts with solidity
Marketing strategy planning
Fundraising campaign - Global Community Board
Launch of the community

Q2 - 2022
Alpha App Launch alpha version of Round Food's delivery app
Mobile apps Key strategic Partnerships

Q3 - 2022
Customer segmentation and relationship
Web platform development

Alpha release for feedback Social Network integration

Beta IOS and Android apps partnerships with restaurants and cafes

Q4 - 2022

Beta version release of Web platform

Launch of Round Food Token advertising platform for third-parties

AI and ML integration

Q1 2023

Start digital decentral franchise

Enabling decentral growth through digital franchise in the first country

Blockchain test - Private Blockchain Test