OPEN FOOD CHAIN
Unstoppable Transparency
Problem **Statement**

*Challenges within the food industry*

Despite many advances in technology, the food industry is still characterized by **fragmentation, fraud and food safety concerns**. This leads to challenges with two clear problem owners:

**Consumers**
75% of consumers do not trust the labels of the food products they buy*. The **cry for transparency is higher than ever**. In addition, consumers are **willing to pay** a premium for trustworthy products.

**Businesses**
Businesses within the food supply chain are **losing billions each year** due to inefficiency, fraud and food safety concerns. Costs of global food fraud are estimated between $30-40 billion* a year.

*Data based on research from Label Insight & Michigan State University*
The solution: **Open Food Chain**

Reshaping the food supply chain using blockchain technology

Open Food Chain is a public blockchain solution that tracks products from farmer to the end-consumer. Supply chain actors upload data to OFC that can be accessed and verified. OFC data is irrefutable, reduces administrative work and is open and inclusive to all agrifood actors.

OFC shares the full story of the product to the consumer. It helps consumers gain transparency and trust in the products they buy.

OFC helps business gain insight in their supply chain. This raises efficiency, combats fraud and guarantees food safety while improving overall sustainability.

**Consumers:**
- Full transparent product information
- Trust in the products that they buy
- Use FOOD tokens for incentive programs

**Supply Chain Actors:**
- Gain insight in their supply chain
- Improved efficiency and reduced costs
- Require FOOD tokens as node holder
Value Proposition

An overview of the current Food Supply Chain

Inefficient
Extra steps in supply chain deemed unnecessary

Intransparent
Limited transparency on the origin of products

Lack of Consumer Trust
Complex supply chains make it hard for consumers to believe the claims of producers
Value Proposition

Transitioning into a transparent & efficient supply chain

**Transparent**
Creating a fully traceable will answer the transparency concerns that have increased over the past years

**Efficient**
Creating a simplified will lead to efficiency gains across the entire supply chain, driving willingness to adopt

**Customer Intimacy**
Simplified supply chains will result in better communication between customer and producer
OFC is live and used by renowned brands. Development started in 2017, with pilots being tested in different industries. The result is an open ecosystem that currently runs in production.

The largest implementation of OFC to date is in the juice industry, with JuicyChain connecting over 50 different partners in the supply chain. JuicyChain is a blockchain-traceability platform that improves transparency, accelerates the uptake of sustainable juice volumes and supports customer and consumer-facing communication on sustainable juice.

The juice industry is just the start, with progressive development in the soy and fish industry. The goal for OFC is to become the industry-standard for food transparency worldwide.

Live Implementation
50+ clients boasting $25 billion revenue

Scan the QR-code for a live demo
live on http://juicychain.org
Live Implementation
Launching April 1st

The blockchain burger is a fully traceable burger with locally sourced ingredients. This implementation of Open Food Chain focuses on providing consumers with transparency on the origin of products.

The Blockchain Burger is the catalyst to industry-wide adoption

The blockchain burger comes with the first dynamic NFT of edible art; a unique innovating aspect to ownership of recipes. Creating NFT and shared ownership of recipes, we have the power to change how chefs work and are rewarded.

Learn more about ChefChain
live on http://Chefchain.net
OPEN FOOD CHAIN FOUNDATION

**Industry Adoption**
- Chefchain Foundation
  - $430B Industry
  - Empowering Chefs
- Juicychain Foundation
  - $172B Industry
  - Sustainability issues
- Olive Oil Foundation
  - $16B Industry
  - Improving legitimacy
- Xchain Foundation
  - SBX Industry
  - Industry specific focus

**Open Development**
- Token Lock drivers
- Incentive programs
  - Activating consumers
- Finance
  - Cross-platform, cross-blockchain
- Customer loyalty
  - Cross-industry possibilities
- Blockchain interoperability
  - Cross-blockchain development
- Independent data verification
  - A new industry standard
Token Utility

FOOD is a Governance-token that enables the wide Open Food Chain ecosystem

1. Supply Chain Foundations Buy and Hold tokens

2. Supply Chain Actors Lock the token in order to access Open Food Chain

3. New Service Development on Open Food Chain locks & burns tokens
Industry adoption of the $FOOD token will grow over time. Faster onboarding and development of the platform will accelerate the number of industry partners on the platform, and increase the total amount of FOOD locked.

**2022**

Full implementation
Three different industries

$592B Industry

Initial setup
Cacao, Coffee, Egg, 10+ Industries

**Three Scenarios**

Estimating the Total Value Locked
Worst/Base/Best-case scenario explained in the graph
Our Magic

What makes Open Food Chain unique

- **Interoperability**: interoperable with all digital data systems. Once uploaded to OFC, data can travel anywhere.
- **Farmer Friendly**: Becoming a member of OFC is easy and can be done autonomously.
- **Costs**: You can track endless volumes without influencing costs.

<table>
<thead>
<tr>
<th>OUR COMPETITORS</th>
<th>OPEN FOOD CHAIN</th>
<th>VECHAIN</th>
<th>IBM FOOD TRUST</th>
<th>ORIGINTRAIL</th>
<th>MORPHEUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTEROPERABILITY</strong></td>
<td>✔️</td>
<td>✔️</td>
<td>❌</td>
<td>✔️</td>
<td>❌</td>
</tr>
<tr>
<td><strong>FARMER FRIENDLY</strong></td>
<td>✔️</td>
<td>✔️</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td><strong>COSTS</strong></td>
<td>✔️</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>✔️</td>
</tr>
</tbody>
</table>
Core Team
Building Open Food Chain

Marieke de Ruyter de Wildt
FOUNDER & CEO

Kirsten Coppoolse
COO

Gabriel van Luitgaarden
CFO

Christopher Mylonas
BLOCKCHAIN DEVELOPER

Bart van Maarseveen
BLOCKCHAIN ARCHITECT

Chris van Maarseveen
BLOCKCHAIN DEVELOPER

Martynas Cepas
PRODUCT OWNER

Daniel Verweij
PRODUCT OWNER

Maarten Baas
PRODUCT OWNER

Patricia Leek
PARTNERSHIPS

Ernst Ruijgrok
LEAD CORPORATE IDENTITY

Ben Ekanikpong
BUSINESS DEVELOPER

Aneta Purves
SALES AND MARKETING

Sebastien Metz
FISHERIES EXPERT

Jan van Iperen
BUSINESS DEVELOPER
Open Food Chain Governance
Leading to adoption of Open Food Chain

**BOARD**

- Coert Michielsen CPO at Refresco [LinkedIn]
- Howard-Yana Shapiro CAO at Mars Company [LinkedIn]
- Angelique Oplaat (tbc) Former CIO at Rabobank [LinkedIn]
- Kadan Stadelmann CTO at Komodo [LinkedIn]
- Marieke de Ruyter de Wildt CEO at The New Fork [LinkedIn]

**ADVISORY**

- Julian Lampietti Agriculture at The World Bank [LinkedIn]
- Hugo Byrnes (tbc) VP Product Integrity at Ahold Delhaize [LinkedIn]
- Saqr Ereiqat Founder CryptoOasis, ex-IBM Food Trust [LinkedIn]
- Pieter van Osch Founder at Scaleup Impact [LinkedIn]
Technical Roadmap
Leading to adoption of Open Food Chain

2025 TARGET:
Personalized nutrition

A detailed overview our plans with four key focused areas:
- onboarding of new industries
- tokenomics
- technical development
- consumer engagement
Our Partners
Partners of Open Food Chain; with current implementation of the technology
TOKENOMICS

$FOOD powering the Open Food Chain ecosystem

- Tokensale Details
- Token Distribution
- Tokensale allocation
- Investment Status
## Investment Status

### Current Investment Status

<table>
<thead>
<tr>
<th>Seed Round</th>
<th>Private Round</th>
<th>IDO/Launch Round</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Closed</strong></td>
<td><strong>1.56M - Open Till May</strong></td>
<td><strong>900K - First Partners</strong></td>
</tr>
<tr>
<td>Komodo Leading Tech</td>
<td>Currently open for investment</td>
<td>Launch of FOOD on 4 platforms</td>
</tr>
<tr>
<td>Cryptoasis Leading</td>
<td>Key partners with strategic</td>
<td>First Platforms confirmed</td>
</tr>
<tr>
<td>UAE fund</td>
<td>value</td>
<td>Details TBA</td>
</tr>
<tr>
<td>Nexxt Capital Game/</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NFT fund</td>
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<tr>
<td>Marketmaker.io</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market Making expert</td>
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<tr>
<td>0xDesign Capital</td>
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<tr>
<td>Design experts</td>
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</table>
Total raise: € 2.94 MLN  
**Soft cap:** € 1.0 MLN  
Total tokens in sale: 26.000.000  
Total token supply: 200.000.000

<table>
<thead>
<tr>
<th>ROUND</th>
<th>Tokens</th>
<th>Price (in EUR)</th>
<th>Raised</th>
<th>VESTING PERIOD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SEED ROUND</strong></td>
<td>8.000.000</td>
<td>0.06</td>
<td>480.000</td>
<td>12 MONTH VESTING</td>
</tr>
<tr>
<td>Strategic investors with Food Industry Expertise</td>
<td></td>
<td></td>
<td></td>
<td>8 month lock + 4 month linear release</td>
</tr>
<tr>
<td><strong>PRIVATE ROUND</strong></td>
<td>13.000.000</td>
<td>0.12</td>
<td>1.560.000</td>
<td>8 MONTH VESTING</td>
</tr>
<tr>
<td>Strategic investors with Token Sale Expertise</td>
<td></td>
<td></td>
<td></td>
<td>4 month lock + 4 month linear release</td>
</tr>
<tr>
<td><strong>LAUNCH ROUND</strong></td>
<td>5.000.000</td>
<td>0.18</td>
<td>900.000</td>
<td>4 MONTH LINEAR RELEASE</td>
</tr>
<tr>
<td>Tokens sold split across 4 IDO platforms</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
**Token Distribution**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15% Founders &amp; Team</td>
<td></td>
</tr>
<tr>
<td>15% Ecosystem &amp; Marketing</td>
<td></td>
</tr>
<tr>
<td>12% Liquidity &amp; Exchanges</td>
<td></td>
</tr>
<tr>
<td>13% Token Presale</td>
<td></td>
</tr>
<tr>
<td>5% Advisors &amp; Legal</td>
<td></td>
</tr>
<tr>
<td>40% Technical Development</td>
<td></td>
</tr>
</tbody>
</table>

**Use of Presale Funds**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% Team</td>
<td></td>
</tr>
<tr>
<td>30% Marketing</td>
<td></td>
</tr>
<tr>
<td>40% Technical Development</td>
<td></td>
</tr>
</tbody>
</table>
  - Build out new use-cases
  - Improve and expand functionality
| 12% Liquidity & Exchanges |       |
| 5% Advisors & Legal     |            |
| 13% Token Presale       |            |
| 15% Founders & Team     |            |
| 40% Technical Development |        |
Token Release Schedule

Total token supply: 200,000,000

*TGE date is subject to change
# Token Sale Allocation

<table>
<thead>
<tr>
<th>Allocation Type</th>
<th>%</th>
<th>Token Quantity</th>
<th>Day 1 Token Release (After Lock)</th>
<th>Release Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Token Presale</strong></td>
<td>13</td>
<td>26M</td>
<td>0.04M</td>
<td>Mixed lock, 4 month linear release</td>
</tr>
<tr>
<td><strong>Exchanges &amp; Liquidity</strong></td>
<td>12</td>
<td>24M</td>
<td>0.27M</td>
<td>4 month linear release after TGE</td>
</tr>
<tr>
<td><strong>Ecosystem Development &amp; Marketing</strong></td>
<td>15</td>
<td>30M</td>
<td>0M</td>
<td>18 month lock, 1 year linear release after</td>
</tr>
<tr>
<td><strong>Technical Development</strong></td>
<td>40</td>
<td>80M</td>
<td>0M</td>
<td>18 month lock, 3 year linear release after</td>
</tr>
<tr>
<td><strong>Advisors &amp; Legal</strong></td>
<td>5</td>
<td>10M</td>
<td>0M</td>
<td>18 month lock, 1 year linear release after</td>
</tr>
<tr>
<td><strong>Founder &amp; Team</strong></td>
<td>15</td>
<td>30M</td>
<td>0M</td>
<td>24 month lock, 1 year linear release after</td>
</tr>
</tbody>
</table>
Go-to Market

Our route to a successful Token Launch

Co-marketing, build legitimacy & reach-increase

Our key focus points for our marketing campaign

- Technology/partnership deep-dive, collaborate with news outlets
- Investor/partner announcements
- Activate a thought leader on Social media
- Thought-leader engagement - podcasts, interviews and AMAs
- Blockchain Burger launch - together with KOLs and other partners
- Monthly newsletter with key updates (improve legitimacy)
- Weekly community update on Telegram/Discord

Launch Event: The Blockchain Burger
INVEST
JOIN THE PRIVATE ROUND
investment@thenewfork.com

PARTNER
WORK WITH US
food@thenewfork.com