



# FOODNATION

THE #1 BLOCKCHAIN FOOD DELIVERY  
MARKETPLACE DRIVEN BY COMMUNITY

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# ABSTRACT

**We are an online food delivery marketplace, developed collaboratively, using the blockchain technology and having as key part the distribution of the profits with the sellers and divulgers for a more viral and sustainable growing.**

The online food order market is practically under the domain of big players whose profit margins are very significant, sometimes more than 50% of the services taxes. These monopolies eliminate good part of the business competition making both restaurants and clients run out of options. Nowadays this market moves USD 121 bil-

lion and the foresight is that will be still growing in high taxes (approximately 18% a year) reaching, in 2022, nearly USD 234 billions.

How to break up with this concentrating reality of the food delivery marketplaces and at the same time, being an example in the construction of a fair scene? How we could, in the free market rules, assist all the people involved in this ecosystem?

FoodNation is creating a marketplace for food order by apps with division of efforts for conquer together this billionaire industry. All the partners that are involved in the network could en-

joy, in a meritocratic way, by what they seed:

**Restaurants:** receive and process the orders by network;

**Sellers:** grasp the restaurants for the network;

Consumers: ask orders by network;

**Divulgers:** attract consumers for the network;

**Investors:** believe in the project and maintain our cryptocurrencies;

**Developers:** feature development to the project and maintain the network;

The segment of Food Delivery is made by capital intensive with good part of the investment going to the mass marketing. The FoodNation believes in a sustainable growing, focusing especially on the network remuneration of sellers and divulgers which could construct a permanently profit resource by the capture of restaurants and consumers for the ecosystem. Being an alternative of profit resource for people, we became an interesting option of sharing economy, with potential of viral and explosive growing.

For this revolution, in terms of business model we will use all the potential technology of the blockchain, that will allow us acting in a decentralized,

global and safe way. Thereby, without the need of servers, employees, managers or even formal institutions susceptible to governmental interference, we will unlock all the potential for us to growing quickly, with collective effort. We are talking about something very new in many senses.

Unfortunately, we see a lot of blockchain projects that use this technology just as a pretext to fund-raising or to solve a technical issue. In the end, they think as a traditional company, centralizing management (product, technology, seller and marketing) and consequently, the profits. What we crave with the FoodNation create is to unite the technology revolution with

a radical change in the business role model, capturing all the potential of decentralization.

The current collaborators of the project have already acted in the order delivery segment and delivery logistics, knowing profoundly their challenges and solutions. We add to the project, blockchain specialists to make possible the decentralized operation. At last, others collaborators will be attracted in this journey, for us, together construct this nation. If you believe that you could collaborate with ideas or even roll up your sleeves, search us, because you will be very welcome. Together we are stronger!



# BACKGROUND

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BUSINESS REVOLUTION



BLOCKCHAIN TECHNOLOGY



SHARING ECONOMY



FOOD DELIVERY MARKET



MARKET OPPORTUNITY

# BUSINESS REVOLUTION

The rules of the game in the business world are being rewritten and as all the technological revolution are full of opportunities. Will take some years for them being concrete, mature and reach the reality, but no more than 3 or 5 years.

Many didn't notice that a process of desintermediation that are in course in the business models. For A buy a

product or a service from B, isn't necessary a company in the middle capturing 10% or 30% of the transact value as a commission.

These new business models are being possible by a technology called blockchain. The blockchain subject is mixed up a lot with Bitcoin and with speculative capital. Considering that technology is what enable the crypto-

currencies.

It's through blockchain that, using the desintermediation concept, the cryptocurrency could change hands in a very safe operation, without the necessity of involve financial institutions or "trustable" third ones. Solving the reliability question in decentralized cryptographic transactions giving security for every part.

For scholars, as well entrepreneurs, it is increasingly clear how with the blockchain, the world that we know will change. Beyond all the speculation that we notice around the cryptocurrencies, the most important is the innovation that is behind it.

To illustrate a little of what is to come, the Uber of the future is expected to be a collaborative and open platform, connecting directly the edges (drivers and users) without the need of a centralized structure (company). Where the own participants of this network can be capable to validate yours transactions, so, who execute the service gains practically the whole profit, with small transactions expenses or even zero, just enough to fund the technological ecosystem that supports this network.



# BLOCKCHAIN TECHNOLOGY

The technology known as blockchain, have grown fast in the last few years, and provides a different solution to many problems faced by new society organization. The suite and concept brings significantly advantages over the nowadays frameworks and existing applications.

Blockchain, also known as the protocol of trust, is an example of distributed computing. They can be described as a distributed and shared database that works as a public ledger, managed by a peer-to-peer network collectively adhering to a protocol for inter node communication.

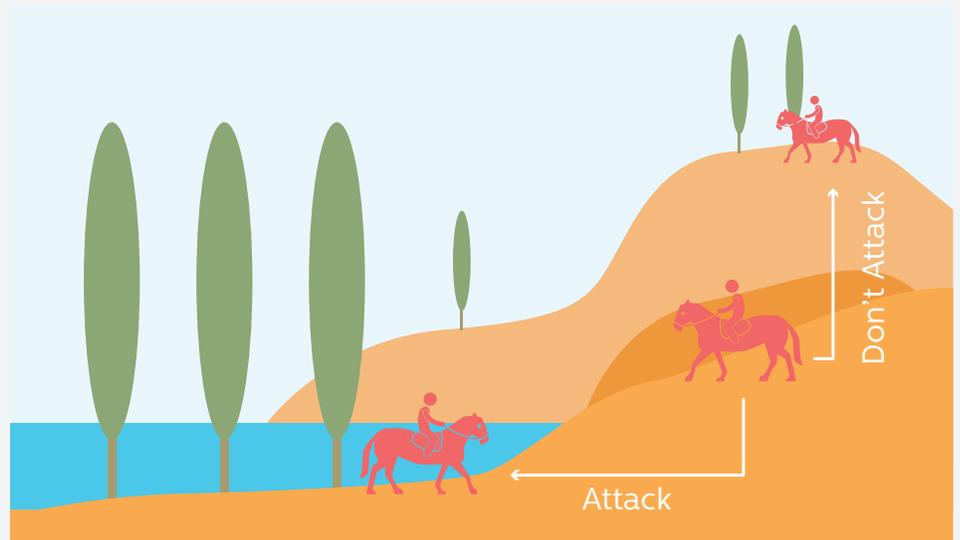
A fundamental problem in distributed computing and multi-agent systems is to achieve a global reliability, with the presence of faulty processes. In order to create a secure consensus protocol, it must be fault tolerant.

## The Byzantine Generals Problem

Famously described in 1982 by Lamport, Shostak and Pease, it is an agreement problem, in which a group of generals, each commanding a portion of the Byzantine army, encircle a city. These generals wish to formulate a plan for attacking the city. In its simplest form, the generals must decide only whether to attack or retreat. Some generals may prefer to attack, while others prefer to retreat. The important thing is that every general agree on a common decision, for a halfhearted attack by a few generals would become a chaotic and disorderly retreat or withdrawal of troops, and would be worse than either a coordinated attack or a coordinated retreat.

The typical mapping of this problem onto computational area is that the computers are the generals and their digital communication links are the messengers. Although the problem is formulated in the analogy as a decision-making and security problem.

Due to the value stored in blockchain ledgers, bad actors have huge economic incentives to try and cause faults. That said, Byzantine Fault Tolerance, and thus a solution to the Byzantine Generals' Problem for blockchains is much needed.



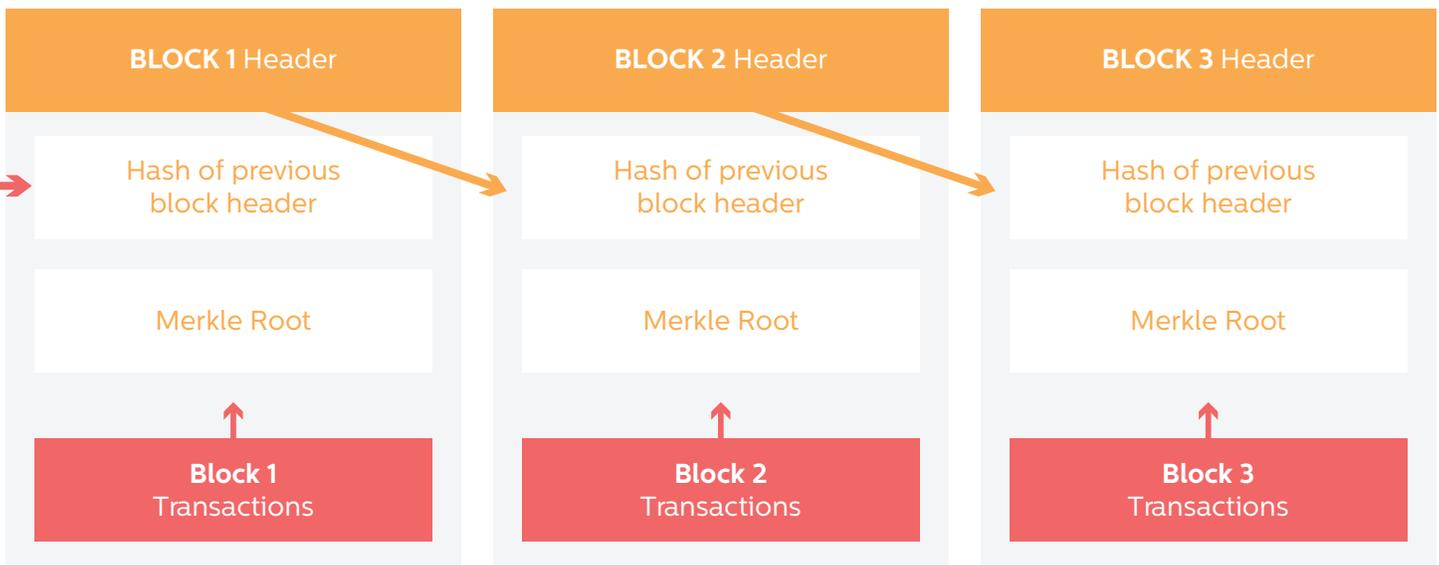
## Blockchain is a decentralized way of storing data.

The blockchain protocol uses a specific data structure and a suite of algorithms to create a distributed cryptographic ledger, over which every successful transaction is recorded.

It uses end-to-end encryption, this guarantees the immutability of the ledger, even when some participants are faulty or malicious. The most well known application of a blockchain is the public ledger of transactions for cryptocurrencies, such as bitcoin.

Anatomizing the data structure of the blockchain, the transactions can be

considered the smallest part of the protocol. When someone is interacting with the blockchain, it is executing transactions or updating its state in the network. When successful transactions are recorded over the ledger, they are grouped in blocks. The block itself consists of two parts, the transactions and the block's header.



Simplified Bitcoin Blockchain

The transaction part is organized under a Merkle Tree, this structure allows efficient and secure verification of content in a large amount of data. Besides that, it helps verify the consistency of the data.

The header mainly contains the hash of the previous block, a timestamp that represents the time when the block is created and the Merkle Root. The Block's header can be considered a data structure which is very similar to a linked list, but instead of having a pointer to the previous block, it stores its hash (identifier).

## Blockchain is the future of the internet!

The most known consensus algorithm is PoW (Proof of Work), which is used in Bitcoin. It uses a hash function to determine the identity of the block. This piece of data is hard to produce and costs a huge amount of processing power, but is easy to anyone verify. The participants of the network are responsible for validating the transactions and finding the solution to the

hash function are called miners. They play a very important role in the PoW blockchain's ecosystem, and by doing this important job, they are rewarded with a transaction fee. This process, despite consuming a lot of energy, guarantees the safety and validity of the blockchain.

An alternative to the previous consensus algorithm is PoS (Proof of Stake). In PoS-based blockchain, the creator of the next block is chosen depending on its wealth, also known as a stake. In contrast, this consensus algorithm does not have block reward, so the

miners take the transaction fee. This kind of consensus can be reached thousand times more effective.

One of the consensus that is receiving a lot of attention nowadays are the Decentralized Acyclic Graphs (DAGs). This type of algorithm is a promising potential solution for scalability. Three implementations that could be mentioned are Tangle (IOTA), Hashgraph (Hedera) and Block-lattice (Nano).

Another comparative dimension on this discussion is the public and private blockchain. They have similarities, like decentralization, both use consensus to keep nodes in sync and both have an immutable ledger. But they also have some differences, the main distinguish between them is who is allowed to participate on the network. The public blockchain, is totally open and anyone can participate on the ledger. One example of pub-

lic blockchain is the bitcoin, anyone could join the network.

On the other hand, private blockchains, also known as permissioned blockchain, needs an invitation or permission to join the network. This kind of blockchain could be used by social network, government organizations and companies, as they need some kind of verification to someone be part of the network. The most famous private blockchain is the HyperLedger Fabric hosted by the Linux Foundation.

Another particularity of the suite of blockchain are the smart contract, which are a computer auto executable protocol. They can be compared to a standard contract, that specifies the terms of a promise or set of promises, but instead of being legally enforceable as the standard contract, it uses cryptography to enforce it. One

more advantage of them are the immutability, they can't be redeployed as normal software so the rules can't be updated.

Its use is very important, because every deal that we create nowadays, needs an element of trust. For example, when you buy online, you need to trust that after you buy an item, it is going to be delivered to you. And the seller, needs to trust that the purchase isn't a fraud. This scenario occurs very often, and to work it needs a trusted party, that verifies every single step of it. This trusted party most of the times adds fees and slow the process, smart contracts can change this by eliminating the man in the middle, decreasing the cost of the transaction and becoming a distributed trusted party to any type of transaction.

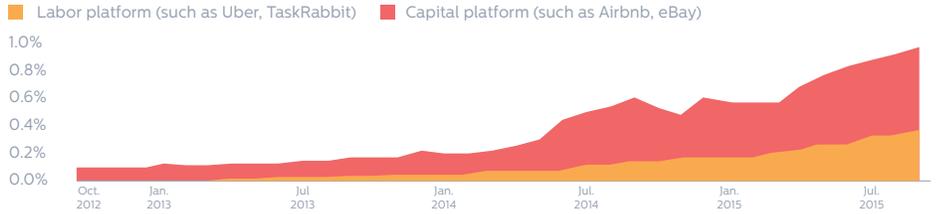


# SHARING ECONOMY

How many people live, today, in the Gig Economy or Sharing Economy? Uber, AirBnb, TaskRabbit, etc became relevant resources of many families, but a last step is missing, taking the intermediaries out of the way and distribute this billions of profits created by the companies to their partners.

## Gig Growth

Share of U.S. adults earning income in a given month via online platforms, often referred to as the gig of sharing economy.



[https://www.jpmorganchase.com/corporate/institute/report-paychecks-paydays-and-the-online-platform-economy.htm] Source: JPMorgan Chase Institute | WSJ.com

A research done by JPMorgan Chase Institute reveals that the Gig Workers number in United States grow 10 times since 2012, as showed in the graphic above, and that 4% of the adults worked, at least one time, in this market. Besides the United States leadership this tendency, it's about a global move. Another research of the [Intuit Research](#) predicts that until 2020 the Gig Economy will comprehend 40% of the American workers.

How we could see in the Mary Meeker report of 2018, the sharing economy is a model in expansion, that seen being away of saturation. Many companies are creating new work opportunities for the families to amplify their resources or even living of it. The business based in this model grows quickly without the labor burdens or assume the high fixes costs, being a completely variable remuneration.

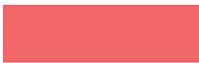
## On-Demand Jobs = Big Numbers + High Growth

### Real-Time Platforms

### Internet-Enabled Marketplaces



Source: <http://www.kpcb.com/internet-trends>



# FOOD DELIVERY MARKET



The online Food Delivery Market is composed by two main segments:

### Restaurant Delivery:

- **Full Service Model** (e.g: Uber Eats, Deliveroo...);

- Meals ordered online from services that deliver the order themselves;
- Meals ordered online from partner restaurants of special delivery services;

### Online Takeaway:

- **Marketplace Model** (e.g: Just Eat, Delivery Hero...);

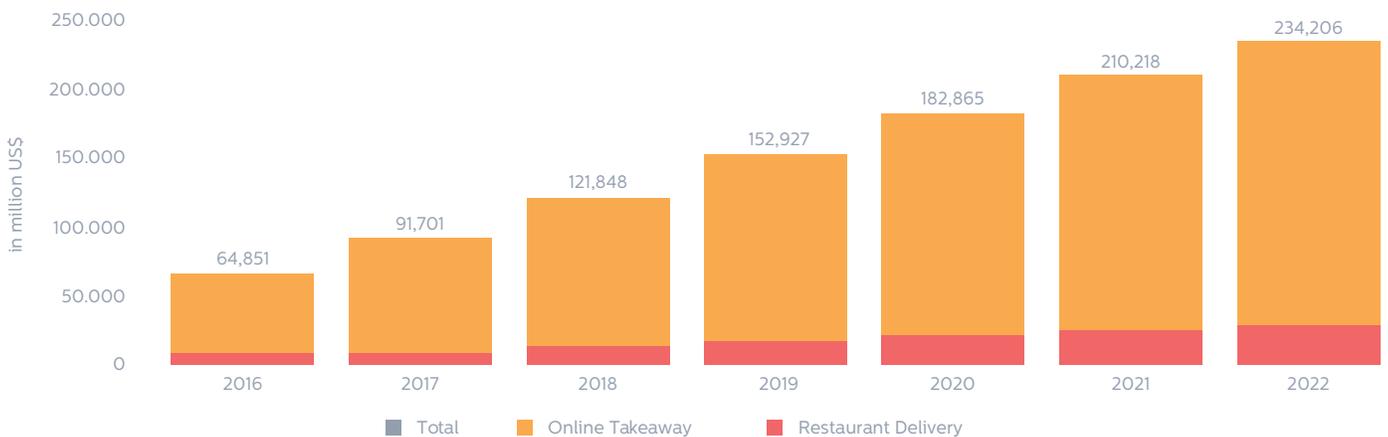
- Online delivery services that only provide a platform for restaurants that run their own delivery service;
- Online orders that are picked-up in store;

This market in Gross Merchandise Value (GMV) has the following size:

- Revenue in the “Food Delivery” segment amounts to USD 121,848 m in 2018.
- Revenue is expected to show an annual growth rate (CAGR 2018-2022) of 17.7% resulting in a market volume of USD 234,206 m in 2022.
- The market’s largest segment is “On-line Takeaway” with USD 110,044 m in 2018.

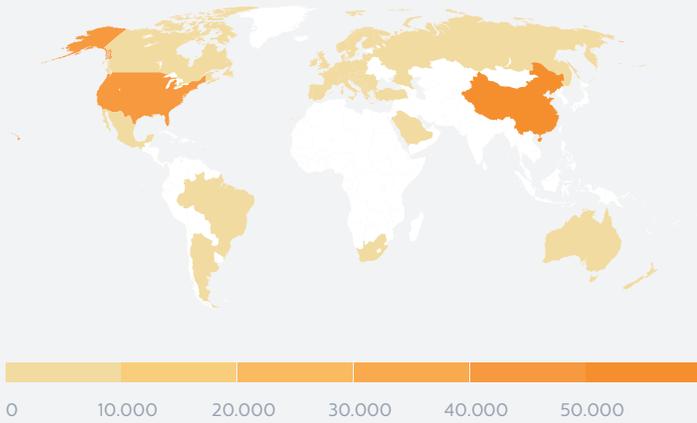
\* Phone orders and Deliveries of non-processed or non-prepared food (e.g. HelloFresh) are not considered players in this market

## Revenues



Source: Statista, April 2018; Selected region only includes countries listed in the Digital Market Outlook

### Global Revenues

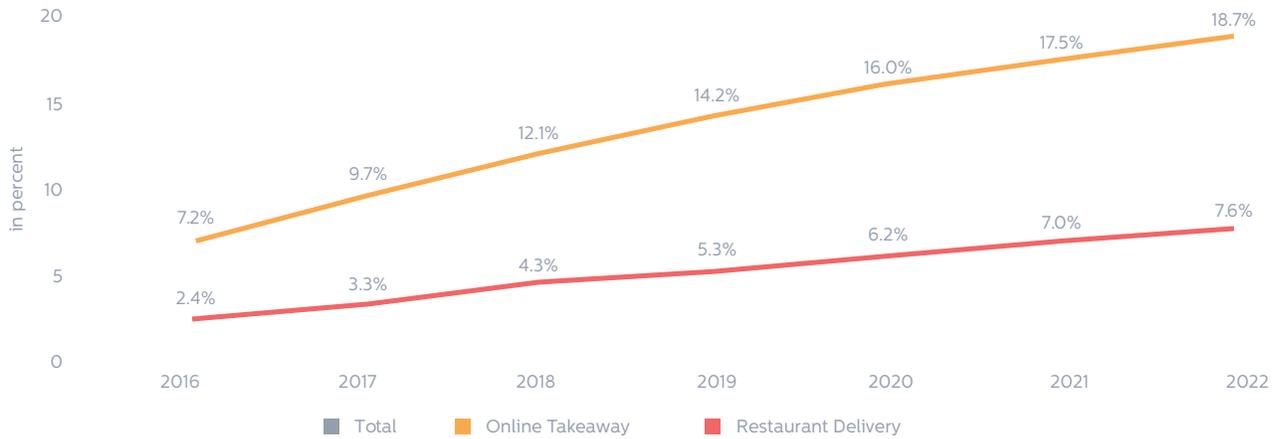


TOP COUNTRIES	
CHINA	US\$ 48,530M
UNITED STATES	US\$ 22,401M
UNITED KINGDOM	US\$ 6,478M
JAPAN	US\$ 4,469M
ITALY	US\$ 4,128M

Source: Statista, April 2018; Selected region only includes countries listed in the Digital Market Outlook

A [research](#) of McKinsey has found that in mature markets, 26% of delivery orders are made online or by phone. The migration of these models explains the high growing taxes of the segment and the expectation that continues like that for many years. This same research point the margins of the actual players are 40% or 50%, what can be noticed in the balance sheets of those listed on the stock exchange.

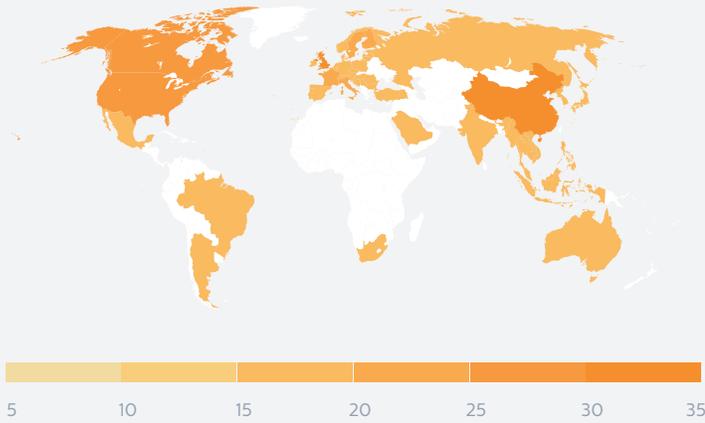
### User Penetration Rate



Source: Statista, April 2018; Selected region only includes countries listed in the Digital Market Outlook

In the “Online Takeaway” segment, the number of users is expected to 985.2m by 2022.

### Global Penetration

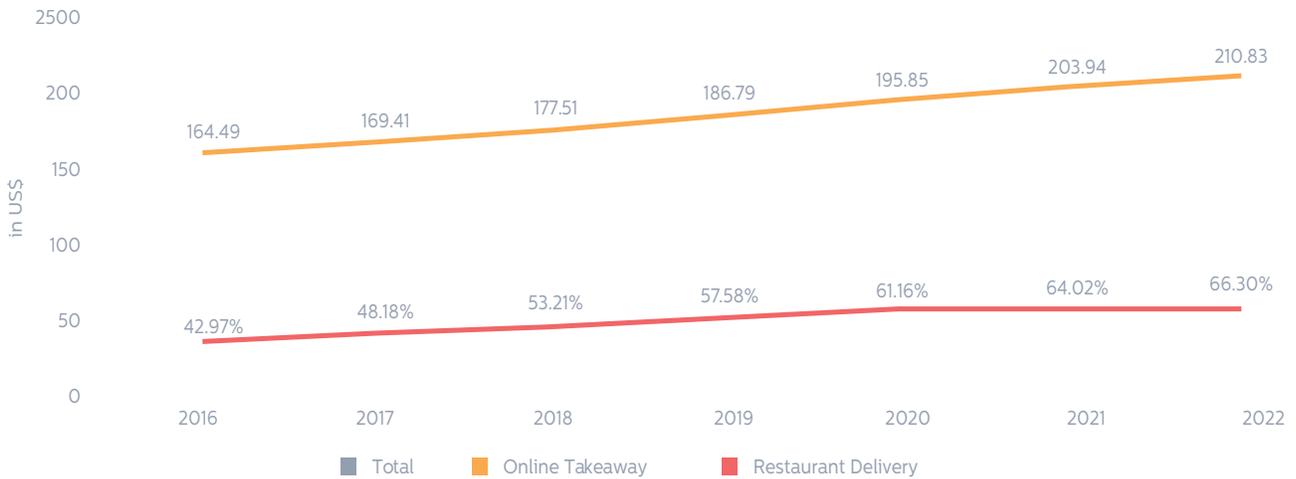


TOP COUNTRIES	
NETHERLANDS	32,5%
UNITED KINGDOM	28,4%
CHINA	24,5%
CANADA	22,4%
UNITED STATES	20,8%

Source: Statista, April 2018; Selected region only includes countries listed in the Digital Market Outlook

Another relevant data shows the evolution of the market is the continuous growing of the spent profit of orders made by online users, showing that the habit change starts gradual, with the eventual replace of the phone and goes more frequently until being total.

### Average Revenue Per User (ARPU)



Source: Statista, April 2018; Selected region only includes countries listed in the Digital Market Outlook

Adding the two factors: greater market penetration in the online model and the rise of the expenses on these individuals, we have consistent strengths pulling the growing of the market of Food Delivery by the next years as the projections shows.

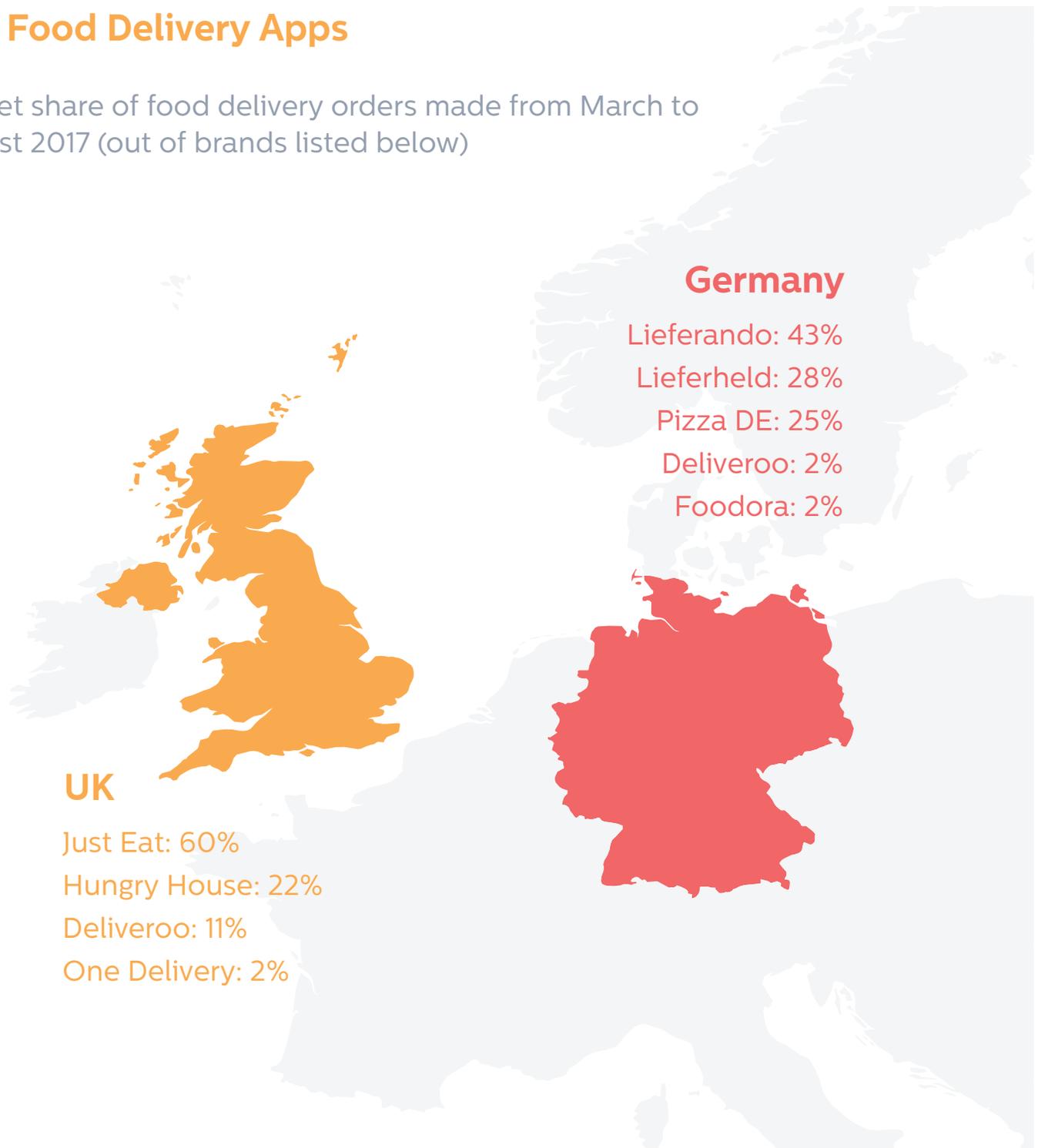
It's about a market under the domain of bigger players that are going through an aggressive movement of consolidation, eliminating the competition of those markets. In UK, for example, the Just Eat bought the Hungry

House, controlling 82% of the market, while in Germany, the Lieferheld Pizza DE, Deliveroo e Foodora that are part of the group Delivery Hero controls 57% and the Lieferando of the Takeaway group 43%.

Source: [Statista](#)

## Top Food Delivery Apps

Market share of food delivery orders made from March to August 2017 (out of brands listed below)



Based on a census-representative [survey](#) of 10632 people across the 28 EU countries completed in August 2017 by Dalia Research

The following relevant information of the main players of the Food Delivery are listed in stock exchange, the Uber Eats, for example, is out of this

analyses, for being a closed capital, wishing opening soon. Observe how the growing taxes are very high, what have less progress in this comparison

grow 36% in an year, while the main growing leader rise their revenues in 66% a year.

					
Leading Player	# of Countries	41	12	1	9
	# 1 Positions	36	12	1	5
	# of Orders	c. 206 m	c. 124 m	c. 86 m	c. 49 m
	# of Restaurants	> 150 k	c. 69 k	c. 70 k	c. 29 k
	Revenue Growth	+ 66%	+ 52 %	+ 36 %	+ 45 %
	Comission fee	10% - 24%	13% - 14% + Fixed Tax	12%- 24%	11% - 12%
	Market Cap	€ 7,367.16	£ 5,835.34	\$ 9,738.17	€ 2,152.16
	Market Cap (USD)	~ USD 8,7 bi	~ USD 7,8 bi	~ USD 9,7 bi	~ USD 2,5 bi
Largest Markets	Total Addressable Market	€ 72 bn	€ 28 bn	N/A	€ 13 bn
	Expected GDP Growth	3.1%	1.7%	1.9%	1.5%
	2016 Population	2.7 bn	0.5 bn	0.3 bn	0.2 bn

# MARKET OPPORTUNITY

Nowadays, the online food delivery market are totally under the domain of biggest international conglomerated that take meaning parts, profiting a lot with the exploration of all the chain. These oligopolies worth billions of dollars. Certainly whose notice that competition doesn't exist anymore are the restaurants, that doesn't have alternative to high taxes that are charge, but this can be also noticed by the consumer.

## Marketplaces choker the restaurants...

The end of the competition, in many markets, let as unique option to the restaurants to accept the rules of the domain marketplaces taxes, without power of negotiation. We heard very often from the restaurants that those marketplaces are bad ones needed: bring orders, bring recipes, but at an even increasing cost. This opens a big

opportunity for an appropriation of this dissatisfaction.

For the regulatory authorities is possible order food by others channels (ex: telephone), the marketplaces are not seen as monopolies. Thus, the consolidation of the market is easier, eliminating all kind of thread, like small companies, that bought or knock down, or big players with partners in common, which slice the markets among them for no competition.

On the other hand, we have patterns of users consume being collected and studied to generate market intelligence to the cost of your privacy. The users no longer own their information and become hostages of them.

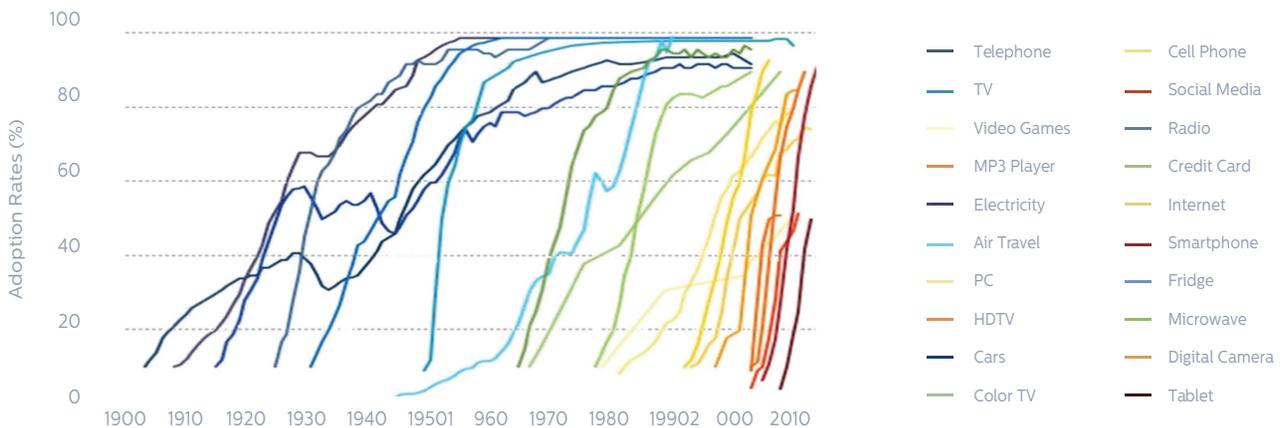
All app market for order food is concentrated in totally closed platforms. This prevent that third ones develop complementary apps with personalized solutions, considering cultural and personal differences.

Turning the APIs public could provide a better experience and space for innovation.

The Food Delivery segment is capital intensive, with a lot of investment in mass marketing, exploring a little others models of sustainable capture and growing. Being currently a more mature market, opens an opportunity to accelerate growing of alternatives, because the clients of the marketplace, both restaurants and consumers are already quite familiar with the concept.

The last highlight point is the velocity of the new adopted technologies. With the evolution of the means of production, transport and communication, new products and services of high value achieved the universalization in few years. In this moment come alive the first disruptive solutions in blockchain and will be explosive when adopted, with massive migration of the users from the current services.

### Adoption of Technology in the US (1900 to the Present)

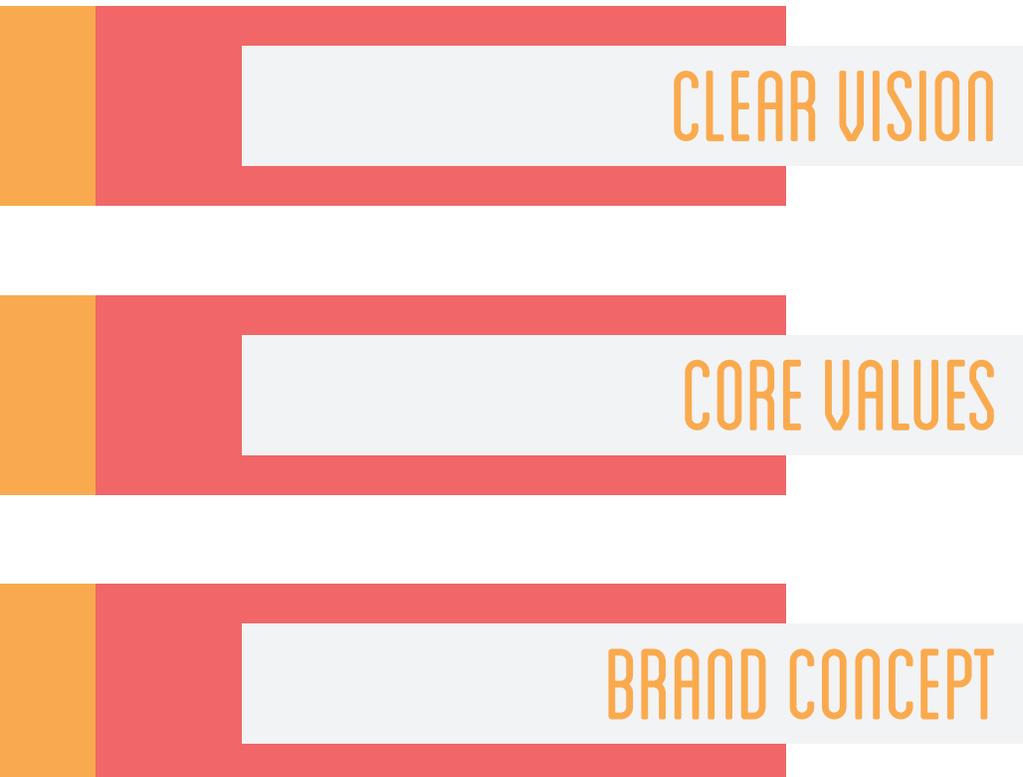


Source: BlackRock



# FOOD NATION

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CLEAR VISION

CORE VALUES

BRAND CONCEPT

# CLEAR VISION

<b>Vision</b>	<b>The #1 Blockchain Food Delivery Marketplace driven by community</b>		
<b>Mission</b>	 restaurants	 sellers	 buyers
<b>Financial</b>	 fair fee	 recurent comission	 cash-back
<b>Market</b>	 food delivery	 growing	 global
<b>Process</b>	 blockchain	 guerilla marketing	 top product
<b>People</b>	 community	 share economy	 diversity
<b>Core Values</b>	 governance	 ownership	 privacy

**The FoodNation is going to be the final solution in food delivery!**

# CORE VALUES

The essence of FoodNation lies in the creation of a very strong and united collective, such as a nation.



**A nation without borders!**



governance



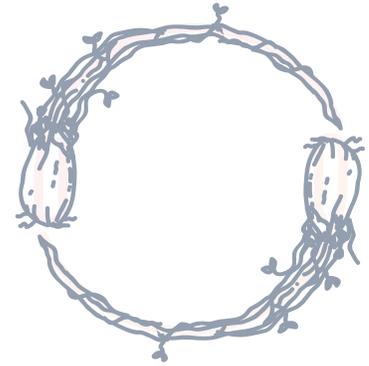
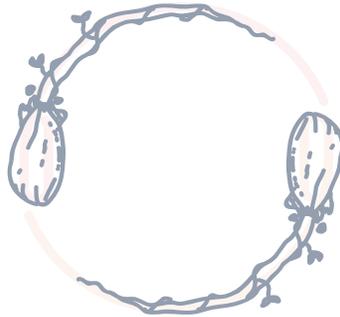
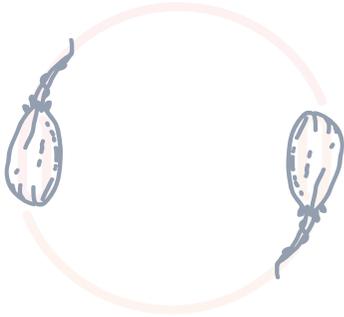
ownership



privacy

# BRAND CONCEPT

Growth and strength



trust and solidity

the seed we grow



and became a nation

# STRATEGY

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DECENTRALIZED ECONOMY

FAIR TRANSACTION FEE

DIVIDE AND CONQUER

GLOBAL UNLOCKED

USING BLOCKCHAIN

GUERRILLA MARKETING

# DECENTRALIZED ECONOMY

All countries have adopted policies of economic centralization. While the economies of the capitalist countries are centralized in the hands of a few capitalists and powerful politicians, the economies of the communist countries are centralized in the hands of the party, the state. In fact, centralized economies have failed to eradicate the economic exploitation or the

economic problems of the common people. The policies of economic centralization can be considered a strategy to accumulate increasing capital in the hands of few.

Although humanity improved their life quality, in terms of social indicators, the richness concentration could comprise this progress. For continue developing, will be necessary confront

the giants, in the case the mega corporations. The blockchain technology allows us to reorganize things, eliminating the intermediaries, but maintain the trust of the transactions. It is in this context that the FoodNation wish to empower the edges, restaurants in special, sellers and divulggers, so that they are no longer exploited by the current marketplaces.

## FROM INSTITUTIONS TO INDIVIDUALS AND COMMUNITIES



institutional trust



peer trust

**“Governments are good at cutting off the heads of a centrally controlled networks like Napster, but pure P2P networks like Gnutella and Tor seem to be holding their own.”**

- Satoshi Nakamoto

- [Source](#)

The cryptocurrencies are, until now, the most efficient way of decentralization, without a central server, egos, oppressors and powerless, they give power to the community. The people become agents of money and power, reaching more welfare.

**Blockchain technology is the innovation...**

**Decentralized economy is the disruption...**

# FAIR TRANSACTION FEE

How explained before, the high taxes choke financially the restaurants and, in the actual model, are the marketplaces that have the greater margins. For us to reach the better taxes we need to work with a series of new paradigms, different from the players of the current market. Following, we explain the main ones:

## Decentralized Costs:

Different from a company, with a high level cost of physical structure, managers, workers, parties, suppliers, marketing, etc, we will work for won't create centralized and recurrent expenses. This will demand a continuous search for new solutions

and to solve the same problem, but in a decentralized way. So, instead of recruiting and manage a sales team, the interested entrepreneurs will assume that role, with all the profits being the result of their effort.

## Decentralized Marketing:

The community will work in the creation of the communication and advertising pieces, so the eventual attraction of global celebrities, all the promotion will be made by partners (sellers and divulggers), using physical

or digital channels. We will create tools and will promote the best practices to stimulate restaurants and partners in the local investment, to reach sells and consequently their profits.

## Excellent Products:

A product that work very well, easy to use and guarantee a good shop experience, eliminate complains. This complains, that demand human attention, or generate unnecessary noises, low the value of the brand

observed by the clients. A good product also helps to reduce the investments of marketing and commercial, because turns into viral.

The decentralized structure will give to FoodNation conditions of market impossible to be replicated by the traditional bidders, given us stronger competitive advantage.

# DIVIDE AND CONQUER

The FoodNation will grow in power and reach at the market, in exact proportion as the partners: restaurants, sellers, clients, divulgers and investors; prosper inside the web, the transaction fee will be shared among all the partners, eliminating the extreme concentration, current in the marketplaces. We hope that FoodNation be an interesting alternative of shared economy. Turn into an option

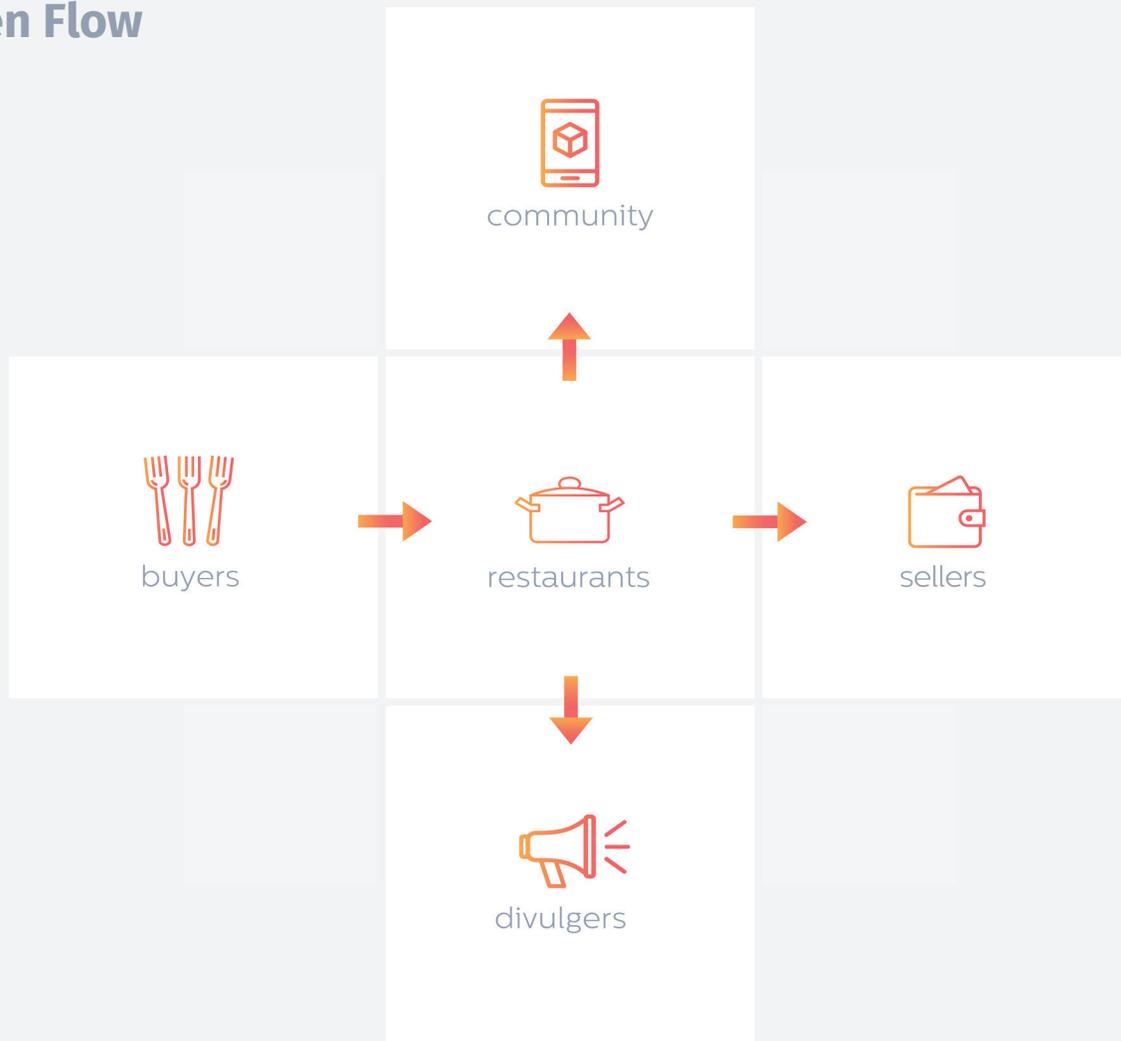
of profit to the people that believe and proportionate the project, in special sellers and divulgers.

## Little ones need tools to face the giants...

Always that a consumer bought a meal, he will generate a revenue, re-

current and permanent to the chain. To the seller that brought and cared of the restaurant bill, as to the divulger that brought the consumer. This model opens a real possibility to many profit and participate of the business. All this commercial performance is open to anyone who is interested, it's just believe in the idea and go after the results.

### Token Flow



For example, imagine that a meal costs 100 tokens, they will be distributed in the following way: 1 token to the seller commission, for bring the restaurant, 1 token to the divulger commission, for bring the consumer, 1 token for the consumer and 1 token for the restaurant, both as prize, and 1 token for the community, for acting in the technical development and in the production of

the marketing support material. The 95 least tokens will go to the restaurant as payment for the food. Thus, in one transaction all parts profit.

While the restaurant being active, the commissions goes to who capture them, what act also as after sell, being next to help to maximize the sells, because share the profits. The motive

to the commission payment being permanent is to value the sellers and divulgers work, that are the base of the marketplace growing. As business partners, they will be naturally stimulated to invest even more bringing good restaurants, what helps in the capitation of consumers, generating a virtuous circle.

Marketing materials will be shared in the FoodNation community, for the sellers and divulgers use together with the restaurants and consumers. Therefore, a restaurant conquer is followed by the persuasion of the current consumers to use the new channel, that is interesting because of the lower taxes. The FoodNation model isn't based in multimillionaires global marketing campaigns, although we could make them as support tolls, our

conquest are in the streets.

The FOOD token distribution to the consumers and restaurants have two objectives, the customers loyalty for them come back to the platform and for them become associated with the business, since they profit in the tokens valorization. The business model was thought for all goes to the same direction, generating potentially come back to everyone.

## We truly believe in freedom of individuals and economy

The competition raises the service level and the clients satisfaction, both the supply side and the demand side of the marketplace. We are stimulating a new kind of concurrence, balancing the forces, in search of the fair.



# GLOBAL UNLOCKED

The marketplace that we are building, besides bring a new player as a disruptive proposal to the market, will be the first one to have a global diffusion since the release (Day One). Many attributes, proportioned by blockchain, are essential to the expansion without frontiers:

## Global Money:

The utilization of tokens in transactions turn the payment uniform and global, thus, the same conditions are applicable to all users, independent of your original coin, this money virtualization is one of the greatest asset of the cryptocurrencies.

## No Headquarters:

Different from the competitors, we don't need to create a headquarter in which country, we are a institution distributed globally and non-profit, all happen without governmental bureaucracies, given an enormous competitive differential to the project.

## We are not a company!

## Open Source:

Regional adaptations in the apps, in special the cultural character, could be made locally, without a central development, so, its possible regionalize in many ways in parallel, with a better righteous level.

## Opportunity:

Different from the others players in the market, we don't want to assume or control the centralized way of sells, we will attract good people (sellers and divulgers) for they make happen and capture the results permanently.

## Engagement:

The strength of our marketing are in the melee of those involved, capturing restaurants and users, the project will provide celebrities and promotional materials in different media, so the partners can use them in the sell process.

Therefore, for utilize cryptocurrencies in a totally decentralized structure, the FoodNation can act globally since day one, without the need to open a company in each country.

# USING BLOCKCHAIN

Besides much is said about blockchain, there is few true things about this technology, we seen infrastructures of base quickly evolving for this market to explode in solutions in the next years, leave firstly is fundamental to attract the max of the partners energy for us profit together.

We didn't choose the blockchain because it's a buzzword or for being cool, but for the reason that it fits in the privacy concept, with property and controls distributed that we believe.

Actually, millions of people obtain extra income through shared economy

and many new markets are adapting themselves to this reality. However, the protagonists companies of these markets are centralizing, defining unilaterally their rules. Not always the conditions are clear, easy to understand and even trustable, leaving to the partners to accept that.

**Currently, your private data is being held by a large corporation such as Facebook, Google or Microsoft. By it moving to blockchain, it's stored in many places at once, being near impossible to hack or manipulate.**

For the community model, sounds natural use the blockchain to solve

those conflicts. Through the blockchain, it is possible expose in an immutable way the rules and conditions of the platform. It turns our discourse into trustable and transparent.

The blockchain will be our 'core engine' for govern systems, payments, financial, identification and 'review'. To

proportionate this project will be necessary the utilization of a cryptocoin that will be call FOOD. It's through it that the transactions will occur, with movement, these coins will valorize and consequently the project will become viable and sustainable.



# GUERRILLA MARKETING

Seems pretty obvious, in a first analyses, that we have a big disadvantage in relation to the stabilized players, but, a closer look allow us to see big facilities in release this solution now. As quoted before, the market is already mature, but not totally consolidated, this is an opportunity for us to try another marketing models.

Guerrilla Marketing is a term descript by Jay Conrad Levinson, in his book Guerrilla Marketing from 1982. The marketing proposal has the objective to fight big competitors. It's possible to achieve conventional objectives when adapt the concepts and standards from bellicose guerrilla to the marketing through non-conventional ways, like invest energy than money.

A misconception is the fact that people believe that the small and medium business are short versions of a biggest business. We see a lot of small

business perish because they think that they need the same marketing tools and tactics of the bigger players, that need a lot of money, instead of trying to innovate for growing.

With this concept in mind, we know that for grow in the mature food market, we will need to innovate. Among those ideas that are already in development, we could quote the creation of menu conversions, that will proportionate a fast migration to the marketplace. All the work of many, and many hours that ours competitors had, will help us on the ultra-fast and simplified onboarding.

Also in this guerrilla logic, we will incentive the sellers to print the FoodNation propaganda to be send with all the deliveries of the restaurants, explaining to the consumers the new alternative and its benefits, among than win the Food tokens, becoming part

of the business... With the success of the project, the clients that enter soon will have a good turn back.

Besides the future value of the tokens, that can be seeing as an active, the restaurants can do campaigns in which accept Food tokens in exchange of discounts. How FoodNation taxes will be lower than the other players, will be a stimulus to the restaurants to migrate to the channel more cheap, where they could reverse this non-profit to free shipping, prizes or something like that.

In the same way the consumer will be stimulated to invite others consumers and as exchange, gain Food tokens and become a partner of the business. The consumers that highlight themselves, turning into divulggers of the project, we will crate promotional materials that will help them to raise the conversions.



# COMMUNITY

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GOVERNANCE



PRIVACY



FOUNDERS

# GOVERNANCE

For acting in a collaborative and decentralized way, we will create mechanisms of voting and stimulate the participation of all in the decisions. These mechanisms predict that any member, with determinate quantity of Food token, that propose changes, will be voted with the other members of the community, which will also need some amount of Food token. The proposals will be applied with priority by the technical community.

**Its is important that FOOD token HODLERS act as project owners, because they really are!**

For a most fluid and aligned commu-

nication, the most active members will be part of a group on Telegram or similar, in which the challenges and opportunities of the project will be analyzed and taken to the public, also by voting.

By directing the project, aligned with what the collaborators believe, we will use the collective intelligence for the decision making and at the same time guarantee the continuity of the project, independent of their funders, counselors, etc.

Create a blockchain project and maintain the decisions centralized, in the funders hands, is the same of create a distributed and innovate technological project, but from the managerial point of view, keep it centralized and limited. This rise the margins for divergences, generating ruptures and parallel projects (forks), that weaken

the collective, facilitating the life of the biggest players.

## Voting System

Since we have a community budget to fund projects, such as a Community Treasury, it is important to decide which project proposal will be funded. These proposals will be available on a portal where members of the community can vote.

Each wallet address containing at least 1000 food tokens will receive FNZEN chips each week beginning. The FNZEN card is like a ballot. Each member of the community can accumulate a maximum of 100 FNZEN among their wallets. This limit is a quota for each member of the community. This will balance the voting system and prevent projects from being funded without prioritization.



# PRIVACY

In Bitcoin, as in the famous cryptocurrencies Monera and Verge the main members act under pseudonym, which has inspired us. Letting the ego aside we could totally focus on ours collectives proposes, the transformation of this giant market.

Another important thing in the anonymous acting is linked to the preservation of the project. As we know, the money and power walk together, a project as FoodNation could and will be attacked from all sides, in special

from those who will see their billions thread, they will use local regulations of actual and future legislation, as all kind of lobby and mechanisms to block our growing. Many governments don't create legislation for the people and common interest anymore; legislate for the powerful, as we see in Uber and taxis competition.

**Diversity enriches us...  
Respect unites us!**

As we are not physically anywhere, without a headquarter or a legal figure, we don't need to suffer with a lot of regulations, country by country, state by state, city by city... We are building a new world, without barriers and strongly influenced by freedom!

Respecting the privacy we proportionate important people that are involved or were inside the industry to actively act in the deconstruction of the sector without retaliation.



# FOUNDERS

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## @neo.dula

Enthusiast of the free market, believes that the rearrangement of forces can form a more just capitalism, without being so concentrated. Has more than 20 years of experience in technology and product, also worked in marketing and business development. He had an active participation in designing and

growing a great player in the food delivery market. He will work tirelessly on FoodNation with or without the money to make it happen.



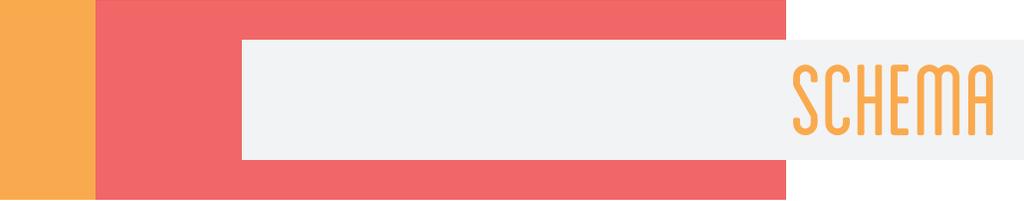
## @nikolas\_wyatt

Passionate about technology and economics. Wrote his first program at 7's and never stopped since then. Has 10 years of experience in developing desktop and web systems, 4 years of experience in large scale and high demand software, building scalable and reliable logistics solutions in cloud,

2 years of experience in blockchain technology. Strong logics, analytics skills, entrepreneur and lover of impossible problems.

# PRODUCT

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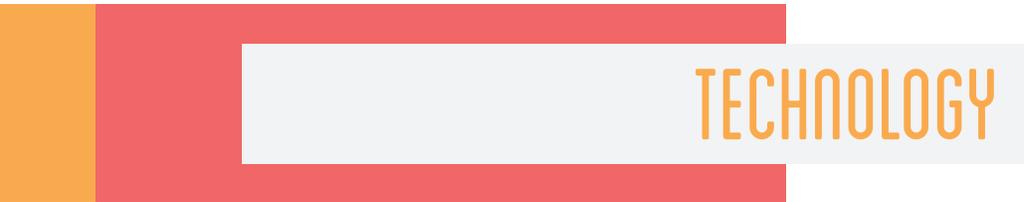
SCHEMA



USER EXPERIENCE



ARCHITECTURE



TECHNOLOGY



OPEN SOURCE

# SCHEMA

A online food delivery marketplace, essentially, connects hungry users with options of restaurants near to them. The buyers analyses the options, make the order and receive the

food at home, killing their hungry. On the other hand, we have the restaurant processing the order, preparing the food and making the delivery. The systems that support this two sides

are the most important for us to have a product that are loved and answer the needs of the market. This experience is very important.



## Decentralized solutions avoid fixed costs.

Leaving this main transactional flux, the appraisal of the restaurants and promotions helps to amplify the satisfaction of the users, once they instigate them to try new things without risks. With this mechanism we could eliminate bad restaurants without a

centralized decision. At least, proportionate the direct and easy communication between the parts avoid bigger frustrations in atypical situations and keep inside our concept of decentralize problems, in this way, don't creating fixed costs to FoodNation.

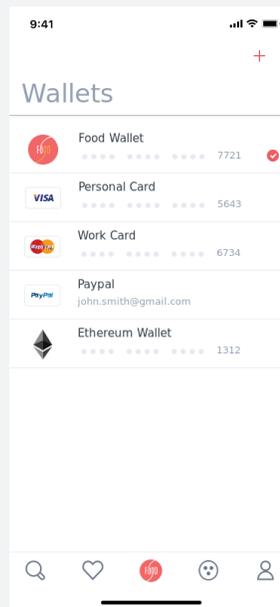
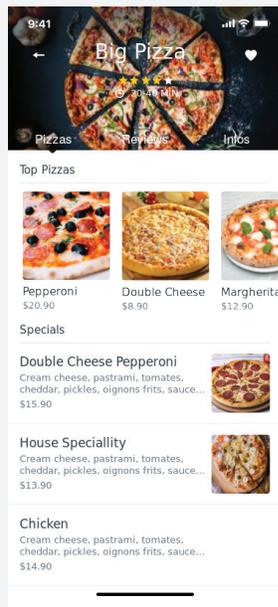
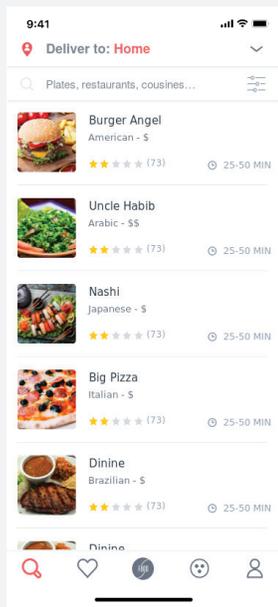
# USER EXPERIENCE

We created a very clean user interface, with very intuitive user experience. We studied the designs trend and we opted for the best composition of elements and colors.

- Minimalism
- Simple Color Schemes
- Clear Visual Hierarchy
- User Journey Simplification
- Content Based Experience
- Mix of Multiplatform and Brand Based Design

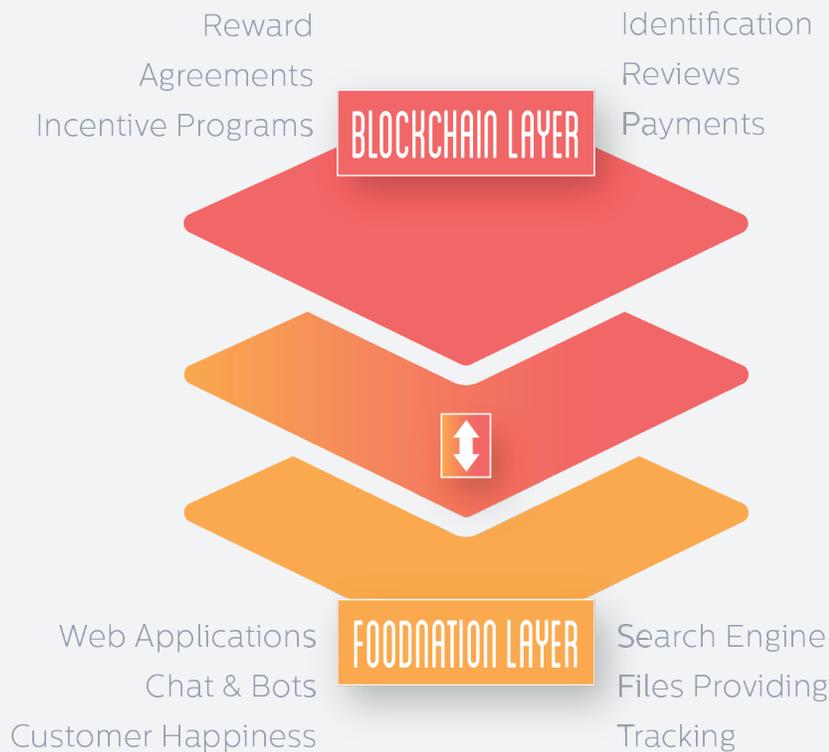
Check this out at:

<https://www.foodnation.io/client-app>



# ARCHITECTURE

The architecture will be developed in two layers, because there is yet a big cost to transact biggest quantities of bytes through blockchain.

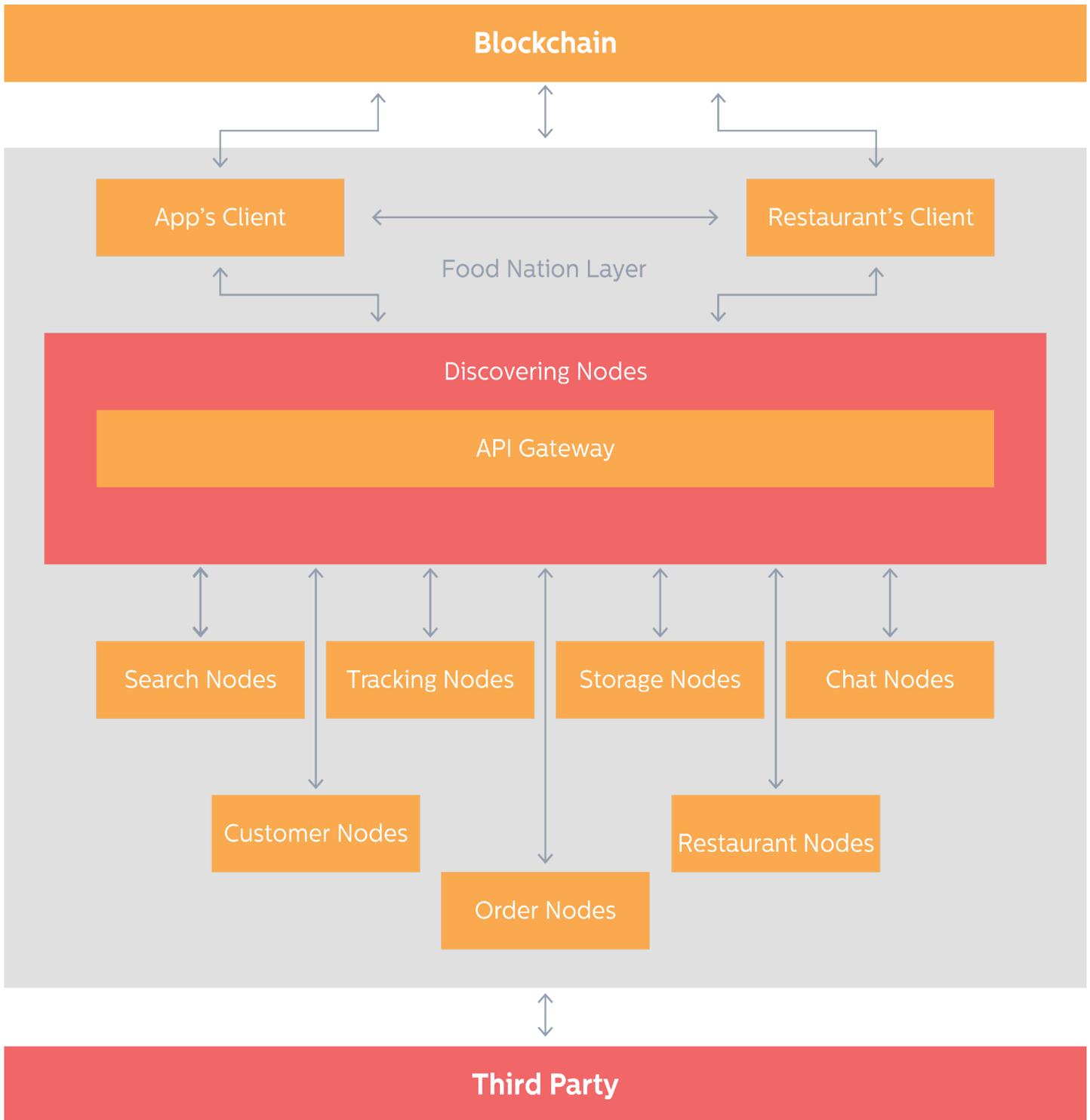


The blockchain layer will be responsible to store the logical rules of the project through smart contracts and payments transactions. Through the blockchain contract layer the taxes division and payments will be executed, given all transparency to the project. Others information also will be find in

this layer, as the identity of the participants in the network, the rules of the incentive programs, reviews and vote systems.

The layer of application, that will be also decentralized, are responsible to sustain the project. Through this lay-

er, the restaurants could register and actualize their menu and prices, the users could search what they want to eat. With this second layer, we could improve the experience of everyone in the network and also customize contents.



To begin the nodes will be structured this way, with different roles, this will allow a bigger scalability of the appli-

cation and different nodes sizes will be spread through the network. The specified nodes of the network will

be develop using a better language to each kind of use, this permits extract a better language of each one.

# TECHNOLOGY

To sustain all the ecosystem is necessary the use of others technologies. As the project is open source, the technologies that we judge more widespread like Python, Node, Java e Javascript will be use. To accelerate the developing, we will also use frameworks as Django, Pyramid, Express, Spring, React.

Among the founders we have TI specialists and we know the challenges that we are gone to face, will be necessary high technologies and algorithms of high performance to support all the transactions in the wanted scale. As the challenges are many, we will create a technology blog of the project, where the participants will share their experiences and explain which one of the chosen solutions in more details. We will explore in this document the predominant technology that will be used in the interface of the user layer.

PWA is a concept used to define web pages that utilize the last technol-

ogies, what make them look like a native app. Basically, to execute a concept, the web pages uses the resources offered by browsers to extract the best experience from the user. To a web app be considered progressive, 4 items are required (FIRE):

**Fast** – A research made by Google reveals that 53% of the users let a web page if it takes more than 3 seconds to show the first interaction.

**Integrated** – The web experiences want to be similar to one in the native app. Being possible to use the API of the browsers to access the hardware of the smartphones, given a custom experience.

**Reliable** – Wait that the web app work without internet, as the native apps.

**Engaging** – All the items above are causes for that item. Give the user much more than a functional app, but a experience. To reach that, one of the most important technologies are the

push notifications.

By affinity, our applications, for client, restaurant and other participants of the network, will be develop in React, because have support to the PWA concepts. With this technology we could be more democratic, since all platforms (iOS, Android, Windows Phone, Computers, Tablets, etc) that have a browser which support PWA, are compatibles with our apps.

We follow this path, since the applications that are draw using the PWA concept are very light. That enables the applications to be used.

We follow this path, because we want to answer all the regions of the planet, independent of the internet, since the PWA applications tend to be lighter than the native apps. We will have, also, versions having adaptations to native apps that could be found in the stores (Google Play and AppStore).

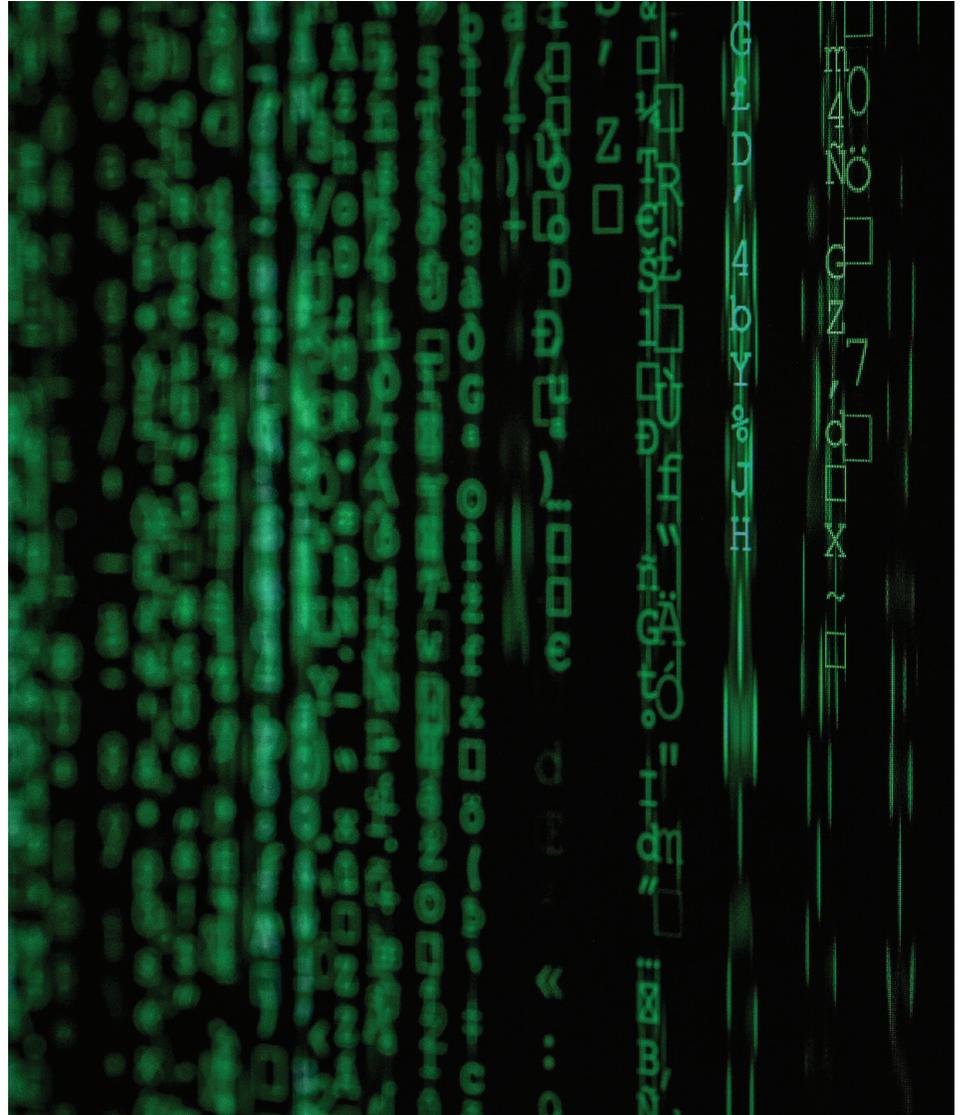


# OPEN SOURCE

Even though developers are acting continuously in the creation and development of the project, we want to create a community. The community of the open software is very strong and made by incredible minds. The parts of the open source project, will help us to create a better product, through a strong and heterogeneous community.

With the open code, we hope that the community sign the problems, suggest changes and help to improve the product. We see that a program of bounty is very important to reach this objective. The people that are active in the community and contribute to the project will be reward.

Another big opportunity is in allow third ones to develop apps of connected niches to the ecosystem of FoodNation, proportionate solutions with more personalized and cultural fit, that improve both the experience as the satisfaction of the users. For example, one can develop applications to new devices and interfaces as Alexa, Google Home, chatbots, or even segmented apps by menus or plates.



# ROAD MAP

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## Launch

- Minimum Lovable Product
- Community Development
- Crowdfunding Process



## Tuning

- Initial Live Operation
- Community Growth Engagement
- Brand Enforcement



## Growth

- Market Expansion
- Break Even Point
- Self Sufficient Community

*\*\* RoadMap can undergo changes over time to keep it compatible with expectations.*



## Q1

- Market research
- Business model development
- Brand and concept
- White Paper conception

## Q2

- Client application flow
- Institutional site
- Investidor disclosure

## Q3

- Start the token pre sales
- Telegram community
- Client application alpha version
- Restaurant application flow

## Q4

- Finish the token pre sales
- Client application beta version
- Restaurant application alpha version
- Community-only tests
- Disclosure for sellers

*\*\* RoadMap can undergo changes over time to keep it compatible with expectations.*



## Q1

- Start the token sales
- Restaurant application beta version
- Client application 1.x version
- Pilot in city to be defined

## Q3

- Anti-fraud mechanisms (validators)
- Restaurant application 1.x version
- Community beta version
- Live operation in up to 20 cities\*
- Decentralized search beta version

## Q2

- Finish the token sales
- Relevant exchange listing
- Community alpha version
- Mainnet Switch
- Live operation in up to 10 cities\*

## Q4

- Community 1.x version
- Rating restaurant feature
- Partnership with exchange for transparent payment (credit card)
- Chat bot (Whatsapp, Messenger, WeChat, Telegram, etc)
- Live operation in up to 50 cities\*

*\*For the start of the operation of the cities will be taken into consideration the amount of sellers interested in acting in the city, through a whitelist. The essence of the launch of a city is in the capture of restaurants in relevant quantity, which facilitates the attraction of customers.*



## Q1

- Decentralized search 1.x version
- Important digital influencers on board
- FoodNation world celebrity on board
- Live operation in up to 100 cities\*

## Q2

- Integration with delivery platform
- Restaurant promotional control
- Live operation in up to 250 cities\*

## Q3

- FoodNation payment on store
- Community take on 100% management control
- Live operation in up to 500 cities\*

## Q4

- Recommendation plates and restaurants
- Community take on 100% development control
- Live operation in up to 1000 cities\*

\* For the start of the operation of the cities will be taken into consideration the amount of sellers interested in acting in the city, through a whitelist. The essence of the launch of a city is in the capture of restaurants in relevant quantity, which facilitates the attraction of customers.

\*\* RoadMap can undergo changes over time to keep it compatible with expectations.

# TOKEN SALES

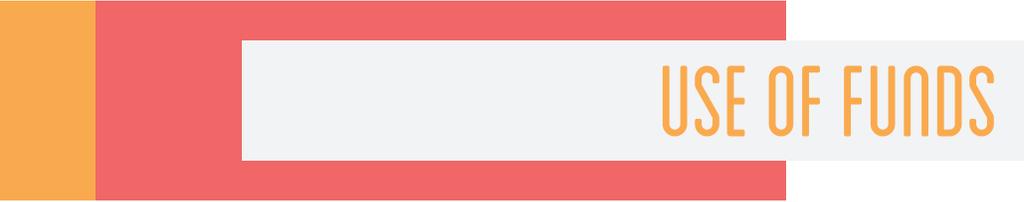
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TOKEN DISTRIBUTION



TOKEN ALLOCATION



USE OF FUNDS



LEGAL TERMS

# TOKEN DISTRIBUTION

We need resources to accelerate the development, in special of technology and marketing and didn't make any sense if we turned to a traditional investor; on the contrary, we want to let the collective in charge. The new crowdfunding model through token sale has a lot of synergy with our proposals and values, and because of that was a natural choice.

**To achieve the decentralized economy, one must move and engage others.**

With the capitulation we hope to let the FoodNation products competitive in the market, for nothing technical

prevent us to grow in the market. Besides, the capitulation promotes the initial global expansion of the project and the growing of the community. We availed that without a initial acceleration, these could take a lot of time to the project become strong. This could be a part-time job for people, however, we will lose the moment of the market and the project might not have the traction wished.



**Max Supply: 1,000,000,000 FOOD**

**Pre-Sale: 50,000,000 FOOD**

**Sale: 300,000,000 FOOD**

The FoodNation will have two capitulation phases that we call pré token sale and token sale. The first will occur in Q3 2018 and will be accept just in ETH, the second one will happen in Q4 2018 being accept in ETH and BTC. The acquired tokens in this project phase will not have any proposal of use in the project and will be converted in 1:1 tax to FOOD token.

We limited the capture (Hard Cap) in 25 millions of dollars to raise the potential of profit from investors. The tokens which wasn't bought during the token sale will be relocated to the community budget. The capture value will define our speed in the next 36 months, from when the project will be self sustainable.

After the release, will be an investment (decentralized), in which the interested participants could sell the concept to the restaurants and consumers. Being able to invest time and money in the proportion that they want and believe, with that they could take the recurrent and permanent commissions with the accounts that reach.

## Pre Sale

Type	Dates	Pricing	Hard Cap
Pre-sale	21 Set - 20 Oct	0.01 USD (90%OFF)	10,000,000 FOOD
Pre-sale	21 Oct - 20 Nov	0.02 USD (80%OFF)	15,000,000 FOOD
Pre-sale	21 Nov - 20 Dec	0.04 USD (60%OFF)	25,000,000 FOOD
Total	90 days	1,400,000 USD	50,000,000 FOOD

## Sale

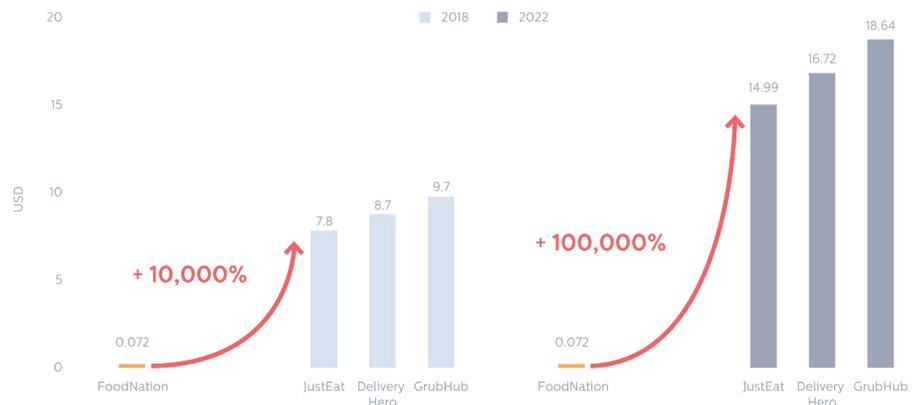
Type	Dates	Pricing	Hard Cap
Sale	01 Apr - 14 Apr	0.05 USD (50%OFF)	30.000.000 FOOD
Sale	15 Apr - 30 Apr	0.06 USD (40%OFF)	40.000.000 FOOD
Sale	01 May - 14 May	0.07 USD (30%OFF)	50.000.000 FOOD
Sale	15 May - 31 May	0.08 USD (20%OFF)	55.000.000 FOOD
Sale	01 Jun - 14 Jun	0.09 USD (10%OFF)	60.000.000 FOOD
Sale	15 Jun - 30 Jul	0.10 USD	65.000.000 FOOD
Total	90 days	23,700,000 USD	300,000,000 FOOD

Each round ends in the deadline or when reaches the HardCap, what occurs firstly.

## ROI Opportunity

The initial value of the FOOD token was considered with USD 0,072 that is the weighted average of the paid price in all the stages of sale and pre-sale together, reaching the hard cap. To the competitors (benchmark) we consider USD 8,7 billions that is the media of the market cap of the three biggest players showed in the "Food Delivery Market" session. we convert their market cap in value.

Stock Value Growth



# TOKEN ALLOCATION

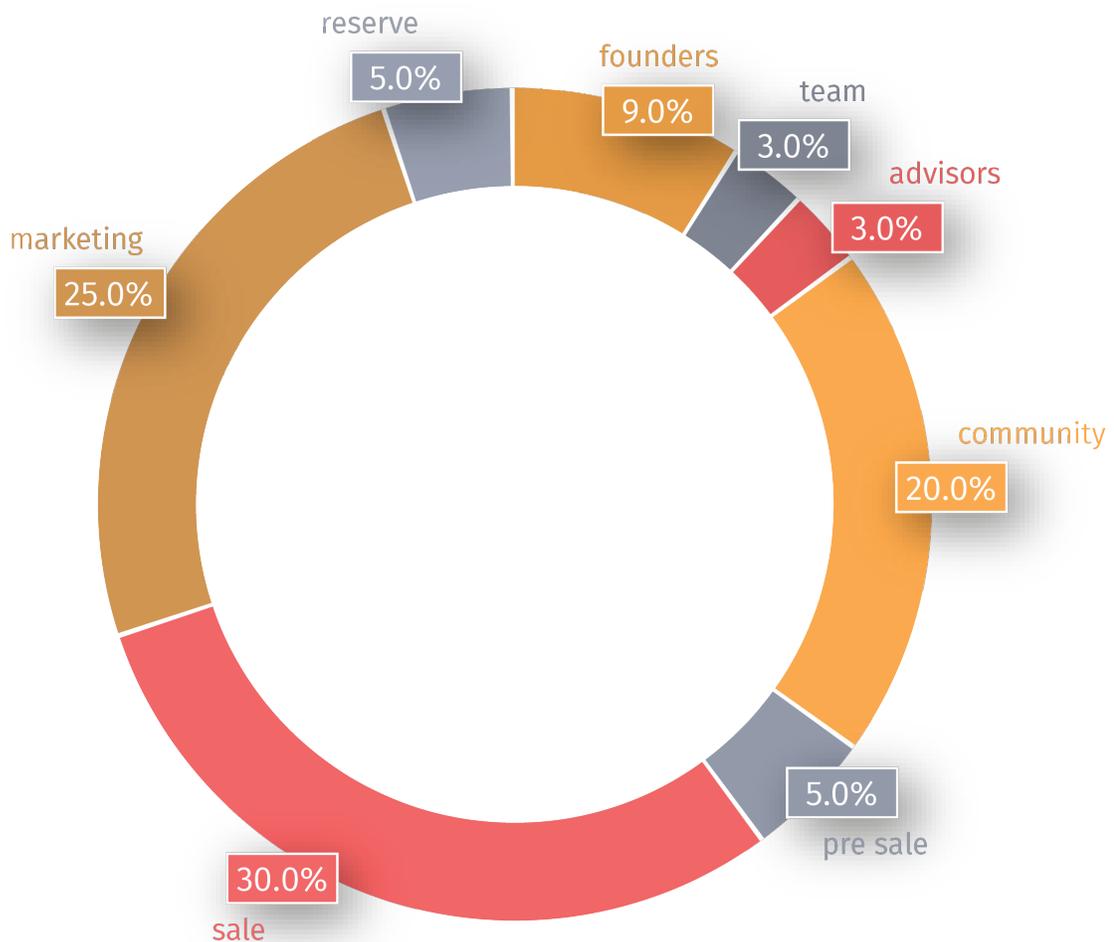
To show transparency and long-commitment to FoodNation, it's Founders, Team and Advisors will be with your tokens 'locked' by smart contract for 2 years.

The Community Budget will be used to stimulate actions inside the community, as, code development, promotion art, and others. The own community will deliberate about the use of these

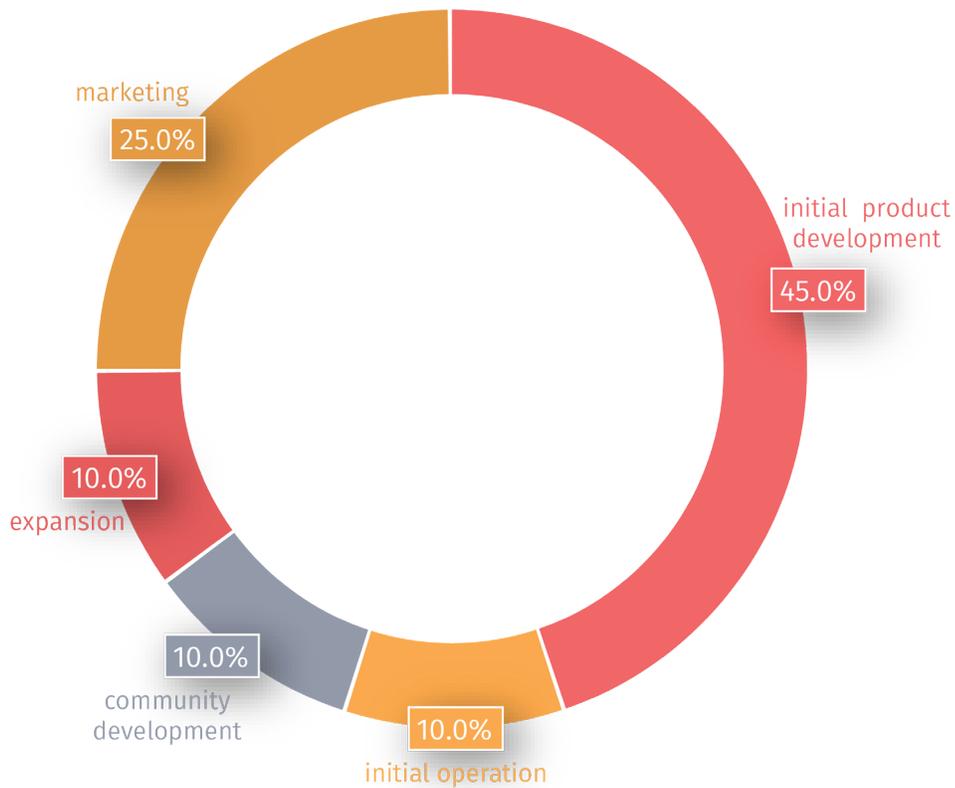
tokens inside the governance practices to be created.

In Marketing & Growth we contemplate the distribution of tokens in opening actions and in the expansion of markets, having as counterpart the delivery of tokens. Amid the preview strategies we could distribute to the first n restaurants of a town, to sellers that reach some results, programs

of member get member, and others. These, will be very important to complement the financial investments that we will do in marketing and give a real opportunity to people invest in the project without money, but with work, democratizing the access to the tokens.



# USE OF FUNDS



The main objective of the initial capture is accelerating the development of the first complete version of the product, as to improve tools, raise the size and engagement of community. Therefore, we hope to migrate from

a initial model in which we have professionals being paid to work full time in the project, to a model where the resources come through the received commissions by the community, that are paid using the token of every work

made to the project.

In that way, the money will turn us quickly from an emergent community to one vibrant, active and profitable.



# LEGAL TERMS

The Terms and Conditions (the “T&C”) apply to the buyer of the FoodNation Token ( “Food” or “Food Token” or “FoodNation Token”) and future user of the FoodNation platform.

PLEASE READ THESE TERMS CAREFULLY BEFORE PARTICIPATING TO THE TOKEN SALE. THE T&C AFFECT YOUR OBLIGATIONS AND LEGAL RIGHTS, INCLUDING, BUT NOT LIMITED TO, WAIVERS OF RIGHTS AND LIMITATION OF LIABILITY. IF YOU DO NOT AGREE TO THESE TERMS OF SALE, DO NOT ACQUIRE TOKENS.

The FoodNation token does not have the legal qualification of a security, since it does not give any rights to dividends or interests. The sale of FoodNation tokens is final and non-refundable. FoodNation tokens cannot have a performance or a particular value outside the FoodNation Platform. FoodNation tokens shall therefore not be used or purchased for speculative or investment purposes. The purchaser of FoodNation tokens is aware that national securities laws, which 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. Anyone purchasing FoodNation tokens expressly acknowledges and represents that she/he/they has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase of FoodNation.

## Knowledge required

The purchaser of FoodNation tokens undertakes that she/he/they understands and has significant experience of cryptocurrencies, blockchain sys-

tems and services, and that she/he/they fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies (incl. storage). FoodNation shall not be responsible for any loss of FoodNation tokens or situ-

ations making it impossible to access FoodNation tokens, which may result from any actions or omissions of the user or any person undertaking to acquire FoodNation tokens, as well as in case of hacker attacks.

## Risks

Acquiring FoodNation tokens and storing them involves various risks, in particular the risk that FoodNation may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring FoodNa-

tion tokens, any user should carefully consider the risks, costs and benefits of acquiring FoodNation 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 under-

stand the risks associated with the activity (incl. the risks related to the non-development of the FoodNation platform) or any other risks as indicated in the Terms & Conditions of the crowdsale should not acquire FoodNation tokens.

## 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. FoodNation tokens are just utility tokens which can be used only on the FoodNation platform and are not intended to be used as an investment.

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

use of the FoodNation platform and are not a security. Any information in the white paper is provided for general information purposes only and FoodNation does not provide any warranty as to the accuracy and completeness of this information. FoodNation is not a financial intermediary and is not required to obtain any authorization for Anti Money Laundering purposes. Acquiring FoodNation tokens shall not grant any right or influence over FoodNation's organization and governance to the Purchasers, only votes rights on FoodNation's community platform.

Regulatory authorities are carefully scrutinizing businesses and operations associated to cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact FoodNation business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire FoodNation tokens must be aware of the FoodNation 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 FoodNation tokens acknowledge and understand that neither FoodNation nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes. FoodNation will do its utmost to launch its operations and develop the FoodNation platform. Anyone undertaking to acquire FoodNation tokens acknowledges and understands that FoodNation does not provide any guarantee that it will manage to achieve it. They acknowledge and understand therefore that FoodNation (including its current collaborators) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use FoodNation tokens, except in case of intentional misconduct or gross negligence.

## Representation and Warranties

By participating in the crowdsale, the purchaser agrees to the above and in particular, they represent and warrant that they:

- have read carefully the terms and conditions attached to the white paper; agree to their full contents and accept to be legally bound by them;
- are authorized and have full power to purchase FoodNation tokens according to the laws that apply in their jurisdiction of domicile;
- are neither a US citizen or resident;
- live in a jurisdiction which allows FoodNation to sell FoodNation tokens through a crowdsale without requiring any local authorization;
- 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;
- will not use the crowdsale for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- purchase FoodNation tokens because they wish to have access to the FoodNation platform;
- are not purchasing FoodNation tokens for the purpose of speculative investment or usage.
- have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;