Our Blockchain Journey
Genesis

• Founded October 2017
• Address traceability and catch documentation challenges in the Pacific
• Utilise regional experience
• Complement existing solutions
• Provide good systems affordably
• Encourage Pacific innovations
“You Wanna Make History?”
How we thought it would work
The World Wildlife Fund for Nature participated in the Beta program to translate their Yellowfin tuna idea into a solution on Viant.
SPC Blockchain Prototype
### Landed Stage

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Many, many lessons

- Need good digital systems
- Can be implemented cost-effectively
- Requires trial and error
- Automation through IoT devices and sensors challenging
- Not a replacement for centralised databases
- Only put data on the blockchain that you want to track
- Address demand for traceable products
What’s next?

• Regular supply of blockchain-tracked tuna into NZ
• Scale up
  • Onboard more companies in Fiji
  • Expand into the Pacific
• Explore Pacific agriculture value chains