



open food chain

Pitch deck 2023



About us

Why

We know regulation is demanding traceability and ESG reporting from farm to fork. OFC is the tool to deliver that.

How

We build an open source blockchain highway for entire supply chains that delivers traceability and ESG reporting.

What

We have a low-cost infrastructure that makes ESG reporting easy, reliable and solid.

Transparency is disrupting all agrifood supply chains

Inefficiencies, regulation and consumers drive the adoption of web3 traceability solutions.

▼ **€600 billion**

is lost every year due to bad, inaccurate, dirty or missing data.

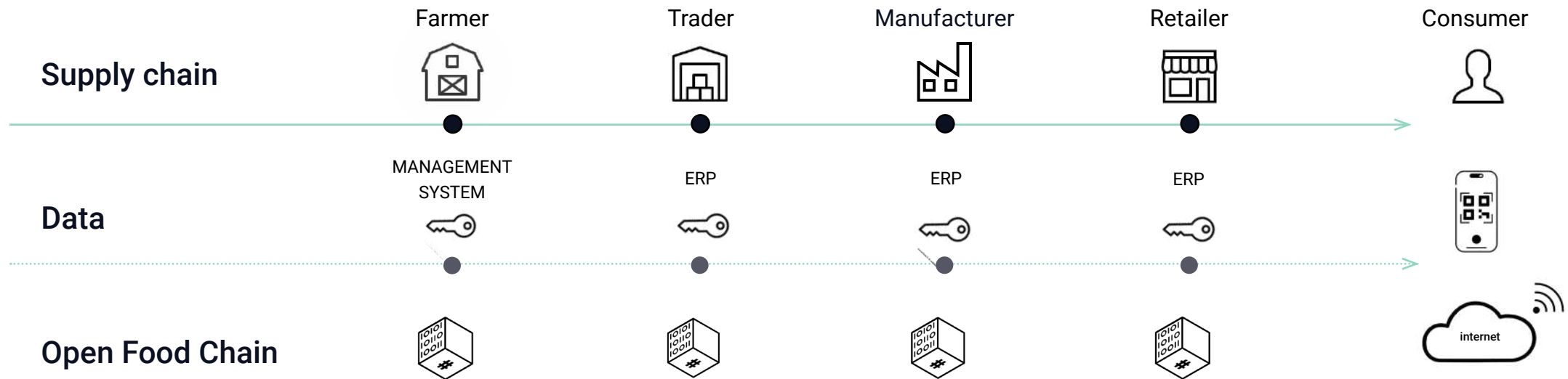
Source: The Data Warehousing Institute





The open source solution that empowers supply chains

OFC builds the highway to create digital passports. Delivering efficiencies and reliable ESG reporting.





Why now?

- Covid made it clear that companies need to know where their products are
- Compliance regulation in- and outside the EU demand web3-based traceability systems
- Irritation about ineffective supply-chain software is increasing



Market

There is an increasing awareness that we need more supply chain transparency. The end goal is personalized nutrition.

TAM

\$11 trillion

SAM

\$1 trillion

SOM

\$17 million

in 3 years

CAGR

6%

2023 - 2028

Meat market






73%

growth by 2050



Our competitive edge

Software should reduce - not add - costs.

					
Interoperable	✓	✓	✗	✓	✗
Low cost	✓	✗	✗	✗	✓
User owned	✓	✗	✗	✗	✗



Our USP is an affordable public layer 1 blockchain

Interoperable

Interoperable with all digital data systems. Once uploaded, data can travel.

Low cost

No transaction costs, limitless volumes. Access fee is €10K a year. Free for farmers. IBM Food Trust is tenfold.

Data ownership

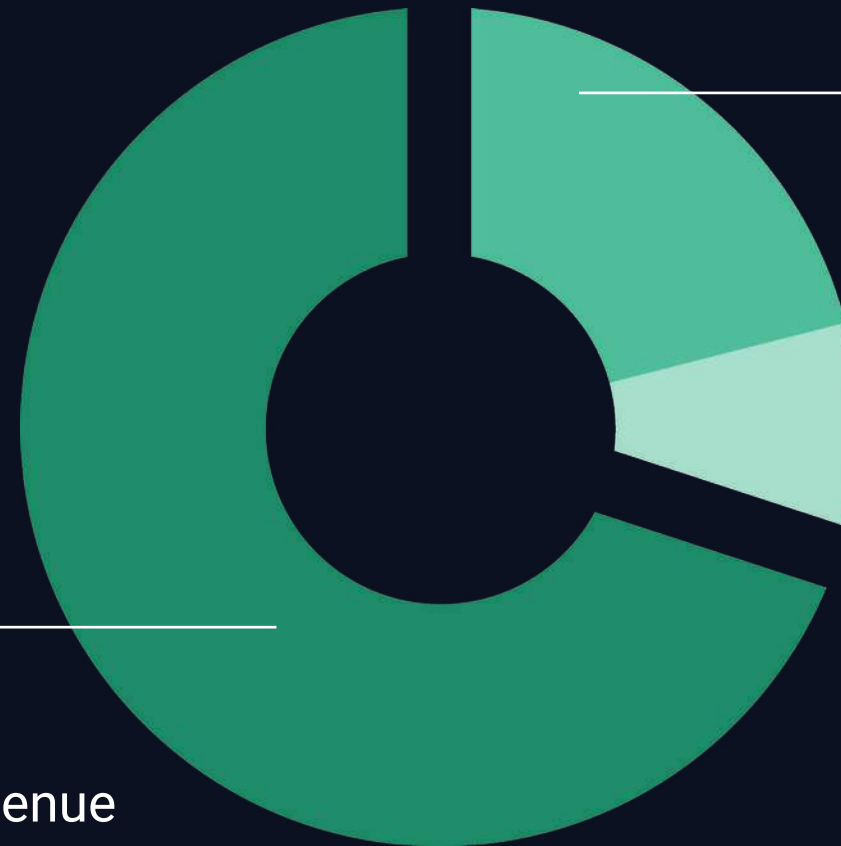
Companies own their data and co-own the OFC solution.



Unique combination of income disrupts all solutions

Token driven ecosystem with
two additional income streams:
Dev and SaaS.

70%
SaaS revenue



30%

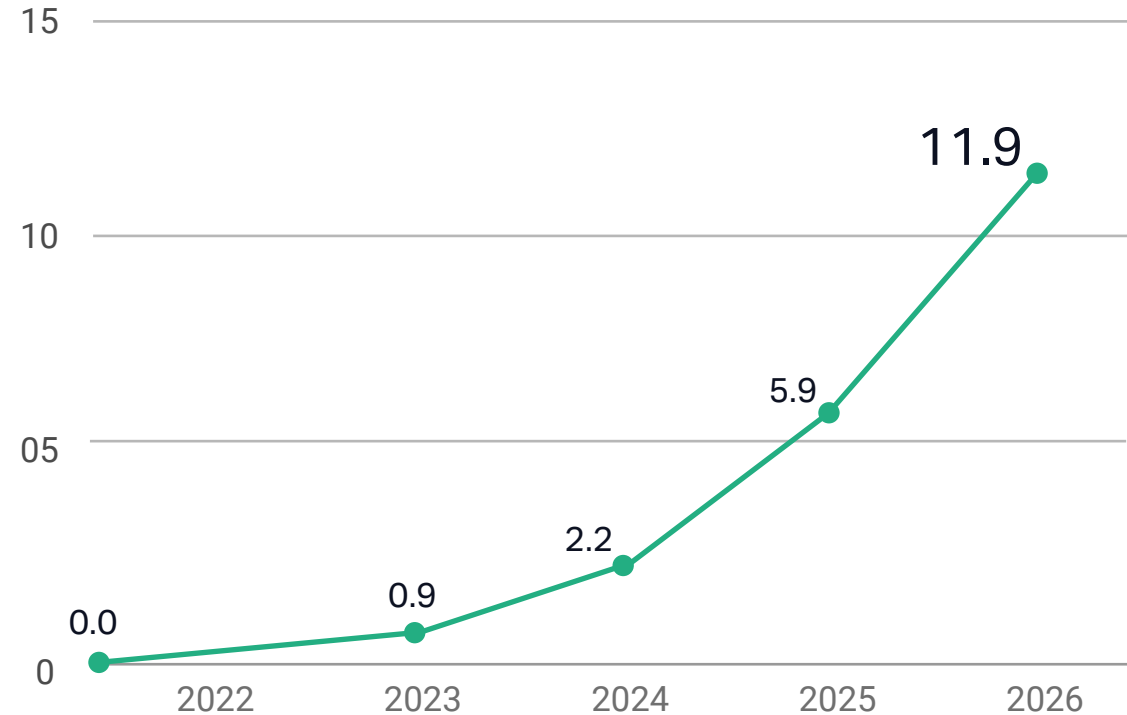
Dev new industries

Funded by private (21%) and
public (9%) funds



SaaS revenue is boosted by access fee

By 2026, 30 industries with 1.200 companies will generate €12 million revenue.



SaaS (access fee) €'M



JuicyChain was the first industry owned OFC chain

Serving €150 billion companies sharing costs for unstoppable transparency.



Becoming nr.1 web3 traceability solution



Go-to-market strategy

01 Direct strategy

Showcase our network of industry leaders that have a problem. Success in cacao, shrimp, olive oil and chefs with proven traction.

02 Marketing

OFC accelerator, online events, 15K followers on LinkedIn, 6K newsletter readers, 4K followers on Twitter.

03 Indirect strategy

Sales contracts with e.g. CloudFace USA and EY.



Current investment status

Seed round
Closed

Komodo
Crypto Oasis
NGG.io
OxDesign Capital
G-20 Group

Private round

€1.56M

Open til May 2023
Strategic investors only

Launch round

€900K

Planned for Q3 2023
Make \$OFC publicly
tradable



Token utility is rooted in the real world



Investors

Retail investors buy and lock tokens to support OFC and gain membership perks.



Users

Industry actors buy an Access NFT with OFC tokens. See our website FAQs.



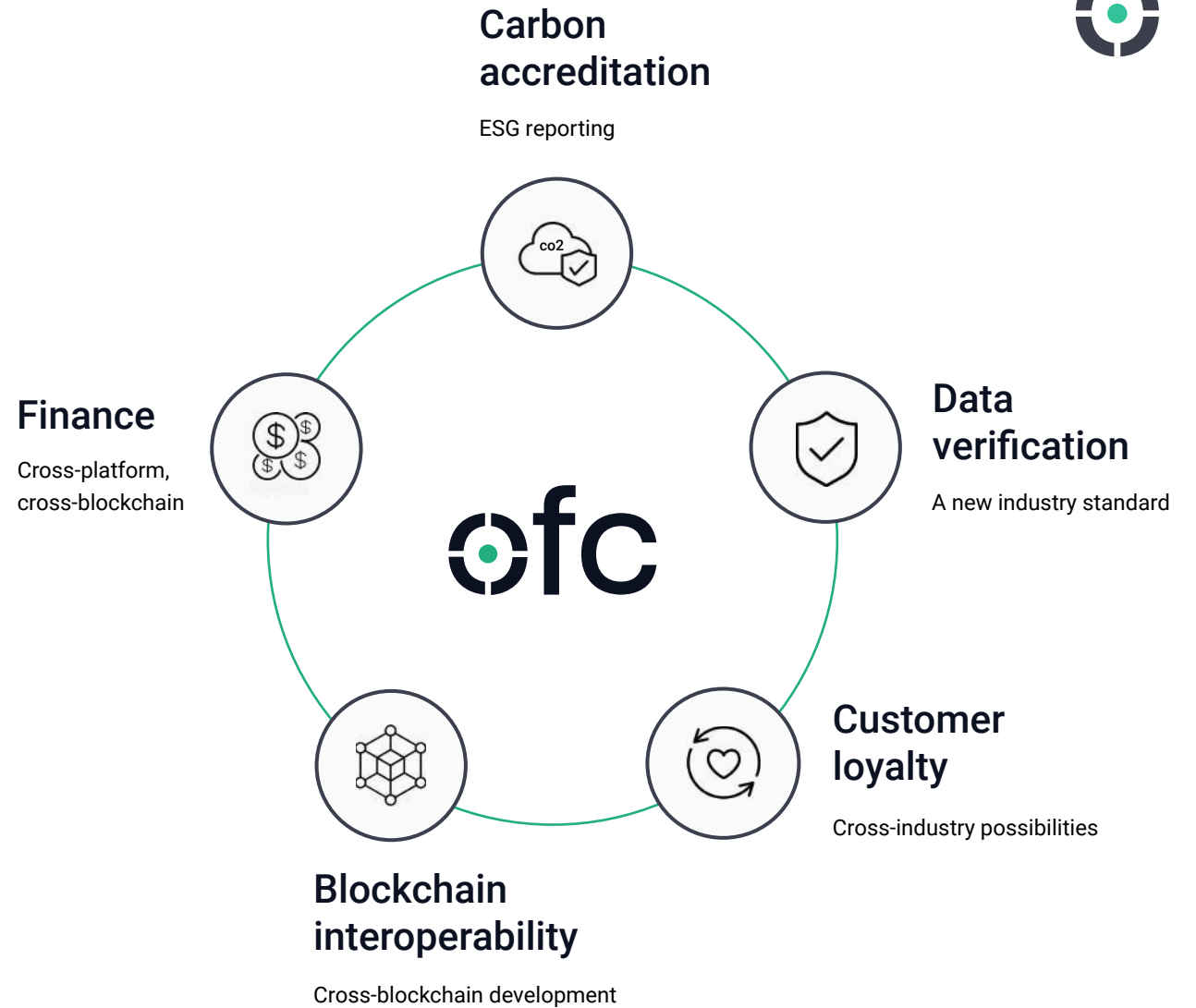
Web3

Web3 services like DeFi, lock and burn tokens to provide services to the community.



Web3 services will drive additional token value

Deflationary impact on \$OFC from services that pay gas fees to get access to ecosystem.



The board



Marieke de R. de Wildt

Founder Open Food Chain



Rick Borenstein

Venture partner at Peakbridge



Kadan Stadelmann

CTO at Komodo



Howard Yana-Shapiro

Former CAO at Mars



Angelique Oplaat (tbc)

Former CIO at Rabobank



Pieter van Osch

Founder Scaleup Impact



Advisors



Coert Michielsen

CPO at Refresco



Julian Lampieti

Agriculture Manager at World Bank



Saqr Eriqat

Founder of Crypto Oasis
Ex IBM Food Trust



Hugo Byrnes

VP Product Integrity at
Ahold Delhaize




Token details

Token pool	%	Quantity	Token price	Fundraise	Vesting	Schedule (after TGE)
Founder & team	15	30.000.000			24-month lock	1-year linear release
Advisors and Legal	5	10.000.000			18-month lock	1-year linear release
Exchanges and Liquidity	12	24.000.000				4-month linear release
Marketing	15	30.000.000			18-month lock	1-year linear release
Technical development	40	80.000.000			18-month lock	3-year linear release
Seed round	4	8.000.000	0,06	€ 480.000	8-month lock	4-month linear release
Private round	6.5	13.000.000	0,12	€ 1.560.000	4-month lock	4-month linear release
Launch round	2.5	5.000.000	0,18	€ 900.000		4-month linear release
Total	100	200.000.000		€ 2.940.000		



ICO comparison

Company	Exchange	ICO price	(ATH)	%	Current market cap	Ranking
 vechain	\$ 0.013	\$ 0.009	\$ 0.28	3011%	\$ 2.085.214.612	35
 origintrail	\$ 0.190	\$ 0.10	\$ 3.50	3400%	\$ 150.095.669	235

Company	Private sale	IDO price	Expected ATH	Gain on IDO (%)	Future gain on private sale (%)
 ofc	€ 0.12	€ 0.18	€ 5.00	2678%	4067%



Why we expect this ATH

01

Our market maker

We expect a market cap of \$1B. G-20 Group will get OFC a top 100 ranking. In today's market, marketcaps are between \$500M and \$1B.

02

Our tokenomics

Other than VeChain and OriginTrail, we have control over demand, trade and burn activities through our tokenomic.

03

Our SaaS business model

Expenses are covered by SaaS revenue in fiat. Most crypto teams need to offload tokens to pay expenses. We have 40% of total supplies allocated for tech development but do not expect to have to use this.



Join the private round