



# Making business profit by solving social problems

## What is TE-FOOD

TE-FOOD is a successful **farm-to-table livestock and fresh food traceability solution, focusing on emerging markets**. Since 2016, TE-FOOD has been implemented in Vietnam. As a farm-to-table solution, TE-FOOD tracks the items through the whole supply chain (farm, slaughterhouse, wholesaler, retailer) and provides tools to both consumers and authorities to gain food history and food quality insights.

TE-FOOD has grown to over **6000+ business customers**, tracking 12,000 pigs, 200,000 chickens, and 2.5 million eggs daily. In 2018, it will be extended to track cattle, fish & seafood, and fruits & vegetables.

## Market

Foodborne diseases around the world are accountable for the **hospitalization of 700 million people and 400,000 deaths annually**. The global food traceability solution market will reach **\$15.1 Billion** by 2021. Compound Annual Growth Rate is highest in Asia-Pacific (**CAGR: 16.7%**) vs. rest of the world (5.5-8.7%). Traceability effects are medical (fewer foodborne illnesses and deaths), social (consumer demand, need for trust), and economical (less product recall costs, supporting export, transparency, VAT revenue).

## Products

TE-FOOD provides **physical identification tools, mobile apps and web based software solutions** in a PPP model (low upfront fee, and long term contract). TE-FOOD charges for the identification tools, and the transactions in the system. Our customers are **governments, private companies, and professional organizations**.

TE-FOOD is optimized for emerging markets. Despite it uses modern technology, it's the **cheapest solution** available, with **no need for special equipment**. The business model fits emerging countries, making it a profitable business. Our detailed, **practical implementation guide** ensures scalability in other countries.

## Company

TE-FOOD is a joint project of a 21 years old Hungarian and a 2 years old Vietnamese company, currently employing 30 people. For international expansion, all rights and activities will be incorporated into a new single company: **TE-FOOD International Ltd**. Leaders of the new company have over **20 years of business and IT experience**.

## Token sale

**To pre-sell tokens which can be exchanged for services within the system**. Our main plan for 2018 is **international market expansion**. We have detailed roadmap to launch TE-FOOD in **17 countries within 5 years**. Blockchain provides transparent trust based solution for international operation. Tokenization with smart contracts eliminates volatility as a unified financial transaction ledger solution.

**TFOOD: issued as a utility token by TE-FOOD.**

Total coins issued: 1,000,000,000 (100%)  
Sold in token sale: 512,000,000 (51%)  
Token sale volume: US\$19,100,000

Token sale **starts on February 22, 2018**.  
Tokens are transferred and usable immediately!  
Early contributors can get **discounts up to 15%**.

<https://ico.tefoodint.com> | [White Paper and Business Plan](#)

