



**TE-FOOD**

# INTRODUCTION

TE-FOOD, the world's largest  
farm-to-table food traceability system  
is moving to blockchain.

TE-FOOD is a successful food traceability solution, used by 6,000+ companies, managing more than 400,000 transactions each day, reaching 30 million people.

We are dedicated to improve food safety, fight off corruption, support fair trade, and build trust between the food supply chain companies, consumers, and authorities in the emerging markets.

We believe that building a sustainable business on food safety is much more efficient to make difference than any type of aid.

[ico.tefoodint.com](http://ico.tefoodint.com)

# 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%).

# WHAT WE ACHIEVED

Q2, 2015

Development of TE-FOOD started

Q4, 2016

TE-FOOD live operation officially launched

Q3, 2017

Chicken and eggs traceability launched

Q1, 2018

TE-FOOD roll out to 3 more regions in Vietnam



## Current traceability volume of TE-FOOD



12,000  
pigs / day



200,000  
chickens /  
day



2,500,000  
eggs / day

More than  
6,000 business  
customers

More than  
10,000 people  
trained in one year

Serving  
30 million people  
with fresh food traceability  
information

# SOME OF OUR CUSTOMERS



[View TE-FOOD's media coverage](#)

[View our photo gallery](#)

# PARTNERS



GS1

GS1 is a not-for-profit organisation that develops and maintains global standards for business communication. GS1 barcodes are scanned more than six billion times every day. GS1 helps us to make TE-FOOD comply with the GS1 standards which are used all around the world.



Unisto

Unisto is a Switzerland based international manufacturer of security seals. Unisto Malaysia manufactures TE-FOOD's high quality seals.

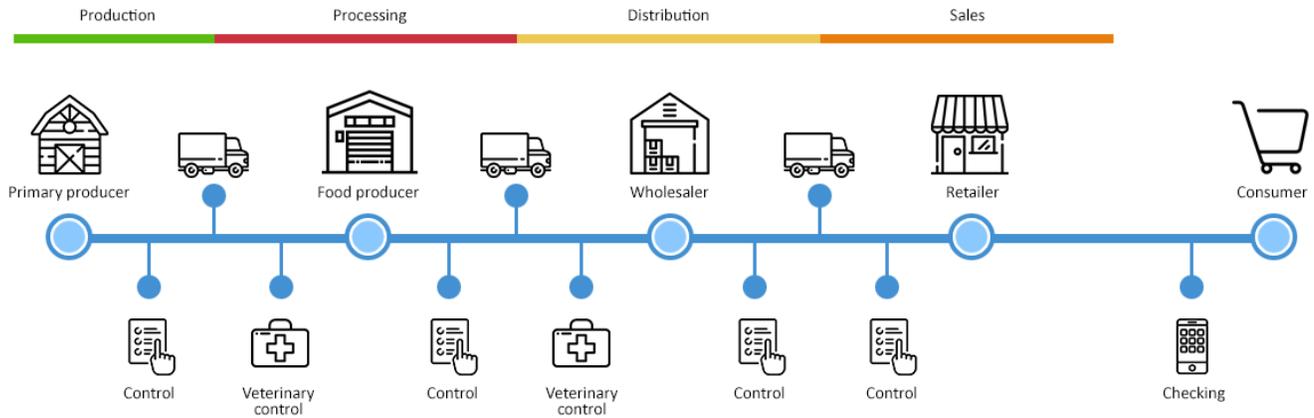


Zalo

Zalo is a free message and call mobile application. By 2017, the number of Zalo users reached 70 million. TE-FOOD's QR codes can be read by the Zalo app, to view the food history.

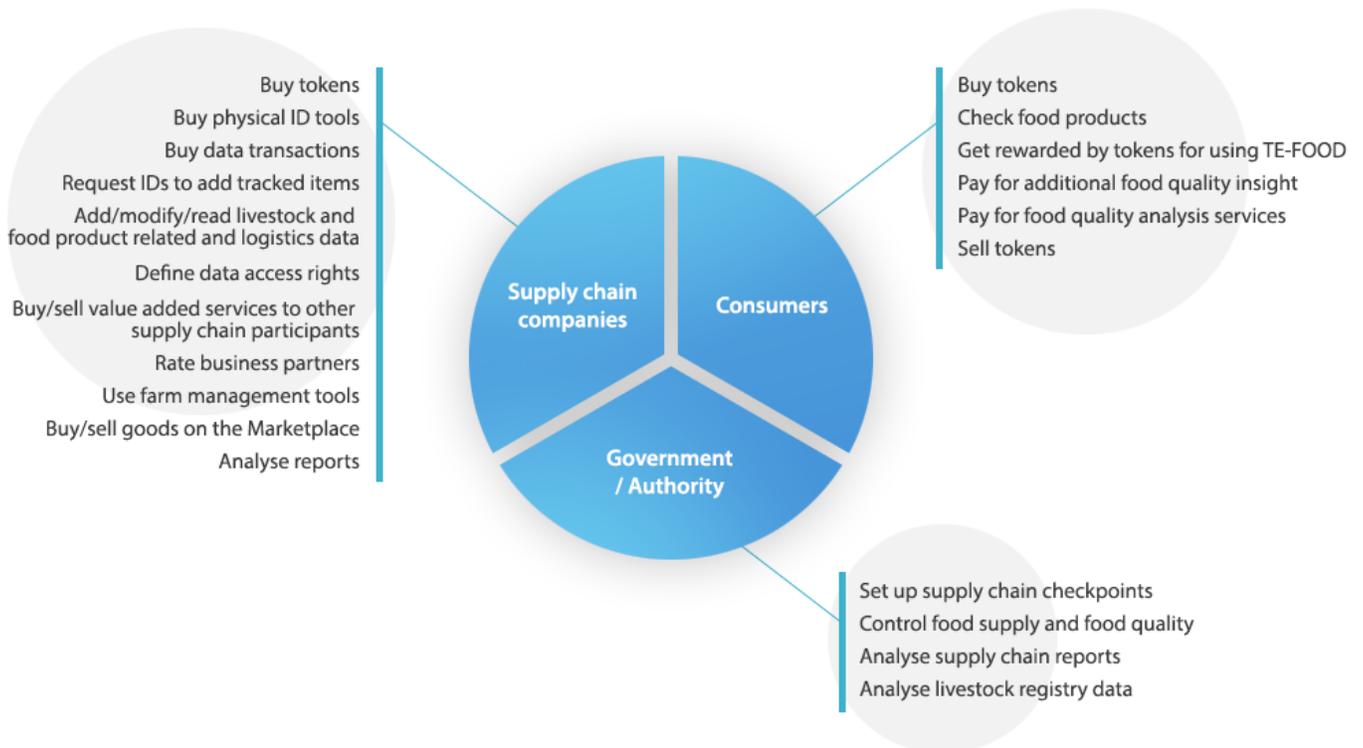
[View proof of our partnerships](#)

# HOW TE-FOOD WORKS



TE-FOOD tracks every information related to livestock and food products (logistics, feeding, vaccination, , stores them in a blockchain based ledger, and provides access to all participants (supply chain companies, consumers, authorities) with a transparent approach.

TE-FOOD integrates supply chain participants, governments / authorities, and consumers into one ecosystem to improve food safety, make food supply chains more efficient, and allow transparent access to food quality information.



# SOCIAL PROBLEMS TO SOLVE

## Food safety

- 1 in 10 people gets ill each year from foodborne diseases.
- Lack of food safety processes result in the death of 400,000 people, mostly children under age 5.

## Antimicrobial resistance, overuse of antibiotic drugs

- Common overuse of animal antibiotics caused the emergence of antibiotic-resistant infections, which totals \$20 billion in health care costs each year only in the U.S.
- By 2050, antimicrobial resistance (AMR) can cause low-income, developing countries to lose more than 5% of their GDP and push up to 28 million people into poverty.

## Economic inequality

- Food sector is the most affected industry by economic inequality.
- Employees in agriculture among lowest earners.

## Migration caused by climate change

- Climate change has the biggest negative impact on the agricultural sector.
- Migration caused by climate change is a growing threat to a lot of emerging countries, which has serious global impacts.

## Food frauds, mistrustful supply chains

- Public sector corruption takes out \$1.5 trillion to \$2 trillion annually from the global economy in the form of bribes and costs far more in stunted economic growth, lost tax revenues and sustained poverty.
- Food frauds have serious economical impact of \$55B.

## Low VAT revenue, high VAT rates

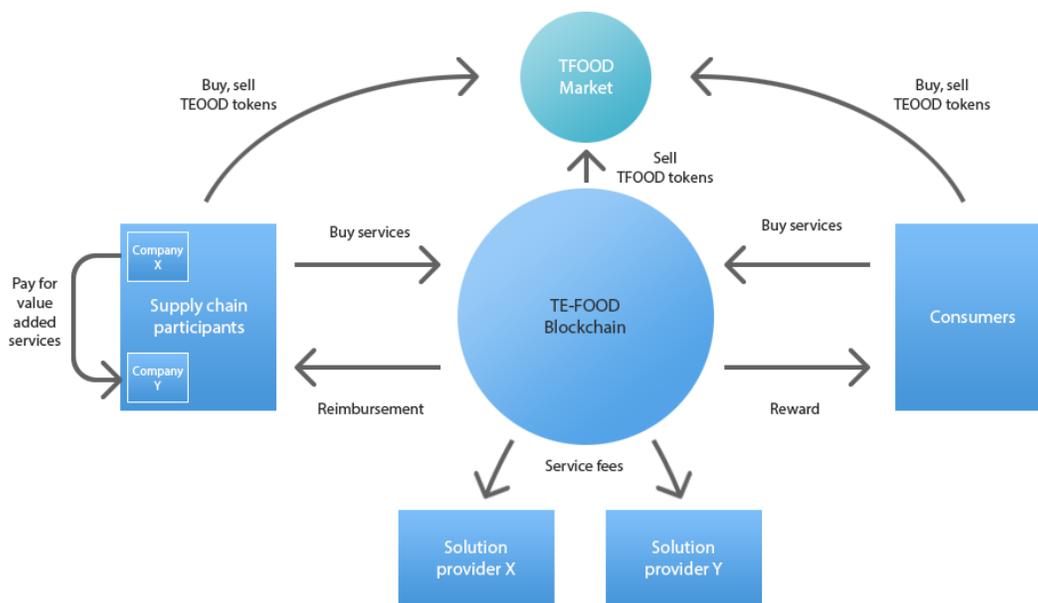
- In a lot of developing countries it is very hard to follow the real quantity of retail transactions, which results in high VAT rates on legal trading to compensate the loss.

[Read more about the social problems and TE-FOOD's solutions](#)

# TOKEN ECONOMY

## What are TFOOD tokens used for?

- To use TE-FOOD's blockchain traceability ledger, supply chain companies will need to pay for transactions using the token, like Ethereum users pay gas price.
- Supply chain companies can exchange paid value added information between each other (e.g. the type and quantity of antibiotics used).
- Consumers are rewarded by tokens for using the TE-FOOD consumer mobile app in retail, reading the QR code and viewing the food history, this way, the system incentivizes conscious consumer behavior, and the self-validation of the food information.
- Consumers can use the tokens to order food analysis services. They package a part of the food product and send it to TE-FOOD, and they got the results of the food analysis in electronic format.



## Token supply

1 billion tokens will be generated.

- Public token pool: 562 million tokens will be in the public token circulation (512 million offered in the public sale, 50 million to marketing, proof-of-care, cafeteria pool).
- General reserve: All remaining TFOODs will be held in a General Reserve (12-24 months lock up).

# BUSINESS MODEL

To motivate governments and supply chain companies to implement TE-FOOD, we offer the PPP model.

TE-FOOD's revenues come from selling physical identification materials and charging transactional costs to the supply chain members.

The hardest obstacle in traceability systems is to convince farms to provide data, we introduced an additional motivation: farms can set certain special data as value added information which can be purchased by other supply chain companies.

## TE-FOOD's sales model

- No implementation cost
- No additional equipment cost
- No training cost
- Maximized customer engagement

# TEAM



Dr. Trung Dao Ha (52)  
CEO

Entrepreneur, president of the [High Tech Association](#) of HCMC. 20 years of strategic leadership, marketing and sales experience in Asia and Europe.



Erik Arokszallasi (50)  
CEO

Entrepreneur, co-founder and leader of two successful corporate IT development companies in Hungary ([Erba 96 Ltd.](#), [Flexsys Ltd.](#)). 23 years of leadership, and IT project management experience.



Marton Ven (43)  
CMO

Entrepreneur, co-founder and marketing leader of two successful corporate IT development companies ([Erba 96 Ltd.](#), [Flexsys Ltd.](#)). 21 years of marketing, sales and project management experience.



Read about 18 more people in the team

# TOKEN SALE

Token name	TFOOD
Token symbol	TFOOD
Type	ERC20
Utility of token	TFOOD represents the identity and information data of tracked items. Supply chain members can pay with tokens for transactional fees, and value added item information. Consumers are paid for using the Consumer mobile app and read food product QR codes, and can buy quality analysis services.
Total token supply	1,000,000,000 TFOOD
Tokens for sale	512,000,000 TFOOD (51% of total)
List price of TE coin	1 TFOOD = \$0,05
Token sale volume	\$19,100,000
Token release	<p>Tokens will be transferred immediately for contributors with successful KYC process.</p> <p>Tokens can be used in the TE-FOOD ecosystem immediately after token sale.</p>

Start	22.02.2018								
End	22.03.2018								
Bonus	Bonus levels are based on time intervals: <table><tr><td>1st week</td><td>15%</td></tr><tr><td>2nd week</td><td>12%</td></tr><tr><td>3rd week</td><td>10%</td></tr><tr><td>4th week</td><td>5%</td></tr></table>	1st week	15%	2nd week	12%	3rd week	10%	4th week	5%
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2nd week	12%								
3rd week	10%								
4th week	5%								
Accepted payment options	ETH								