



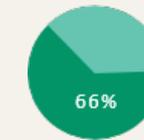
BlokTea

# REVOLUTIONIZING THE TEA SUPPLY CHAIN

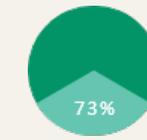
BLOCK BY BLOCK  
LEAF BY LEAF

Tea workers around the world face a myriad of problems ranging from gender discrimination, wage theft, child labor, and other forms of abuse.

Research shows that consumers prefer to pay for ethically sourced and sustainable products.



66% of global consumers are willing to pay more for sustainable and ethically sourced products. (1)



73% of millennials are willing to pay more for sustainable and ethically sourced products. (1)

## THE PROBLEM

### FAIR TRADE

While Fair Trade tea exists, the governing body (Fair Trade International) lacks the resources to be present on the ground in vital supply chains on a regular basis.

(1) <https://www.nielsen.com/us/en/press-room/2015/consumer-goods-brands-that-demonstrate-commitment-to-sustainability-out-perform.html>

With the advent of blockchain technology it is now possible to independently verify the exact transaction amounts of each step of the supply chain.

# THE SOLUTION

## BEFORE BLOCKCHAIN



## BLOKTEA



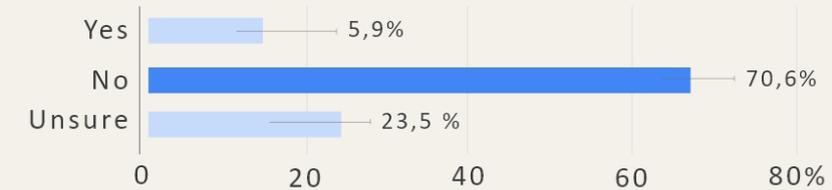
## THE RESULT

A TRULY "FAIR" TEA.

THE FIRST USE OF BLOCKCHAIN TECHNOLOGY IN THE TEA SUPPLY

1. Would you interested in purchasing "blockchain tea", a tea which you could verify has been ethically sourced by being able to view the exact price tea farmers earned?

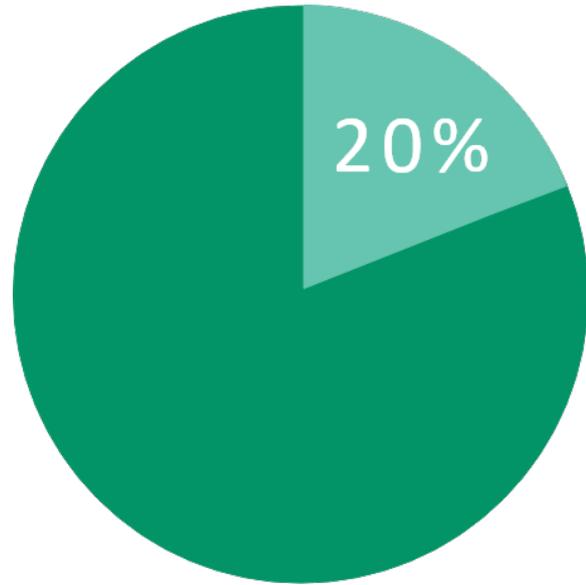
286 respondents



According to our research 6% of adults in the US are already actively interested in this product.

Target market: 7.5 million (US).

COMPETITION: NONE



20% market penetration (one box per customer): \$9 million USD.

DEVELOPMENT CYCLE



Wireframes and design.



Spec report.



Development.



App suite: user, tea picker, tea farmer, retailer, admin.



Possible: Pick up point, exporter, importer.

HOW IT WORKS

- 1) Tea picker picks tea and gets paid on a daily, weekly, or biweekly basis.
- 2) Payment process can occur inside the app if tea picker has access to a bank account, or in cash with both parties performing a mobile sign off using secure personal crypto hashtag.
- 3) QR code is placed on the tea and codes printed and follow the tea all the way to your cup.
- 4) At any point in the supply chain or in a tea or coffee shop, a consumer can scan a box or bag of Blok-Tea to see exactly where it came from and how much the tea pickers were paid.
- 5) Blockchain ledger is immutable, secure and exists on thousands of devices at a time. Cannot be edited even by the original developers.

## EXIT STRATEGY

- Dividends to shareholders.
- Sale by terminal valuation to better capitalized tea companies.

MGMT TEAM  
NASIM BELL  
KIRILL STORCH