A RADICAL DIFFERENT CHOCOLATE BAR
Our project moonshot

Implement a best practice blockchain solution for the Ecuadorian cacao industry, benefiting the sector as a whole.
A blockchain powered, demand driven, shared-value chocolate bar that improves the livelihood of Ecuadorian cacao farmers in the Amazon.
Our key strategic goal

Proof that the use of blockchain can influence consumer behaviour at time of purchase decision
Our source partner spread

ECUADORIAN AMAZON - APEOSAE
Our impact partner spread

APEOSAE + UNDP ECUADOR + HOJA VERDE + FAIRCHAIN LAB
Our approach

A GO TO MARKET APPROACH
BASED ON A BUSINESS AND MARKETING PLAN LIGHT
Our community

THE CONSCIOUS CONSUMER
Our core target market

UNITED KINGDOM
FLANKED BY THE NETHERLANDS
**OUR ROADMAP**

P1 = Pre Launch  
P2 = Pilot  
P3 = Post Launch

**(Jan 28)**  
Aligned mission & set targets

8 weeks prototyping. Launching

2018 Q1  
Plan  
Set the stage

2019  
Establish partner agreement  
High level plan, roles and responsibilities

2019 Q2  
Test P1 across UK/NL  
Test with 100 users.

2019 Q3  
Implementation phase P 2 and 3  
Micro participation/engagement and execute Experiments, service and engagement design For scaling of product, impact, community.

2019 Q4  
Full scale production / impact plan

2030+  
Legacy Promise  
Exit to new partner to fully globalise, 50% (core) partner profits reinvested for good.

**BLOCKCHAIN IMPACT**

Score on SUCCESS KPI's

Consumer EXPERIMENTS

20.000 Pcs CHOCO SOLD

Impact through BlockChain

10 million pcs

PoC  
Prototype testing  
Inner circle  
Soft launch

Pilot  
Testing with bounded number of users

Production  
Full scale campaign  
Target focused

Maturity of chain

12 Months execution

1.000 pcs

5.000 pcs

20.000 Pcs

20.000 Pcs

1.000 pcs

5.000 pcs

10 million pcs
Roles and responsibilities

**APEOSAE + UNDP ECUADOR + HOJA VERDE + FAIRCHAIN LAB**

- **Impact Goals**
- **Production**
- **Go to Market**

Heee...we do a lot as well
Next steps short term go to market

Opportunity
- Focus

Strategic choices
- Market, positioning, channels
- Target group (persona)

Proposition
- Engagement & service design
- Validated prototype

Evaluated experiment

Scale