



# 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.



#### Our vehicle



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







### OUR ROADMAP

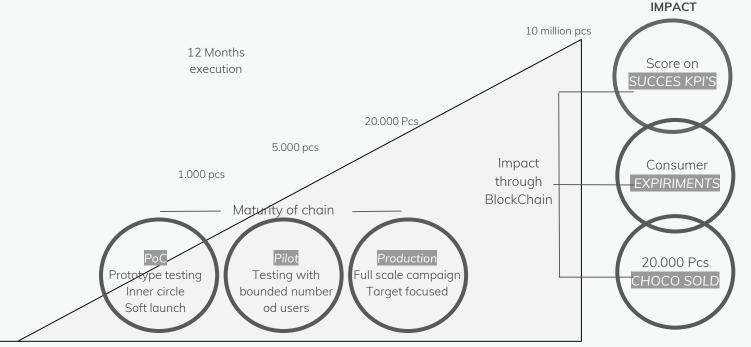
P1 = Pre Launch

P2 = Pilot

P3 = Post Launch

(Jan 28) Aligned mission & set targets

8 weeks prototyping. Launching



2018 Q1 Plan

Set the stage

Establish partner agreement

2019

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+

**BLOCKCHAIN** 

**Legacy Promise** 

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

### Roles and responsibilities

# SHARED VALUE CHAINS



# APEOSAE + UNDP ECUADOR + HOJA VERDE + FAIRCHAIN LAB

**IMPACT GOALS** 

**PRODUCTION** 

**GO TO MARKET** 



# Next steps short term go to market

