



*Al servicio
de las personas
y las naciones*



A RADICAL DIFFERENT CHOCOLATE BAR

Our project moonshot



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Implement a best practice blockchain solution for the Ecuadorian cacao industry, benefiting the sector as a whole.



Our vehicle



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**A blockchain powered, demand driven, shared-value
chocolate bar that improves the livelihood of Ecuadorian
cacao farmers in the Amazon**



Our key strategic goal



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**Proof that the use of blockchain can influence consumer
behaviour at time of purchase decision**



Our source partner spread



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ECUADORIAN AMAZON - APEOSAE



Our impact partner spread



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APEOSAE + UNDP ECUADOR + HOJA VERDE + FAIRCHAIN LAB



Our approach



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



Our community



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THE CONSCIOUS CONSUMER



Our core target market



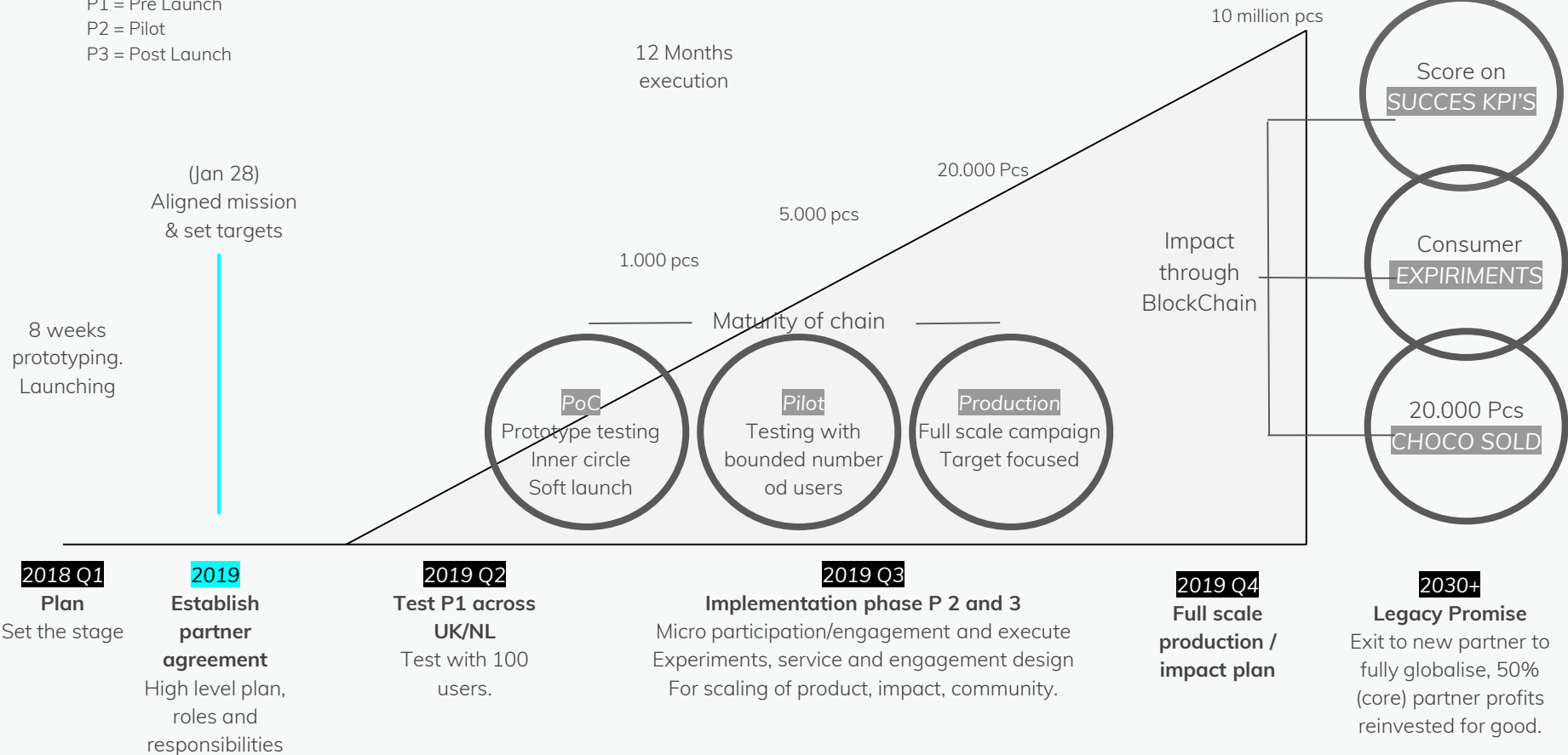
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UNITED KINGDOM
FLANKED BY THE NETHERLANDS

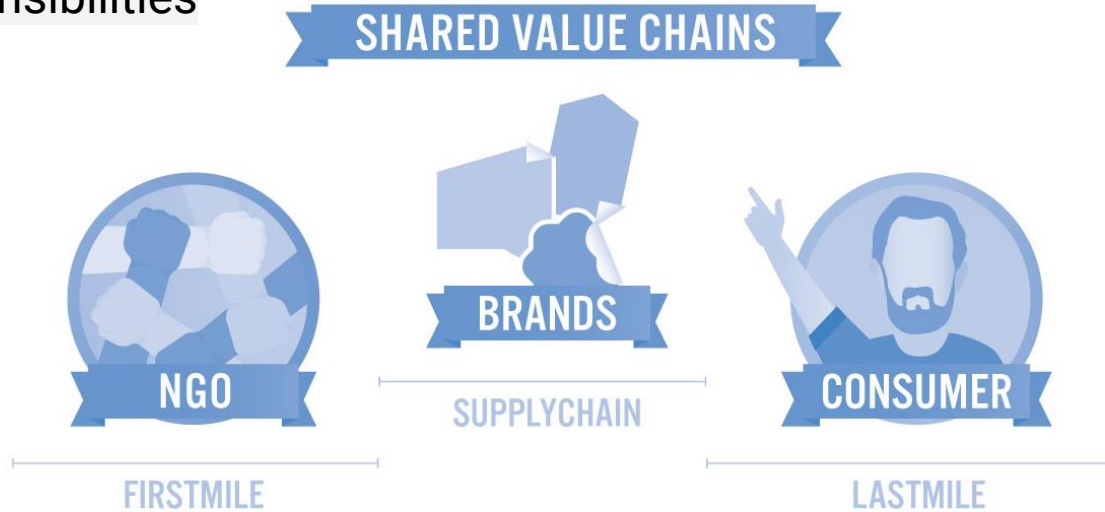


OUR ROADMAP

P1 = Pre Launch
P2 = Pilot
P3 = Post Launch



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

