

MOYEE FAIRCHAIN COFFEE





FAIRCHAIN ROASTING

FAIRCHAIN EPISODE 1, THE SAGA BEGINS



FAIRCHAIN FARMING

FAIRCHAIN EPISODE 2, THE SAGA CONTINUES

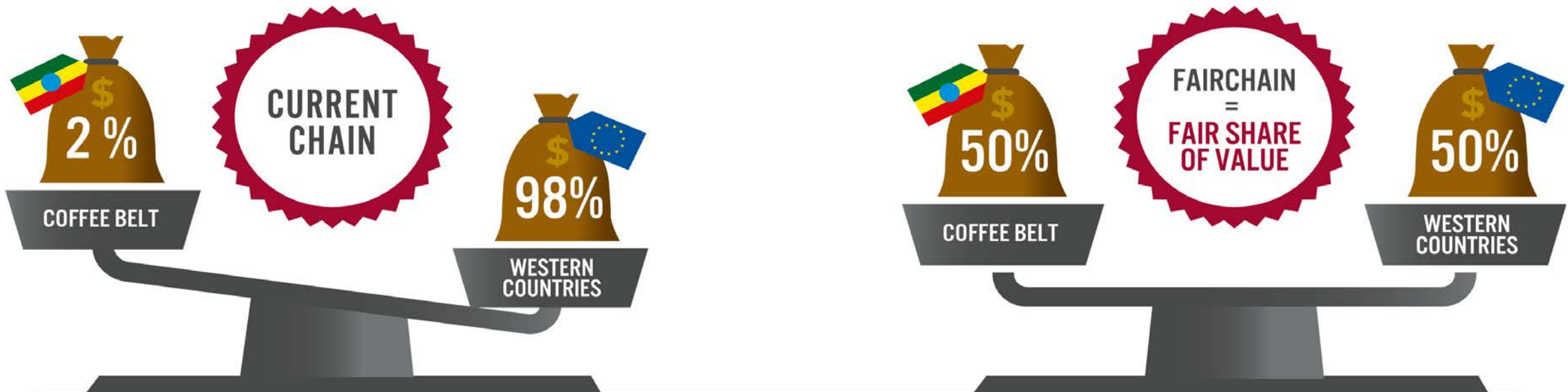


FAIRCHAIN BLOCKCHAIN

FAIRCHAIN EPISODE 3, CRUSHING THE ORTODOXY OF FAKE

RADICALLY GOOD COFFEE

1st FAIRCHAIN COFFEE IN THE WORLD



WE'RE TIPPING THE BALANCE BACK TO THE COUNTRIES THAT GROW OUR COFFEE. NO MIDDLEMEN MUDDLE, GREAT COFFEE AT NORMAL PRICES AND PROBABLY THE END TO GOVERNMENT AID TO COFFEE GROWERS.



FAIRCHAIN ROASTING

FAIRCHAIN EPISODE 1, THE SAGA BEGINS.



FAIRCHAIN IN A TWEET

WE BUILT SHARED VALUE CHAINS

FAIRCHAIN PRINCIPLE



1. Value add at source
2. Compete on quality not poverty
3. Inclusive business models

COFFEE GROWING COUNTRIES

COFFEE CONSUMING COUNTRIES



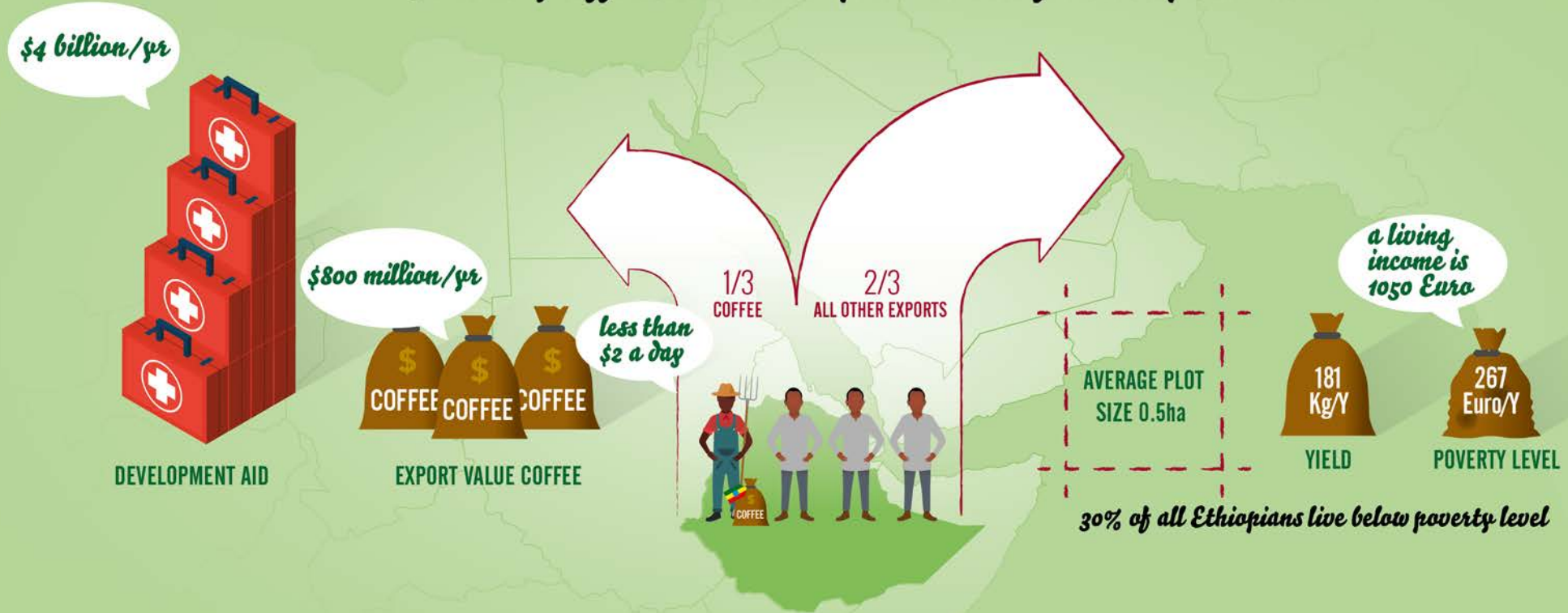
FAIRCHAIN FARMING

FAIRCHAIN EPISODE 2, THE SAGA CONTINUES.



ETHIOPIA, BIRTHPLACE OF COFFEE

A healthy coffee sector could replace the need for development aid



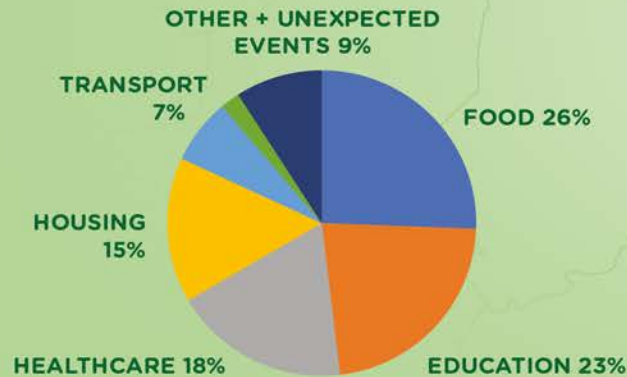
FAIRCHAIN FARMING MEANS FARMERS AND WORKERS EARN LIVING INCOMES AND WAGES BY MANAGING PROFITABLE FARMS AND GETTING INVOLVED IN VALUE ADDED ACTIVITIES, IN ORDER TO IMPROVE LIVELIHOODS AND COMMUNITIES

FAIRCHAIN FARMING IMPACT GOAL

1

WE CALCULATED WHAT A LIVING INCOME IS FOR OUR PARTNER FARMERS IN LIMU, ETHIOPIA

34,200 BIRR (EUR 1,055) PER YEAR, FOR THE AVERAGE FAMILY OF 7, MADE UP OF:



2

WE CALCULATED THE CURRENT HOUSEHOLD INCOMES OF THE FARMERS

17,200 BIRR (EUR 521) PER YEAR, FOR THE AVERAGE FAMILY OF 7

> 9,000 COFFEE INCOME
> 5,000 INCOME OTHER CROPS

> 2,200 SELF-CONSUMED CROPS
> 1,000 INCOME OFF-FARM LABOR

= EURO 1050

Currently only 2\$ a day



AVERAGE PLOT SIZE < 1ha

3

WE DESIGNED FAIRCHAIN'S ROADMAP TO A LIVING INCOME



IMPROVING YIELDS AND QUALITY:

- > REJUVENATION & REHABILITATION
- > CLIMATE SMART AGRICULTURE
- > IMPROVED SOIL MANAGEMENT
- > PRECISION AGRICULTURE
- > GOOD AGRICULTURAL PRACTICES



IMPLEMENTING A CASCADING & PROFITABLE KNOWLEDGE SYSTEM:

- > ACADEMIC & TRAIN-THE-TRAINER PROGRAM
- > SCALABLE FARM CONSULTANCY ORGANIZATION & DIGITAL TOOLKIT FOR FARM MANAGEMENT CONNECTED ON A FC-BLOCKCHAIN PLATFORM



ORGANIZING FARMERS INTO A COOP:

- > WITH A FOCUS ON YOUTH AND WOMEN
- > EXPLORING INCOME DIVERSIFICATION OPPORTUNITIES
- > ENABLING MARKET ACCESS FOR COFFEE OF DIFFERENT QUALITIES



ADOPTING BROADER COMMUNITY AND LANDSCAPE APPROACHES:

- > PROVIDING MISSING FACILITIES I.E. WATER AND ELECTRICITY
- > OFF-FARM EMPLOYMENT & SHARED OWNERSHIP OF WET-MILLS, STORAGE, OTHER



CONSUME

- > DELIVER PROOF OF IMPACT DRIVING CONSUMER ENGAGEMENT
- > CREATE TRUSTWORTHY CREDIT HISTORIES MAKING SMALLHOLDERS BANKABLE
- > SUPPORT A PERFORMANCE BASED SERVICE OFFERING OF THE FARM CONSULTANCY

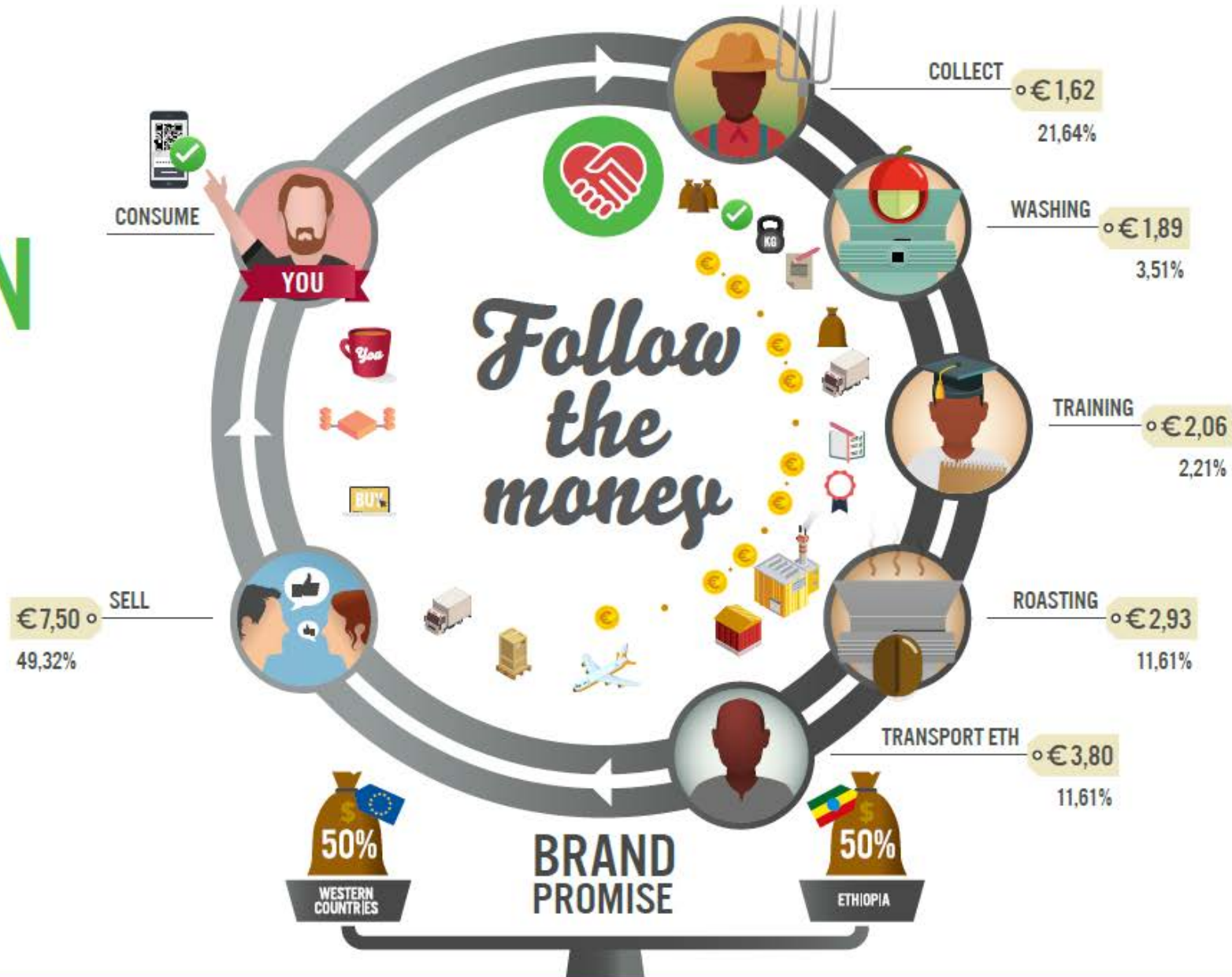
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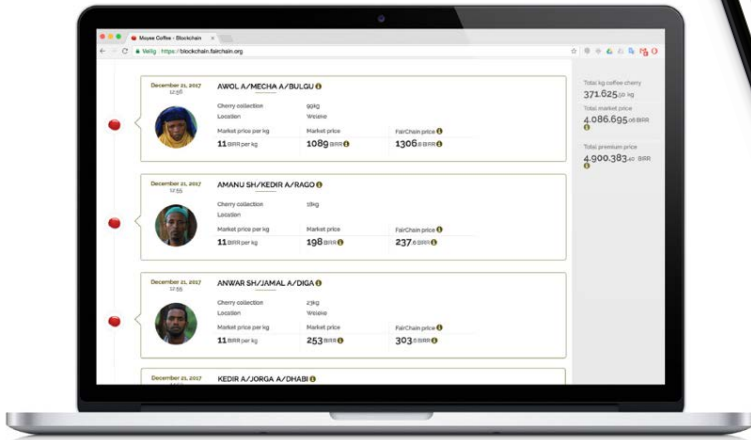


WHY THE H*CK BLOCKCHAIN

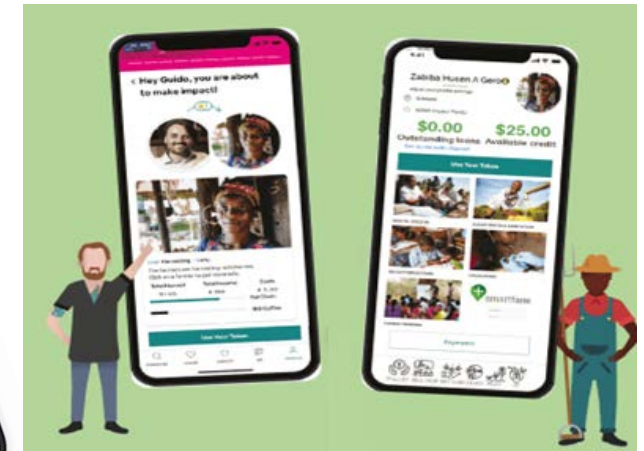
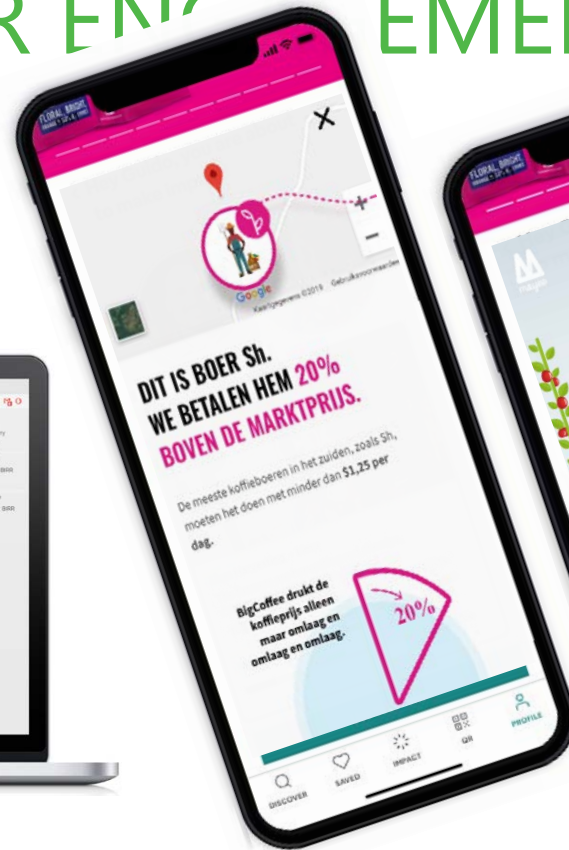
1. Promise of trust
2. Radical transparent
3. Show who gets what (csv)
4. Designed to transfer value



TRANSPARENCY - EARNING CAPACITY - CUSTOMER ENGAGEMENT



December 21, 2017	AWOL A/MECHA A/BULOU	371.625	4.086.665	4.900.383
Cherry collection	40kg			
Location	Wakani			
Market price per kg	108g	1306		
FairChain price				
December 21, 2017 <th>AMANI SH/KEDIR A/RAGO</th> <td></td> <td></td> <td></td>	AMANI SH/KEDIR A/RAGO			
Cherry collection	40kg			
Location	Wakani			
Market price per kg	198	237		
FairChain price				
December 21, 2017 <th>ANWAR SH/JAMAL A/DIGA</th> <td></td> <td></td> <td></td>	ANWAR SH/JAMAL A/DIGA			
Cherry collection	20kg			
Location	Wakani			
Market price per kg	253	303		
FairChain price				
December 21, 2017 <th>KEDIR A/JORGA A/DHABI</th> <td></td> <td></td> <td></td>	KEDIR A/JORGA A/DHABI			



REDISTRIBUTION BY DESIGN

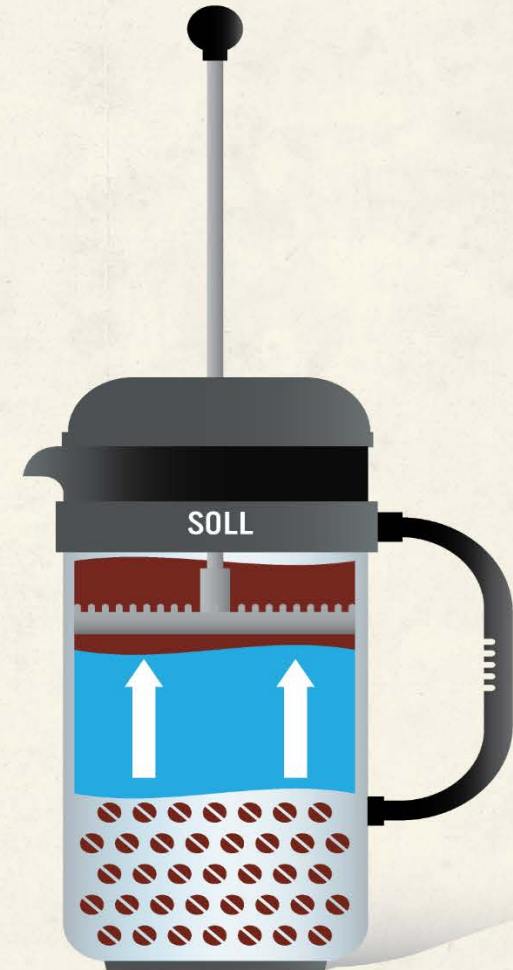
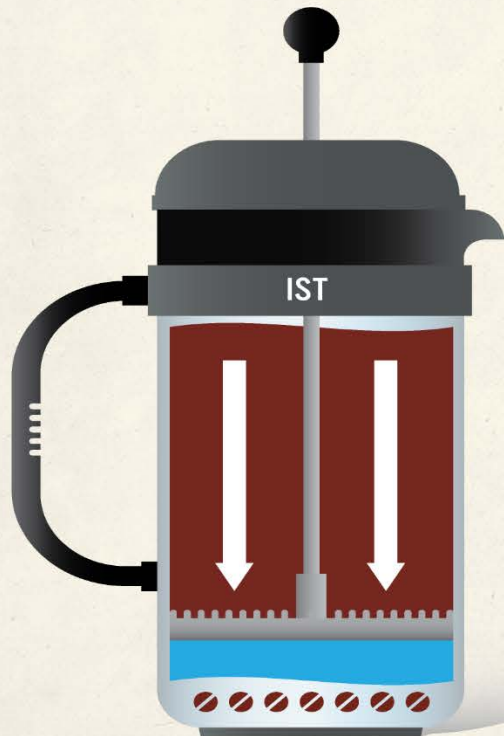
BLOCKCHAIN WILL HELP US REVOLUTIONIZE THE WAY THE COFFEE INDUSTRY IS ORGANIZED AND WILL LEAD TO LIVING INCOME FOR FARMERS, AND IT WILL FREE COFFEE GROWING COUNTRIES FROM THE NEED OF DEVELOPMENT AID.

MARKETING

PROFIT

FARMERS

OUR AIM IS TO REDUCE THE NEED FOR MARKETING BY REPLACING IT BY TRACEABILITY AND QUANTIFIABLE IMPACT. THE MOYEE MANTRA IS "YOU PAY FOR QUALITY, THE IMPACT IS FREE". BY REDISTRIBUTING VALUE WE DELIVER ON BRAND PROMISE, KEEP PRICES COMPETITIVE AND QUALITY MAXIMAL WHILE CONTRIBUTING TO OUR ROADMAP TO A LIVING INCOME.



GET IN TOUCH

LIMU

SUPPLY CHAIN VOLUME: 150.000KG CLEAN GREEN

Location: Limu Kosa, Oromiya, Ethiopia

Elevation: 1.800 – 2.200 masl

Participants: 350 smallholder families.

Total coffee farmer families in Limu Kosa: +/- 2.500

Avg family size: 7

Avg farm size: 1-3 hectare

Avg yield: 150kg green/ha

Farm type: subsistence farming plus coffee as a cash crop.

Type of coffee growing: mostly semi-forest

Religion: Islam



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