



FOOD STARTER

Incubator & Fundraising

# World Farm Exchange

The use of Blockchain, NFT,  
Tokenomics and the Metaverse  
Technologies for Food Security  
& Sustainability



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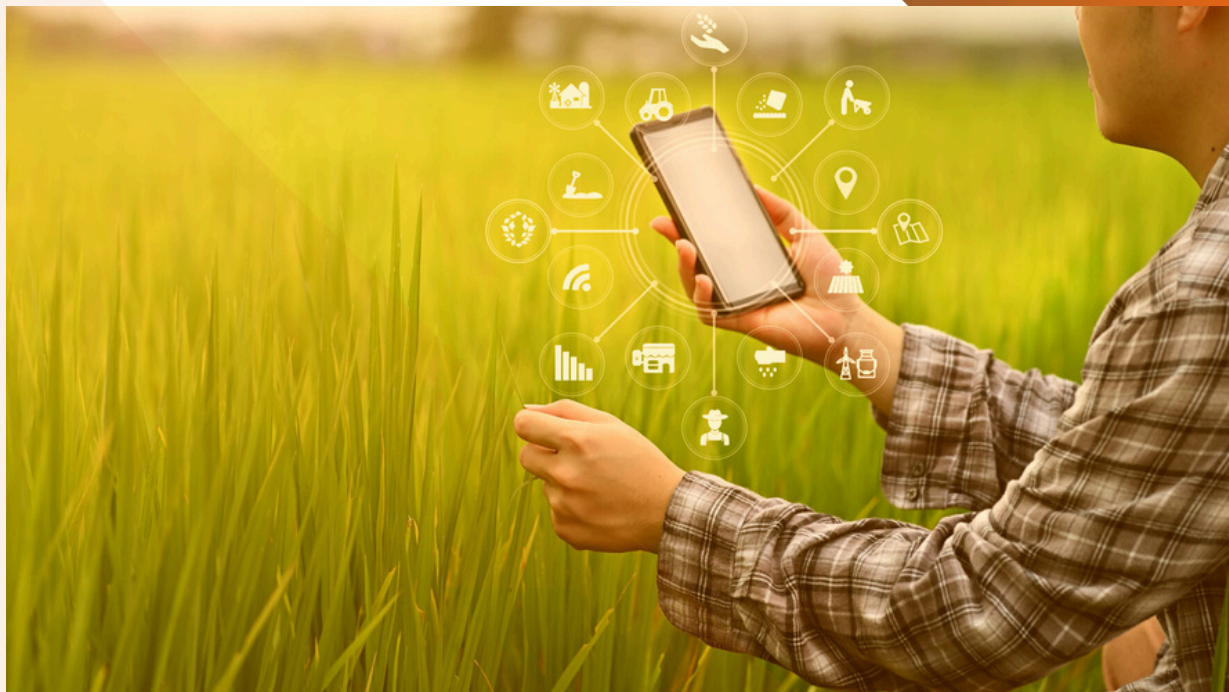
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## ABSTRACT

We've built a digital currency with features like no others in the Agri businesses market.

Backed by real businesses and assets, \$WFX is an ERC20 utility token created to work in the Agribusiness Supply Chain to support the ecosystem of agricultural business applications worldwide.

We will enable a global circulation and address holder's basic daily real-life transaction needs.

\$WFX token is being launched with the pure vision of being available, usable, and valuable to sponsors, investors, farm owners and the general community.

\$WFX is issued with the support of a global financial services platform focused on the needs and trust of the public and ensured by the very technology it's built on – Blockchain with WEB 3 and DeFi Capabilities.





# INTRODUCTION

FoodStarter is a Global Agricultural Financing & Investment, farm incubator & fundraising company headquartered in Singapore, with subsidiaries across South East Asia. The FoodStarter Charter defines Food Starter's roles as a Steward, shaping food aficionados and food enthusiasts' culture to do well, do right, and do good for the community around the world.

As a fundraising Institution and provider of catalytic resources and capital, we seeks to enable solutions using blockchain, NFT and the Metaverse technologies to key global food security and sustainability challenges. With ESG and sustainability at the core of all our engagements, we actively seeks sustainable food security solutions to address present and future challenges, as it captures investible opportunities to bring about a sustainable future for all.

The FoodStarter Sustainable Foods Platform - MetaFarm, IP wholly-owned by Food Starter, aims to delight consumers across Asia with tasty, fresh, traceable and sustainable food by accelerating the commercialization of sustainable foods in the region.


It provides solutions and support to aspiring food-tech companies at every stage of their growth cycle, alleviating friction-to-funds as they advance from product and produce development including farming to pilot launch and commercial scale-up go-to-market enablement.

Agricultural Financing in an Evolving Globalized Marketplace has been difficult especially for small farm owners. We understand farmers and ranchers need every cutting edge they can get today, on the production side and on the finance side. Increasingly, they're competing not just with the farm in the neighborhood, but with farms in emerging countries as well.

The agricultural industry, especially producers, must evolve to fit with today's globalized marketplace. And that's where FoodStarter comes in to help.

FoodStarter has a new way to raise Capital for Agribusinesses. Farmers, ranchers, and agribusinesses often need capital to expand their operations or acquire new land. Most farmers automatically seek credit lenders for capital, because it's what we all know as a traditional funding source.

But there are other ways besides bank loans to receive the needed capital. The use of blockchain, NFT, tokenomics and the Metaverse technologies with sponsors, partners and communities in crowdfunding is an alternate way to finance land acquisition and operations of agribusinesses.



FoodStarter's WFX is a digital exchange platform that utilises Blockchain technology to connect the entire agribusinesses supply chain from sponsors & investors to farm owners with Environmental, Social and Governance (ESG) initiatives around the globe.

We provide our sponsors, investors, farm owners and the community access to the right social impact food security & sustainability projects that align with their personal values and hold up to our own high ethical standards – making it simple to invest in the initiatives, projects and programs that matter most to our communities.

Backed by real agribusinesses & assets, using Blockchain and DeFi technologies, we can provide full transparency to sponsors, investors, farm owners and the communities on where their money is going, and how it is being utilized – because at FoodStarter, the returns are so much more than monetary. It is Food Security and Sustainability that we care most.

Therefore, our aim is to make the benefits of our WFX Blockchain technology more accessible to Agribusinesses that is yet to, or unable to experience it. ESG and Financial inclusivity is an active goal we are working towards. We are working to bring the global agriculture community together through the Blockchain to create an impact where it is needed most – at ground level.

### WFX was created to address 3 critical issues:



To create a simple and accessible digital platform for sponsors, investors and farm owners to access high quality projects and opportunities that are based on FoodStarter's Impact ESG and food security & sustainable principles.



To be a recognized global platform for impact entrepreneurs and start-ups in the Agribusinesses looking to launch and raise funds for farm projects which meet food security and ESG narratives.



To create an agriculture ecosystem that directly delivers thousands of digital wallets with free token drops to underserved farming communities worldwide while also providing requisite education on blockchain technology to bridge the inequality and wealth gap.

FoodStarter aims to address these issues by adopting tokenization and digital blockchain technologies. By tokenizing these opportunities, individual investors and farm owners can now contribute smaller quantum amounts towards these initiatives.



## Financing Program

The agriculture traditional and legacy loan framework is currently broken as we know it. In a cluttered and layered system, it is a challenge for investors to efficiently reach its intended recipients (farm owners) in full.

Through peer-to-peer blockchain and Defi financial technology, FoodStarter will bypass the need for intermediaries and create absolute transparency and efficiency for the assurance of sponsors, investors and donors.

This allows FoodStarter's capital, along with thirdparty investment/sponsors to directly reach their intended target agricultural & farming communities, multiplying financial aid and relief for various causes.

## Crowdfunding Platform

Our proprietary Defi & blockchain based digital exchange will only list projects which meet ESG and Food Security narratives. Farm Owners and Sponsors who previously had difficulties creating awareness and following around their food security and social & environmental projects will now be able to leverage on FoodStarter's platform, engaging a global audience and community to drive their initiatives forward.







## Outreach Program

Lack of access to education and technology is a leading contributor to the widening wealth gap in the farming community.

Underserved and unbanked farming communities around the world hardly have an opportunity to understand and much less, participate in innovative, transformative and disruptive technologies.

This in turn, results in these farming communities not being able to bridge the wealth gap which is continually becoming wider. FoodStarter will address this problem by delivering digital wallets directly to these farming communities.

Furthermore, we will also airdrop free WFX tokens and gradually, tokens for other projects we list on our exchange to them.

As these tokens appreciate, the communities can also benefit from the wealth created in the ecosystem.

## Diagram representing the initiatives

FoodStarter's Exchange			FoodStarter's Financing Program & CrowdFunding Platform		FoodStarter's Out Reached Program
Mainstream Investing			Impact Investing		Philanthropy
Traditional	Responsible	Sustainable	Financial First	Impact First	No Financial return
	<b>Negative Screens</b> <ul style="list-style-type: none"> <li>• Tobacco</li> <li>• Weapons</li> <li>• Alcohol</li> <li>• Gambling</li> </ul>	<b>Factors considered</b> <ul style="list-style-type: none"> <li>• Carbon footprint</li> <li>• Gender equality</li> <li>• Waste reduction</li> <li>• Product safety</li> <li>• Resource</li> </ul>	<b>Contribute to solutions for:</b> <ul style="list-style-type: none"> <li>• Climate Change</li> <li>• Population growth</li> <li>• Water scarcity</li> <li>• Food system</li> </ul>	<b>Support For :</b> <ul style="list-style-type: none"> <li>• Innovation and risk</li> <li>• Proof concept</li> <li>• Enabling ecosytemes</li> <li>• Commercial Capital leverage</li> </ul>	

## FOOD SECURITY IMPACT INVESTMENT

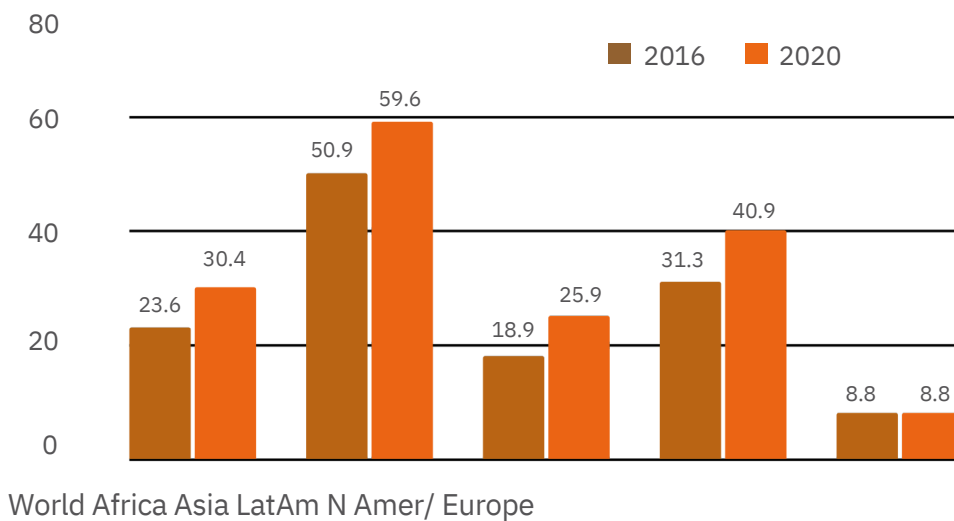
Currently, ESG is increasingly sees environmental concerns intersecting with social issues. As a case in point, food security becomes even more urgent when considered against the backdrop of a warming world. Lack of food security can lead to higher prices, acute shortages, and ultimately social unrest.

Everyone will be affected but emerging market countries will be impacted the most. Furthermore, the war in Ukraine has already disrupted the previously tight agricultural markets. Russia and Ukraine together are responsible for about 25% of the world's wheat exports, 65% of sunflower oil exports, 20% of barley and 18% of corn. Agricultural food prices have jumped 36.6% yoy in March after rising 28% in 2021 (World Bank).

Today, over 2 billion people affected by food insecurity. At a time when we talk about EV cars and virtual reality headsets, it's hard to believe that over 2 billion people face regular food security issues. Over 800 million people around the globe face hunger on #2. FOOD SECURITY IMPACT INVESTMENT FoodStarter White Paper 10 a daily basis. Plus, more than 1.4 billion additional people lack vital micronutrients, affecting their health and life expectancy.

## Exhibit 1: Prevalence of moderate or severe food insecurity (% of pop.)

Food insecurity has increased in Africa, Asia and LatAm



**Source:** Haver, World Bank

The Food & Agriculture Organization (FAO) of the United Nations estimates that the pandemic increased incidence of hunger and lack of access to adequate food by close to 500mn people from 2019 to 2020 alone. Reasons include rising cost of healthy diets, income inequality and persistent levels of poverty.

Food security occurs when an entire population can access sufficient safe and nutritious food to meet their needs for a healthy life.

Regionally, consumers facing severe food insecurity are found mainly in Asia (471mn) and Africa (347mn) – and the proportions have risen since 2016. Another 728mn Asians and 452mn Africans face moderate food insecurity (which can increase the risk of malnutrition – such as stunting in children – or micronutrient deficiencies in adults). Many low income economies were facing inflation above 20% in Sept 2021. In fact, 22% of the world faced food price inflation >10% at that time.

After covid, the war in Ukraine poses a new and serious threat to the worldwide food supply, although Ukraine is not the only challenge to food security.



Nonetheless, a survey found that there are still some considerable barriers which prevent the scaling of food security impact investing. These include:

Lack of standardized definition and segmentation of the impact investing market



Inadequate capital across the risk/return spectrum



Sophistication of impact measurement



High quality investment opportunities



Suitable and sufficient exit options





### Investments...

Unlike a grant, there is an expectation of a returns on capital and a range of possible returns on capital. Those expected returns could range from concessionary to market rate, or even above market rate.



### Across a broad range...

Impact investments exist across:

- All asset classes
- Many sectors
- All geographies




### Focusing on positive impact...

Intention to generate measurable social or environmental impact puts an explicit focus on positive impact. This distinguishes the practice from "negative screens" used in socially responsible investing (SRI), where investors filter out sectors in which they wish to invest, such as tobacco.



### Across organisational forms.

Impact driving investees, and funds can be for-profit or not-for-profit entities, which can return capital as simple loan repayments or as shares of revenues.



## Why food security is an important part of impact investing ?

In response to the climate and social crisis, the UN established a set of sustainable development challenges to be addressed by 2030. In this white paper, FoodStarter explore alternative ways to contribute to the 2nd SDG (Sustainable Development Goals), which aims to ensure food security, improve nutrition and promote sustainable agriculture.

These challenges are structured around 17 concrete goals for a sustainable and peaceful future for all people and communities around the world. These goals, dubbed the Sustainable Development Goals, are a universal call to governments, businesses, investors and individuals to address the global challenges we face, from poverty and environmental degradation to hunger and injustice.

The causes of hunger are diverse - poor harvesting practices, food waste, wars and environmental destruction. In 2015, famine killed 9.1 million people, a total of 25,000 per day. This extreme hunger and lack of healthy food supply is an obstacle to sustainable development and a trap that is, for lack of money, particularly difficult to get out of. It is time to rethink our systems of agriculture, sharing and consumption.

FoodStarter strongly feels that if these systems are managed effectively, agriculture, forestry and fishing can produce food for all while generating decent incomes for farmers and producers. But the rapid degradation of our soils, forests, freshwater and oceans is putting traditional food systems at risk, driving farmers to migrate to cities in search of new opportunities.

Today, most family offices spread their assets across a range of activities from traditional investing to philanthropy and impact sits within this spectrum (see diagram below). Food Security Impact investing is a strategy and outlook that goes beyond financial outcomes and helps investors align a greater portion of their profit-oriented portfolio with their values.







### ESC Integration

Applying ESC risks and opportunities to financial analysis and investment decisions



### Negative Screening

Excluding sectors, companies, countries or issuers based on a mis alignment of values or downside risk



### Norms-based Screening

Screens companies and issuers based on business practices and beliefs



### Active Ownership

Appropriately using shareholder rights and fiduciary duties to guide a company using ESC guidelines



### Positive Screening

Realigning a portfolio to specifically target better ESC profiles either at the company level or industries



### Sustainability themed Investments

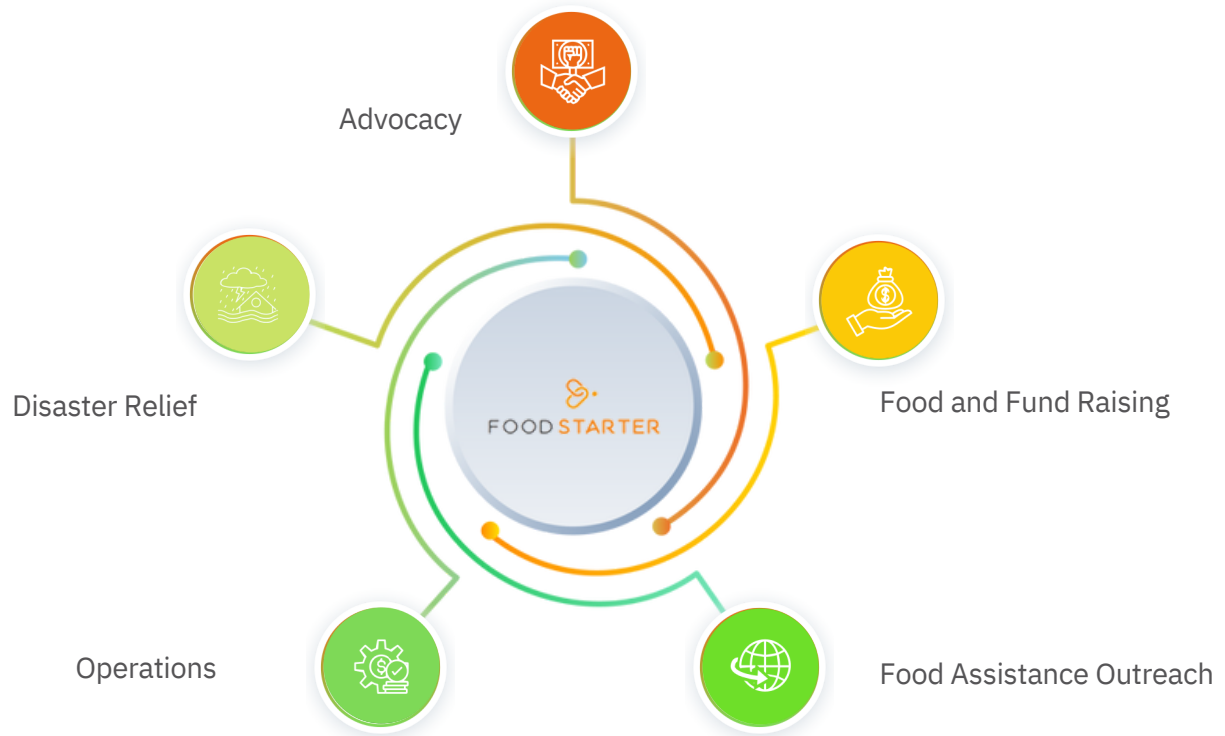
Specifically targeting investment themes eg Sustainable agriculture green property, "low carbon Paris or SDG- aligned



### Impact Investing

Investments that achieve measurable social and environmental impacts and outcomes

FoodStarter will work to support local food banks that serve the communities in the areas of:-



Collaborative efforts through new technologies like WEB3 and Blockchain will allow for the food banks to become more efficient and effective in serving hungry communities worldwide.





## THE CHALLENGE

### Background

#### Challenges faced by small holder farmers

According to the World Bank, there are upwards of two billion people living in the last mile. They are smallholder farmers producing 70% of the world's food and are in developing nations where societal infrastructure such as banking and digital technology are underdeveloped or non-existent. This leaves the local farming communities excluded from modern economies and consigned to poverty.

Over 2 billion adults do not have access to financial services and 3.7 billion have no access to the Internet (World Economic Forum). For the 40% of the world's population who earn their income from agriculture, the UN estimates up to 50% of crop value is lost between harvest and sale.

Poor planning, processing, storage, and transport all play significant roles in crop degradation and spoilage, resulting in a loss of value to farmers and their communities.






Smallholder farmers worldwide face a large number of challenges. They lack income diversity and are often dependent on the income derived from a single crop. They experience poor economic geography, including a small market size and large distances between internal and export markets.

Their agricultural environment is degrading with poor soil quality, while pests and crop disease all act to reduce yields.

Climate change brings extreme weather conditions of drought and flood, which directly affects crop viability. Farming communities experience a lack of suitable infrastructure such as financial services, technology services, transport and processing facilities and are severely impacted by international commodity price volatility (FairTrade, 2021, FAO, 2015).

The many and varied challenges they face result in a precarious existence that is vulnerable to environmental, political and economic shocks.



At the other end of the supply chain, supermarket consumers are insulated from the origins of their food. They are disconnected from the originating farmer and have no avenues to engage with them. However, there is a growing demand amongst consumers to know the origins of their food, how it was produced, including consideration of the local environment, and the wellbeing of the farmer and their communities.

For example, livelihoods of smallholder farmers and farm owners of agriculture produces in the global agriculture industry, have received only a small fraction of the economic value. Farmers generally experience the isolation caused by distance, poor communications networks, inadequate policing, and corruption. In addition to local hardships, they are also subject to international supply chain economics, which leaves them most vulnerable to market fluctuations and climate change shocks.

Their labour in growing the produces that make up our delicious meal is undervalued, as they only receive a small fraction of what we pay to consume it.

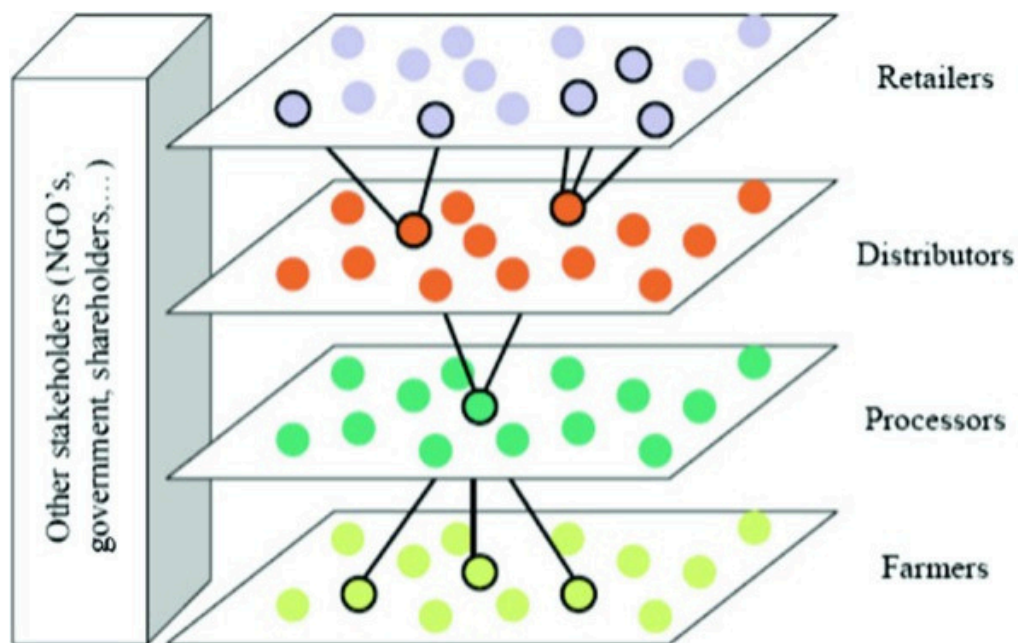
## Income diversity

Smallholder farmers lack income diversity and are usually dependent on the income derived from a single crop. This income stream is vulnerable to drought, floods, pests, disease, and changing climate; all of which negatively affect crop yields and therefore the farmers' income. Fluctuating international agricultural commodity prices also have a dramatic impact.

Isolation from markets due to distance and poor infrastructure, poor societal protections in producer countries and a lack of advocacy all leave smallholder farmers in an economic and socially precarious position. As the developed world experiences marked economic growth through digital technologies, the gap with the underserved farmer becomes ever wider.

## Supply chain value distribution

A processing-based and organised Agri-supply chain functions as a very complex network that includes: commodity groups, individual farms, environmental groups, government agencies, health organizations, technology providers, and researchers. FoodStarter White Paper 17 Below diagram depicts a generic supply chain at the organizational level within a complete supply-chain network, where the bold lines show a processor flow. Each firm is positioned in a network layer and belongs to at least one supply chain, i.e., it usually has multiple (varying) suppliers and customers at the same time, and over time.



*Schematic diagram of a supply chain from the perspective of the processor (bold flows) within the total FSCN (based on Lazzarini et al. 2001)*

The economics of supply chain value distribution often leaves the farmer with the lowest share. When considering the efforts and risks they are exposed to, this would not be a fair practice.





## Access to financial services

Like most businesses, smallholder farmers need access to credit to progress and grow their farms, or deal with unanticipated emergencies. Credit can be used to increase yields and quality of the produce through improved fertilizers, higher seed-quality and use of farming machinery; or to enable the farms to remain viable after a natural disaster.

However, smallholder access to microfinance is often perceived as high risk by financial institutions and largely due to the high administrative cost of deploying small loans, it is priced with high interest rates.

A lack of formal property titles and farming transaction records create difficulty in demonstrating collateral which further restricts credit levels. A lack of credit stagnates the farming community development and further widens the inequality gap.

This is particularly evident in the aftermath of natural disasters or civil unrest and upheavals; the ongoing calamity of Covid-19 trade and labour disruptions is still being calculated.





## Global context

### SDGs (Sustainable Development Goals)

The United Nations Conference on Sustainable Development (UNCED) in 2012 was the largest gathering of world leaders to date and its outcome document: “The Future We Want” (UNCED 2012), reaffirmed the commitment to sustainable development and the previous action plans, such as Agenda 21, and called for the creation of a new set of goals and targets to guide the post-2015 phase of global action.

In 2016, the 2030 Agenda for Sustainable Development (UN 2016) (also known as Agenda 2030) followed its lineage of the Millennium Development Goals (MDGs) and Agenda 21 before it to create the Sustainable Development Goals (SDGs).

Public awareness of the UN SDGs and major issues of climate change, biodiversity loss and social inequality is growing. Grassroots activism is prominent in many countries and seeks to increase public pressure on governments and corporations to take major and significant action on these issues.

Corporations have adopted ESG (Environmental, Social and Governance) reporting and investors are increasingly demanding good ESG credentials as an indicator of company performance.

Many governments have included “green” recovery measures as part of their Covid-19 pandemic policies and the European Union has proposed the “European Green Deal” as a pathway for economic transformation (OECD). As the world moves towards the SDG’s 2030 deadlines and rebuilds economies post Covid-19, public and private capital is expected to flow towards social, environmental and economic development activities.

The smallholder farmer has a major role to play in achieving the SDGs, most notably because smallholder farmers represent the vast majority of people still living in poverty (UNSDG 1 – No Poverty).

The Food and Agriculture Organization (FAO) reported: “In sub-Saharan Africa, agricultural growth can be 11 times more effective in reducing poverty than growth in non-agricultural sectors” (The State of Food Insecurity in the World, FAO 2015). This clearly emphasizes the importance of supporting farmers in their economic development.



## Transparency & Traceability

Agricultural supply chains are complicated, often operating in their own small silos. This can obscure supply chain transparency and thwart access to accessible and reliable information, leaving smallholders marginalized and unable to get the resources they need. Before food reaches our plates, it has often travelled halfway around the world and been touched by many intermediaries.

Therefore, providing supply chain transparency from farm-to-consumer is difficult to achieve and without transparency it is hard to get people to trust the system; this is where blockchain can help. Increased quantity and quality of data and their insights means better targeted, and therefore more efficient, sustainability programs. In turn, this means faster change for farmers to improve livelihoods and better protection of natural resources, resulting in more resilient supply chains.

Consumers are becoming increasingly aware of this supply chain obscurity which has stimulated a growing demand for ethically sourced food products at the supermarket shelves. Shoppers are increasingly making choices aligned with addressing such issues as food provenance, carbon footprint, water utilization, food miles, fair trade, worker exploitation and sustainability.


Blockchain can improve traceability, as well as allow buyers to get to know the farmers who produced their food. FoodStarter's solution is the way to connect buyers to producers.

## Solutions requirements

Digital technologies accelerate the evolution of agricultural and food value chains through technology platforms using Internet of things (IoT), Blockchain Distributed Ledger Technology (DLT), Artificial Intelligence (AI), and Big Data.

In contrast to the developed markets, developing countries have a low rate of digital technology adoption. Developing countries often limit applications to short text messages through mobile phones or simple offline farmer advisory digital videos that provide information to farmers in rural areas.

More advanced technologies are rarely suitable for smallholder farmers in remote regions of developing countries where FoodStarter White Paper 20 factors such as low literacy levels, poor connectivity and lack of financial infrastructure all require specific purpose built solutions.



Increasing digital technology adoption rates in the rural areas of developing countries requires investments in supply-side and demand-side factors.

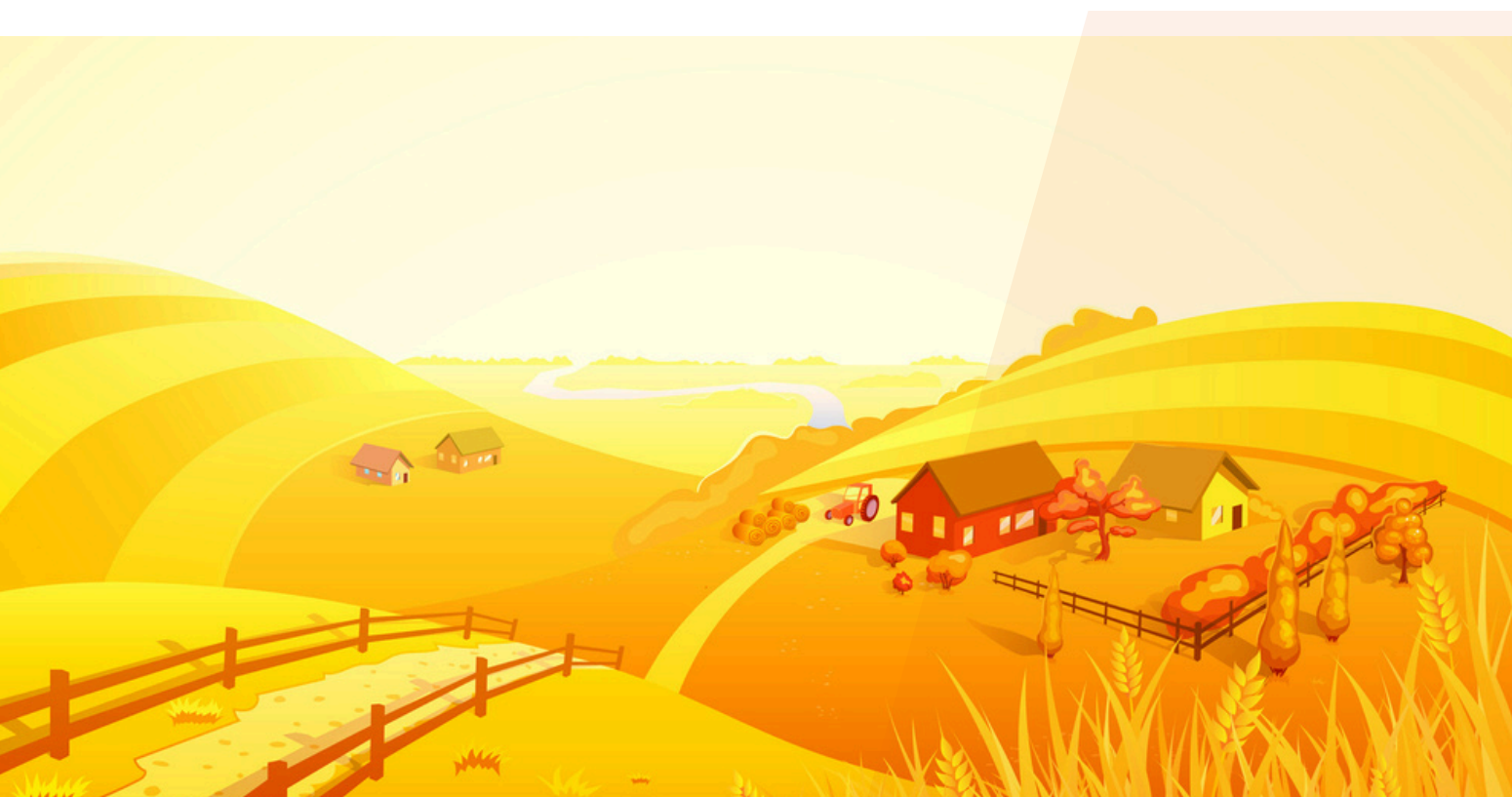
On the supply side, rural network coverage and availability of appropriate digital applications are needed.

Demand-side factors include improving digital skills and literacy, especially for smallholder farmers.

Addressing these factors necessitates a range of public policy interventions and a regulatory environment that attracts private sector investments. Digital solutions must address the specific needs of remote and rural farming communities.

They must be user-centric in their design to account for low literacy rates and low technology familiarity.

They must directly address the specific needs of a farming community, such as transacting with trust. They must provide inclusion into markets in a secure and cost-effective way so that farming communities can directly engage and represent their own interests.



## FoodStarter's Trader SuperApp - Connecting the last mile (farmers)

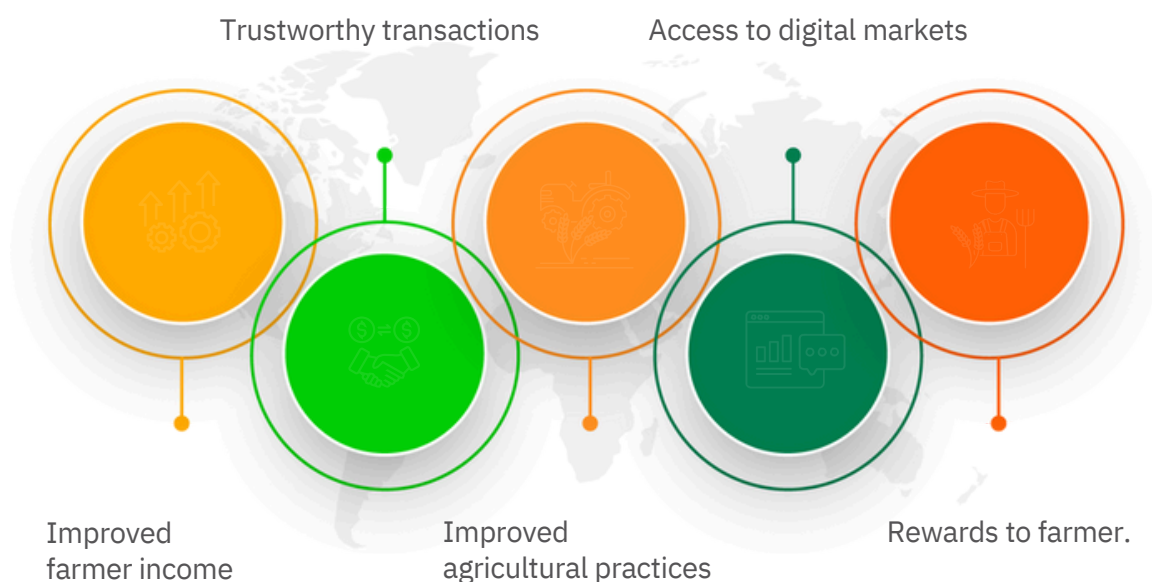
FoodStarter addresses the problems faced by smallholder farmers and other agricultural value chain stakeholders with the FoodExchange, MetaFarm Platform, and the Trader SuperApp supported by the WEB3 Blockchain based backend infrastructure to the marketplace and the community.

The Trader SuperApp is also available on smartphone environment delivering applications from 3rd party enterprises that partner with FoodStarter to provide such services of microfinance, crop insurance and banking into remote farming communities. It helps smallholder farmers to plan, trade and track everyday transactions.

These capabilities improve productivity, save money and improve access to inputs, capital and knowledge. In addition, our platform provides farmers with a digital ID, an e-wallet for storing their rewards, tokens, and access to a learning center and the marketplace.

Another important distinguishing value is that it is designed to work in completely offline and FoodStarter White Paper 21 low-bandwidth environments in remote and rural farm areas. The solution also uses a purpose built blockchain backend to immutably data-capture transaction, ID, IoT, and provenance data. This means our solution can be used by any farmer, anywhere, regardless of literacy or prior technology experience.

## FoodStarter's solutions are strongly targeting the alleviation of poverty among smallholder farmers with:



The FoodStarter's Utility token is designed to foster increased economic activity through the engagement of consumers with farming communities.



## OUR SOLUTIONS

### FoodStarter's FOODEXCHANGE powered \$WFX Tokens

The FoodStarter's FOODEXCHANGE and \$WFX missions are intertwined and complementary with the common objective to connect agribusiness sponsors/investors and farm owners to improve the wellbeing of farmers in developing nations.

\$WFX powers the transactions on the FOODEXCHANGE platform that serve the sponsors/investors and farming communities while the various agri modules within the platform is the ecosystem that gives \$WFX its utility and adoption.

The various agri modules platform is already established for the farming communities with many more projects underway that will increase in farmer numbers and expand the reach of active users on the platform.

These communities provide a ready-made market for the use of \$WFX tokens. Farmers and farm owners already on the platform will be educated on how to use the various apps and marketplace.

In this environment, where farmer trust has been established in the FOODEXCHANGE platform, the introduction of \$WFX is made easy with its immediate utility for farmers, farm owners and the community. \$WFX tightly integrates with the FOODEXCHANGE platform to #4.



GRAIN



CHECKBOOK



ELECTRONIC MONEY



NATURAL EXCHANGE




COINS



PAPER MONEY



PLASTIC CARD



OUR SOLUTIONS FoodStarter White Paper 23 provide the transaction utility necessary to promote economic activity through the agri business digital Marketplace. \$WFX with smart contracts make transactions frictionless by the virtue of its instant, encrypted, trusted, zero-fee, digital transactions. The introduction of the various Agri Apps modules into farming communities is a pivotal point in the development of those communities as it is the gateway into digital development.

Additionally, various Agri apps & modules will further promote the expansion of the \$WFX reach by incentivizing new farming communities to join the platform and obtain the benefits provided on our platform. In this symbiotic relationship, the FOODEXCHANGE-with-Agri modules ecosystem grows together and collectively empowers more farming communities through inclusion.

FoodStarter's tokenizing in agribusiness combines efficiency, security, transparency and lower costs to optimize market relations and profits for agribusinesses within the supply chain . It consists of generating the WFX tokens, encrypted records that will represent an asset traded on the BlockChain.

## TOKENIZATION OF ASSETS IN AGRIBUSINESS USING NFTs

FoodStarter intend to tokenize and NFT stocks, future crop rights, dairy roduction from a herd, patents, farm lands, new agricultural projects and other assets. The main differentiator is that all our agribusiness tokenomics are backed by real asset class agribusiness projects.

A good successful example is our Porkie Pig NFT, in Philippines. Here the Contributor enters into a SMART Contract on the FoodStarter NFT Marketplace backed by Alayon Sow Farm in Bacolod Philippines, where they operate and manage the SOW FARM on behalf of the contributor to breed, grow and sell the produce (Sow) ensuring the complete cycle of the provenance and transaction of sow batch.



The sale proceeds of the sows are then distributed to the project owner "Alayon Sow Farm", Food Starter platform and the NFT buyer/contributor.

In another instant, if a company wants to advance in the production of corn, for example, FoodStarter can also offer project tokens, similar to what is done with shares.

There are three important differentiators in FoodStarter's agribusiness tokenization:

**No intermediaries:** less bureaucracy and costs;

**No geographic limitation:** increases the target audience base;

**Total system availability:** encourages investors abroad.

Tokenizing agricultural production will be FoodStarter's strategy for small businesses to market their products using the FoodStarter's Marketplace - directly, without intermediaries.

FoodStarter's Agribusiness Tokenization Steps are as follows:



FoodStarter studies the feasibility of tokenizing the asset, evaluating all aspects (commercial, legal, tax); FoodStarter White Paper 25



The agribusiness asset is divided into a number of tokens . Thus, the value of each token will be accessible to the greatest possible number of people and companies interested in buying tokens (shares) of the asset;



The tokens are offered on a Blockchain, supported by the smart contract - a digital document with the rights, obligations and guarantees of the token issuer and the investors;



On the Distributed Autonomous Network, without human interference, validation of each transaction, using the smart contract;



At the end of the fundraising period with the tokenization, the blockchain electronically transfers the calculated capital to FoodStarter and credits investors/sponsors for the purchased tokens;



It is also the blockchain's responsibility to remunerate each token in the manner provided for in the tokenization process .

## TOKENIZATION OF PRODUCTION CHAINS IN WINE FUTURES BUSINESS

FoodStarter is currently also using blockchain to tokenize the agribusiness supply chains, tracking all activities and controlling each and every processes.

A great example that FoodStarter has successfully launched is the tokenization of the wine futures direct from vineyard.

This joint project was led by XVA Asia and FoodStarter has tokenized using NFT to track the entire history of the particular wine for auction purposes.



**Example:** Chateau Smith Haut Lafitte 2019 is a Grand Vin and classified as Grand Cru Classe from the region of Pessac Leognan in Bordeaux. This estate has an illustrious history stretching back over 8 centuries.

When they acquired the estate in 1990, the cathiard Famille recognised this and embraced it unique terroir


## TOKENIZATION OF PRODUCTION CHAINS IN SPACE FOR AGRIBUSINESS

FoodStarter shares the concerns of each and every stakeholders in food production, namely growers, shippers, insurers, NGOs, and finally you and I have, a deep investment in solving food production and origin tracking problems.

As a result, FoodStarter has charged ahead of our competitors by exploring Blockchain in Space.







With satellite connectivity, food producers could remotely control IOT devices like farm equipment and access live market data. With Space Blockchain, they could track and ensure supply chain integrity and move the entire food pricing market to a tokenized Space Blockchain solution.

FoodStarter White Paper 27 The use of Space Blockchain in agribusiness process management will make risk and opportunity analysis more agile, increasing the effectiveness of agro production and tracking.

## BENEFITS OF FOODSTARTER TOKENIZATION FOR AGRIBUSINESS

The benefits of tokenizing agribusiness, as we can see, are many.

### DEMOCRATIZATION IN INVESTMENT

The fractionation of the asset or project allows small and medium investors to participate in the process, increasing the base of potential buyers and helping to spread the word about the investment opportunity.

### GREATER TRANSPARENCY IN TRANSACTIONS

Each transaction is recorded in a digital ledger, is given a unique key and is available for consultation. The smart contract digitally reflects what would be legally done in a conventional transaction.

### MORE SECURITY

Blockchain is the technology used to create and trade crypto currencies and has the highest levels of data security in addition to using top-notch encryption.

Token balances and data are absolutely protected;

There is no risk of fraud, as all points on the network have approved conditions and can prevent a tampered transaction from being validated.





## GREATER LIQUIDITY IN RESULTS

There are no intermediaries between the company and the interested parties, such as brokers and management companies used in asset funds. This substantially reduces the cost of operation.

The future of agribusiness lies in the increasing professionalism in management and operations and in the massive use of new technologies, breaking standards that do not meet the strategic needs of the sector.

Tokenizing is one of them! FoodStarter White Paper 28 FoodStarter combines technological innovation and digital knowledge to transform physical assets into digital ones, in the asset tokenization process.

The offer of tokenized physical and financial assets, both current and new, is democratic and decentralized, which makes investing safer, simpler and more efficient.

We enable, structure, issue and offer tokens on our platform and beyond. FoodStarter "WFX" tokens therefore refer to a token class designed to propagate investments for agribusiness projects with positive social and environmental impacts.



## \$WFX TOKEN

FoodStarter's \$WFX TOKEN is an “impact” utility token designed to enhance and promote the Agribusiness Food Security & Sustainability ecosystem, as well as to reward and benefit the sponsors/investors, farm owners and the members of the FoodStarter's marketplace & the general community.

Token Name	WFX (World Farm Token)
Token Symbol	\$WFX
Technical Standard	Binance Smart Chain Digital Assets
Token Supply	200 Billion \$WFX Tokens (200,000,000,000)
	Fully Audited Fixed Supply
Features	Cannot be Minted; Can be Burned

\$WFX Token is also a digital reward token designed to power positive agribusiness impact projects that improve the lives of farmers, farm owners and critical food security & sustainability issues in our world.

\$WFX token users reward farmers and farm owners, and their local community-based agriculture projects, allowing them to access critical services to improve their lives and livelihoods. \$WFX will connect sponsors and investors worldwide to meaningful impact projects on the ground and the real people that make them happen.

This allows sponsors, investors and contributors to make direct contributions to the cause that is most important to them with inherent traceability to prove that 100% of the tokens contributed are immediately and directly sent according to the contributors' and project implementers' expectations (NFTs and wallet audit).

The \$WFX token is native to the Agribusiness and Food Security & Sustainability ecosystem. Apart from voting rights, the \$WFX token also provides holders with other benefits, attractive opportunities and access to innovative products and services in the digital asset space. FoodStarter will continue to innovate and develop the agribusiness ecosystem to bring more values to the token holders.



## \$WFX Tokenomics

There is a fixed supply of \$WFX Tokens minted at the token generation point with a portion of those tokens available to purchase in bundles during the seed round and pre-sales 1 and 2. \$WFX Tokens purchased during these periods shall be subject to the following terms:

### Seed Round

A lockup period of 6 months (from the day of the \$WFX ICO) preventing their use except in the form of rewards, which will be encouraged by allowing \$WFX tokens to be unlocked early for those who meet the minimum agri-rewards requirements. After 6 months, any redemption of the \$WFX tokens shall be kept at 1 million tokens per transaction per day.

### Pre-sales 1 and Pre-sales 2

A lockup period of 9 months (from the day of the \$WFX ICO) preventing their use except in the form of rewards, which will be encouraged by allowing \$WFX tokens to be unlocked early for those who meet the minimum Agri-rewards requirements. After 9 months, any redemption of the \$WFX tokens shall be kept at 1 million tokens per transaction per day.

### Treasury & Private sales

A lockup period of 12 months (from the day of the \$WFX ICO) preventing their use except in the form of rewards, which will be encouraged by allowing \$WFX tokens to be unlocked early for those who meet the minimum agri-rewards requirements. After 12 months, any redemption of the \$WFX tokens shall be kept at 1 million tokens per transaction per day.

A portion of these tokens may also be immediately usable (air drop) with the first group of farmers on the FoodStarter's platform during the pre-sales period. Further details relating to this, and other elements of the token design are provided in this chapter.



## \$WFX Token Allocation

There is a total supply cap of 200,000,000,000 (Two Hundred Billion) \$WFX Tokens. While the total token supply is fixed, we expect the demand for \$WFX tokens to grow as the agribusiness community grows and new projects coming onboard. Targeted listing are on XT.com, Bybit and Coinmarket cap.

The \$WFX tokens may also be burned periodically to make it deflationary in nature. Below is the planned allocation and distribution of \$WFX Tokens which may be subject to change:

Allocation Description	Allocation Percentage	\$WFX Allocation	Execution Phase
Seed Fund Raise	3%	6,000,000,000	Soft Cap - P1
Presales Fund Raise X 2	10%	20,000,000,000	Hard Cap - P2
Treasury & Private Sales	10%	20,000,000,000	Hard Cap - P3
IDO/IEO	2%	4,000,000,000	Listing
PUBLIC XT/BB/KC	1%	2,000,000,000	
Projects & Ecosystems Community Development	39%	78,000,000,000	
Advisors & Team	10%	20,000,000,000	
LP & Reserve	25%	50,000,000,000	
<b>TOTAL</b>	<b>100%</b>	<b>200,000,000,000</b>	



IDO/IEO - 2%

Seed Fund Raise 3%

Presales Fund Raise  
X2 - 10%

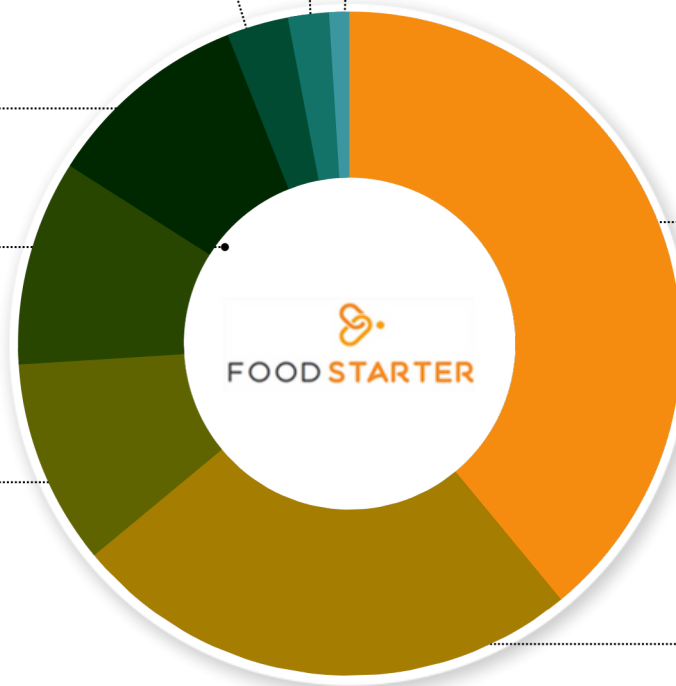
Treasury & Private  
Sales - 10%

Advisors &  
Team - 10%

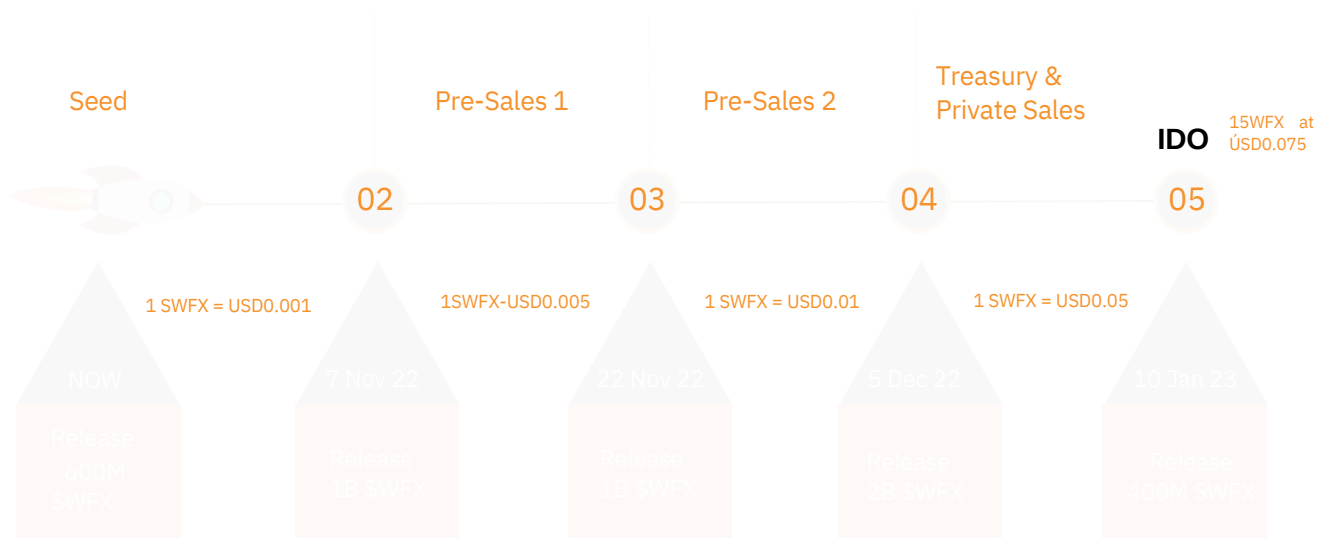
PUBLIC XT - 1%

Projects &  
Ecosystems  
Community  
Development - 39%

LP & Reserve - 25%



## \$WFX IDO LAUNCH PAD



\$WFX Token Launch Pad

## Seeding - 6 billion \$WFX tokens

The token at seed launch will take place in tranches with release dates based on the close vendor-relationship model. Tokens will be available to purchase in bundles at \$0.01 USD per token. Any tokens allocated to the seed round that remain unpurchased at the conclusion of the seeding phase will be “burned” (permanently removed from circulation).

## Pre-Sale 1 & 2 - 20 billion \$WFX tokens

The token pre-sale 1 & 2 will take place in tranches with release dates coinciding with expansions in the network of farmers, farm owners and Agribusinesses using the FoodStarter's platform. Tokens will be available to purchase in bundles at \$0.03 USD per token. Bonus \$WFX from the pre-sale allocation will be distributed to those who participate in the pre-sale with the percentage of additional bonus tokens provided, decreasing with each subsequent tranche.

Any tokens allocated to the pre-sale that remain unpurchased at the conclusion of the pre-sale 1 & 2 will be “burned” (permanently removed from circulation). An additional one percent of tokens purchased will also be provided to the purchaser as an \$WFX rewards bonus, on top of any other bonus tokens received.

## Treasury & Private Sale - 20 billion \$WFX tokens

The token Treasury & Private sale will take place in tranches with release dates coinciding with expansions in the network of farmers, farm owners and Agribusinesses using the FoodStarter's platform. Tokens will be available to purchase in bundles at \$0.04 USD per token.



# THE CORE TEAM



## CHIEF EXECUTIVE OFFICER- JEREMY GOH KONG WEI

- Ex-Co Founder of Butler Tech
- Ex-CBO of DTS STAR
- Ex-SVP of BreadTalk Grp
- 20 Yrs in F&B Related Businesses



## CHIEF COMPLIANCE OFFICER - FREDDIE BAY

- Ex-Country Head (Indonesia) Onwards Media Group
- Ex-Regional MD Software AG
- Ex-EVP Worldwide STCS Limited
- Ex-Practice Partner & Coach AT&T
- Advisory Board Member, ClearPath Technologies Inc.
- Ex-CIO/CTO Gleneagles Hospital
- Ex-Senior Manager (Japan) Accenture



## CHIEF INVESTMENT OFFICER - JEREMY TAN

- Founder of Core Invest institute
- 5 years in Financial Education
- 5.5 years in Hedge Fund Industry
- 12 Years in Financial Market
- MMBA Food and Agribusiness



## CHIEF LICENSING OFFICER - ADAM CHENG

- Chief Food Trader - Worldfoodchain Group
- Special Technology Models - FoodIntel
- Business Partnerships Coordinator - Food and Agriculture



## CHIEF TECHNOLOGY OFFICER- NITIN GROVER

- 18 Yrs in Full Stack Dev
- 6 Yrs in Blockchain Dev
- Ex-CTO of Butler Tech



# ADVISOR TEAM



## EXCHANGE ADVISOR - VINCENT SONG

Global VP - XT.com Exchange  
Co-Founder - Loyaltech Ex-  
Director - Lenovo



## CAPITAL MARKET ADVISOR - DUNSTAN TEO

- LP - Infinity Ventures Crypto (IVC)
- Co-Founder - Philcoin
- Founder - Diamond Hands
- Venture Partner - Alpha Omega Capital Partners
- LP - Mocha Ventures



## CAPITAL MARKET ADVISOR - VINCENT CHOY

- Co-Founder - BizBaz - Intelligent Finance
- Chief Development Advisor - Oz
- Director - D'ledgers Consultants
- President - Blockchain Centre of Excellence and Education



## CHIEF BLOCKCHAIN OFFICER- LESLIE CHAN

- Founder of Defi SG
- Co-Founder of Dream Quest
- 8 Yrs in Blockchain Consultancy



## CAPITAL MARKET ADVISOR - KYLE C. CHUNG

- Founder & CEO of Washington Consultancy Services
- Co-founder & Director of Transparent Transfers Tech
- Managing Director of International Supply Chain & Consultancy Services
- Ex Oil & Gas Procurement Specialist

## ADVISOR TEAM



### BRAND ADVISOR - PAUL SOON

- CEO - MullenLowe Group SG & China
- CHAIR - Effie Singapore 2022
- Senior Advisor - Coalition Capital Partners Pte. Ltd
- 2ND VP - AAMS (Association of Advertising and Marketing Singapore)



### METaverse ADVISOR - WARREN WOON

- Co-Founder & CEO - Xctuality
- Founder & CEO - Metafarms
- Consultant and Advisor - SCash Global Pte. Ltd.
- VP & Portfolio Manager - Denis Wong & Associates



### AGRICULTURE ADVISOR - NOLAN ZARA

- CEO - Makopa Inc
- Ex-COO - System Terrasoft, Inc
- Sales Marketing Manager - Keysquare, Inc.
- Operations Manager - Mklanz Enterprises



### AGRICULTURE ADVISOR - DR. VIJAY NALLA

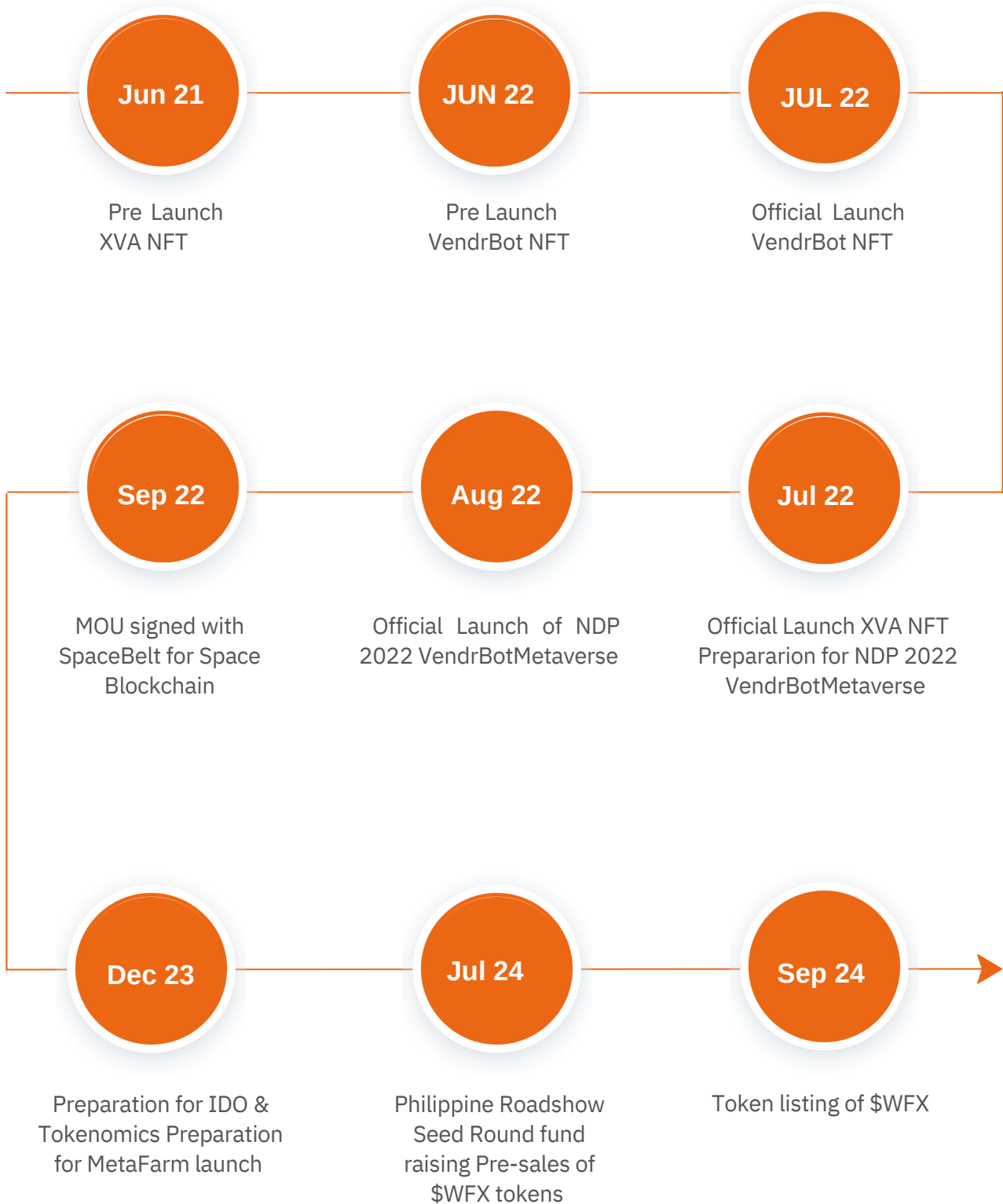
- Lead Facilitator - Business School Netherlands
- Instructor on Food & Agri-Business Models - Udemy
- Platform Partnerships Coordinator - Digital School of Food and Agriculture



### CHIEF ADMINISTRATION OFFICER - CINDERELA PEREZ

- Managing Director - Foodstarter Philippines Corporation
- Managing Partner - MENAWFC FOODSTUFF TRADING LLC
- Business Partnerships Roadshows - Food and Agriculture

# PROJECTS AND MAJOR MILESTONES



## OUR PARTNERS

### Empowering Technology Support



BSC is a new smart contract platform launched by Binance based on the Go Ethereum (Geth) client, making it compatible with blockchain apps developed for the Ethereum network.



ethereum

Ethereum is a decentralized, open-source blockchain with smart contract functionality. Ether is the native cryptocurrency of the platform.



Polygon is a cryptocurrency, with the symbol MATIC, and also a technology platform that enables blockchain networks to connect and scale. Polygon uses a modified proof-of-stake consensus mechanism that enables a consensus to be achieved with every block.



mastercard

Mastercard Crypto Source™, a new program to enable financial institutions to bring secure crypto trading capabilities and services to their customers.



Checkout.com is a payment solution provider enabling businesses and communities to thrive in the digital economy.



## OUR PARTNERS

### Empowering Gamification & Education Support



Xtuality aims to immerse audiences into an augmented theatrical experience, from the moment they enter the 360° environment to the interactive elements such as live messaging, performances and virtual gameplay. by engaging them in a visceral way, more than what current 2-dimensional online experiences are capable of.



Metafarms connects web3 infrastructure that connects 185 million farms to virtual communities and resources.



The Next-Gen AI-Driven Robo-Mentor Investment Research Platform Simplifying Complex Financial Instruments with Dynamic, Intuitive Analytics and Gamification



To Create An Asia-Based Community That Equips You With The Knowledge To Unlock The Potential Of Crypto, Blockchain, And It's Applications.

## Agribusiness Bureau & Clients



Australia's leading regenerative food and agriculture company and largest co-farming in Western Australia.



Australia's leading regenerative food and agriculture company and largest co-farming in Western Australia.



Airasia farm backed by airasia Digital and supported by the Ministry of Agriculture and Food Industries (MAFI), uses technology and data to fulfill the demand from F&B outlets and supermarkets by matching it to the nearest agro producers, so the delivery of the produce can be done in the most cost efficient and effective manner while maintaining the freshness and quality of produce.



A De-centralised autonomous farming organization a.k.a DAFO connecting Livestock Farm Buyers to Hog Farms in Bacolod, Philippines. The DAFO will connect with DOA Philippines and match them with other ASEAN Partners



## OUR ENVIRONMENT

### Our Respect

We are committed to using Blockchain, NFT, Tokenomics and the Metaverse Technologies for food security & sustainability juxtapose the ESG impact Agribusinesses, farms and farming resources and wisely, protecting our climate & environment for the benefit of our future generations. Our food security and sustainability and renewal policies together with United Nations Sustainable Development Goals (SDGs) 2030 ambition details this commitment in the areas of Responsibility, Technology Stewardship, Agribusiness Transparency & Food Tracking, Community Communication and Education.

## OUR PHILOSOPHY

### Commitments Speak for Themselves

FoodStarter's commitment to its Agribusinesses, sponsors/investors, farmers and communities is absolute and it is this spirit that drives the company to attain even higher standards each time in these highly byzantine food security and sustainability domains. FoodStarter strives to provide the best-in-class renewal phygital solutions to deliver exceptional experiences and results which are seamlessly customized to serve and support every respective farming needs.

## CONCLUSION

### Moving Forward ... "Save Our Farms, Feed Our World"

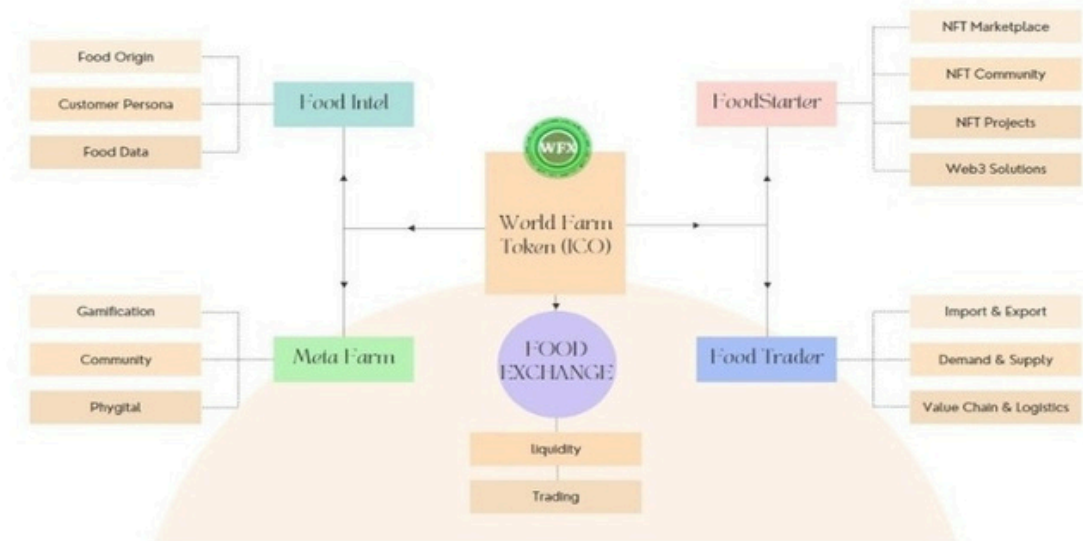
At FoodStarter, we are delighted to bring Global Agricultural Financing & Investment, farm incubator & fundraising so as to achieve sustainable food security "Sandbox" solutions for the future of humanity across the countries and around the world.

FoodStarter's tag-line of "Save Our Farms, Feed Our World" is our Agribusiness FoodStarter White Paper 40 supply chain "Universal Bond of Sharing" that connects the entire Agribusiness Supply Chain, Humanity & Community together.

FoodStarter will continue to pursue, and bring the convergence of Web3 Blockchain & Metaverse technologies to improve the life style of each and every farmers worldwide, simultaneously creating sponsors/investors' delight.

# World Farm Exchange Supporting Projects

## SETUP FOR WORLD CRYPTO FRAM EX.

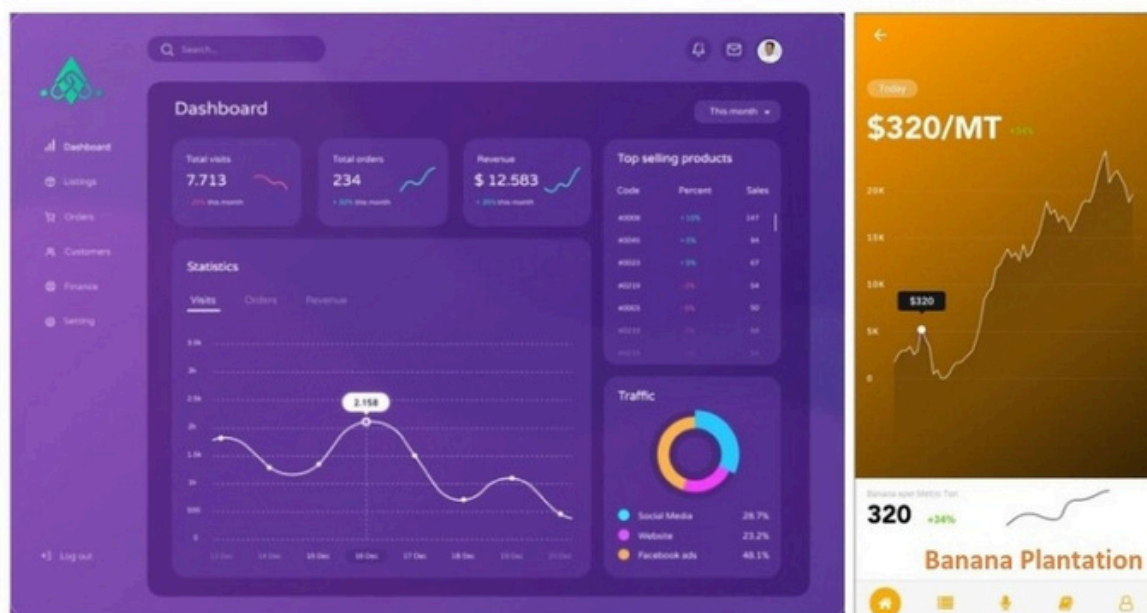


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## World Farm Exchange – Phase 2 (Q4 2024)



200 Billion Token Trading with 2 Billion Liquidity for World Farm Crypto Exchange

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# CLARK CIVIL AVIATION COMPLEX

2,367 hectares



1,441 hectares



759 hectares



167 hectares

# CLARK NATIONAL FOOD HUB

DESIGNED TO EMERGE AS THE PHILIPPINES' PREMIUM WHOLESALE MARKET AND DISTRIBUTION HUB FOR HIGH-VALUE AND TOP-QUALITY FOOD PRODUCTS



\$ 152m  
P 8.5B



63 hectares



**FOOD SECURITY & STANDARDS**  
ENHANCEMENT OF FOOD STORAGE AND HYGIENE & SAFETY STANDARDS



**MODERNIZATION OF AGRO-LOGISTICS**  
INCREASE SECTOR PRODUCTIVITY



**LOCAL FARMING EMPOWERMENT**  
KEY DRIVER FOR MORE ECONOMIC OPPORTUNITIES

## PREMIUM PRODUCTION WHOLESALE



HIGHER QUALITY FOOD PRODUCTS

## ADAPTED PRODUCTION WHOLESALE



LONG - TERM FRESH FOOD REQUIREMENTS

## WAREHOUSE & COLD STORAGE PROGRAM



FOOD PREPARATION FACILITIES

## SUPPORT ZONE



ADMINISTRATIVE & TECHNICAL FACILITIES