SmartAgro

Shaping the future

A revolutionary platform, which:

- Combines more than 50 years world top scientific and business experience in agriculture
- Unites all the players of agroindustry
- Ensures highest possible execution success for agro project of any complexity

Light Paper

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Executive summary

In a world of constantly growing population that is expected to grow to almost 10 billion by 2050 boosting food demand by 50% compared to 2013, having 35% food wasted from farm to plate, degraded food standards and inability of the customers to learn about the food they eating. We in SmartAgro will connect all currently isolated components into a unified ecosystem to increase amount of new agricultural projects and to simplify business evaluation and financing processes. SmartAgro platform will allow full transparency from farm to plate, standardize agriculture industry, increase efficiency of projects, will reduce produce costs and product losses.

Our mission and values

We are connecting participants from all over the world to create best collaborative projects both in technology and experience

We are providing standardization toolset for creation of agricultural project of any complexity and size

We are achieving highest level of security, resiliency and scalability by usage of best-of-breed technologies such as Blockchain, Neural Network, AI, OpenStack, Docker and Kubernetes.

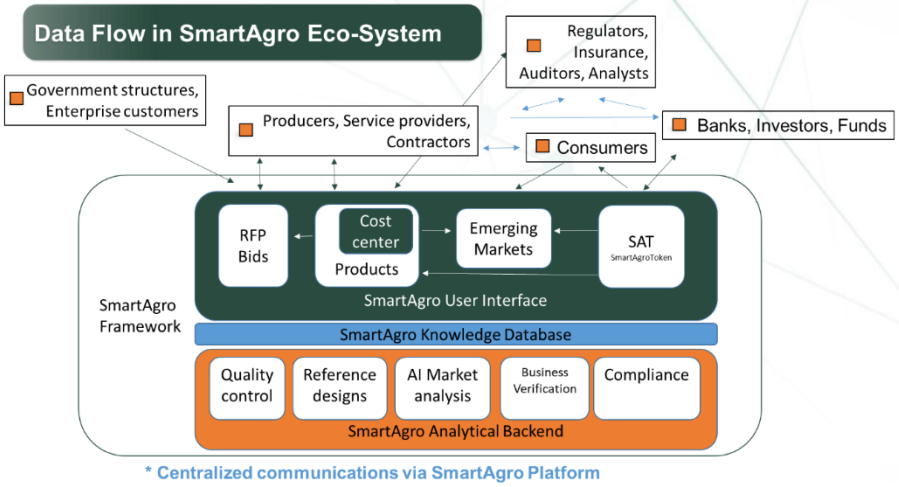
We are heading towards continuous consistent quality and process improvement adding new functionality as our platform grows

We commit ourselves to invest 10% of our income into R&D

What is SmartAgro?

SmartAgro is an ecosystem serving following goals:

- Establishment of centralized knowledge base for agricultural projects across the world
- AI analysis enabling creation of successful project within shortest possible time
- Sandbox for creation of superior project using standard components and optimization of the existing projects
- Quality control for the products and processes
- Standardized intellectual RfP platform for Enterprises and government structures
- Comprehensive end-to-end project design from farm to plate
- Preparation of project for alternative financing via especially generated utility tokens per each project
- Provision of reliable data in real time to the market



Who are our potential clients?

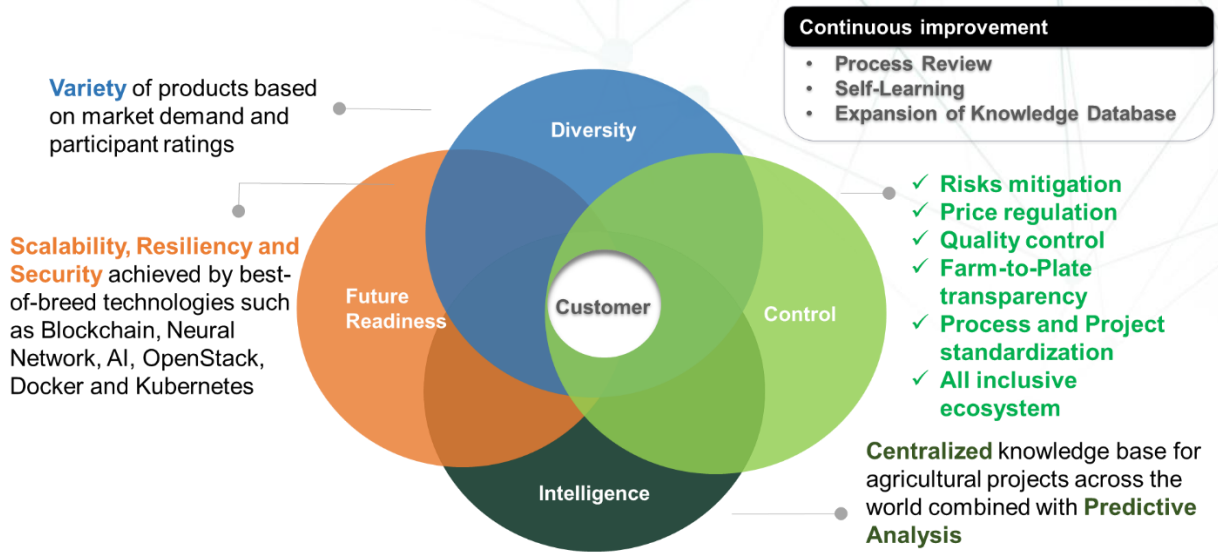
People who care about the food they eating
Entrepreneurs who want to create their agricultural projects and assure sustainable business
Investors who want transparent, predictable, low risk business
Government structures who want transparent RfP processes and predictive prices
Multinational retail corporations who are interested in the quality of the products and want to be able to know about the products they are using
Consumers who want quality to be assured along with the right price.
Regulators who wants to assure fair competition on the market
Auditors and business evaluators who want to get realistic image of the project financials
Analytical Agencies who want practical comprehensive data for analysis and forecasts

What problems SmartAgro solving?

Proper planning and profitability predictions
Investment risks mitigation
Transparency in the RfP process
Quality control for product and process
Market price analysis and regulation
Unfair competition
Unsecure business transactions
Digitalization of analog agricultural data
Organization, defragmentation and optimization of supply chain system causing 35% wastage
Transaction costs regulation and loss mitigation
Transformation of existing business and continuous improvement

↓ Traditional way	↑ SmartAgro way
↓ Isolated supply chain components	↑ Ecosystem
↓ Financing by banking	↑ Crowdfunds by preorder
↓ Limited knowledge	↑ 30+ years comprehensive knowledge
↓ Unpredicted results	↑ Analysis by learning
↓ Lack of transparency	↑ Farm to plate view
↓ Best effort approach	↑ Committed continuous improvement by 5%
↓ Manual design	↑ Standardized architecture
↓ Inflexible to changes	↑ Resilient to changes

Solution Highlights



SmartAgro platform guarantees transparency for all the participants: everyone can track the entire order from farm to plate, mitigating the risks and eliminating unpredicted expenses at any stage.
Flexibility in choosing the right product and variety of choices allowing our users to switch to different product even after the completion of the project, in order to satisfy the consumer's needs with no extra charges.
Improved return on investments.
Quality management and a loyalty programme (discount tokens).
Increased quality of the produce: due to automatic business processes, each agricultural project can operate for 20 years without a loss of quality.
Unified model for project management.
Localization of production in the consumption region and establishment of local economies
Simplified financing process of the project at all stages.
Sustainably improving agricultural productivity to meet increasing demand
Ecological projects by design via innovation, extensive knowledge and neuro network learning
Blockchain technology is used for project coordination, drastically simplifying processes while increasing the quality and quantity of agricultural projects.
We have chosen Israeli integrators to be our partners, because Israel is worldwide known for its AgroTech superiority (ex. of Israeli aggrotech startups: https://agfundernews.com/israels-agritech-market-map-400-startups-putting-the-tech-in-agritech.html).

Ecological perspective

In our platform we are promising ecological solutions through neuro network analysis and extended knowledge database
We are working with most technological integrators on the market to gather benefit of digitalization of agro-industry to make our project efficient and environment friendly.
Environmental sustainability by Netafim: “We’re committed to environmental sustainability in two important ways. First, by making precision irrigation the most effective way to grow, we’re empowering farmers to grow in a more sustainable way that’s also more profitable for them. And second, we’re committed to running our own operations in more sustainable ways. That’s why we’re signatories of the UN’s CEO Water Mandate, and followers of the sustainable development goals outlined above. Our

environmental policy starts with our supply process. We always take an eco-friendly approach to product design, use minimal resources in all manufacturing and supply chain operations, reuse and recycle, and responsibly manage waste."

Blockchain in Agriculture

Blockchain usage provides following benefits:
Transparent Transaction connecting all the participants
Smart Contract ensures extensive contractual obligations to a multitude of stakeholders
Data monitoring providing real-time information for collection and analysis
Mitigation of human errors and optimization of processes across the supply chain
Reducing payment tracking issues – better share of profits, direct payments
Tracing origin of product available to anyone in the ecosystem
Reducing Multinationals' influence – creating self-sufficient local economies
Solves unfair pricing issue - direct price negotiation

SmartAgro platform use cases

Regional municipality wants to provide citizens with best quality low cost tomatoes via regulated RfP process
Existing business looking for scaling opportunities in emerging markets
Private investor looking for fastest return on investment product.
Entrepreneur wants to start new business with minimal investments and realistic realization forecast

Why us?

Lucrative

The demand for the platform will grow due to the availability of unique information about successful projects, business models, and success factors all over the world
SAT value will grow accordingly to the growth of for the platform services' cost and demand
SAT provides unique discounts on in-demand products, product price raise increases SAT value
Deficiency of discount coupons. Discount will be provided to limited amount of products
"Gold reserve": Total volume of produced products will always be higher than discounted volume

Convenient

SmartAgroToken can be purchased with major cryptocurrency types
Centralized eco-system connecting all participants

Safe

Guaranteed by LR Group integrator
Data is decentralized, transparent and secure
SAT based on Ethereum
Escrow protected
Smart Contracts based

Development program and cost drivers

At each stage SAT value will be guaranteed: in first phase with initial 100 users of the platform for project audits and production from 5Ha project; in second phase with production of additional 10 Ha project, 500 platform users and 100 projects on our platform; in third phase we are planning to have 1500 Audit users with monthly subscription, 500 projects developed on platform and additional 15 Ha products

Cost drivers: each next SAT release will drive previous SAT price higher, since discount in each new round will be lower and cost of new round will be higher. Discount will be gradually reduced to 0.

In a time being service price can be more granularly set as per week or per day usage.

SmartAgro Platform will become reference toolset for government structures and business analytics.

Price of platform services will exceed price of products once platform had matured with functionality.

As a result of our development activity SmartAgro platform will become integrated part of agro-industry business evaluation and verification processes.

SAT utility token discount can be decoupled for product and platform service (ex. 60% product or 40% services).

First SAT batch will provide 65% discount for product (5 Ha) or platform services

Second SAT batch will be released prior execution of 10 Ha project and will provide 50% discount for product of future 25 Ha or platform services

Additional notes:

All the financial operations in our ecosystem are done via SmartAgroToken utility token

Data is decentralized, transparent and secure

SmartAgroToken is covered by the services, products grown by our project, and additional new projects of our participants.

Our 30 Ha project is acting as proof of concept to SmartAgro platform effectiveness.

LR Group, one of the biggest global agro integrators, will be accountable for execution of our 30 Ha project via Smart Contract

SmartAgroToken can be purchased with major cryptocurrency types: Bitcoin, Bitcoin Cash, Litecoin, Ethereum, and Ripple.

Phase	Audit users	Project users	AgroKlaster (Ha)	Tokens	Capitalization USD
1	100	10	5	SAT1	3,000,000
2	500	100	10	SAT2	55,000,000
3	1500	500	15	SAT3	600,000,0000

Financial plan

SmartAgro is heading towards USD 333,4 trillion worldwide market of yearly crediting of agricultural projects.

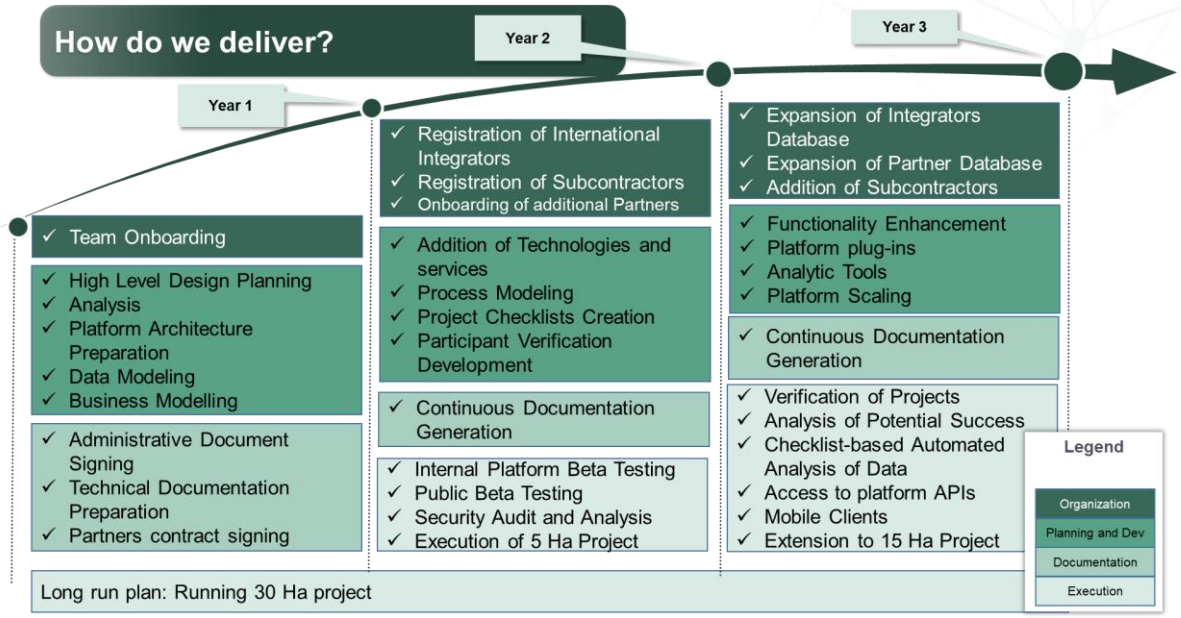
With our platform we are planning to support alternative agro-cultural financing via SmartAgro Utility Tokens (SAT).

Three phase approach is planned:

1. Establishment of advisory and analytical platform based on extensive knowledge base of over 30 years of agricultural data and neuro network learning. End result will be the platform allowing entrepreneur to get comprehensive project audit. Within the first phase we will also launch 5 Ha agricultural project as PoC of the platform and attract first entrepreneurs to create their projects on our platform.

2. We will attract more entrepreneurs, suppliers of equipment and technologies along with international integrators to increase our knowledge base and provide flexible options for new and existent businesses. While growing number of our platform users for project audits. In addition, we will run additional project of 10 Ha
3. Extending project audit users database, supporting alternative funds raising for more entrepreneurs' projects. Launching additional 15 Ha project.

Roadmap



Tokenomics

SAT Utility token will initially provide 65% discount on the product (5Ha) or platform services
SAT price is planned to minimal grow from USD 0.11 to USD 0.51 within first 48 months (according to product), or up to USD 1.5 (according to platform services) providing up to 10 times price growth
Starting forth year, projects running on SmartAgro platform are planned to attract at least USD 12B yearly
Platform capitalization in 2023 is planned to be more than USD 1,89B

Current status:

1. A book building platform has been deployed and ready to issue smart contracts and to create accounts. The platform is provided by ICOBox and has extremely high level of protection tested on more than 150 projects.
2. The funds collected when selling SAT tokens will be in escrow till the end of the sale of the tokens in order to provide additional protection for the buyers.

SAT demand growth drivers

- Transparency of the Project.
- Launch of MVP+.
- Launch of a fully functional Platform.
- A mandatory condition for obtaining a platform service is the use of SAT.
- Integration of greenhouse construction (AgroKlaster) into the SmartAgro platform.

- Expansion of the SmartAgro ecosystem through new projects and countries.
- Production of agricultural products discounted with SAT.
- Geo expansion of SmartAgro platform via worldwide projects.
- Achieving a qualitatively new level of forecasts and analytics with use of neuro network learning and comprehensive knowledge database.
- Normalization of the market prices for quality vegetable products.
- Constant growing demand for platform services.
- Expansion of platform functionality.

Reward Program and ICO Process

AgroToken provides up to 65% discount from the market price of the product, or SmartAgro services
Discount expiration is within 3 years of purchase
There is token purchase bonus that is decreasing within the timeline of sales
There will be premium bonus for the week collected USD 5-10M during ICO
Sources:
Food and Agriculture Organization of the United Nations: http://www.fao.org/3/a-i6583e.pdf
Netafim: https://www.netafim.com/en/Sustainable-agriculture/

Sources and additional documentation on our website: SmartAgro.io