

www.truvito.io
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The Hague Tech, 10 Juliana van
Stolberglaan, 2595 CL Den
Haag, The Netherlands

INDUSTRY

Agriculture: Agri Audits,
Smart Farming & Micro
Financing

Smart Agri Market Size: \$15 Bn

CAGR: 13% by 2025

Agri Market Size: \$5 Trillion

USE CASES

Farming Networks:
Sustainability Audits, Smart
Farming Telemetry on
Blockchain

P2P Leasing & Micro Finance:
Smart Devices leasing,
Digitized Land & Harvest
assets for micro financing

ACCOMPLISHMENTS

Q3 2018: AACARI (Caribbean
Farming Network)

KEY MILESTONES

Q4 2018: Complete GAP Audits
& Provenance at Antigua &
Barbuda with AACARI


Q1-Q3 2019: Onboard 20,000
acres of farms in Caribbean

Q3 2019: Onboard Indian Govt.
and a major rice producer in
India (currently in pipeline)

CORE TEAM

Rangin Lahiri, CEO 

Vijay Kandy, CTO 

Ayon Hazra, COO 



for Producers

Sustainable farming | Audited provenance | Farm asset tokenization |
Farm adoption | Prudent investment | Solvent Producer

WHAT WE DO

TruVito, 'The Good Blockchain', is a blockchain audit platform that enables producers to grow sustainably & create trustworthy provenance that can be shared with auditors. Finally, it closes the loop by enabling investors like banks, insurers, or consumers to own, finance or adopt farm assets via a decentralized marketplace. Driven by UN Sustainable Development Goals, TruVito aims at well-being of the consumers and promotes responsible production of the entire value system.

THE PROBLEM

Producers lack access to transparent farming and harvesting data from Farmers. Farmers lack solvency due to lack of systems to showcase sustainability principles and veracity of the data. Lack of transparency in audits coupled with information asymmetry result in unfair practices in the supply chain and pose potential health risks to consumers.

OUR SOLUTION

Encourage sustainable farming principles and ethical sourcing

TruVito is a blockchain audit platform that traces the journey of food agri products from sourcing till consumption. It strives to build a sustainable food ecosystem leveraging BlockChain, IoT and Analytics to make farmers solvent.



BUSINESS MODEL

Revenue Sources — From Producers, Auditors, Investors

1. Onboarding & Subscription fee for provenance certifications
2. Fee from tracking shipments

TARGET MARKET

- ★ Farmers, farm cooperatives and farming networks
- ★ Equipment manufacturers, lessors and lessees
- ★ Produce wholesalers, Ministries of agriculture

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INDUSTRY

Food Supply Chain:
Provenance & Supply Chain
transparency

Cold Chain Market Size: \$150 Bn

CAGR: 15% by 2025

Agri Market Size: \$5 Trillion

USE CASES

Tamper resistant packaging & provenance: Blockchain sealed tamper resistant tags, Provenance of food products

Loyalty Solutions:
Pre-ordering, Transparent and decentralized procurement

ACCOMPLISHMENTS

Q3 2018: Flor Y Sabor (Ecological Olives)

Q4 2018: South African Wine producer

KEY MILESTONES


Q1 2019: Complete Provenance pilot at Antigua & Barbuda with AACARI

Q3 2019: Onboard Indian Govt. and a major rice producer in India (currently in pipeline)

CORE TEAM

Rangin Lahiri, CEO 

Vijay Kandy, CTO 

Ayon Hazra, COO 



for Marketers

Mitigate market risk & elevate customer experience through blockchain based audited provenance

WHAT WE DO

TruVito, 'The Good Blockchain', is a decentralized audit platform that enables marketers, procurers & consumers confidentially access provenance information of producers and auditors thereby eliminating information asymmetry. Driven by **UN Sustainable Development Goals**, TruVito aims at solving global food security challenges and promoting well being of consumers through a transparent supply chain.

THE PROBLEM

Consumers & Marketers are plagued with opaque supply chains and counterfeit products. There exists wide variations in food sustainability and nutritional standards globally. Hence marketers need to be sensitive and compliant to regulatory standards of a region. Audit data transparency, information asymmetry result in unfair practices in the supply chain and poses health risks to consumers.

OUR SOLUTION

Elevated Customer experience, consumer confidence via provenance

TruVito for marketers provides transparent provenance, blockchain sealed tamper resistant packaging, irrefutable proof of production information, loyalty programs for consumers. It provides supply chain transparency, promotes ethical sourcing, sustainable production leveraging blockchain, cryptography & IoT.

BUSINESS MODEL

Revenue Sources — *From Producers, Auditors, Wholesalers, Distributors*

1. Onboarding & Subscription fee for provenance & certifications
2. Fee for Cryptographic and Blockchain sealed packaging
3. Fee from tracking shipments

TARGET MARKET

- ★ Producers and farming networks
- ★ Manufacturers, Wholesalers, Distributors
- ★ Consumers and Adopters