WorldFarmCoin

A Blockchain platform designed exclusively for farms goods retailing

ICO Whitepaper, v0.1

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EXECUTIVE SUMMARY

WorldFarm Gardens is an online multi-vendor marketplace that is built on Ethereum and provides an innovative approach for farmers and consumers to safely and securely deal together.

In addition to the creation of an extremely reliable pool of farmers who are able to deliver exceptional products to their consumers, we wish to transform the food retailing industry as a whole. WorldFarm Gardens aims to improve the security and trust of the consumer-farmer relationship through various mechanisms that will provide both parties with a fair and equal say in the end outcome of their business relation.

We also offer consumers the opportunity to allow our trusted staff members to manage their purchases for them, making the outsourcing process far easier and less time-consuming. For consumers who wish to seek out prospective farmers, our deep-learning AI system will quote the reliability of the farmer for the goods.

By accomplishing these objectives, we hope to simultaneously eradicate the existing issues that are common in the food retailing economy, while providing farmers and consumers with a much-needed solution to make the entire process far simpler and more reliable. In doing so, WorldFarm Gardens will become the definitive international food marketplace for farmers and consumers who wish to escape the power and restrictions held by well-known wholesaler.

In this white paper, we will examine the most pressing issues within the food retailing industry and discuss how WorldFarm Gardens effectively salves each and every one of those issues. Please note that this present white paper is an initial version and will be expanded.

Through highlighting our competitive advantages and our proposed roadmap, we hope that readers will have a better understanding of our goals. We will also provide extensive details regarding our ICO, raising money within various rounds, and the technologies upon which WorldFarm Gardens is built.
Finally, we will share the future plans that will be in development for WorldFarm Gardens if we can successfully raise funds.

OUR MISSION

Based on the numerous search reports, we have enough skin in the game to understand where the food retailing industry needs positive disruption. As such, we aim to be the most secure, reliable and trusted food retailing community on the Internet for both farmers and consumers. WorldFarm Gardens employs technologies like Blockchain to create an autonomous and decentralized marketplace whereby transparency, sustainability and reliability are actively promoted and encouraged. Our platform aims to amplify all of the positive aspects seen within major multi-vendor marketplaces while eliminating all of their downfalls and adding some brand-new features.

We believe that using Blockchain technology in combination with a deep-learning AI system will be the best way to allow both parties to get exactly what they want out of food retailing. Our platform will be both effortless and reliable to use, unlike many others which add unnecessary restrictions and involve high levels of control by authority figures. Anybody without prior understanding of Blockhain and/or Ethereum should be able to successfully understand our platform and effortlessly use it with no difficulties whatsoever.

INDUSTRY PROBLEMS WE SOLVE

The Food and Beverage industry continues to struggle with stagnant overall growth. From 2012 to 2014, US food and beverage retail spending annual growth of 2.6% has roughly mirrored the annual inflation plus population growth of 2.3%. Though the overall spend has been flat, there has been a shift in where consumers are spending. For example, from 2009 to 2013, the 25 biggest U.S. food and beverage manufacturers averaged only 1.0 percent annual growth, while smaller brands and private brand manufacturers grew more rapidly (4.9 percent and 4.0 percent, respectively).[1] The challenge becomes finding ways to grow by connecting with shifts in consumer purchase decisions and evolving shopping behavior.

Consumer-led disruptions are compounding the challenges of stagnant growth. According to interviews with retail and manufacturing executives, consumers have an unprecedented ability to access information about products and share this information via social media, making it more challenging than ever for companies to manage messaging. In addition, many consumers have signaled a distrust of the established food industry in spite of retailers' and manufacturers' traditional efforts to keep consumers positively engaged with their brands.[2] These consumer-led disruptions represent an opportunity, even an imperative, for manufacturers and retailers to reset and reposition themselves with consumers and shoppers.

Historically, consumers have made decisions based on taste, price, and convenience— what we refer to as "Traditional drivers." While consumers have always considered factors beyond these three traditional drivers, only a small set of consumers actually made purchase decisions based on other factors.

However, things are changing.

Consumers have begun to weigh a new set of factors more heavily in their purchase, disrupting the consumer value equation in ways that present both opportunities and challenges for the food industry.

INDUSTRY PROBLEMS WE SOLVE

PROBLEM: Consumers have trouble finding online reliable farmers to deal with

The Traditional drivers of the consumer value equation remain intact, but the number of consumers who consider a series of Evolving drivers as a significant part of the purchase decision has grown substantially. This no longer reflects a "niche" portion of the market.

These evolving value drivers include:

- Health & Wellness

- Safety

- Social impact

- Experience

- Transparency (an overarching driver)

SOLUTION: A Blockchain platform that protects both farmers and consumers

WorldFarm Gardens is an Ethereum-based multi-vendor marketplace that is powered by Blockchain technology. It works on an escrow system that is specifically designed to employ regular checks and baWFARMces in the system, alongside our digital signature technology for identity authentication and protection. In doing so, we will be able to protect and secure information related to farmers, consumers, projects, and the results of said projects. This will ensure that when a consumer sees a farmer, they can have the peace of mind in knowing that they are viewing the profile of a real human being with genuine reviews (whether good or bad) from previous consumers. Likewise, a farmer can see the reviews that consumers have gotten from previous farmers and know that they aren't working with someone who has a fake identity.

One of the checks and baWFARMces employed by WorldFarm Gardens is the systematic elimination of suspicious reviews that are clearly fake and meant an artificially boost or lower one's rating. Although we have found that the 5-star rating system used by multi-vendor marketplaces is the best option for evaluating the overall performance of a client or freeWFARMcer, we also realize that this system can be easily abused. Consumers can leave unfair reviews, and farmers are able to do the same to consumers they disliked working with. To fix this, our system will detect these types of reviews while having our team work a round the dock to detect them ourselves. Moreover, both consumers and farmers will have the ability to flag reviews and submit them to WorldFarm Gardens team. FInally, WorldFarm Garden's blockchain-based review system will prevent people from unfairly changing their reviews once they have been posted.

Consumers and farmers will be able to write reviews for one another, while having the opportunity to verify the accuracy of the reviews given to one another. Of course, we will allow both parties the opportunity to dispute the reviews if they feel they are unfair and inaccurate.

INDUSTRY PROBLEMS WE SOLVE

PROBLEM: Default of country-of-origin labelling for local farm goods

In recent months, the European food industry has witnessed a proliferation of national country of origin labelling (COOL) measures, which require food producers to indicate the country of origin of food placed on Member States' market. Katia Merten-Lentz of international law firm Keller & Heckman looks at COOL's rapid development.

Following several food scandals in Europe, such as the horse meat debacle, COOL is considered to be an appropriate instrument to tackle food safety and food quality issues and meet consumers' demands.

This new approach could have been supported by voluntary initiatives from the food industry. However, Member States decided to take the lead and compel food businesses to indicate the food origin of products at national level, which may have several consequences on the food chain supply.

Unfortunately the family farm industry is trying to deal with issue.

SOLUTION: A blockchain certification system that verifies and validates farmers and their products history

A farmer is able to register their own profile, add their own portfolio and provide additional certifications to demonstrate that they are qualified to sell as someone who will reliably submit high-quality products. Due to the fact that farmers will be using our Blockchain platform and our Ethereum-based network, the possibility of identity theft is non-existent on WorldFarm Gardens. Unique addresses and usernames are assigned to each farmer, preventing issues regarding authenticity and verification of one's identity. These same protections are also afforded to consumers as well.

For farmers who are inclined to provide an additional means of verifying their certifications, the WorldFarm Gardens team will provide their own certification system that farmers can use to demonstrate their value.

INDUSTRY PROBLE MS WE SOLVE

PROBLEM: Lake of information about local farm goods marketplace

The producers of consumer and industrial goods get information from various sources both from within and outside the organization.

The availability of Internet now has given every industrialist an easy access to any information. The poor and illiterate farmers have no access to such methods of gathering information about the market for their agricultural goods.

SOLUTION: Blockchain technology in combination with a deep-learning AI system allow gathering information about the market.

Our deep-learning AI system through our platform and various sources (government sources, medias, field check of infos) gathers as much information as possible about the farming process, the products itself and the farmer. Then all that intelligible datas are recorded on WorldFarm Gardens' blockchain and are accessible through the platform as farmers and products profiles.

INITIAL COIN OFFERING (ICO) DETAILS

Why are we using an ICO? (1/2)

For readers who are unfamiliar with the process, an ICO can be thought of as a form of crowdfunding that provides startup companies with the capital needed to be 'funded'. However, unlike an IPO (initial public offering), the funding is done via cryptocurrency. If an individual invests in the company1s token, they are betting on the value of the token increasing over time so that they get a return on their investment. They are also getting full access to the features, products, and services being created by the company. As a hypothetical example, if the same individual bought a coin for **1** ETH and then later sold *off* their 'shares' (i.e. their coin) to someone else after the coin's value increased to 20 ETH, they would be able to profit and make money from their initial investment. There are several reasons why we are choosing this groundbreaking way to raise money for WorldFarm Gardens:

Massive demand for ICO funding and development: With over $1.2 billion raised by startups through ICOs alone in the first half of 2017, the demand for modern platforms based on Blockchain technologies is rapidly rising. More individuals are choosing cryptocurrencies as their vehicle for investing and growing their money, and the fact that they are becoming easier to exchange for various other currencies (including other cryptocurrencies) makes them that much more attractive. Hence, we have decided that we want to be at the forefront of this financial revolution.

Funding is far faster: Using ordinary means of funding can be incredibly time-consuming, unnecessary stressful and fiat-out difficult. In order to decrease the time between funding and development of our platform, we have used an ICO. In doing so, we can offer a slightly shorter funding period and begin building out WorldFarm Gardens much faster. This means that investors will see their investments paying off far quicker, and thus will be enticed to continue supporting our project.

Money is returned in the event of failure Many ICOs set minimum funding goals that must be reached by a certain deadline in order to pursue a project. These goals are smaller than those seen with IPOs, yet represent a sizable amount of capital needed to begin developing a company's project. These minimum funding goals are crucial to testing out the market demand for a particular product or service. However, investors are reliably protected with a promise that they will receive all of their invested money back if an ICO fails to meet its minimum funding goals.

INITIAL COIN OFFERING (ICO) DETAILS

Why are we using an ICO? (2/2)

Far more accessible with respect to the size of initial investments, and the ease of making said investments: By using an ICO, the minimum amount needed for an investment is significantly lowered. This makes it far more inviting for individuals who might not have the financial means to make generous investments into promising ideas that will transform into successful companies. As a result, anybody with an Internet connection, a desire to make money online and an interest in cryptocurrencies can potentially become a profitable investor. Wealth is no longer a barrier to entry when it comes to ICOs, as people can invest as little or as much as they like, a feature not commonly available with traditional fundraising methods.

In addition to addressing the barrier to entry regarding wealth, there is also the issue of being unable to make investments without having to jump through complex loopholes. An ICO has the added benefit of directly encouraging community involvement. The ICOs are typically held on the company's platform itself, allow for one to easily join the funding process. Participation is far 16 easier for the individual, which leads to the attraction of a far larger audience. Companies are thus able to expand their target customer base and increase the number of potential customers who might be interested in their idea. No technical expertise or special connections are required to get started, which means that one does not have to be of high social status or prestige to invest in an ICO.

A profitable investment for those who know an opportunity when they see one: Our ICO can end up being a valuable financial investment for both farmers and investors. If farmers consistently submit quality work on time, they can acquire more of our coins. Combined with the value of each coin going up over time due to the success of the WorldFarm Gardens platform, farmers can eventually get back more than what they put in. Investors may not directly participate as farmers or consumers, yet nevertheless will see the value in our platform and choose to acquire more coins. If either the investor or the consumer wishes to profit from the coins they have, they can simply trade them across exchanges for other available cryptocurrencies or even convert them back into regular currencies.

The end result is that a consumer's (or investor's) investment has real-world value. By investing into new business ideas that can provide real value to the world with minimal risk, one can make back their initial investment many times over during a short period of time (assuming the ICO continues to appreciate in value over time). Combined with the fact that an ICO can only generate a finite number of tokens, it makes them more scarce and thus increases both their perceived value and the demand for them. Although ICOs possess their fair share of risk, startups get to receive investments during their very early stages and investors have the opportunity to invest in a startup when the cost to entry is very low.

INITIAL COIN OFFERING (ICO) DETAILS

WorldFarm Gardens utility token (usage)

An user token can be defined as a 'unit of services' of a company that an investor can own, or that a consumer or farm can buy to use it as the exchange currency on WorldFarm Gardens platform . Unlike shares, they are limited in their number because a finite amount is generated by the company. In particular, the value of each token they hold will increase. Due to their digital and decentralized nature, they are key for user identification.

WorldFarm Gardens operates on the basis of utility tokens (WorldFarmCoin, or "WFARM" for short) which can be used to pay a farmer and transaction fees. They are going to be implemented as an ERC20-compatibl e token over the public Ethereum blockchain. Consumers will be able to pay their farmers for goods through WFARM tokens.
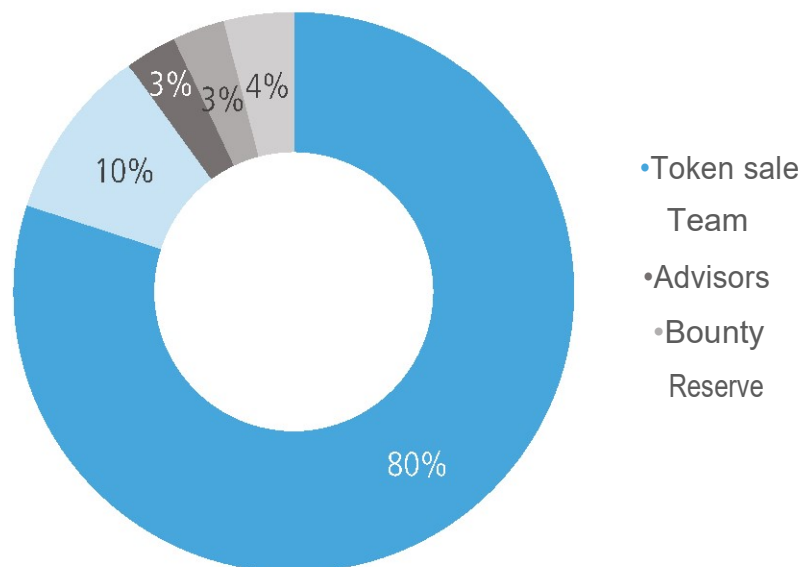
INITIAL COIN OFFERING (ICO) DETAILS

ICO overview

Name of Token	WorldFarmCoin
Token Symbol	WFARM
Technology Platform	Ethereum
Token Price	**1** WFARM = $0.2 USD*
Minimum Token Purchase	**1** WFARM
Pre-ICO Start Date	January 25, 2018 (OO:OO UTC-5)
Pre-ICO End Date	February 7, 2018 (23:59 UTC-5)
ICO Start Date	February 8, 2018 (00:00 UTC-5)
ICO End Date	April 5, 2018 (00:00 UTC-5)
Minimum Goal	600,000 WFARM
Hard Cap	2,500,000 WFARM
Total Token Supply	5,000,000 WFARM
Token Distribution	20% to WorldFarm Gardens, 80% to public

Regarding refunds, all investors will automatically receive a return of their funds without transaction fee (3%) if the minimum goal is not reached by the end of the ICO. At this point, the project will be closed as the market demand for our platform will clearly be insufficient to justify full development of the platform. Reaching our minimum goal will allow us to launch the project and follow our proposed Roadmap (see the later section of this white paper for more details). Please note that no further tokens will be generated beyond what is listed in the above table.
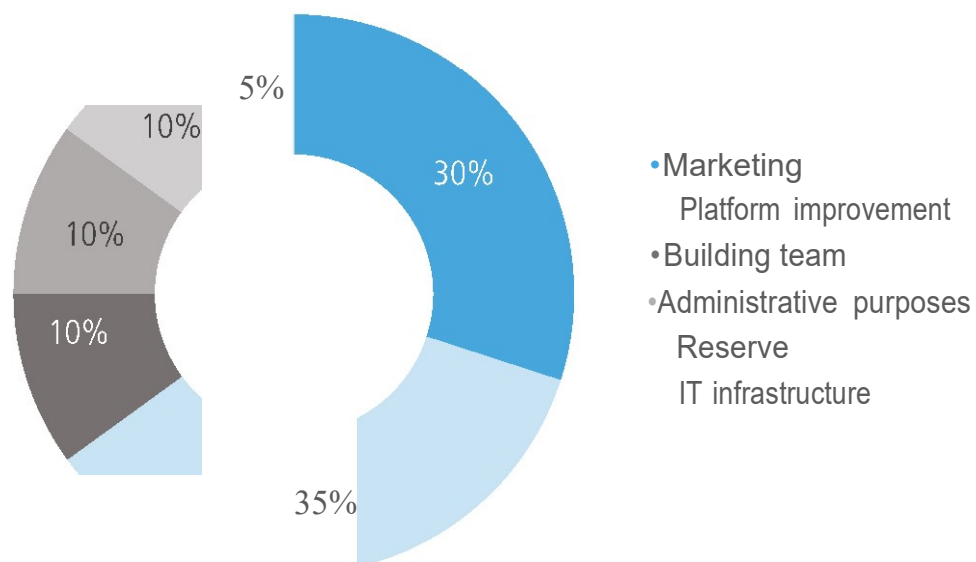
INITIAL COIN OFFERING (ICO) DETAILS

ICO overview

Distribution of tokens

- Token sale
- Team
- Advisors
- Bounty
- Reserve

80%
10%
3% 3% 4%

Fund allocation

- Marketing
- Platform improvement
- Building team
- Administrative purposes
- Reserve
- IT infrastructure

5%
30%
10%
10%
10%
35%

INITIAL COIN OFFERING (ICO) DETAILS

DETAILED PRE-ICO WFARM

Our ICO is divided into a pre-ICO funding round, followed by the ICO itself. We are aiming to raise as much money as possible during each stage, ideally aiming to hit our hard cap before the ICO ends. Interested buyers will be able to participate and purchase WorldFarm Gardens's token by visiting our website and pledging the appropriate cryptocurrency (ETH only). As you will see in our plan below, we wish to reward the earliest investors by offering selected discounts that gradually lose their value over the duration of the ICO stage:

	DISCOUNT	PURCHASE LIMIT	DURATION
ICO - PRE-SALE	40%	1 800,000 WFARM (Only Pre-sale)	201801.25-201802.07
ICO – Day 1- 6	35%	1,950,000 WFARM	201802.08-201802.13
ICO – Day 7-13	30%	2,100,000 WFARM	201802. 14-201802.20
ICO – Day 14 -20	25%	2,250,000 WFARM	201802.21-20182.27
ICO- Day 21-28	20%	2,400,000 WFARM	201802.28-2018.03.03

The ICO will either finish at its schedule end date, or when the hard cap is successfully reached (i.e. before the end date). At this point, all further token sales will be suspended, and our token will become tradable across exchanges.

The initial coin offering for the WorldFarm Gardens Ecosystem token (henceforth - "WFARM") implies certain risks. As such, interested buyers should keep the following points in mind:

- A full understanding of Blockchain, Ethereum, and cryptocurrencies so that they may understand the risks, benefits, costs and uncertainties associated with the purchase of tokens.

- The buyer expressly acknowledges that the performance and success of WorldFarm Gardens is not guaranteed with respect to having its ICO successfully funded, its progress materializing or having the value of the tokens increase in value over time.

- The buyer bears complete and full responsibility for any investments they make, along with the protection and handling of said investments after they are made.

- We do not recommend you make any decisions regarding the purchase of tokens until you have thoroughly read this white paper, are in agreement with the points above, and have attentively studied the following regulatory risks and legal disclaimers:

ETHEREUM NETWORK

The WFARM token is an ERC20 standard token of the Ethereum protocol. The token is stored in and transferred to, from wallets, and on the Ethereum blockchain platform. Overloading, technical failures, and mining-attacks against the Ethereum network may negatively affect the value of the crypto WFARM token.

TOKEN STORAGE

The WorldFarm Gardens Ecosystem does not save private keys or password data. Private keys and passwords are saved on the user's device, and the security of the tokens depends exclusively on the security of this device and the Ethereum platform. The loss or transmission of private keys or passwords muid lead to the loss of WFARM tokens. User error in the manipulation of wallets could also lead to the loss of WFARM tokens.

ATTACKS DURING THE INITIAL COIN OFFERING

We take the safekeeping of funds received during the ICO very seriously. Private keys will be kept in escrow. Despite the measures we have taken, we cannot guarantee safety and security from possible robbery by hackers or a DDoS-attack of a vulnerable website, a smart contract, or the Ethereum platform. The theft of funds muid affect the ultimate version of the WorldFarm Gardens Ecosystem and negatively affect the value of the WFARM token. We will be implementing various security & protection measures as we develop the WorldFarm Gardens platform, such as a two-stage authentication system and secure data storage protocols.

POTENTIAL RISKS (2/3)

TOKEN VALUE

The WFARM token is meant for internal use on the WorldFarm Gardens Ecosystem and applications that are integrated into the Ecosystem. During the token development process, no investigation to determine its future value was made, and accordingly, and we do not represent or guarantee any value of the token. A fast-growing market for blockchain technology, various regulatory factors, and the influence of the global markets prevent us from determining a projective value for the token.

JUDICIAL RISKS

At the time of writing, most jurisdictions have no legislation regarding blockchain technology. The implementation of legislation or acts of law, as well as changes in the regulatory apparatus, could negatively affect the WorldFarm Gardens Ecosystem and the value of the WFARM token. The actions of regulators could bring about a full ban of blockchain technology use, which forms the basis of the WorldFarm Gardens Ecosystem, or existentially limit it, which could hait the functioning of the Ecosystem in a particular jurisdiction, lead to major changes in the WFARM token smart contracts, suspend its functioning or even terminate it altogether.

Personal information about token holders, as well as other information saved in the WorldFarm Gardens Ecosystem - personal user data, passwords, wallet addresses, and other such information - can be revealed to governmental or law enforcement bodies in cases when such information must be revealed according to law or court decisions.

TAXES

In certain jurisdictions, the storage and sale of tokens may be subject to taxation. Token holders are solely responsible for observing and complying with any tax law that might apply to them in their country, province and/or city.
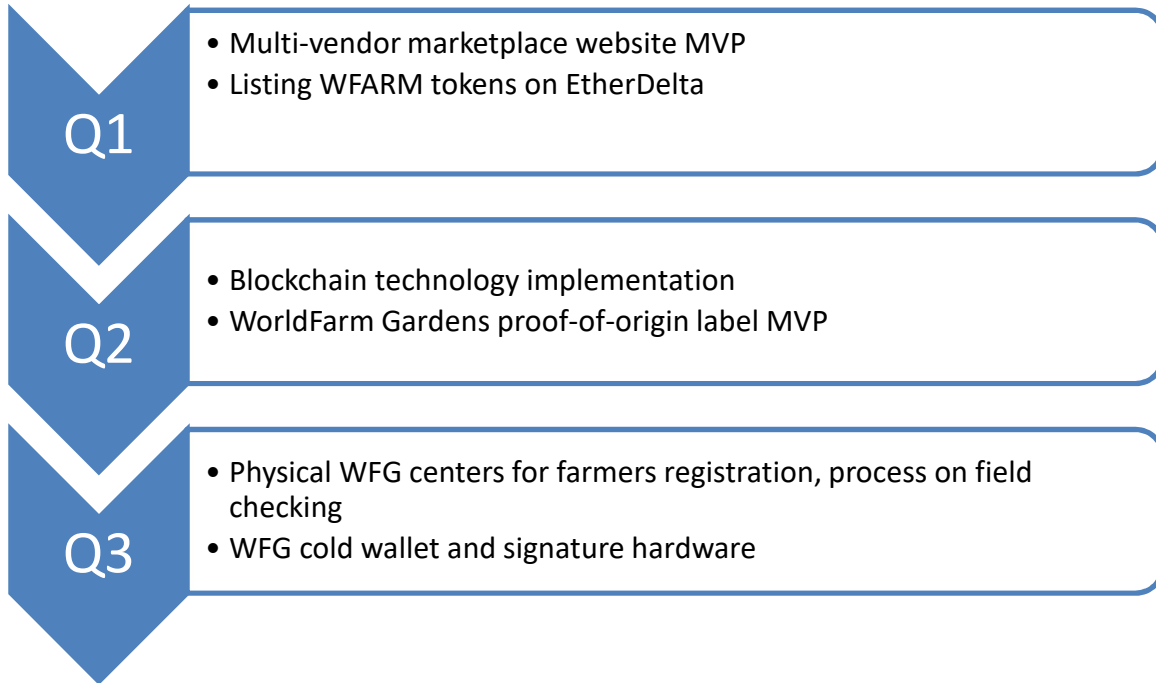
POTENTIAL RISKS (3/3)

ECOSYSTEM

The WorldFarm Gardens Ecosystem, as well as applications developed on it, are primarily based on blockchain technology. This is innovative. Constant growth in the number of transactions in the blockchain system imply a corresponding development of this system. Full transition of the Ecosystem to blockchain technology will become advisable when the blockchain protocol becomes able to process a defined quantity of transactions in a unit of time.

Delay in the development of the blockchain protocol could negatively affect the Ecosystem and the value of the WFARM token. Implementation of the WorldFarm Gardens.Experts application acts as an example of the implementation of any other application in the WorldFarm Gardens Ecosystem, including third party ones. Insufficient interest of users in such applications in terms of their inactivity, insufficient recognizability and other facts, left unconsidered by developers of those applications, can negatively affect the WorldFarm Gardens Ecosystem and the value of the WFARM token.

The WorldFarm Gardens Ecosystem finds itself at the development stage. The quality of its final functionality depends therefore on the number of WFARM tokens sold during the initial offering. We try hard to predict various hacking attacks, service errors, defects, and vulnerabilities in the WorldFarm Gardens Ecosystem, as well as the smart contracts used within it. The Ecosystem infrastructure is partially located on a premise owned by a third party, as well as on rented servers. Any damage or safety violations, arising as a result of the above, could negatively affect the Ecosystem and the value of the WFARM token.

ROADMAP

Q1
- Multi-vendor marketplace website MVP
- Listing WFARM tokens on EtherDelta

Q2
- Blockchain technology implementation
- WorldFarm Gardens proof-of-origin label MVP

Q3
- Physical WFG centers for farmers registration, process on field checking
- WFG cold wallet and signature hardware

BASECAMP

Currently, WorldFarm Gardens headquarters are located within Texas.

WorldFarm Gardens will be establishing and building its business in Texas first before expanding globally, but operations will always continue to be online. This will allow us to minimize spending on expenses associated with maintenance, while maximizing our spending on developing the platform and marketing our solution to interested farmers and consumers. In turn, this will also allow us to keep an extremely low transaction fee of 1 WFARM applied across all projects, giving us the privilege of providing farmers with a marketplace where they will keep their hard-earned money for themselves.
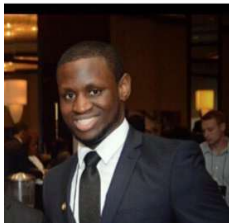
TEAM

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FUTURE WOR K

If the ICO funding is successful, WorldFarm Gardens will be releasing significant updates and changes over time that will enhance the value and usefulness of its platform. We want our food retailing marketplace to spread globally and become the easiest, reliable and most efficient platform for farmers and consumers to use. In order to do this, we will find new ways to optimize the platform based on our observations and recorded feedback from our users. Easy access for people of all backgrounds and skill levels is how we will disrupt the food retailing industry and salve its most pressing problems. Fairness, transparency and security will continue to be the values that guide our decision-making. With that being said, here is what we envision happening with WorldFarm Gardens in the near future:

Increased efforts towards scalability of the WorldFarm Gardens platform: Due to the fact that we are using an Ethereum-based platform in combination with Blockchain technology and a deep-learning AI system, we have eliminated the problem of expensive infrastructure and maintenance. As a result, we are able to simultaneously offer stability and scalability to our users. Therefore, we can continue to expand our reach and turn WorldFarm Gardens into a global food retailing market without scalability, growth or expansion ever being an issue. Our Open Application Programming Interface (API) is flexible and deployable across multiple channels, further adding to the ease of scalability.

Additional features that benefit both farmers and consumers: We realize that consumers and farmers will naturally expect our platform to improve over time, offering additional functionalities and tools that will greatly enhance their experience. We plan to add many new features over time and make them immediately available to all users, while possibly having extra incentives for individuals who have built an exceptional reputation on our platform through the successful completion of various client projects. As experienced farmers ourselves, we will be able to better understand what features will be in the best interest of our users.

Allowing accessible use of WorldFarm Gardens platform on multiple browsers and devices: In addition to developing fully functional applications for iOS and Android smartphone operating systems, we want to have WorldFarm Gardens work successfully across multiple Internet browsers. This will give users the convenience to use the app on any device they wish. We are also looking into the possibility of integrating WorldFarm Gardens with other popular Internet services that are commonly used by farmers.

FUTURE WOR K

Interactive, supportive and qualified food retailing community: There has been a significant amount of demand for an interactive forum where farmers can discuss various tapies regarding their jobs, bring up possible changes for the WorldFarm Gardens team to make to the platform, and network with one another. We cannot guarantee that this will happen, but it is certainly a feature of interest that our team is looking into.

Using WorldFarm Gardens as a payment for food retailing incentives: We are looking into the possibility of using our tokens as payment for the food retailing courses and certifications we are offering, along with other food retailing goods that exist outside of our platform.

Discounts for referrals: As a financial incentive for referring new users to our platform, we wish to reward individuals in some fashion. The exact mechanism by which this will happen is yet to be determined.

CONCLUSION

WorldFarm Gardens aims to take advantage of two growing, prosperous entities: The food retailing economy, and Blockchain technology. One revolutionizes the way we work and embark upon a fulfilling career, while the other revolutionizes the way we think about money and use it on a daily basis. A decentralized multi-vendor marketplace that aims to benefit both consumers and farmers is the best way we know to give people the opportunity to experience greater control over their finances, while also allowing them to take advantage of a growing asset. Through our deep-learning AI system and the development of a reliable purchase agency within our system, we want to definitively demolish the problems, challenges and obstacles that farmers continue to face on a daily basis. At the same time, we want to show consumers that there are reliable multi-vendor marketplaces available where they can seek a qualified farmer and have the peace of mind associated with knowing where the goods come from and who produced it

Our dedicated team looks forward to ensuring that everyone involved with WorldFarm Gardens, from our sideline supporters to our investors, becomes successful in their own way. Ultimately, we are driven by the ability to provide a fast, affordable and reliable online marketplace for 21st century consumers. We hope that you will be able to contribute to our ICO and support a breakthrough approach to food retailing that provides everyone with the freedom and flexibility they are looking for!

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