



FOLLOWWINE

“ Followwine is the first and the only anti-counterfeiting eco-system for wine world based on blockchain ”



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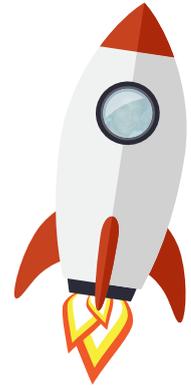


Followine Light Paper – V .2

Followine is an innovative start-up founded in June 2017, with the aim of developing a system able to fight the phenomenon of wine bottles Counterfeiting.

Mission

Create a global ecosystem that relates the actors of the wine world and consumers, encouraging the creation of new international business models



Secret sauce

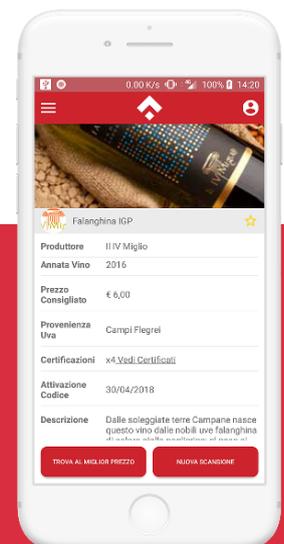
A very hard study of phenomenon. More than two years and € 30K have been spent to travel around the world, gather testimonials and data to improve our system; the know-how acquired is certainly our secret sauce, the one that no competitor can ever steal from us. What brought all this? Everything that follows: a circuit based on a circulating Token, the effectiveness of our algorithm, the efficiency of the whole system, its self-sustainability over time, the possibility of making it evolve over the years, the independence of the eco-system from the type of technology used, work on a predictive A.I., the possibility of integrating an autonomous process of machine learning, the creation of an inclusive eco-system that focuses not only on our client but all the figures involved in the wine market. In short, we could say that it brought Followine to look to the future.

Followine eco-system

The service offered by the Company provides for the supply of random and unique code for each bottle of wine produced. These codes are generated through a proprietary algorithm and registered on a platform (Followine Security System - FSS) based on blockchain technology, which ensures continuity of service, data protection and scalability.

How we find the fraud

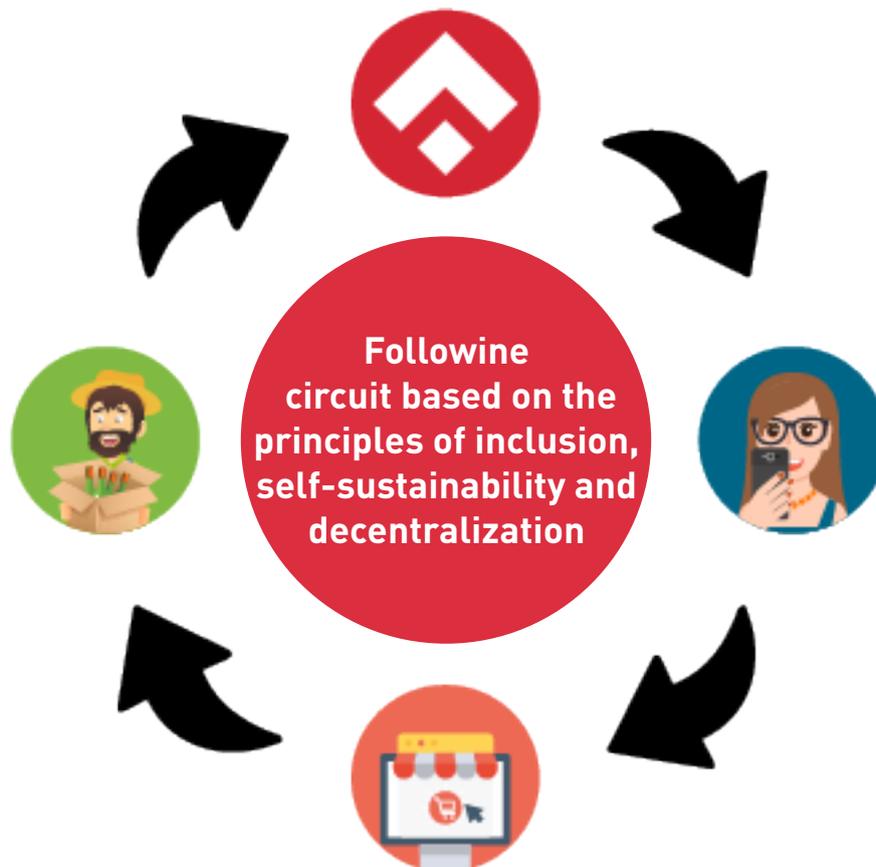
The codes, printed directly on the labels and / or inserted in the NFC tags, are activated through a simple automated scan - which is carried out by an employee within the company. From this moment on, for every single bottle authenticity is guaranteed, thanks to our tracking system, Flextrack.



Followine system is not only capable of tracking products along the supply chain and allowing them to be traced by consumer, it is also able to understand where and when the counterfeiting occurred, as well as providing the data necessary to discover who carried out this illegal action

The Circuit

The basic circuit is simple: Followine releases token for each scan performed by consumers; consumers can use tokens to buy from Followine, from participating e-commerce or convert them to FIAT. The e-commerce, through the Tokens, can buy marketing services from Followine, wine from the member producers or can convert them to FIAT. Producers can use them to purchase all Followine services, instead of cash. Tokens returning to Followine will be distributed to consumers through the Qr scans.



Why a circuit?

Our goal is not to reach the ICO's cap or even to close as many contracts as possible with producers, as soon as possible. Followine systems arises from a sense of justice, from years spent around the world to study counterfeiting, from the desire to reverse a trend that damages our country and other countries with a strong wine culture and a long tradition of winemaking.

For this reason, we do not want to take advantage from an on the rise technology to stay relevant and we do not want to offer a simple product tracking service, passed off for anti-counterfeiting: **we worked on data acquired over time to create something that was able to go beyond.**

Benefits



WINE PRODUCER

- Security
- Brand enforcement
- Customer fidelization
- Export strategy support
- Token payment (tax free)



E-COMMERCE

- Certified products
- New Customers
- B2B Dashboard
- Marketing cost reduction
- Token payment (tax free)



CONSUMER

- Safe purchase
- Gain money per scan
- Exclusive discount and prizes
- Personal satisfaction



NATION

- Government spending reduction
- New jobs opportunity
- Tax revenue
- "Made in" Brand enforcement

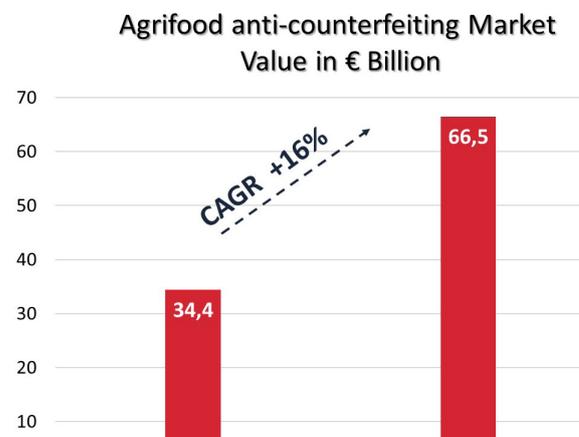
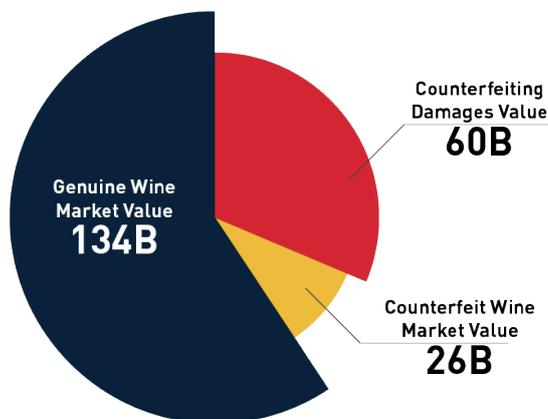
The wine market and the phenomenon of counterfeiting

The Company's target market is the wine anti-counterfeit market. Over the last few years there has been a strong growth trend for the wine market which represents a strong opportunity for wine producers but, at the same time, a growing threat due to the phenomenon of wine counterfeiting. This phenomenon ruins manufacturers image and leads to brand deprecation, as well as significant potential turnover losses, in addition to damage to the consumer who, in fact, can not enjoy the true and authentic taste for which he paid.

In 2018 the world wine market is worth € 134 billion and counterfeiting, in all its forms, has an estimate of about € 20.6 billion with € 500 million seized only in Europe every year, according to the latest EUIPO study.



The market of the anti-counterfeiting in the agri-food sector is in great growth, with a CAGR that is around 16% and with figures that in the next years will exceed 62 billion euro. With a strong push especially on the wine market, which is estimated to exceed 2 billion euros over the next five years.



The growth prospects of the wine market leads to a very high focus on the wine bottles anticounterfeiting and the latest European laws in this regard determine a favorable context for the development of the Followine project.



Initial Coin Offering

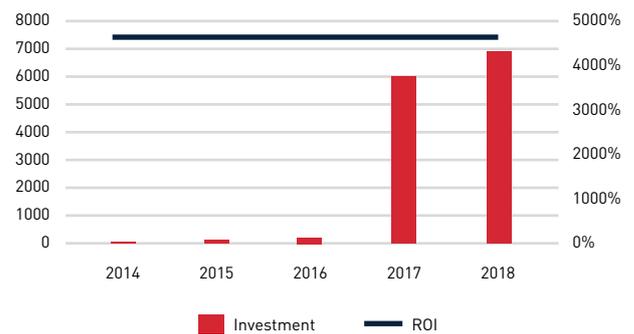
ICO (Initial Coin Offering) is a new business financing formula that, as specified by The Guardian, is specific to start-ups operating in the blockchain world.

How does it work?

The start-up involved in raising funds creates its own cryptocurrency, which is sold to investors in order to raise the funds necessary for the development of the project. The value of cryptocurrency at the end of the ICO will depend on the project itself: the higher the feasibility of a project, the higher will be the value of the cryptocurrency.

Wine Coin is the token issued by Followine on the occasion of the ICO, based on ERC-20 technology, same as Ethereum. The token can be purchased on all exchange platforms during the launch period, for 30 days. Later on, it can be purchased through exchange platforms.

USD ICOs Investment – Average Early Investors ROI



Token qualification, characteristics and functioning

The Followine token (Wine Coin), given the requirements, the structure and the causes of use is qualifiable as utility token. For this reason, considering the relative regulations – issued by most of the Countries in the world – it is freely saleable as it is a mere IT product.

Opportunity 15th Sep / 15 Oct 2018

Those who will participate in the Closed Sale, and choose to invest in our project in this first phase, will be able to buy wine coins at a considerably lower price - compared to the one to which they will be sold during the fund raising period - and will benefit from immediate appreciation of the value of the wine coin itself. **The Closed Sale opens on 15th September and ends on 15th October.**

During Closed Sale Followine's token can be trade only:



Bitcoin



**Bitcoin
Cash**



Ethereum



**Ethereum
Classic**

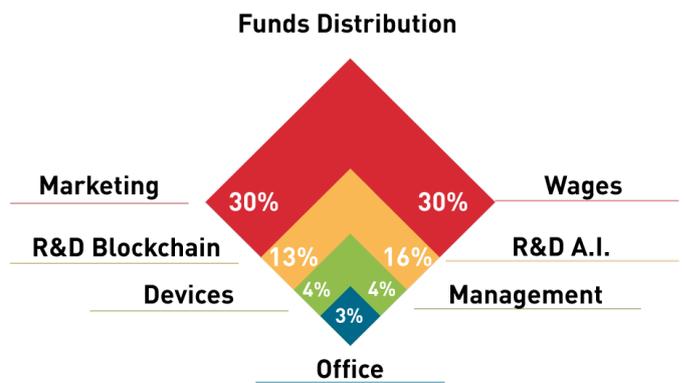


Lite Coin

Business Model - ICO

Closed Sale Token	ICO Token Price
5 Millions	0,13 €
Closed Sale Price	ROI
0,04 €	325%

A project focused on consumers, like followine, needs a great marketing strategy. Because more consumers mean greater reliability and greater efficiency of the whole system. To realize our mission we need new talents in the team and this means higher costs and wages. Our aim is to create an autonomous system thanks to a new algorithm and the integration of a dedicated A.I. but we cannot integrate it on Ethereum, at the moment, because of its slowness and high costs, so if things do not change we will need to develop a private blockchain that means a higher expense in R&D.

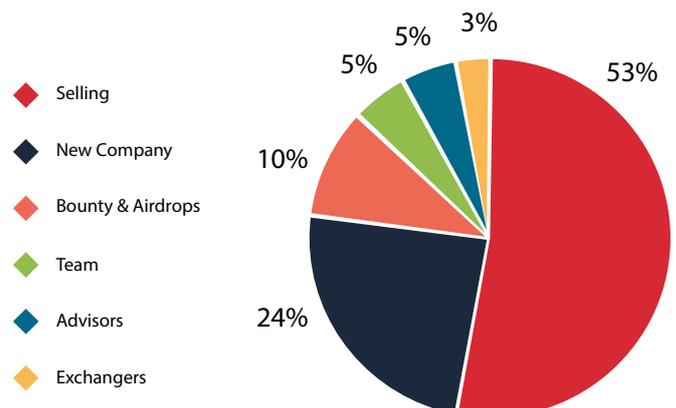


In the next ten years, we are going to release a part of the 23% of tokens for each new company step in the circuit. Wine Coins released are going to be proportional to the company's turnover to not depreciate the token, which thanks to the entry of new companies in the circuit it will becomes more valuable.

Why?

Because the circuit will have more products, more customers, more token trade, more token exchange, more data, better analysis and more effectiveness.

Tokens Distribution



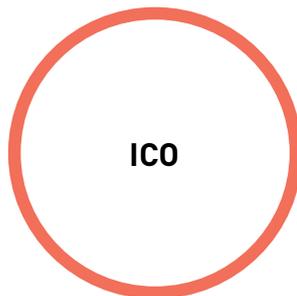
Analysis

We started to study the wine counterfeiting around the world. We acquire a great Know-How that helps us to create Followine eco-system



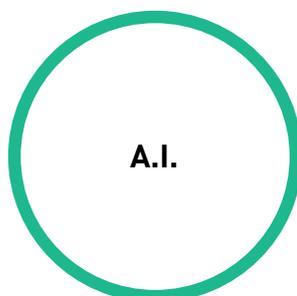
Action

Remember 30th September 2018, we launch our mobile App. After that we start our Pilot Project with the first wine producer and prepare Followine's ICO



Engine on

We start our B2B networking platform and switch on our circuit. New partnerships, new products, new services, new very cool stuff



Vision

Our new tracking hardware for raw material and the new blockchain makes us capable to track each single grape

2016

Victory at Start-up Weekend Caserta

2017

We give to Followine everything, money, time and passion. After the pre-seed investment we started our company

Strategy

Pilot Project

2019

Thanks to ICO we can acquire more customers and gain enough money to realize our mission

Pragmaticism

Projection Algorith

2022

Followine A.I. is born and she is playing on a awesome network: Decentralized, Transparent, Self-sustaining, Inclusive, Fast and Cheap

Sara

100% Traceability

2024

The Followine CEO

“Why do you have to believe in Followine? Because we believe.

We know the value of the sacrifices and the value of money, consider that the team monthly expenses are less than 5.000€. We use them for our rentals, our cars, our office, our food, and our moments of relax.

For us, the astronomical ICO's money ammount is not a tale but a heavy responsibility to carry on, something useful to grow up the project we believe in.

In fact, we want that our future revenues come from company profits and not from ICO. For all these reasons and many others, we have decided not to take more than 5% of tokens and 4% of ICO's revenues. Just as a sign of recognition for the time taken and the sacrifices made.

But if you don't think so, let us know and in October we will open a suffrage on the website Followine.io to decide the funds sharing to the founder team and in compliance with the principles of transparency in which we believe your decision will be written to the smart contract of our token.

The project is very ambitious, since it is not a simple anti-counterfeiting system but a new method for spreading and protecting the history, culture and traditions of a thousand-year world.

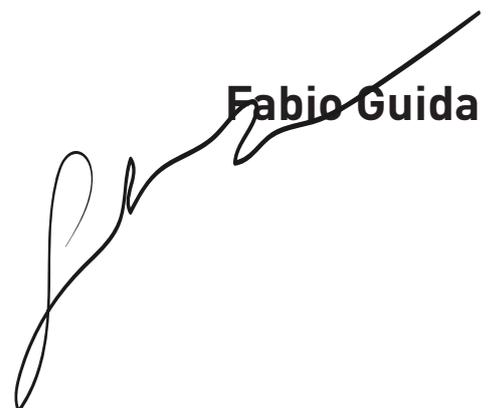
And we believe that this is the biggest competitive advantage of Followine, that no competitor will ever be able to match. Why? Because, in order to do this, is not absolutely necessary a new hardware or a new software; indispensable are people: their dreams, their strength, their skills and their desire to win. All things that can not be bought or emulated.

What we are looking for are new members who fully embraces our vision and the basis of our corporate culture.

So, first of all, **we are looking for genuine people”**

Caserta - Italy
09/03/2018

Fabio Guida

A handwritten signature in black ink, appearing to read 'Fabio Guida', written over a red horizontal line at the bottom of the page.