



# SEEDCOIN

ECONOMY PLATFORM FOR URBAN & COMMUNITY GARDENS

# A FIRST CASE STUDY

## Urban Garden C.S.A. “Semi di Comunità”

### ROME

[www.semidicomunita.it](http://www.semidicomunita.it)

#### MISSION

Building a strong **network of “prosumers”**.

Canceling the concept of *price* and develop **distributed decision-making**.

**Feed** its members!

Provide Sustainable Agricultural Skills and other **educational projects** to schools, families and neighboring communities.

#### STATUS

100 members / €750 annual membership quota = **€75k/year social capital**.

**HACCP** Bio and **km=0** production.

Technical and administrative **in-house expertise**.

**Strong network** of families, school, friends circles.

**Abundance of food**.

#### NEED

**INSUFFICIENT LIQUIDITY.**

**120k/year** are needed to optimize production (material, machinery, structures) for the members, in order to create professional and job placement opportunities.

# FIGURES IN ITALY

**21 mln people**  
own or work  
in a garden.

**Growth** of communal  
gardens between 2014  
and 2017. From 1 to 3.3  
mln sqm.

*Some examples*

**MILAN**  
*AGRICITY.IT*  
Listing & Informative  
platform of 50+ urban  
gardens.

**TURIN**  
*Ormetorinesi.net*  
Informative platform aiming at  
incentivize 150+ new sub-urban  
gardens by the end of 2019.

**BOLOGNA**  
*ARVAIA PROJECT*  
The biggest urban garden in Italy:  
47 hectares, 270 participants,  
supplying 150 families.

**LOCAL PROJECTS NOT CONNECTED  
WITH EACH OTHER.**

# THE NEED



## GARDENING COMMUNITY

PAY BACK THEIR MEMBERSHIP  
QUOTA IN PRODUCTION

EAT LOCAL AND HEALTHY

JOIN NETWORKS AND SHARE  
EXPERIENCES

JOB AND PROFESSIONALISM

SUSTAINABLE DAILY LIFE



## GARDENS

PAY RUNNING EXPENSES

HAVE LIQUIDITY

PRODUCE ENOUGH FOOD TO  
JUSTIFY SOCIAL CAPITAL

AVAILABILITY OF PRODUCTION  
ASSETS AND MAINTENANCE

CREATE JOB OPPORTUNITIES



## FOOD SUPPLY

BE COMPETITIVE

MEET A GROWING DEMAND FOR  
ORGANIC AND BIO PRODUCTS

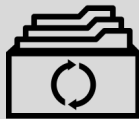
REACH SUSTAINABILITY GOALS  
(UNPACKED, LOCAL, SEASONAL)

BREAK EVEN AND  
REACH PROFIT

# THE OPPORTUNITY

1.

THERE IS NO NATIONAL OR EUROPEAN **DATABASE** OF URBAN AND COMMUNAL GARDENS. **LET'S BUILD ONE.**



2.

LET'S TURN THIS DATABASE INTO AN **APP** THAT MEMBERS AND GARDENS CAN USE TO **INTERACT** WITH EACH OTHER, EXCHANGE WORK, EXPERTISE, PRODUCTS AND ASSETS.



3.

GIVE A STABLE VALUE TO THESE INTERACTIONS BY HARNESSING **TOKEN ECONOMICS** & BLOCKCHAIN.



4.

USE THIS STABILIZATION TO ATTRACT **KM=0 FOOD PARTNERS** AND GARDENING/DIY EQUIPMENT RETAILERS.



5.

TRIGGER THE COMMUNITY WITH **GAMIFIED BOUNTIES PLATFORM** THAT GARDENS AND PARTNERS CAN USE TO DISTRIBUTE TOKENS AGAINST **CASH-BACK DEALS**.

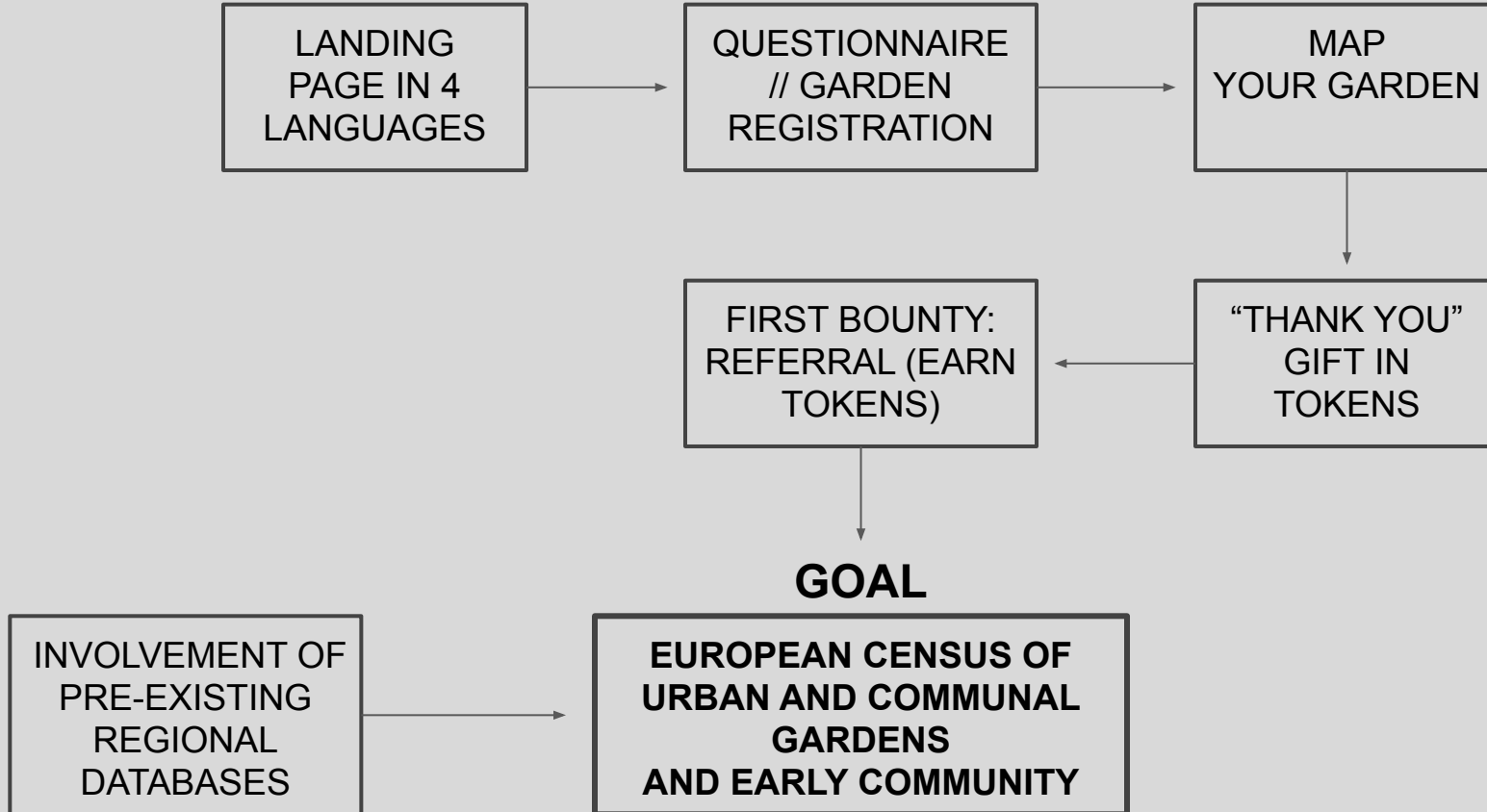


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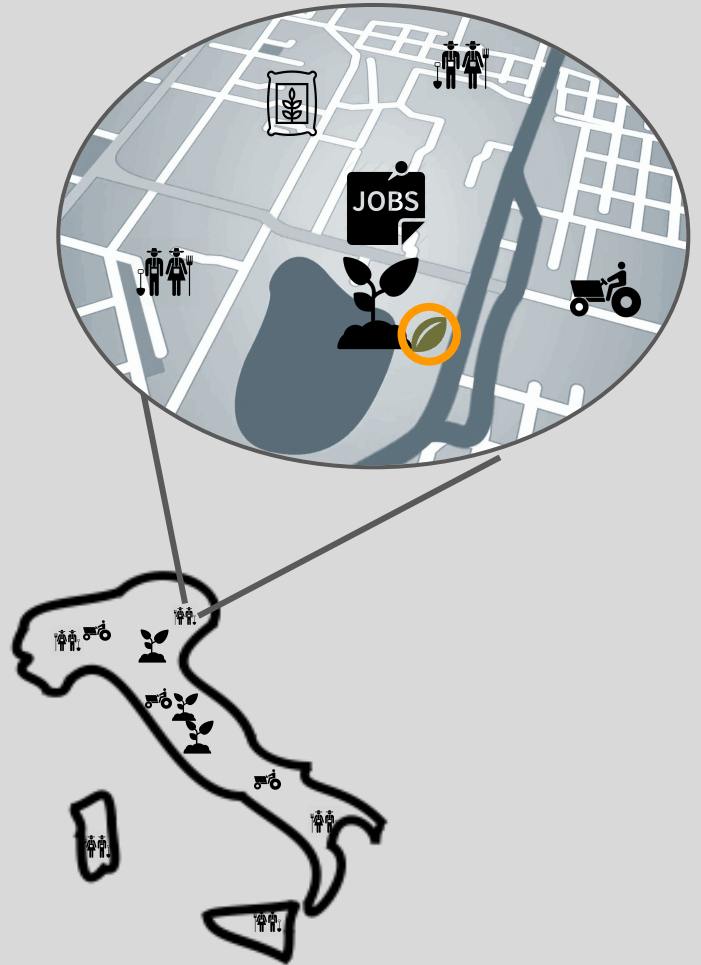
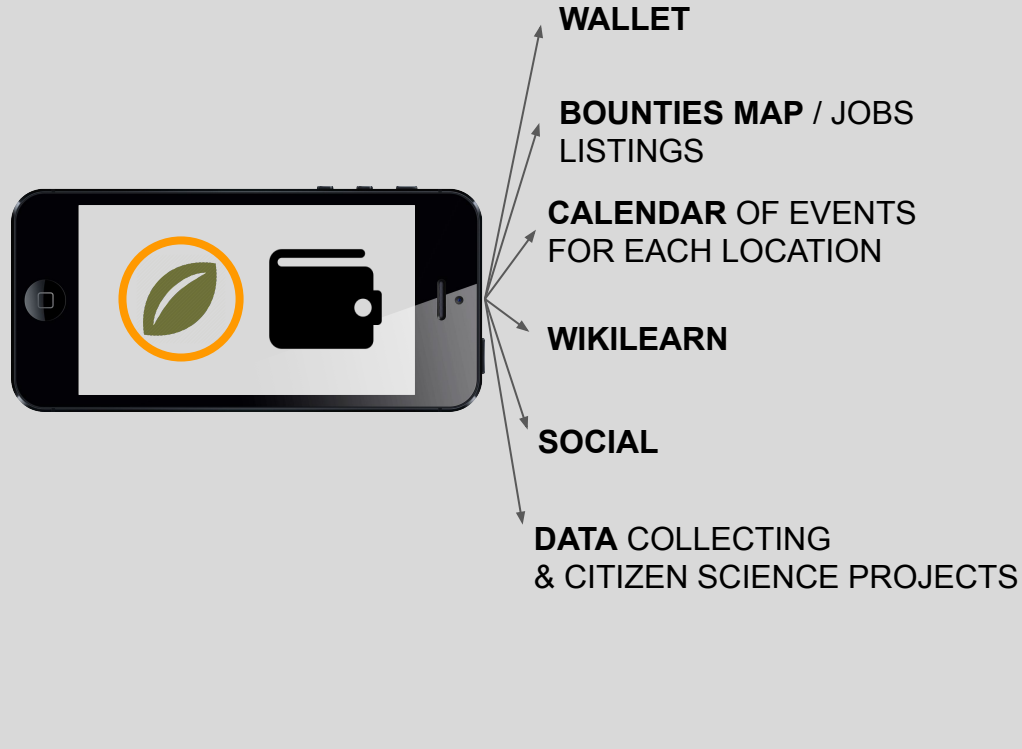
**DECENTRALIZE SOCIAL CAPITAL** AND ALLOW COIN HOLDERS TO **STAKE VALUE** TO THEIR FAVORITE GARDEN, THUS SHARING REVENUES.



# 1. DATABASE



## 2. APP



### 3. SEEDCOIN STABLECOIN

A CURRENCY NEEDS AN ENTRY VALUE TO START WITH

E.G.



=

1 KG OF  
SEASONAL AND  
LOCAL PRODUCT

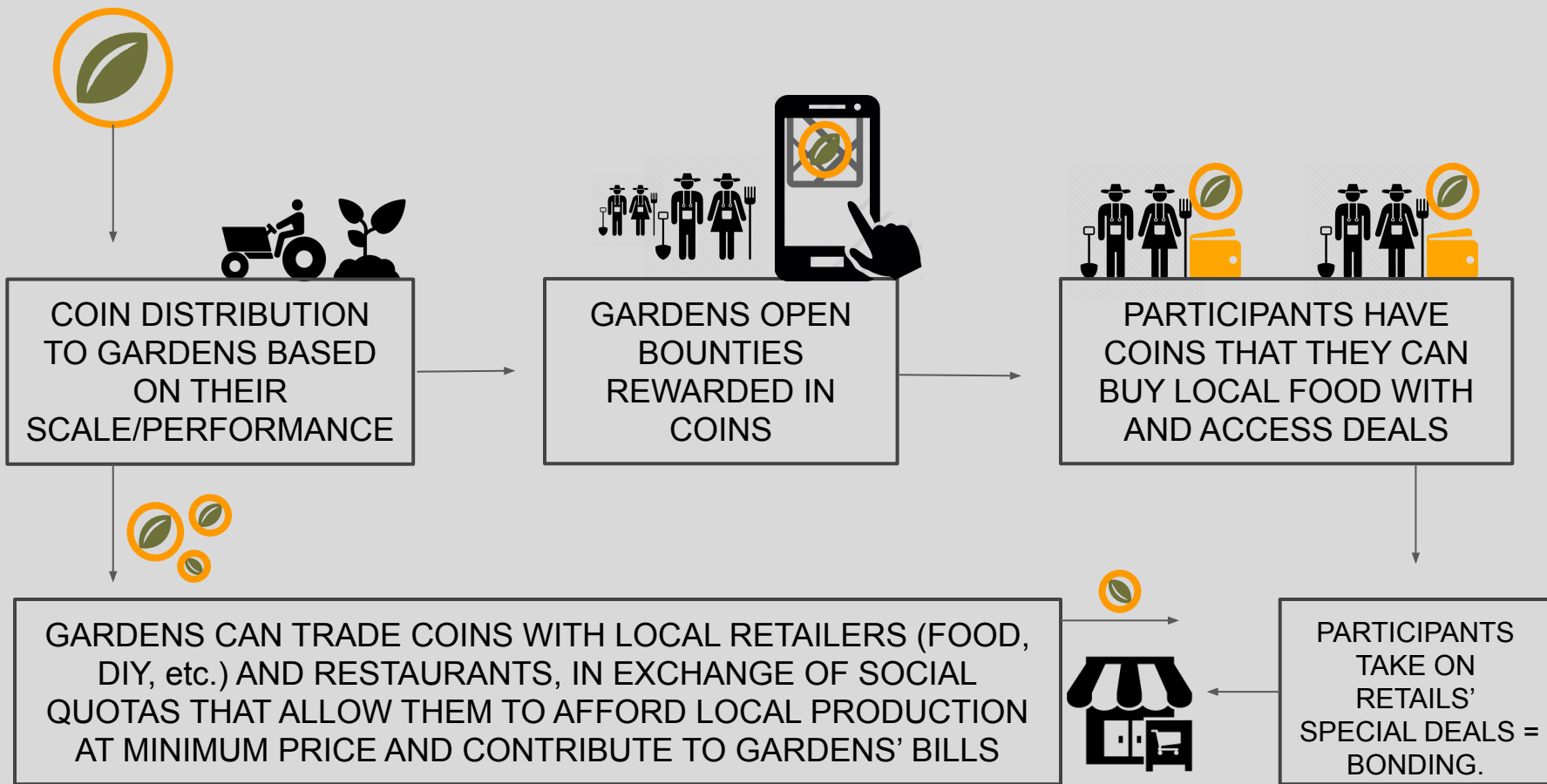
COMMUNITY  
MODERATED  
VALUE

LOCAL RETAILS  
MODERATED  
VALUE

CITIZEN SCIENCE  
DATA



## 4. COIN LIFE-CYCLE



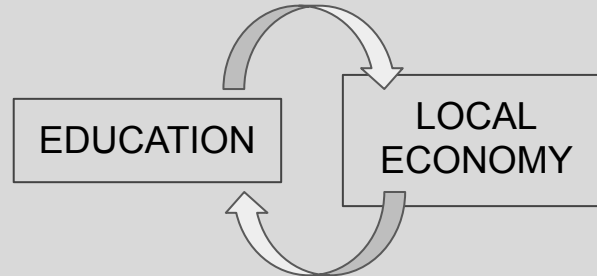
## 5. BOUNTIES PLATFORM



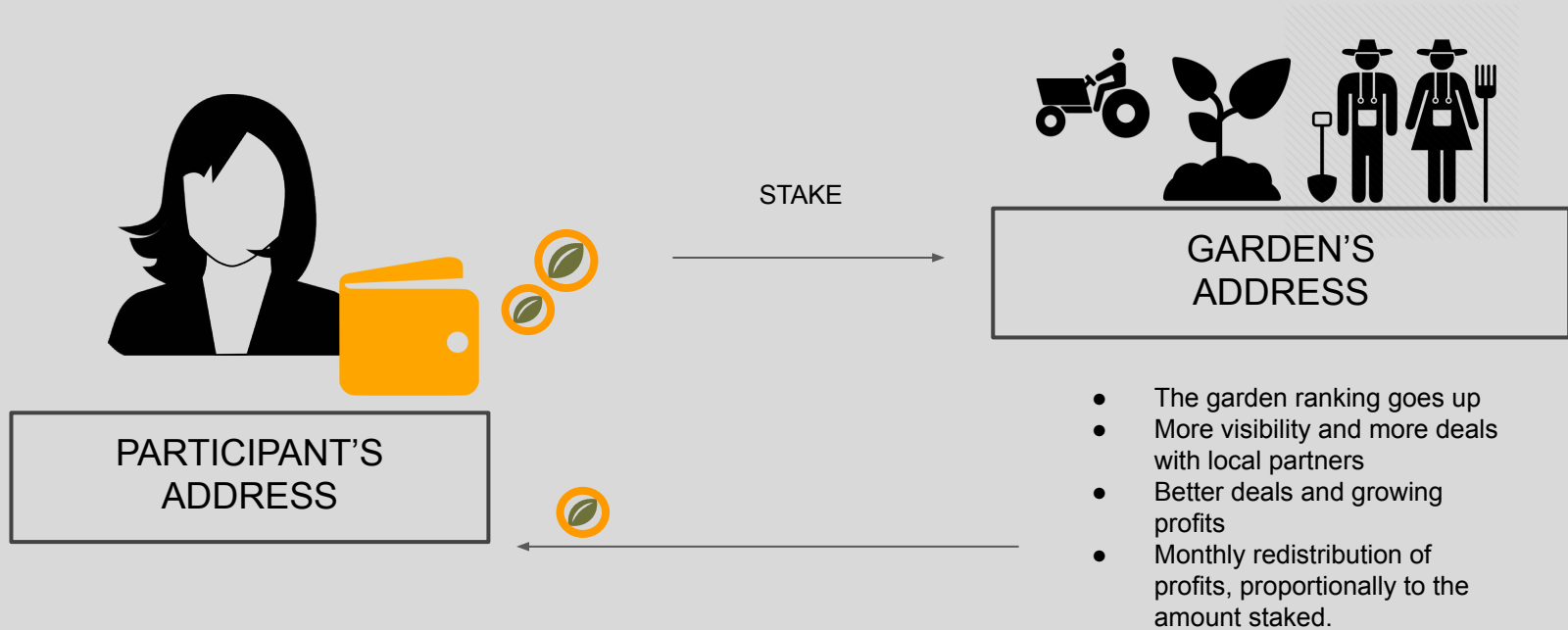
GEO RPG (ROLE PLAYING GAME)  
WHERE BY TAKING ON BOUNTIES AND  
EARNING COINS, THE AVATAR ADVANCES  
IN THE GAME



TECH + EDUCATION + ENTERTAINMENT  
FOR KIDS, FAMILIES AND SCHOOLS



## 6. DECENTRALIZE SOCIAL CAPITAL



## REVENUE MODELS

+ TOKEN CASHBACK DEALS WITH  
BIGGER RETAILERS / DIY

### **+NEWSPAGE APP**

SPONSORSHIPS

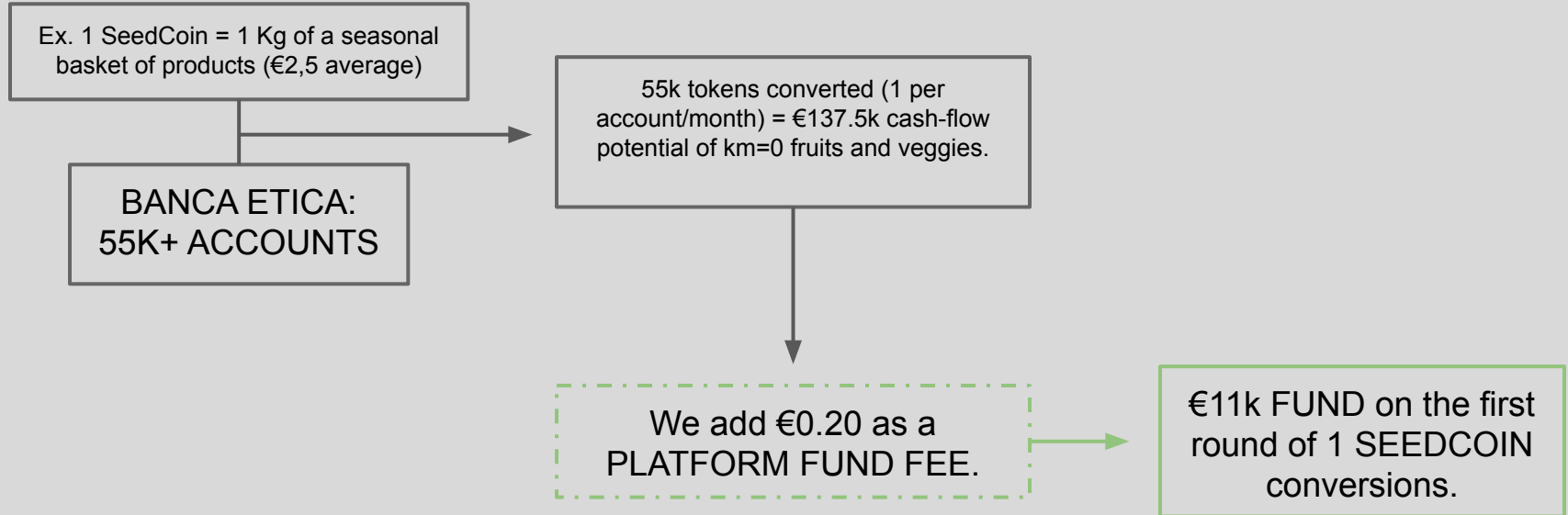
+ STABLE TOKEN IN THE  
CRYPTO EXCHANGES

+ COMMISSION ON TOKEN  
**PURCHASE/CONVERSION/TRAN**  
**SFER.** (NOT EARNING)

+ LOCAL SUSTAINABILITY

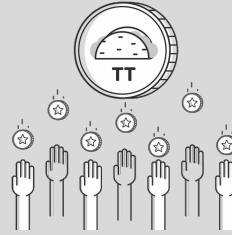
+ SMART CITIES / SISTER ECONOMIES

## USE-CASE OF COMMISSION ON TOKEN PURCHASE/CONVERSION



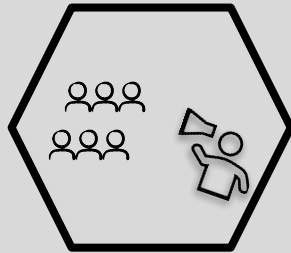
## ADVERTISERS' INCENTIVES

**geolocation allows advertisers to efficiently promote local supplies,** special promotions and their retailers, events. Big Retail will start synchronizing availability of products in real time, optimizing allocation of resources.



a **“One Token VOTE”** feature can be developed from SeedCoin to allow more community control over the quality and the contents of Ads, while preventing Plutocratic scenarios. This reflects also in tighter bonds between healthy Ads and their community. Inclusion of **AdChain** can be arranged.

**Advertisers don't trade with a centralized entity.** Instead they join the game and participate in the circular economy ecosystem. Users and Ads will, at a certain point, “hunt” for each other to find the best match.



**Advertisers have access to the same gaming UX normal users have.** They can setup work bounties and cash-back deals for users to earn SeedCoin currency. At the same time, they can take on work and support local gardening.

## REVENUE MODEL

1

THE PLATFORM CONNECTS LOCAL PRODUCERS AND CONSUMERS IN A NEW SYSTEM OF GEOLOCATED WORK BY CREATING A VIRTUAL CASH-FLOW THAT INTERACTS WITH THE CIRCULAR ECONOMY OF FOODING. THE PLATFORM ACTS AS A OPEN “TRADE-FAIR” AND IS THE FIRST STAKE-HOLDER ON ALL THE LOCAL GARDENING REALITIES.

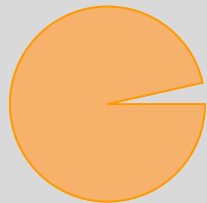
2

ADVERTISING COMMISSIONS AND THIRD PARTIES FEES IN THE NETWORK THAT ARE NOT INCLUDED IN THE COUNT BELOW.

EXAMPLE: EUROPE 2017  
CARREFOUR ROI 1,37 BLN

2nd YEAR

3rd YEAR



FRUIT AND VEGS 550 MLN  
(rough guess)

SUPPOSED FIRST  
MIGRATION 0.5%

2.75  
MLN

5%

137k PLATFORM  
COMMISSION

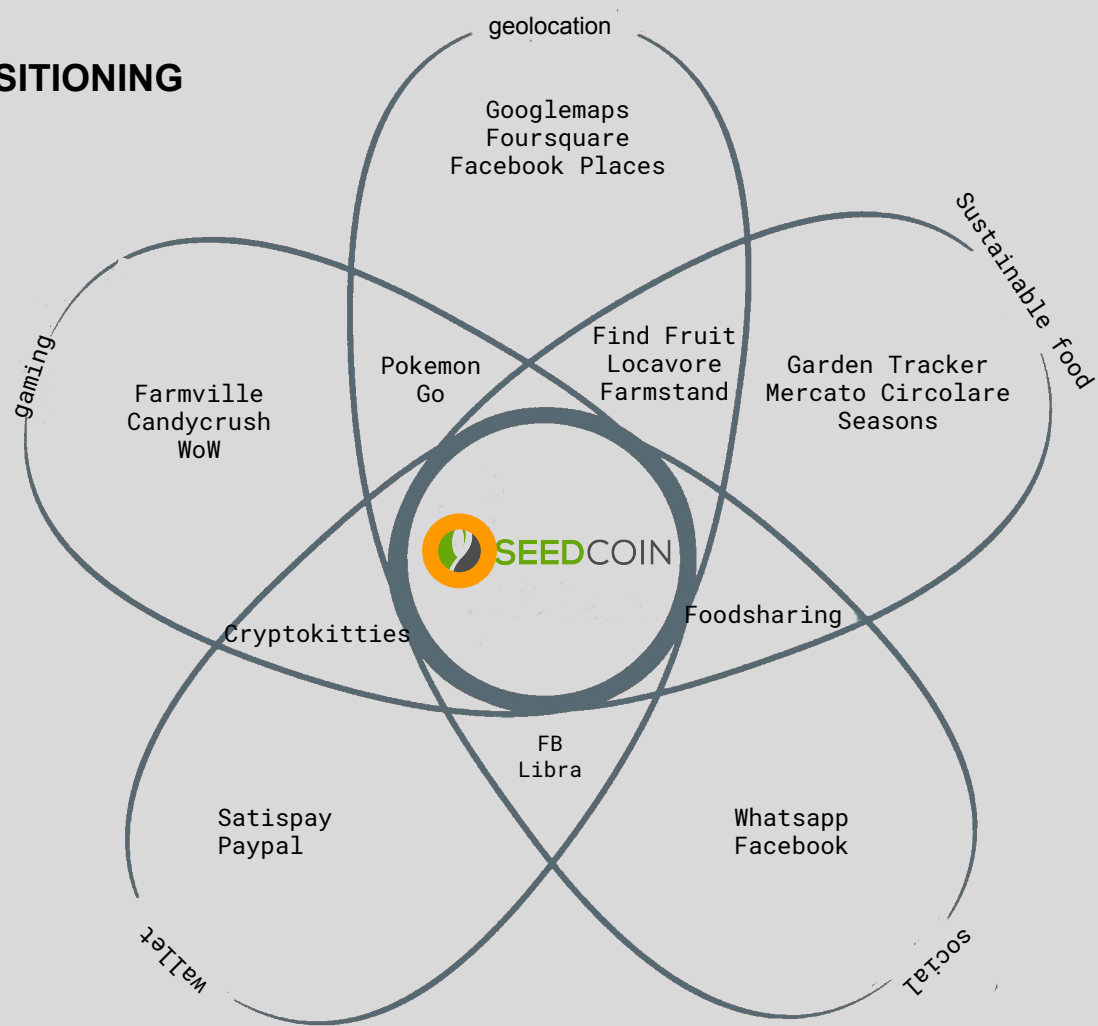
SUPPOSED BANDWAGON  
MIGRATION 1%

5.5 MLN

5%

275k PLATFORM  
COMMISSION

# MARKET POSITIONING





## COMPETITORS TICKBOX

<i>Company</i>	<i>Food retrieval</i>	<i>Bounties-based Work platform</i>	<i>geolocation RPG</i>	<i>TCR</i>
<b>Garden Tracker</b>	NO	NO	NO	NO
<b>Seasons</b>	NO	NO	YES	NO
<b>Find Fruit</b>	YES	NO	YES	NO
<b>Foodsharing</b>	YES	NO	YES	NO
<b>Locavore</b>	YES	NO	YES	NO



**SEEDCOIN**


YES

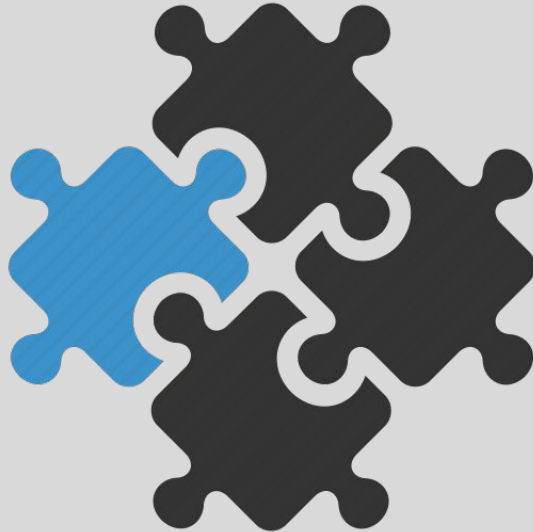
YES

YES

YES

## SPIN OFF DEVELOPMENT

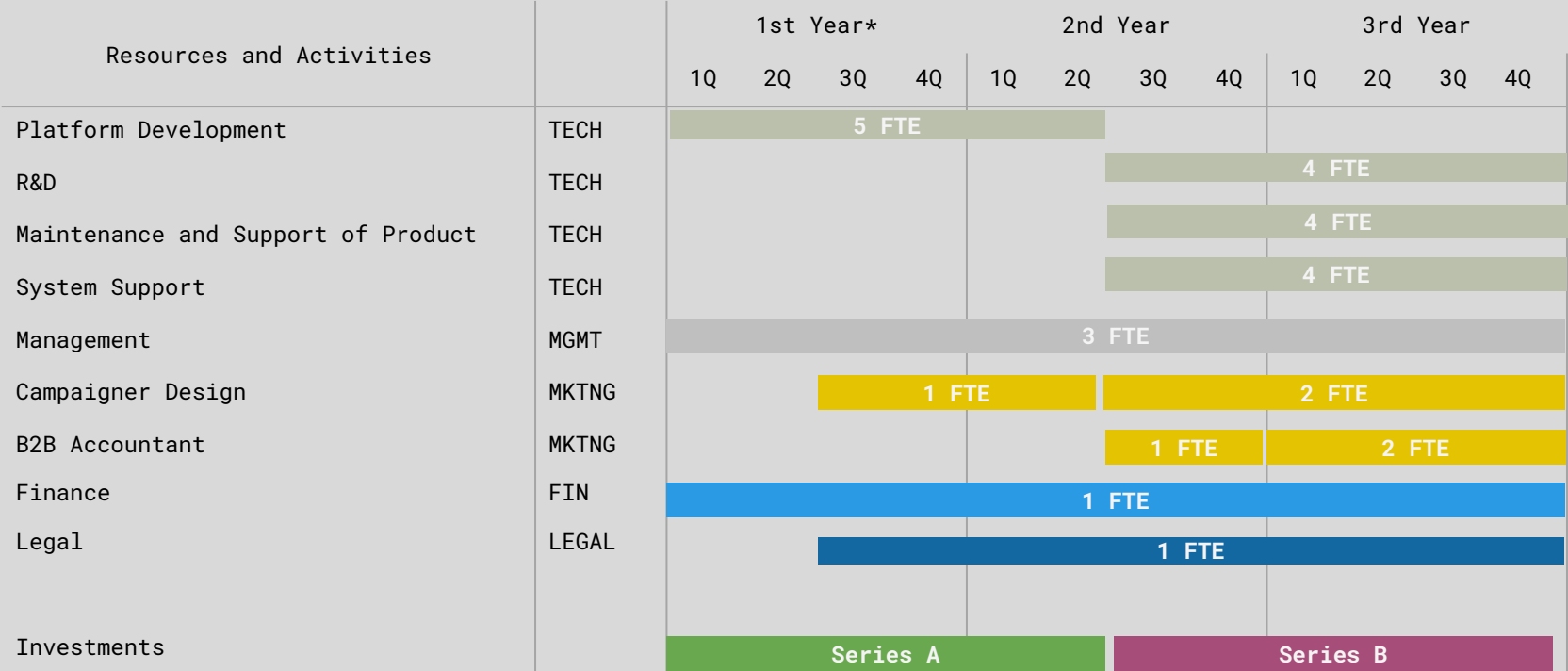
 **SEED**COIN could be later released as an open source map+wallet layer able to connect and benefit most apps devoted to sustainable models and circular economy, thus integrating all efforts into one circuit of value earning and redistribution.



# PERSONAS TROUBLESHOOTING

	<i>PARTICIPANTS</i>	<i>GARDENS</i>	<i>THIRD PARTIES</i>
Movent	Belief Discovery / Empowerment Early Adoption Evangelism	Improve production Improve assets Create work opportunities Extend the model	EU Regulations and Incentives Brand image Connect with local Pioneering/catch the Wave
Setup	App download bounty take-on	Map the garden (Census) App Download	App Download B2B registration
Ritual	Check bounties Develop own avatar	Work Bounties issuing Reward participants Sell products G2G and G2B deals	Cashback Bounties issuing Tightening relationship with players
Stay Factor	Fluid Experience Monetary reward	Improved production and assets Wider community G2G and G2B Trade off (investments)	Players attendance to Cashback Bounties and Platform Commission break-even
Ultimate Reward	Lifestyle enhancement Contribution to a sustainable model	Sustainable model reach Job positions Assets upgrade	Enhanced brand image New, smarter community Sustainable profit

RESOURCES and ROADMAP



FINANCIALS

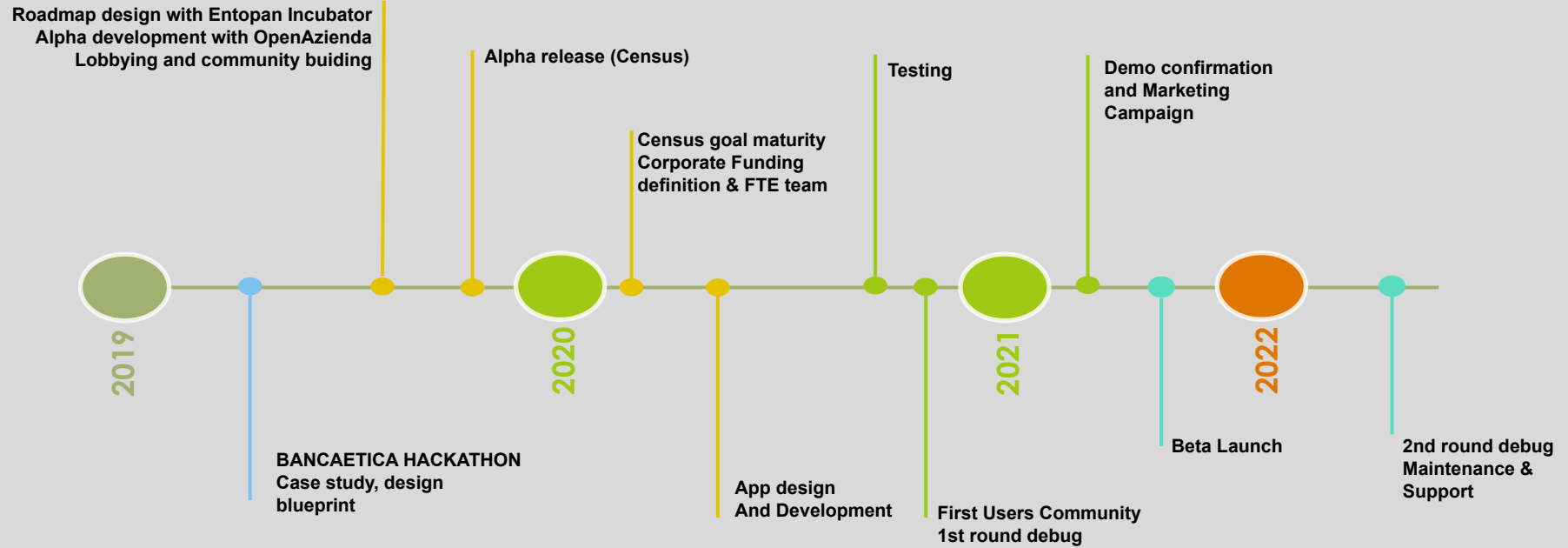
	1st year				2nd Year				3rd Year			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Tech Activities	platform development						Products		Evolution & Maintenance			
Marketing	Campaign											
Personnel cost	535k				1M				1.65M			
Running expenses	80k				100k				100k			
MKT Investments					465k				650k			
REVENUES projection					720k				3.6 M			
EBITDA	-0.6 M				-0.4M				1.85 M			
Personnel	9 FTE				15 FTE				25 FTE			
Investments	Series A								Series B			

# FINANCIALS DISTRIBUTION

1st year	2nd year	3rd year
<div>350k _ DEV TEAM</div> <div>100k _ MGMT</div> <div>35k _ MARKETING (½)</div> <div>20k _ LEGAL</div> <div>30k _ FINANCE</div> <div>80k - FACILITIES</div> <div>→ 1x Masters (100k/y)</div> <div>2x Senior Devs (50k/y)</div> <div>1x System Eng (50k/y)</div> <div>2x Graphic Dev (50k/y)</div>	<div>500k _ DEV TEAM</div> <div>150k _ MGMT</div> <div>300k _ MARKETING</div> <div>50k _ LEGAL</div> <div>30k _ FINANCE</div> <div>100k - FACILITIES</div> <div>→ 1x Masters (100k/y)</div> <div>4x Senior Devs (50k/y)</div> <div>2x System Eng (50k/y)</div> <div>2x Graphic Dev (50k/y)</div>	<div>700k _ DEV TEAM</div> <div>250k _ MGMT</div> <div>650k _ MARKETING</div> <div>20k _ LEGAL</div> <div>30k _ FINANCE</div> <div>100k - FACILITIES</div> <div>→ 2x Masters (100k/y)</div> <div>7x Senior Devs (50k/y)</div> <div>2x System Eng (50k/y)</div> <div>3x Graphic Dev (50k/y)</div>

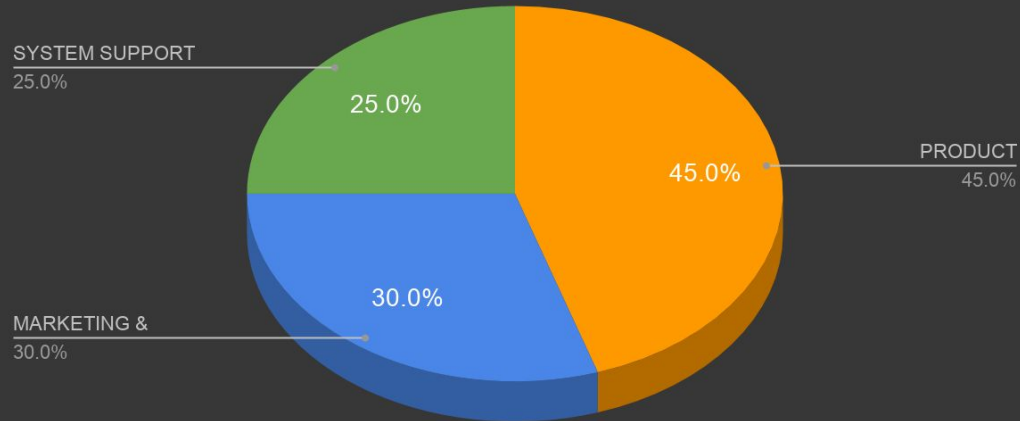
\* the +4 this second and third year are Part Time \*

# TIMELINE



## CORPORATE, PUBLIC & NON-GOV FUNDING: SEEKING 1 MLN EUROS FOR SERIES A

### DISTRIBUTION OF INVESTMENTS







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