



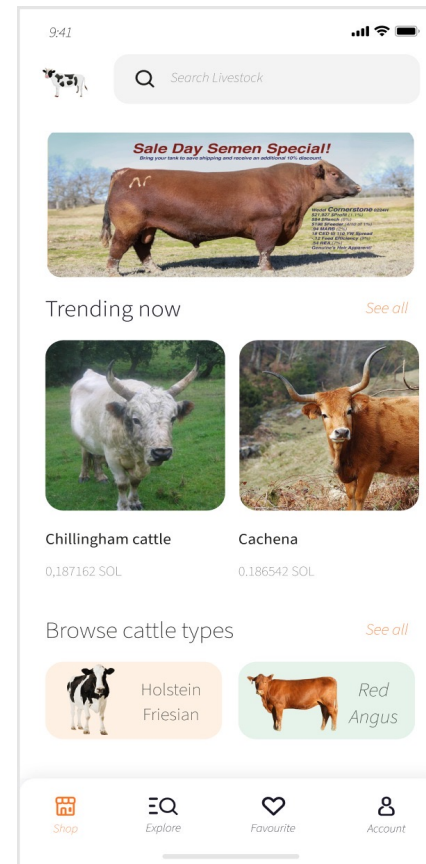
**ASSETSPHERE**

Democratising Finance

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Establish a Peer-to-Peer marketplace focused on fractional NFTs, aimed at funding cattle farming while ensuring transparency in ecological practices.

Idea



(30sec)

# Problem statement

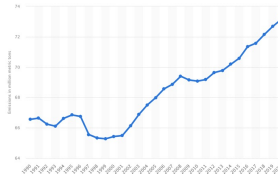
## Farmer

- Environment
  1. Carbon emission (#1)
  2. Deforestation (#2)
- Preservation of indigenous people
- Financing difficulty for farmers
  
- Highest producers of live stock

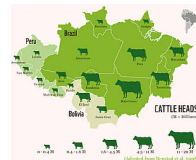
## User

- Lack of environment friendly investments
- Inaccessible investment
  1. Capital requirement
  2. Bureaucracy of FDI

#1 Global methane (CH<sub>4</sub>) emissions produced cattle were estimated at 73 million metric tons in 2020. Annual emissions from cattle have risen by more than 10 percent since the turn of century. (Statistica,2020)



#2 Extensive cattle ranching is the number one culprit of deforestation in virtually every Amazon country, and it accounts for 80% of current deforestation (Nepstad et al. 2008).



**Kyoto protocol**  
**Paris Agreement**  
**SDG9**

(1min)

# Assetsphere Proposes solution

- Gather cross-border financing and traceability (Certificates)
- WEB3 Components:
  1. IoT
  2. Blockchain: NFT's, Tokenization, Zero proof knowledge, Smarts contracts...
  3. Digital Twin

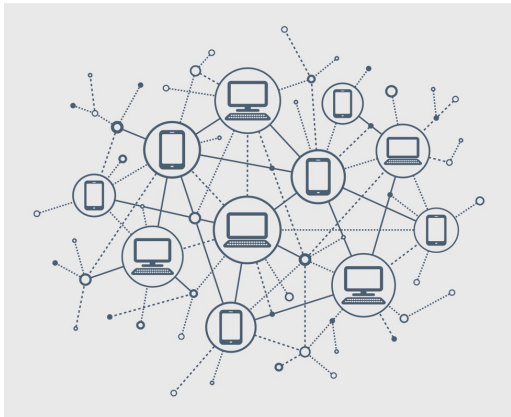
- Responsible investment opportunities with live information
  1. Relatively high yield
  2. Cross-border
  3. Relative safe investments
- Bringing liquidity to illiquid markets



(30sec)

# Building blocks explain

- **Smart Contracts** for the automation of shared micro-payments, data management, and insurance payouts
- **(Public permissioned)Blockchain** To grant farms and platform users unrestricted access to data between verified users
- **NFT's** Utilized to fractionalize real-world assets, offering a distinct proof of ownership and linking carbon certificates
- **Digital Twins** For creating a virtual asset linked to important data connected with the NFT
- **IoT** is starting to be implemented in the cattle industry. This proposal will accelerate IoT in cattle industry
- **Peer to Peer Technology** is necessary to trade NFTs between users
- **Tokenization** will be employed for transforming tangible real-world assets into virtual representations
- **Micropayments** are employed to distribute small amounts of money generated by NFTs
- **Zero Knowledge Proof** will be used as in ASVIN Use Case (sensor energy consumption against hacking)





# Key aspects of the business

## **Identity:**

Democratization of cross-border financing for environmentally friendly businesses, with a focus on agriculture and solar farms. We aim to utilize Web3 tokenization to offer real-life assets virtually on our platform as fractional NFTs. Our goal is to make illiquid investment opportunities accessible to the average person with limited financial resources.

## **The competition:**

The Swiss company, Finka Token is one of our competitors. Focused on cattle tokenization with their own livestock and making it accessible for investors with CHF.

## **Marketing activities**

AssetSphere will communicate with customers through events, word to mouth, social media and ecofriendly labeling.

(30sec)

# Market Size

## Total cow slaughter :

Annual (2020) market size 43 million heads

T.A.M. : 216 million heads

S.A.M. : 43 million heads

## EVG (most potential customer) :

- Mid-small farmers who require financial support to grow their operations

- Farmers seeking recognition and transparency for their sustainable farming practices

## Production, Supply and Distribution

Animal numbers, cattle	2021		2022		2023	
Market Begin Year	Jan 2021		Jan 2022		Jan 2023	
Brazil	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
<i>(* 1000 head)</i>						
Total Cattle Beg. Stks	193195	193195	193,780	193,780	194365	194365
Dairy Cows Beg. Stocks	39400	39400	38720	38720	39020	38960
Beef Cows Beg. Stocks	54600	54600	54900	54900	55150	55280
Production (Calf Crop)	46550	46550	47836	47836	48160	48458
Total Imports	0	0	0	0	0	0
Total Supply	239745	239745	241,616	241,616	242525	242823
Total Exports	62	62	150	150	160	160
Cow Slaughter	10000	10000	10050	10050	10300	10260
Calf Slaughter	200	200	300	300	320	300
Other Slaughter	29900	29900	31900	31900	32480	32860
Total Slaughter	40100	40100	42,250	42,250	43100	43420
Loss and Residual	5803	5803	4851	4851	4595	4573
Ending Inventories	193780	193780	194,365	194,365	194670	194670
Total Distribution	239745	239745	241,616	241,616	242525	242823

# Financial plan



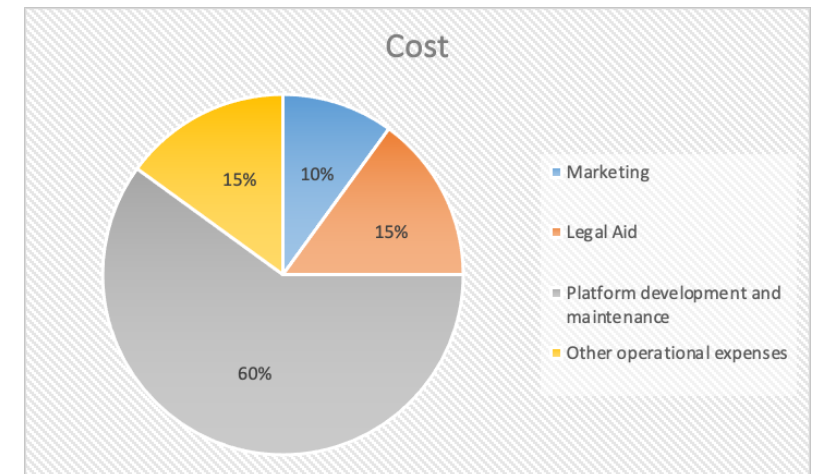
## - Revenue:

1. Fees (2%)
2. Insurance licensing
3. Data selling

## - Main cost:

1. Platform development and maintenance (+/- 750k euro/year)
  2. Legal aid (+/- 120k euro/year)
- No Cost of sold goods (COGS)
- Roughly need of 3 million for the first 2 years
- Expected Break-Even 3th year

	Year 1	Year 2	Year 3	Year 4
Market share	0,10%	0,30%	0,60%	1,00%
Total Cattle	43k	130k	258k	430k
Financing 500 (50%) USD/COW	21,5 million	65 million	129million	215 million
Revenue 2%	430k	1,3 million	2,58 million	4,3 million
Total cattle	43 million/year			
Final price	1200			
Margin	18%	Historical		
Assuming 50% financing * 1,016	500	usd/cattle		



(1min)



# Timeline



**ASSETSPHERE**

## 1.Pre-Development Phase:

- Idea Refinement and Validation
- MVP Definition and Planning

## 2.MVP Development Phase :

- MVP Development
  - MVP Testing
- MVP Launch Preparation

## 3.Post-MVP Development Phase:

- MVP Launch
- User Feedback and Iteration
- Seed Funding Round

## 4.Growth and Expansion Phase :

- Scaling and Market Expansion
  - Series A Funding Round
- Community Building and Partnerships
- Sustainability and Future Expansion

(30sec)

Questions?

