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

Kyoto protocol
Paris Agreement
SDG9

#1 Global methane (CH4) 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).
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
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)
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.
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

(Source United states Department Of Agriculture, 2023)
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

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market share</td>
<td>0,1%</td>
<td>0,3%</td>
<td>0,6%</td>
<td>1,0%</td>
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<tr>
<td>Total Cattle</td>
<td>43k</td>
<td>130k</td>
<td>258k</td>
<td>430k</td>
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<tr>
<td>Financing 500 (50%) USD/COW</td>
<td>21.5 million</td>
<td>65 million</td>
<td>129 million</td>
<td>215 million</td>
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<tr>
<td>Revenue 2%</td>
<td>430k</td>
<td>1.3 million</td>
<td>2.5 million</td>
<td>4.3 million</td>
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</tbody>
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Total cattle 43 million/year
Final price 1200
Margin 18% Historical
Assuming 50% financing * 1,016 500 USD/cattle

Cost

- Marketing
- Legal Aid
- Platform development and maintenance
- Other operational expenses
Timeline

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
Questions?