



"AGRO ESCROW Operator"

**Information system for analysis and management of procurement
sales activities of poultry farming enterprises**



Market characteristics



High price volatility
(daily)



Egg production stable



Availability of elements:
kickbacks and collusion



Imbalances in demand and offers
(seasonal)



Low level awareness
TOP management and specialists



Lots are offered on sites at a fixed price, solutions accepted locally
(competitions)



Weak informational market openness



Futures contracts were not sold on the RTS exchange contracts

Problem



No auction bidding tool to increase or decrease



Absence possibilities control of transactions by first persons



There is a system of bonuses and kickbacks employees of selling companies



Lengthy calculations with trade networks (deferred payments)



Lack of a unified procurement system feed and additives



Manufacturer agreement on price



Sales in increments of 1 ruble/ten, with a cost of 40 rubles - **this ~2.5% losses**



Grains and industrial crops are purchased in increments of 100 rubles/ton - this is ~ from 1 to 2%



Absence of a price "regulator" on the egg market

Market model



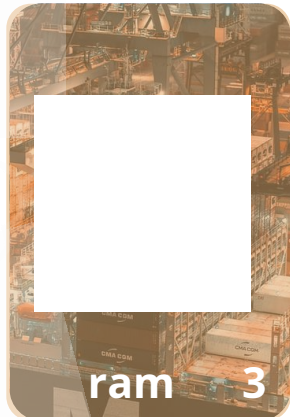
Level 1

Chicken egg producers



Level 2

- Egg processing
- Egg Buyers



ram 3





- Packaging suppliers
- Feed suppliers
- Equipment suppliers
- Vet suppliers. drugs
- Egg producers incubation









Target segment R

Base level

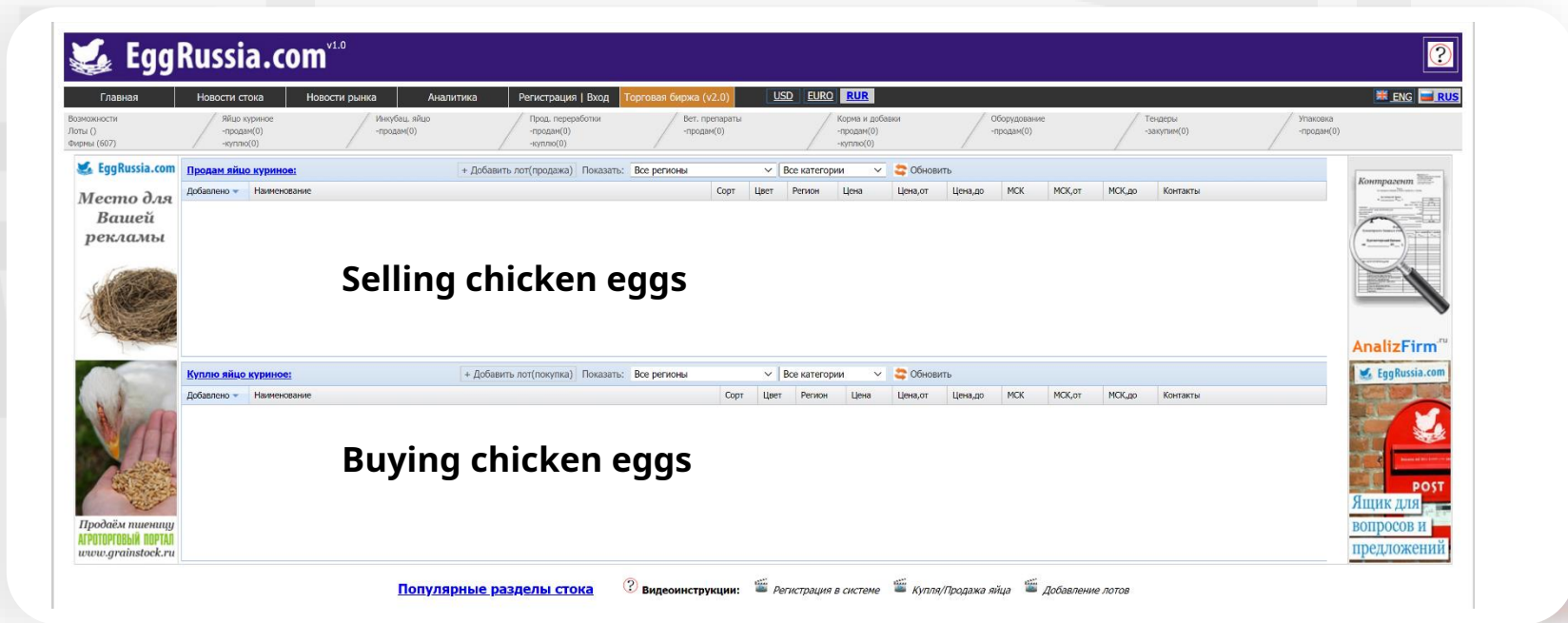
-  Manufacturers of egg tables
-  **2.5**
Intermediaries**2.5**
-  Egg producers
incubation**2.0**
-  Buyers/networkers**1.2**

-  Manufacturers equipment/
technologies processing**2.6**
-  Veterinary and medicines
-  **2.3**
Package**2.1**
-  Manufacturers of feed and additives**1.8**

- Availability of a nuclear market
- Availability of 2nd level markets / related /
- Full coverage of the process chain
- Unified communication platform
for contact audiences

Technical solutions informational resource V 1.0 (MVP) – what has been implemented

#	Attributes
2	Counter applications
3	Availability of related areas
7	Express market analysis
14	Industry magazine
17	Price bulletin supply and demand
21	Analytics for the period
23	Egg indexes
25	Indexes by region
thirty	Duration of stay on the resource (efficiency)
34	Informer by template



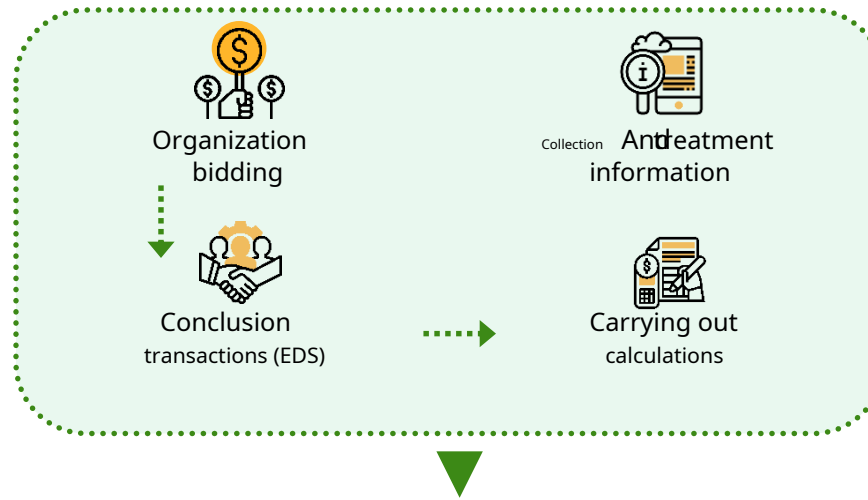
Solution V 2.0 (trading platform) Russian Market



Application for purchase



Sales application



API



Trading sites



Service guaranteed calculations



most seasonal transitions in head-to-head positions



Regression analysis of multiple data, regression forecasting the balance between supply and demand (Data machine learning)



maximal involvement contact audiences



Business model of buyer-seller interactions+ taking into account seasonality!



internal resource in the target community



rational analytics for KPI



possibility of lending lock with partner banks (with guaranteed tags from Sberbank -AST)



conducting online bidding with a given price step

Effect of implementation

For example average poultry farm produces:



1 million eggs/day
or 100 thousand dozen eggs



30,000 rub/day

100 thousand tens * 0.3 rubles = 30,000 rubles (per day)



> 10 million/rub

This is more than 10 million rubles of additional profit per year



Increased profitability sales for manufacturers



Our system model will allow you to optimize your trade and purchasing activities with the possibility of trading and with a minimum increment of 0.1 rub./dozen eggs



No collusion (advantage for FAS)

Competitors



**competitors
th level**

**Urenty 2nd
nya**

**urents 3rd
nya**
gender platforms

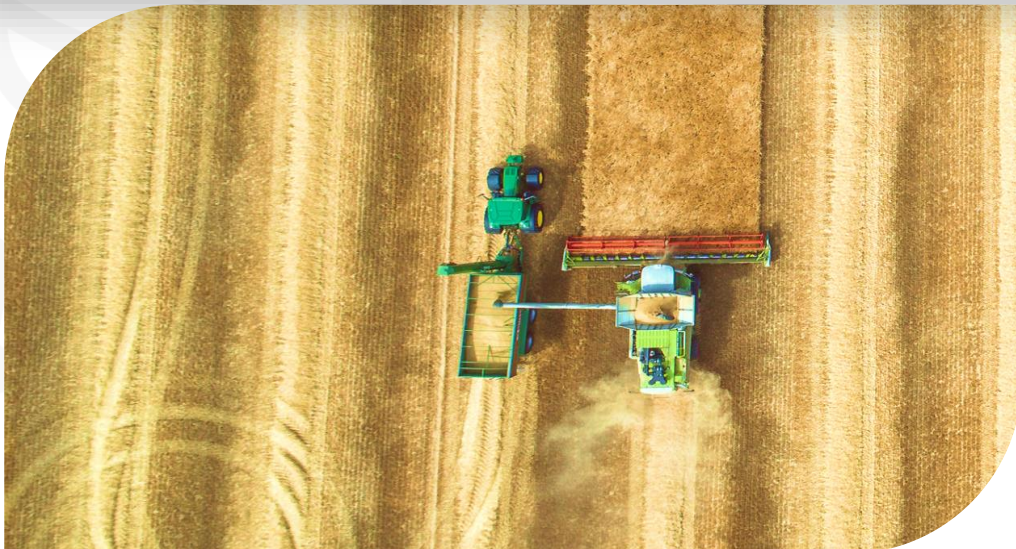
**Urenty 4 -
equal**
ndernye
protections

tags
ski ads
- Corporate
portals

**Urenty 5th
nya**
shares

- BI analytics

- FOSTIS



Bidding step
"online"

Conclusion
transactions

"Dedicated"
target market

Service
guaranteed
calculations

Tender
sites

Boards
advertisements

EggRussia

-



-



-



Marketing and Sales



44.8 billion pieces

Egg production in Russia in 2017 in all categories



+ 7.5%

Growth dynamics egg production until 2020



170 billion rubles

Cash turnover of the chicken egg industry (with an average wholesale price of 40 rubles/ten)

Structure of egg production in Russia in 2015 by Federal Districts, %

Total volume: 42.5 billion pieces



Market analysis

Egg production in Russia at poultry farms, per year.

44

billion pieces

90 – 110 factories

Egg production in Russia at poultry farms, per month.

3.65

billion pieces

14 billion rubles

Consumption, per month

3.65

- retail chains
- markets
- independent trading operators

0.85

billion pieces

2.83 billion rubles.

0.5

billion pieces

1.67 billion rubles.

2.3

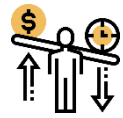
billion pieces

7.66 billion rubles.

Business model



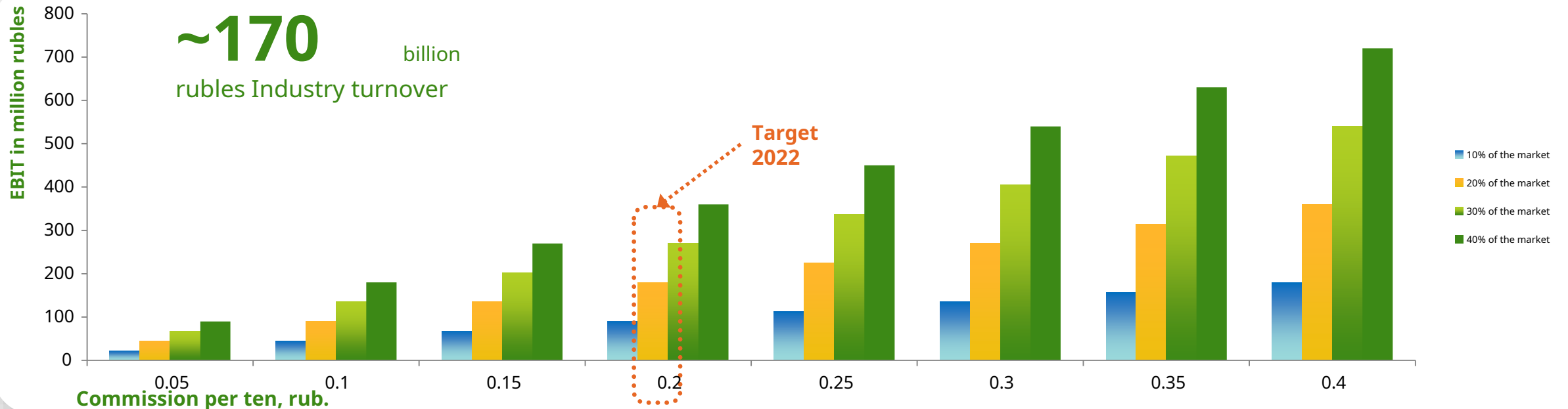
For CIS countries - information system V 1.0



For Russia trading exchange V 2.0
- **0.2-0.4% of the transaction**



So, with a settlement commission of 0.2 rubles/des. and market shares



Status



In testing
generating requests and money



More than 500
targeted
registered
users



Developed and system is being tested price forecasting per egg With using BigData and machine learning

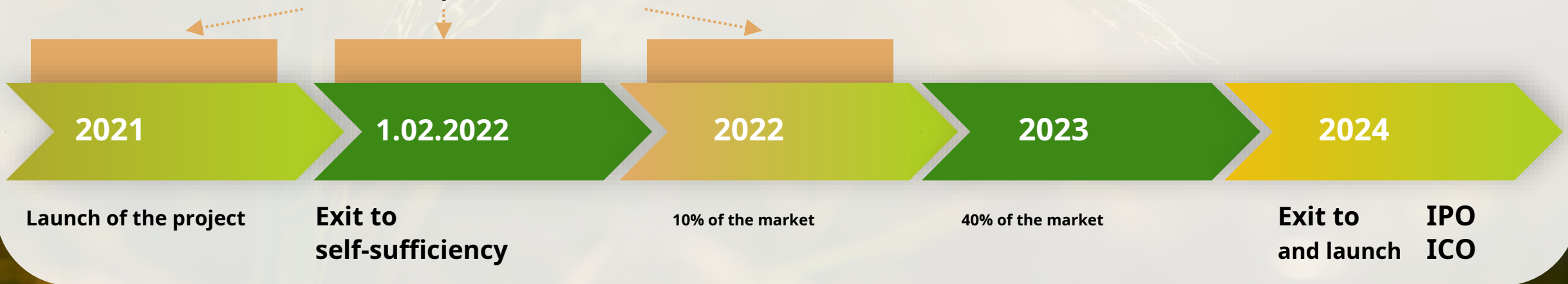


Registered trademark



Prepare to submitting an IP application

Investment requirement:



Closed club
egg professionals
market



Zero Gravity Foundation

Provides financing and marketing support for the project **Agro Escrow Operator**

[You can become a shareholder of the project](#) and co-owner of the fund company through the purchase of tokens **GRAVY** at an early stage [DAO ZHCASH](#) , you can also [view the full list of project presentations](#)

and companies co-owned by the fund

The logo for Zero Gravity Foundation features the word "ZERO" in large, white, bold, sans-serif capital letters. Below it, the words "GRAVITY FOUNDATION" are written in a smaller, white, sans-serif font. The text is centered within a glowing blue circular ring that has a lens flare effect, set against a dark background with a subtle grid pattern.

ZERO
GRAVITY FOUNDATION

Zero Gravity Foundation is a decentralized venture fund and an international aggregator of digital, innovative and blockchain technologies