Dattabot is a **big data analytics company**, headquartered in **Jakarta-Indonesia**, that has products and services related to agriculture, media and retail finance.

Evaluate **funding options** for Dattabot’s new agriculture product under development (HARA), **focusing on the ICO alternative**.

**ICO (Initial Coin Offering)**

- **ICO has 3 phases**
  1. Company issues the token and receives “currency” in return
  2. Company builds the product and the users start adopting the app
  3. The reward pool is distributed among those holders (and users)

- **There are two main types of ICO**
  - Traditional ICO
  - Profit Sharing ICO

**Two ICO examples**

- **SIRIN LABS**
  - **Product**: Blockchain Smartphone
  - **Token benefit**: Discount on product

- **TenX**
  - **Product**: Virtual Currency Wallet
  - **Token benefit**: Distribution of rewards

**The Opportunity**

- **Transparency**
  - Make the initial information available

- **Market Access**
  - Add new intermediaries to provide contractual and access services for all players

- ** Expand value**
  - Use all information ever shown in commodity supply chain for all purposes

**The Ecosystem**

- **Phase 1**
  - Farmers (test farmers)
  - Transaction information

- **Phase 2**
  - Farm
  - Off-taker

- **Phase 3**
  - Farmer
  - End consumer

**Our ICO**

- **Leo (Field Agent)**
  - Earned: Rp. 0.1M

- **Tomo (Post harvester)**
  - Earned: Rp. 0.5M

- **Qiang (Token holder)**
  - Earned: Rp. 0.5 M

**Team**

- **Gonzalo Calabria**
  - MBA 2018
- **Pedro Cudes**
  - MBA 2018
- **Qiang Cui**
  - SDM 2019
- **Tomoharu Hayashi**
  - MBA 2018

- **Regi Wahyu**
  - Dattabot’s CEO
- **Imron Zahri**
  - Dattabot’s CTO
- **Tom Malik**
  - Dattabot’s COO
- **Alexander Jatra**
  - Dattabot’s CFO