



YOLO

Local Food. On blockchain. On vacation.

FOOD & TOURISM

1.5 B

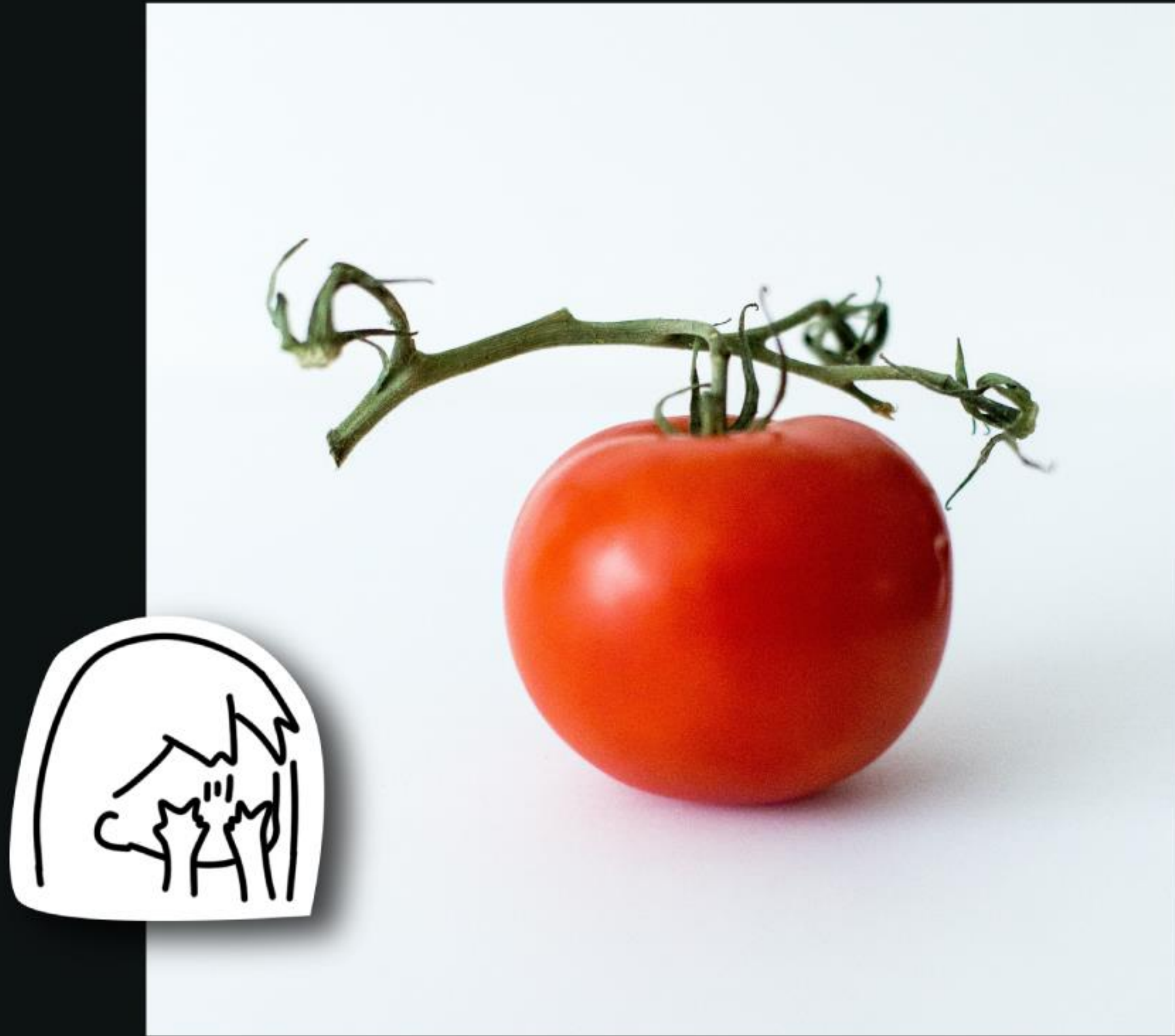
international arrivals globally,
2019

61%

of travelers say
they pick a destination for
its great food or drink



PROBLEM



what tourists eat



what is locally available

PROBLEM

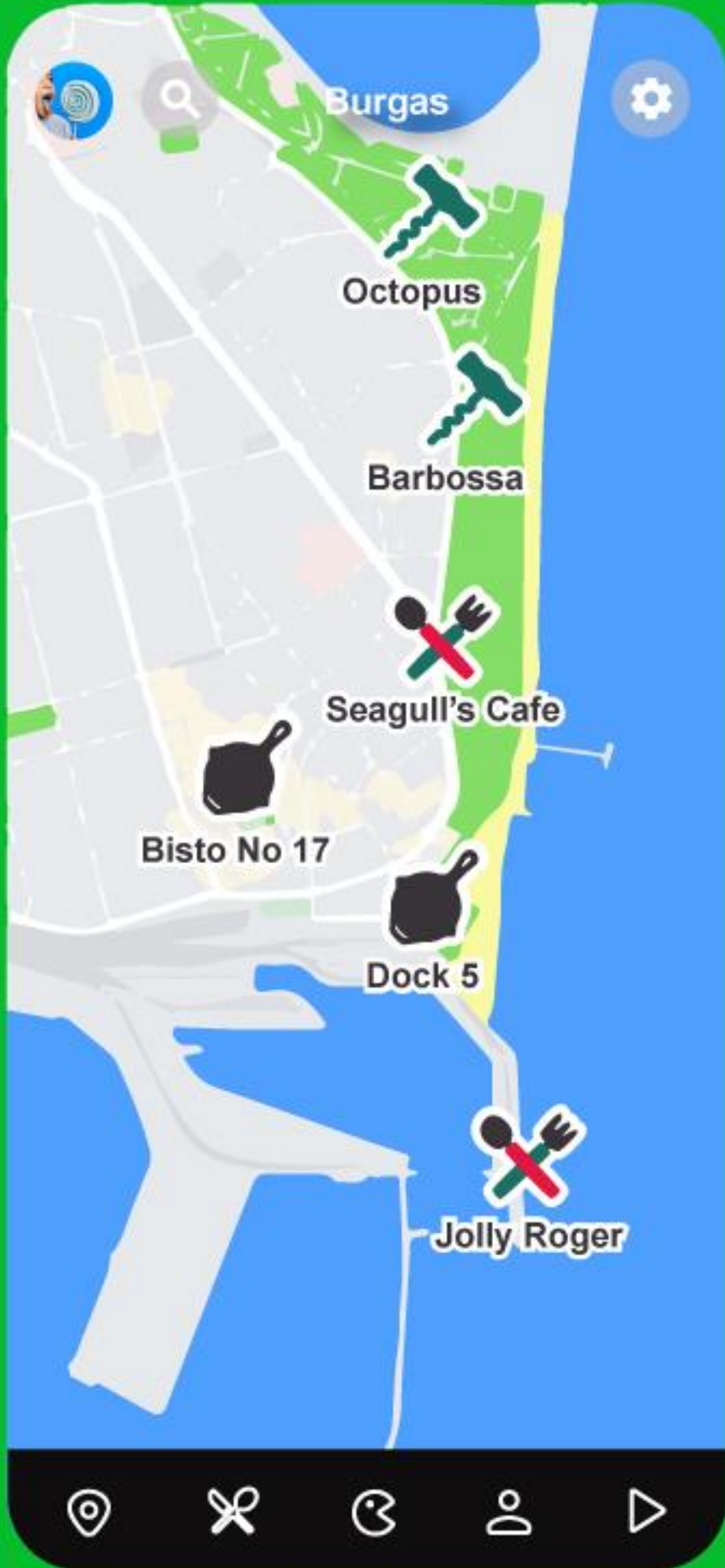
Small farmers keep the smallest % of value added.

They:

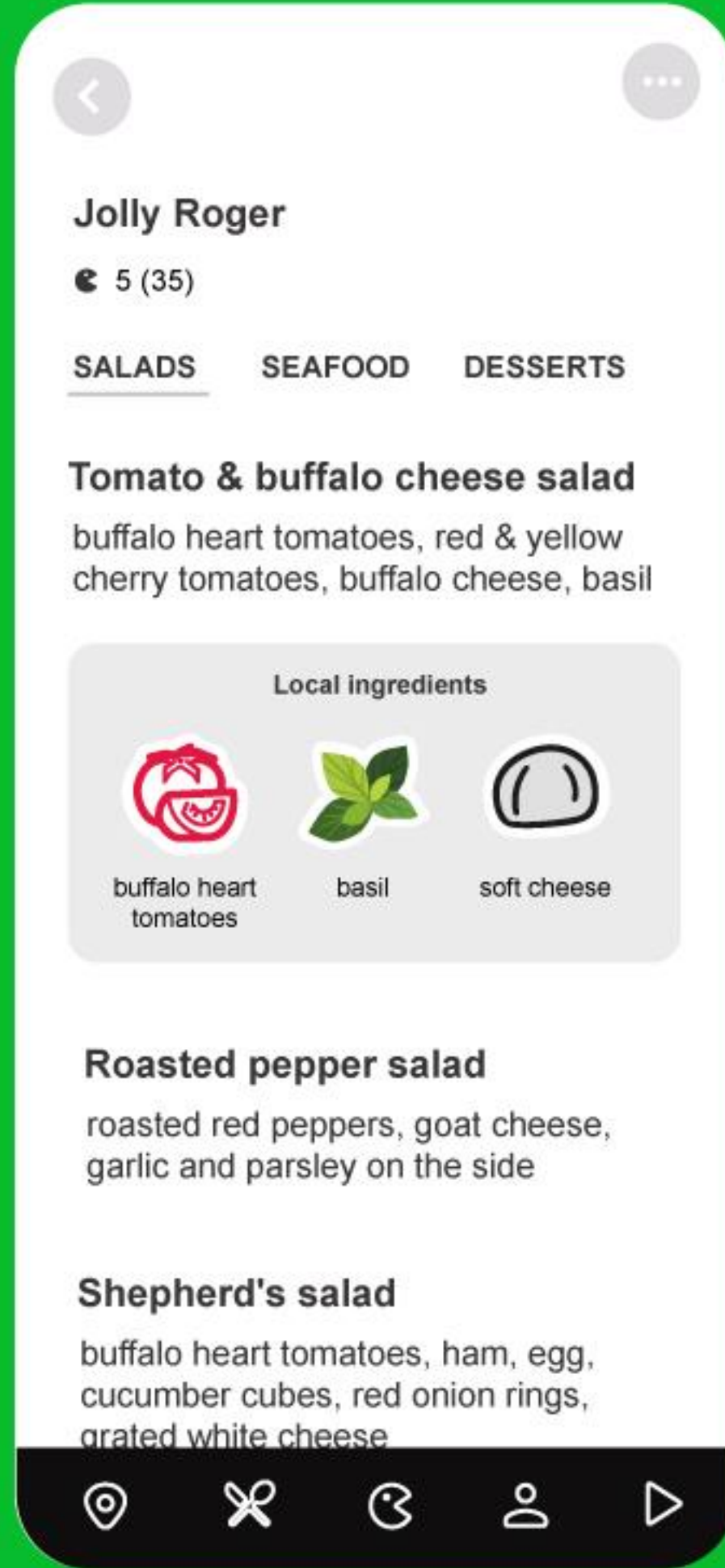
- compete with industrial farming
- along global supply chains
- dominated by big players



Find



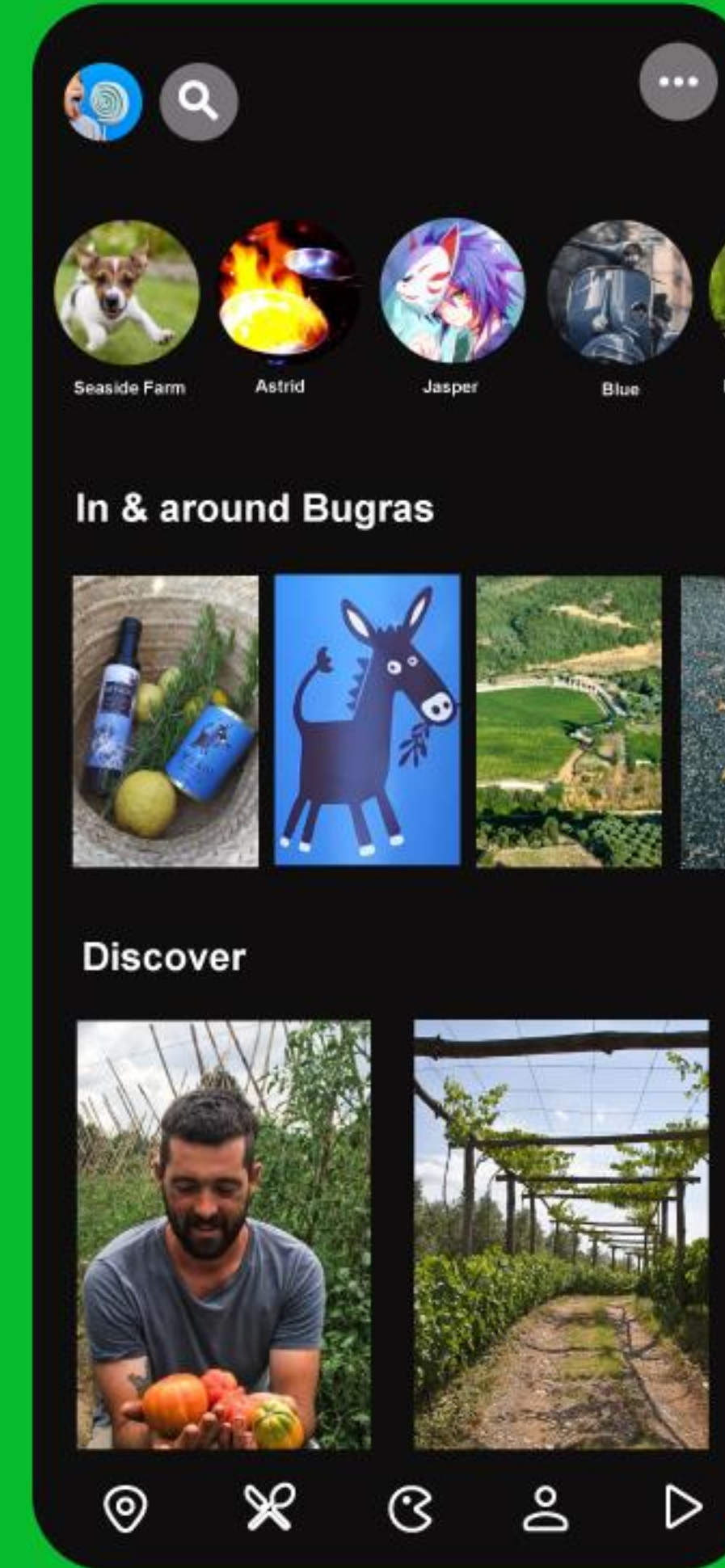
local



green



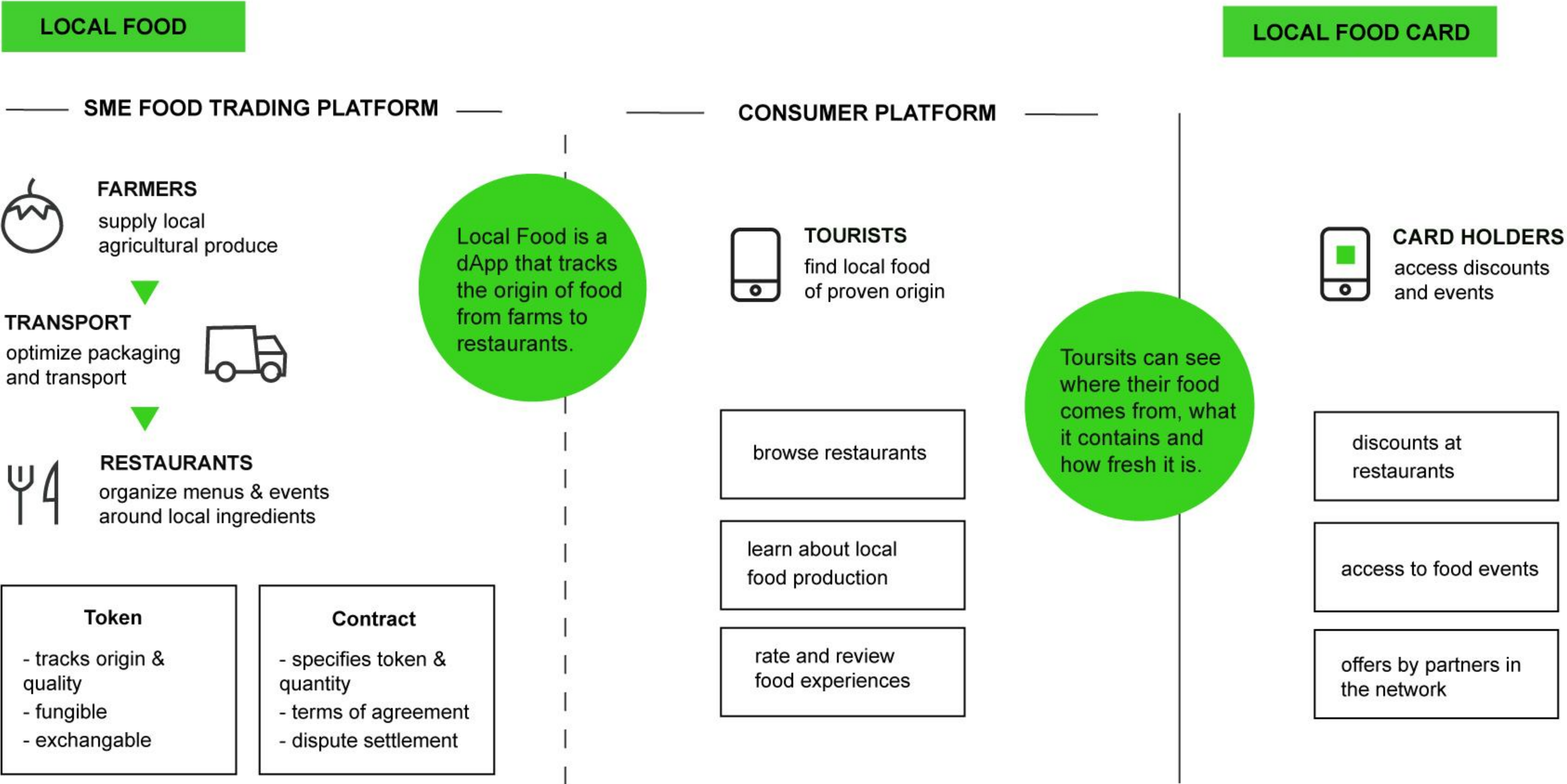
food.



Enjoy!



SOLUTION



TECHNOLOGY

corda

Trust technology powered by a financial-grade DLT platform



connected networks



cost effective for SMEs



scalable



FOOD TRADING PLATFORM



farmers and restaurants
get to trade in a trusted
environment



farmers get access to a
premium market



15-35% of additional
value added become
distributable among
participants



LOCAL FOOD CARD



LOCAL FOOD CARD



Local Food is a trading platform built on Corda that uses DLT to track the origin of local food from farms to restaurants. Tourists get to know their food. Farmers get to know the people they feed. Made to advance sustainability along the food supply chain.

Local Food Card gives access to discounts and events at partners in the network.



BUSINESS MODEL

5 c

per transaction on
Food Trading platform

3 €

per 1000 impressions on
Consumer platform

10 €

Local Food Card,
per year

SURVEY



60%

of tourists said they
would pay a premium
price for a salad made of
these tomatoes

SURVEY



LOCAL FOOD



MUSSELS
at the beach



FREE DESSERT



BRUNCH
10% OFF

Featuring:
Bulgarian bread
and pastries



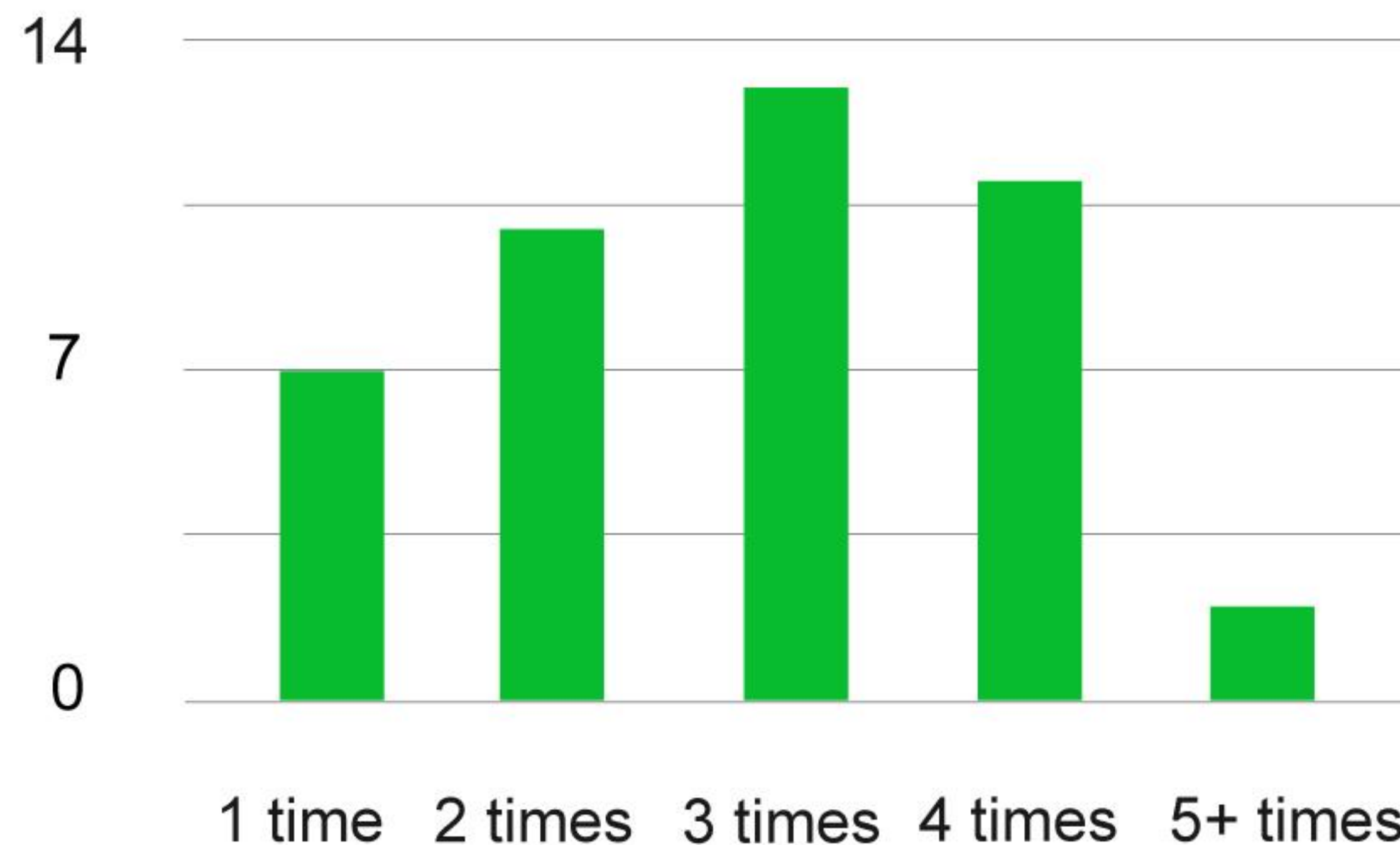
TOMATO

SURVEY

21%

of tourists bought
the first Local Food Card

Card used in one week



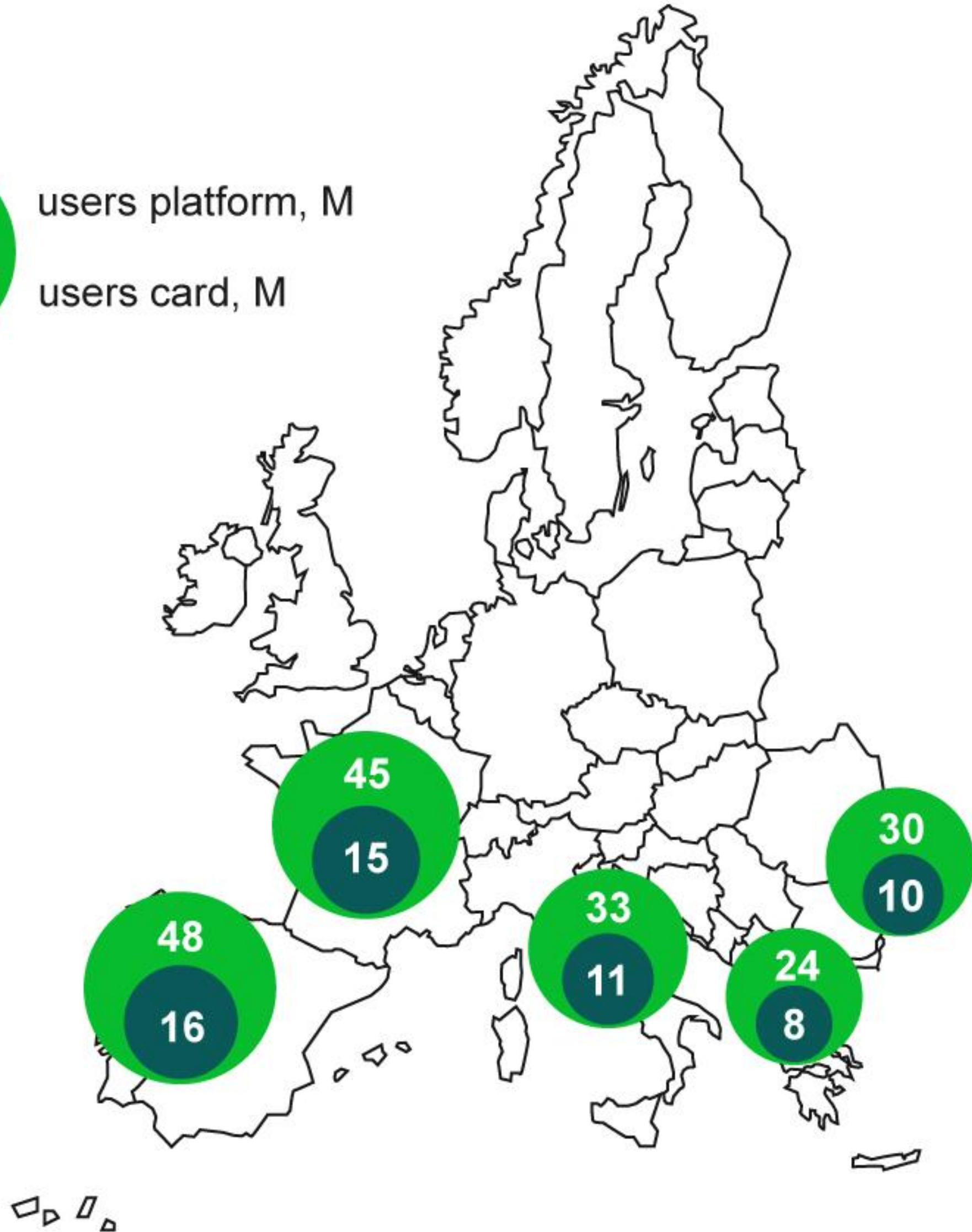
MARKET

Location

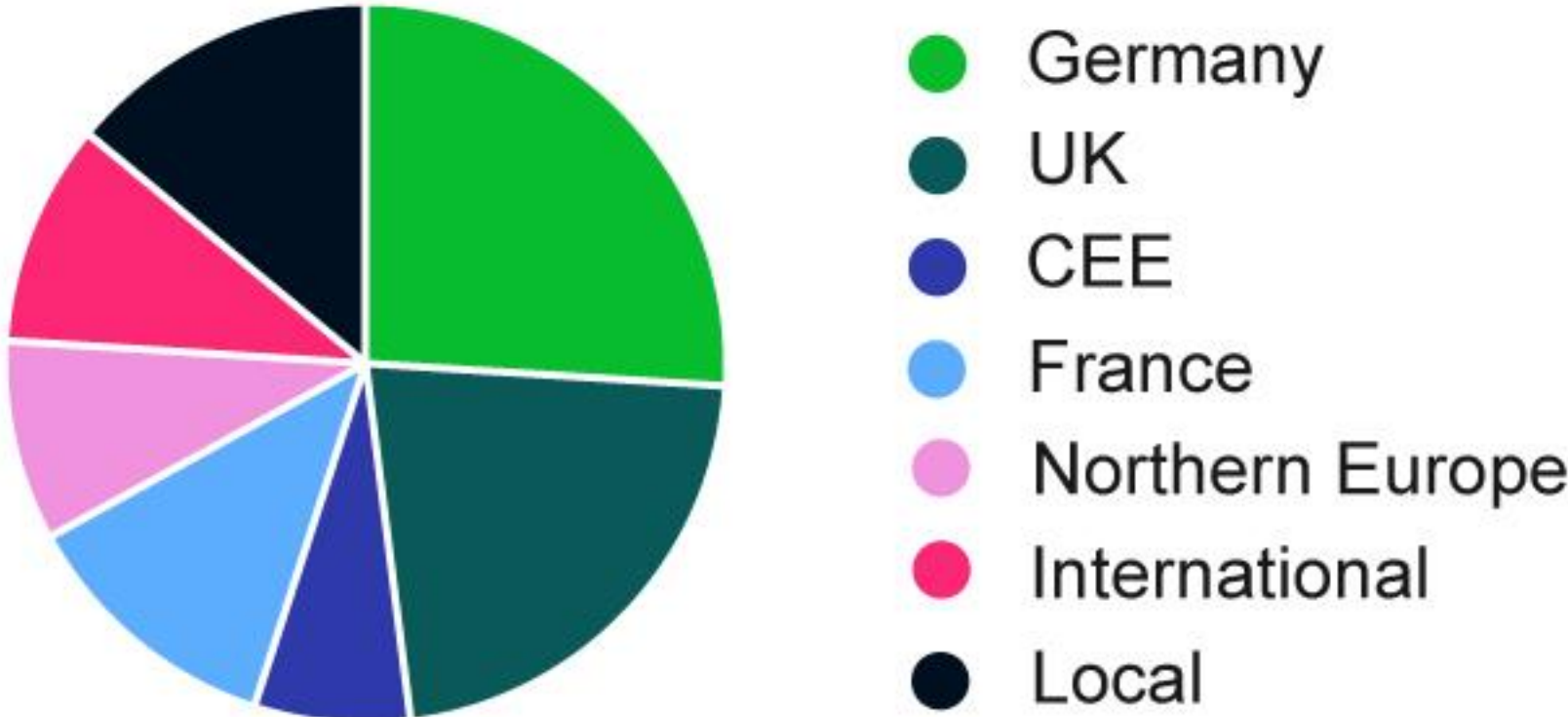


users platform, M

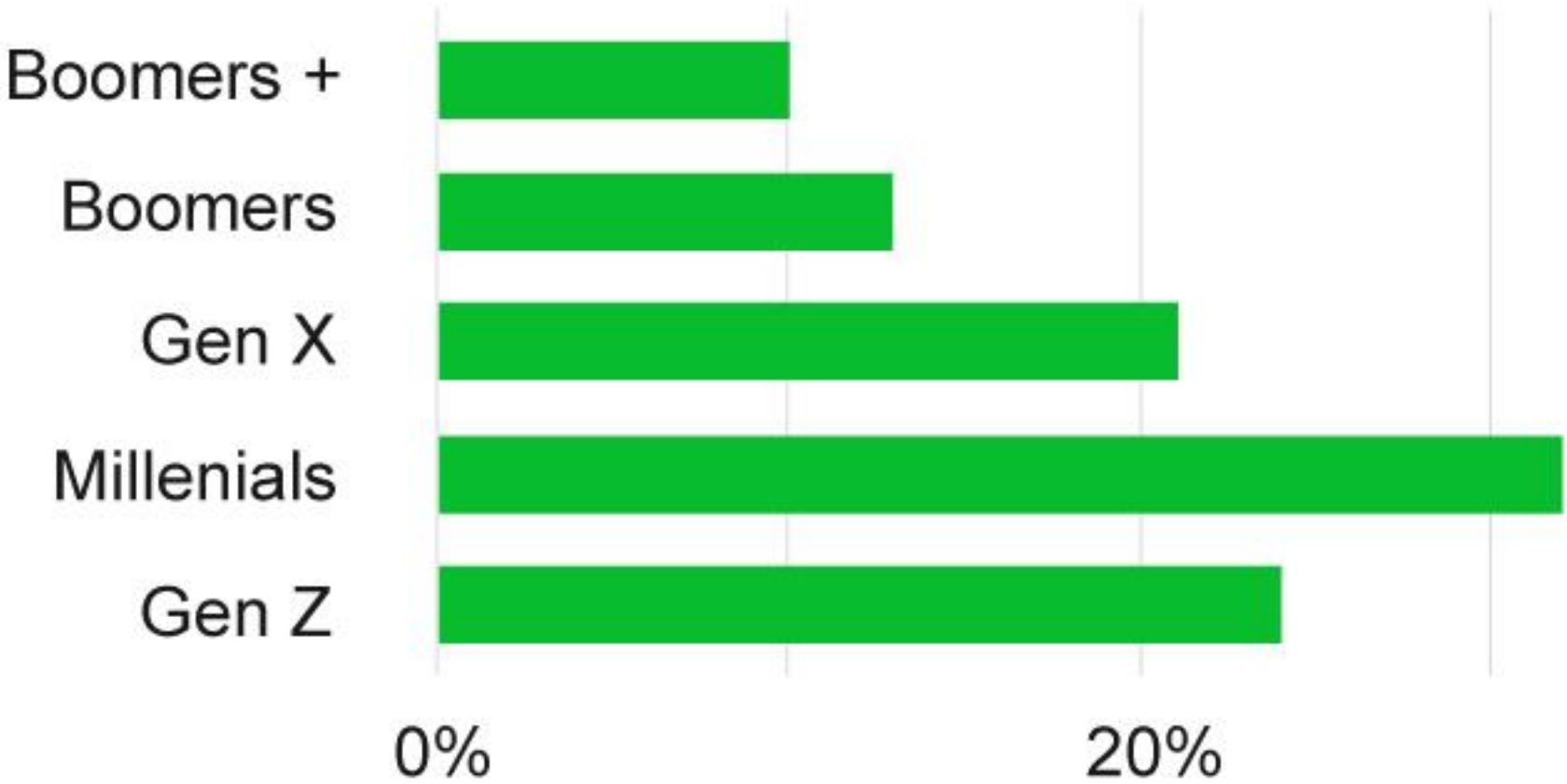
users card, M



Origin



Demographics



UN SUSTAINABLE DEVELOPMENT GOALS

UN Food Systems Summit 2021



“The future of the world depends on good food. It’s that simple.”

Tourism & SDGs



“Tourism has the potential to contribute, directly or indirectly, to all of the goals.”



Local Food uses DLT to power shorter supply chains from small farmers to restaurants. It helps tourists bring about green change everywhere they visit.

SUPPORTERS



AWARDS



TEAM



Denitsa Georgieva

project manager
environmental science, QSAR

previous experience



Mariya Kyoseva

business development
IT & finance

previous experience



Stanimira Todorova

consumer platform
sales & events

previous experience



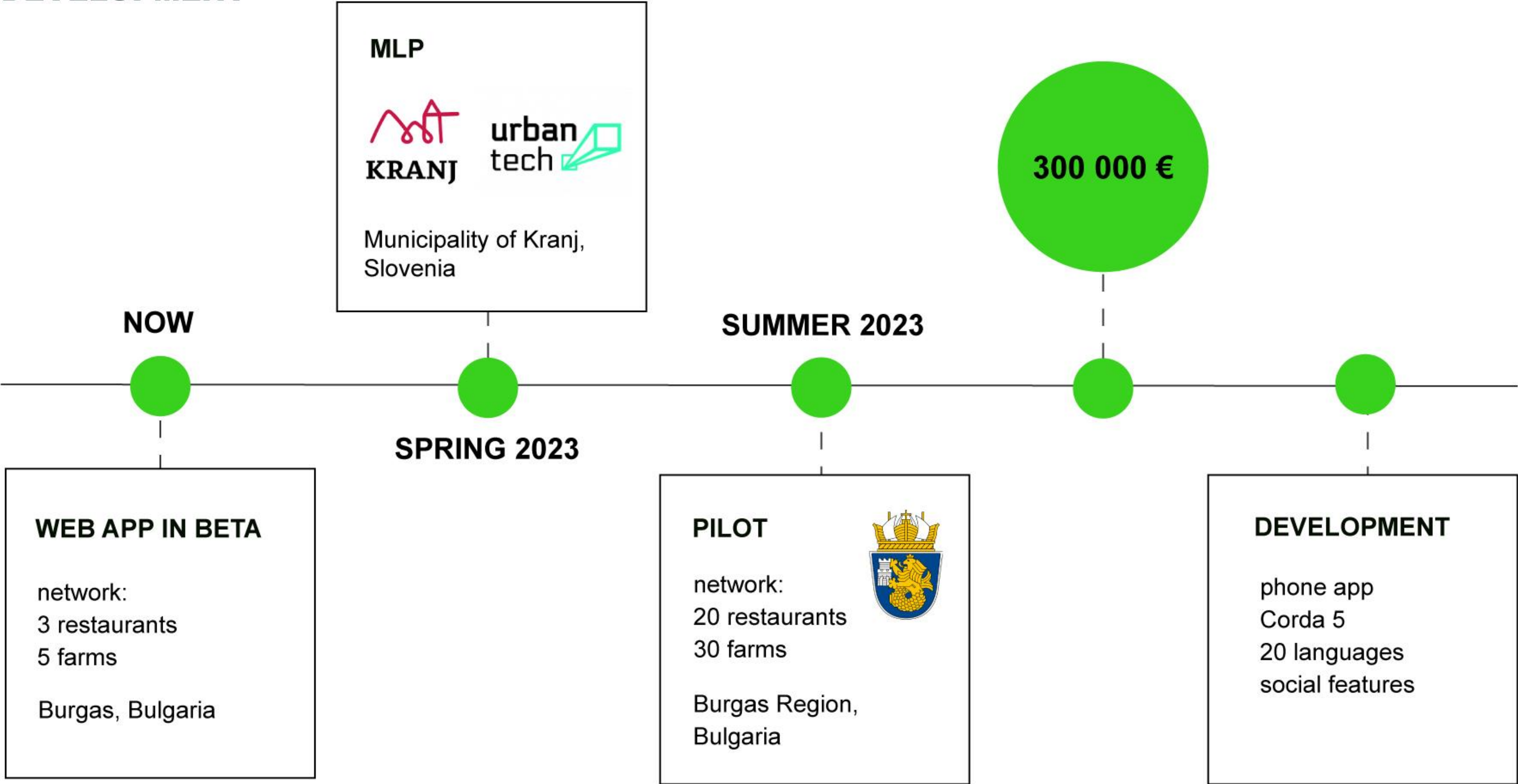
Plamen Stoyanov

food trading platform
agrifood logistics

previous experience



DEVELOPMENT



SCALE UP



**SMALL FARMERS AND
FOOD PRODUCERS**



TOURISTS

LOCAL FOOD
c·rda

RESTAURANTS



BURGAS, BULGARIA
KRANJ, SLOVENIA