



 **trusty**
a true story

by  **Apio**
Humanity first

In a Global Supply-Chain Food Trust is Broken

\$30BN*

Every years in Food Fraud

94%*

Of Consumers want more transparency of their food sources



Grapes



Harvest



Fermentation



Aging



Bottling



Retail

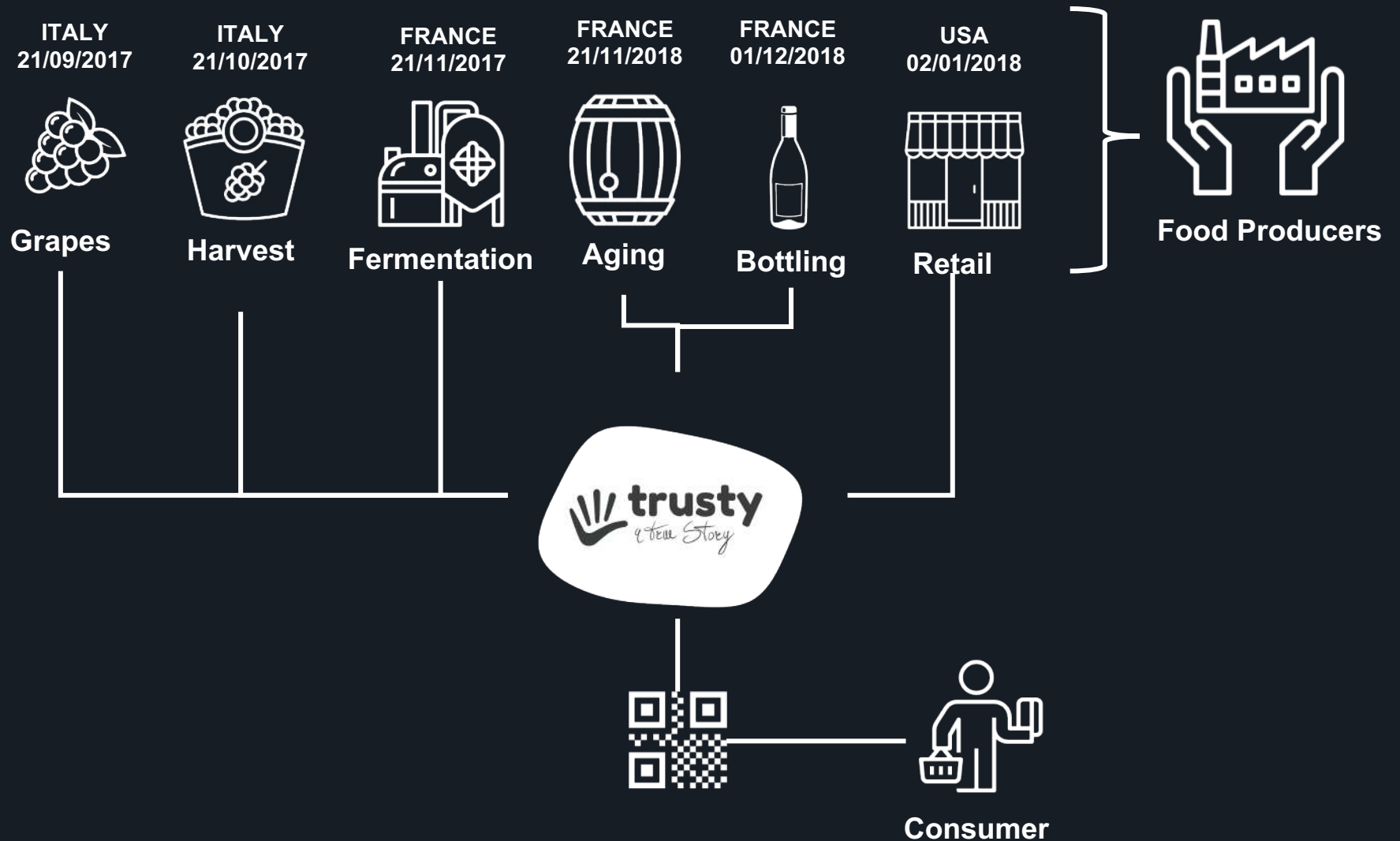
When?!

Why?!

Where?!

Our Solutions

We provide Self Sovereign Identity (SSI) for every actors (also Small-Holder ones) to enable and simplify data sharing alongside the supply-chain, creating customer engagement and enabling automatic audit.



REDUCE INFORMATION GAP BETWEEN FARMERS AND CONSUMERS

01

02

03

04

05

06

FARMERS

COOPERATIVE

QUALITY EXPERT

EXPORTER

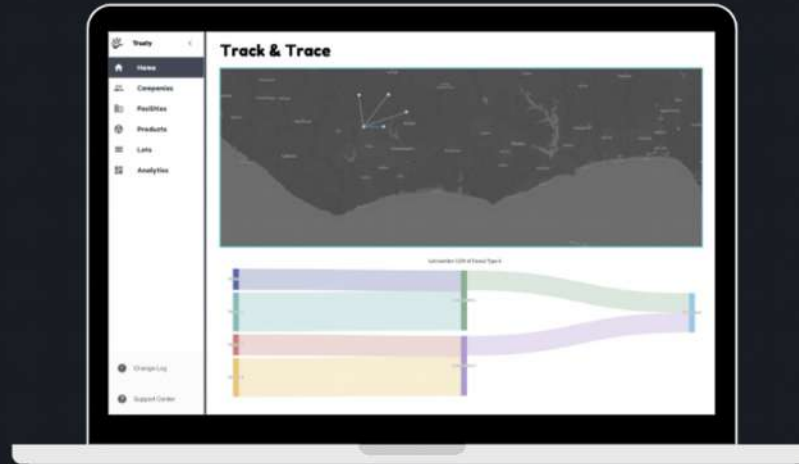
PRODUCERS

CONSUMERS

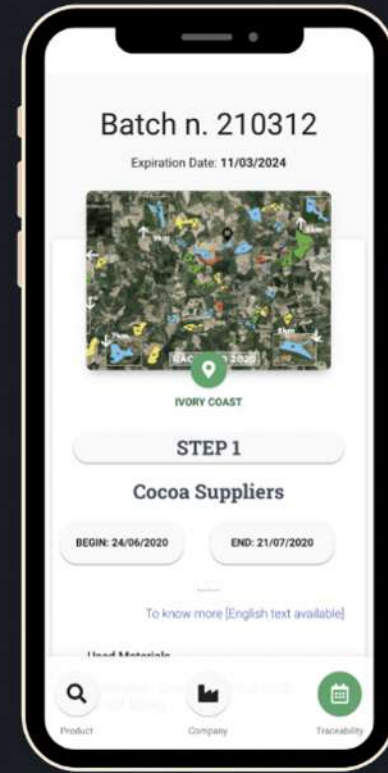
SUPPLY - CHAIN



FARMERS



TRACK AND TRACE



CONSUMERS

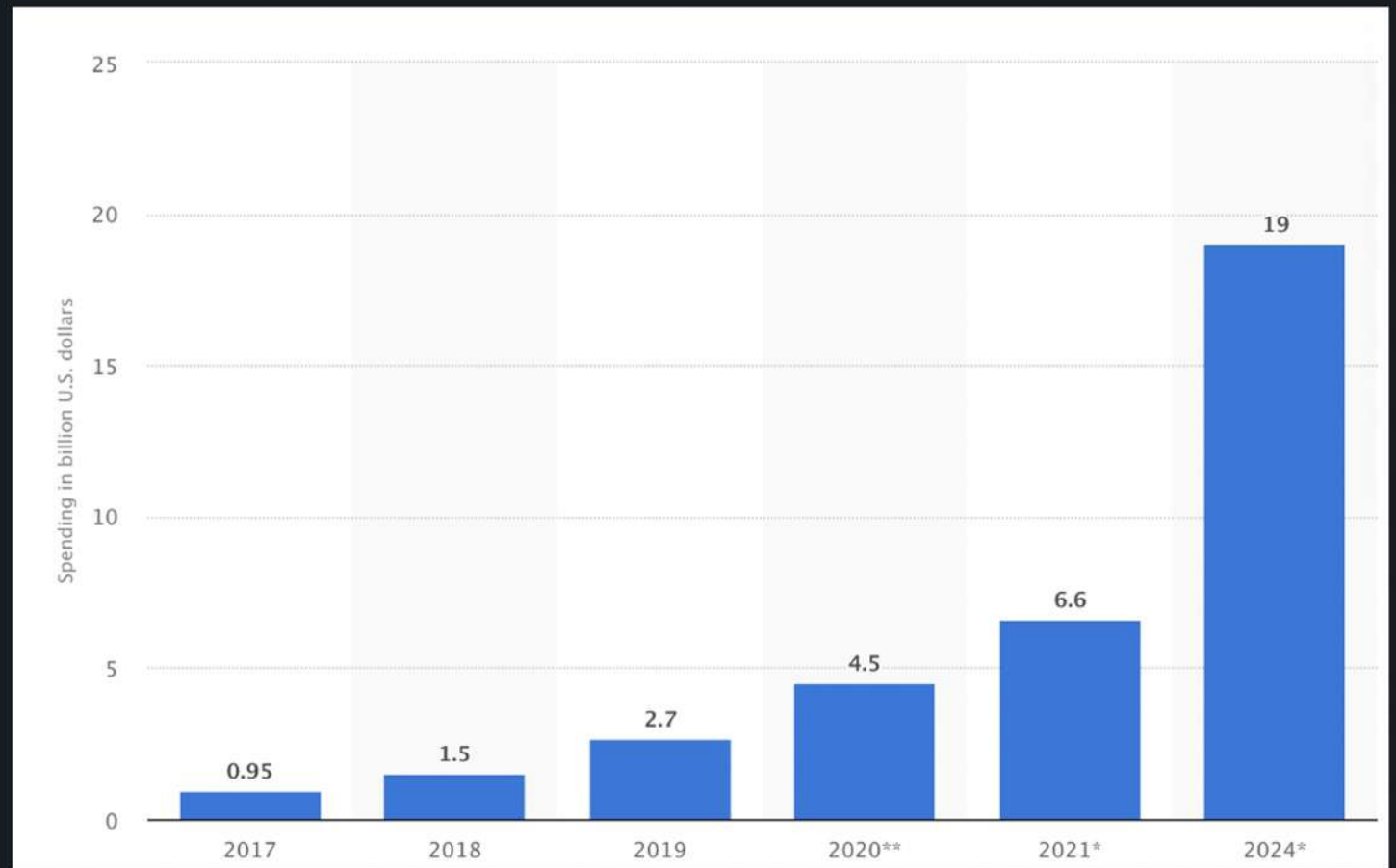
Worldwide Trend

\$4BN*

**Blockchain Solution Market
Worldwide (CAGR 46,4%)**

\$1BN*

**Blockchain for traceability in
agrifood worldwide**



<https://www.statista.com/statistics/800426/worldwide-blockchain-solutions-spending>

Business Model

- Freemium Business Model
- Subscription Fee Model (€250/mo)
- Several Up-Selling Possibilities (started from \$3k)

COST STRUCTURE

- CUSTOMER CARE
- DEVELOPERS
- CLOUD SUBSCRIPTION
- MARKETING ACTIVITIES

PAID

ERP Integrations

Custom Public Page

Co-Marketing

Industry 4.0 Integrations

Other Blockchain Platform (i.e. Alastria or IBM Food Trust)

Consumers' Analytics


























FREE

Product Public Page

Food Producer Dashboard

Notarization on Public Blockchain

Competitors Scenario

	IBM Food Trust 	Farmer Connect 	Connecting Food 	Provenance 	Trusty 
Software-as-a-Service					
Blockchain Agnostics					
Free to Use					
Empowers small-holder farmers					

Tractions and metrics

Premi



Awarded in European Context

Partners



BIZERBA

Trusty is recognized Globally by IBM and BIZERBA as Innovative Platform for Agrifood

Users

+60

SMEs

New users on the platform.
20% paying customers



AGENZIA ITALIANA
PER LA COOPERAZIONE
ALLO SVILUPPO

Fair & Trusty Trade for
Cocoa Supply-Chain in
Ivory Coast



Fair & Trusty Trade for
Fruit & Vegetables in
Ethiopia



Trusty Startup Team



Lorenzo Di Bernardino
Business Developer



Alessandro Chelli
Business Developer



Mattia Alfieri
Architecture & Infrastructure



Alex Benfaremo
Frontend Developer



Matteo Di Sabatino
Backend Developer



Filippo Lubrano
Export Manager



Michele Landolfi
Frontend Developer



Mattia Chelli
Designer and Creator



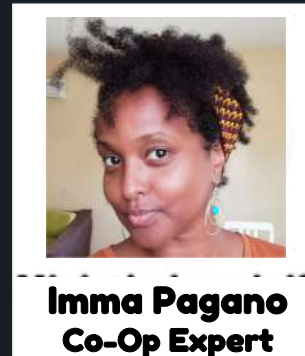
Giacomo Chelli
Full Stack



Vittorio Paradiso
Developers



Andrea Mecozzi
Supply-Chain Expert



Imma Pagano
Co-Op Expert

In Trusty company Lorenzo, Alessandro and Filippo will be co-founder, the others will be employer or collaborator.



Thanks!

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