

Everything begins with land!

Mining, clothing, housing and food

Mission

Empowering people with land management. Fieldcoin Ltd mission is to make access to land property easy for everyone. By doing so, we empower people with land rights and decision making powers. Engaging in the Fieldcoin platform, Individuals will have a direct impact on the environment and the food that ends up on our plates.

Blockchain Technology enables farmers, agricultural land experts and people to connect in order to make the best decision for management and preservation of land.

Fieldcoin tokens contrast with other utility tokens in providing a Trade Back rate on the Fieldcoin platform stabilizing its price during bear markets.



Vision

At Fieldcoin, we believe the only way to solve the 21th economical, social, political and environmental issues is through encouraging people to use and hold cryptocurrencies, own land, develop infrastructures and crowdfund agribusinesses in a way that will benefit producers, consumers and agricultural communities.



Blockchain
technology



4.0
Agribusiness
Technologies



IoT



Crowdfunding

In our Globalized World the only way for people to have an impact on food production and environment is to own a piece of land

AGRICULTURAL LAND
is the
most stable asset
of all over the last decades

Fieldcoin protocol is a combination of 4 of the most recent disruptive economic innovation with the greatest potential since the internet revolution

EFFICIENCY OF TRANSACTIONS

Problem: High barriers to access land real estate.

Currently, access to real land property is often too complicated. High transaction fees, national regulations, property information, taxes and land management are discouraging factors for motivated buyers.

Solution: Lifting the barriers of land property acquisition.

Fieldcoin provides the solution by tokenizing physical land. Fieldcoin's Decentralized Autonomous Communities (DAC) have access to land ownership in the form of LANDS tokens, which is representing a share of the company equivalent to the value of their properties. Every owner, having full control over their land can decide to manage their properties or let Fieldcoin Ltd do it for them.

A HUGE, SCARCE, STABLE AND CONTINUOUSLY GROWING MARKET

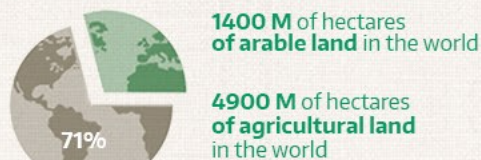
A MASSIVE MARKET

- Global agricultural land real estate.



Sources: Savills Research/Oxford Economics 2017

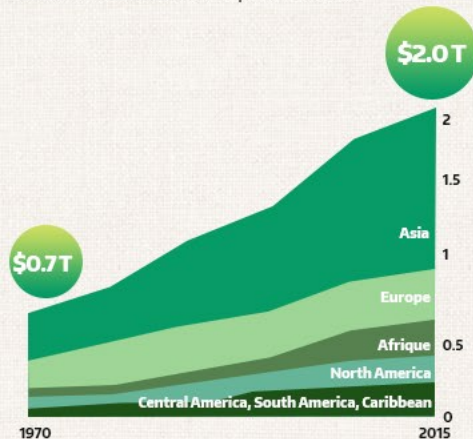
- Over 71% are uncultivated land.



Sources: FAO/United Nations 2013

A CONTINUOUSLY GROWING MARKET

- The gross value-added generated by agriculture has increased worldwide from \$0.7 trillion to \$2.0 trillion over the past decades.



Source: FAOSTAT 2017

- Global agricultural land and Forestry real estate increase of 7% to last year's figure.



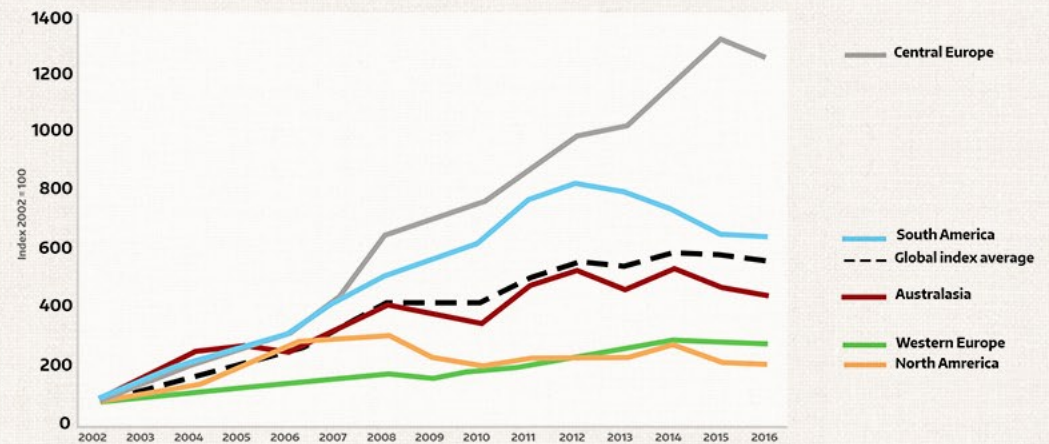
Source: Savills Research 2017

- By 2050 the demand for agricultural products will be 50% higher on average than in 2013.



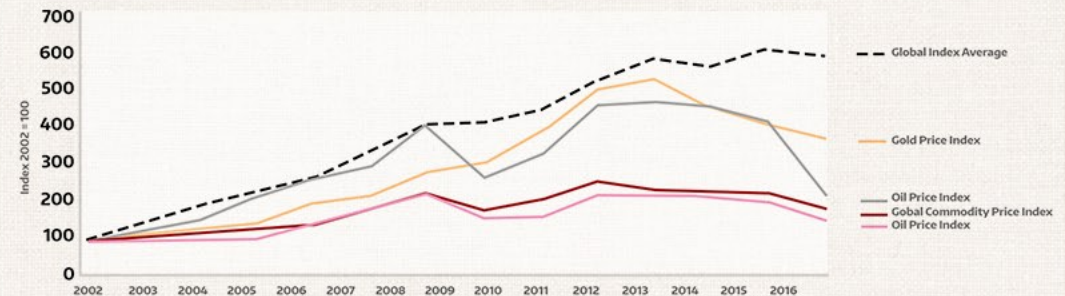
Source: FAO 2017

- Global Farmland index recorded an average annual growth of 13.3% since 2002 and 2% over the past five years.



Source: Savills: Global Farmland Index (January, 2018)

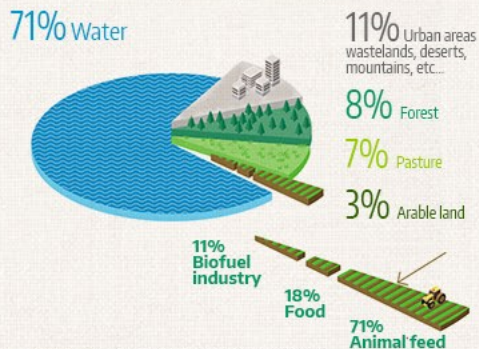
- A direct comparison shows that global farmland values were less volatile than other commodities and were significantly less affected by the financial crisis in 2008.



Source: USDA, Eurostat, WTO, Kitco, OPEC, and various other data sources/estimates

A SCARCE MARKET

- Only **3 %** of the Earth's surface is **arable land**. Only 18 % of that (or 0.5 % of the Earth's surface) can be used for growing food crops.



Source: Raschka et al. 2012, nova-Institut

- The **population is growing**, the amount of arable land per person is decreasing.

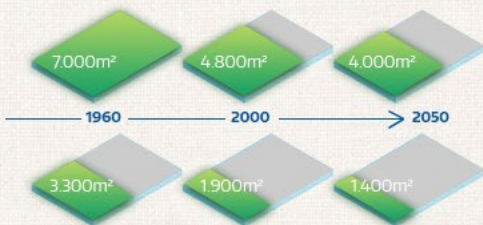
Arable land per person in m²



Source: UN 2017, FAOSTAT 2017, FAO 2012, own calculations

- In developing countries, the amount of **arable land per person** will be **falling by more than 60 %** (1960 – 2050).

Industrialized countries



Developing countries

Source: FAO 2012

- 70% of land property** in the developing world is officially **unregistered**.

Source: World Bank



- In France, **between 2000 and 2010**, **over 600 000 hectares of agricultural land**, the equivalent area of a French department has disappeared mostly due to urbanization expansion.

Source: French Ministry of Agriculture



A DISPARATE MARKET

- In most OECD countries, **less than 5%** of the population owns land.



- Less than 1%** of the population owns **70% of the land** in UK.

Source: Author Kevin Cahill, The Guardian 2012



AGRICULTURE IS EXTERNALIZING

- 30 % of land** (by value) is operated or farmed **without third-party investors**.

Source: Savills Research



IOT HIGH POTENTIAL GROWTH

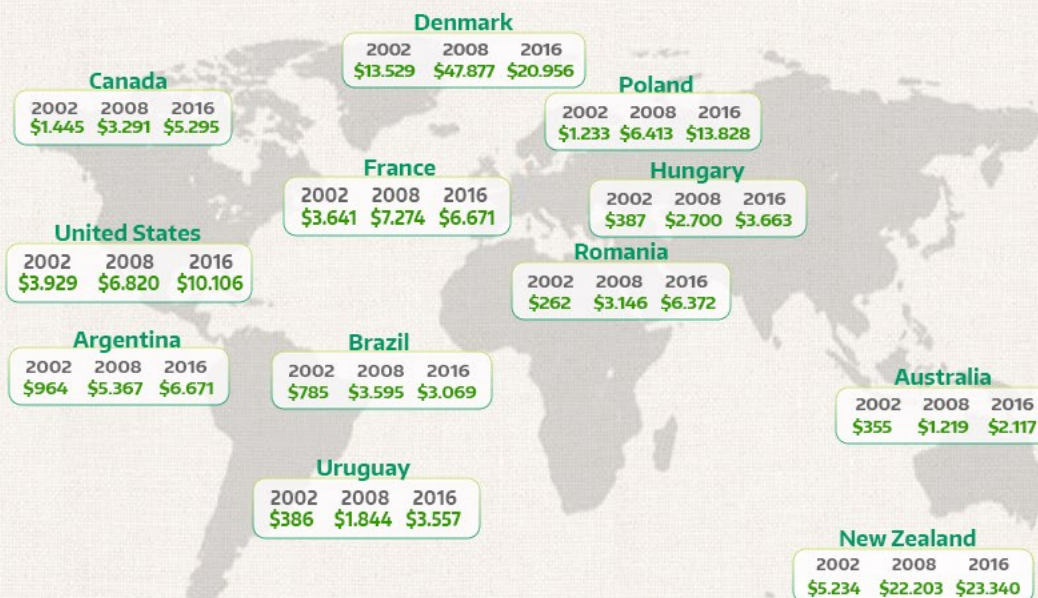
- Smart Agriculture Market** is worth 5.77 billion USD in 2017 and 18.81 billion USD by 2026.



Source: Statistics MRC / Smart Agriculture Market Report 2017



AVERAGE FARMLAND VALUES AROUND THE WORLD



Source: Author Kevin Cahill, The Guardian 2012

TOP 5 LAND OWNERS IN THE WORLD

- Queen Elizabeth II**
6600 M acres of land (1/6 of the earth's non ocean surface)
- The Federation of Russia**
2400 M acres
- The Chinese State**
2300 M acres
- The Federal Government of the United States**
760 M acres (they own about 1/3 of the land of the USA)
- The King of Saudi Arabia**
550 M acres

Source: Paul Thomas CEO at Gateway Bank Ltd 2017

FIELDCOIN'S SOLUTION

Fieldcoin Ltd is using current legal framework combined with the blockchain technology to enable faster and cheaper transactions. There are 2 levels of ownership. "Off chain", to comply with national regulations and "On chain", recorded and transactable on the blockchain.

Offchain

Fieldcoin Ltd or a third party company DAO (decentralized autonomous organization) owns the property titles recorded in the national land registry. The token holder owns a share of the company representing the specific land acquired on the platform.



The LANDS token also gives the owner access to the Fieldcoin services for his particular land. From the moment the LANDS token is acquired the buyer becomes the owner of its land parcel and can claim the property title at any time.

Onchain

Fieldcoin Ltd creates a unique token with a unique number representing a specific property called LANDS (ERC721). The LANDS token represents the ownership of the property and can be exchanged on the Fieldcoin platform using the Blockchain.

HIGH CRYPTOCURRENCY MARKET VOLATILITY

Problem: High volatility and low liquidity.

It is astonishing that some tokens reach 1 billion USD market cap before losing more than 90% of its value in just a few months despite having a growing business model and showing strong results. It is mostly due to high volatility and lack of liquidities.



Solution: Trade Back guarantee (token) and capitalization on the upward trend.

Fieldcoin innovative Trade Back token combines with Proof-of-Asset is planned in such ways as to render trading in land property assets easier while limiting the effects of market pull-backs. Fieldcoin will implement an 80% trade back ratio of physical assets in our organization, in both land property and agribusiness infrastructure, to the tokens in circulation.

MINTED TOKEN RATE EVERY 10 MINUTES

The minted rate of Fieldcoin tokens has been calculated to provide the needed liquidities for the Ecosystem and grow according to adoption without impairing the increase of the token price. When the price of the Fieldcoin token rises, a very small percentage will be minted and sold on exchanges against USD or EUR. Those FIAT currencies will be used to buy more land in the Fieldcoin Ecosystem. Consequently, once the token capitalizes on the upward trend, the trade back threshold will be higher.

Tokens in circulation / minted % of the price increase every 10 min.

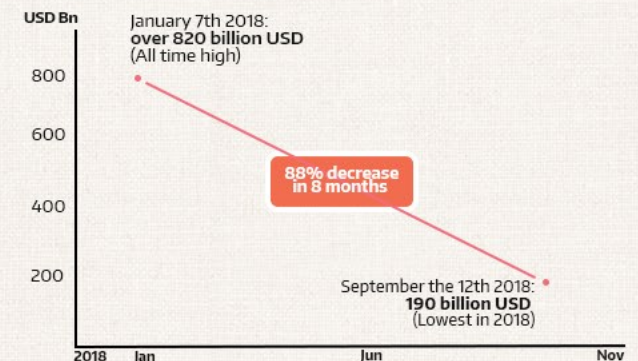
1000000000	1.50	1800000000	1.10	2600000000	0.70	3400000000	0.30
1100000000	1.45	1900000000	1.05	2700000000	0.65	3500000000	0.25
1200000000	1.40	2000000000	1.00	2800000000	0.60	3600000000	0.20
1300000000	1.35	2100000000	0.95	2900000000	0.55	3700000000	0.15
1400000000	1.30	2200000000	0.90	3000000000	0.50	3800000000	0.10
1500000000	1.25	2300000000	0.85	3100000000	0.40	3900000000	0.05
1600000000	1.20	2400000000	0.80	3200000000	0.35	4000000000	0.00
1700000000	1.15	2500000000	0.75	3300000000	0.00		

Example Token market price positive spread during 24 hours

Current token price: 0.085 USD
 Number of tokens in circulation: 1 200 000 000 tokens
 The Total Market Cap: 102 000 000 USD
 Minting rate for price increase / 10 minutes: 0.14%
 Total positive spread in one day: +4.89 %
 Daily minting: 0.07335% of the token supply
 Increase of assets in the ecosystem in one day: 74 817 USD
 Tokens in circulation after minting 24h: 1 200 880 200 tokens
 Total Market Cap after one day: 102 074 817 Millions USD

TOTAL CRYPTOCURRENCY MARKET CAPITALIZATION

From January 7th 2018, top 10 cryptocurrencies by market capitalization have lost an average of 88% in market price in less than a year from their all time highs.



BLOCKCHAIN APPLICATION

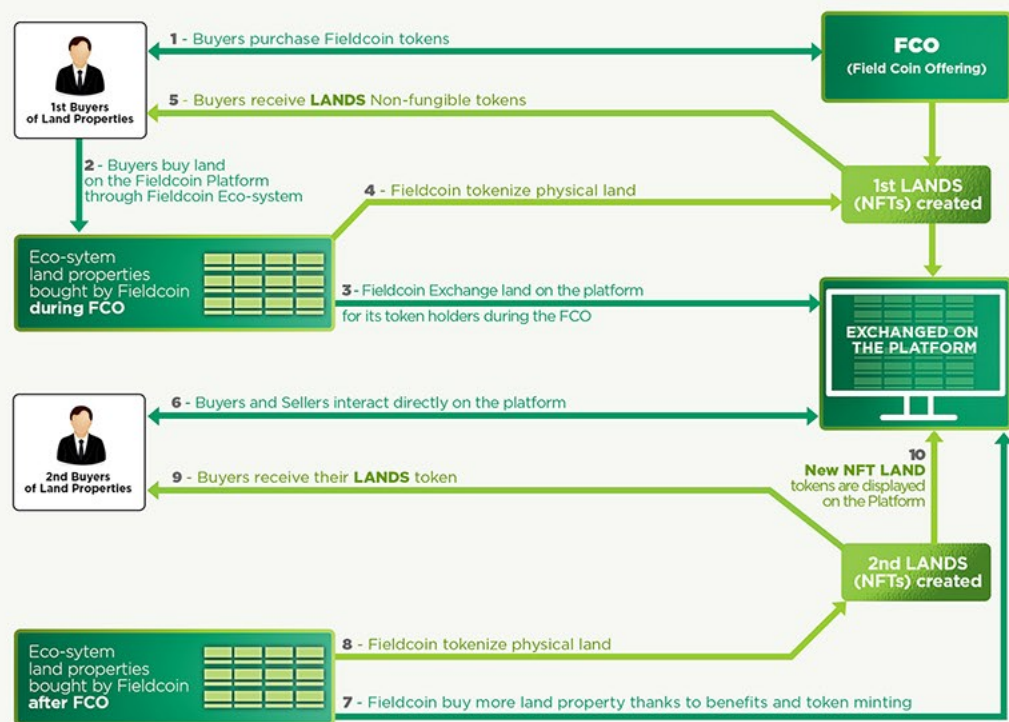
Problem: Lack of guarantees for investors

The current situation shows us that ICOs don't fit anymore the current need of investors and lack guarantees concerning the use of assets. Worse, many tokens won't reach the minimum market cap of 300 million USD during the lifetime of the token, considered as the average amount providing the projects enough liquidities for a sustainable use.

Solution: The 1st FCO (Field Coin Offering)

During the FCO users will be able to buy tokens and land properties. In exchange for their Ethers, Bitcoins and Fieldcoins (FLC tokens), holders will receive LANDS non-fungible tokens (NFT ERC721) representing an agricultural land. The bonus in Fieldcoins will be released to the early token holders after the FCO.

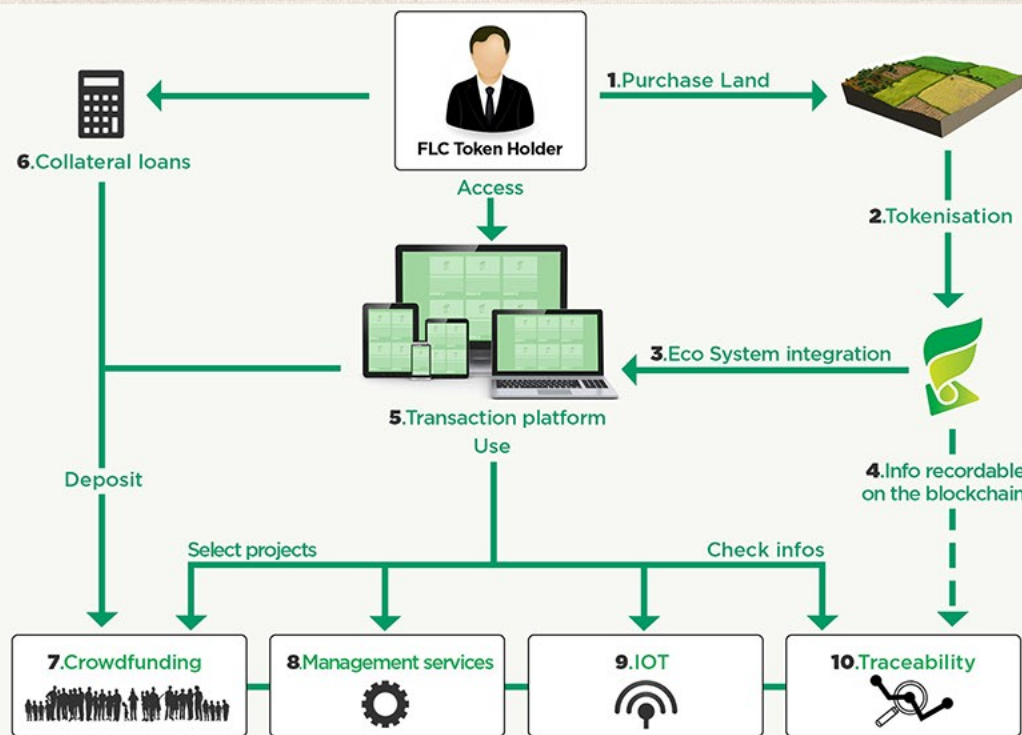
FCO: EARLY ADOPTION SCHEME



- 1 - Buyers purchase Fieldcoin tokens
- 2 - Buyers buy land on the Fieldcoin Platform through Fieldcoin Eco-system
- 3 - Fieldcoin Exchange land on the platform for its token holders during the FCO
- 4 - Fieldcoin tokenize physical land
- 5 - Buyers receive LANDS Non-fungible tokens

- 6 - Buyers and Sellers interact directly on the platform
- 7 - Fieldcoin buy more land property thanks to benefits and token minting
- 8 - Fieldcoin tokenize physical land
- 9 - Buyers receive their LAND token
- 10 - New NFT LANDS tokens are displayed on the Platform

UTILITY TOKEN ECOSYSTEM



The purchasing event (1) generates the tokenization process: the LAND token creation (2) and integration into the platform (3). Also during this process, the information concerning the property transaction and ownership is recorded on the Blockchain (4). The token owner have all the services unlocked (5) and can now use the asset to make collateral loans (6) and use those funds to invest in crowdfunding his or others agricultural projects (7). Management services will be proposed to the LAND token holder who will decide among different land use options (8). At this step of development, Fieldcoin gradually move to management automation (9) by incorporating 4.0 Agriculture Innovation like sensors and use of drones on the land to automatically monitor and record the inputs and outputs of the land property (10) so that land managers can make better decisions while keeping track of the history of their land.

FEATURES AND ACTIVITIES

Fieldcoin Ltd e-commerce applications is composed of 3 poles of activity



Land acquisition

(Operated through our ecosystem that are valorized and exchanged on our platform).

- Smoother the process of land transaction with less intermediation.
- Easier, faster and cheaper to trade and swap real land properties with ERC721 tokens than to transfer in FIAT and go through the traditional procedures.
- Land sold at an attractive price. With the revenues of the land sold, buy more land and create more offer.



Peer-to-peer exchange

(Between users of our platform).

- Easy to buy back their land with tokens (preemption right above others).
- The possibility to switch anytime to physical assets, Bitcoin, Ethereum or FIAT on (the) exchanges.



Crowdfunding e-market place

(For users to get crowdfunded or to crowdfund agricultural projects)

- Community feeling.
- Bring liquidities to farmers and small producers.
- Invest in larger agribusiness project.

FIELDCOIN ADVANTAGES



Environmentally friendly and ethical project



Provides a tangible solution for token holders in time of market dips



Management services



Enhanced Land traceability



Invest in potential sector using 4.0 agribusiness technologies



Create a monetary instrument specific to land trading



Modernize current agribusiness infrastructures



Participate in supporting farmers transition towards a new agricultural organization



A good mid- and long term diversification opportunity



Inflationary capitalization mechanism



Educate people on the importance of land ownership and agribusiness

FIELD COIN CHALLENGES

Ownership history



This will enhance people's trust to invest as ownerships of land property will be recorded. Nobody will be able to claim properties that are not in their names. This record will also enable farmers and investors to make more accurate management decisions concerning the choice of crops to produce on their soils.




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Transaction delays



In the traditional system, the transaction can take 1-6 months to be confirmed and validated. In Fieldcoin's Ecosystem, the pending transactions will receive a confirmation in maximum few hours.



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Land double proof of ownership



All transactions are recorded on the blockchain and land properties are tokenized. Also, all ownerships are recorded and kept in Fieldcoin Ltd registers. In case of a hack, it will be possible to act to recover the property because the rights are linked to the company equity and kept off chain. Current paper based records can prevent from eventual scams. The identity of robbers will be spotted more easily.




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More accuracy in land property valuation



Double property price formation on chain (LANDS tokens) and off chain (traditional pricing) bring more precision in the formation of price. The price of the land is formed on the platform according to offer and demand of the LANDS tokens following the global market price. Due to global visibility and data transparency, comparisons can be made more easily and in a more precise manner.



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DIFFERENT UTILITY TOKENS COMPARISON TABLE

● YES ● SOME OR IN PROCESS ● NO

	Ethereum	Magna Numeris	Fieldcoin	Pundix	KartBlock	Dogecoin	Brickblock
Rights to use the platform	●	●	●	●	●	●	●
Price protection mechanism	●	●	●	●	●	●	●
Payment token	●	●	●	●	●	●	●
Achievable use cases & protocol	●	●	●	●	●	●	●
DAO powers	●	●	●	●	●	●	●
1st moving advantage	●	●	●	●	●	●	●
SM Community / Adoption	●	●	●	●	●	●	●
Fixed supply amount	●	●	●	●	●	●	●
Potential for mass adoption	●	●	●	●	●	●	●

INDIRECT COMPETITORS (NO DIRECT COMPETITORS)

[illegible]

TOKEN ECONOMICS

TOKEN

Tokens standards & symbols: ERC20 FLC - ERC721 LANDS

Hard cap: USD 30 million + USD 1 million (private sale)

Soft cap: USD 3 Million

Token price: USD 0.05

TOKEN SALES (FCO DATE & BONUSES)

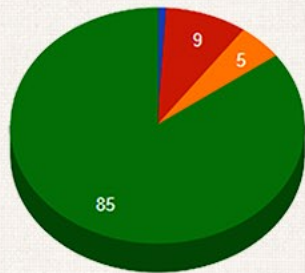
Private Sale: 100%

Pre-Sale: February 4th to February 12th 2019

FCO: April 2nd 2019

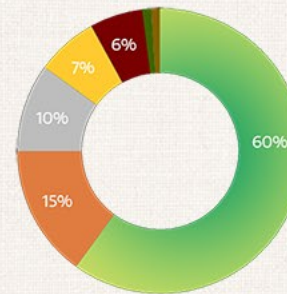
First 100M tokens : 50%
100M - 200M tokens : 40%
200M - 300M tokens : 30%
300M - 400M tokens : 20%
400M - 500M tokens : 10%
500M - 600M tokens : 0%

(FCO) TOKENS DISTRIBUTION



ICO: 60% - 600 million tokens
Token Bonus: 17% - 170 million tokens
Token Reserve: 10% - 100 million tokens
Bounty: 2% - 20 million
Team: 9% - 90 million tokens
Private Sale: 2% - 20 million tokens
Total : 1 billion tokens.

FUNDS ALLOCATION



Physical land: 60%
Agribusiness Development: 15%
IT: 10%
Legal Administration: 7%
Marketing: 6%
Reserve Fund: 1%
Social and Rural Development: 1%

ROAD MAP

Q3 2017
Agricultural Land and Blockchain market research

Q1-Q3 2018
Development Stage

4th to 12th Feb 2019
Presale

Q1 2019
Beta Platform Release

Q3 2019
First Agribusiness Crowdfunding

Q4 2019
1st Coordination of Blockchain-based land registry systems

Q4 2017
Concept Creation

March 2018
Project Released to the public

Q1 2019
First Land Tokenized

Between April 2nd and October 2nd 2019
Public sale

Q3 2019
Phone Apps Release

2020
1st Fieldcoin's Eco-system Valorized land sold

THE TEAM

Core team



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THAN 10 PROJECTS.



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