

TokonV

The Web3 Philanthropy Platform



TokonV – Whitepaper

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Executive Summary

TokonV – The Web3 Philanthropy Platform is a project dedicated to financing the development and growth of the Sustainable Food System using Web3 technology. The project's mission is to create a world where everyone has access to healthy, sustainable, and locally grown food, with the belief that this is not only good for our health, but it is also good for the environment, the economy, and social equity.

TokonV's team of experts is passionate about using the latest technology and tools to solve some of the biggest challenges facing the food industry today. From reducing food waste to improving supply chain efficiency, TokonV is constantly working on new and innovative ways to create a more sustainable food system.

To achieve its mission, TokonV has set a target to raise 10 Billion by 2030 through New Philanthropists, Philanthropists, and Corporate philanthropists. Through its philanthropic approach, TokonV aims to create social impact and improve access to healthy and sustainable food for all. The funds raised will be used to finance the development of sustainable food systems, support local farmers and producers, reduce food waste, and improve the efficiency of the food supply chain.

TokonV's innovative approach to philanthropy sets it apart from other players in the sustainable food industry. By leveraging Web3 technology, TokonV aims to create a more transparent and efficient food system, where consumers can track the origin of their food and ensure its sustainability. In addition, TokonV's token economics incentivize stakeholders to support the project's mission, with participation and rewards for those who contribute to creating a more sustainable food system.



In this whitepaper, readers can expect to learn about TokonV's token economics, market analysis, team, and roadmap for the future. Additionally, this whitepaper will provide insights into the market opportunity for TokonV and how it plans to differentiate itself from other players in the sustainable food industry.

Overall, this whitepaper aims to provide a comprehensive understanding of TokonV Web3 Philanthropy's mission and vision, as well as its innovative solutions to create a more sustainable food system. By reading this whitepaper, readers will gain insights into how they can support the mission of creating a healthier, more sustainable, and equitable world through philanthropy and Web3 technology.

Problem

The food industry is facing numerous challenges that threaten the sustainability of the global food system. These challenges include food waste, supply chain inefficiencies, limited access to healthy and sustainable food as well as the misinformation associated with advertising and lack of public knowledge around the effects of food on our bodies..... re sugar and pesticides etc.

Food waste is a major problem in the food industry, with an estimated one-third of all food produced globally being wasted each year. This waste not only results in economic losses for farmers and producers but also contributes to environmental degradation by releasing methane gas as the food rots in landfills. Additionally, food waste exacerbates issues of food scarcity and hunger, as resources are wasted rather than used to feed people in need.

Supply chain inefficiencies also pose a significant challenge to the food industry. With a complex web of actors involved in getting food from the farm to the table, there are numerous opportunities for inefficiencies and bottlenecks to occur. These inefficiencies can result in food waste, increased costs, and decreased access to fresh and healthy food, particularly in underserved communities.



Furthermore, there is a significant lack of access to healthy and sustainable food in many parts of the world. In some cases, this is due to geographical limitations, such as living in a food desert, but it can also be due to economic and social factors. Limited access to healthy food can lead to a variety of health problems, including obesity, diabetes, and heart disease, which can have long-term impacts on individuals, medical systems and society as a whole.

These challenges facing the food industry are complex and multifaceted, requiring innovative solutions that address the root causes of these issues. TokonV Web3 Philanthropy is committed to developing and implementing these solutions, leveraging the latest technology and tools to create a more sustainable and equitable food system. By addressing the issues of food waste, supply chain inefficiencies, lack of public knowledge of the importance of their food choices, lack of access to healthy and sustainable food, TokonV aims to create a healthier, more equitable, and sustainable world for all.

Solution

TokonV aims to address the current challenges facing the food industry through a multifaceted approach that leverages the latest technology and tools to finance the development and growth of the sustainable food system. One of the core components of this approach is a community ownership model, which is designed to empower individuals and communities to take an active role in creating a more sustainable and equitable food system.

To achieve this, TokonV will work to raise funds from philanthropists and corporate philanthropists, aiming to raise \$10 billion by 2030. These funds will be used to support a variety of initiatives that are focused on creating a more sustainable and equitable food system. However, TokonV recognizes that true sustainability and impact can only be achieved through community engagement and ownership, cooperation from all the leading stakeholders along the production line and supply chain. As such, TokonV will leverage Hedera Hashgraph to create a decentralized ownership structure that enables community members to participate in decision-making processes and share in the benefits of TokonV's initiatives.



TokonV will use the Hedera network as the underlying infrastructure for all of its projects. Hedera's fast, secure, and low-cost platform will enable TokonV to create innovative solutions that promote transparency, efficiency, and security in the food industry. For example, TokonV will explore the use of smart contracts to automate supply chain processes and reduce the risk of food spoilage. Additionally, TokonV will use Hedera to create a decentralized database that tracks the movement of food from the farm to the table - every aspect from seed to soil, picking to packaging and distribution by improving transparency and traceability throughout the supply chain.

Another key focus for TokonV will be to support initiatives that increase access to healthy and sustainable food. This may involve working with local farmers and producers to create sustainable agriculture practices, investing in infrastructure that supports the distribution of fresh food in underserved communities, and supporting programs that provide education and training on healthy eating habits.

Overall, the TokonV Web3 Philanthropy is committed to leveraging the latest technology and tools to finance the development and growth of the sustainable food system. Through its community ownership model, TokonV aims to empower individuals and communities to take an active roles in creating a more sustainable and equitable food system. By using Hedera as the underlying infrastructure for all of its projects, TokonV will create innovative solutions that promote transparency, efficiency, and security in the food industry.

Token Economics by Tokonomics.com

AT TokonV all our Token Economic Models are developed at our Web3 Lab at Tokonomics.com. Tokonomics is the Web3 Lab, it is a think tank and development platform that aims to develop the sustainable food system globally. Through workshops and events with leading developers, designers, and innovators, we bring together the best minds to create a better food system for people, community, and the planet.

The four token economic models we have developed at Tokonomics are as follows:

- Sustainable Food System (SFS)
- New Philanthropists Token (NPT)
- High-Net-Worth Philanthropists Token (HPT)
- Corporate Philanthropists Token (CPT)

Sustainable Food System (SFS)

The Sustainable Food System (SFS) is a ground-breaking digital asset built on the Hedera Hashgraph platform, it serves as a means to fund the construction and infrastructure of Eato X – Kitchen, Studio, & Lab the headquarters of the Sustainable Food System globally.

The SFS token is uniquely secured against the Eato X building, through the concept we have developed called Infrastructure as a Token (IaaS). By tokenizing the underlying asset of the building and offering it as a secure, asset-backed token, Eato X establishes a direct link between token holders and the physical infrastructure. This innovative approach empowers token holders to actively participate in the project's development and long-term success.

With an initial token supply of 1,000,000 SFS tokens, priced at 10 Euro each, Eato X aims to raise 10 million Euro to fund the construction and development of Eato X - Kitchen, Studio, & Lab in Dublin, Ireland. The project seeks to create a state-of-the-art facility that serves as a hub for culinary excellence, sustainable practices, creativity and human centred innovation.

Objectives:

- Develop Eato X – Kitchen, Studio, & Lab the headquarters of the Sustainable Food System
- Develop the Sustainable Food System that promotes environmentally friendly practices and reduces food waste.
- Support local farmers, suppliers, and communities by sourcing ingredients locally and fostering economic growth.
- Empower individuals and communities to develop localised food systems.
- Establish a global network of Eato X facilities to drive positive change in the food industry worldwide.

Token Supply Model for Eato X Dublin

To fund the development of Eato X Dublin, an analysis of the project's funding requirements, operational costs, and growth projections was conducted. It was determined that an initial funding amount of 10 million Euro would be required. With a token price of 10 Euro per token, the total number of tokens needed to raise the desired funding amount is set at 1,000,000.

Token Allocation for Eato X Dublin: The initial supply of 1,000,000 SFS's will be allocated as follows:

- Public Sale: 1,000,000 tokens
- Strategic Partnerships: 50,000 tokens
- Project Team: 40,000 tokens
- Advisors: 5,000 tokens
- Early Contributors: 5,000 tokens

Tokens allocated for Eato X Dublin will be distributed according to a fair and transparent mechanism. Lock-up or vesting periods will be implemented for the project team, advisors, and early contributors to ensure long-term commitment and alignment of incentives.



Token Economics and Utility: The SFS token will serve as the native utility token within the Eato X ecosystem. It will have multiple functions and benefits, including:

- Access to Eato X Events: Holders of SFS tokens will have exclusive access to the Eato X network, allowing them to access state-of-the-art culinary innovation and research.
- Participation in Governance: This governance framework, where token holders can propose and vote on key initiatives, upgrades, and community-driven projects.
- Incentives for Sustainable Practices: Providing rewards and benefits to token holders who contribute to the overall sustainability goals of the project.
- Value Appreciation: As the Eato X project grows and achieves milestones, the demand for SFS tokens will increase. This can potentially lead to the appreciation of token value, providing long-term benefits to token holders who hold their tokens and contribute to the project's success.

Mechanisms to encourage long-term token holding.

When designing mechanisms to encourage long-term token holding, it's essential to align them with the overall objectives of the project and strike a balance between incentivization and sustainability. Here are some more detailed approaches to consider:

1. Staking and Rewards:

- Create a staking mechanism where token holders can voluntarily lock up their tokens for a specific period. The longer they stake, the higher the rewards they receive.
- Design the reward structure to be attractive enough to encourage long-term staking, while considering the economic feasibility of sustaining the rewards over time.
- Implement mechanisms such as slashing or penalties for early unstaking to discourage short-term behaviour and ensure commitment to the project.

2. Governance and Voting Rights:

- Allocate additional governance and voting rights to token holders based on their long-term holdings.
- Implement a tiered system where the voting power increases proportionally with the duration of token holding.
- Enable token holders to propose and vote on important project decisions, funding allocations, or protocol upgrades.
- Implement mechanisms to prevent concentration of voting power by setting caps or limits on individual token holders' influence.

3. Lock-up Periods and Vesting:

- Introduce lock-up periods or vesting schedules for token allocations to team members, advisors, and partners.
- Ensure that these lock-ups align with the project's long-term vision, incentivizing key stakeholders to contribute to the project's growth and success over an extended period.
- Gradually release tokens over time to prevent sudden token dumps that could negatively impact the market and project stability.

4. Loyalty Programs and Exclusive Benefits:

- Establish loyalty programs where token holders receive additional perks, benefits, or discounts based on the duration of their token holding.
- Offer exclusive access to project updates, events, or services to long-term token holders.
- Collaborate with strategic partners to provide exclusive opportunities or incentives to holders with significant long-term commitments.

5. Continuous Development and Value Proposition:

- Ensure that the project's roadmap includes ongoing development and improvements to maintain and increase the value proposition for long-term token holders.
- Regularly release updates, new features, and partnerships to demonstrate progress and create a positive narrative around the project's long-term viability. Encourage community participation through feedback, suggestions, and involvement in the project's growth trajectory.

Framework for Global Development of Eato X over the Next Ten Years:

Eato X aims to expand its operations to new locations globally over the next ten years. Each expansion will involve careful evaluation, market analysis, and strategic partnerships. The estimated cost for each location is set at 10 million Euro, which will cover the establishment of new facilities and the adaptation of the Eato X model to suit the specific requirements of each region.

1. Expand to new locations:
 - Identify potential locations for Eato X expansion globally. Targeting 5 new locations over 10 years
 - Develop partnerships with local stakeholders, governments, and organizations. Estimated cost per location: 10 million Euro.
 - Adapt the Eato X model to suit the requirements of each location.
2. Develop a scalable token supply model:
 - Evaluate the initial token supply model's success in Eato X Dublin.
 - Refine and optimize the token supply model based on market demand and scalability. Estimated cost per refinement: 500,000 Euro.
 - Adapt the token supply framework to comply with evolving regulatory requirements.
3. Establish a global network of Eato X facilities:
 - Develop a roadmap for expanding Eato X facilities to different regions. Estimated cost per facility: 10 million Euro.
 - Build an interconnected network of Eato X facilities for collaboration and knowledge sharing.
 - Leverage technology and digital platforms for seamless communication and coordination.
4. Continuous innovation and R&D:
 - Invest in ongoing research and development activities. Estimated annual R&D budget: 1 million Euro.
 - Collaborate with research institutions and industry experts to stay at the forefront of sustainable food practices.
 - Encourage innovation and implementation of new solutions to address emerging challenges.
5. Engage with stakeholders and communities:
 - Establish partnerships with local communities, farmers, and suppliers. Estimated partnership budget per location: 500,000 Euro.
 - Conduct educational programs and initiatives to raise awareness and empower individuals.
 - Advocate for policies that support sustainable agriculture and food production.
6. Monitor, evaluate, and adapt:
 - Implement monitoring and evaluation mechanisms. Estimated cost per evaluation: 100,000 Euro.
 - Regularly review sustainability metrics, token economics, community engagement, and operational efficiency.
 - Make informed decisions and adapt strategies based on data analysis.

New Philanthropists Token (NPT)

The NPT is designed for individual donors who want to support and participate in the development of the Sustainable Food Systems. Each NPT is an NFT (Non-Fungible Token) and can be purchased for an entry-level price of 100 Euro. The token provides access to the TokonV platform and its benefits, including voting rights, participation in the community and enabling anyone to be a philanthropist in this new digital age

As Web3 early adopters, New Philanthropists are an important group to attract and engage with. These individuals are likely to be passionate about the potential of Web3 to drive social impact and may already be active in the ecosystem. To attract and reward New Philanthropists, TokonV can offer exclusive access to its NFT-based membership program, providing early adopters with unique benefits such as priority project participation, access to exclusive events, and personalized NFTs as a token of appreciation. TokonV can also leverage its network of partners and advisors to offer New Philanthropists opportunities for mentorship and networking within the Web3 community.

By building a strong community of New Philanthropists, TokonV can create a foundation for long-term engagement and support for its mission of developing sustainable food systems.

- Early access to exclusive NFT collections, events, and experiences.
- Special recognition as a "founder" or "early adopter" of TokonV
- Token rewards for referring other philanthropists to the platform
- Opportunity to participate in community governance and decision-making processes
- Access to educational resources and workshops at Eato X

High-Net-Worth Philanthropists Token (HPT)

The HPT is designed for high-net-worth philanthropists who want to make a significant impact on the development of the Sustainable Food System. Each HPT is an NFT and can be purchased for an entry-level price of 1,000,000 Euro. HPT holders enjoy additional benefits, such as exclusive access to premium content, events and one-on-one sessions with experts in the sustainable food industry.

High net worth individuals with a passion for philanthropy are a key target group, these individuals may already have established relationships with philanthropic organizations and are looking for new ways to make a positive impact in the world. To attract and reward philanthropists, TokonV can offer exclusive access to its NFT-based membership program, providing personalized NFTs, priority project participation, and exclusive events. Additionally, TokonV can offer philanthropists the opportunity to become project sponsors, providing them with visibility and recognition for their contribution to the Sustainable Food System. By building strong relationships with philanthropists, TokonV can establish a sustainable source of funding for its mission.

- Customized NFT collections that showcase their contributions to TokonV
- VIP access to exclusive events at Eato X
- Personalized reports detailing the impact of their contributions on the sustainable food system
- Opportunities to participate in co-creation of new projects and initiatives within TokonV
- Invitation to exclusive philanthropist-only communities and networks

Corporate Philanthropists Token (CPT)

The CPT is designed for corporations and organizations that want to align their corporate social responsibility goals with the development of the Sustainable Food System. Each CPT is an NFT and can be purchased for an entry-level price of 1,000,000 Euro. CPT holders can participate in the platform's governance and decision-making processes and benefit from marketing exposure, reputation enhancement, and access to talent.

Large corporations such as Google, Microsoft, and IBM have the resources and reach to make a significant impact on the Sustainable Food System. These organizations often have established philanthropic initiatives and are looking for new ways to leverage their resources for social impact. To attract and reward Corporate Philanthropists, TokonV can offer exclusive partnership opportunities, including customized NFT-based membership programs for their employees, priority project participation, and co-branding opportunities. Additionally, TokonV can leverage its network of partners and advisors to access to expert advice and thought leadership in the sustainable food systems space. TokonV can create a multiplier effect for its impact, leveraging the resources and reach of these organizations to drive positive change.

- Customized NFT collections that showcase their contributions to Web3 Philanthropy and align with their corporate social responsibility goals
- Branding and marketing opportunities through co-branded NFT collections and events
- Priority access to new projects and initiatives within TokonV.
- Opportunities to collaborate with the TokonV team and other corporate philanthropists on innovative solutions to sustainable food system challenges at Eato X
- Invitations to exclusive networking events with other corporate philanthropists and leaders in the sustainable food system.

The TokonV will be developed on the Hedera Hashgraph platform, which provides a fast, secure, and scalable infrastructure for the token economy. These NFTs will serve as a badge of honour for early supporters and grant them exclusive access to TokonV events, updates, and other benefits.

Our NFT initiatives are designed to promote community ownership of the sustainable food systems we finance. Members who hold NFTs will have a direct stake in the success of these projects, and will be incentivized to participate through the Utilities embedded in the assets such as benefits and rewards offered by the NFTs.

We believe that by using NFTs as our token model, we can create a more accessible and equitable platform for philanthropic investment in the Sustainable Food System. NFTs provide a transparent and decentralized means of tracking ownership and participation, and allow for greater community involvement and engagement.

Ultimately, our goal is to create a platform that offers both financial and social rewards for philanthropic investment in the Sustainable Food System. By leveraging the power of Web3 technology and NFTs, we believe we can create a more equitable and transparent platform for philanthropy, one that empowers communities to take ownership of their food systems and promotes sustainable agriculture practices for the benefit of all.

These are just some ideas to attract and reward different types of philanthropists. The TokonV Web3 Philanthropy team can further refine and tailor these incentives to align with the specific needs and goals of each type of philanthropist.

By collaborating with Global Philanthropic, a leading global philanthropic consulting firm, HPT & CPT will be developed on a global scale, providing access to a wider network of philanthropists and organizations that can help drive the mission forward.

10 Year Forecast Model for NPT's, HPT's, and CPT's at Eato X – Kitchen, Studi0, & Lab

The following table presents a forecast model for raising funds over ten years at an Eato X through the sale of three types of tokens: NPT's, HPT's, and CPT's. The target market for NPT's is New Philanthropists, for HPT's it is High-Net Worth Philanthropists, and for CPT's it is Corporate Philanthropists.

The table lists the entry level price for each type of token. The entry level price for NPT's is 100 Euro per NFT, for HPT's it is 1,000,000 Euro per NFT, and for CPT's it is 1,000,000 Euro entry plus 100 Euro per employee. The table also provides annual sales targets for each type of token. The organization aims to sell 100,000 NPT's, 50 HPT's, and 50 with X employees CPT's each year for ten years.

Year	NPT Sales Target	HPT Sales Target	CPT Sales Target +(X employees)	Total Sales Target
1	100,000	50	50 +(X)	110,000,000 +(X)
2	100,000	50	50 +(X)	110,000,000 +(X)
3	100,000	50	50 +(X)	110,000,000 +(X)
4	100,000	50	50 +(X)	110,000,000 +(X)
5	100,000	50	50 +(X)	110,000,000 +(X)
6	100,000	50	50 +(X)	110,000,000 +(X)
7	100,000	50	50 +(X)	110,000,000 +(X)
8	100,000	50	50 +(X)	110,000,000 +(X)
9	100,000	50	50 +(X)	110,000,000 +(X)
10	100,000	50	50 +(X)	110,000,000 +(X)

Overall, the table provides a clear and concise forecast for the sales targets for an Eato X, providing the funds and support to develop the Sustainable Food System in that country/region.

Funding Initiatives

We believe that everyone should have access to healthy sustainable food, and that's why we're creating digital assets to support initiatives that develop, grow, and sustain our food system. We have a strong roadmap in place to make these assets accessible to all, please join us in our pursuit of a healthier more sustainable future for all. The finance to fund the Sustainable Food System is raised through the following initiatives.



Pre-Seed – The Clover Collections

The Collections are the entry-level digital assets that will be minted with the goal of building a large global community and the resources necessary to support all our project's growth and impact.



Seed to Harvest – The Seed Collections

The Seed to Harvest initiative mints a digital asset collection of a unique seed from our local food system, create educational content about the seed such as its benefits to soil, farm, environment, community, health, & produce dishes from its crop in our kitchen at Eato X.



The V³ Fund - Values, Value, & Ventures

The V³ Fund is our digital impact fund made up of Values (Primary Market), Value (Secondary Market), & Ventures (Equity Investments). The fund will finance the global development of the Sustainable Food System.



Utilities

Our Utilities are the value or offering that's attached to our Assets. These Utilities are made up of Eato X Memberships, Real-world items, Digital content, Virtual & In-Person Eato X Events, Whitelist Access, Voting, and any other perks that we want to supply to our community.



Eato X Memberships are a great way to get involved and stay connected with our community. Our memberships provide exclusive access to events, resources, and community features that are designed to promote a healthier and more sustainable food system.

Real-world items are another way that we add value to our community. We can offer a range of sustainable produce and eco-friendly products including kitchen tools and other items that promote a healthier and more sustainable lifestyle.

Digital content is a critical part of our Utilities, and we offer a range of resources that help our community stay informed and engaged. Our digital content includes educational resources, recipes, videos, and more, all of which are designed to promote a healthier and more sustainable food system. We also offer virtual and in-person Eato X events that provide opportunities for our community to connect, learn, and share their experiences.

Whitelist access is another valuable Utility that we offer. This feature provides our community with exclusive access to new digital assets and other resources before they are available to the general public. By being part of our whitelist members can stay up to date with the latest developments and have a say in the direction of our initiatives.

Voting is an essential part of our community, and we offer members the opportunity to vote on critical issues related to the sustainable food system. This feature gives our community a voice in the direction of our initiatives and ensures that we are always working towards our shared goals.

Our goal is to create a strong global community that is dedicated to promoting a healthier and more sustainable food system. By providing these Utilities, we are confident that we can achieve this goal. We believe that everyone has a role to play in creating a more sustainable future, and we invite you to join us in our efforts. Together, we can make a difference in the world.

Eato X – Kitchen, Studio, & Lab

The Headquarters of the Sustainable Food System

Eato X – Kitchen, Studio, & Lab is a food system think tank and experimental kitchen that is the heartbeat that creates the Sustainable Food System. At Eato X, we believe that food is more than just a source of sustenance; it's a way to connect people, build communities, and heal the planet.

Launching soon in Dublin, Ireland, Eato X is a place where leading chefs, producers, innovators, and philanthropists can come together to develop and promote sustainable food practices that can be implemented worldwide. The project offers a unique platform for research, development, and experimentation in sustainable food practices, with the ultimate goal of creating a better food system for all.

With three core pillars, Food (Kitchen), Content (Studio), and Knowledge (Lab), Eato X serves as a hub for innovation, collaboration, and education. The kitchen is where we host events, test, and create new recipes, using local and seasonal ingredients, to demonstrate how a sustainable food system can be achieved. The studio is where we create, record, and share our learnings, through content, videos, and articles. The lab is where we collaborate, innovate, research and experiment to develop new technologies and solutions that develop the projects.

One of the key objectives of Eato X is to act as the fundraising hub of the Sustainable Food System. The project aims to raise billions globally through new philanthropy, philanthropy, and corporate philanthropy, with a view to supporting the development of sustainable food practices and promoting awareness of the importance of ethical and sustainable food practices worldwide.



Eato X is a multi-functional space that encompasses a kitchen, studio, and lab. It offers a range of facilities and resources to support the development of sustainable food solutions, including state-of-the-art equipment, research facilities, and collaboration spaces. The project brings together leading experts in the field of sustainable food systems, including chefs, producers, researchers, and innovators, to work together and share ideas.

Eato X represents a significant step forward in the development of the Sustainable Food System, by bringing together leading experts in the field, and providing a platform for research, development, and experimentation, the project is poised to make a significant impact through its ambitious fundraising goals and its commitment to develop more sustainable food system for all globally.

Eato Ireland – Global Pilot Project

Eato Ireland is developing the global pilot project of the Sustainable Food System initiative that aims to build a healthy and secure local food system for all through a community-focused and employee-owned model throughout Ireland. Our mission is to promote collaboration, creativity, and problem-solving to transform the way we produce, distribute, and consume food, while building resilient and equitable communities.

At Eato Ireland, we recognize the critical role of the food system in addressing global challenges, including climate change, health, and social justice. We believe that by working together and investing in sustainable food systems, we can create a more just, resilient, and prosperous future for all.

Our plan involves investing and reinvesting hundreds of millions of euros in counties throughout the country to create a self-sustaining and regenerative food system. Each county will have its own standalone food system, tailored to its unique environment and community needs. We believe that food production should be community and employee-owned, with profits being reinvested back into the community to ensure its long-term prosperity.



To achieve our mission, Eato Ireland has developed a 10-year plan that includes several key initiatives. Our plan begins with the establishment of Eato X – Kitchen, Studio, & Lab in Dublin - the headquarters of Eato Ireland, then to create an Eato in each county which includes a hub with a Farm with a Kitchen, Store, and Lab. From there, we will work to develop sustainable supply chains, build partnerships with European and worldwide countries, and collaborate with the government to implement a long-term procurement program.

This plan will not only transform the food system in Ireland but also create economic opportunities and build stronger communities. By investing in sustainable food systems, we can promote local entrepreneurship, support local farmers, and create jobs that are rooted in local communities.

The following overview is a 10-year plan for creating a Sustainable Food System in Ireland:

Year	Plan	Key Objectives
1	Eato X - Dublin	Kitchen, Studio, & Lab in Dublin
1 - 2	Eatoverse – Eato Ireland	Develop the Virtual Food System of Eato Ireland
1 - 3	Establish Eato Kerry	Develop a Farm with a Kitchen, Store, and Lab in Kerry
2 - 3	Expand Eato model to other Counties	Develop partnerships with European countries to share knowledge and resources
2 - 5	Government Procurement Program	Source from each county and commit to a procurement roadmap that increases annually
3 - 5	Create a Sustainable Food System in each County	A sustainable produce model that will be developed in each county, with a focus on organic and regenerative agriculture practices
3 - 10	Partnerships with Worldwide Countries	Partner with global organizations to share knowledge and resources for sustainable food systems
4 - 10	Scale up and replication	Expand sustainable food system practices and Eato model to other countries and regions

The key objectives of the 10-year plan are to create a more sustainable and equitable food system in Ireland by promoting organic and regenerative agriculture, reducing food waste, and increasing access to healthy, locally grown produce.

By establishing the Eato X – Kitchen, Studio, & Lab the headquarters of Eato Ireland in Dublin, Eato Kerry as a model for sustainable food systems, expanding the model to other counties, and partnering with global organizations, Eato Ireland aims to transform the way we produce, distribute, and consume food.

Market Analysis

The sustainable food industry has been gaining significant momentum in recent years, driven by growing concerns over climate change, food waste, and food insecurity. According to a report by Grand View Research, the global sustainable food market size is expected to reach \$20.81 billion by 2027, growing at a CAGR of 8.3% from 2020 to 2027. This growth is being driven by increasing consumer demand for sustainable and healthy food products, as well as the adoption of sustainable farming practices and technologies.

There are several players in the sustainable food industry, including both traditional and new players. Some of the traditional players include large food corporations such as Nestle, Unilever, and Danone. These companies are primarily focused on developing and promoting sustainable food products, but some are also involved in developing sustainable farming practices and technologies.

In addition to potential competitors, there are also many potential collaborators in the sustainable food industry, including organizations that are focused on sustainable farming practices, food waste reduction, and food security. Collaborations with these organizations can help TokonV Web3 Philanthropy to leverage their expertise and resources to develop more effective and sustainable solutions.

TokonV Web3 Philanthropy has a unique market opportunity in the sustainable food industry as it is focused on leveraging the latest technology and tools to finance the development and growth of sustainable food systems that are community owned. This approach is different from traditional players in the industry, who are primarily focused on developing and promoting sustainable food products. By focusing on community ownership, TokonV Web3 Philanthropy is able to create more sustainable and equitable solutions that are driven by the needs of the community.

Furthermore, TokonV Web3 Philanthropy's collaboration with Global Philanthropic provides a unique advantage in scaling its impact on a global level. With a network of offices and experts all over the world, Global Philanthropic can help TokonV Web3 Philanthropy to navigate local regulatory frameworks, develop partnerships with local organizations, and raise awareness about its mission and initiatives. This collaboration can also help to attract more philanthropists and corporate partners to support TokonV Web3 Philanthropy's mission and vision.

Market Analysis of Web Philanthropy

Web philanthropy, or the practice of using technology to support charitable causes, has gained significant momentum in recent years. With the rise of blockchain technology and the increasing popularity of cryptocurrency, there has been a surge of interest in the use of these technologies for philanthropic purposes. In this section, we will analyse the current state of the web philanthropy market and identify potential opportunities for TokonV Web3 Philanthropy.

Market Size and Growth

The global philanthropy market is estimated to be worth over \$400 billion, with a significant portion of this being in the form of individual donations. The use of technology and the internet has provided new avenues for philanthropy, with online giving platforms and crowdfunding campaigns becoming increasingly popular. The rise of blockchain technology has also enabled the development of new forms of philanthropy, such as decentralized autonomous organizations (DAOs) and the use of cryptocurrency for charitable giving.

According to a report by Fidelity Charitable, a donor-advised fund provider, cryptocurrency donations to charities increased over 10-fold from 2016 to 2017, and the trend is expected to continue. In addition, a report by Allied Market Research estimates that the global blockchain in philanthropy market will grow at a compound annual growth rate of 35.2% from 2021 to 2030.

Competitive Landscape

There are several web philanthropy projects that are currently being developed globally. However, few of these projects utilize blockchain technology to the extent that TokonV Web3 Philanthropy does. Additionally, the focus of many of these projects is often limited to a specific region or cause, whereas TokonV aims to address the global issue of sustainable food systems.

One example of a web philanthropy project is Give Crypto, which allows donors to give cryptocurrency to people in need around the world. The project has already raised over \$10 million in funding and has made donations to over 16,000 individuals in 23 countries. Another project is Alice.si, which uses blockchain technology to track the impact of charitable donations and ensure that funds are being used effectively.

Competitor Analysis

The sustainable food industry has witnessed significant growth and attention in recent years, with many established companies recognizing the importance of incorporating sustainability into their operations. Nestle, Unilever, and Danone are indeed prominent players in this industry, each having made significant strides in their respective areas of focus related to health and the environment.

While Nestle, Unilever, and Danone have achieved significant success in their sustainability efforts, it's important to note that the sustainable food industry is diverse and encompasses a wide range of players. Numerous smaller companies and startups are also making substantial contributions to this sector by offering innovative and sustainable food products, technologies, and business models.

Competition within the sustainable food industry can foster collaboration and innovation as companies strive to meet the growing demand for sustainable options. Additionally, consumer awareness and preferences for eco-friendly and health-conscious products continue to drive the growth and evolution of this industry, presenting opportunities for both established companies and emerging players to make a positive impact.

While these companies have achieved significant success in their respective areas of focus, they have not yet fully addressed the overarching issues of sustainability and food security. This is where TokonV can differentiate itself by leveraging the power of Hedera Hashgraph and philanthropic initiatives to drive real change in the sustainable food industry.

By creating a platform that brings together philanthropists, investors, and innovators, TokonV can drive innovation and investment in sustainable food technologies that address the root causes of the issues facing the industry.

Furthermore, our collaboration with Global Philanthropic and our network of offices around the world give us a significant advantage in developing the project globally, ensuring that we can make a meaningful impact in communities across the globe.

Overall, while there are several established players in the sustainable food industry, TokonV Web3 Philanthropy is uniquely positioned to drive innovation and investment in sustainable food technologies while leveraging the power of blockchain and philanthropic initiatives to address the root causes of the issues facing the industry.

Opportunities for TokonV Web3 Philanthropy

There are several potential opportunities for TokonV in the web 3 philanthropy market. These include:

1. Leveraging the growing interest in blockchain and cryptocurrency for philanthropic purposes.
2. Tapping into the global market for sustainable food systems and addressing the critical issues faced by farmers and smallholders.
3. Developing partnerships with existing organizations to increase the impact of charitable donations.
4. Educating the public on the benefits of using blockchain technology for philanthropy and sustainable food systems.

By focusing on these opportunities, TokonV Web3 Philanthropy can position itself as a leading player in the web philanthropy market and make a significant impact on the global community.

Positioning

The following is how we plan to position TokonV in the market:

1. Focus on our unique value proposition: TokonV's unique combination of philanthropy and blockchain technology sets it apart from traditional philanthropic organizations. The platform's ability to track and verify donations in real-time, while providing transparency and security to donors, makes it a highly attractive option for individuals and organizations looking to make a positive impact on the sustainable food industry.

2. Emphasize our global reach: With the partnership of Global Philanthropic and Headstarter, TokonV has the potential to reach a global audience of philanthropists and collaborators. The platform can position itself as a truly global initiative, providing a centralized hub for sustainable food projects from around the world.
3. Highlight our accessibility of the different tokens: TokonV offers a range of philanthropic tokens, from the entry-level SFS & NPT to the more exclusive HPT and CPT. This allows for greater accessibility to philanthropy, enabling individuals with different levels of financial resources to participate in making a positive impact.
4. Establish credibility through strategic partnerships: Partnering with established organizations such as Global Philanthropic provides TokonV with greater credibility in the philanthropic industry. By leveraging these partnerships and collaborating with other like-minded organizations, TokonV can position itself as a leading player in the sustainable food industry.
5. Leverage social media and content marketing: TokonV can utilize social media platforms to build brand awareness and establish itself as a thought leader in the sustainable food industry. By creating engaging content, sharing success stories, and partnering with influencers, the platform can attract a wider audience and build a community of passionate philanthropists and collaborators.

Unique Value Proposition

TokonV offers a unique value proposition by leveraging the power of Hedera Hashgraph to revolutionize the philanthropic industry. By using the Hedera platform and developing SFSs, NPTs, HPTs and CPTs TokonV provides a secure, transparent and efficient way for philanthropists to invest in the sustainable food industry and make a positive impact on society.

Unlike traditional philanthropic models, which often suffer from lack of transparency and accountability, TokonV's blockchain-based approach enables complete transparency and immutability of all transactions. This provides philanthropists with a high level of confidence that their investments are being used effectively and ethically.

In addition, TokonV's unique value proposition lies in its ability to cater to a wide range of philanthropists, from entry-level NPT investors to high-net-worth individuals and corporate philanthropists. This inclusive approach democratizes philanthropy and enables anyone to contribute to a more sustainable food system, regardless of their financial capacity.

Furthermore, TokonV's focus on sustainability and innovation sets it apart from other philanthropic models. By leveraging cutting-edge technologies like blockchain and Web3, TokonV is not only contributing to sustainable food systems but also driving innovation and progress in the industry. Overall, TokonV's unique value proposition lies in its ability to provide a transparent, inclusive, and innovative approach to philanthropy, enabling individuals and organizations to make a positive impact on society and the environment.

Team

TokonV is led by a team of experts in the technology, systems development, and sustainable food systems, each bringing a unique set of skills and experience to the table.

Founder Jason Curry has over 20 years of experience in Technology, Food, Hospitality and is a recognized leader in the field of Sustainable Food Systems. He is also one of the Founders of Tokonomics and the Sustainable Food System.

Founder Ciaran Keegan has over 20 years of experience in Community, Food, Hospitality and is a recognized leader in the field of Sustainable Food Systems. He is also one of the Founders of Tokonomics and the Sustainable Food System.

In addition to the core team, TokonV has a global network of advisors and consultants who bring additional expertise in various areas such as blockchain development, sustainable food systems, and philanthropy.

The team is committed to achieving the mission and vision of TokonV Web3 Philanthropy and is dedicated to creating a more sustainable food system through the use of blockchain technology and philanthropic initiatives.



The project is also supported by Tokonomics.com - Tokonomics is the Web3 Lab, we are a think tank and development platform that aims to develop the sustainable food system globally. Through workshops and events with leading developers, designers, and innovators, we bring together the best minds to create a better food system for people, community, and the planet.

Whether you are a developer, designer, innovator, or simply someone who is passionate about creating a better future, we invite you to join us on this journey. Together, we can build a world where everyone has access to healthy, sustainable, and locally grown food.

Roadmap

TokonV's Web3 Philanthropy Platform has ambitious plans for the next few years to create the Sustainable Food System globally in partnership with Global Philanthropic, utilizing the Hedera network with the support of Headstarter. To achieve this goal, TokonV will be launching four distinct token models – Sustainable Food System (SFS), New Philanthropists Token (NPT), High-Net-Worth Philanthropists Token (HPT) and Corporate Philanthropists Token (CPT) - to incentivize and reward philanthropists and corporations for their contributions.

Sustainable Food System (SFS) is a ground-breaking initiative that targets early adopters of web3 technology who are passionate about philanthropy and driving sustainable food systems. As an Infrastructure as a Token (IaaS), the SFS token serves as a unique financial instrument that enables these early adopters to directly finance the development of Eato X, a revolutionary kitchen, studio, and lab dedicated to advancing sustainable food practices. By holding SFS tokens, individuals become active participants in funding Eato X's infrastructure, ensuring its growth and success. The SFS token, built on the Hedera network, offers a secure and transparent platform that connects investors with a shared vision of promoting sustainability.

The New Philanthropists Token (NPT) will target early adopters of web3 technology who are passionate about philanthropy and sustainable food systems. The NPT will be used to incentivize and reward these early adopters for their contributions to the development of sustainable food systems. The NPT holders will have the opportunity to vote on projects that will receive funding, and the token will also grant access to exclusive content, events, and membership benefits. The NPT will be launched on the Hedera network in partnership with Headstarter, providing a transparent and secure platform for contributions.

The High-Net-Worth Philanthropists Token (HPT) will be aimed at high-net-worth individuals who are passionate about philanthropy and want to contribute to sustainable food systems. The HPT will provide a platform for these philanthropists to make meaningful contributions to projects, with the added incentive of rewards in the form of tokens. HPT holders will also have the opportunity to vote on projects and gain access to exclusive content and events. The HPT will be developed on the Hedera network in partnership with Headstarter, providing a secure and transparent platform for contributions.

The Corporate Philanthropists Token (CPT) will target corporations who are looking to make a social impact and contribute to sustainable food systems. The CPT will provide a platform for corporations to make meaningful contributions and gain recognition for their contributions through token rewards. The CPT holders will have the opportunity to vote on projects and gain access to exclusive content, events, and branding opportunities. The CPT will be launched on the Hedera network in partnership with Headstarter, providing a transparent and secure platform for contributions.

Over the next few years, TokonV plans to expand globally with the support of Global Philanthropic, working with local communities and organizations to develop sustainable food systems worldwide. The roadmap includes the launch of the SFS, NPT, HPT and CPT tokens on the Hedera

network, the development of a decentralized application (dApp) for project proposals and voting, and the establishment of partnerships with key organizations and stakeholders in the sustainable food industry. The objective is to create a sustainable food system that is community-owned, transparent, and accessible to all, while rewarding and incentivizing philanthropic contributions through all our token models.

The Roadmap for the next three years.

Year 1:

- Launch the TokonV Web3 Philanthropy platform on the Hedera network in collaboration with Headstarter and Global Philanthropic.
- Develop & Launch the Sustainable Food System (SFS) on Hedera
- Develop & Launch Eato X – Kitchen, Studio, & Lab @ Dublin, Ireland
- Develop & Launch the New Philanthropists Token (NPT) on Hedera
- Develop & Launch the High-Net-Worth Philanthropists Token (HPT) on Hedera
- Develop & Launch the Corporate Philanthropists Token (CPT) on Hedera
- Develop partnerships with key players in the sustainable food industry, including farmers, distributors, and retailers at Eato X
- Establish a community-driven governance model to ensure that all projects are aligned with TokonV's mission and vision.

Year 2:

- Expand the platform's capabilities to include more sophisticated smart contract functionality and integrations with other Web3 platforms.
- Develop additional initiatives to further incentivize philanthropic participation, which will provide access to exclusive events and content related to the projects
- Expand the reach of the platform globally through partnerships with Global Philanthropic and other philanthropic organizations.
- Develop a robust analytics and reporting system to provide transparency and accountability to donors and supporters.

Year 3:

- Launch an initiative, which will involve the creation of a decentralized marketplace for sustainable food products.
- Expand the platform to include other sustainable projects, such as renewable energy and waste reduction.
- Develop a mobile application to provide users with a seamless and intuitive experience when donating and participating in philanthropic activities.
- Expand partnerships with other platforms and networks to further expand the platform's capabilities and reach.

By following this roadmap, TokonV Web3 Philanthropy aims to become a leading force in the sustainable philanthropy space, driving positive change in communities around the world through the power of decentralized technology and community ownership. Overall, with the right strategy and execution, the 10 billion Euro funding goal is achievable and would allow TokonV to make a significant impact on the development and growth of the Sustainable Food System and support philanthropic efforts globally.

Funding Requirements

The following are the funding requirements for TokonV.

1. **Seed Funding:** The first step would be to secure seed funding to start the project. We plan to target the Hedera communities who are interested in supporting sustainable food systems and philanthropy initiatives. We aim to raise 1 million Euro in seed funding.
2. **Platform Development:** The next step would be to develop the TokonV - Web3 Philanthropy Platform and the four token economic models. We would require 2 million Euro for this stage, which would cover the cost of hiring developers, designers, legal and other professionals needed to build the platform.
3. **Launch and Initial Marketing:** Once the platform is developed, we would launch TokonV to the public and focus on marketing to build awareness and attract users. We could allocate 2 million Euro for the initial marketing campaign, which would include advertising, social media marketing and influencer partnerships.
4. **Community Building:** To create a strong and engaged community, we would focus on building partnerships with the Hedera community, sustainable food organizations and other philanthropic bodies. We could allocate 2 million Euro for community building efforts, which would include hosting events and workshops, creating educational materials and incentivizing user participation.
5. **Expansion:** As the platform grows and more users begin using TokonV, we would aim to expand globally and develop strategic partnerships with other companies and organizations that share our mission. We would allocate approximately 2 – 5 million Euro for expansion efforts, which would cover the cost of hiring additional staff, opening new offices and developing localized versions of the platform.
6. **Continuous Development:** We would continuously invest in research and development to improve the platform, add new features, and stay ahead of the competition. We could allocate approximately 2 million Euro annually for continuous improvement efforts.

Overall, we estimate that the total cost of developing TokonV would be 10 million Euro over the next 5 years. Our belief is that we can generate significant fundraising through our development partnership with Headstarter while also making a positive impact on the world through the Sustainable Food Systems and our philanthropy initiatives throughout.

Conclusion

We at TokonV believe that we are at a pivotal moment in history, where the fate of our planet lies in the balance. The unsustainable practices of the past have led to a crisis in our food system, but we see this as an opportunity to create positive change. By leveraging the power of blockchain technology and Web3, we are building a revolutionary platform that will enable individuals and organizations to participate in philanthropy in a new and exciting way.

Our mission is to create a more sustainable food system for future generations. We envision a world where everyone has access to healthy, nutritious, and sustainable food, and where the environment is respected and protected. Through our four initiatives – Sustainable Food System (SFS), New Philanthropists Token (NPT), High-Net-Worth Philanthropists Token (HPT) and the Corporate Philanthropists Token (CPT) - we will empower philanthropists to make a positive impact on the world, while creating a self-sustaining ecosystem that will continue to grow and thrive for years to come.



We are proud to partner with Headstarter and Global Philanthropic, bring our vision to life on the Hedera network and to develop it globally. With their support, we are confident that we can achieve our goals and make a real difference in the world.

We call upon the Hedera community, all potential Philanthropists and Collaborators to join us on this mission. Together, we can create a more sustainable future and leave a lasting legacy for generations to come. Let us make history and pave the way for a brighter future!