



GREEN PAPER

**BRINGING THE
GLOBAL VEGAN
COMMUNITY
TOGETHER**

**#I am
Vegan
Nation.**

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1. Abstract

VeganNation is the first decentralized global community for vegans. We are utilizing the power of blockchain technology in our mission to create a powerful, united, international vegan community.

Vegans lead a lifestyle based on shared convictions and beliefs. One central element of this ideology is that each and every person on the planet can make a difference. We in VeganNation believe that a strong, global vegan community with a designated cryptocurrency will be able to amplify the impact vegans are striving for and the message many are trying to convey.

Social networks are already breaking down geographical barriers and allowing people to share their interests and beliefs, no matter where they are located. The blockchain era brings the possibility of an international monetary system, giving communities the chance to build their own financial systems empowering communities and their members.

The New Vegan Coin (VCN) is a designated token for the vegan community. It is the foundation of a fully functioning, kind and compassionate ecosystem supporting a variety of services for the vegannation just like a traditional economy. The vegan coin supports a financial system, a marketplace offering shared meals and other products and services, as well as content and e-commerce platforms.

The power of the blockchain, together with a strong community, is used to create the VeganNation seal of approval for businesses and service providers worldwide, making veganism more approachable and convenient, everywhere.

This green paper elaborates on our vision and the methods with which we are realizing our ambitions. This is just the first step in a long journey for a global impact. Walk with us.

Walk with us.

2. Mission Statement

Vegans around the world form a global community that shares dietary restrictions, interests and above all, a firm ideology and a set of values that guide their day to day lives. This ideology is based on the belief that each and every one of us can make a difference. We, in VeganNation, share this conviction and strongly believe that a designated coin unites and empowers the community, creating a powerful force for change. A strong, united community will be able to have a greater effect on burning issues and make the vegan lifestyle more approachable for each and every potential member.

VeganNation incorporates vegan values into a blockchain-based ecosystem. Consumers, business owners and businesses will use one cryptocurrency, making it easier, cheaper and safer to trade. The power of a caring community, together with blockchain technology, is generating a new certainty in the lives of vegans everywhere, with VeganNation's community-based supply chain tracking system using the power of community to foster trust for millions.

Today, veganism is philanthropy-based, with many charities such as The Vegan Society and The Humane League working to educate the population about the advantages that a vegan lifestyle offers, both individually and collectively. We fully support the great causes the different charities stand for and believe that an even greater advance can be made by creating a monetary system based on vegan core values. A fully functioning infrastructure can enable a full ecosystem, growing the community and opening endless possibilities for positive disruption.

VeganNation is here to bring the global community together, make veganism more approachable and easier to adopt, empower each individual member and help them to make an even bigger impact.

a. Forming a Vegan Nation

“A nation is not defined by its borders or the boundaries of its land mass rather, a nation is defined by adverse people who have been unified by a cause and a value system and who are committed to a vision for the type of society they wish to live in and give to the future generations to come.”

- Fela Durotoye



The world is currently made up of nations defined by geographical borders and limits. In the past decade these borders have become less significant as the rise of the internet in general and social networks in particular have connected people from all over the world regardless of their location. New communities have been built on shared beliefs and values, giving people a chance to communicate with others similar to them without the need to consider physical distance. Vegans are a perfect example of a community scattered around the globe, using blogs, web pages and Facebook groups to communicate and take action. Research has shown that maintaining a lifetime of veganism depends more on supportive social networks than on willpower or motivation.

Giving vegans worldwide an opportunity to unite and create one global nation is imperative to facilitate the change this community so strongly seeks¹.

b. Why a Vegan Nation Needs a Coin

A designated token is the driving force of a new economy and a global community, empowering its members and service providers as they work together for a common goal.

The vegan community is made up of more than 300 million people around the world. Veganism transcends gender, religion, age and political beliefs. Members of the community share a similar point of view: the belief in a need for change and most importantly, a strong desire to take action.

One of the major advantages of the blockchain technology is its ability to form “cloud nations”² that are not geographically reliant, giving those new nations financial power in the form of a decentralized monetary system. An economy in general, and money in particular, give nations their identity and ideological independence, separating them from other nations.

An ecosystem surrounding a designated token also enables the creation of an incentive system, rewarding contribution and engagement. Incentive models that reward members who make a notable contribution are an integral part of blockchain-based communities as can be seen on Steem, FileCoin, Cool Cousin and many more.

Finally, using one currency will strengthen bonds and create new relationships between vegans all over the world. As the ecosystem grows, VeganCoin will effectively create an independent nation of vegans who support and empower one another.

Veganism as a Cultural Movement: A Relational Approach by Elizabeth Cherry ¹
Roey Tzezana, “rulers of the future”, 2017 ²



3. VeganNation's Community

In the words of Coretta Scott King, an American activist and civil rights leader, "The greatness of a community is most accurately measured by the compassionate actions of its members." VeganNation aims to build a great and powerful community with members expressing compassion and empowering one another, each in their own way. Veganism has always existed in one form or another but has become increasingly popular all over the world in the last century. With the rise of blockchain technology, there has never been a more appropriate time to build a global vegan, community-based economy.

Background

a. A Lifestyle Shared by Hundreds of Millions

Although some people may consider veganism a modern concept, the idea is traceable as far back as 500 BCE, when the Greek philosopher Pythagoras was advocating a cruelty-free lifestyle. Siddhārtha Gautama, better known as Buddha, and his followers practiced a meat-free diet³. Veganism was first coined as a term in 1944 by Donald Watson, an English animal rights advocate. In 1979 The Vegan Society became a registered charity and defined veganism as:

"a philosophy and way of living which seeks to exclude - as far as is possible and practicable - all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose; and by extension, promotes the development and use of animal-free alternatives for the benefit of humans, animals and the environment⁴"

Like every other diverse community made up of millions of individuals, each vegan has a different perspective on the lifestyle and its ramifications, but the main belief is clear: humans should not consume any animal products, should lead a cruelty-free lifestyle and minimize the environmental footprint.

<https://www.vegansociety.com/about-us/history> ³

<https://www.vegansociety.com/go-vegan/definition-veganism> ⁴

[http://www.nielsen.com/content/dam/niensenglobal/eu/docs/pdf/Global%20Ingredient%20and%20Out-of-Home%20Dining%20Trends%20Report%20FINAL%20\(1\).pdf](http://www.nielsen.com/content/dam/niensenglobal/eu/docs/pdf/Global%20Ingredient%20and%20Out-of-Home%20Dining%20Trends%20Report%20FINAL%20(1).pdf) ⁵





In 2018, vegans number an estimated 300 million around the world, plus another 1.2 billion vegetarians⁵, with the numbers rising constantly. The UK, for example, witnessed a boost of 360% in the number of vegans over the past ten years⁶, adding up to more than 1% of the population. In the US an estimated 1.5%-6% of the population lead a vegan lifestyle. In Israel the share is 5%; in Japan, it's 2.75%, 1.1% in Germany, 1.1% in Italy, and so on. In China more than 50 million people are believed to be vegan, roughly 5% of the country's population⁷. Statistically, the top three factors for switching to a vegan diet are animal protection, the environment and personal health.

As the numbers continue to grow, the need for plant-based substitutes is also rising, allowing vegan-friendly retailers to flourish. The US plant-based milk market is set to reach a value of \$2.6 billion by 2022⁸ and sales of Alpro Unsweetened Almond Milk rose by 2,343% in the UK alone over the past two years. This need for plant-based products is also resulting in global innovation with startups like Hampton Creek, Beyond Meat and Impossible Foods creating plant-based products. Those companies are backed by strong investors including Jerry Yang and Bill Gates who chose Hampton Creek as one of "the three companies to change the future of food."

Although food is the first thing to come to mind when thinking about veganism, being a vegan is so much more. It's a complete way of life. The clothes, accessories, makeup, or toothpaste we choose to consume is an important part of our persona and the moral statement we make to the world. As veganism becomes increasingly mainstream, world-renowned designers such as Stella McCartney, Vivienne Westwood and Calvin Klein have banned the use of leather and fur from their clothing lines. The synthetic leather market is projected to grow to an estimated \$85.05 billion by 2025.

b. The Benefits of Cruelty-Free Living

One of the main reasons for practicing veganism is the colossal effect that meat, dairy and egg consumption have on our planet. A cow raised for slaughter consumes up to 28 gallons of water a day (the average human drinks 0.5 gallons⁹). Since an average American adult consumes roughly 90 pounds of meat a year¹⁰, switching to a vegan diet can save up to 724,925 gallons of water per year¹¹. Moreover, 70% of the grain grown in the US alone is fed to livestock. Since the world's population is expected to reach 9 billion people by 2050, we need to find a more efficient way to feed ourselves. The grain fed to livestock designated to become meat for human consumption every year could feed up to 800 million people¹².

<http://www.telegraph.co.uk/food-and-drink/news/number-of-vegans-in-britain-rises-by-360-in-10-years> 6

<http://vegnews.com/articles/page.do?pagelId=6392&catId=8> 7

<https://www.technavio.com/report/global-food-global-soy-and-milk-protein-ingredients-market-2017-2021> 8

<http://science.sciencemag.org/content/sci/327/5967/812.full.pdf> 9

<https://ensia.com/articles/these-maps-show-changes-in-global-meat-consumption-by-2024-heres-why-that-matters/> 10

<https://nutriciously.com/why-go-vegan/> 11

<https://nutriciously.com/why-go-vegan/> 12





Global warming has also become a major issue in the international political arena. Over the last decade governments around the world have been trying to lower greenhouse gas (GHG) emissions by encouraging the population to curtail the use of private cars, recycle, buy energy-efficient products, use less air conditioning, etc. As important as these steps may be, they have not yet had a significant impact. A number of studies have shown that the food industry is responsible for more than 25% of all GHG emissions worldwide. Up to 80% of those emissions are associated with livestock production, but the only government to address the subject has been China which released new dietary guidelines in 2016, recommending that its 1.3 billion citizens cut their meat consumption by 50% (a plan strongly supported by environmentalists around the world).¹³

As campaigns like “Meatless Monday” advocate reduced meat consumption, the vegan diet has come under the microscope with some critics claiming that the diet can cause vitamin deficiency and may be unsafe. In response to those claims, the Academy of Nutrition and Dietetics (the largest organization of food and nutrition professionals in the US) recently released their official stance on the optimal diet, stating that an “appropriately planned” vegetarian or vegan diet is suitable for “all stages of the life cycle” and that adopting such a diet in childhood can reduce the risk of chronic disease later in life¹⁴. As meat and dairy consumption have been linked with heart disease, high blood pressure, cancer and other chronic conditions¹⁵, switching to a vegan diet appears, scientifically, to be a healthier choice.

c. Not an Easy Choice

Major cities around the world, including Berlin, New York, Tel Aviv, Warsaw, Taipei, London and others, are becoming increasingly vegan-friendly, with more restaurants and shops for vegans. The cities are drawing most of the vegan population who largely live in urban or suburban areas (88%) rather than rural areas (12%)¹⁶, mostly due to the accessibility of vegan products. Outside the cities, stores that specialize in cruelty-free products are scarce and restaurants that serve vegan-friendly dishes become rarer. Veganism becomes harder to sustain, putting off many who would potentially adopt the lifestyle.

Having a support system often makes things easier and vegans form supportive bonds by being very active online. Hundreds of Facebook pages, blogs and websites are dedicated to a cruelty-free lifestyle, offering information regarding health, environmental issues and activism, recipes, restaurant recommendations and much more. People around the world are interested in learning about the lifestyle, as shown by a massive 90% increase in “vegan” search in google trends in 2017¹⁷. The vegan online presence is continually growing despite being scattered across different sites and platforms.

VeganNation strives to bring vegans and the vegan-curious from all over the world under one big, digital and actual roof. Blockchain technology has the potential to make this lifestyle more approachable and easier to maintain, while introducing community members to new opportunities for change.

<https://www.theguardian.com/world/2016/jun/20/chinas-meat-consumption-climate-change> 13
<https://www.medicalnewstoday.com/articles/314499.php> 14
<http://www.pnas.org/content/113/15/4146.full> 15
http://www.huffingtonpost.co.uk/jasmijn-de-boo/how-many-vegans_b_10002562.html 16
<https://trends.google.co.uk/trends/explore?q=vegan> 17



4. Ecosystem

The VeganNation ecosystem is based on a shared sense of community and trust. With many ways to contribute, members can be as involved as they wish.

Creating a New Vegan Ecosystem

VeganNation is bringing the global community together by creating a fully functioning ecosystem with the VCN as the driving force behind all operations. A shared sense of community and trust is the building block of the nation and the ecosystem alike, creating many possible ways to contribute and allowing members to be as involved and engaged as they wish. The system is made up of three complementary elements: the ecosystem; the incentive system; and the Evergreen tracking system.

1. Ecosystem components

The ecosystem is designed to incorporate vegan values and address vegan daily needs.

a. Food Sharing Platforms

The most pressing issue in a vegan's life is the difficulty of finding a decent meal. With three meals to eat each day, vegans often end up spending a lot of time and money on a daily basis looking for food outlets. Although many major cities are becoming more vegan-friendly, the vegan options in restaurants are usually expensive and not especially diverse, while restaurants that serve only vegan food are not always available. For people living outside a big city, the story becomes even more tangled as vegan restaurants are rare and shopping for the right products is sometimes impossible. Those traveling for leisure or business in unfamiliar territories find sourcing vegan food especially challenging. They're often limited to basic foods like salads and bread for long periods. To solve this large-scale problem affecting the lives of millions, VeganNation's first focus is on creating a global food-sharing platform.

Food-sharing solutions can be "nice to have" for everyone, but for the vegan community they are a real necessity and could potentially upgrade millions of lives.

The sharing economy models have become a dominant part of our reality in the last few years with companies like Uber, Airbnb, Lyft, Via, Bla-Bla-Car and many more embedding themselves into different parts of our lives. One of the main components that have yet to be taken over is the food industry.

Most importantly, we believe that food brings people together, and a community already based on a shared diet will benefit from diverse possibilities, convenience and fair prices. By using VeganNations' platforms, members will be able to share the food they



make at home, giving them the option to decide whether they want to have a dinner party or send their food out, helping other members and making some extra money.

As all vegans are aware of the difficulties of keeping a well-balanced diet within a sensible budget, we trust that members will price their food reasonably. They'll want to give all participants the chance to enjoy a diversity of healthy, home-cooked dishes and the opportunity to meet new people who share a similar ideology and lifestyle, enlarging their support systems and social circles.

Hosting Vegan Meals: Members of VeganNation will be able to share their cooking skills and open their homes while empowering their community and offering vegans around them healthy, reasonably priced meal options. The host cooking and sharing their food can upload a description of the meal and the number of dishes to be made. Members interested in the culinary experience will be able to choose a place to eat, people to share their meal and their dish. All transactions will be made using VCN, making the payment easy, transparent and safe. After the meal is over, the host will be able to share their recipes. Other members will then be able to purchase the groceries through the platform to cook their favorite dishes in the comfort of their own home and possibly become hosts of the next vegan meal.

Takeout: We want vegan food to be available for every member at any hour of the day. Most restaurants today offer a takeout option, making the food they serve even more accessible. The food sharing platforms will create an active, solid base for the ecosystem's endeavors.

b. Decentralized Content

Hundreds of different blogs, web pages and Facebook groups cater to vegans around the globe. Some offer recommendations and recipes, while others provide articles, blog posts and much more. As VeganNation aims to unite the worldwide community of vegans, we'll strive to bring the vegan content world together on a single platform, connecting people through high quality content. Users can choose the content they see, picking the topics they find most interesting and designing their experience to fit their individual needs. Members can recommend meals they enjoyed while engaging in our food-sharing experience and empowering their hosts.

Meetups Platform: we want our community members to be able to take their activism offline. A meetup platform will be integrated, giving people an opportunity to physically meet and converse. Active members will be able to have private or public gatherings to discuss important and enlightening topics.



c. E-Commerce

An online marketplace will integrate businesses with the VeganNation e-commerce platform, allowing buyers and sellers to trade directly. Consumers, small business owners, craftsmen, farmers, and service providers (such as doctors and yoga instructors) will be able to connect and use the transparent, safe, blockchain-based VCN to do business. An approved list of vendors will create a limited network of suppliers. New businesses will be added to the system after the community agrees that they meet the vegan lifestyle standards.

d. Innovation

We intend to put major resources into innovative and entrepreneurial projects that address challenges regarding sustainability and green innovation. VeganNation will provide members with unique opportunities to use these initiatives and we'll build creative mechanisms to support such projects.

Part of the vegan ideology is believing that change can come from just one person with a cause. VeganNation implements this idea by supporting causes that go hand-in-hand with the core values of the nation.

Part of the funds raised will be used to build a technology hub run by experts who will take entrepreneurs from the start to the finish line. Our goal is to find the people with the greatest desire to make an impact and provide them with the tools they need to make a real change.

Ambassadors of Change: Our first publicity and marketing efforts are aimed at the college community in the United States. Like Facebook and Snapchat which first targeted people in the 18-30 demographics¹⁸, we believe that students make an ideal initial audience. Students come from different American states and beyond to attend university. They are far from home and often look for new social circles to join and they're willing to explore new lifestyles and beliefs. Food is always an issue when it comes to college students who are frequently on a low budget, are not very kitchen-savvy and have little time to spare. Using the sharing platform provides students with delicious meals at affordable prices in the company of amazing vegans, making the vegan student community stronger and more integrated.

As part of our initial marketing efforts, we identify strong, outspoken leaders within the different colleges and invite them to become VeganNation ambassadors. The ambassadors' role is very similar to diplomatic ambassadors and includes aiding the nation's members, forming strong communities and representing our new nation.





2. Incentive System

We believe that financial incentives can empower our members and create a strong, capable nation. VeganNation will create a comprehensive incentive system based on our ecosystem's different platforms and giving numerous opportunities for all members to contribute.

The system is currently under construction. Further details will be added in the next draft.

3. EverGreen Vegan Tracking System

VeganNation's tracking system "EverGreen"

Veganism is a way of life, not just a diet. Leading a full vegan, cruelty-free lifestyle can be challenging. Tracking the origin of products and making sure that a business meets certain standards can be impossible. A blockchain-based ecosystem creates new possibilities for nation members to take matters into their own hands with a community based tracking-system. The technology creates a new era in transparency and validity for vegans.

The nation will have approvers, or "rangers" (building on the EverGreen forest metaphor,) who will be certified by other nation members. The rangers will be in charge of giving the "VeganNation seal of approval." At first, the seal will be given to businesses, service providers, meal hosts and other components of our ecosystem. As the nation grows and the ecosystem evolves, the rangers will be able to take their responsibility to the next level by providing an insight into the supply-chain, approving products from producer to consumer, making products, services and produce transparent and 100% cruelty-free. VeganNation's ultimate goal is to create a decentralized approval system on which vegans can vouch for the authenticity of a vegan-friendly product or establishment, making vegan consumption easier and transparent in a communal and accessible manner.



How It Works

a. Nation Members

VeganNation has three kinds of members, with their categorization based on their internal contribution to the tracking system;

• **“Member”**: Any nation member with a VeganNation passport who holds VCN and uses it in different ecosystem platforms.

• **“Producer”**: A nation member who provides services to other members. Producers are hosts of shared meals, service providers and business owners who are a part of the ecosystem.

• **“Approver” or “Ranger”**: A nation member chosen by other members to ensure different parts of the ecosystem meet the nation's standards.

The different positions are not a hierarchy but a representation of the type of involvement in the ecosystem.

b. The Ranger

Any member of the nation can apply to be a ranger but acceptance depends on the receipt of a set number of votes from other members. The community can also strip rangers of their title if they behave maliciously or neglect to fulfill their role properly. The process is controlled in a decentralized and transparent way through crowd-wisdom. Since the relevant data is available to all, the performance of rangers can be audited publicly using cutting edge data-analysis techniques. Rangers will be in charge of validation, firstly of ecosystem components such as restaurants, shops and service providers, and later of distinct supply-chain elements.

c. Ranger Compensation

VeganNation will use 10% of ICO proceeds to compensate rangers and create a high level of engagement among the community. Later, as the nation becomes more decentralized, members will decide on a form of internal compensation.

d. Stages Of Application

The tracking and approval system will grow as the nation expands and the ecosystem flourishes. At the first stages of operation, rangers will be in charge of ecosystem growth and authentication, approving hosts, businesses and service providers. As members enroll and the nation grows, adding more rangers in different locations, the ranger's role will become more meticulous and smaller details will be approved, creating a community-inspected supply chain.

e. Supply-chain approval

Each line of products made by a producer is linked to that producer by a smart contract containing the details of the product. Each contract is supervised by rangers paid by VCN. On the blockchain, each product will have a field that links to an Approval document which is only valid if digitally signed by a certified ranger. The Approval contains details of the supervision, including reports and pictures of the site, and has an expiry date that must be renewed.

5. Technology

a. Introduction

We define three users in our system:

1. **VeganNation User:** Owner of a VCN coin.
2. **VeganNation Producer:** A VeganNation User with a Smart Contract of Producer Certification attached to their wallet. Any user can be a producer.
3. **VeganNation Ranger:** A VeganNation User with a Ranger's Smart Contract attached to their Wallet. Rangers are chosen.



From V / to	Producer	Approver	User	VCN Governance
Producer	Producer A makes a batch of products for Producer B to create a final product for users. It is in the interest of Producer B that the product batch has a valid approval since problems with X will render the final product "non-vegan."	Makes a payment to receive approvals for product batches. The Producer adds VCN to each batch to be paid to a Ranger. Payments are conditioned on the purchase of a batch by users and may include a minimum commission.	Supplies products consumed by a User.	
Ranger	Approves product batches made by a Producer.	Votes for the Approval Certificate and Cancellation	Provides Quality Assurance by approving Producers and product batches	
User	Pays Producers who produce final products and submits likes/dislikes for reputation	Votes for the Approval Certificate and Cancellation. Submits likes/dislikes for reputation	Submits likes/dislikes for reputation	Makes a deposit to open Ranger and Producer requests for Smart Contracts (to prevent abuse of the network, opening multiple contracts etc.)
VCN Governance System	Can issue Smart Contracts for product batches	Can receive deposits from successfully cancelled Ranger Certificates	Can issue Ranger requests for Smart Contracts to become a Ranger. Can issue Producer Certificates. Can receive reputation from successfully cancelled Ranger Certificates.	

[ds1] הערות עם: Makes a deposit to open Ranger and Producer requests for Smart Contracts (to prevent network abuse, multiple contracts etc.)

b. Supply Chain

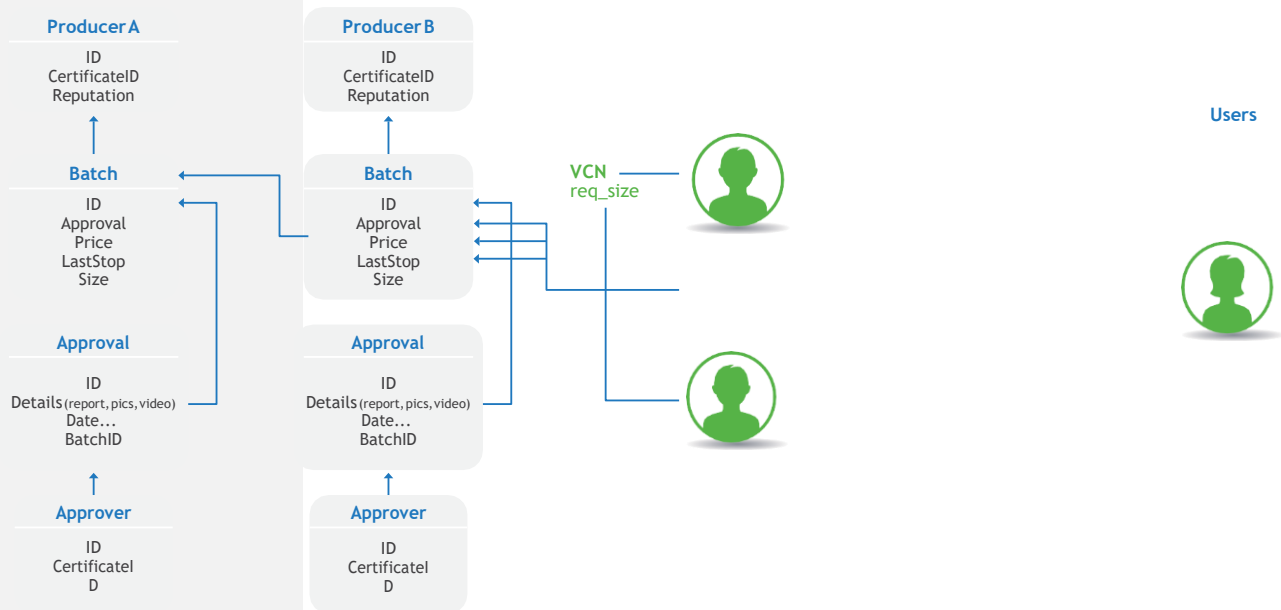
The supply chain includes two kinds of smart contracts:

1. Batch Smart Contracts can only be sent to the network by a Producer. They can be bought by users or by another Batch Smart Contract, and contain the following fields:

- a. Unique ID
- b. Approvals IDs
- c. Price requested
- d. LastStop (Last Batch unique ID)
- e. Size - # of samples in the batch.
- f. Approval ID Link which will be updated by the Ethereum network automatically following Ranger approval.

2. Approval Smart Contract can only be given by a Ranger. They will contain the following fields:

- a. Unique ID
- b. Details - Such as a report with information about what was checked with photo or video.
- c. Approval end date - Termination of the smart contract credibility
- d. BatchID link to the approved batch .



c. Ranger Certification

Ranger certification will use a smart contract:

1. **Ranger certificates** can be created by a user but to show that VeganNation users and Rangers have powers, they must be voted on by additional Rangers and users. . The smart contract will have the following fields:

- a. Unique ID
- b. UserID Link to the VeganNation User
- c. Num of votes - required and updated automatically by the Ethereum network
- d. Votes - A transaction sent by VeganNation Users and Rangers.



d. Ranger Cancellation

Ranger cancellation will also use a smart contract:

1. **Ranger certificate cancellation proposals** are smart contracts which can be proposed by any VeganNation user and must be approved by Rangers and Users. This smart contract will be submitted if a VeganNation Ranger abuses their power or does not perform their duties correctly. The smart contract will have the following fields:

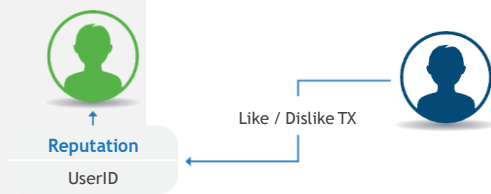
- a. Unique ID
- b. Ranger Certification ID to be canceled
- c. NumOfVoters - which will updated by the Ethereum network itself.
- d. Votes link to the transaction IDs
- e. Reason - text field with the reason for the proposal.
- f. UserID to submit the proposal.



d. Reputation

Reputation will also be defined by a smart contract:

- 1. Reputation smart contracts** will include every VeganNation User. This smart contract will enable other users to “like/dislike” the User, Approver or Producer. The smart contract will have just one field with the UserID linked to the contract.



Related Works

Our system combines several types of related projects:

1. Blockchain for Supply Chain Management

Supply chain management is seen as a central application of blockchain technology. The distributed nature of multiple, separate parties along a chain requires access and trust in the state of supply of a given product. Many projects have recently been proposed or deployed to handle the management and monitoring of a growing list of supply chains including shipping [3], food [1,2,3] and precious minerals [4]. Food-related supply chain solutions tend to focus on ensuring food quality and traceability, and use sensors to monitor quality. Our approach leverages the power of community to enable human sensors—our Rangers. This alleviates the burden of developing and deploying costly and complex sensor solutions, and encourages community action and participation. We see hardware sensors as a powerful complementary tool allowing for a high standard of quality assurance, and indeed Rangers may choose to use sensors as part of their work in the future

Our system also takes a unique approach to traceability. Whereas supply chains generally allow interested parties a “read-only” way to view the origin of a received product, our system also encourages a heightened interaction with the supply chain through the use of an integrated reputation system and user feedback in the form of reviews, likes, etc.

2. Vegan Content Sharing Platforms

Numerous vegan content sharing platforms exist. HappyCow [5], for example, is one of the most popular. While it’s currently a vibrant and widely-used platform for community building, it’s also centralized and suffers from the limitations of centrally managed reputation and review (R&R) systems (see section XX).

2. Distributed Content Sharing Platforms

The many problems associated with centrally managed content sharing platforms have led to the rise of numerous distributed platforms. Steemit [6] is a well-known platform for content over a wide range of topics, while other platforms focus on more specific content, such as reviews [7,8]. These platforms attempt to change the current system whereby a user receives content for free (Tripadvisor, Facebook, etc) but “pays” with data and targeted ads. In distributed content sharing platforms, users are incentivized to contribute quality content in the form of reviews, blog posts, travel advice and the like, or feedback on content (in the form of up/down votes).

4. Reputation Systems

While distributed content sharing systems handle both content generation and the reputations of users across the platform, reputation systems decouple the two and focus solely on establishing trustworthy reputation management [9]. This carries the advantage of allowing interchangeability across multiple platforms. A user with a good reputation for travel reviews is likely to be a trustworthy book reviewer too. However, it also necessitates integration and widespread adoption of a standard reputation protocol.

5. Distributed Marketplaces

Traditional centralized online marketplaces like eBay suffer from similar issues as traditional content sharing platforms: fraudulent reviews and lower general trust. Also, as platforms acting as middlemen, the commissions for buyers and sellers are naturally higher. Numerous distributed marketplaces have emerged as potential alternatives. Some handle reputation along with an exchange of goods to discourage scammers [11, 12], while others use multi-sig escrow transactions [10].

VeganNation combines elements from all areas listed above into an integrated solution tailored to the needs of the international vegan community. We aim to build a distributed vegan content-sharing and marketplace platform where, in addition to content sharing, goods, services and reputation¹⁹, unique vegan-specific community needs will also be handled on the blockchain. Rangers, acting as supply-chain supervisors, will ensure that delivered goods meet exacting vegan standards. The unique Evergreen supply-chain will allow for end-to-end feedback flow from table to farmer, encouraging valuable community growth and honest business practices in an unprecedented way.

Reputation management will be initially handled on the VeganNation blockchain, ¹⁹ with the option to interface with general-purpose decentralized reputation systems in the future.

6. The VeganNation Coin (VCN)

VeganNation's food-sharing and content platforms will come together in a fully functioning ecosystem, uniting vegans around the globe into one big, happy nation. All transactions made in this ecosystem will use the VCN, a cryptocurrency specifically designed for VeganNation members. The token introduces blockchain technology to the community, creating a new trading era without the influence of governments or corporate interests and in which transparency is key.

a. Blockchain Technology and Ethereum Advantages

The blockchain is a distributed digital ledger that offers a semi-public record of all transactions made using a specific token. Each block is identified with a cryptographic signature and refers to the previous block in the chain, making it safer as the chain grows longer. The technology was first introduced in October 2008 as part of the Bitcoin protocol. Over the last couple of years, cryptocurrencies have become a major part of the economic sphere with a market cap in January 2018 of \$616,480,400,111 for all tokens combined.

Ethereum was launched in 2014 as a decentralized platform that runs smart contracts, allowing each user to build their own project based on its powerful, shared infrastructure. Today most ICOs are Ethereum-based, making it the go-to platform for blockchain-based ventures. The wide use of the platform makes it stronger and better as every programmer who uses it adds more applications and knowledge to the sphere.

b. Social Capital and the Social Elements of Money

Money depends on a social agreement made by members of a community who agree that a specific currency has value. As humans evolve, currencies change and different ways of trading are added to our economics. Commerce has passed from the bartering of commodities such as grain and livestock through the use of heavy metals like gold and silver to metal coins and the printed bills we use today

The past decade and the rise of virtual social networks have introduced a new commodity: social capital. This new kind of capital refers to the financial and cultural meaning of a social network in which the community is a major factor. As every action taken by the community or by individuals inside it is based on trust, reciprocity and cooperation, products and services given in the community are directed to a common good and not only towards personal gain.

The term was first coined in the late 19th century by Alexis de Tocqueville, a French diplomat who noticed that the United States had strong communities with social gatherings at which members discuss political and financial matters. He noticed that the high level of participation of members and the great transparency between them allowed a democracy to evolve.

Today, we can see this social capital in modern social networks that are often based online. Communities are no longer exclusively based on geographic location but are formed around shared interests and beliefs, ranging from love for fuzzy cats to strong political agendas. The stronger the shared beliefs, the stronger the social capital of a community, resulting in bigger resources and deeper engagement. This capital is decentralized and based on all members instead of one main factor.

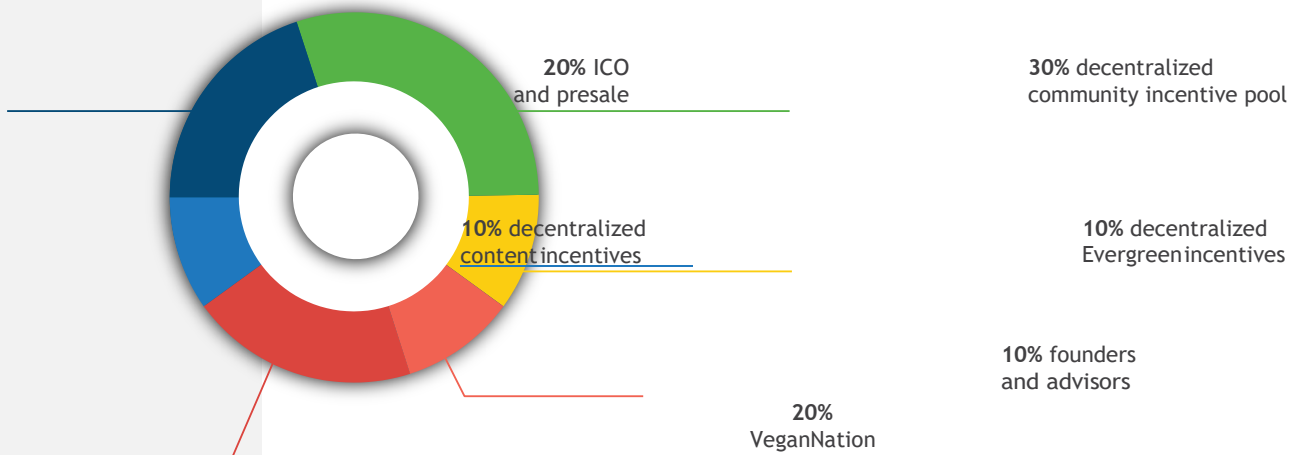
Cryptocurrencies are also based on social capital. Each token has a diversified network of people using it, creating a community-based coin. Cryptocurrencies therefore express the social elements of money, allowing a community to determine which coin represents them best and making governments and interest holders irrelevant.

Many of the ICOs today present technological advancements and new products, and aspire to build a community of token holders based on the members who use the coin. We believe that the power of the VCN resides in the vegan community around the world. The vast social capital this community already possesses, backed by a fully functioning VeganNation ecosystem, will translate to a strong, durable coin.

1. VeganNation's Economics

a. Token Allocation

In order to make our token available for all future community members we will be issuing a total supply of 1,000,000,000 VCN that will be allocated as follows;





ICO

During the pre-sale and ICO phase, we will issue 20% of the total token supply, or 200,000,000 VCN, in order to collect the funds necessary to implement the VeganNation ecosystem worldwide.

Decentralized Incentive Pool

A total of 50% of tokens will be allocated to the decentralized incentive pool, created to encourage members to contribute. All incentives will be distributed via a smart contract with predetermined conditions, making the pool decentralized. The tokens will be given out in first years of operations, incentivizing general contribution, content contribution and tracking system engagement.

Community Incentive Pool: 30% of the tokens will be directed towards the decentralized incentive pool, rewarding engagement and contributions to the community. In the first years of operation, members will be incentivised to conduct various activities while the ecosystem develops and the community grows.

Content Incentives: 10% of the tokens will be issued to content contributors who publish interesting, engaging content that the community appreciates.

Evergreen Tracking System Incentives: 10% of the tokens will be issued to Rangers of the Evergreen TS, incentivizing engagement and creating a global approval system.

VeganNation

Our main goal is to create a sustainable economy that will be based on the VCN and form our fully functioning ecosystem. Twenty percent of the tokens will be allocated to VeganNation for future company operations and to grant liquidity to the members of the nation's ecosystem. We will release up to 20,000,000 VCN to the cycle every year, according to market demands, company needs and applicable regulation.

Team and Advisors

Ten percent of the tokens will be allocated to team members and advisors.

b. ICO Details

Hard Cap: \$60 Million

Soft Cap: \$10 Million

ICO crowdsale will begin on September 2nd, 2018. ICO ends in -----

VCN initial price \$0.5

Type: utility

Lockup and vesting:

Large token holders; 1.5 years vesting period with a 20% release every quarter (beginning second quarter after ICO).

Founders; 3-year lockup period with a 10-quarter vesting period and release of 10% every quarter.

c. Use of Proceeds

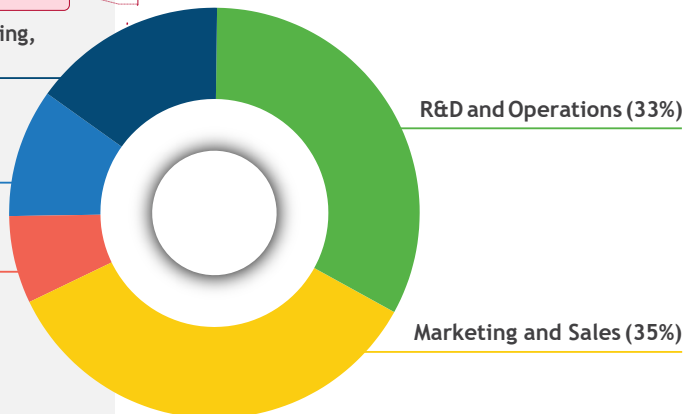
VeganNation's goal is to create a strong global nation for vegans worldwide. In order to establish an international enterprise, we set out to raise \$60M while scale and functionality will be adjusted according to the funds raised.

[ds2] הערות עם: Contingency (10%)

Administration, Accounting,
and Legal (15%)

Contingency

Community
Management (7%)





R&D and Operations (33%)

Our meal-sharing and content platforms are already in development and will soon be ready for beta users. Proceeds will be invested in further development of our technology, and improving different platforms including the meal-sharing, e-commerce, content platforms and the Evergreen tracking system. Future operational costs for the different platforms and systems integrated into the VeganNation ecosystem will also be included.

Marketing and Sales (35%)

In order for VeganNation to reach its worldwide communities, most of our proceeds will be invested in marketing to and educating a new, global cruelty-free nation. Forming our local embassies, finding leaders to act as ambassadors and raising awareness of our meal-sharing system will be just some of the many steps taken to initiate the formation of the new nation.

Community Management (7%)

As we aim to unite the vegan community and create the VeganNation, 7 percent of proceeds will be allocated for community needs, including supporting projects that share the nation's vision, allowing access to anyone who wishes to access our ecosystem and VCN token, and prevent market manipulation.

Contingency (10%)

Ten percent of proceeds will be held for unexpected outcomes and will be allocated as needed in accordance with our vision for transparency to the community

Administration, Accounting, and Legal (15%)

Internal company expenses including all human resource-related expenses, accounting etc.

d. Use Of Proceeds According To Different Funding Scenarios

VeganNation's hard cap was set according to a 3-year global expansion plan. Operation and development levels will be set in accordance with funds raised during the ICO. While striving to reach our hard cap in order to execute our global plan, we take different scenarios into consideration:

15

1. **\$ M** in proceeds

Operations will begin on a relatively small scale with the VeganNation Food Sharing Platform implemented in ten major college towns in the United States. R&D and marketing funds will be allocated accordingly.

30

2. **\$ M** in proceeds

In addition to initial implementation in the US, Europe will be added to the VeganNation's 3-year plan. R&D and marketing funds will be allocated accordingly.

60

3. **\$ M** in proceeds

VeganNation's hard cap was set with a global expansion plan in mind. Our Food Sharing Platform will be implemented in top college towns in the US, Europe and Asia during the first three years of operations.

8. Risk Factors

The following are the risk factors in relation to **VeganNation** business in general and the **VCN** token sale event in particular:

a. Token-Based Risks

- There is no prior market for tokens and the token sale may not result in an active or liquid market for the tokens.
- Future sales or issuance of the tokens could materially and adversely affect the market price of the tokens.
- Negative publicity may materially and adversely affect the price of the tokens.
- There is no guarantee of any success of the company's business platform or any future token functionality.
- The market price of the tokens may fluctuate following the token sale.
- The private keys to the escrow wallet may be compromised and the cryptocurrencies may not be able to be disbursed.
- The token may be significantly influenced by cryptocurrency market trends and the token value may be severely depreciated due to non-VCN related events.
- The use of the tokens may come under the scrutiny of governmental institutions.
- The ownership of tokens may fall under new and unpredicted taxation laws that will erode the benefits of the tokens.
- There may be unanticipated risks arising from the tokens.
- Applicable laws and regulations may limit the utility, functionality, the accessibility and transferability of the tokens.
- Crowd sales have been known to come under malicious attacks from hackers and/or other parties resulting in theft of tokens. Such events may inflict massive losses on buyers and the company.

b. Company Risks

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The company may be materially and adversely affected if it fails to effectively manage its operations as its business develops and evolves. This would have a direct impact on its ability to maintain or operate the company's business platform and/or develop infrastructure and/or license any future token functionality.

The company may experience system failures, unplanned interruptions in its network or services, hardware or software defects, security breaches or other causes that could adversely affect the company's infrastructure network, and/or the company's business platform.

The company may in the future be dependent in part on the location and data center facilities of third parties.

General global market and economic conditions may have an adverse impact on the company's operating performance, results of operations and/or cash flows.

The company or the tokens may be affected by newly implemented regulations.

The company may not be able to pay any anticipated rewards in the future.