



To improve agribusiness so profoundly,
traders won't go back to the old ways

Andrei Grigorov, Robert Zaremba

 CERREALIA

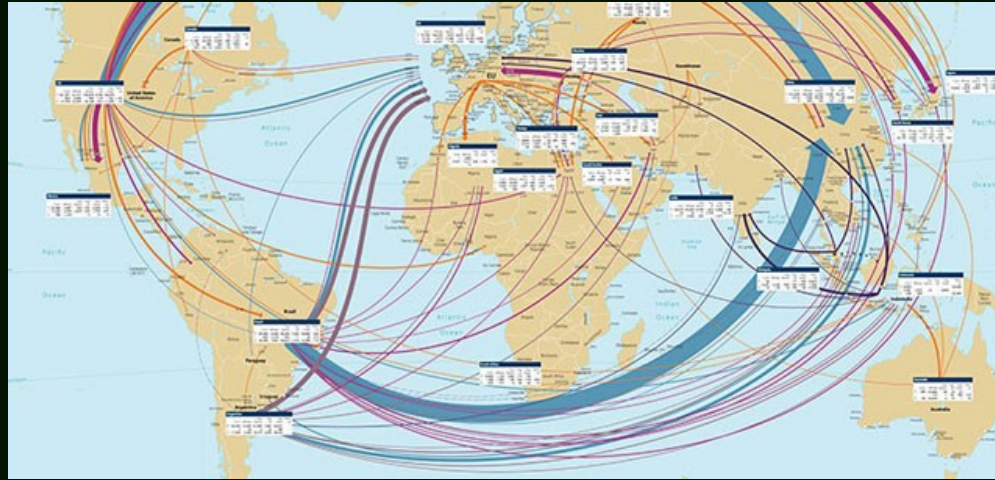
created by:



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Co-founder, CEO
MSc Commerce.
Agri-business expert.
20+ years of prof.
experience with:
Grain trading,
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Hedging,
Trade finance,
Entrepreneurship.
Trilingual: Russian,
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Robert Zaremba
Co-founder, CTO
MSc Computer Science.
Emergent technology
expert (Blockchain,
Analytics, Machine
Learning).
10+ years of prof.
experience with: Data
mining, Analytics,
Distributed systems,
Crypto-economics.
Entrepreneurship.



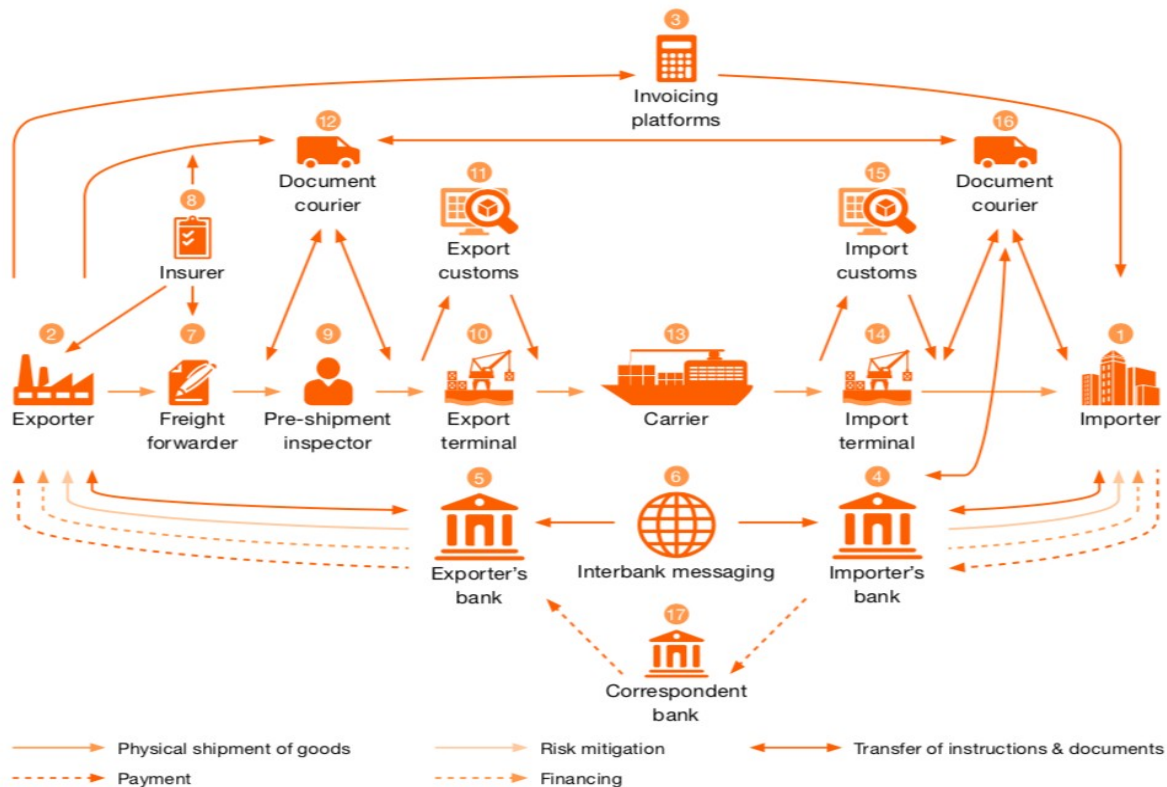
World Grain trade (wheat, corn, ...): 400+ mln t/year (\$80+ bln).
Initially targeting Black Sea exporters (Russia, Ukraine, a quarter of the world grain trade) ...
... and Mediterranean sea importers (Turkey, Egypt, etc).

PROBLEM

Archaic state of grain trading

- International trade is mainly done in USD
- Acute lack of trade finance
- Commercially inefficient contracts
- Lack of solutions for small and medium companies





CODE NAME: "CONGENBILL", EDITION 1994

Shipper:

Consignee:

Notify:

Vessel: Port of loading:

Port of discharge:

Shipper's description of goods

BL Number 1.
BILL OF LADING
 TO BE USED WITH CHARTER PARTIES

Gross / Net weight
 GROSS WEIGHT 0 000,000 MT.

FREIGHT PAYABLE AS PER C/P DATED 00.00.2014
 CLEAN ON BOARD

(of which none on deck at Shipper's risk, the Carrier not being responsible for loss or damage hereunder anyway)

Freight payable as per CHARTER PARTY dated 00.00.2014	SHIPPED at the Port of Loading in apparent good order and condition on board the Vessel for carriage to the Port of Discharge or so near thereto as she may safely get the goods specified above. Weight, measure, quantity, condition, contents and value unknown. (IN WITNESS whereof the Master or Agent of the said Vessel has signed the number of Bills of Lading indicated below all of this tenor and date, any one of which being accomplished the others shall be void.) #FOR CONDITIONS OF CARRIAGE SEE OVERLEAF
FREIGHT ADVANCE Received on account of freight: _____	
Time used for loading: _____ days, _____ hours.	Freight payable at: _____ From and date of issue: RIVER PORT, UKRAINE 00 SEPTEMBER 2014 Number of original B/Ls: 3 (THREE) Issued to: MASTER





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D°CS

Nine Years
Propelling
Paperless Trade

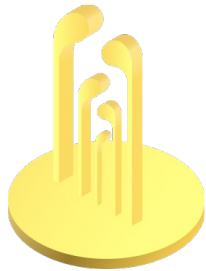


**DIGITIZATION AND DIGITALIZATION
ARE HAPPENING NOW**

**AND BLOCKCHAIN IS
ACCELERATING THEM**

How?

Smart Contract



Powerful, secure and trustless functionality to conclude trade and hedging contracts.

Payments



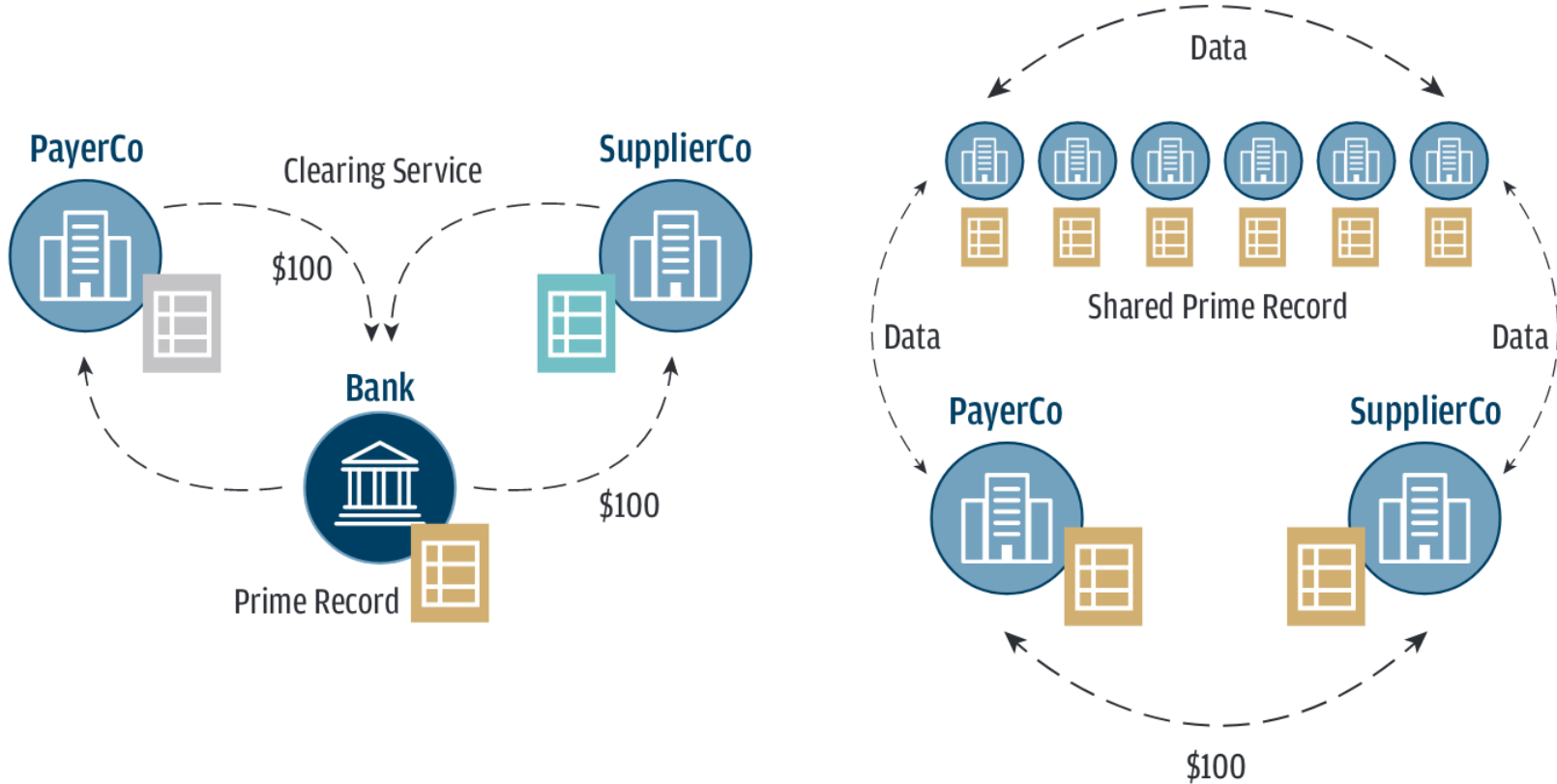
Efficient money exchange, cross border payments

Trade Finance

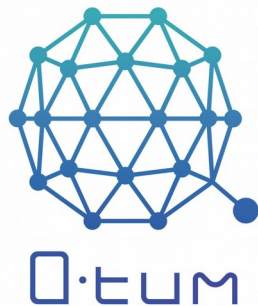


Competitive Trade Finance

Blockchain in a nutshell

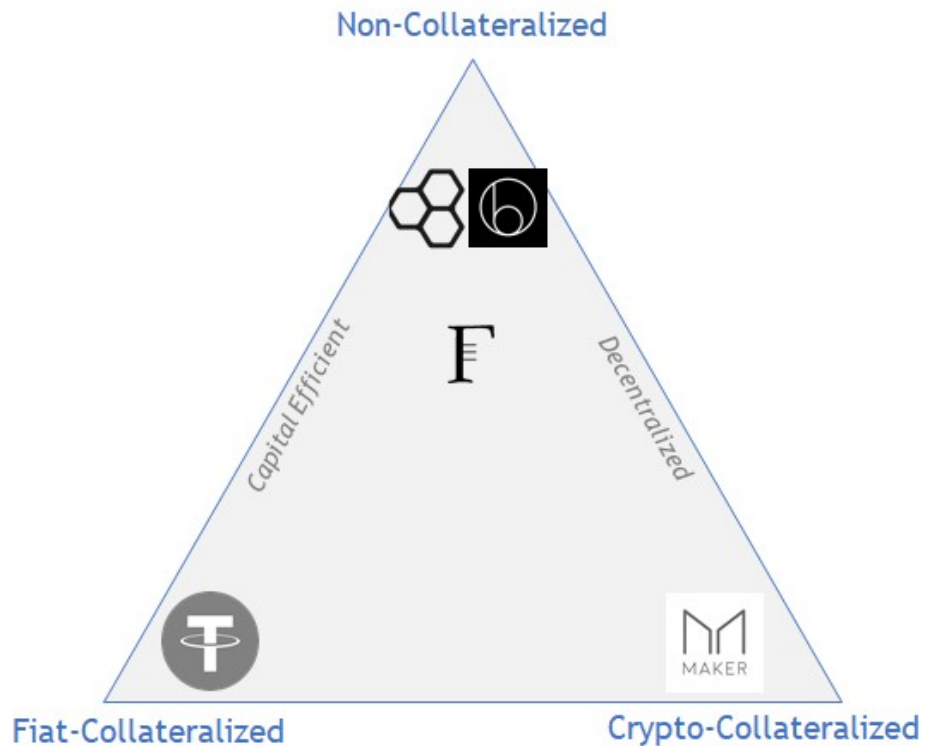


Blockchains



HYPERLEDGER

Stable Coins



Source: Adapted from Haseeb Qureshi's article

Blockchain Business Benefits



Assurance

- Decentralization
- Data Reliability
- Transparency
- Data Protection
- Attestation



Amplification

- IoT integration
- Collaboration
- Empowered Consumer
- Cross-Economy Interoperability



Serenity

- Cryptographic Reputation
- Public Transparency
- Business Confidence



Efficiency

- New forms of value interpretation
- Optimized time to value
- Continuous and autonomous markets



Business Intelligence

- Programmable Business through Smart Contracts
- Decentralized Autonomous Organizations
- Autonomous and decentralized value creation collaboration platforms

How The Netherlands Is Blazing A Trail Through The Blockchain Scene?

Forbes

- New prototypes, project implementation, and international partnerships.



WORLD BANK GROUP



Big Guys

- Switzerland's stock exchange
- China sets up \$1.6B government-backed Blockchain Fund to invest in start-ups
- Walmart – supply chain



PORSCHE

Advantages of Cerealia Trade Finance TM

- Possibility to finance both buyer and seller of the same contract, but disbursing the contractual amount only once.
- Getting access to hundreds of trading KYCed SMEs with history.
- All parties (including Lender) have live view into smart contract state, can follow the contract execution progress and can react immediately as things happen.
- Digital B/L and collateral are protected by smart contract and controlled by lender.

Digital Identity

A digital identity is information on an entity used by computer systems to represent an external agent.

- Partner with certified KYC providers in order to provide verified and trusted digital identity.
- Deliver all required information to the payment providers
- Deliver secure Digital Identity wallets / storage options



Revenue Streams

- Commissions from physical trading (example: big brokerage house make around \$10mln/year);
- Commissions from derivatives' trading;
- Commissions from tokenized grains;
- Commissions from marketplace services (eg: trade finance, payments, insurance);
- Advertising, affiliate contracts with vendors like Reuters, Bloomberg, Platts, Geosys.

Upcoming Delivery

Targets

We start from Grain business in Black and Med Sea area, where we have lot of experience, know-how, connections and targets.

- 1) Black and Med Sea Grain Trading SMEs
- 2) Black and Med Sea Farmers
- 3) Other agri-commodities
- 4) Derivative traders

Activities

- MVP **completed** ✓
- Pilot 1 (\$5mIn Black Sea Trade) **completed** ✓
- Smart Contracts v1 **completed** ✓
- Pilot 2 (whole trade execution) Feb 2019
- Development of secure Digital Identity
- Payment Gateways

High qualified team



Andrei Grigоров

Co-founder, CEO



Robert Zaremba

Co-founder, CTO



Lin Hong

Senior Software Engineer
(Frontend)



Wang Zhong

Senior Software Engineer
(Backend)



Martynas Maciulevičius

Software Engineer (Backend)



Zheng Guo

Frontend Developer



Roman Tarasevych

Designer, Ein-Des-Ein



Dimitriy Tolmachov

Project Manager, Ein-Des-Ein



Nikita Rodionov

PR & Branding



Michael Huyard

Digitalization Specialist



Marta Zaremba

Graphical Support



Philip J. Weights

Advisor



Swithun Still

Advisor



Natalja Skuratovic

Advisor



Thomas Houghton

Advisor



Alexander Hanson

Advisor



Thierry Beaupied

Advisor

S&P Global

Platts

Agriculture – 12 Nov 2018 | 20:00 UTC – London


Black Sea wheat sees blockchain trade

Author [James Colquhoun](#)

London — Black Sea wheat traded using blockchain Monday in a pilot deal between Solaris and Transoil International via the Cerialia Platform, the platform's developer said.

A Russian 25,000 mt parcel of 11.5% protein wheat on a FOB basis at Novorossiisk for December delivery traded for an undisclosed price.

The platform developer said it was the first such Black Sea wheat deal.



We are presenting Cerealia as speakers at the top events



S&P Global
Platts

Digital Commodities Summit

Caspian
week

dc  iv.



**GENEVA ANNUAL
BLOCKCHAIN
CONGRESS**



We are looking for partners

- Investors
- Trade Finance lenders





Jamie Dimon Says:

*JPMorgan Will Use Blockchain
'for a Whole Lot of Things'*

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A method and system patent application has been filed.

