

# InDaChain – The Market

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## Overview

- ❖ **InDaChain** is a solution designed to tackle the problem of asymmetric information of product quality and production.
- ❖ The solution relies on storing the complete production data on the **blockchain** platform to be easily accessible by customers, via a mobile app.
- ❖ The platform will include soil composition and dietary restrictions data, as well as various stages in the supply chain, from the **soil to the shelf**.
- ❖ **Is this solution in need? Is it feasible or/and profitable?**



**Inputs**



**Growth**



**Processing**



**Transport**



**Market**

## Customers and Producers

- ❖ InDaChain will permit everyday customers to access production and supply chain information easily via QR code.
- ❖ What else is the customer looking for? What is the target customer? What information are they interested in?

## Consumers

- Full symmetric information about product quality
- Promoting positive impact on health and nutrition
- Allow consumers to verify producers behaviour in the supply chain
- Real-time updated stream of information



## Producers

- Creating trust and credibility in supply chain
- Promoting positive changes in sustainability of supply chain
- Improve branding
- Asset digitalization
- Real-time updates

- ❖ For producers, InDaChain will serve as a **branding instrument** that highlight their commitment towards a certain sustainable practice.
- ❖ Is it profitable? Will it be widely adopted? Will it be applicable in other sectors of the industry?

## The Technology

- ❖ The blockchain technology has been chosen for its **immutability** and security.
- ❖ The trade off between security and speed of data processing
- ❖ **Is Blockchain efficient? Private vs public Blockchain?**

## The Market

- ❖ The Industry
- ❖ The Market size and **Target Market**
- ❖ Barriers to entry
- ❖ **Competition Analysis**, strengths and weaknesses
- ❖ Is InDaChain relevant in Today's market?

**THERE'S A GAP IN THE MARKET, BUT IS THERE A MARKET IN THE GAP?**

