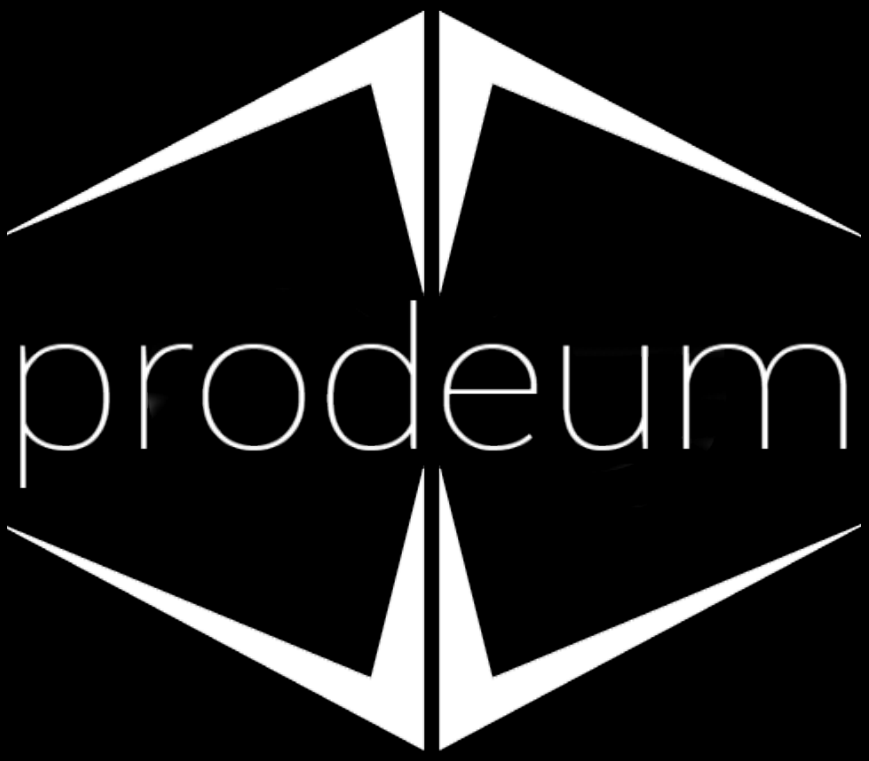
PRODEUM WHITEPAPER



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The Mission Behind Prodeum

Ever since 1990, over 1400 price look-up (PLU) codes have been introduced and assigned to a wide variety of produce which has completely eliminated the need for grocery store checkers to examine or identify each fruit/vegetable individually. 11 years later, the International Federation for Produce Standards (IFPS) introduced a global standard for the use of PLU numbers. In 2018, PLU codes haven't changed and only share basic information which is of course their intended use. In this generation of technological advances, most consumers these days are more health-conscious and would like to understand exactly where their fruit or vegetables come from. This is where Prodeum comes in. The goal behind Prodeum is to work with the IFPS and find a way to overhaul the current PLU standards. PLU codes should include information for the consumer from this point forward. Besides including information about pricing, PLU info should include a detailed history of the produce in question. Implementing Ethereum and the new aPLU system will benefit distributors, retailers and consumers worldwide. Soon, consumers around the world will be able to scan any aPLU code with their phones and instantly receive detailed history behind their food.

"Soon, consumers around the world will be able to scan any aPLU code with their phones and instantly receive detailed history behind their food."

DISTRIBUTORS will be able to track items better & create better growing environments in order to create trust and rapport with consumers.

RETAILERS will have detailed information on whether they'll be able to sell a batch of produce or not.

MARKETERS will be able to utilize aPLU information as a promotional tool for health-conscious consumers.

CONSUMERS are able to check the history behind their produce before or after purchase.

Benefits of Prodeum

Prodeum combines the existing PLU process with blockchain technology. Running on the Ethereum network, produce utilizing aPLU codes will contain historical data available to distrubutors, retailers & consumers.

CONSUMER SAFETY

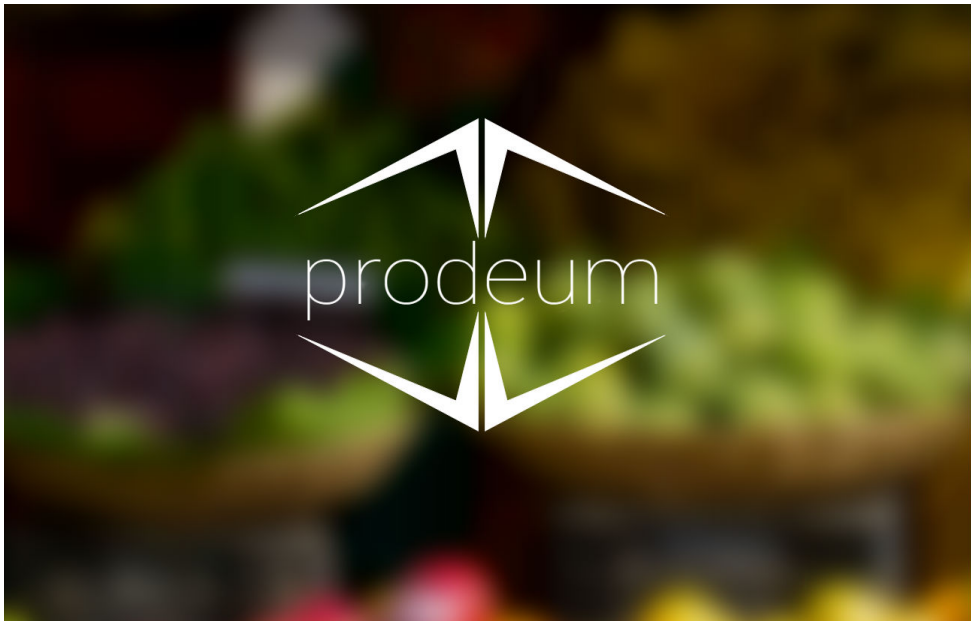
Prodeum's goal is to assure consumers that the produce they purchase can be trusted without any doubts.

TRUST

When consumers have access to the history behind their produce, it builds trust between them and the distributor. This is beneficial and helpful for smaller distributors aiming to have a spot in today's market.

SPEED

Tracking produce on the blockchain streamlines the growth-to-consumer process.



PROTECTING CONSUMERS

Produce that has appeared to be tainted with harmful pesticides & pollutants will automatically be purged and destroyed which prevents the consumer from ever being exposed.

FAIR DATA SHARING

Simple connectivity between distributors, retailers & consumers who have access to the same data without restrictions.

CREATING VALUE

Stateful smart contracts keeps all data stored safely, making Prodeum tokens valuable to businesses, consumers & traders.

How Advanced Price Look-Up (aPLU) Works

Price Look-Up (PLU) codes are very simple since they only contain numbers assigned to different pieces of produce. With aPLU, Prodeum's goal is to overhaul the existing system and replace it with a system that utilizes modern technology. While current PLU codes contain a number and shortened barcode, aPLU will contain a slightly longer string of numbers and a QR code for accessibility. Each aPLU code will be required to have a detailed entry from every area a batch of produced has entered. From the fields to the marketplace, each piece of produce will contain it's own story.

Simple aPLU Entries

One of our goals are to make aPLU entries as simple as possible. Before the produce ever arrives to the distributor for labeling, farmers can send aPLU data in advance. From there, produce transport and distributors can add their own data. Incomplete aPLU entries or missing entries will result either in purging of the produce or requiring additional entries before being made for sale.

Quick Labeling Process

Prodeum wants to make aPLU labeling quick & efficient. We will continue to work with the IFPS & FDA of each country in order to provide distributors the proper equipment for aPLU labeling. The aPLU labeling process is expected to remain similar to the existing PLU process along with assigning unique codes to each batch of produce. Users of the Prodeum service will be able to use these unique codes to apply specific data at any given time before being available for sale.

Opportunity

Plenty of smaller organizations and farmers will be able to gain the trust of consumers by being able to add aPLU information to their produce. Many people these days prefer to eat locally and only buy locally-grown produce. Without adhesives or messy labeling, smaller growers and vendors at Farmer's Markets will be able to provide aPLU information in the form of signs or flyers. We also see aPLU as a marketing tool for all growers and produce distributors.

PIIT & PRDM Tokens

Prodeum Investor Incentive Token (PIIT) and Prodeum (PRDM) are both ERC-20 tokens on the Ethereum blockchain. PIIT is a reward token while PRDM will be utilized to develop and refine aPLU systems. Both PIIT & PRDM holders will be rewarded for long-term holding.

1. PIIT

When anyone contributes to the Prodeum crowdsale, they will receive Prodeum Investor Incentive Tokens (PIIT). These tokens are only for initial crowdsale contributors.

2. PRDM

Prodeum (PRDM) tokens are the backbone behind the Prodeum project. These tokens will be utilized in aPLU trials and eventual implementation.

3. TOKEN SWAP

Each PIIT token will be exchangable for 1 PRDM token in March 2018 shortly after the crowdsale ends. PRDM will also be tradable on multiple exchanges that trade other ERC-20 tokens.

Transparent Data

Making data available to consumers is important in order to build a strong rapport between the distributor and consumer. From growth to consumption, produce should be clean & free of toxins. Residue from pesticides should never be present in the food our children eat. Making this data available will help consumers make smart choices & help distributors clean up their act. Everything will eventually be laid out on the table and the general public will never be exposed to harmful chemicals.

Digital Audit Trail

All data from batches of produce will never be destroyed and will remain tokenized on the Ethereum blockchain. Having an audit trail accessible to consumers will help create trust & ultimately provide protection. With this information, consumers can create reviews for specific distributors viewable by anybody worldwide. Warnings for any type of outbreak can be controlled faster and be purged before ever reaching the consumer.

FDA Approval

One of the biggest goals for Prodeum is to create an FDA-approved process for implementing aPLU codes onto pieces of produce. Clean labels and constant supervision for aPLU code creation is essential for FDA approval worldwide. Since we aim to always use non-toxic materials in the creation of aPLU labels, approval will never become an issue.

Working with the IFPS

In order to make aPLU a reality, Prodeum must work with the International Federation for Produce Standards. This is a global network of produce distributors and associations. Having approval from the IFPS will help us move forward in pursuing a new standard for PLU codes. Up to January 2018, every meeting with the IFPS has been extremely successful.

Tokenization

Every piece of detail from every batch of produce will be tokenized into a randomly-generation series of symbols and letters which can only be unlocked by the distributor or retailer. Once data is tokenized, it cannot be edited. Since tokenization is mainly used in credit card protection against hackers, it will create accountability and transparency when it comes to the specifics of a batch of produce. For example, a distributor cannot change information if they want to protect themselves from letting out info concerning outbreaks or chemical exposure.

Development Roadmap

July 2017

Prodeum concept is developed and first pitch is scheduled.

September 2017

First pitch with the IFPS takes place and is a success. Meetings with the IFPS and numerous produce distributors take place as well.

December 2017

Rollout plan and roadmap are finalized, Crowdsale platform considered and chosen as best form of funding.

January 2018

Multiple tokens are created on the Ethereum blockchain including private tokens for institutional use. Prodeum Crowdsale begins.

March 2018

Prodeum Crowdsale ends & PIIT/PRDM swap takes place. PRDM listed on exchanges.

April 2018

First aPLU trials take place in Lithuania.

June 2018

Second aPLU trials take place in the USA. Supervised by the IFPS & produce distributors. Expected announcements.

August 2018

Third & Fourth aPLU trials take place in Lithuania.

September 2018

Smartphone app & aPLU codes discussed in detail, multiple announcements. Details concerning partnerships with distributors and aPLU implementation.

Late 2018 into 2019 and beyond

Meetings with the IFPS, Beta app release & official implementation plans for aPLU.

Crowdsale Information

- PIIT Supply: 54,000,000
- PRDM Supply: 54,000,000
- 1 PIIT = 0.0001 ETH
- 1 PRDM = 1 PIIT
- Soft Cap: 2100 ETH
- Hard Cap: 5400 ETH
- Minimum Contribution: 0.2 ETH
- Crowdsale ends March 13, 2018
- PIIT to PRDM trade takes place March 23rd, 2018
- Unsold tokens will be distributed evenly to participants
- PIIT tokens will be delivered shortly after your contribution
- PRDM tokens will be tradable on multiple exchanges

PIIT to PRDM Swap

On March 23rd, the PIIT to PRDM Swap will take place. This is where initial PIIT investors can swap their tokens for PRDM tokens on available exchanges. While PRDM is guaranteed to become available on multple exchanges before the end of March, we cannot guarantee if PIIT will eventually be available on exchanges as well. We strongly urge PIIT holders to swap out their tokens as soon as the swap becomes live.

How to Participate

1. Make sure you have an Ethereum wallet that IS NOT from an exchange. Please consider downloading the Metamask plug-in for Google Chrome and keeping your Information secure for future token retrieval.

2. While you should not contribute to the Crowdsale with an exchange wallet, you'll need a way to obtain Ethereum. Use an exchange like Binance to send ETH to your wallet.

3. Send ETH to the Crowdsale address listed on the Prodeum homepage & make sure to check etherscan so you can track your deposit.

4. On etherscan, you will see your PIIT tokens deposited into your wallet within 12 hours.

5. Keep your PIIT tokens safe until the PRDM launch in March

If you experience any kind of issues, please contact us immediately on Telegram, Twitter or email us at support@prodeum.io

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Legal Disclaimer

The purpose of this White Paper is to present Prodeum – a project intended to create new PLU processes – to potential community members who join the Prodeum Community in connection with the proposed Crowdsale. The information set forth below should not be considered exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring Prodeum Investor Incentive Tokens (PIIT). Nothing in this White Paper shall be deemed to constitute a prospectus of any sort of a solicitation for investment, nor does it, in any way, pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. The document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which are designed to protect investors. Certain statements, estimates, and financial information contained within this White Paper constitute forward-looking, or pro-forma statements, and information. Such statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. Nothing published by, or republished from, Prodeum or any of its subsidiaries should be interpreted as investment advice.

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Thank you

We at Prodeum value your time and we're excited to have you become a part of history. Thank you for reading our Whitepaper.