

THE CHALLENGE

The global supply chain market, accounting for approximately 10% of the global GDP, is expected to grow from \$9 trillion in 2016 to \$15.5 trillion in 2023. The industry today faces several challenges, the main one being a complicated and outdated chain of commands and transactions. This process follows no standard and is currently expensive and inefficient. At every step in the supply chain, the validity of the communication and transaction must be verified. This process is time-consuming, tedious and prone to human error.

Fraudulence and theft are also significant concerns in the industry. These problems occur because of the challenge of validating the authenticity of products, and the constantly evolving tactics of fraudsters.

At the end of day this outdated system, whether in the lack of transparency, prevalent fraud or complex chain of commands, directly and negatively affects both the consumer and supplier alike.

The underlying theme in these challenges is the lack of an integrated, single point solution for logistics personnel. DLT (distributed ledger technology) offers a mechanism that facilitates cooperation amongst all parties necessary in the supply chain.

THE PLAN

Olam, together with supply chain industry leaders, is offering a new approach by providing a decentralized infrastructure on which all stakeholders can communicate, share data and provide services. This will dramatically reduce the cost of doing business, enable trustlessness, provide entirely new business models, and allow for gradual and safe transitions to future business solutions.

The DLT-based infrastructure is open-source, featuring smart contracts, standard APIs and protocols that provides a new method of multi-user communication to the logistics world.

Our protocol will elegantly and efficiently solve the current supply chain chaos as well as create a decentralized, dynamic and innovative marketplace for interorganizational cooperation.

A marketplace which enables increased efficiencies and trustlessness will be open to various service providers that can offer unique solutions to businesses and stakeholders.

The platform is inherently neutral, as it is governed by a Not-for-Profit foundation. The trustworthy nature of the blockchain ledger and additional privacy elements provided by the infrastructure further ensure no bias.

UNIQUE APPROACH

Olam's approach to the challenges of the industry is innovative and unique, yet not disruptive. We understand very well that it is risky to overhaul such a complex and diverse market so instead Olam is focused on removing barriers and providing enablers for the growth of the industry while cooperating with governments and regulating bodies. This ensures that existing stakeholders can utilize the new technology to better serve the market, rather than fearing being left behind.

PROOF OF CONCEPT

Olam infrastructure started with a Proof of Concept (PoC) that demonstrates how stakeholders can migrate from current shipment standards to a distributed ledger based system. It also showcases the ways in which they can perform logistics services using cutting-edge technologies such as blockchain, smart contracts, sensors technologies and so on.

Among other things, the PoC includes Temperature sensitive shipments and change of custody through the supply chain, from shipper to receiver. Stakeholders in this phase include Global Freight Forwarder, air carriers, ground handlers and transportation companies.

THE FOUNDING TEAM

Olam was initiated by the founders of CartaSense, a world leader in the logistics IoT technology:



David Weisman, co-founder and CEO.
A veteran of the logistics industry
Co-founder, VP Marketing & Business
Development of M-Stream (acquired by
Broadcom). VP Marketing & Business
development of DSPG.



Yaron Kaufman, co-founder and CTO.
A veteran of the supply chain industry
CTO of Mobile Connectivity Solutions,
Business unit in Texas Instruments.
Engineering manager at Yamar
Electronics and R&D Team Leader in the
technology unit of the IDF.



**Shlomo Berkovitch, VP Business
Development.** High-tech veteran,
founded MM&M Ltd., served as President
of Infineon, Broadband Access Division,
VP at ECI and as a senior manager at Intel.



Adv. Lior Zaks, VP Strategic business.
Visionary. Crypto currency expert,
researcher, adapter and promoter of
virtual currencies since 2010.



Dana (Reich) Adam, CMO. Founder
of Metronome, co-founder and COO at
Cliconomy, CMO at GoTraffic and Beta-
Popcorn, Founder & CEO of goVegan.



Chaim Belfer, VP R&D. VP R&D at
PeerTV, a leading developer of hardware
and software solutions for the internet-
based TV market. R&D Group Manager at
Softier.

LEAD ADVISORS

Olam's advisors are world leading veterans covering logistics, technology and cryptocurrency.

Gerard van Kesteren - Former CFO Kuehne + Nagel

Marcel Fujike - Current SVP Kuehne + Nagel

Phil Gerskovich - Former SVP Zebra technologies

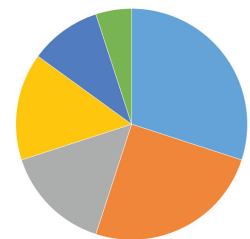
Udi Dagan - Former CEO FedEx Israel

Eyal Hertzog - Blockchain architect, Bancor

Prof Tetsuya Osaka - Nano & Life Innovation

TOKEN DISTRIBUTION

- Sale 30%
- Foundation Reserve 25%
- Team 15%
- Advisors 15%
- ICO Contributors 10%
- Bounty Program 5%



TIMELINE

- Pre-sale: Ongoing
- Public Sale: Q3 2018