



Dimitra Token

White Paper
September 2021
Version 1.3



DIMITRA

Introduction

Agricultural development is one of the most powerful mechanisms to end extreme poverty, boost shared prosperity, and feed nearly 10 billion people by 2050. Compared to other sectors, growth in the agriculture sector is 2-4x more effective in raising standards of living of the world's poorest¹.

The global agri-food industry is worth an estimated 8.5 trillion dollars and technologically is changing quickly. **Blockchain, artificial intelligence, IoT devices, drones, robotics** and many emerging technologies are creating a significant advantage for farmers around the world.

Innovation is more important in modern agriculture than ever before. The industry as a whole is facing huge challenges: rising costs of supplies, a shortage of labor, and changes in consumer preferences for transparency and sustainability². Technology will be a major contributor to addressing the current challenges.

Dimitra Incorporated is an **agricultural technology company committed to advancing the United Nations' Sustainable Development Goals (SDG)**. We have designed a software platform targeted at the upstream end of the agri-food value chain, this includes the world's approximately 570 million farms plus input suppliers, service providers, equipment suppliers and ancillary businesses.

Over the past year, the Dimitra team has worked alongside global governments, farmer associations, NGOs, and development banks. The common thread of these organizations is the need for **"Smart Farming"** solutions designed to **enhance food security through sustainable agriculture, engage this and the next generation of farmers, and drive economic development by transforming subsistence farming into profitable, economically viable businesses.**

In response to these conversations, our team of advisors, farmers, developers, data scientists, blockchain architects, and machine learning specialists have developed a **customizable enterprise grade system including mobile and web applications with 13 complimentary working modules** that consolidate complex inputs including sensors, satellite data, genetics, and a global library of best practices covering livestock and crop management.

¹ <https://www.worldbank.org/en/topic/agriculture/overview>

² <https://www.plugandplaytechcenter.com/resources/new-agriculture-technology-modern-farming>



Our **“Farmer First”** design philosophy focuses on user experience and transforming data into simple and actionable recommendations. Delivered via mobile devices, the **farmer benefits from technological tools, educational material, and business management techniques.**



Delivering agriculture technology to smallholder farmers on a **global scale will require the cooperation of a powerful international ecosystem of partners.** Smallholder farmers represent about 500 million farms in the world and produce over 70% of the world's produce, a smallholder farm is typically family run and operates on less than 4 hectares of land. Blockchain technology provides the foundation to build a collaborative platform designed to support such an ecosystem.

To **accelerate our mission and enrich the lives of farmers and grow economies around the world,** we made the decision to launch our **digital token offering** in order to rapidly scale our already successful business and to **include the global community in the opportunity for financial participation.**

This September, we will launch the Dimitra Token. **We are seeking mission driven Token Holders to join us in developing our ecosystem. Token holders help drive platform growth, ecosystem development, and expedite the delivery of our app to millions of farmers. Our token delivers great utility within our ecosystem and the ongoing growth of our platform will create a compounding effect on the network for years to come.**

The development of the Dimitra Ecosystem relies on specific principles to create a successful environment of: Inclusion, Collaboration, Acceleration, Community and Opportunity.



1. Inclusion - *Dimitra Impact Fund “No Farmer Left Behind”*

In support of our Founders mission: “Every smallholder farmer, regardless of economic standing, should have access to simple, beautiful and useful technology”. We will provide access to one smallholder farmer, who otherwise could not afford the technology, for every \$5 raised in the token sale. This single act has the power to elevate one farmer and their family from a life of hunger and poverty.

2. Collaboration - *Dimitra Developer Platform*

Our platform is underpinned by collaboration. We will harness the world's innovators and invite agtech innovators to build upon our platform, forming an ecosystem of solutions aimed at advancing agriculture for the well being of our farmers, governments, the earth and her inhabitants.

3. Acceleration - *Dimitra Technology Incubator*

An important element of inclusive ecosystem development is enhancing platform functionality. Dimitra is looking for innovative technology concepts from within the global regions we operate. Companies will have the opportunity to participate in a three-month mentoring and support program with the intention of developing an MVP and go-to-market strategy.

“We are looking for startups with innovative technology concepts that have the potential to change the world of Agriculture”

\$10,000 prizes are available in 8 distinct regions with \$100,000 available to the most impactful and innovative solution. We want our stakeholder investors to be involved in reviewing the shortlisted concepts and rating the best solutions. From the list of winners, Dimitra may select technologies that align with our vision and mission and provide additional venture capital funding, to assure the success of the concept.



4. Community - *Dimitra Ecosystem*

Dimitra is an interdependent ecosystem. An interactive network of community participants, each playing a role in the success of the greater ecosystem. Ecosystem members include(s):

- Token participants whose funding is key to accelerating the global adoption of our platform and its development
- Our network of country partners and referral partners building relationships with governments, businesses and associations in countries around the world.
- Thousands of ecosystem agro-service partners provide critical services to maximize farmer's output by providing additional data to the Dimitra Platform.
- Farming associations, financial institutions and ag insurance companies.
- Technical innovation partners and incubator camp participants who are developing applications delivering advancements in Ag Technology.
- Government ministries and NGOs who are working tirelessly to change the lives of farmers through regulation, trade agreements, research, financing and training.
- Universities who are researching new methods, enhancing agricultural sciences and advancing farming practices.

With this mission as our focus, Dimitra's Community will help millions of farmers everyday, our community can move mountains.

5. Opportunity - *Dimitra Ecosystem Grants*

The Dimitra Ecosystem Grants are designed to spur economic development through agro-related job creation, skill development, and technology training. The Ecosystem Grants will subsidize the start-up costs for thousands of budding agro-entrepreneurs who are looking to start small businesses in support of the Dimitra ecosystem. These agro-service technicians are creating new jobs and are necessary to deliver the combination of on-the-ground services to maximize farmer success.

These partners will inventory, install and deliver sensors, conduct soil and crop analysis, operate precision drones, advise on irrigation, take genetic samples, and set up gateways and antennas. Our Dimitra Academy will train this global network of agricultural service providers who will also play a critical role in maximizing the possible benefit that Dimitra can deliver.

This is an invitation for the **changemakers, visionaries, and advocates** to join our network. Dimitra will build a community of mission driven organizations, leaders, agro-entrepreneurs, and educators that will **transform the lives of farmers, their families, and communities** around the world. Together, we can **build inclusive and sustainable agriculture food systems** that benefit everyone. Our token participants play a key role in our ESG ecosystem.



Disclaimer

Certain statements herein may constitute forward-looking statements. When used herein, the words “may,” “will,” “should,” “project,” “anticipate,” “believe,” “estimate,” “intend,” “expect,” “continue,” and similar expressions or the negatives thereof are generally intended to identify forward-looking statements. Such forward-looking statements, including the intended actions and performance objectives of Dimitra Incorporated involve known and unknown risks, uncertainties, and other important factors that could cause the actual results, performance, or achievements of Dimitra Incorporated in its development of the system, network, its components, and the tokens to differ materially from any future results, performance, or achievements expressed or implied by such forward-looking statements.

No representation or warranty is made as to future performance or such forward-looking statements. All forward-looking statements herein speak only as of the date hereof. Dimitra Incorporated expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statement contained herein to reflect any change in its expectation with regard thereto or any change in events, conditions, or circumstances on which any such statement is based.

You are not to construe this white paper as investment, legal, tax, regulatory, financial, accounting or other advice, and this white paper is not intended to provide the basis for any evaluation of an investment in an interest.

We cannot accept investments from the United States of America, Canada, North Korea, Syria or from individuals on the United Nations list of Specially Designated Nationals.

This whitepaper is a preliminary plan for the ongoing development of our platform and is subject to change based on demand and market conditions.



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Our Company

Dimitra Incorporated, is an industry leading agricultural technology company that has operations on 6 continents in over 60 countries.

This is just the beginning, we are planning an expansion to 100 countries over the next two years.

Seven Regional Directors manage each key area to provide global reach and a solid understanding of the culture and regional nuances.



Image: © Magryt/Dreamstime.com

Our namesake, Dimitra, the Goddess of agriculture brought knowledge of **how to cultivate the land and produce successful harvests** for the people of ancient Greece.

We are inspired by Dimitra's mission and we honour the tradition of **delivering agricultural capability** to the world and **equipping farmers across the globe with technology** that may not have been accessible to them until now.

We are delivering on that vision, digitally, placing **farmers at the heart of our solution**, providing them with necessary tools for success in the 21st century and we're excited for you to be part of this journey.

Dimitra Platform v1.0 has been built to ensure equal access to technology, knowledge and marketplaces to farmers globally. Dimitra v1.0 is the first global platform that fosters collaboration between farmers, government ministries, international aid organizations, universities, agricultural input and service companies, finance and insurance companies, and other key stakeholders in the Agricultural value chain.





The Connected Farmer Mobile App

- Digital record of all farm operations
- Data to make on-farm decisions to increase productivity, profitability and resilience
- Increase yield, reduce cost, mitigate risk
- Access to marketplace to buy/sell products



Government Ministries

- Digital farm registration
- Connect directly to farmers
- Data, analytics and market reports
- Monitor domestic food security
- Build country brand through product export programs
- Enhance value on export through traceability



Agricultural Input and Service Companies

- Modernize supply chains with traceability
- Connect directly to farmers
- Forecast supply, product and quality
- Provide traceability to new customers



Financial Institutions and Insurance Carriers

- Accelerate time to lending
- Align lending terms and to production and assets
- Mitigate risk and ensure proper use of funds

Dimitra v1.0 provides the foundation to a greater and more inclusive agricultural ecosystem. The Dimitra Ecosystem enables communication and collaboration, trade, enhancing farming operations, increasing food security and safety, improving nutrition, all while being a great steward of the land and the environment.

“Every participant of the Dimitra Ecosystem is bonded by a common mission to positively impact the daily lives and livelihoods of Farmers - from every walk of life.”

Dimitra was founded by the team at **Blockchain Guru**, a globally recognized Canadian Blockchain development, consulting and training company.

Founded on the principles of **integrity**, **empathy**, and **quality**, Dimitra believes in **collaborative partnerships**, delivering **exponential ROI**, and leading projects that employees, corporations and governments are proud to represent.

We are building a set of businesses around our mission. To begin, Dimitra Incorporated, our international head office, is registered in Belize City, Belize.

Dimitra Labs, our development and operations company is located in Calgary, Alberta, Canada.

In Q4 2021, we will be setting up Dimitra Investments and are currently evaluating crypto and agriculture friendly locations conducive to building and deploying our Agricultural investments in support of the Dimitra ecosystem.



Increase Yield. Reduce Cost. Mitigate Risk.

The Problem We Solve

In 2021, almost 1 billion people go to bed hungry every night.³ At Dimitra, we want to solve this problem. Over the past five years, the number of hungry people has increased globally. Despite all of our efforts, our current methods are not solving the world's hunger problem. By 2050, we will need to feed 9.7 billion people, our methods for changing this statistic need to change drastically.

If we are falling behind on solving world hunger today, how do we tackle our growing needs?

One third of the world's population are smallholder farmers, many living below the poverty line, operating subsistence level farms which are typically smaller than 2 hectares. Every day many struggle to produce enough food to feed their own family. With access to automation and technology the average US farmer now feeds 155 people, up from 26 people⁴ only 60 years ago. Access to technology and automation are keys to this challenge, yet in East Africa over 60% of farmers run subsistence level farms.

How do we address the accessibility issues that are still prevalent in developing nations to break the chain of poverty and level the playing field in our new global economy?

Our current farming practices are less than sustainable. Agriculture accounts for 70% of the world's fresh water usage. Farms generate a significant amount of pollution. We have lost 50% of our topsoil in the past 150 years, and this is coupled with a loss of nutrients and salinity problems with much of the remaining soil. We are destroying our forests at the rate of 10 million hectares per year, much of it to increase our farmland. Educating farmers about leading practices is a challenge for governments. Creating a means to educate and promote best practices is a labor intensive process. All of these individual challenges require intervention on a global scale.

DIMITRA PLATFORM MAY BE THE MOST COMPREHENSIVE COMBINATION OF AGRICULTURAL TECHNOLOGIES ON THE PLANET. I CAN SEE DIMITRA BEING THE AG OPERATING SYSTEM OF THE FUTURE.
DEEPAK PAREEK, FOUNDER AGRICHAIN, CEO OF AGRICULTURE BLOCKCHAIN WEB SUMMIT

³ <https://www.un.org/en/food-systems-summit/news/2021-going-be-bad-year-world-hunger>

⁴ <https://farmflavor.com/lifestyle/farm-facts-the-united-states-farmer>



How can we encourage farmers to engage in the best agricultural practices that benefit the larger long-term ecological health of the planet on a global scale while also protecting their own individual economic survival and security?

Our current methods further threaten food security. Over 1/3 of the food produced in the world is lost or wasted in the process. Poor storage techniques, losses in transportation, delays at border crossings, waste in the markets and grocery supply chain are all challenges that corporations, governments and farmers are trying to solve. Food security issues exacerbate growing challenges with malnutrition, the cost of healthy diets are unaffordable to over 3 billion people in the world.

Can technology help reduce losses in the downstream supply chain allowing us to improve food security?



Dimitra increases yields, reduces expenses, and mitigates risk, **changing farmers’ lives everyday.**



Our Mission

Smallholder farmers in many areas of the world struggle daily to make ends meet. They are focused on supporting their families and their communities. Despite the pressure of feeding their families, typically of 7 members⁶, smallholder farmers unknowingly carry much of the burden of solving many of the world's most pressing issues. If smallholder farmers can increase their yields, reduce their costs and mitigate risks, they could have a considerable influence and impact over the following global issues:

- Climate change
- Reducing world hunger
- Improving food safety and security
- Alleviating Poverty
- Reducing Desertification & Soil Erosion
- Reducing Deforestation

According to the United Nations Food and Agriculture Organization (UN-FAO), this amounts to over 3 billion people on 475 million small farms⁷. The majority of these farmers live below the poverty line and generally employ only family.

Remarkably, **in developing nations, these farmers can produce over 70% of the food that the country consumes.** The number of medium-size farms globally is rising, increased smallholder productivity will be the biggest growth driver⁸. **Closing the technology gap between developed and developing nations' agricultural performance makes for considerable gains.**

We are striving to “level the playing field” in agricultural technology. Working with our growing global ecosystem we will provide farmers in developing nations with access to the best Agtech platform and innovations, enabling them to:

- Use data to make better decisions
- Create valuable records about their practices
- Access a repository of farming best practices
- Access critical weather, satellite and sensor data
- Access machine learning analytic reports

⁶<http://www.fao.org/3/i5251e/i5251e.pdf>

⁷<http://www.fao.org/family-farming/detail/en/c/385065/>

⁸ <https://www.mckinsey.com/industries/agriculture/our-insights/winning-in-africas-agricultural-market>



This **knowledge allows farmers to increase the productivity of the land by 20-100%**. Most smallholder farmers work 14-16 hours per day as they need an additional job to supplement their farm income. In most developing nations **less than 20% of grown crops go to market⁹**, instead they are consumed by the family. Attaining the UN goals of doubling productivity significantly impacts the standard of living of smallholder farms as a productivity double allows 5 times as much produce to go to market. This leads to the ability of bringing other people out of food shortage and brings up the standard of living within the community, it will lead to the ability to increase education, potable water, sanitation, road networks and shelter. The social good of these improvements compounds quickly within the community.

Most importantly we are striving to impact productivity in developing nations. Agricultural productivity growth in low-income countries is rising at an average annual rate of just 1 percent. The UN Sustainable Development Goals call for doubling the productivity of the lowest-income farmers by 2030¹⁰. Our ecosystem can help achieve incredible growth in productivity, a farmer can double their output in a few short years if they employ best practices.

According to the World Bank, agricultural development is one of the most powerful tools to **end extreme poverty, boost shared prosperity and feed a growing world**. Growth in the agriculture sector is 2-4 times more effective in raising incomes among the world's poorest compared to other business sectors.



MY SINCERE HOPE IS THAT INVOLVEMENT WITH DIMITRA WILL HELP MAKE A MEASURABLE IMPROVEMENT IN THE LIVES OF REAL PEOPLE THROUGHOUT THE WORLD, TO ALLEVIATE SUFFERING, AND PROMOTE ECOLOGICALLY RESPONSIBLE AGRICULTURAL AND ECONOMIC DEVELOPMENT. - PETER THORSTEINSON, CHIEF TECHNOLOGY OFFICER

Over the past 5 years, smallholder farmers have been **rapidly adopting mobile phones**. In developing nations, agricultural software is still an expense that farmers cannot afford. Providing **Dimitra to smallholder farmers as a platform to run their business**, learn new farming techniques, record their performance, and communicate with government ministries and agricultural experts is **necessary for accelerating their success**.

⁹ <http://www.fao.org/3/i5251e/i5251e.pdf>

¹⁰ <https://www.sciencedaily.com/releases/2019/10/191016074750.htm>



Dimitra is actively working with governments and non governmental organizations to make our **“connected farmer” platform available to smallholder farmers in developing nations, free of charge**. We are doing this in an ethical, responsible and collaborative way involving many layers of stakeholders to represent the needs of the extended value chain.



The Dimitra Token will provide “Operational Grants” to allow for regionalization of the software, implementation and training. Our platform will be licensed to government ministries, NGO’s and farmer associations to enable smallholder farmers with the “Connected Farmer Platform” free of charge. This platform enables farmers access to advanced technology, providing them actionable data driven insights, breaking the cycle of poverty, enriching their economy through increased crop yields and healthier livestock.

At Dimitra, we are on a mission to make our technology available to smallholder farmers globally.



EVERY SMALLHOLDER FARMER, REGARDLESS OF ECONOMIC STANDING, SHOULD HAVE ACCESS TO SIMPLE, BEAUTIFUL, AND USEFUL TECHNOLOGY. BECAUSE WHEN FARMERS THRIVE, ENTIRE ECONOMIES THRIVE.
- JON TRASK, CEO & FOUNDER



Our Goals

Dimitra has ambitious and impactful goals. We will grow our platform to **10's of millions of smallholder farmer users within the next 5-years**. Our dream would be to exceed 100 million users. We already have agreements with 8 countries. To achieve our ambitious goal we have several key business strategies:

- Deliver our “Connected Farmer Platform” to 50+ countries
 - *2021 have agreements in place with 10 Countries*
 - *2022 have agreements in place with 20 Countries*
 - *2023 have agreements with 30 Countries*
- Develop our SaaS platform and make it available directly to farmers through a subscription model (Q1 2022).
- Expand features in “Connected Farmer v1.0 Platform”.
- Launch the Dimitra Token to fund strategic areas of expansion (Q3 2021).
- Provide ecosystem grants to enable ecosystem partners to deliver Dimitra technology in their country or region.
 - *2021 - 60 Ecosystem partners*
 - *2022 - 250 Ecosystem partners*
 - *2023 - 600 Ecosystem partners*
- Provide incubator grants and venture capital to innovative technology creators in developing nations.
- Provide Staking and Rewards programs for Token Network Members and agricultural ecosystem partners which rewards loyal token holders and provides an incentivization mechanism for long term participation.
- Continue sales and development of advanced agtech features which generate revenue through sales at corporations and governments (marketplace, genetics, sensor analytics, etc.).



The Market Opportunity

The Dimitra Ecosystem provides a full suite of software solutions that fall into many rapidly growing categories. Food and agribusiness is one of the largest market segments in the world with an annual value of over 5 trillion dollars. The Agriculture sector is expected to double before 2050 and management challenges will continue to require innovative and easy to use software solutions.

Our platform works in many software categories which combine into the largest market category in the world. Agriculture has been underserved in developing nations and there is room for extensive growth.

Categories	Recent Market Evaluation	Annual Growth Rate
Global Farm Management Software	USD \$4.22 billion ¹²	16.7%
Global Commercial Satellite	USD \$2.53B in 2019 ¹³	12.9%
Agricultural Analytics	USD \$2.27B in 2020	14.4% ¹⁴
Agricultural Sensor	USD \$8.61B in 2019	13.5%
Agricultural Genomics	US \$6.8B in 2019	7.5% ¹⁵
Agricultural Insurance	US \$34B in 2019 ¹⁶	6.1%

The Platform

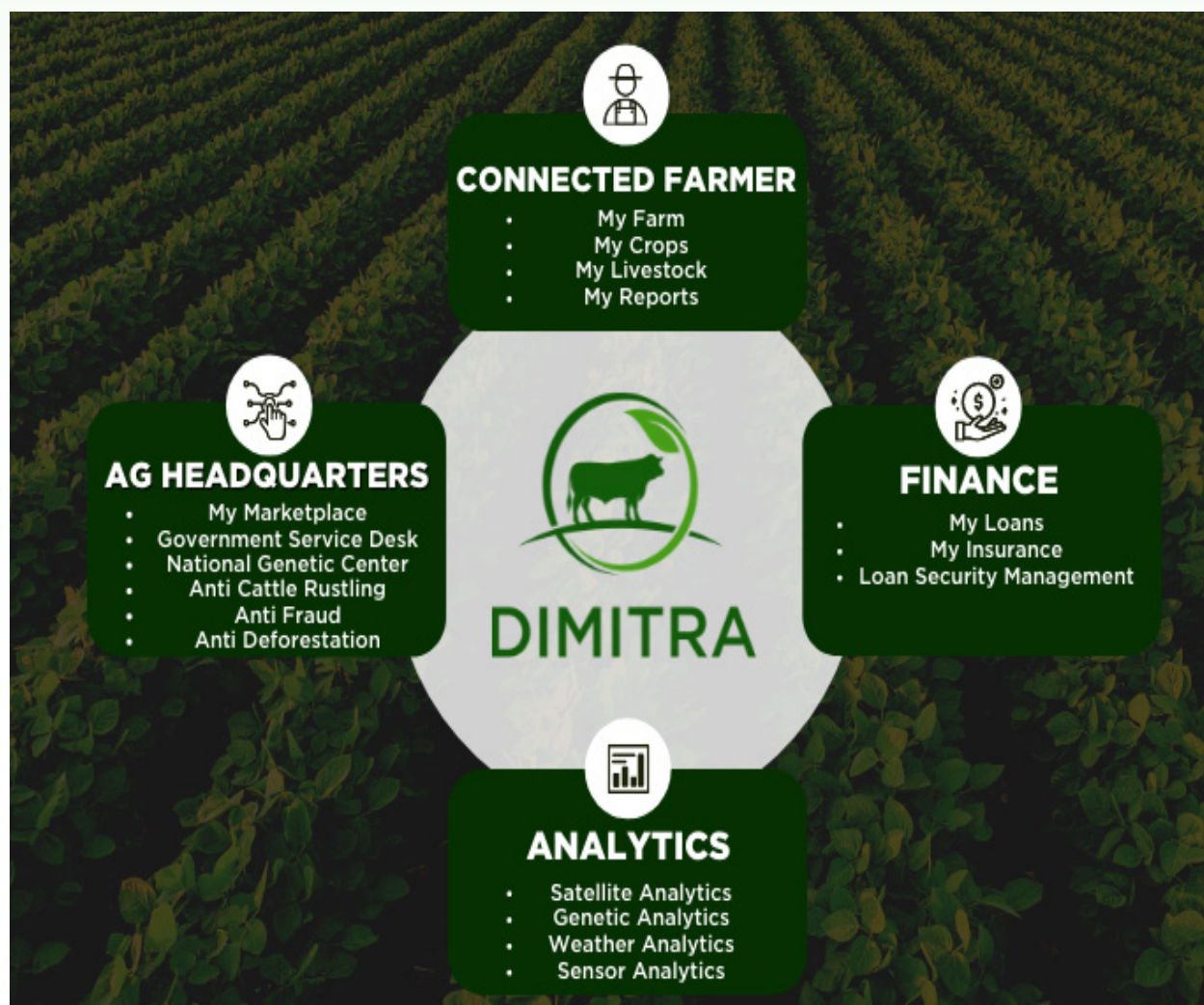
The Dimitra Platform is available in Android, iOS, and Web versions and is available in a growing list of languages. The platform is targeted at supporting developing nations to allow smallholder farmers to record their farming activities, create and receive detailed dashboard reports, and receive recommendations that will allow them to make informed decisions that directly impact their standard of living.

Dimitra decided to solve many challenges with Blockchain in concert with Mobile and Machine learning. Blockchain provides farmer anonymity, enterprise level data security, document auditability, secure track and trace, immutability, and maintains privacy between government, corporations and farmers stakeholders.



Support for our platform can be provided by governments licensing the platform, or by our Dimitra Ecosystem partners, who have attended Dimitra Academy, and learned how to run their own small agri-focussed business and provide services on the Dimitra Platform. Hardware vendor partners are also invited to include their soil sensors, weather sensors, irrigation devices and related IoT equipment onto our platform.

To date, We have developed 13 key modules with 4 more in the pipeline which can be delivered together or a la carte.



¹² <https://www.grandviewresearch.com/press-release/global-farm-management-software-market>

¹³ <https://bit.ly/3wk2zRy>

¹⁴ <https://finance.yahoo.com/news/global-agriculture-analytics-market-2021-132500225.html>

¹⁵ <https://bit.ly/3xfbXpA>

¹⁶ <https://www.alliedmarketresearch.com/crop-insurance-market-A06791#:~:text=The%20global%20crop%20insurance%20market,6.1%25%20from%202020%20to%202027>



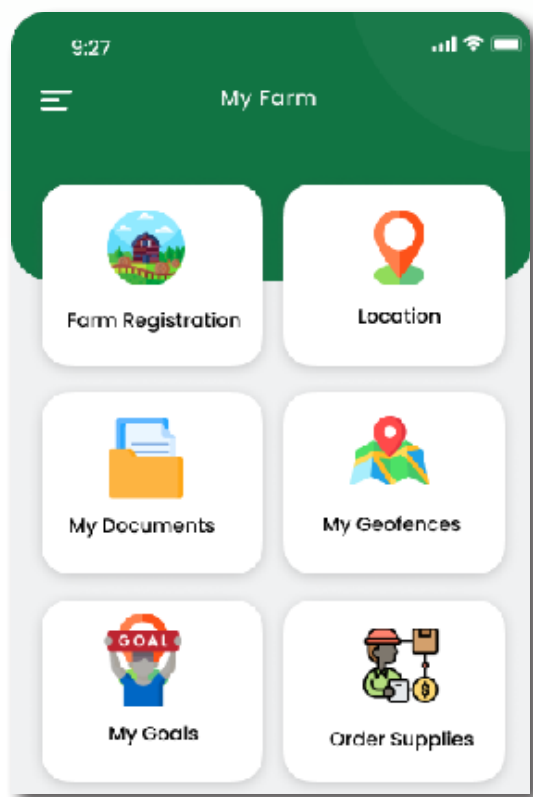


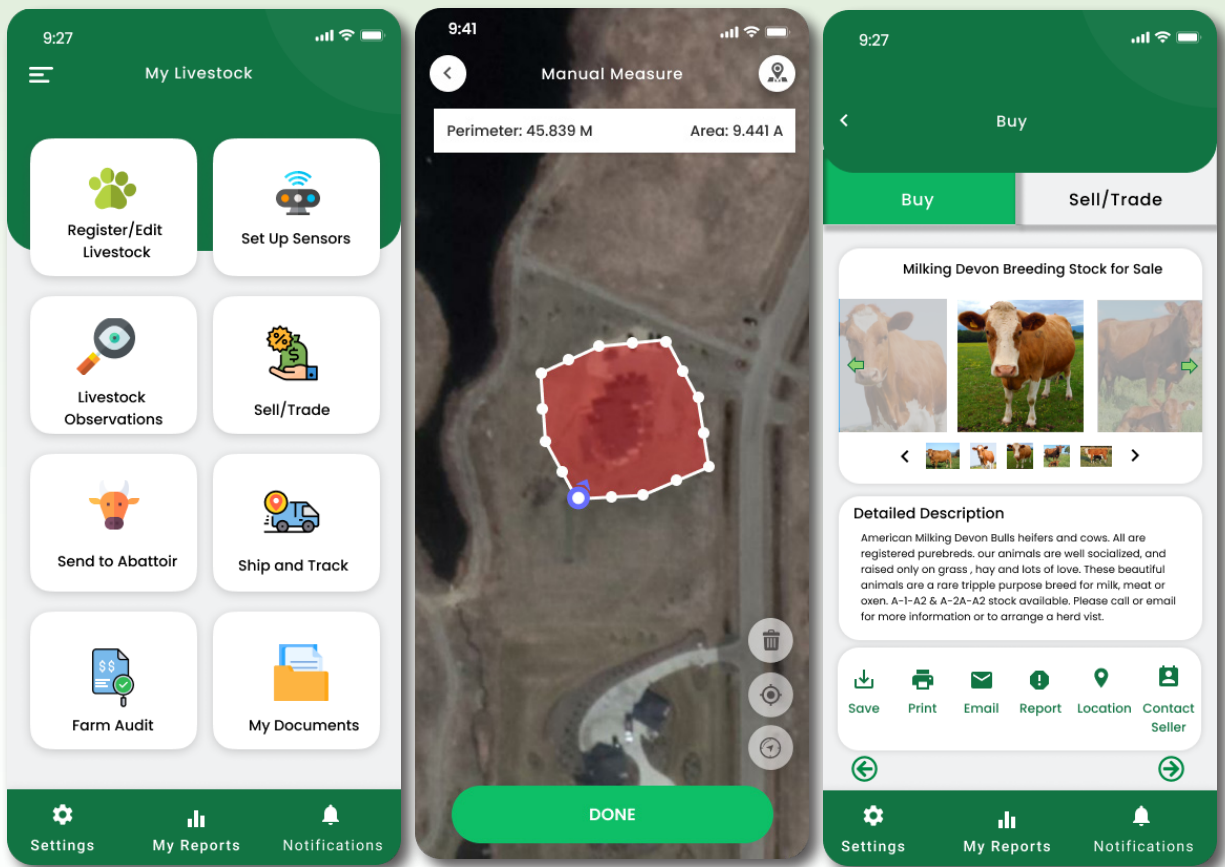
Connected Farmer Platform

Expanding on the successful launch of our web & mobile platform, we have a vision to democratize access to farming technology by making our “Connected Farmer” mobile application available to farmers in need globally.

Our “Connected Farmer” platform provides a variety of functionalities to support a farmer running a small business.

- **My Farm** - Farm registration, set goals, establish geofences, order supplies, manage invoices, manage inventory, manage workers, manage maintenance & equipment, and create schedules.
- **My Crops** - Manage the cycle of specific crops - soil preparation, planting, irrigation, pest management, harvest and storage.
- **My Livestock** - Register livestock, make observations, sell or trade, audit performance, and take pictures or video.
- **My Documents** - Record copies of your permits, licenses, chemical safety information, inspections, and contracts.
- **Knowledge Garden** - A growing repository of best practices on how to manage all of the elements of a farm including crop knowledge, livestock information, soil preparation practices, pest management, and more.
- **My Reports** - A variety of reports aimed at providing insight to farmers regarding farm performance and recommendations on how to achieve the farm goals established in My Farm.





Our “**Ag Headquarters**” platform is targeted at National and State governments and provides services targeted at addressing global or nationwide issues.

- **My Marketplace** - a national agricultural marketplace allowing users of the platform to post their produce, grains, livestock, meat products, and farm equipment. The marketplace provides the ability for corporations to advertise their products and services regionally or nationally with paid ads.
- **Government Service Desk** - This module is focused on digitizing government processes, allowing farmers to apply for government services and correspond with government agencies regarding their applications for services. The Government Service Desk module reduces processing times and travel associated with government applications. In addition to this, the Government Service Desk will help to complete permit and license applications, pay fees, receive approvals, and help with document notarization (if allowed by law).
- **Anti-Fraud** - Fraud is prevalent with respect to agricultural inputs, livestock identification and sales transactions around the world. Our anti-fraud module uses image analytics, sensors and machine learning to combat methods employed by fraudsters and will assist authorities to identify instances of fraud.



- **Anti-Cattle Rustling** - Livestock theft is prevalent in many developing nations. Dimitra has a unique solution deployed to help governments stop organized livestock theft. Combining sensors with legal strategies can greatly reduce cattle rustling.
- **Forestry and Deforestation Management** - Dimitra has a unique forestry management solution that combines permit management and satellite imagery with artificial intelligence to measure forestry activity and point out areas of deforestation.
- **National Genetic Center** - We have a proprietary genetic center module that allows national genetic research centers to enhance their animal breeding programs and manage artificial insemination programs to produce better results yielding healthier cattle and increasing dairy production.
- **Downstream Supply Chain & Export Documents** - Through our partnership with Morpheus.Network we offer regulatory trade document management for export and logistics as well as track and trace capabilities.



Our “**Dimitra Finance**” platform is targeted at banks and insurance companies to provide digitized loan and policy applications, as well as, many risk management modules to provide improved governance and performance monitoring.

- **Bank Loan** - Our bank loan module allows any bank to post their loan application forms on the Dimitra system which in turn provides access to farmers and allows them to complete their loan application online and facilitate clarifications between the farmer and the bank and expedite payment processing.
- **Insurance** - Our insurance application module allows any insurance company to offer insurance policies to farmers. Application forms can easily be set up providing single click access to the farmer and an easy to use approval management tool for the insurance company.
- **Loan Security** - If a bank or insurance company is using our platform, we can establish a performance monitoring connection so that the financial institution can monitor crop performance as an additional security feature to the loan.

TO BRING FINANCING TO FARMERS WHO ARE IN NEED OF IT MOST. MODERNIZE
AND ACCELERATE THE SPEED IN WHICH WE CAN SUPPORT FARMERS.
- DEVELOPMENT BANKING PARTNER



- **Payment and Loan Platform Integrations** - Dimitra is looking to partner with innovative payment, banking, and loan platforms, to deliver financial services to farmers from developing nations. These platforms can be integrated into the Dimitra platform and extend our services to the farmers utilizing our platform.

Our “**Dimitra Analytics**” module provides farmers with access to a combination of machine learning modules that will collect numerous inputs from farmer observation, sensor data, satellite data and other imagery with weather, climate and geographic data to provide numerous reports helping a farmer make decisions to enhance crop and livestock performance.

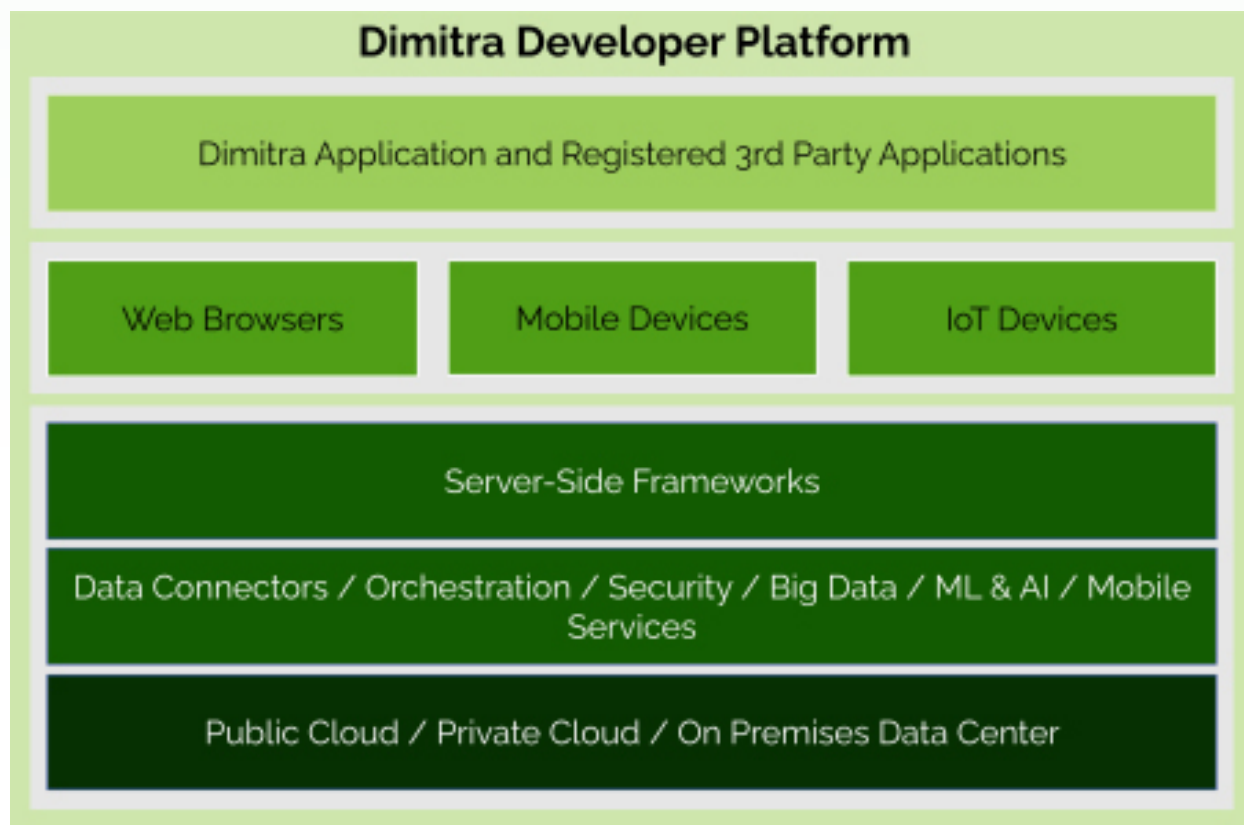
- **Satellite** - Make use of over 20 satellite reports which reveal intelligence from the sky. These reports, combined with data from the ground, add a new perspective to farmers and bring real value.
- **Genetic** - Register genetic data about livestock and reduce illnesses, improve breeding operations, and maximize meat and dairy performance.
- **Weather** - Monitor weather trends and use this data to manage farming activities and mitigate risk and reduce costs. *When to plant? When to harvest? When to spray? How to improve irrigation?*
- **Sensors** - Farmers can buy our sensors and gateways and set up their own network on their farm or they can use Dimitra Ecosystem Partners to come out to their farm and take soil samples and load them directly into Dimitra Applications.

We are planning an “**Aquaculture Module**” for 2022. While talking to clients globally we see great alignment and similarities to our existing functionality. We are talking with aquaculture experts and currently designing the solution, and we expect to be coding this module by Q3 with beta testing in early 2022.



Dimitra Developer Platform

The Dimitra Developer Platform is being built to allow agtech developers to use our tools, interfaces, documentation, and training, with the intention to build innovative features on top of our base platform. We have opened our platform to the world and this will accelerate development of many new compelling agricultural technologies. Developers may choose to offer their products as open or closed-source software components or as IoT hardware devices for their customers by way of our partner ecosystem. This will support third party development of mobile apps, data sources, data analytics services and business microservices, blockchain applications, as well as IoT hardware devices. This will be enabled by our three interoperability specifications: **DOME** (*Dimitra Open Mobile Ecosystem*), **DOSE** (*Dimitra Open Services Ecosystem*), and **DOHE** (*Dimitra Open hardware Ecosystem*), as explained in the following sections.



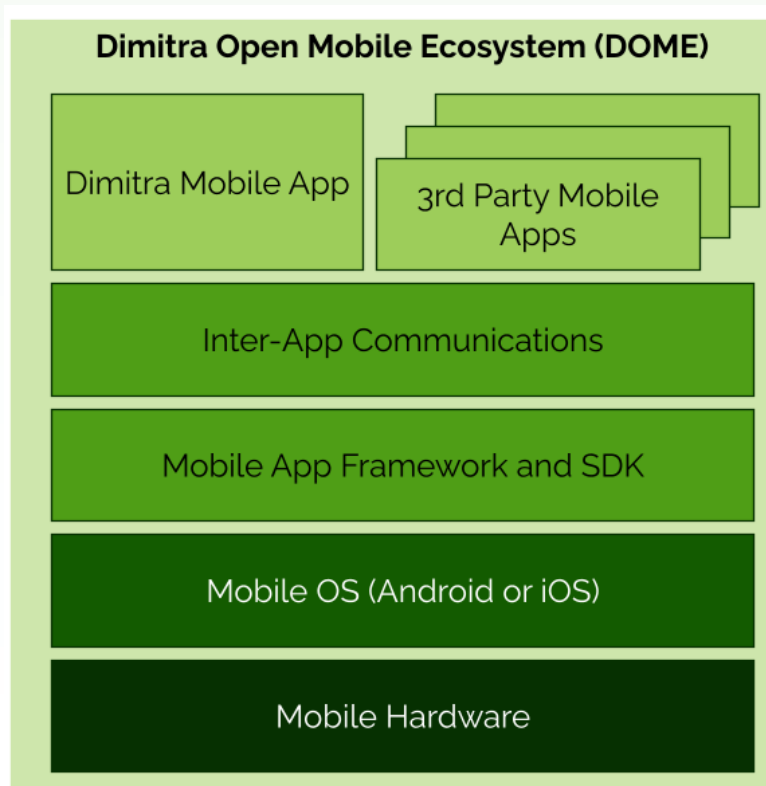
Dimitra Open Mobile Ecosystem

The Dimitra Open Mobile Ecosystem (**DOME**) allows third party mobile app developers to achieve deep integrations across all registered DOME compatible mobile apps. DOME leverages various mobile app Inter-Process Communications (IPC) technologies (which are device-specific to Android and iOS) to communicate with other interoperable Dimitra registered agricultural apps, and to support an extensible software component architecture. All DOME compliant third party mobile apps will interoperate with one another by way of the DOME Inter-App Communications layer.

DOME allows end-users to install interoperable third party mobile apps that can seamlessly communicate with other DOME apps to combine features and share data in useful ways across apps. This is a great way for third party developers to independently add new functionalities that build on one another, thereby adding value to the entire app ecosystem.

For example, one app could access a satellite imaging service and perform data analysis to detect changes in land usage or status.

These changes could be soil or crop conditions, or analyze the extent of recent flood damage, or provide insights into the degree of deforestation in a particular region. Another app might access rich map data from Google Maps and then overlay that map with hand drawn geofencing polygons. This involves an interactive geofencing UI tool that allows the farmer to draw polygons to delimit property boundaries of their farm or their individual fields. In this use case, these apps would collaborate to help the farmer better understand their situation and to make better informed decisions. For example, the farmer could calculate the proportion of their land holdings that have changed in terms of crop maturity, flood damage, or the extent of brush fire damage, etc. The farmer could then take the most appropriate action and this could be the basis for further app interactions (such as automatically filing for an insurance claim, etc.)



Governmental regulators could, for example, use similar apps, together with a specialized land title app that displays legal farmland ownership boundaries. This could allow them to detect and enforce policies that pertain to specific land usage legislation. A national government, or an international financial institution, such as the World Bank, could use similar app interactions to calculate statistical inferences of critical importance to support financial aid decision making. If acted on quickly enough, this could help mitigate the risk of low crop yields. On a larger scale, this might even help predict and assist a coordinated response to an impending national food shortage.

We have designed a simple and straightforward registration and interface programming specification that developers can follow in order to participate in this DOME ecosystem. Well understood and standard Inter-Process Communication mechanisms are leveraged to enable this collaboration between mobile apps.

Industry standard mobile app security controls remain in force at all times to ensure that the user has full control over all permissions granted to all their apps at the time they are installed. Industry standard user interface guidelines will also be encouraged for all developers to adhere to.

The hope is that DOME will cultivate a growing and vibrant community of app developers who may choose to provide their services to the Dimitra Ecosystem, either as open source or for a licensing fee. Any such fees will be transacted between participating apps, which may or may not be actually passed on to the end user or their governmental sponsors. This will essentially result in an inter-app token economy where ecosystem contributors are incentivized via token rewards. Only usage statistics and performance data are instrumented and tracked from within the Dimitra Platform itself, for internal point accounting purposes. External incentive token payments will be computed based on these usage tracking statistics. This token exchange will be totally optional, external and independent of the Dimitra core platform.

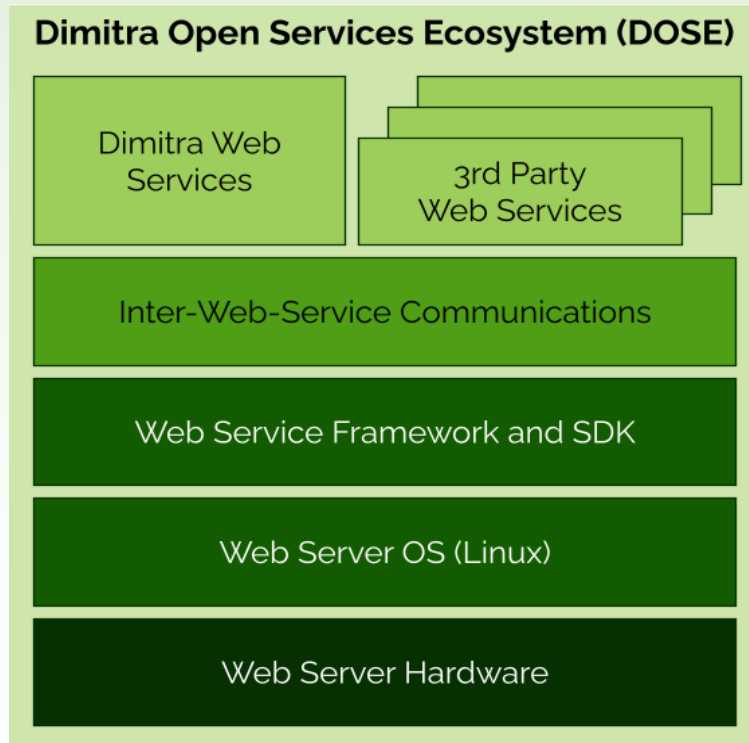
Dimitra Open Services Ecosystem

The Dimitra Open Services Ecosystem (**DOSE**) is available in either of two modes. It is available as a modular microservice platform that is purchased and licensed and deployed to run on the client's on-premises data center or private cloud. Alternatively, it can be accessed as a subscription to our global cloud-based SaaS platform, which is fully managed and operated by Dimitra. All DOSE compliant third party web services will interoperate with one another by way of the DOSE Inter-Web-Service Communications layer.



DOSE provides access to Web APIs, based on a microservices architecture that is open to third party developer contributions. This microservice ecosystem supports data services that include: satellite image data, genomic data, finance, blockchains, machine learning, artificial intelligence, relational databases, document databases, weather services, market data, big data server clusters, and government integrated services. Combining these microservices allows software developers to build powerful and effective agricultural solutions for their customers. Monetization in

DOSE is similar to that provided above in the DOME description. Providers may publish their microservices for free or for a fee. Any such fees may be transacted between client and server applications, or passed on to end-users or governmental sponsors. Monetization hooks will be provided to support both traditional financial payments, as well as newer blockchain-based financial payment systems.



Examples of DOSE-based server-side solutions include:

- Big Data and Parallel Computing Clusters (PySpark, PyTorch, TensorFlow, etc.)
- Machine Learning and AI (Prediction, Classification, Diagnostics, Chatbots, etc.)
- Databases (SQL, NoSQL, OLAP, OLTP, Accounting, Reports, Genetics, etc.)
- Blockchain (Supply Chain, IOTA, DeFi, etc.)
- Communications (Social Networking, Notifications, Advisors, Training, etc.)



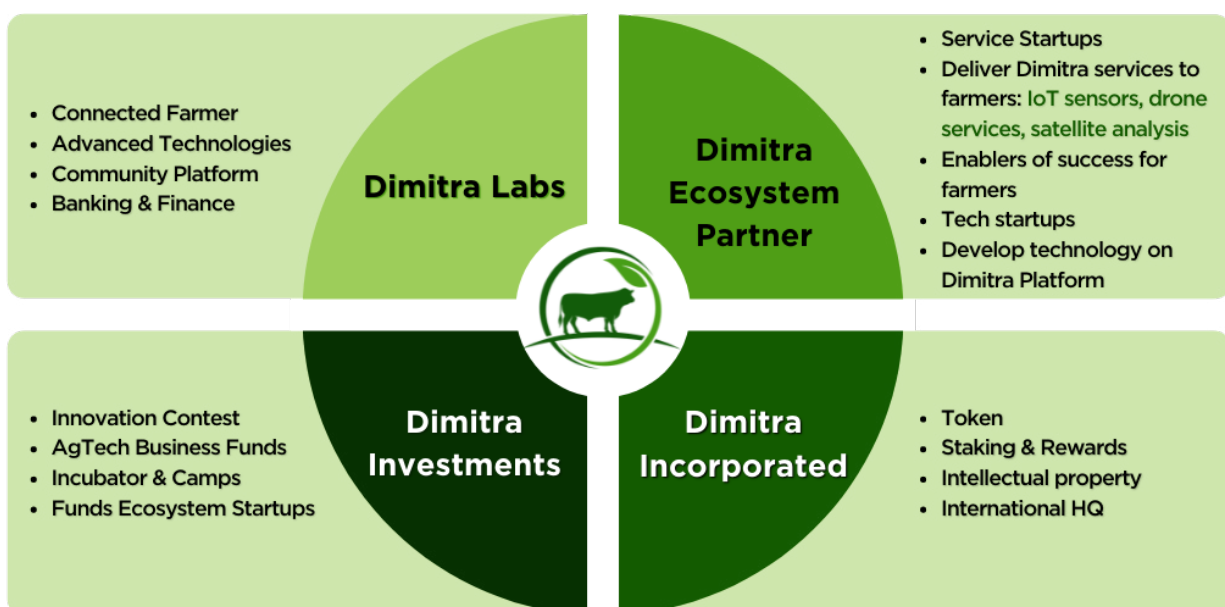
Dimitra Open Hardware Ecosystem

The Dimitra Open Hardware Ecosystem (DOHE) encourages third party hardware technology companies to develop and deploy their own hardware devices into our ecosystem. Examples include IoT devices such as animal GPS and soil sensors, edge computing devices, WiFi gateways and routers, robots, and drones, so that they work seamlessly within our extensive on-farm ag-tech ecosystem. For example, many equipment manufacturers offer farm equipment that contains built-in IoT devices. These devices produce a great deal of rich data that can be put to good use in optimizing modern farming operations. Other important IoT device categories include motion detectors, intrusion detectors, livestock wearables, and many others.

DOHE provides support for our partner program to help device vendors connect with customers via the Dimitra Platform. In contrast with DOME and DOSE, which are software interoperability specifications, the DOHE program is a hardware oriented partner program. As such, it tends to be more customized for individual use cases and focused more on specialized niche applications. We encourage all hardware vendor partners to follow recognized industry standards relating to hardware and communication specifications wherever possible.

The Dimitra EcoSystem

The Dimitra Ecosystem is a synergistically designed community of participants that connects stakeholders involved in farming globally.



Dimitra Incorporated is our head office function and has oversight over all Dimitra operations. Success of the entire ecosystem rests on the interaction of these key corporate components with the global partners and is managed through the execution of our strategic plan. Dimitra is led by our Chief Executive Officer.

- Token Initiatives (led by Chief Digital Currency Officer)
 - Token Management
 - Token Investor Reporting
 - Crypto Ecosystem Partnerships
 - Crypto Security, Audits, and Custody
 - Staking & Incentivization Rewards
- Sales & Marketing (led by Chief Revenue Officer)
 - Global & Regional Sales Strategy
 - 7 Regional Directors
 - 100 Country Sales Partners (targeted)
 - Marketing & Social Media Content & Distribution
 - Proposal Development and Distribution
 - Customer Relationship Management
 - Innovation & Investment Team Coaching
- Finance and Accounting (Led by Chief Financial Officer)
 - Financial and Management Accounting
 - Treasury
 - Legal

Dimitra Labs is our internal technology development group. Dimitra Labs is responsible for:

- Software Development, Quality and Security (Led by our Chief Technology Officer)
 - User Interface Development (web, Android, iOS, On-prem)
 - API and SDK Development
 - Database, Blockchain Development, Data Science
 - Product Maintenance and Support
 - Quality and Testing
 - Cyber Security and Code Audits
 - Incubator Coaching



- Operations Management (Led by Chief Operating Officer)
 - Product Management
 - Roadmap Management
 - Project Management
 - Agricultural Research Teams
 - Ecosystem Teams
 - Customer Support Teams
 - Procurement
 - Incubator Coaching
-

Dimitra Investments is our ecosystem investment group. Dimitra Investments is responsible for:

- Investment Management (Led by Chief Investment Officer)
 - Develop Investment Partnerships
 - Manage Deployment of Funds
 - Manage Innovation Investment Program
 - Manage Operational Investment Program
 - Manage Ecosystem Investment Program
-

The **Dimitra Ecosystem** is the combination of partners who are involved in the ecosystem network. This includes:

- **Dimitra Services Partner** - Developing nations have a lack of technical service companies. Through our operational grant we can help young entrepreneurs start up agtech services companies. These companies may offer soil analysis, drone photography, precision spraying and more.
- **Dimitra Development Partner** - A development partner joins in one of three ways:
 - Innovation Partner
 - Our innovation partners can enter through our innovation incubator contest. For example, by submitting a great idea which requires further development, our innovation partners submit documentation via our admission process. If selected, they may win tokens to fund their company, and they will also receive an invitation to participate in the Dimitra Incubator Camp where the partner receives coaching on software development, project management, marketing, sales and running a successful business.
 - Innovation partners if interested may also enter the Venture Capital Stream.



- Venture Capital Partner
 - Dimitra Investments is looking to fund ecosystem partners and will bring venture capital corporations into the fold as Token Network Members providing support throughout the business process. Venture capital partners will participate in our incubator program as well as Dimitra Investments.
- Established Technology Partners
 - An established technology partner already runs a successful technology company in the agriculture technology sector. These partners have the possibility of developing software that will be integrated into the Dimitra Platform.
- **Dimitra Sales Partners** - We already have over 60 Dimitra Sales Partners around the world (<https://dimitra.io/our-team>). These partners are dedicated to delivering the Dimitra Platform to Governments and Industries in their respective regions. These Partners will provide leadership to the Dimitra Ecosystem in their respective countries.
- **Dimitra Referral Partners** - these partners have interest in seeing Dimitra Technology adopted in their country. A referral partner might be a salesperson in a related field, a university professor, or a retired government official looking for part-time work. Referral partners assist the Sales Partner with lead generation or the sales process.



FLEESD AND OUR PARTNERS UNDERSTAND THE IMPORTANCE OF AUTOMATION AND DIGITIZATION AS THE KEY INTERVENTIONS NEEDED TO UNLEASH THE DEVELOPMENT OF THE SMALLHOLDERS IN AFRICA. IN OUR VIEW, THIS IS EXPECTED TO INCREASE FARM YIELDS AND HOUSEHOLD INCOMES FOR THE BOP PEOPLE, MASSIVELY AND ALSO OPTIMISE RESOURCES FOR HIGHER PRODUCTIVITY ALL OF WHICH CAN ONLY TRANSLATE TO FOOD SECURITY, NOT ONLY IN AFRICA BUT ALSO GLOBALLY AS THE BATTLE TO REPOSITION THE ECONOMIES, IN THE POST COVID-19 TIMES INTENSIFIES.

MUHAMMAD ADEBOLA - CEO, FLEESD



Dimitra Academy

The Dimitra Academy was spawned from a project started at Blockchain Guru. Blockchain Guru has partnered with over 10 colleges and universities across Canada and provides curriculum and training in: blockchain, artificial intelligence, IoT, virtual reality, and robotic process automation (RPA). We have many Dimitra Ecosystem partners that have specific knowledge requirements to enable their success. Dimitra Academy is designed to deliver on those requirements through a combination of teaching modalities.

Developers may choose to attend our Dimitra Academy Developer Bootcamp: to gain a deeper understanding of our development platform and related interoperability standards, to assure effective usage of our APIs and SDKs and to build powerful and innovative agricultural solutions with global reach.

At Dimitra Academy, we have developed a curriculum that focuses on the enablement and application of technology within agriculture. Our developer curriculum focuses on building new functionality on top of our existing Dimitra infrastructure. Dimitra Academy will:

- **Partner with government ministries** to educate workers regarding advancements in AgTech.
- **Partner with local universities and colleges** to provide training and up-to-date curriculum to accelerate the adoption of AgTech in developing nations.
- Provide **training for agtech equipment entrepreneurs** to extend the Dimitra Platform with:
 - Dimitra Sensors
 - Dimitra Antennas and Gateways
 - Dimitra Genomics - Livestock and Plant
 - Dimitra Soil Analysis
 - Dimitra Irrigation
 - Dimitra Drone Monitoring
 - Dimitra Precision Drone Spraying
 - Dimitra Robotics and Automation

We recently kicked off the Dimitra Academy training program by launching our first Dimitra Academy cohort in May 2021. Our Digital Transformation for Agriculture course involved 67 students who are professors and representatives of agricultural and livestock ministries from 25 countries. This cohort focused on how to apply various digital technologies in agriculture in their respective countries. The initial course is divided into 8 sessions:



1. Digital Ecosystems for Agriculture
2. Machine Learning and Data Science for Agriculture
3. Blockchain for Agriculture
4. IoT Sensors and Devices for Agriculture
5. Genetics for Agriculture
6. Drones and Robotics for Agriculture
7. Satellites and Weather for Agriculture
8. Solution Architecture and Project Management for Agriculture



Dimitra Academy is a critical element of the Dimitra Ecosystem providing training for governments, researchers, and entrepreneurs.

Dimitra Partner Training Program

In addition to our core Dimitra Academy developer training program, we also provide access to many other areas of technology and agriculture education through partner training channels. To make as much high quality training available, as quickly as possible, we are reaching out to partner with universities, governments, and online training providers around the world. This will cover many topics, such as programming languages and utilities, web development frameworks, applied mathematics and statistics, soil science, crop science, animal science, genetics and breeding, finance and marketing, and many others.



For additional technology development training, we will curate course content from many computer science and engineering departments at universities from around the world, as well as product vendor training. We will also leverage massive open online courses (MOOCs), such as coursera.org, edx.org, and freecodecamp.org.

Independent farmers and agricultural businesses may be more interested in agricultural practices and agricultural business courses, to implement safe, efficient, profitable, and sustainable farming operations, including supply chain management, and financial services. For this, we will collaborate with private training partners, as well as, agriculture and business faculties at universities around the world. Our plan is to offer a complete and comprehensive curriculum on all major aspects related to the entire agricultural sector.

Together with our training partner network, our comprehensive array of courses will also cover topics related to product and project management, start-up financing, specifically relevant to agricultural entrepreneurs.

We also offer software engineering courses on data science, machine learning, neural networks, artificial intelligence, private and public blockchains, IoT sensors and devices, drones and robotics, satellite imaging, mobile app development, and full stack web development. This includes several programming languages and development tools, including Python, Go, Kotlin, Swift, as well as, Bash, Git, Docker, Node, and Agile. We also work with numerous UI design tools and unit-testing frameworks. In addition, we offer refresher courses on linear algebra, statistics, and calculus, as well as introductory agricultural science courses on crops and livestock, genetics, breeding, farm management, etc.

Dimitra Impact Report

Dimitra also wants to keep our Token Participants and Network Members up to date on our activities. For you, the Token Network Members, we will release The Dimitra Impact Report on a quarterly basis. In this report we outline how we are impacting smallholder farmers around the world. For example: Imagine stories from some of the women's associations and youth groups who have connected at Dimitra who have come together by our technology and are making a real difference in the world. Dimitra will provide important statistics regarding system adoption, new modules that have been developed, countries that we are working in, and innovators who have joined the Dimitra ecosystem.



Upcoming events:

- Dimitra has secured agreements with 8 nations that we will make public in Q3/Q4 2021.
- Dimitra has dozens of innovators who have submitted to our global innovation/incubator contest, we will share some news about their projects. in Q4 2021
- Dimitra has two new “top secret” developments that will make an enormous impact in the world of agriculture.
- Dimitra is working on an irrigation and water module and will release more information in the fall about a great new education program.
- We will introduce you to several farmers from around the world who are experiencing technology for the first time.

In the spring of 2022, we will be launching “Dimitra TV” on YouTube. The channel will be a central location for videos about the Dimitra platform, for the Dimitra community and ecosystem, and a place that outlines advancements in Dimitra’s technology, and a place to show stories of how farmers are using Dimitra and benefitting from it. Imagine clips of farmers from all over the world showing how they used Dimitra and how it improved their lives and has made a difference in their lives. “Dimitra TV” will function as a way to increase the Dimitra brand and create more public awareness.

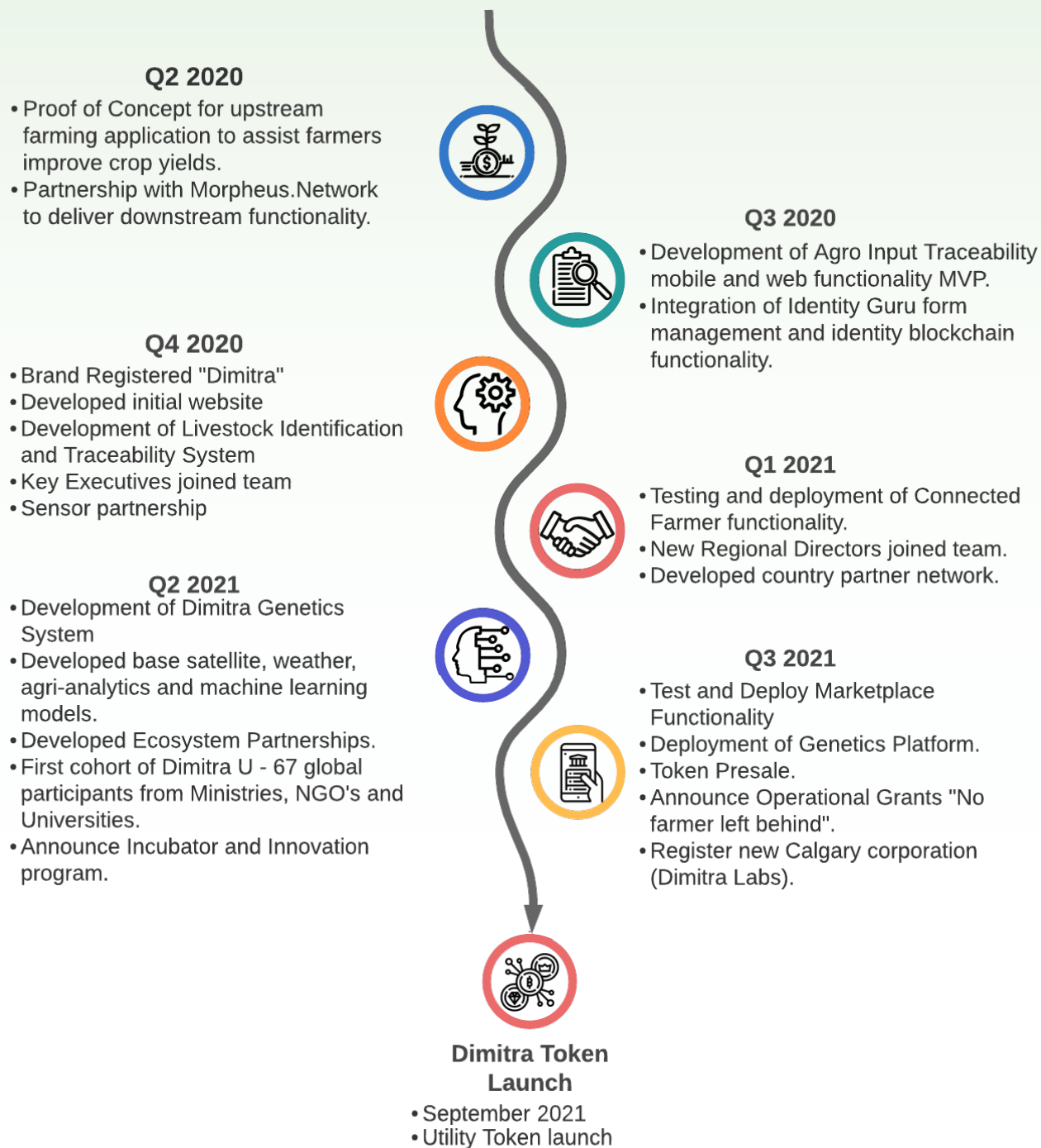
Dimitra DeFi Initiatives

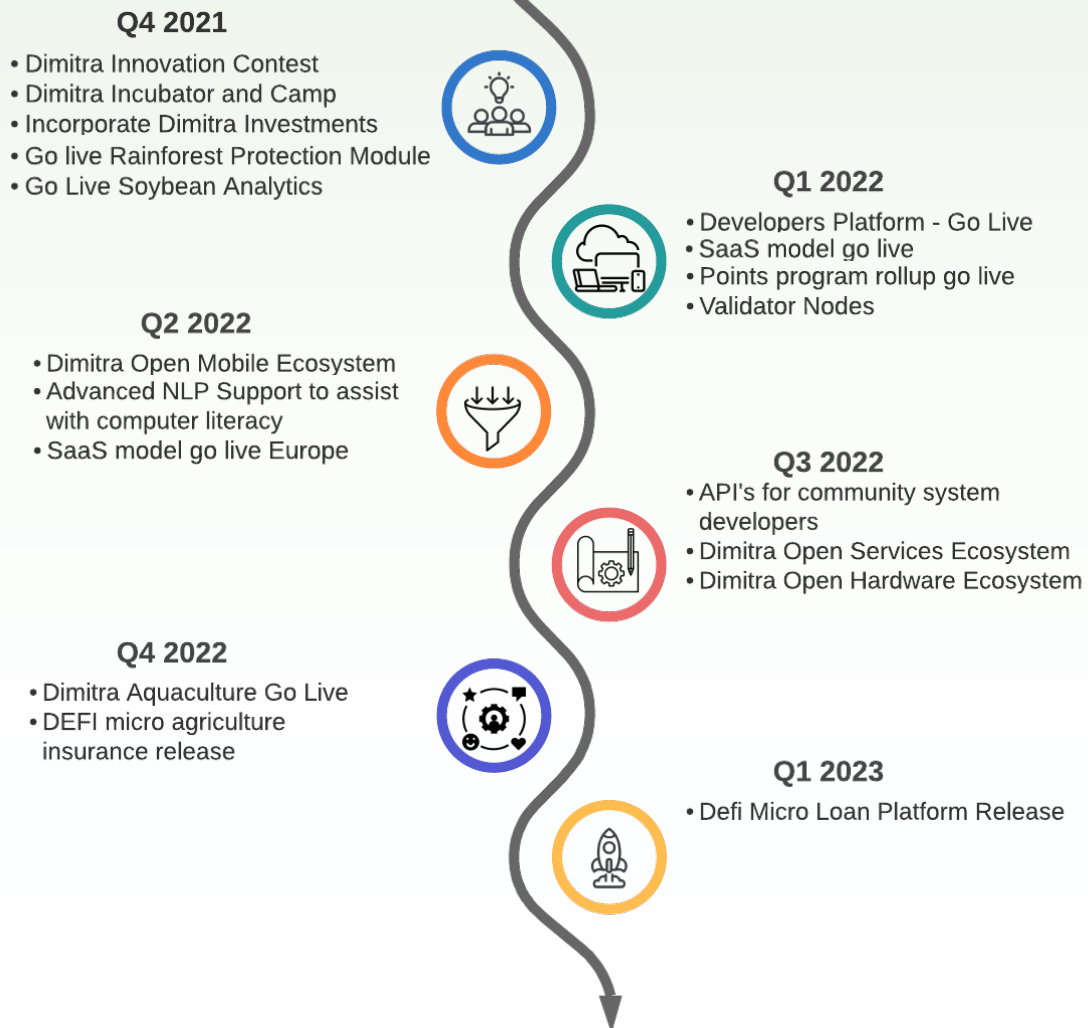
With the global adoption of Decentralized Finance, Dimitra sees a few core opportunities to collaborate with forward thinking companies that are pursuing important initiatives which align with our core values. We are looking to integrate our platform into some of these valuable De-Fi tools to provide additional synergy and opportunity to smallholder farmers and partners globally. Our Chief Digital Currency Officer is actively pursuing partnerships to deliver: banking to the unbanked; micro loans and payments; non-fungible tokens as crop certificates to fund crop inputs for smallholder farmers; micro insurance for farmers; climate insurance, etc.

Over the next year we will make announcements of partnerships and/or potentially develop our own De-Fi modules to deliver innovative user functionality.



Dimitra Ecosystem Roadmap





Dimitra Token



The Dimitra Token provides a catalyst to accelerate growth of our already successful “Connected Farmer” platform. We have established our business in over 40 nations by developing partnerships and securing agreements to implement our software. **We are ready to accelerate our mission, drive adoption, and impact smallholder farmers globally.**

The Dimitra Token is a utility token designed to address four key requirements while unlocking the true potential of blockchain technologies:

- **Confidentiality:** We are committed to ecosystem privacy while maintaining reporting and auditing requirements
- **Identity:** Identities and identity validators are securely confirmed
- **Governance:** Participation in corporate innovation programs
- **Compliance:** Deploying advanced KYC/AML tools

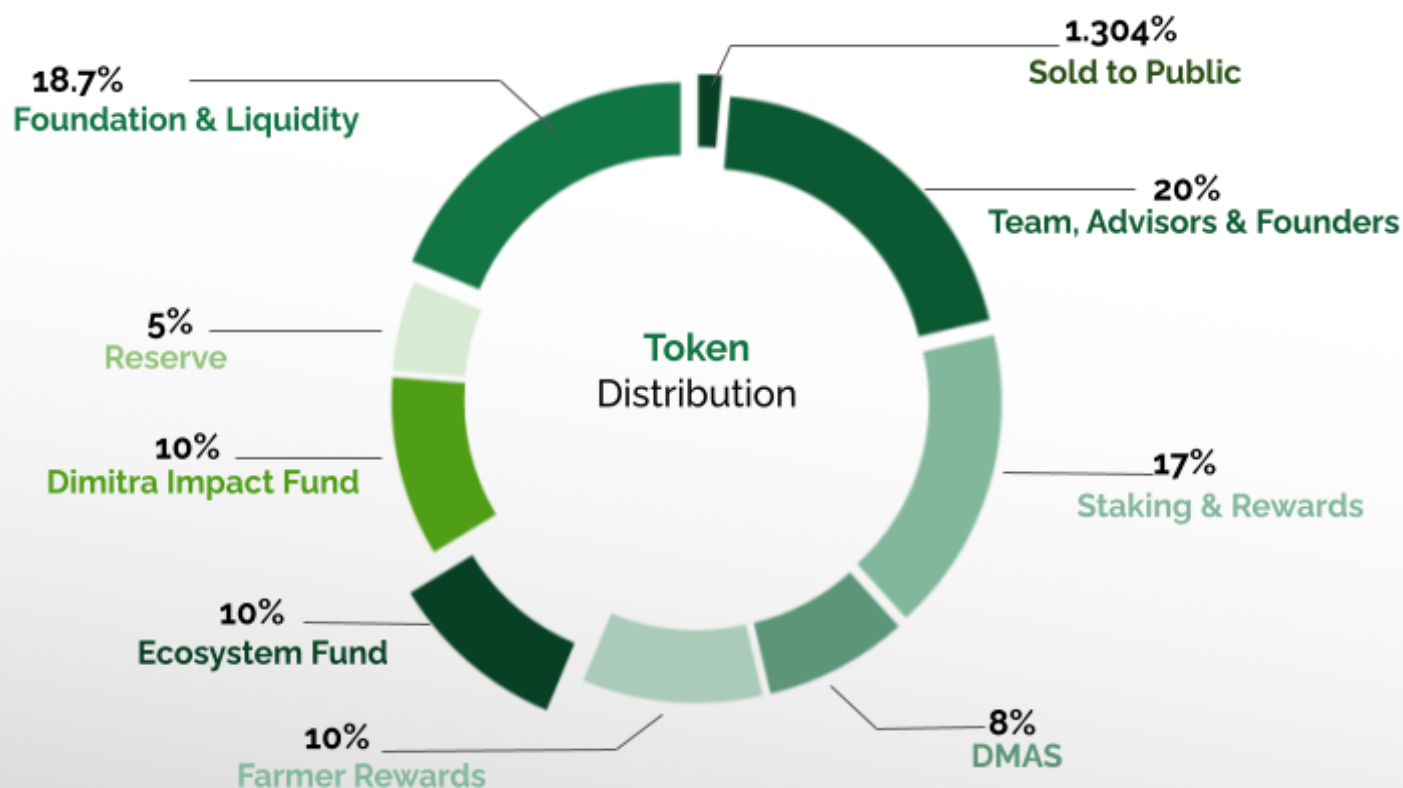
The Dimitra Token derives its value as a direct result of its utility within the Dimitra Ecosystem, and is designed to connect seamlessly within the Dimitra Platform. It mirrors a shift toward open token networks wherein users create and derive all intrinsic platform value through thoughtfully engineered economic incentives. The token’s valuation growth becomes an enabler to the ecosystem and naturally incentivizes farmer participation.

Since the Dimitra token is backed only by its actual usage and not by extrinsic assets, it is critical to model its economic utility. This model is more efficient and productive than traditional business models. The Dimitra Token has a capped supply, and offers a simple, easy to stake process via the Dimitra.io website. As the **Dimitra Token is an ERC-20 based token launched on the Ethereum network**, transactions are always verifiable and transparent via Etherscan and the Ethereum blockchain.



Dimitra Token Distribution

Dimitra Token will be distributed according to a predetermined distribution schedule. This distribution schedule is available on Medium or via a link on our website. Initially we will release 8,254,360 tokens. Our maximum supply over 20-years is 1 billion tokens. We are reserving 200 million tokens for the team, advisors, founders, early investors and contributors.



Validator Nodes and Staking

Dimitra Ecosystem is reliant on partnership with node operators who execute a proof of stake validation functionality. This creates a need for Token participants to stake their tokens which allows for a token holder to earn a passive income over time in a safe and secure manner.

Dimitra is dedicating 17% of our token supply for validation and staking. This is designed to incentivize long term holding of the Dimitra token and reward token holders. The staking return will be calculated monthly depending on the number of validators and staking participants and is capped on a daily basis.



Nodes in the Dimitra Network

Dimitra provides a decentralized solution that is designed to enable secure and trustworthy functionality of the platform. The platform requires several types of nodes that are run by network users. Nodes are needed to verify transactions and to ensure that the Dimitra network remains safeguarded against potential fraud and cyber manipulation.

There are three types of nodes in the Dimitra network: Full Nodes, Test Nodes, and Community Nodes. The most common node type is a Full Node. We expect the number of Full Nodes eventually to be 50 to 100 at network maturity.

Dimitra's Full Nodes

Full Nodes are the main client-facing servers of the system. Each transaction sent from a farmer or government client is received by a Full Node and propagated to the entire system. Full Nodes will perform a proof-of-stake consensus protocol receiving new transactions from clients, validating them, applying Proof of Stake, and attaching them to the platform.

Full Nodes can define their own price list for users and compete for them. Consequently, Dimitra Full Nodes are responsible for collecting fees for protocol usage and for transferring the network fee to the network pool.

An important point is how Full Nodes sets fees. Dimitra specifies the minimum service level for node operators. Due to different operating environments, different levels of service and support offered by Full Nodes, Dimitra network does not dictate the Full Node fee level. Full Nodes may set their own price. EcoSystem partners, Dimitra Labs and government customers are free to choose the Full Node providing the best hardware solution to meet their own needs. As a result, we assume that competition will adjust Full Node Fees to a reasonable market price.

The Incentives For Running a Full Node

- ✓ Simple, inexpensive and easy to run Full Nodes.
- ✓ Node operators can profit from running nodes.
- ✓ Node operator's Trust Scores increase with the amount of transactions performed for the Dimitra network.

When running nodes, operators provide the network with useful resources, including CPU, memory, storage, and network bandwidth. These resources are not cost-free, which is why node operators are compensated and have the opportunity to earn a reasonable ROI.

Full Node operators receive fees collected from transactions. The more transactions that a Full Node processes, the more it earns.



Transactions in the Dimitra Network

In the Dimitra network, transactions are created according to several patterns defined by the transaction type. The most common types are registration of encrypted farm data, farmer observations, livestock reports, sensor data, payment of services.

By running a node, the node operator supplies useful resources to the network: CPU, memory, storage, and network bandwidth. As these types of resources are not free and are a cost to node operators, the node operator's investments should generate a reasonable revenue to offset their costs. Therefore, Full Node operators receive a Full Node fee collected from transactions received from user wallets. The more transactions Full Node processes, the more it earns.

Full Node operators set fees autonomously, which makes setting competitive fee structures important. If a user knows a Full Node with a better price list, it can be re-selected when sending transactions.

Important note: server throughput is limited, so large clients can work with a pool of Full Nodes which are chosen at random at the time of transaction. Still, Full nodes can handle thousands of transactions per second which is more than enough for most use cases.

Introduction to Dimitra's Staking Model

Dimitra staking is built to provide competitive incentives and also to provide a secure network environment. This provides a mechanism for network operators and stakers to generate incomes by processing transactions and approving transactions on the Dimitra network.

The economic model of Dimitra nodes is designed to be fair, efficient, and flexible, and is based on finely tuned fee distribution mechanisms and staking requirements.

As real-world transactions are usually denoted in fiat currencies and node operator fees are a percentage of these transactions, a natural hedge for the Dimitra token price is created. This is a major advantage over other staking models and currencies.

All nodes are required to deposit (stake) Dimitra tokens to participate in the network, although the requirements are different for each node type.



Community Nodes

Community nodes are MainNet Full nodes that have a delegated staking mechanism to include more community members in their operation. Running a node in a payment system is an important task as it involves the confirmation of transactions to real-world clients.

We understand that managing a node requires technical skills that not all participants have, therefore community nodes will be technically managed by a node operator with sufficient technical skills from the community.

Community nodes will now run with a stake of 5,000,000 Dimitra tokens. In order to serve various needs to different members, we have created three groups with different staking amounts and guaranteed rewards (the reward is the highest of either fee generated by the node or the guaranteed annual reward).

The node operator will enjoy the ability to stake \$250,000 worth of DMTR with a guaranteed reward of 25% per annum. The remaining 4,500,000 of Dimitra to be staked on the community node will split between community members that may stake 5,000-100,000 Dimitra for a minimum of 90 days, with higher rewards to longer staking periods.

Validator & Staking Summary Table:

	Max Stakers	Staking Requirements	Total Staking	Annual Staker Reward	Minimum Staking Period (Days)
Full Node	50	250,000	5,000,000	25%	180
Community Node	100	5,000 to 100,000	5,000,000	13%	90
TestNet Node	1	100,000	100,000	13%	45

Relationship to Farmer Points Program

When a farmer uses the Dimitra Platform, the data they provide to the system is remunerated back to the farmer in the form of Dimitra Points. These Dimitra Points are used to incentivize end-user system usage that generates valuable and actionable data to our ecosystem.

The data generated will be used for predictive machine learning, marketing analysis, economics modeling, and fundamental agricultural scientific research that should ultimately benefit the farmer, along with all other stakeholders. Data in turn is aggregated and made available to governments, universities, and agribusiness partners, who in turn, provide goods, services, and grants, back into our ecosystem.



The overall win-win benefit that derives from the resulting improved efficiency, yield, quality, and traceability will generate greater overall wealth within the ecosystem. This economic gain will then be reallocated back out to all participants according to a democratic governance mechanism that is implemented by a network of privately run Dimitra Validator Nodes. Voting rights are algorithmically determined in proportional to stakeholder participation.

This governance mechanism is designed to enforce fair and equitable sharing in economic growth within the Dimitra Ecosystem, and it is established by way of an inclusive governance mechanism.

Dimitra Point transactions are calculated by Validator Nodes in the decentralized Dimitra Network. They are periodically rolled up, encrypted, and recorded onto the public immutable Ethereum blockchain for validation and record keeping purposes. There is a mathematical relationship between the value of a Dimitra Point and the value of the Dimitra Token that is designed to stabilize the points that end-farmers will receive and pay within the ecosystem. This will smooth out volatility that tends to exist within the Dimitra Token, which is a natural characteristic of any token that is bought and sold on crypto currency exchanges.

The Dimitra Token itself is a very straightforward, simple, and secure ERC20 Ethereum token that is exchangeable with the internal Dimitra Point token. The Dimitra Token is transacted and validated directly on the Ethereum network just as any ERC20 token. Dimitra Points are earned and spent only within the Dimitra ecosystem but can be exchanged to and from Dimitra Tokens.

In contrast with Dimitra Tokens, the Dimitra Points are not native to the Ethereum Blockchain, but instead run separately on a rather simple and secure layer-2 blockchain, known as the Dimitra Blockchain. This layer-2 blockchain technology saves gas costs and improves transaction throughput. It allows improvements in scalability, privacy, and cost without entirely sacrificing decentralization.

The Dimitra Blockchain implements a fairly simple and robust proof-of-stake protocol that ensures that all exchanges between Dimitra Tokens and Dimitra Points follow agreed upon exchange rates and governance policies. This governance applies to algorithmic details, such as exchange rate computation, the fair redistributions of Dimitra Points that maximize utility for all parties involved, and ensuring that internal transaction rollups are calculated and encrypted properly before being committed to the public Ethereum Blockchain. All participants benefit from the security provided by the Dimitra Validator Nodes, and these validator nodes are rewarded with Dimitra Tokens for their services. In this way, the Dimitra Blockchain Protocol is supported by server nodes that are operated for profit by participants who are remunerated in Dimitra Tokens by way of a proof-of-stake algorithm.



There are two sources of economic gain in this validator and staking ecosystem: “Organic Growth”, and “Inorganic Growth”. Organic growth is achieved by increasing intrinsic value within the ecosystem that results from internal improvements in efficiency, yield, quality, and reduced risk. Inorganic growth is related to activities outside of the system, such as an increase in value of the Dimitra Token on external exchanges, etc.

Both these sources of economic growth are re-allocated and distributed back to farmers, vendors, node validators, and token holders according to the governance policies determined by all stakeholders in a mutually agreed upon and equitable manner.

Farmer Points Program

Each farmer on the platform receives Dimitra Points to incentivize their usage of the system. Rewarding behaviors which maximize farming results create an additional incentive to the farmer, which in turn, increases farmers outputs, while reducing their costs, and / or mitigating their risks. The farmer can earn points by:

- **Registering & managing livestock** - recording livestock births and purchases, recording veterinary checks, recording inoculations, recording feed and supplements, recording the sale of livestock.
- **Registering and managing crops** - using system functionality for field preparation, planting, harvest and post-harvest activities.
- **Using the marketplace** - posting an ad, buying through the marketplace, premium ads get premium points.
- **Providing data** - providing data via forums, sensor devices, drone readings, satellite and accompanying IoT devices.

These points are recorded within the application itself and have a direct relationship to the Dimitra Token. To minimize gas fees we use a roll-up function that takes a snapshot of the centralized points ledger and then we write that snapshot data as a cryptographic hash to the blockchain.

10% of Dimitra Tokens are reserved to fund the farmer-based points platform and incentivize Dimitra Ecosystem consumption.

Dimitra tokens and points can be utilized to purchase agricultural services from other members of the Dimitra Ecosystem. This usage assists in developing the businesses of ecosystem members and creates a sustainable network economy within the ecosystem. As demand grows, farmers will be incentivized to use the system more and earn or buy more tokens in order to receive discounts on future Dimitra Ecosystem Services.



Dimitra Impact Fund (No Farmer Left Behind)

Governments of developing countries will be evaluated based on need and ability to support a technology implementation for smallholder farmers. Annually, several countries will receive grants from the Dimitra Impact Fund in the form of Dimitra Tokens which can be used to license the Dimitra Platform or for the delivery of Dimitra Academy training programs.

This grant creates an incentive for the government to manage specific agricultural programs on the Dimitra Platform creating economic growth for the country and helping smallholder farmers increase revenue advancing the success of their farm-based business. This in turn increases our user base and platform adoption.

One objective of Dimitra Investments is to leverage these funds by creating a consortium of government, industry, aid organizations, and NGOs. This combination of stakeholders with a group focus on specific agriculture projects creates multiple incentives for the farmer and greatly enhances the utility of the ecosystem creating an increased demand for tokens to provide for ecosystem participant usage of the platform. Grants to governments are also converted to revenue for Dimitra creating further functional development which drives demand for Token & Point based services.

These grants will be vetted based on their likelihood of providing effective assistance to smallholder farmers, but also based on the program's capability to become self-funding within 24-36 months.

10% of the released tokens will be reserved annually for operational grants.

These targeted countries today are struggling to provide digital services to smallholder farmers. Priorities in these nations are focused on other infrastructure development priorities. Dimitra will partner with developing nations to provide our "Connected Farmer" platform at a significant discount or free of charge to smallholder farmers.

Supporting these smallholder farmers will create a cyclical effect of helping farmers break the cycle of subsistence farming and as they increase their revenues the farmers will begin to procure additional technology from within the Dimitra Ecosystem.



To assure successful implementations in new countries, we will find ecosystems partners to:

- Assist with regionalization and implementation of the platform
- Manage local infrastructure
- Sell and distribute sensors
- Sell, distribute and install hardware (networking, gateways, antenna)
- Provide training and technical support for local farmers

Provide administration and management within the in-country ecosystem A benefit of the Dimitra Operational Grant, is that it provides significant job creation possibilities, and creates new entrepreneurship opportunities within developing countries which will improve GDP.

In one of our existing African client countries, we already have a need for millions of livestock sensors along with gateways and antennas. In this country alone, we expect to create over 2,000 high paying Agricultural Technology jobs over the next 5-years and generate an additional \$50 million in revenue, part of which will flow through the token ecosystem.

The impact of 500,000 tokens can spark a thriving Agri-business ecosystem of entrepreneurs

- Implement the Dimitra Connected Farmer Nationwide across one country.
- Establish a Dimitra Academy training facility to help young entrepreneurs learn the mechanics of:
 - Implementing the Dimitra Technology Platform
 - Antenna & gateway setup - infrastructure for reading sensors
 - Sensor sales & rentals
 - Mobile data collection services with sensors
 - Agri-drone camera operation
 - Precision agricultural spraying - starting their own drone spraying businesses
 - Satellite data collection and analysis - assisting smallholder farmers in analyzing and interpreting relevant satellite data for crops
 - Genetic data collection - properly collecting genetic specimens for analysis of plants and animals

These jobs will be funded initially by Dimitra tokens, with the expectation of becoming self-sustaining within one year. Partnering with other crypto service providers will enable a payment network based on the Dimitra token that will help drive further growth and usage of the Dimitra Platform.



Dimitra Ecosystem Grants

As farmers transition from manual farm management to digital farm management, many services will be required that do not exist today. These grants will be made available for ecosystem partners to:

- Develop new technologies that can be leveraged on the system.
 - Ag tech companies can make their product available on the platform for sale to our customer base. These services will be compensated through the use of Dimitra Tokens increasing demand for Dimitra Tokens.
- Develop service based companies to provide additional value to the farmer.
 - For example, a farmer can use tokens to buy sensor services by having an ecosystem partner come out and take soil sample readings and load the soil data into the Dimitra platform. The sensor service operator is paid in Dimitra tokens which can be converted to Dimitra stable Coins (roadmap item - temporarily USDC).
 - See Dimitra Ecosystem members section ie. Drones, Genetic Testing, Irrigation, Education.
- We can also pay our sales partners in Dimitra Tokens which they can convert to Fiat or invest in future projects to earn multiples on their tokens.

A critical component of the ecosystem is the further development of agricultural technologies to enhance Dimitra Platform functionality. This creates inclusion for innovative technical entrepreneurs in developing nations. These entrepreneurs can develop software for inclusion in the Dimitra ecosystem adding new concepts or additional regionalization to the existing platform.

We are reserving 10% of the tokens to enable ag tech projects in developing countries.



**I BELIEVE THAT BY MAKING TECHNOLOGY ACCESSIBLE FOR ALL FARMERS, WE
WILL IMPROVE THEIR LIVES AND INCREASE AGRICULTURAL PRODUCTION AND
SUSTAINABILITY AROUND THE WORLD.
- MIKE MEURIN, CHIEF DIGITAL CURRENCY OFFICER**

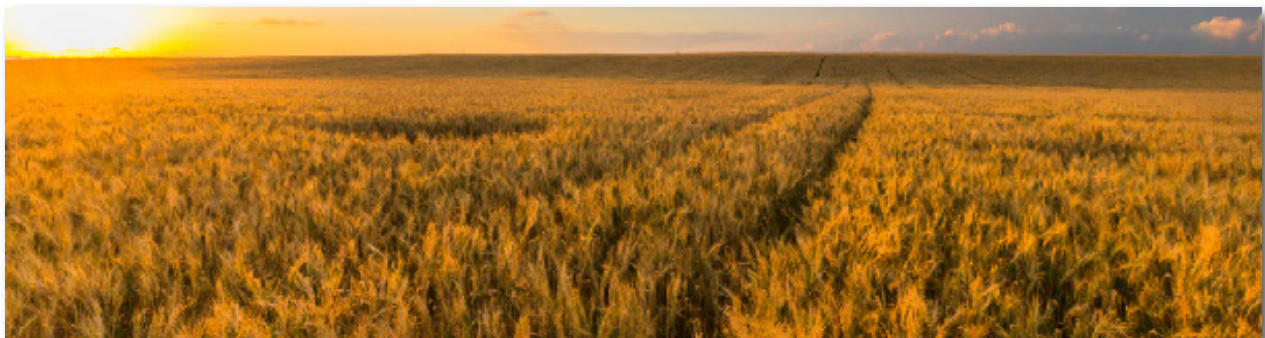


Part of our key mission is to assist Ag-Tech startups in developing countries by:

- The development of Dimitra Investments Inc. to create leverage through cooperation with angel investors, venture capitalists, and agricultural based corporations.
- The creation of the Dimitra Impact Fund startup loans and training young entrepreneurs focused on ongoing technical and investment projects in developing nations. These entrepreneurs will apply for the program by creating a business plan deploying services to farmers on the Dimitra Connected Farmer Platform. Once approved, they will attend Dimitra Academy to learn how to provide some or all of the following services:
 - Dimitra Drone Services
 - Dimitra Sensor Services
 - Dimitra Agri Genomics Services
 - Dimitra Communications Services
 - Dimitra Soil Evaluation Services
 - Dimitra Irrigation Services
- Annual Incubator contest with prizes and mentoring for startups that win by having the most innovative agtech ideas, and these ideas will be included in our AgTech Camp and given support by our Sales, Marketing, and Tech development teams.

By effectively leveraging the 10% of Dimitra tokens through Dimitra Investments, this will enable the creation of hundreds of Blockchain, Artificial Intelligence, De-Fi, IoT companies, who will all be adding and participating in the Dimitra ecosystem. Imagine the ripple effect of thousands of Dimitra ecosystem participants aligned with a common mission of supporting farmers in developing nations.

Dimitra Investments will deploy professional investment advisors to evaluate investment opportunities to maximize potential, and minimize risk to Dimitra and Dimitra Token Network Members through revenue sharing models, various ownership models, and increased consumption of Dimitra tokens.



Token Appreciation

Dimitra's market opportunity is massive as we are operating in one of the world's largest untapped technology markets. There are more than 608 million family farms around the world, representing almost 3 Billion people, occupying between 70 and 80 percent of the world's farmland and producing around 80 percent of the world's food in value terms.¹⁷ Individual farms, particularly smallholder farms are underserved mainly due to affordability. Our economic model provides significant incentive for farmers to adopt our platform. Check out our article "Why Dimitra?" here: <https://dimitratech.medium.com/why-dimitra-54bf7a662956>

Dimitra has designed the following economic levers into its token to maximize appreciation:

- **Scarcity**
 - Finite Supply (1B tokens)
 - Scheduled distribution
- **Utility**
 - Farmer Point program (farmers receive points, convert to tokens and spend them for agri-services.)
 - Validator and staking program sets up physical nodes and proof of work staking which returns data fees in the form of Dimitra tokens back to ecosystem
 - Data exchanged for farmer points is aggregated for anonymity and provided to Universities, Governments, etc.. returning revenue to the token network.
 - Agri-services provider demand (service providers receive Dimitra tokens for services including goods and margin.)
 - Agri-finance demand (development banks and aid organizations provide funding through the platform which increases demand for Dimitra tokens, Dimitra platform, and services.)
 - Government Ministry demand (governments provides additional incentives to farmers to participate in growing programs by adding valuable inputs such as seed, funding, training. This creates additional multiplier effects expanding system usage.)
 - Investment Leverage with finance providers (leveraged investment creates multiplier effect on the total project value.)
 - Consumption incentives (discounted sensors, DNA testing, drones provided centrally are paid for by Dimitra tokens.)
 - Price mechanisms (open appreciation on token with relatively fixed service pricing assures that a multiplier exists allowing farmers to spend more as they become more successful.)



- Software developer demand (software developers create new modules on the Dimitra Platform and the developers then charge access to their modules in Dimitra tokens. Farmers, corporations and governments pay in tokens.)
- Micro Loan Strategy (Partnerships with DeFi, financial institutions, development banks and corporations provide micro-loans to farmers allowing them to buy Dimitra products using Dimitra tokens.)

Each one of these levers provides a carefully designed appreciation mechanism creating a manageable multiplying effect on the supply-demand equation. Our utility to the farmer from a knowledge and analytics perspective with our free-to-farmer strategy, provides us access to one of the largest economic verticals globally.

The Dimitra Token has built in scarcity starting with a planned Token Distribution and maximum supply.

Token Economics

Dimitra has a complex ecosystem delivering hands-on farming services, a growing list of modules, and several economic touch points with government and global aid firms that can increase demand for tokens and in-turn increase token value. From a design perspective we treat the planning of our ecosystem as a new component of a global economy operating across borders. As a planning aid we employ basic economic principles to evaluate and adjust our economy over time.

First we consider the effects of the business cycle on the wider agricultural community. The macroeconomic considerations comprise economic trend analysis, long-term macroeconomic projections, analysis of alternative trends, impact of fiscal and monetary measures and counterfactual simulations of the economy.

As a component of global gross domestic product the World Bank puts the food and agriculture sector at 10% or \$4.8 trillion¹⁷. This does not contain the add-on effect of packaging and manufacturing, distribution and logistics. Arguably, the agriculture and food industries are the largest industry vertical globally.

Pressures from climate change, a skyrocketing population, an ongoing exodus of youth from farming communities, consumer pressures for healthier, global hunger, scarcity of natural resources, food waste, food security, and a desire for transparency are placing further burden on the industry globally.

¹⁷ <http://www.fao.org/news/story/en/item/1395127/icode/>

¹⁸ https://www.forbes.com/2007/11/11/growth-agriculture-business-forbeslife-food07-cx_sm_1113bigfood.html?sh=5f9f2c8d373e



These pressures are being addressed by Agriculture 4.0, not only from a supply side but balancing the demand side through increased efficiency. Modern farms and agricultural operations will work differently, primarily because of advancements in technology, including sensors, devices, machines and information technology¹⁹.

As we develop our economic models for the Dimitra Ecosystem and its role in the global agriculture and food industry we see enormous potential to partner with key stakeholders in the largest growing sector, by volume, through 2050.

Following the development of our macroeconomic models we turn to look at how we deploy the Dimitra Token to be an enabler of our success. Defining success based on each stakeholder's priorities we can employ microeconomic levers to balance the enablement of smallholder farmers' success with a strong economic proposition to token holders over the years. The two priorities are not mutually exclusive as success in transitioning the global farming population that can most influence our fight against hunger, climate change, food security, and poverty creates a new balance of prosperity for all.

As our means of enabling success is catalyzed by the Dimitra Token, we need to apply basic microeconomic principles as levers to assure success for all. The following microeconomic principles are strategically deployed as multipliers to achieve our objectives.

- Incentives
- Price
- Resources
- Production
- Scarcity

We have designed several key **incentives** into our platform which provide levers to drive measurable results. Our presale rounds are designed to incentivize early participation by token holders. We have deployed a **graduated token pricing model** which provides early token participants appreciation on their initial purchase. This is reinforced with a **Staking & Rewards Program** to incentivize holding tokens versus multiple market entries which could upset the success of our program. We have reserved 17% of the total tokens for staking and rewards.

Beyond the need to incentivize token holders we must also incentivize farmers to use the platform correctly, this is delivered through our **Farmer Points Program**. To assure this need is fulfilled we have reserved 10% of the total tokens for the farmers. **As farmers earn point rewards, they begin spending these points on services which enhance the output of their farm. These points are rolled up and exchanged with ecosystem technology and service partners. Incentivizing optimal platform use, improves output which provides increased income and improved standard of living to farmers.**



The next group in the ecosystem which needs to be developed are the **service providers**. In developing nations there is a lack of technology providers providing services to smallholder farms. We have designed our **Ecosystem Grants Program** to subsidize the development of small businesses focused on helping farmers transition from a manual process to a new digital process. These agtech entrepreneurs will be trained to startup small agricultural service businesses and help the farmers increase their yields, reduce their costs or manage their risks. This process creates a byproduct of delivering additional data to the platform. Imagine the potential of the machine learning data of 100 countries after it has been running for 24-36 months. This service economy runs on Dimitra tokens with additional income entering the microeconomic cycle.

Key partners in this cycle are the governments who develop programs for agriculture. The **Dimitra Impact Fund** provides grants and loans to governments, while co-investing with other stakeholders to create incentives and rewards for smallholder farmers with the intent of growing the small holder farmers output. Dimitra plays a role as a stakeholder in these projects by providing the Connected Farmer Platform, increasing our user-base, access to data, demand of our Ecosystem Services, and demand of our Ecosystem Products.

Dimitra Investments will work to leverage our grant tokens by partnering with Agricultural Input suppliers, project investors, aid organizations to leverage our available tokens and multiply the impact 2-5 times the value of our investment. This drives increased value, increased usage and increased user base.

The above narrative has illustrated how **incentives** (a key microeconomic driver) are used strategically to create multipliers and attract the appropriate market participants to align our objectives in helping the smallholder farmer.

Another microeconomic driver is Pricing. **Token price appreciation** is desirable not only from the perspective of the token holder but also for the farmer. As tokens increase in value, farmers are receiving increasing value with their points. This increases buying power for Dimitra Ecosystem Services and creates demand for new digital services. We do not restrain token price appreciation but allow this to operate in a free market economy.

This appreciation drives a need for additional resources that increase labour inputs and value add-ons to the token economy. Resource requirements are demand driven and initially are scarce. Pricing balances as demand and supply come into balance over a few years. As we are creating new agtech businesses with the above demand we can sometimes partner with governments to create an economic multiplier through a combination of our ecosystem grants with government incentives for job creation. This multiplier can greatly accelerate

¹⁹ <https://www.innovationnewsnetwork.com/will-agriculture-4-0-solve-the-food-crisis/3770/>



demand for tokens as we pay the entrepreneurs with tokens and can insert the government grant monies into the token economy.

Adding additional features to the Dimitra Platform by partnering with other innovative agtech firms accelerates the development, proof-of-concept and minimum viable product development for new crop specific technology. Offering these technologies to farmers to test and pay via their available points or Dimitra tokens creates a new token based revenue stream. This also can be combined with innovation and job incentives as well as venture capital partners to produce a multiplying effect on the related value chain.

Combining technology value creation, grants and investment will allow us to initiate 10-20 new projects per year on the Dimitra Platform. Each year, as the number of projects increases, we see an increasing number of farmers registered on our platform. Each cycle increases demand on the Dimitra Ecosystem and Dimitra Token. This creates a need for governments, commercial customers and farmers to acquire additional tokens. Viable project selection is important once a project progresses through a two to three years cycle as they reach sustainability.

The final microeconomic lever is **Scarcity**. We are releasing a finite number of tokens for sale and after 5-years, tokens will only be available on the secondary market. This time frame allows for the viable development and expansion of our token economy. After 20 years, grants, staking, and ecosystem tokens will be consumed and the ecosystem will have grown to be self-sustaining.

If you study the above principles and the injection of funds, labour and value into the ecosystem you can see how incentives, pricing, resources, production and scarcity all play a role in multiplying the incentives to increase token demands. In some cases these multipliers can be 2x, 3x, 4x, in other cases they are designed to provide enough incentive to allow for an economic decision towards the collaborative Dimitra Ecosystem.

Increased Token Consumption + Limited Token Supply = Increased Token Value.

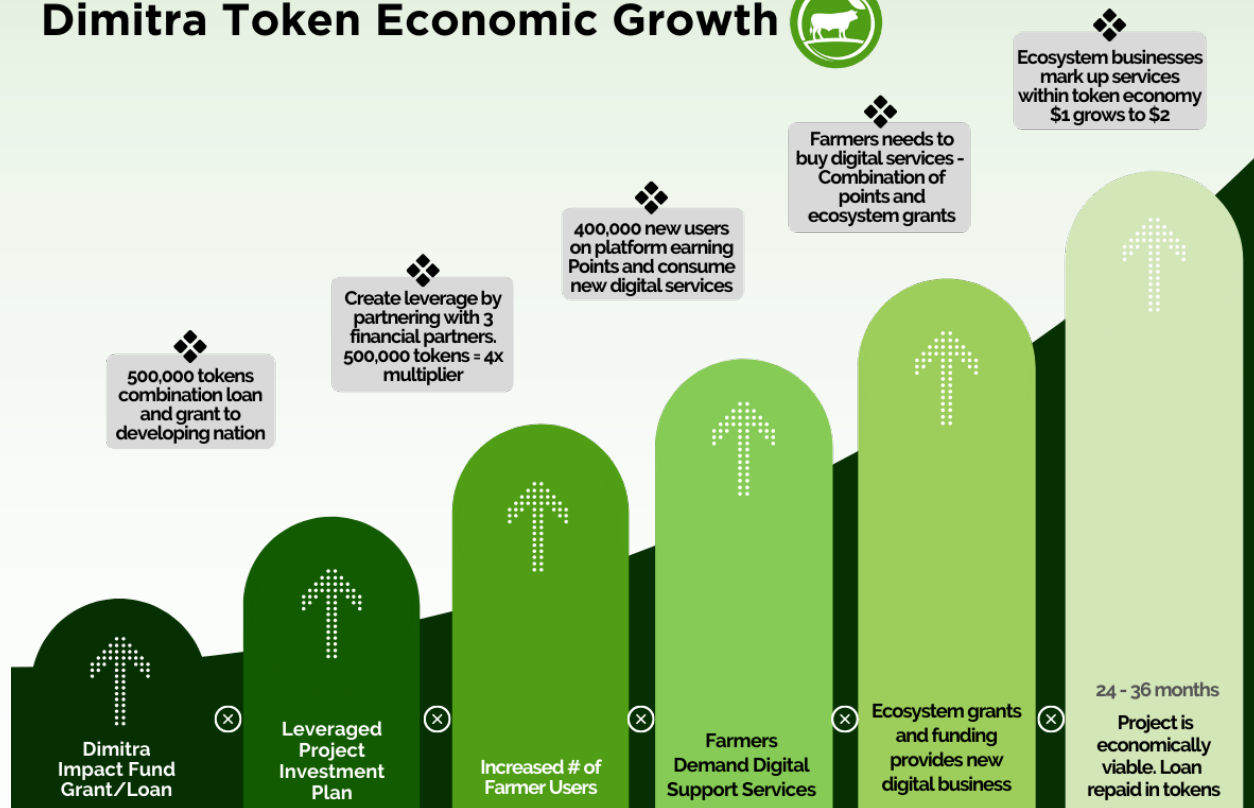


THIS SOLUTION WILL ALLOW US TO ENHANCE THE LIVES OF MILLIONS OF AFRICANS WITHIN THE CONTINENT AND IN THE DIASPORA AND HELP BRING AFRICA'S SUPERFOODS TO A GLOBAL MARKET. THIS TECHNOLOGY WILL EMPOWER OUR PEOPLE AND OUR FARMERS"

SERVIAS MAZHETSE - HEAD OF INFORMATION TECHNOLOGY COMMITTEE OF INTERNATIONAL FEDERATION OF MORINGA PRODUCERS



Dimitra Token Economic Growth



Token Technical Model

The Dimitra Token is a standard implementation of the ERC20 specification. It is based on the secure contract templates provided by OpenZeppelin. In general, the ERC20 standard can be used to define a fungible token that is immutably stored on the Ethereum blockchain. ERC20 can be used to implement virtually any fungible token (a token that is ownable, transferable, divisible, equatable, and exchangeable with other equivalent tokens). ERC20 supports many possibilities, including currencies, points, shares, or voting rights, etc. However, the Dimitra Token is focused on acting as an internal currency that is coupled to an off-chain points program that represents economic value within the Dimitra Ecosystem. These tokens may be externally bought or sold and internally minted or burned, however, they primarily encapsulate a medium of exchange and a store of value within the circular economic engine that is enabled by the Dimitra Platform.

Security is our utmost priority. We are pleased to announce we have completed a full security audit of all our Smart Contract code to verify maximal security and safety through Certik.

To view the audit visit <https://www.certik.org/projects/dimitra>

We rely on Sumsb a.k.a. "Sum and Substance" at (<https://sumsub.com>) for automated identity verification, KYC/AML, and fraud detection. This service



allows users to be verified within 3 to 5 minutes, while scanning identity documents for forgery detection, such as photoshopped passports, etc. This will help make the on-boarding process simple, fast, and secure, for our online Dimitra Token buyers.

All financial flows (excluding on-ramps and off-ramps) between all Dimitra Platform participants (farmers, suppliers, services, governments, token holders, and Dimitra inc.) are denominated in either units of Dimitra Points (internally within the platform) or in units of Dimitra Tokens (externally from the platform).

Dimitra Point ownership data is stored off-chain, and represented internally within the Dimitra Platform in a centralized database. Point records are periodically rolled-up on a regular basis, and written to the Ethereum Blockchain. Dimitra Token ownership is recorded on-chain, in the form of an ERC20 token, preserved on the immutable decentralized Ethereum Blockchain.

The conversion between Dimitra Points and Dimitra Tokens is mediated internally within the Dimitra Platform, balancing the supply and demand of Dimitra points with a treasury function, to ensure demand does not exceed supply without financial inputs from the farmers. Dimitra will mint Dimitra Tokens according to our published token issuance schedule. These Dimitra Tokens are sold on our primary market and will be distributed and allocated as internal Dimitra Points on a regular basis. These Dimitra Points will be managed and invested into various internal grants and funds programs to be used within the Dimitra economy to promote agricultural commerce within the Dimitra Ecosystem. These Dimitra Points may also be redeemed back into the form of Dimitra Tokens within our internal token exchange. These Dimitra Tokens may then be sold on secondary markets, or token exchanges, to other participants.

Farmers will generally use Dimitra Points rather than Dimitra Tokens in their daily business dealings, however anyone who resides in, or is a citizen of, a whitelisted country, and who submits the required KYC details, would be eligible to purchase Dimitra Tokens. Dimitra Points are optimized for low latency and low transaction costs, avoiding the volatile gas costs associated with actual on-chain Ethereum transactions.

Points are created by the performance of specific activities and are converted into tokens in order to fund technical or service activities performed by ecosystem partners. Only Dimitra Points are used by farmers for consuming Dimitra Platform services. Dimitra Points are uniquely hashed and written to the blockchain to mitigate the risk of tampering or duplication. Points are consumed upon conversion into tokens to prevent double spending.



Business Model

Dimitra Incorporated has multiple business strategies which will provide success. Our sales group combines a direct to customer plan with a sales channel partner plan. This grouping allows channel partners to bring existing clients, build on their existing relationships and levels of trust. The efficiency gained by a channel partner is conducive to keeping the corporation lean and minimizing upfront costs while using a success based compensation strategy.

Our channel sales strategy has created a large pipeline of projects that align well with our mission. Currently we have almost 70 qualified opportunities in development. We are looking at expanding our capabilities to manage a larger pipeline and better steward our deal flow following the token launch.

Our product development and technology teams are staffed with a core of trusted long term employees who are supplemented with contractors for major development sprints.

Our products are broken into 4 core groups: Connected Farmer Platform, Ag Headquarters (targeted at corporations and governments), Dimitra Analytics and Dimitra Finance. Our sales teams are trained on both completed products and products in development to balance opportunity with production. We also have 3-4 custom development projects on-the-go at any time, these custom projects may be added to the Dimitra Platform if they are successful and a good fit for the Dimitra Platform.

Dimitra Incorporated is focused on developing technology contracts with several types of clients:

- National, provincial, state and municipal governments.
- Farming Associations or Cooperatives.
- Agriculture focused corporations such as seed, fertilizer, phytosanitary products, equipment and service companies.
- International Aid, development banks and non-governmental organizations - such as World Bank, UN Food and Agriculture Organization (UNFAO), Inter-American Institute for Cooperation on Agriculture (IICA), etc.
- Banks and Insurance companies.
- Agricultural Consultants.
- Other complimentary technology companies



As a corporation we are experienced in delivering combined consulting and technology engagements for a variety of business cases:

1. Crop records and analysis.
2. Crop monitoring with observation, sensors and satellite.
3. Farming knowledge practices.
4. Deforestation.
5. Weather and climate impacts to farming.
6. Irrigation and combating drought.
7. Pest management.
8. Marketing harvested products.
9. International trade documentation
10. Logistics management.
11. Customs and export compliance.
12. Phytosanitary clearance.
13. Digitization of government services.
14. Digitization of banking and insurance services.
15. Agro input fraud detection.
16. Cattle rustling.
17. Animal and crop health.
18. Livestock identification and traceability.
19. Livestock breeding programs and genetics analysis.
20. Development of local agribusinesses.
21. Agriculture consulting.
22. Application of artificial intelligence and machine learning for agriculture challenges.

As we develop further contracts globally, our user base will continue to expand, providing us with global insights into improving agriculture by the use and implementation of technology. These projects provide us with an enormous amount of data regarding the upstream and downstream agriculture cycles. Therefore, this accumulation of data provides further valuable insights and a competitive advantage.

Data also provides an ancillary revenue stream through insights generated by our analytics platform. Cultivated data is the next gold rush and is becoming mission critical: It is no longer “just another tool” to have in the toolbox, but is key to a company’s success¹⁹. Our extended data sources from farmer observations, satellite and drone imagery, genetic testing and IoT devices provide ample opportunity for analytics and comparison to make recommendations to farmers, corporations, and governments. We also can leverage this data to provide analytics to financial institutions, commodity traders, insurance companies and governments in the form of reports.



Dimitra Learning Academy trains ecosystem partners to operate ag businesses in the Dimitra model, and these partners pay for up to date training annually with tokens generating revenue as well as ancillary sales opportunities. These ecosystem partners are critical to providing hands-on training for system users enhancing their opportunities for success with the platform.

Dimitra also sells commercially to companies and associations, and some incentive can be made to discount startup costs for these commercial organizations with Tokens to bring more users onto the platform and into the ecosystem.

Ecosystem partners receive grants and venture capital in the form of tokens. The venture capital creates partial ownership in their service enterprises allowing them to buy drones, sensors and tools from Dimitra Incorporated.

Dimitra Investments will offer defi-based micro loans and insurance leveraging of these investments. This has the positive effect of mitigating risk in multiple ways; by partnering with aid organizations and other payment and crypto based insurance companies; by receiving capital and and sharing the risk. This also adds to the economy of the ecosystem.

Our platform is currently profitable, our shift in strategy will accelerate growth while making considerable impact on developing nations and progress towards our goals.



²⁰ <https://tcm.ch/3pRHJqZ>



Our Leadership Team

Our global team is passionate about Dimitra's mission and making a real and positive impact on the world. The impact that we deliver to farmers and farmers' families reverberates through our very being.



Jon Trask
Founder & CEO
[in](#)



Peter Thorsteinson
Co-Founder & CTO
[in](#)



Mike Meurin
Chief Digital Currency Officer
[in](#)



Michelle Bacanek
Regional Director
North America
[in](#)



Diego Costa
Regional Director
Latin America
[in](#)



Maged Elmontaser
Regional Director
Middle East North Africa
[in](#)



Victor Femi Fred
Regional Director
Sub Saharan Africa
[in](#)



David Rivas
Director of Data
Analytics
[in](#)



Ajay Sharma
Regional Director
South Central Asia
[in](#)



Ramina Tankacheyeva
Director Product
Management
[in](#)



Ben Wark
Regional Director
Oceania & SE Asia
[in](#)

Conclusion

Over the past 24 months, we have built the Dimitra platform with 13 working modules, are operating in several countries, and have over 100 team members. We are proud of what our development teams have accomplished; a user-friendly platform that is visually appealing, and a platform that provides valuable, actionable insights. Dimitra has a clear roadmap of development and executable strategies, and we intend on delivering and fulfilling our mission: to help farmers across the world by increasing their yields, reducing their expenses, and mitigating their risks.

We have business development teams on 6 continents and in over 60 countries. In 2020 we branded our product, Dimitra, and incorporated the first of three operating companies.

Now that our foundation is in place and we've had successful customer tests of our platform functionality, we are ready to accelerate our mission. This is our decade of doing! We have aggressive goals and the token is the catalyst to allow a 10x expansion of our services. We are ready to move swiftly and with a purpose.

Software is just the tip of the iceberg. A million dollar software licensing deal can spawn 10's of millions in sensor sales, imaging work, and custom solutions in the largest vertical on earth - the agricultural food chain. This provides opportunity for the extended Dimitra Ecosystem.

Dimitra has the vision of making the world a better place through collaboration with farmers, governments, and an aligned ecosystem of partners. Our altruistic goals combine well with our global sales and development strategies.

Our platform will revolutionize agriculture across the globe and our suite of technologies (IoT devices, Machine Learning, Satellite, Genetics and Drones) coupled with Blockchain transparency, creates an ambitious and achievable challenge ahead. Dimitra is enterprise grade, secure, and fully scalable. Dimitra is a next generation solution for farmers and governments across the globe.

Join the Dimitra Ecosystem, embrace our mission. Plant a seed, nourish it through active ecosystem participation, and watch the seed flourish.

Our network is changing the lives of smallholder farmers, together we can move mountains.

dimitra.io/token

