



Application of BLOCKCHAIN technology to the products of Branded Beverages

What does **IBZ Life BLOCKCHAIN** consist of?

The current market developments require a connection between the real, tangible world and the virtual world that are starting to be applied now in multiple sectors.

IBZ Life Blockchain applies the next technological revolution that is starting to become a fully integrated part of the modern world, responding to the Today's demands with respect to

- **cost reduction**
- conciousness of **honest trade** & improvement of working conditions globally
- full **transparency** from source to consumer
- real time, 360^o **supply chain management**
- real time monitoring of **market trends**
- effective **planning** of advertising and marketing campaigns up to micro levels
- **privacy protection** of each individual
- **avoid of fraud** and damages caused by counterfeit products
- **brand loyalty**, as all buying parts are rewarded with tokens that have an actual tangible monetary value, which is likely to increase in a short time, and can be applied to reward loyal customers

Blockchain technology is starting to be used in sectors like banking, insurance, health and entertainment, offering a true added value to the complete supply chain.

Advantages to IBZ Life products for manufacturer, distributor and end consumer:

1. **Product traceability:** all stakeholders have full access to
 - a. the complete manufacturing process (where it is produced, when it left the factory)
 - b. transport (forwarders, conditions, timings, transit time)
 - c. product life (expiration date)
2. **Product integrity:**
 - a. information in real time on the manipulation of the product, from manufacturing until the purchase by the final consumer
 - b. avoids problems derived from a bad conservation
 - c. avoids product falsifications, as it is checked at a public database, based upon the traceability of the complete supply chain.
 - d. ongoing verification if the product complies with health regulations and other official registration numbers

2. Information on a consumer level:

- a. allows both manufacturer and distributor to be informed in real time about the consumption
 - i. geographic location
 - ii. day and time of the selling of the product
 - iii. sales development throughout the season
 - iv. sales development at specific areas
 - v. from the moment the product leaves the factory, how long it takes to the sale to the final customer
 - vi. changes, trends and frequency in purchase behaviour
- b. towards investors and other stakeholders, it allows the publication of extremely reliable economic studies, impossible to manipulate
- c. 100% reliable accountability in sold units and logistic processes
- d. real time response towards (the risk of) stock breakage
- e. product rotation following the market demand (eg. Sugarfree versus Original)

3. Access of information for the end consumer:

- a. completely anonymous information on the consumption of the products by each individual consumer and the possibility to be informed about the maximum (daily) recommended consumption and its effect on your health
- b. reduction of the negative impact of the product to your health
- c. access to recommended combinations with other (eg alcoholic) drinks without danger to your health.

4. Integration with other technological and sales platforms:

- a. interactive counters: assist the consumer to know more about the product, its benefits, hence making it more attractive to sell
- b. the product can “assist” the client to his purchase and orientate him to find other products that would be perfect for mixing (eg a brand of gin combined with IBZ Life Original), allowing strategic alliances with other brands

5. Rewards: one of the most relevant features is the ability to get direct benefits for having purchased the product; the more the product is sold, the more value is created for the consumer:

- a. the final consumers are rewarded with an IBZ token for each can that is purchased, that has an actual monetary value
- b. at the same time, the retailer/ outlet is also rewarded with a token
- c. the token is revaluated according to the sales volume throughout the time
- d. specific loyalty and customer retention reward programs can be offered to loyal consumers



6. **Personalization:** The final consumers can exercise a vote to actually improve the products according to their individual tastes:
- more acid, more or less sugar, a dryer effect on the palate, a different can size: the clients' preferences are directly informed to the manufacturer
 - the delivery of the products that best suit the demand of the consumers in determined areas can be personalized up to each point of sale, completely anonymously

There are multiple advantages of this project for a real, existing product (IBZ Life), completely integrated into a blockchain structure and offering security, control, benefits, adapted to personal tastes, completely transparent and with a high level of integrity of the information.

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brandedbeverages.com/ ibzlife.com