

Yave.io: caso de estudio para blockchain en el sector de Cacao Hondureño

San Pedro Sula, Honduras

28 Marzo, 2019

Congreso Agrotech 2019

Scott Tupper



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Informacion de Fondo:



Contexto de Cacao en Honduras:

Temas Exploradas:

- Produccion
- Precios
- Acceso al Mercado
- Diferenciacion
- Valor Agregado



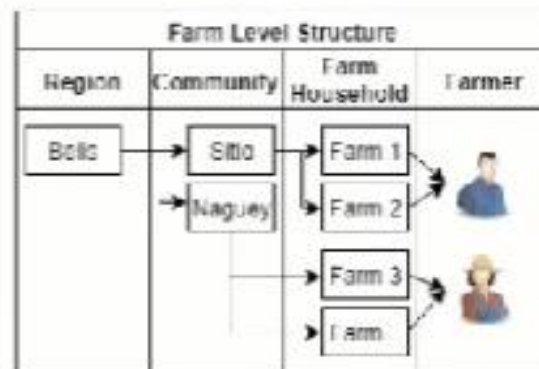
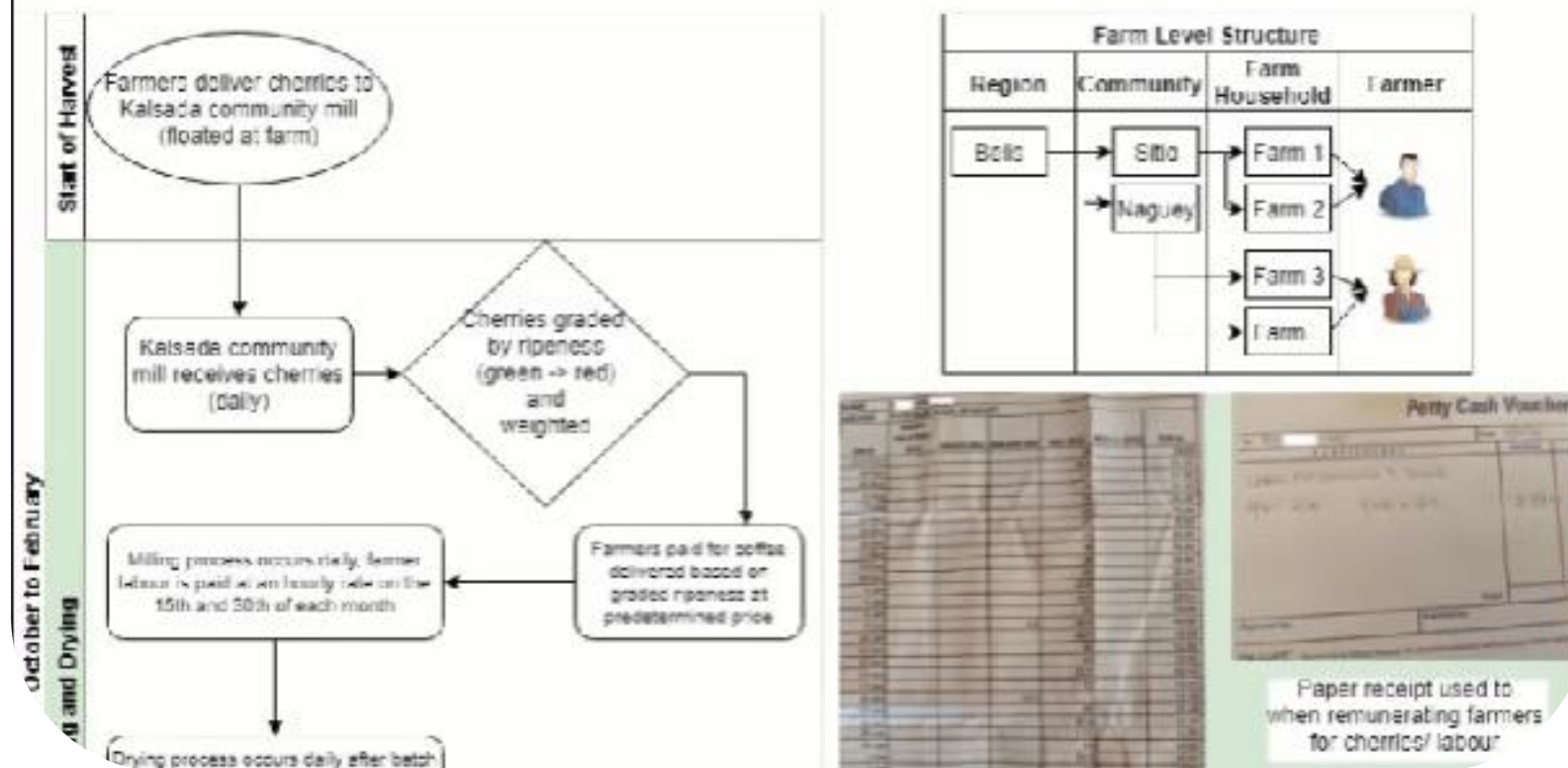
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Contexto en Cacao de Honduras: Monopolia



Dondé están los datos?

Procesos de la Cadena de Valor



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Blockchain - Como Yave.io puede ayudar a MSME's en Honduras



Como Funciona Yave?

1) Crear el Activo y verificar Identidad

The screenshot displays the Yave web application interface. At the top, there is a navigation bar with the Yave logo, a user greeting 'Hello [email]', a search icon, and a 'Log out' button. The main content area is divided into two panels. The left panel, titled 'Batch List', contains a table with columns for 'I', 'BATCH ID', 'OWNER', 'WEIGHT', 'DATE', and 'X'. The right panel, titled 'Batch Details', contains a form for creating or editing a batch. The form includes fields for 'ID', 'BATCH ID' (with value 'PG-0127'), 'PRODUCER' (with value 'ANSESA, MEASA'), 'OWNER' (with value 'Carmel, Laurino'), and 'WEIGHT' (with value '3.00'). Below the form, there are tabs for 'Producer', 'Trades', 'Documents', 'Origin', and 'History'. The 'Producer' tab is active, showing a 'Producer Info' section with fields for 'NAME', 'ORGANIZATION', 'STREET', 'CITY', 'STATE', 'REGION', 'COUNTRY', and 'POSTAL CODE'. To the right of the 'Producer Info' section, there is a circular profile picture of a man wearing a hat, with the name 'Pastor Bonilla' displayed below it. A 'Save' button is located at the bottom right of the 'Batch Details' form.

| I | BATCH ID | OWNER | WEIGHT | DATE | X |
|----|----------|---------|--------|-----------|----|
| B | PG-0110 | [email] | 11.00 | 2/1/2018 | QA |
| SO | PG-0118 | [email] | 21.00 | 2/1/2018 | QA |
| SO | PG-0123 | [email] | 21.00 | 2/6/2018 | QA |
| SO | PG-0127 | [email] | 3.00 | 2/18/2018 | QA |

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Como Funciona Yave?

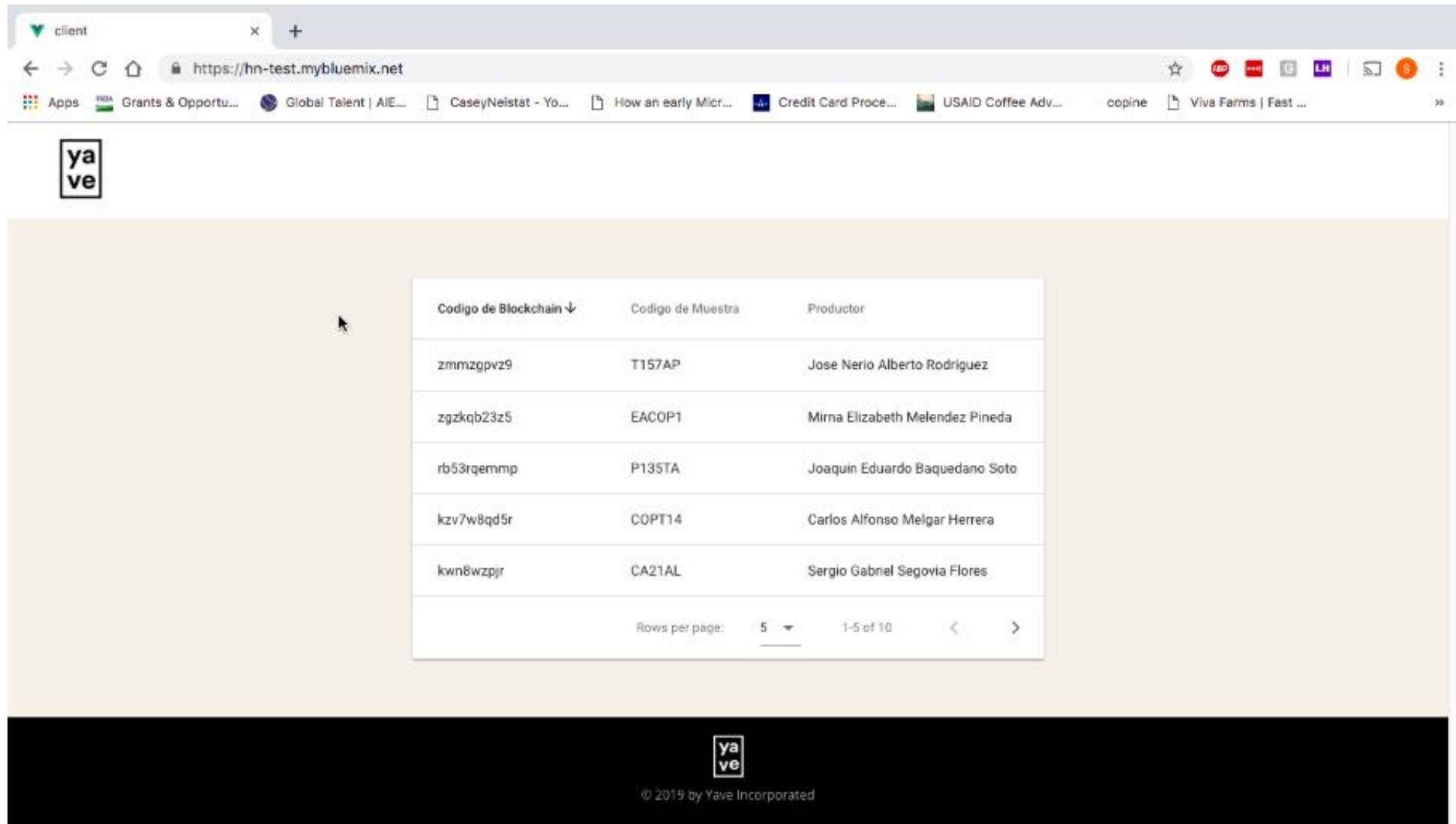
2) Documentar Cada Transaccion local

The screenshot displays the Yave web application interface. At the top, there is an orange navigation bar with the Yave logo on the left, a user profile 'Hello [email]' in the center, and search and log out options on the right. The main content area is divided into two panels. The left panel, titled 'Batch List', contains a table with columns for 'BATCH ID', 'OWNER', 'WEIGHT', 'DATE', and 'X'. It lists four batches: PG-0110, PG-0118, PG-0123, and PG-0127. Below the table is a map showing a route between two locations. The right panel, titled 'Batch Details', shows a form for editing a batch. It includes fields for 'ID', 'BATCH ID' (PG-0127), 'OWNER' (Carmel Laurino), 'WEIGHT' (3.00), and 'STATE' (Cherry). There is a green 'Edit' button next to the state field. Below these fields are tabs for 'Blend', 'Trades', 'Documents', 'Origin', and 'History'. The 'Trades' tab is active, showing a form with fields for 'SELLER' (ANSE#, ME##), 'BUYER' (Carmel Laurino - Kalsada), 'GRADE SCORE' (Orange), 'NET WEIGHT' (Net Weight), 'C-PRICE' (C-Price), 'DIFFERENTIAL' (Differential), 'EXPORT EXPENSES' (Export Expenses), 'TRANSPORT COST' (Transport Cost), 'GROSS PRICE' (Gross Price), 'TAXES' (Taxes), 'LOCAL PRICE' (Local Price), and 'USD PRICE' (USD Price). At the bottom right of the form are buttons for 'Go Back' and 'Export Trade', and a 'Save' button at the very bottom right.

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Como Funciona Yave?

3) Subir y vender en nuestra plataforma de ventas - [Yave.io/BUYCacao](https://yave.io/BUYCacao)



The screenshot shows a web browser window with the URL <https://hn-test.mybluemix.net>. The page displays the Yave logo in the top left corner. The main content area features a table with the following data:

| Codigo de Blockchain ↓ | Codigo de Muestra | Productor |
|------------------------|-------------------|---------------------------------|
| zmmzgpvz9 | T157AP | Jose Nerio Alberto Rodriguez |
| zgzkqb23z5 | EACOP1 | Mirna Elizabeth Melendez Pineda |
| rb53rqemmp | P135TA | Joaquin Eduardo Baquedano Soto |
| kzv7w8qd5r | COPT14 | Carlos Alfonso Melgar Herrera |
| kwn8wzpjrr | CA21AL | Sergio Gabriel Segovia Flores |

At the bottom of the table, there is a pagination control showing "Rows per page: 5" and "1-5 of 10".

The Yave logo is also displayed on the right side of the slide.





Julian Garcia Sifuentes
Honduras

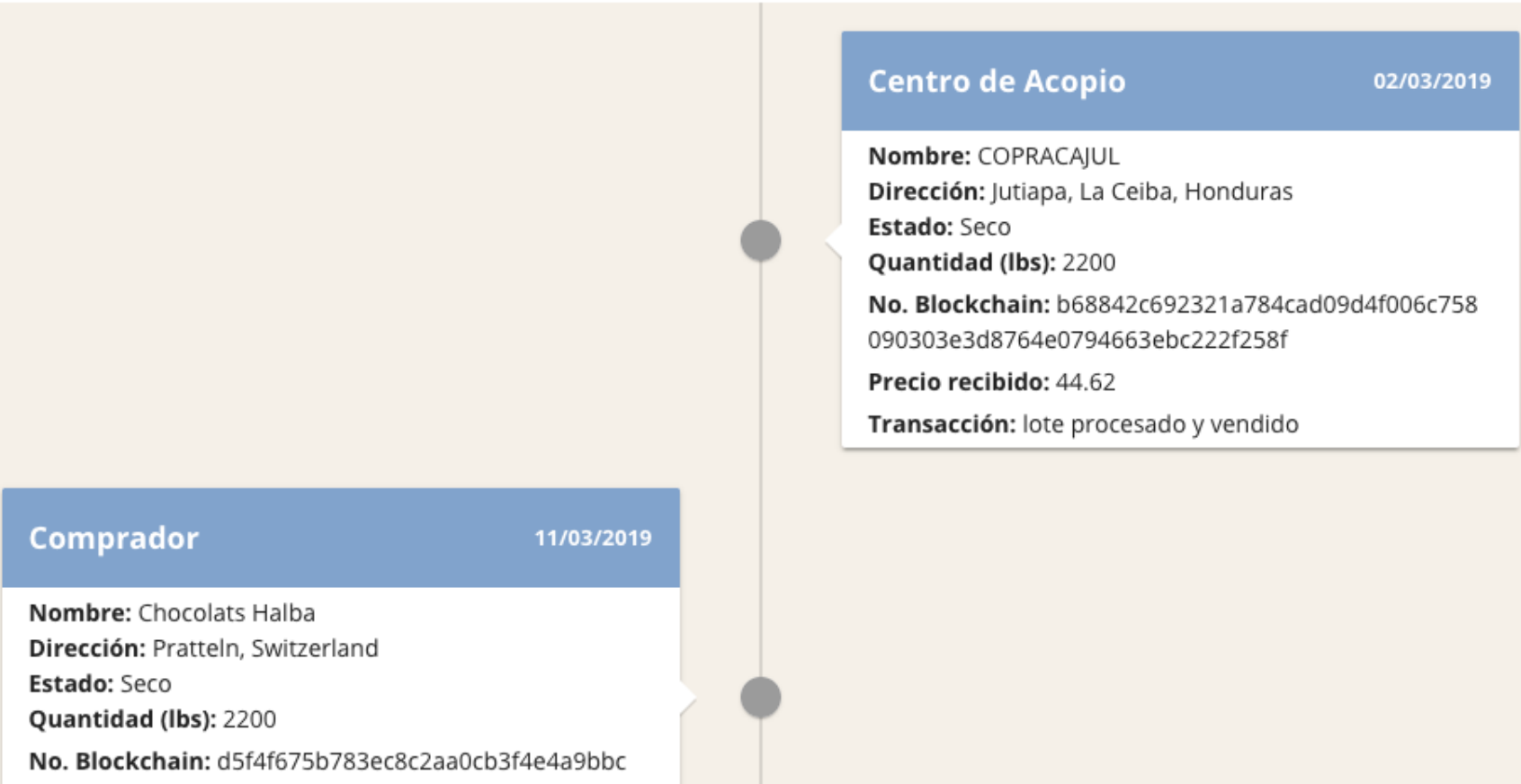
COMPRAR!

Cadena de Valor

Productor 01/03/2019

Nombre: El Nacimiento
Dirección:
Estado: Baba
Cantidad (lbs): 6600
No. Blockchain: 5ae72f182e5304eea9a5335d1d55f1bc
10b5408383c78a04b110a7d9d8d3e88f
Precio recibido: 8
Transacción: lote creado y vendido







Comprador

11/03/2019

Nombre: Chocolats Halba

Dirección: Pratteln, Switzerland

Estado: Seco

Cantidad (lbs): 2200

No. Blockchain: d5f4f675b783ec8c2aa0cb3f4e4a9bbc
8b849a7425df8e931129be570e51e139

Precio recibido: 44.62

Transacción: lote recibido

SOBRE DE LOTE DE CACAO

CODIGO DE BLOCKCHAIN

kwn8jq5zr

CODIGO DE MUESTRA

SA13TO

VARIEDAD

Criollo amelonado rojo. RN-
51, NC 37 , NC 38 , RCC60,
UF66

APARIENCIA

Color cafC) con granos
ligeramente rojizos, grano
limpio

HUMEDAD

5.40%

NOTAS DE SABOR

De entrada muestra un
aroma muy agradable,
hierbas aromáticas
(medicina),panela. Con muy



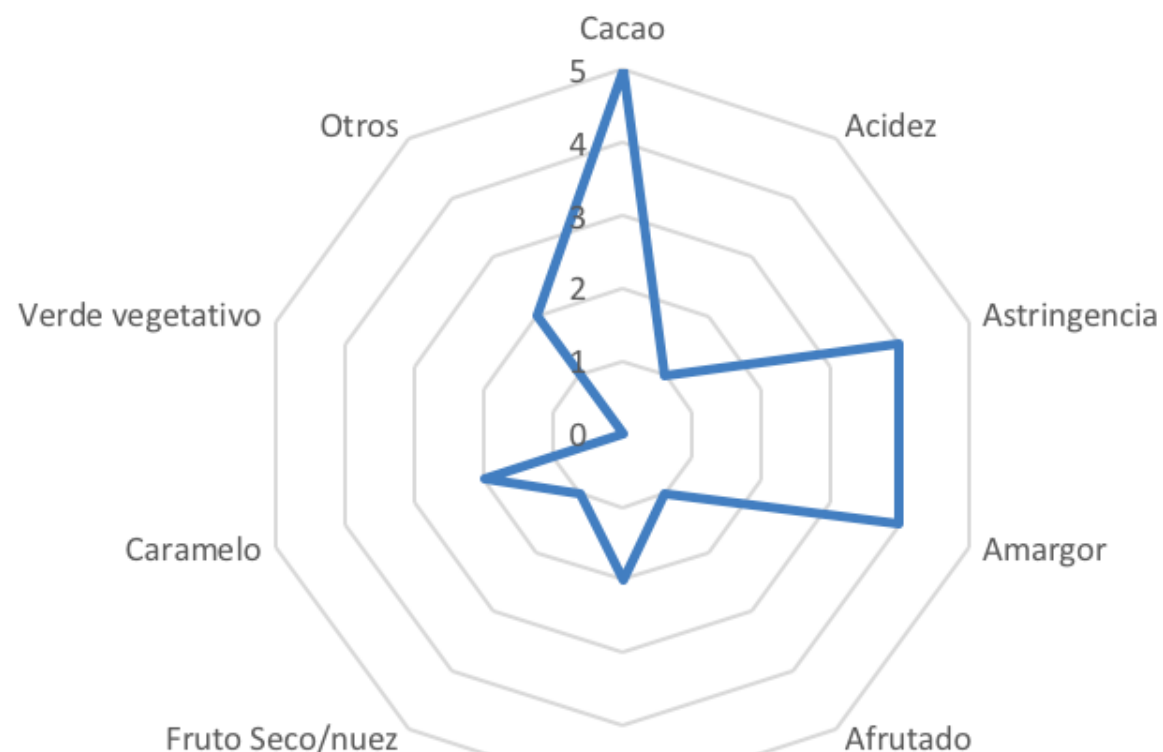


TU PRODUCTOR DE CACAO

Julian Garcia Sifuentes

Antes del cultivo de cacao era un potrero, deforestado y alto pisoteo de ganado, con el apoyo de la empresa Grupo Terra con el proyecto Hidroelectrico Electrotecnia, con el proposito de recuperar areas deforestadas se comenzo con la siembra de una hectarea y posteriormente se amplio la segunda hectarea, son fincas nuevas de 4 a 10s, se pretende incrementar el area de cultivo, recibiendo asistencia tecnica de Rainforest Alliance

Muestra: SA13TO



Resultados y estado actual del proyecto:

- **10** lotes de cacao documentados en yave
- **5** cooperativos trabajando con Rainforest Alliance (Bani Manzanarez y Ana Fortin) para asociarse bajo una sola entidad comercializadora/ exportadora
- **3** compradores de cacao seco interesados en comprar cacao trazable de Honduras

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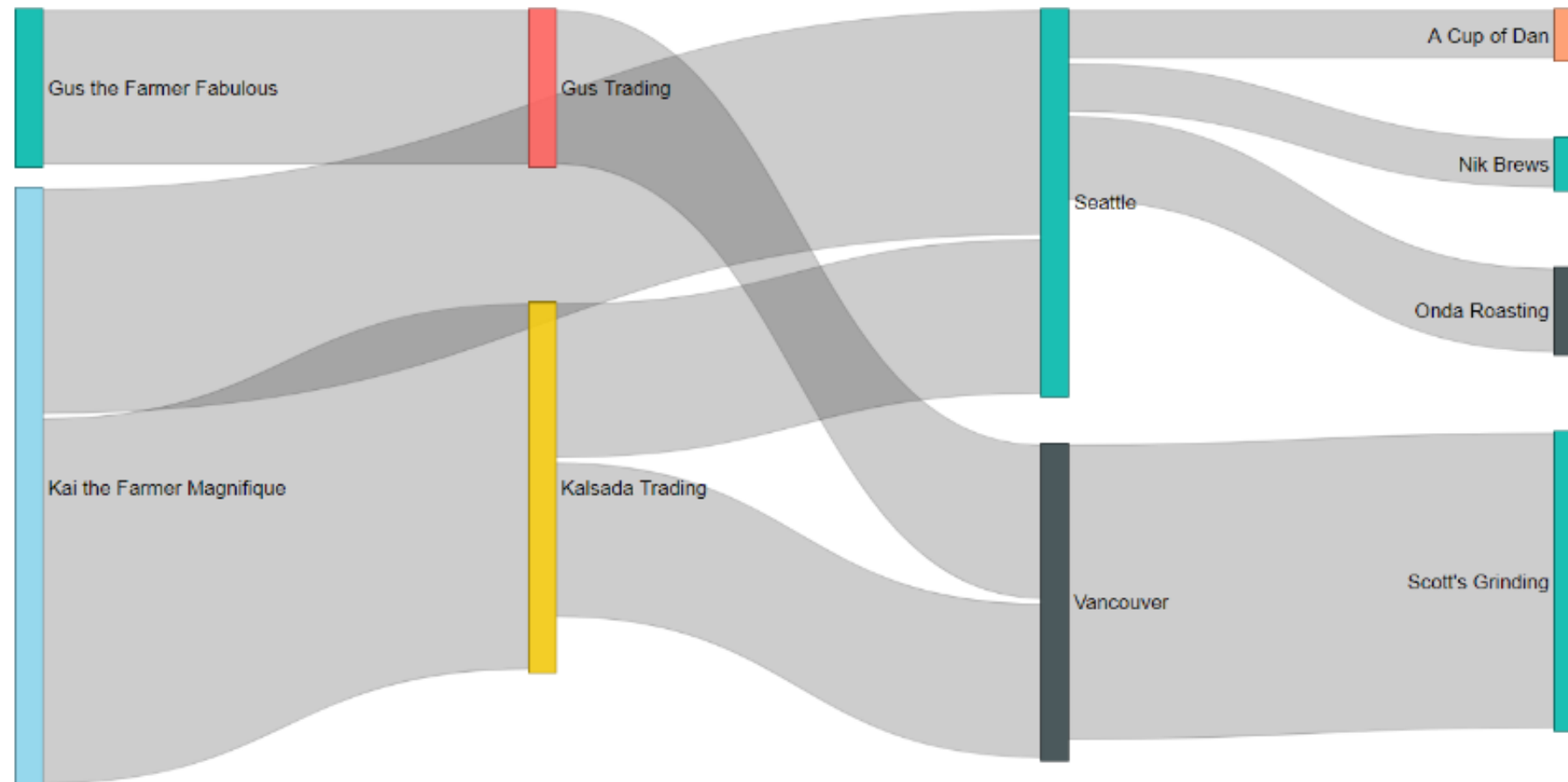
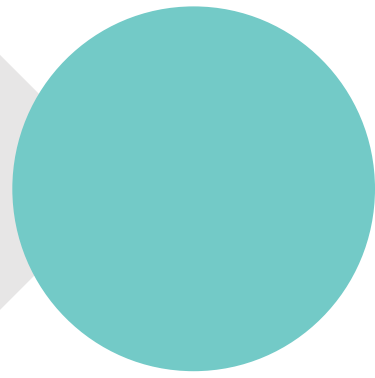
Recomendacion #1 - Valor Agregado a nivel de produccion:

MSMEs Capacitaciones + formacion de asociaciones colectivos para capturar mas de la cadena de valor.

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Recomendacion #2: Datos

- Mejorar gestion de datos y transparencia



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Recommendation #3 - Finanzas y Acceso al Mercado



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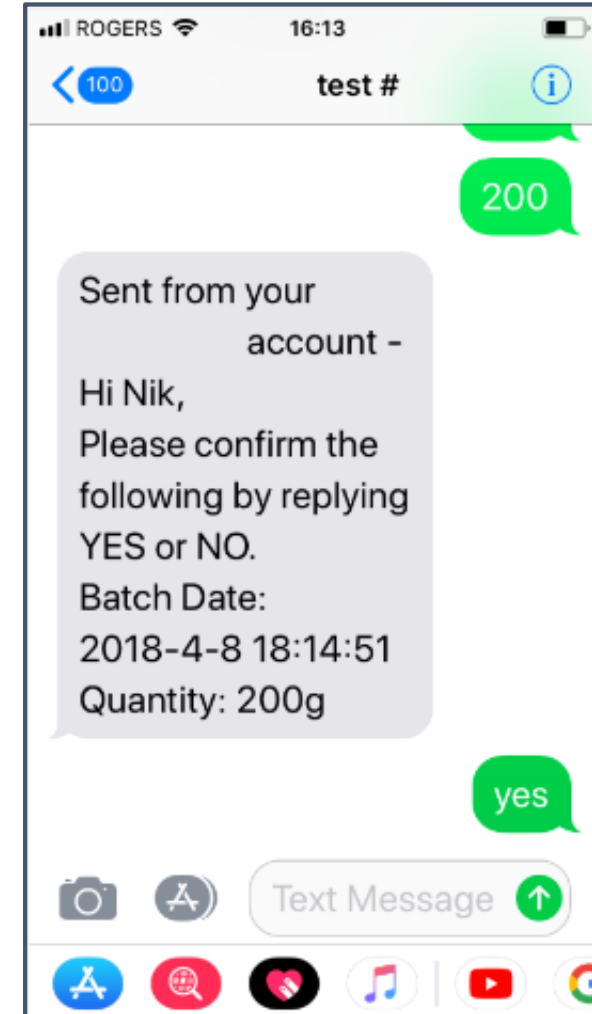
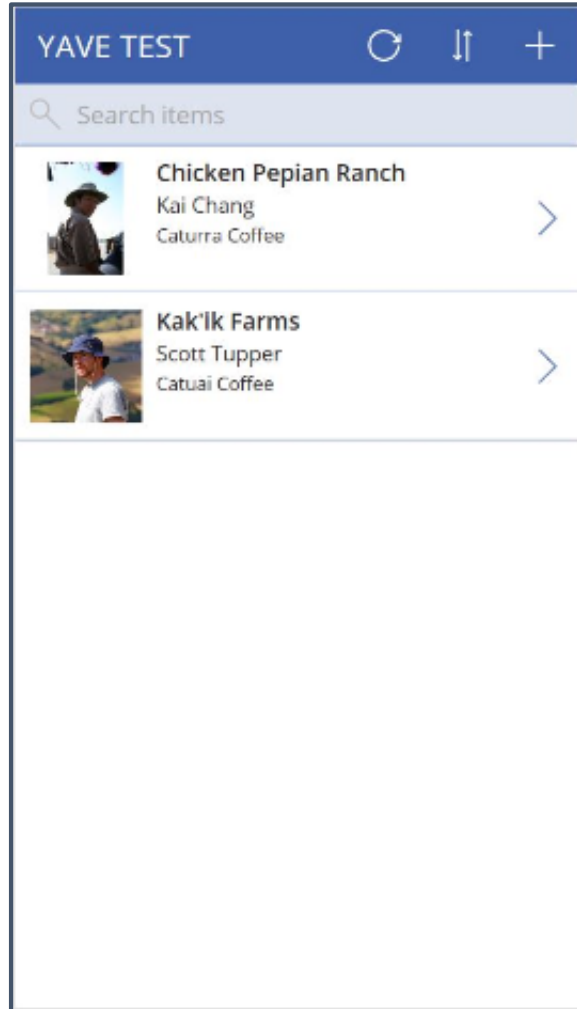
Gracias!



The banner features a green and dark blue geometric background. At the top left, there are five circular icons representing different aspects of technology and agriculture. Below these icons, the text reads: "Sigue el evento en vivo en: www.iadb.org/AgrotechHonduras" and "Únete a la conversación en Twitter con: #AgrotechHonduras". The central text, in white and green, reads: "CONGRESO INTERNACIONAL DE INNOVACIÓN TECNOLÓGICA PARA EL SECTOR AGROPECUARIO." followed by the Agrotech logo (a stylized green 'X' shape) and "AGROTECH" in large white letters. Below this, it says "Centro de Convenciones 'Expocentro', San Pedro Sula, Honduras". In the bottom left corner, the BID logo is visible.

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Appendice: datos en el campo



MODULES & VALUE-BASED PRICING BY CUSTOMER SEGMENT



YAVE TEAM



SCOTT TUPPER

Founder (2X)
Coffee
Emerging Trends



DAN CARLSON

Technology: 3x early
stage to exit
Data Management
Engineering



NICOLA CLAXTON

Ops & Integrations
Program Management
MBA, PMP



KAI CHANG

Business Intel
Traceability
Information Automation

YAVE ADVISORS



CHRIS WEBBER

CEO Tolland
Consulting, Inc
Serial Entrepreneur



GUSTAVO DE LEON

Board Director
Agexport, Specialty
Coffee
Past: Country
Coordinator,
Neumann Kaffe Gruppe



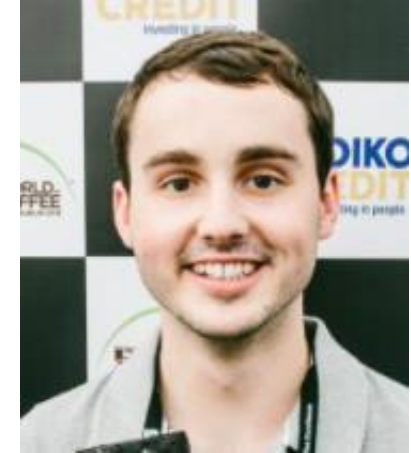
**JOSE RODRIGO
GUEVARA**

Trade Commissioner
in Guatemala



GUSTAVO GONZÁLEZ

Founder Nice Tech
in Guatemala



HENRY WILSON

Founder and CEO
Perfect Daily Grind