



#UnleashtheBIST

19 / 01 / 2021

Project Results & Outlook

An overview of Bistroot's most recent results. Covering the proposed roadmap and future outlook.

Summary of project results and graphs outlook

There has been a surge in interest from consumers to order food online as well as merchants to sell online. In our opinion, global events have quickened the developments of the digital ordering of (food) products, and the growth of this market is inevitable. We have currently boarded 204 merchants on bistroot.nl in a little over seven months. With a perfect rate of merchant retention and satisfaction.

We have translated a few Dutch written testimonials to provide some insights into our merchant's experiences with bistroot.nl;

"Bistroot is a super-intuitive and effective, in no-time you've got a fully functional take-away and delivery

- 🏠 200 merchants onboarded
- 👤 12,500 user accounts created
- 🍳 25,000 orders processed
- 💰 \$1,000,000 platform volume
- 🔄 15-20% retention rate

updated on 31/12/2020

portal for your Restaurant, where you have full control over the process. So you can focus on making your customers happy with good products. The commission fee is low compared to settled market competitors, and the team is very flexible."

Liberty Foodbar - Bladel

"At QarcZuivel, we maintain the entire production and supply chain in-house. Resulting in high-quality non-processed fresh produce. By working together with Bistroot, we found a way to sell our products to consumers in the region directly, and we increased our exposure and national coverage"

QarcZuivel - Bladel.



"During the start of the corona lockdown, we started using Bistroo because we had to close down for visitors. By working closely with Bistroo, we have set-up an effective collaboration, and this brings a lot of tranquillity in the process for us. Less ordering is being done by telephone with more and more conducted online over web and apps. We will continue to use this product after the lockdown periods as well."

Lunch & More - Eersel.

Having launched earlier this year and seeing a surge in traffic numbers, order value, order numbers and merchants, combined with a high level of satisfaction amongst all types of users, we are confident that we are on the right track. For now, it is essential to acquire the right resources for us to scale this protocol to the next level, both on a technical and commercial level.

TECH & TOKEN ROADMAP.

In order to give you an overview of how we plan to improve and scale the protocol, grow the volume and brand awareness (inter)nationally and nurture our community, we have outlined our 1-year roadmap below.

Q4 2020

- ✓ Credit Voucher System Platform
- ✓ UX Optimizations of Marketplace, SEO Pages & Merchants Pages
- ✓ Native App Release NL
- ✓ More flexibility in location picker & delivery area settings
- ✓ First set of premium dashboard features
- ✓ Sendcloud Integration
- ✓ Administrative Module Fix - Merchant & Platform

Q1 2021

- ✓ B2B Instance of Bistroot.nl
- ✓ First set of premium dashboard features
- ✓ Set-up consumer profile & user-profile
- ✓ Searching & Matching Algorithm optimization
- ✓ Design & Development of Community Reward Systems
- ✓ Expansion of national activities and team

Q2 2021

- ✓ Implementation of Timeline feature
- ✓ Implementation of Platform Balance & Wallet Structure
- ✓ Implementation of 1st Community Token Reward System(s)
- ✓ Start of BIST Affiliate & Ambassador Program

Q3 2021

- ✓ Design & Development of Merchant Staking Protocol
- ✓ Expansion of International Activities; See market analysis below
- ✓ Bistroot.com Launch - Global Self Service Portal

Q4 2021

- ✓ Implementation of BIST Staking Protocols
- ✓ Implementation of Advertising System



Expansion Goals & Bistroo.com

Expansion plans, launching the Bistroo.com instance as the borderless and peer-2-peer platform for global utility.

our marketing analysis providing more insight in growth numbers in certain countries, that may be part of our initial wave of expansion.

As we strive to be a globally accessible utility, we are focussing our resources on creating a borderless and entirely self-service instance of the platform on bistroo.com. We have acquired this domain in the last few weeks to align with our global ambitions. The platform will be available internationally by expanding into significant areas first.

See the analysis below;
Our growth will be defined by the efforts and commitment of our trading restaurants or producers and our users & community. Challenging factors of our global ambitions are the regional brand awareness, exposure and merchant availability. Therefore, we are utilising our token features and the international community to promote and reward ambassador and community-driven growth.

As described in our whitepaper, the European and Global food ordering market is already huge, projected to reach a staggering US\$23,335m in 2021. (Reference - <https://www.statista.com/outlook/374/102/online-food-delivery/europe>).

It is projected to keep growing at a double-digit compounded rate over the next decade. This will be done through advancements within innovation, adoption of digital and mobile technology, and growth of potential users. Below you can find an extract of

Netherlands

📍 \$1,186mln
5.7mln users

2020 Market Penetration 33.2%

CAGR
2020-2024 **9.0%**

Market Penetration
2024 **44.0%**

Belgium

📍 \$299mln
2.2mln users

2020 Market Penetration 19.1%

CAGR
2020-2024 **7.5%**

Market Penetration
2024 **24.0%**

France

📍 \$1,191mln
10.7mln users

2020 Market Penetration 16.4%

CAGR
2020-2024 **10.6%**

Market Penetration
2024 **23.0%**



Western Europe

These western European countries are our initial target of operations and growth. It is a known market for us with easy and direct communications with our customers to optimize our product and service. Both countries are very well digitally advanced and provide enough growth in the food delivery market in volume and new users to get our initial foothold.



Croatia

📍 \$33mln
0.7mln users

2020 Market Penetration 16.5%

CAGR
2020-2024 **19.7%**

Market Penetration
2024 **31.5%**

Hungary

📍 \$50mln
1.4mln users

2020 Market Penetration 14.9%

CAGR
2020-2024 **12.0%**

Market Penetration
2024 **21.5%**

Romania

📍 \$76mln
2.3mln users

2020 Market Penetration 11.9%

CAGR
2020-2024 **11.3%**

Market Penetration
2024 **16.5%**

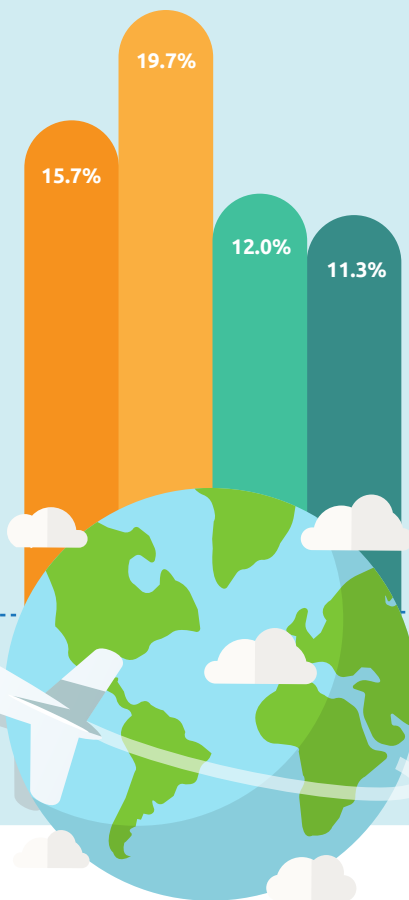
Bulgaria

📍 \$41mln
1.0mln users

2020 Market Penetration 14.4%

CAGR
2020-2024 **15.7%**

Market Penetration
2024 **24.1%**



Eastern Europe

These Eastern European countries are very much in our interest when looking at global opportunities. These countries are becoming more and more digitally advanced and the adoption of digital and mobile technology generates immense amounts of growth in the food delivery market, in both volume and new users over the coming years. With double digit cumulative annual growth projected for the next 4-5 years.

India

📍 \$5,401mln
127,2mln users

2020 Market Penetration 9.2%

CAGR
2020-2024 **7.1%**

Market Penetration
2024 **10.9%**

Malaysia

📍 \$150mln
5,2mln users

2020 Market Penetration 16.2%

CAGR
2020-2024 **11.7%**

Market Penetration
2024 **21.6%**

Indonesia

📍 \$863mln
25.0mln users

2020 Market Penetration 9.1%

CAGR
2020-2024 **8.5%**

Market Penetration
2024 **11.5%**



Asia

Even though some of the countries in Asia are not clear on their regulatory standpoint on crypto-currencies, these are very exciting growth markets for online food order & delivery. With high numbers of the population becoming more and more digitized and creating an increase in user penetration, these areas are very interesting for a Bistroo.com instance.

Token Usecase

Token use cases and features, to tie the BIST token's utility into our tokenomics

Community Reward Systems

As described in detail in the Bistrou whitepaper (<https://bistrou.io/whitepaper>), we are implementing a community reward system where we promote contributions and growth through our community. We offer rewards for sharing your data with the protocol for optimisation, if you provide community valued written or created content, or by adopting the platform as an early adopter.

To have a design direction for these systems, we have attached our technical whitepaper (<https://bistrou.io/technical-whitepaper.pdf>) on the proposed modelling of the first couple of our smart contract rewards systems for community contribution.

Merchant Staking & Community Staking

The merchant staking protocol is relative to platform growth and volume. Where X amount staked would enable a 20%, 40%, or 60% discount on the merchant commission fees. The total amount of value given to an individual merchant is relative to a variable platform volume threshold, the maximum amount of staked BIST by the top staker, and the average amount staked by our merchants, globally. We are thus enabling merchants to lower their operational expenses for current and future years, by staking BIST tokens.

Staking of BIST tokens should have a global effect on a token circulation, price rate and demand. Therefore we model these protocols to be relative to the international development of platform volume.

Since merchant staking is correlated into the development of platform volume, we can provide you with some scenario forecasting in which we connect this model into our market(share) projections given in the previous chapter.

If we look at all the countries listed above and we forecast an average market share of the protocol, a percentage of merchants that stake, and the different stages of discounts we can provide you with a rough estimation of the value that the staked tokens should potentially represent.

All the countries, excluding India, mentioned above have a combined market size for 'Restaurant to consumer' delivery (excluded fresh and speciality products) of almost 2.7bln in 2020. India alone amounted to about 5.4bln. Europe's market is projected to be 14,3bln in 2020.

For example, with a 5% market share across Europe, using an average 7,5% commission rate and a 20% discount on average, the total amount of value discounted through the protocol amounts to over \$10mln annually, and this aggregated annual ROI for the merchants must be represented in the locked up token value. This is a hypothetical scenario given to

emphasise the description of the merchant staking protocol design.

Community staking & reward programs are rewarded by the entity's reward pools, which are provided with liquidity at the time of issuance and are refilled by contributing part of the protocol's token revenues and the secondary market buyback program. When orders are paid for in FIAT currency, a small fee will apply for secondary market buyback purposes. This also applies premium features purchased with the BIST token. Providing the ability to keep reward systems being funded and have supply availability for staking demand at consumers or merchants.

Liquidity mining

Acquiring the BIST token early on allows you to participate in providing liquidity on decentralised markets like UniSwap and Balancer. As a project, we will be locking sufficient liquidity from our operational pools as well as the seed pool for at least one year after the sale. The amount of liquidity provided by the team and early participants may change depending on the trading volume and the amount of liquidity provided by our community members. In order to facilitate a healthy market, we commit at least 10% of the raised amount to the liquidity pool and lock it for 12 months.

Payments & Premium Features

The BIST token enables efficient and discounted payment transactions of end-users and merchants. Consumers can buy food and products at a discounted price due to transaction fee savings and token-back programs, and merchants can use it to acquire significantly discounted access to premium back-office merchant features like advertising, extensive data reporting and promotions.

Revenue acquired to these subscription or payment models are either reintegrated into the community reward systems, burned or kept in reserve as earnings.



Payments

Purchase your food using BIST tokens against reduced rates compared to FIAT purchases.



Contribute

Be a valuable member of the community by, for example, onboarding your favorite restaurant or inviting your friends and receive BIST tokens as your reward.



Order givebacks

For each order placed using FIAT you receive 1% of the order cost back in BIST Token. If you use BIST tokens to place the order you receive 2% of the order cost back.



Shopping

Merchants can use BIST tokens to purchase all kinds of store attributes to enhance their customer experience.



Data rewards

Share your consumption and order data and you will be rewarded with BIST tokens



Premium features

BIST tokens can be used by merchants to gain access premium dashboard features at a significantly reduced price.



Ratings & reviews

Write community valued reviews for meals and services and be rewarded in BIST for contributing valuable info.



Smart advertisement

Merchants can use BIST tokens for advertising to their target customer audience.



Merchant staking

Staking BIST tokens as a merchant will allow you to get discounts on commission fees.



Community & liquidity staking

Earn rewards for contributing to the network by staking your BIST tokens, or by providing liquidity.

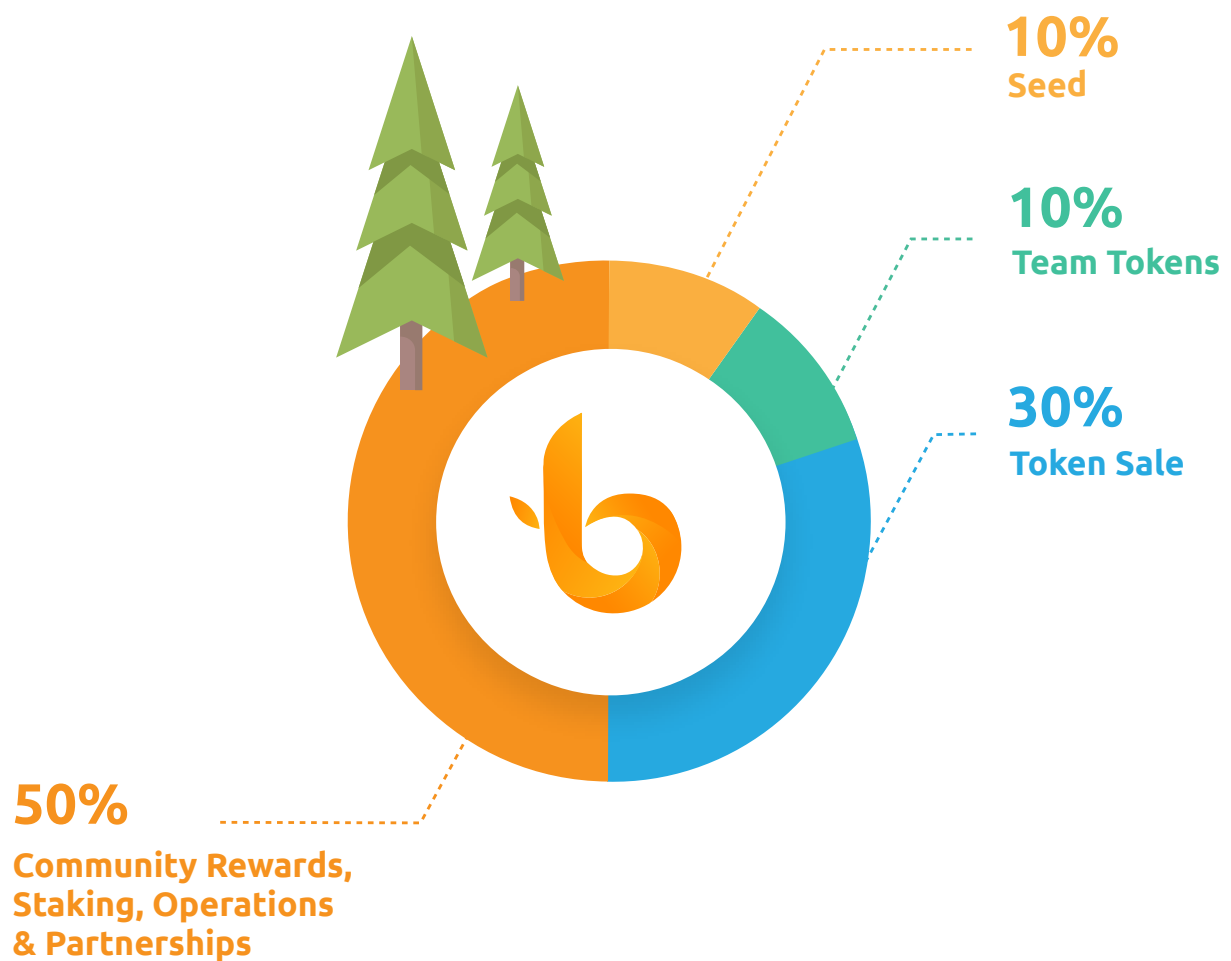
Tokenomics

Type - *ERC20*

Total Supply BIST - *100.000.000*

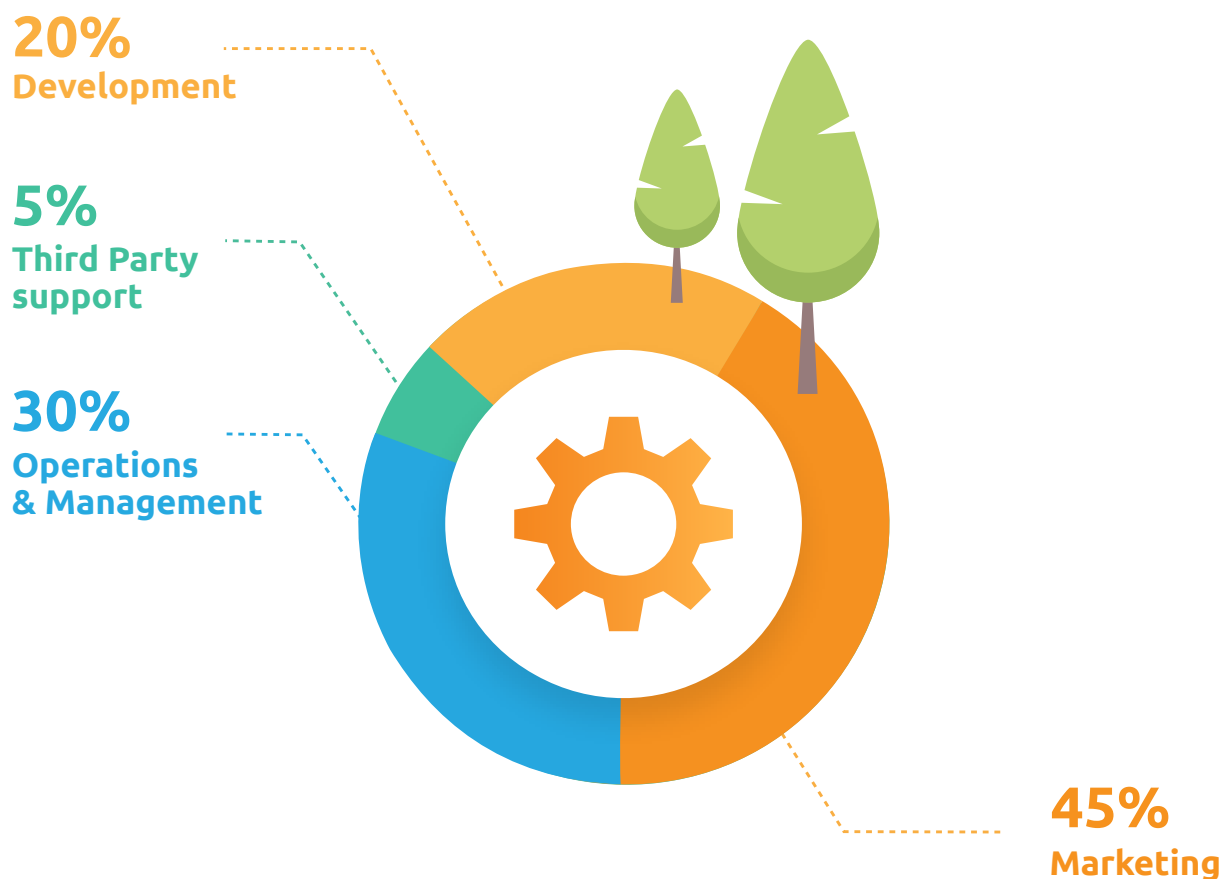
Mintable - *Yes, but not above total supply*

Token Allocations



Use of Proceeds

In this section, we specify our expenditure ratios on the ecosystem's development. The goal is to elevate the current platform to be entirely borderless, peer-2-peer and decentralised. A global payment and incentive system integrated into an entirely self-service platform, which promotes ambassador driven growth of the utility globally.



If you have any questions please
do not hesitate to also contact us
through our community:



<https://twitter.com/bistrooIO>



https://t.me/bistroo_comm



<https://bistroo.io/>



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