



# BIOCOIN

is an international blockchain-based loyalty platform and  
eco-cryptocurrency (BIO)

**BioCoin** supports and develops  
local communities, farmers, producers  
and distributors of pure natural products  
through an international loyalty system

From creators of the farm cooperative LavkaLavka  
[biocoin.bio](https://biocoin.bio) | [info@biocoin.bio](mailto:info@biocoin.bio) | <https://t.me/biocoin>



## 1. Abstract

BioCoin, an international blockchain platform and BIO cryptocurrency, is a system of mutual settlements, which allows to accelerate the pace of development and increase the turnover of all businesses that have joined the platform. BIO is the first cryptocurrency to integrate into the real economy, into the everyday life of people. The basis for the distribution of biocoin in the domain of real economic activity is the system of loyalty. This is the most important and central tool of biocoin.

The main objective of the platform is to unite socially responsible businesses that support organic agriculture, local farms, responsible attitude to the environment, contribute to the sustainable development of the planet in accordance with the principles of a green economy. BioCoin supports and develops local communities, farmers, producers and sellers of pure natural products through an international loyalty system.

BioCoin is a living ecosystem. About 20 million biocoins are already in daily turnover.

### **How does BioCoin work?**

Within the loyalty system, biocoins are accepted for payment by all participants of the platform. Customers receive biocoins as a reward for the purchase of goods and services. With these biocoins, customers and businesses can settle with each other or pay for new goods and services. In addition, biocoins are already accepted for payment in a number of businesses without the entry of business itself into the loyalty network. And one more innovative component of biocoin is the opportunity to pay with them in general anywhere with the help of a crypto-technological solution that connects your wallet and MasterCard.

The most important feature of biocoin is the logic of its spread and the growth of liquidity in the market. In addition to acquiring biocoins during the ICO or subsequent purchase on exchanges, you can get BIO either as payment for goods and services, or, more importantly, as a reward for the purchase of goods and services. Such a "consumer mining" will promote sales growth among business participants of the platform, because this is an opportunity to get biocoins for free. In turn, this leads to the joining of new businesses in the platform and causes an increase in the turnover of biocoins, so that the demand for biocoins on exchanges is growing, and the price of biocoin is rising. And the higher the price, the higher the motivation of buyers to do the "consumer mining" and spend their money. Thus, there is a constant increase in the cost of biocoin, the growth of businesses and customers who use it.



That leads to an acceleration in the pace of business development, whose activities are aimed at developing responsible attitude to the environment and green economy. In addition, our technological solution includes the possibility of creating mutual assistance banks and to microcredit. Interconnected users of biocoin (friends, neighbors, colleagues, partners, etc.) will be able to create small funds for lending to each other. This will be another incentive for using biocoins and for accelerating business processes within all organizations and communities using biocoin. The international blockchain platform BioCoin and the BIO cryptocurrency is a system of mutual settlements that integrates into the daily life of people. And makes the world better every day.



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### 3. Introduction

**BioCoin** is an international blockchain-based loyalty platform and eco-cryptocurrency (**BIO**). It aims to create a network of socially responsible companies all over the world, which, through their activities, support organic farming, local family farms and responsible attitudes towards the environment, and also contribute to the planet's sustainable development according to the principles of a green economy. **BioCoin** was created by the LavkaLavka farmer cooperative founded in 2009. LavkaLavka and our partners from different countries ([UAZ](#), [ZHITZ distillery](#), [BROTECH Fermentation technology](#), [Good Faith Restaurant Group](#), Living Craftworks and others) have fully become the participants of **BioCoin** from the very beginning of the blockchain-based loyalty platform and the eco-cryptocurrency launch.

It is important that the **BioCoin** ecosystem is already operational in test mode. In the run-up to the ICO, 20 million BioCoins were launched into the business of LavkaLavka and its partners that joined the platform. We considered it important to allocate a strictly limited budget (no more than 20 million BioCoins) for the system testing. And now BioCoin already works. Farmers receive BioCoins for their produce and use them to pay for the machinery and equipment they need (since the machinery manufacturers have already joined the platform); they buy feed, fertilizers and plant protection products. Customers already use BioCoins to pay in shops, farmer's markets and cafes. They buy goods such as food, furniture and clothes. Transactions in BioCoins occur daily and, what should be underlined, it is not merely the result of purely financial transactions detached from the real economy. BioCoin is already part of the real sector today, part of the real economic activity of people. Activity aimed at the sustainable development of local communities, farmers and enterprises that support environmental and green technologies.

#### **Basic principles of BioCoin:**

- All clients of the stores, restaurants and other business projects that have joined the BioCoin blockchain-based loyalty programme will receive rewards credited in BIO cryptocurrency to their personal cryptowallet for every purchase made at these establishments. The remuneration is 10% of the purchase amount in the national currency (10% is the average number. Each business has the right to set the amount of remuneration). The amount of BIO credited is calculated based on the cryptocurrency exchange rate at the time of the purchase. Rewards are credited to all clients without any exception. It does not depend on the actions of the client themselves - since their ID in the loyalty system is connected to their cryptowallet through the blockchain-module and the transaction occurs automatically.



- In case the client wants to pay with the accumulated points turned into a cryptocurrency, they can do so with their ID in the loyalty system, or by direct transfer of BioCoins from their own wallet to the seller's.
- Businesses that have joined the BioCoin blockchain-based loyalty programme can accept not only national currency but also cryptocurrencies, e.g. Bitcoins or others (LavkaLavka is already doing that). Upon payment in cryptocurrency, clients also receive a reward in BIO equal to 10% of the amount spent credited to their cryptowallets. The technological solution that enables the acceptance of payments in cryptocurrencies efficiently and legally is part of the BioCoin blockchain-based loyalty programme.
  - BioCoins are accepted without restrictions as payment by businesses that joined the BioCoin blockchain-based loyalty programme, along with the national currency and other cryptocurrencies.
  - After the ICO, the BioCoin cryptocurrency will be listed on cryptocurrency exchanges.
  - All BioCoins to be credited to clients as rewards shall be purchased at cryptocurrency exchanges by businesses that joined the blockchain-based loyalty programme. The amount of BioCoins to be purchased will depend on the turnover growth of each business.
  - Creators of the BioCoin blockchain-based loyalty programme provide free access to all businesses that share the ethical principles of the platform. Our goal is to reach the maximum number of clients using the platform and increase circulation of the BioCoin cryptocurrency.
  - A total of 1 billion BioCoins was released during the emission. No further BioCoins will be issued. The BioCoin market value will increase naturally as the number of currency users grows, the currency circulation within the platform increases, and the need to purchase it from businesses-participants of the platform at cryptocurrency exchanges grows. The exchange rate of BIO within the blockchain-based loyalty programme will increase in accordance with the currency exchange rate. Each business project that joined the platform will have the right to independently set the internal BioCoin exchange rate, being guided by the current daily exchange rates.

## 4. Business model

### BioCoin's key to success

BioCoin is a beneficial instrument for investors who buy BioCoin during an ICO, for business-participants of the blockchain-based loyalty programme, for customers who buy farmers' organic produce, and, of course, for farmers themselves and eco-producers.





The platform allows businesses to acquire new customers while avoiding discount-based losses, since all BioCoins awarded to customers return to businesses and can be further used at their discretion.

Customers get an interesting financial tool, making purchases cheaper and allowing them to earn on the difference of the BIO cryptocurrency exchange rate. Thanks to BioCoin, farmers and small eco-friendly producers acquire a growing customer base from all around the world.

### Further details:

- We create a replicable system of exchanging fiat money for BioCoins, in which conversion happens automatically at every purchase. Conversion is embedded into the logic of the blockchain-based platform: during each purchase there is an automatic transfer of information about the transaction with the help of each customer's personal ID to the BioCoin blockchain-module, after which BioCoins are transferred to the customer's cryptowallet as a reward for the purchase. Every business that joins the BioCoin loyalty platform has its wallet, to which it initially buys BIO and, instead of virtual points and bonuses, uses them to transfer to customers for concluded purchases. It receives BioCoins back from the customers, when they use them to pay into the business, and the coins go in the same wallet.
- We equip the platform for the opportunity to make payments not only with real money, but also with cryptocurrencies. This could be Bitcoins or other cryptocurrencies – we are constantly working on adding as many types of cryptocurrencies as possible. Thus, we expand our customer base to holders of other cryptocurrencies, who then receive BioCoins.
- This platform functions in various countries. At the very outset it will be available in Russia, the USA, Italy, Germany, and Japan.
- Our loyalty system and BioCoins are beneficial for businesses from all over the world.
- After all, we offer access to BioCoin blockchain-based loyalty programme free of charge. Businesses receive a working marketing mechanism for communicating with clients. And thanks to the algorithm of redemption and allocation of BioCoins, businesses do not incur discount-based losses. Customers will return all allocated BioCoins back to the business by purchasing goods. If necessary, businesses can sell BioCoins at the exchange or put them into circulation. Let us give an example. A business bought 50 BioCoins for 1 dollar at the exchange in order to credit its customer and then did so. Later on, the customer returned the same 50 BioCoins to the business. After some time, the price for those 50 BioCoins amounted to 2 dollars. And like that, the business returned and multiplied its costs related to the first "discount" for the customer. The "discount" became a separate financial tool bringing profit at the expense of the BioCoin platform. [More information here.](#)



- Businesses from different countries that share common values get free access to each other's audiences. This leads to marketing synergies.
- In the future, once the platform becomes more developed and the number of participants increases, there will be an opportunity to make international payments in BioCoins between farmers' cooperatives and all platform users. We call it a cumulative financial effect.

**Every client who receives BioCoins as reward points is able to:**

- a) use the BIO cryptocurrency as means of payment in the network of BioCoin platform participants;
- b) use BIO as an asset whose price is growing. The stock exchange value of BIO will increase as the partner network of the BioCoin platform expands, which is the main goal of the project team.

**The only way to restock BioCoins for the ever-growing number of customers is to buy them at the exchange.**

BioCoin is more than just a business. It is more than just an investment. It is an invaluable aid to local farmers and producers, which they are deprived of because of the complexities of the financial and credit systems of states. This is support of the development of organic agriculture around the world and the promotion of sustainable and stable development of the planet and global society.

## 4.1 How it works

We issue BioCoin (BIO) cryptocurrency based on the Peercoin fork derived from Bitcoin. In total 1 billion tokens. During the ICO, 800 million BioCoins will be sold at a price of \$1 for 35 BIO (a discount programme during PreSale and the first week of ICO is also provided). 140 million BIO will remain in the project team. 20 million BIO have already been put into circulation for testing the BioCoin ecosystem. It is very important to note that farmers are already using BioCoins, which they received for supplying their own products to LavkaLavka, as well as some customers and businesses that have already joined the platform. BioCoins are already the reality of our days. 32 million BIO is allocated for marketing and promotion of the BioCoin platform. 8 million BIO - for the Bounty campaign. This will be the only emission.

BioCoins will be purchased at the exchange at the current market price. The BioCoin exchange rate will determine the daily rate within the platform used for customer transactions.





The higher the circulation of BioCoins within the platform, the higher the demand for them will be. Every month, demand for BioCoins will grow due to the introduction of new loyalty platform participants and the expansion of the client base of existing partners. Whenever necessary, businesses that are part of the BioCoin loyalty platform will place bids on the exchange for purchasing the necessary amount of BioCoins in order to transfer them subsequently to the wallets of customers buying farm products within the platform.

New BioCoins within the loyalty programme of a business will appear only in one way - by buying BioCoins on the exchange from their holders (investors). For customers, this will be a regular purchase, the result of which be BioCoins credited to their electronic wallets as reward points. Customers can use them to pay for purchases in stores, markets, cafes, restaurants and other businesses participants of the blockchain-based platform.

The more new participants from around the world join the platform, the faster BioCoins will be purchased from holders, and in bigger volumes.



Projected increase in the circulation of BioCoins among platform participants around the world from 2017 until 2020:

2017 - 30 million BIO | 2018 - 150 million BIO | 2019 - 400 million BIO | 2020 - 700 million BIO

The forecast of the circulation of the cryptocurrency is based on the analysis of the turnover of the whole LavkaLavka cooperative and the business partners of the platform and the declared figures, according to which the BioCoins will be credited to the clients of these business projects as part of the loyalty programme.

As a result, we get a self-developing system that allows investors to initiate new growth mechanisms for all businesses participants of the BioCoin platform as well as for BioCoin liquidity.



**This is a growth strategy for businesses, aimed at creating an economic alternative to corporate capital and shifting towards sustainable development and a green economy.**

### **What is the main difference between the BioCoin and many other previously known cryptocurrencies?**

1. BioCoin is already backed by real farm and other natural and pure products at the moment of issuance. It can be immediately used as a method of payment and exchanged for farm products or food in restaurants in many locations around the world.
2. It is an instrument for investing in the real economy, namely in small family farms.
3. It has an embedded mechanism of natural currency user growth.
4. By itself it is a profit-making business tool, as the cryptocurrency nature implies that it is constantly purchased from investors.
5. At the end of 2017, BioCoin will enter cryptocurrency exchanges.
6. It is accepted as payment in all LavkaLavka stores, cafes and restaurants, as well as stores, cafes, restaurants and farmer cooperatives from other countries that have joined the BioCoin platform.
7. By integrating into the blockchain-platform, it becomes possible to accept other cryptocurrencies as a means of payment. BioCoins are awarded to those who can be called "advanced cryptousers".
8. BioCoin is also a social tool. BioCoins contribute to the development of small family farms, reviving remote villages that have been slowly dying over the past decades. BioCoin is an instrument of sustainable development of territories and organic agriculture.

## **4.2. Building on the success of LavkaLavka**

The farmer cooperative LavkaLavka was established in 2009. Now it unites over 200 small family farms located in Russia, Armenia, Greece and Italy. The LavkaLavka brand represents healthy products grown without pesticides or chemical fertilizers by farmers who care about the environment and revive forgotten varieties of fruits and vegetables, local breeds of animals, traditional crafts and rural life. All products are produced in small amounts with enthusiasm and genuine love for the work being done.



LavkaLavka today: Online shop at [lavkalavka.com](http://lavkalavka.com), 6 stores, 3 cafes, 2 restaurants, a workshop and farmers market in Moscow, a farm hub with procurement shops and a market in the Tula Region, a production cluster for processing bioresources in the Murmansk Region on the coast of the Barents Sea in the famous village of Teriberka. The cooperative is going to open 5 more cafe-shops in a few months.

### Key facts you should know [about us](#).

In 2009, when we started working as farmers-enthusiasts, our annual turnover amounted to approximately 1 million rubles. By 2016, we had an annual turnover of around 400 million rubles. This means that over these years we have grown by a factor of 400! In 2012, Google [featured us](#) in its advertising campaign.

Our activities are regulated by our [internal standard](#), which is based on global organic certification practices and at the same time is a much broader and more socially-oriented document. We only work with small family farms. We do not work with large commercial farms and corporations. Our Expertise service carries out over 100 inspections annually. We support local farmers and believe that the less our food is being transported, the better it is for us! We follow the principles of fair trade, sustainable development and responsible consumption. We believe that food is not just nutrition - it is the most powerful tool to make an impact on the environment. All our activities are aimed at supporting small, local, family-run farms that respect the environment and interests of local communities.





LavkaLavka is an active member of the [Slow Food](#) international movement that supports the preservation of agricultural traditions and protects the interests of local communities. In addition, we are an official member of [IFOAM Organics International](#), a public organization uniting all major players on the organic market. In 2016, the founder of LavkaLavka, Boris Akimov, was invited to speak at the UN, where he gave a presentation on the farmer cooperative. The UN Food and Agriculture Organization (FAO) has twice showcased LavkaLavka's experience as an example of successful cooperation and development of small family organic farming, which should be scaled up across the entire planet.

In our work, we devote great attention to social aspects. One example is our project in Teriberka village on the coast of the Arctic Ocean. Teriberka is a small village in the Arctic that had been slowly fading away and was soon to disappear. As a result of our work, the village has changed dramatically. In 2016, FAO representatives visited our Festival of Territory Development in Teriberka **and [branded our project "an example for the whole world"](#)**.

LavkaLavka will soon add northern berries and sea salt from the region to its product offering. All these products will be produced by the people of the Russian Arctic at new enterprises that are built there by our cooperative.

At LavkaLavka, we believe that business can and must be socially oriented and aimed not only at earning income but also at changing the world for the better!

**Support local farmers!**

### **LavkaLavka already accepts cryptocurrencies**

In the summer of 2017, the LavkaLavka cooperative [started accepting cryptocurrencies as payment](#) in all its shops, cafes and markets. We started with BitCoins, and then continued with ETH, SIB, WAVES, etc. Most importantly, we managed to [solve](#) all technological and legal problems related to cryptocurrency payments. We made sure that anyone can visit our website, shop or cafe and quickly pay for products or dishes with Bitcoins and other cryptocurrencies. No need to wait: the purchase is made [immediately](#). Everything is absolutely safe from a legal standpoint and follows applicable laws, since after the payment is made with Bitcoins according to the national currency exchange rate, we print a check and pay all taxes for that purchase. It is this technological solution ensuring the speed and legality of payments in cryptocurrency that will be incorporated into the BioCoin blockchain platform and made available for participants around the world. Representatives of LavkaLavka were summoned to the Office of Public Prosecutor soon after they started accepting cryptocurrencies. The result of the inspection was that no violations were found and the cooperative continued accepting cryptocurrencies.





### 4.3. Why it is beneficial to entrepreneurs

With the growth of the BioCoin exchange rate, the client will be able to receive more and more products - this is the best motivation for the customer to return to the store or cafe - after all, the customer receives money free of charge for purchases of farm food, other goods and services. The platform allows businesses to acquire new customers while avoiding discount-based losses, since all BioCoins awarded to customers return to businesses and can be further used at their discretion. At the same time, if the exchange rate increases, then business not only doesn't lose, but also has additional earnings on the growing BioCoin. In addition, we provide free of charge access to the BioCoin blockchain-based loyalty programme to all businesses that share the ethical principles of the platform. Accordingly, businesses have a free marketing tool to attract new customers who learn about it from the BioCoin partner network.

You can see more about how's it beneficial for business [HERE](#).

We have already started integrating projects from other countries that share our values into our BioCoin platform. Those include restaurants with organic food in the USA, farmer cooperatives in Italy and Germany. Shops and restaurants in Russia, Europe and Asia.

Talks are also underway with [Slow Food](#) and [IFOAM](#) regarding the possibility of joining the BioCoin platform with participants of these global movements and organizations using BioCoins.

These businesses are already accepting BioCoins for payment:

- [LavkaLavka](#), a farm cooperative that unites more than 200 small family farms and manufacturers of environmentally friendly products.
- [UAZ](#), Russian manufacturer of off-road vehicles.
- **Fusion Group Ltd.**, Shanghai, China. A company importing food to China.
- Living Craftworks, Australia. Food company.
- **Mikhail Shlyapnikov**, the founder of the "Kolionovo" farm and the practice of introducing new models of the local economy in the rural way of life.
- [Farm shop "Obed bez zabor"](#)
- **The store of Alexander Pocheptsov**, a farmer and pork, sturgeon, cottage cheese, vegetables and butter supplier.
- **Maksim Kurbatov**, a supplier of wild Russian fish and caviar.
- **Vtulov's private cheese factory**, the producer of natural cheese, consisting only of natural ingredients.
- **Knyazhevo**, a manufacturer of garlic and jamon.



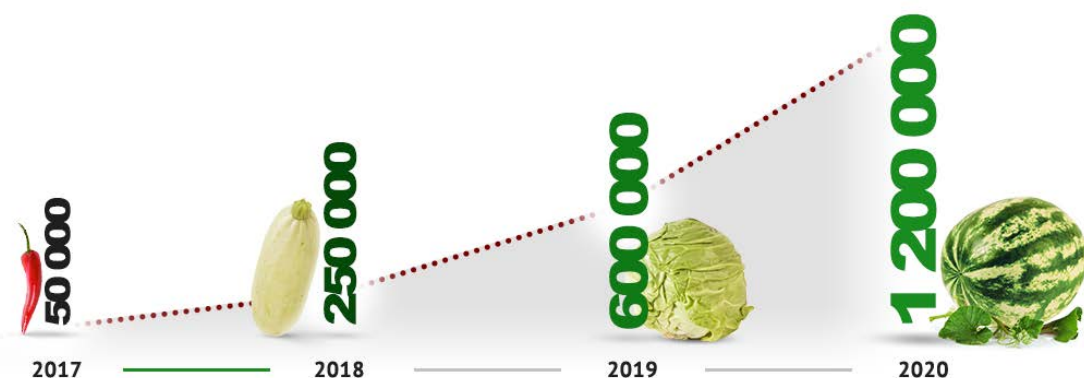
- **"Mark and Lev"**, the Farmer Cooperative "Mark and Lev", which unites 15 small and medium-sized farms in the Tula Region.
- **Zhitz Distillery**, a beverage company in Tbilisi, Georgia.
- **BROTECH Fermentation technology**, manufacturers of mini-breweries, cheese makers and kvass mini-plants.
- **Premium Bonus**, developers of modern IT-solutions in the field of client-flow management and loyalty programmes.
- Forest hotel "Golubino".
- Marvel Organics, a fertilizer manufacturer for maintaining organic agriculture.
- **Icecake Moscow, producer of eco-ice cream.**

**And many others.** And this is just the beginning.

#### 4.4. Why it is beneficial to farmers and consumers

BioCoins are based on the real economy and contribute to its development. BioCoins are a development instrument of farmers' ecosystem. They help address the issue of attracting financial resources to farming and organic agriculture, and gain momentum for further development. BioCoins received by farmers today will increase in value tomorrow and help farmers grow much more rapidly. Consumers of farm products receive real cryptocurrency as a bonus and when its value goes up, products for them automatically become cheaper. 10 BioCoins credited to you as reward points when their exchange rate is X dollars may increase in value up to 2\*X dollars over time.

#### Forecast of BIO users in the world:



Customers of cooperative LavkaLavka and partner clients all over the world





About half of the 50,000 BioCoin users in 2017 should be made up by customers of LavkaLavka stores and markets and guests of LavkaLavka restaurants and cafes. The second half - customers and clients of businesses that will join the platform before the end of 2017. Even now, during the preparation for the ICO, several new businesses join the platform every day. You can see the offer for partners [here](#).

## 5. ICO

The development of the platform and the BioCoin currency provides new opportunities and helps increase sales for farmers who struggle to grow their business within the current framework of a "big corporate economy" controlled by large retail chains and agro-holdings.

We are attracting funds to create a financial blockchain-based platform that would unite not only farmers, producers, stores and restaurants, but over time the platform will be able to bring together all people who share our vision with regard to supporting organic agriculture, sustainable development, responsible consumption and respect for the environment.

BioCoin growth will be driven by the development of the blockchain-based loyalty platform and introduction of new stores, cafes, markets, restaurants, factories, farm hubs and other businesses that provide opportunities for clean products from honest farmers to reach the tables of big city dwellers. In addition to that, the growth of the platform already comes at the expense of those businesses that share ethical principles of the platform, but do not directly engage in food - hotels, innovative car companies, equipment manufacturers, and clothing sellers are already joining us.

### 5.1. Token specifications

BioCoin is an open source project based on the Peercoin fork derived from Bitcoin to provide a long-term script-based cryptocurrency which in turn is based on energy-efficient cryptographic data.

Biocoin is real eco crypto. It's based on [Peercoin](#). Peercoin's Proof-of-Stake system was developed to address the high energy consumption of bitcoin. For example, as of April 2013 the generation of bitcoins was using approximately \$150,000 USD per day in power consumption costs. The proof-of-stake method of generating coins requires very minimal energy consumption; it only requires the energy to run the client software on a computer, as opposed to running resource-intensive cryptographic hashing functions .



## 5.2. Crowdsale

Test Sale (до 31.08.2017), 60 BIO = 1 USD;  
PreSale (25.09.2017 - 8.10.2017), 50 BIO = 1 USD;  
PreICO (9.10.2017 - 31.10.2017), 45 BIO = 1 USD;  
ICO (01.11.2017 - 02.11.2017), 40 BIO = 1 USD;  
ICO (03.11.2017 - 01.12.2017), 35 BIO = 1 USD.

The goal of the ICO is to raise 15 million dollars.

All funds collected at the ICO will be used for implementing, launching, maintaining and promoting the BioCoin blockchain platform: the technological development of the platform, expanding its client base, marketing, acquiring new partners, opening new outlets, etc. In addition to the costs of creating a blockchain-module that will work with all the diversity of loyalty systems in the world and convert points and bonuses into BioCoins, the main costs will come from increasing the number of users of the BIO cryptocurrency. The involvement of new businesses in the platform and development of the most cooperative international network of LavkaLavka farmers should create a critical share of users and business projects involved in the use of BioCoin. And, thereby, increase the liquidity of BioCoin so as to make it an interesting financial instrument, growing in price. The sale of 800 million BioCoins will enable us to connect more than 1 million users with the platform by 2020.



## 6. Team

### **Boris Akimov**

"The leader of new farming in Russia", according to The New York Times. One of the founders of the LavkaLavka cooperative. Farmer, entrepreneur, philosopher. Author of a series of lectures and articles on organic agriculture, responsible consumption and sustainable development. PhD in Philosophy. Winner of the Ernst & Young "Entrepreneur of the Year" award.

### **Alexander Mikhailov**

Chairman of the LavkaLavka farmer cooperative Mathematician (graduate of the Lomonosov Moscow State University), evangelist of the international cooperatives movement, expert in payment systems and IT for finance.

### **Oleg Pokrovsky**

Farmer. At the same time, a blockchain technology expert. Has been working with Bitcoins and cryptocurrencies since 2012. The founder of the "Robocassa" service and many other projects related to the development of crypto eco-systems.

### **Vasily Palshin**

Head of Business Development at LavkaLavka Crowd-investing specialist. Successfully launched several startups with funds raised through crowd investing.

### **Artem Kalinin**

IT director at LavkaLavka. Technical director of the BioCoin platform. Expert in the field of cryptocurrencies and blockchain technologies.

### **Steven Lichtenberg**

Leading digital-marketing specialist at LavkaLavka, ICO expert.

### **David Yavruyan**

PhD in Biology.

Creator of LavkaLavka's internal standards. International specialist in organic agriculture.

### **Alexander Goncharov**

Advocate, consultant in corporate finance and investment. The founder of the farm cooperative Mark and Lev, restaurants Mark and Lev, country hotel Bolotov Dacha (the Tula region)



## **Arthur Ivanov**

CFO at LavkaLavka. Financial planning expert.

## **Consultants and partners:**

### **Evgeniy Gordeev**

Managing Partner of Russian Ventures, the creator of the main Russian-language telegram channel about cryptology and decentralization of DeCenter. One of the main propagandists of crypto-reality in Russia. On the Internet since 1995. Many years of experience in Internet projects, including one of the first Internet agencies in Russia. The author of a letter to President Putin with a proposal for immediate legalization of the cryptocurrencies.

### **Anne-Elisabeth Ropion**

A journalist, digital-strategist, marketer and CEO of ScribéCom, an agency she created twenty years ago in France. Anne was born in Paris. She has a global understanding of how to connect people who share the ethical principles of BioCoin around the world. She also created the project Orgaiam ([orgaiam.com](http://orgaiam.com)) - a map of organic restaurants around the world, including farms and shops. She joined the BioCoin project because she is convinced of the "brilliant combination" of the need for sustainable growth in the ecological product industry and the development of blockchain technologies. Anne-Elisabeth promotes BioCoin in Europe

### **Helena Drewes Bollesen**

Specialist in organic agriculture. The author of a book "To be or not to be. The Danish experience of organic agriculture". Helena is an expert in the field of producing food with the help of environmentally friendly technologies.

### **Olga Maiboroda**

Marketing director at Premium Bonus company. Has more than 15 years of marketing experience. She has worked in leading positions in large federal Russian companies and has been dealing with traffic management and customer loyalty for over 10 years.

Olga advises and develops effective loyalty programmes based on the Premium Bonus platform. Together with the Premium Bonus team, she has implemented more than 50 successful marketing projects in the markets of FMCG, HoReCa and others.



## Mikhail Shlyapnikov

The founder of the "Kolionovo" farm in the Moscow region and the practice of introducing new models of the local economy in the rural way of life. In 2016 he integrated blockchain into the activities of the economy. In 2017 he held a successful ICO, releasing the cryptocurrency "Coliony" and collected more than 1.5 million dollars. Partner of LavkaLavka innovative programmes

## 7. Roadmap

Implementation stages of the business project that underpins the ICO

The LavkaLavka cooperative as well as a dozens of other companies have already developed a primary technological solution and announced that it can now accept its own BIO cryptocurrency, Bitcoins and many other cryptocurrencies at its stores, cafes and its online store. BioCoins have already been issued and will be sold at the ICO in October 2017. Starting from November 2017, the first version of BioCoin blockchain-based platform will be launched and our global partners will start joining it. The first outlets in the USA, Europe and Asia will start accepting BioCoins.

The currency will be traded at all leading cryptocurrency exchanges. By the end of December 2017, absolutely all customers of our LavkaLavka cooperative and our global partners will join the BioCoin blockchain-platform and will start using BIO cryptocurrency as a method of payment. Meanwhile, investors will be able to start selling BioCoins.

### The stages of launching the cryptocurrency and BioCoin blockchain-platform:



#### October 2017

Selling of BIO during the ICO

#### November 2017

Launching the platform. Biocoin will become a means of payment in farmers' restaurants, markets and stores in Russia, USA, Europe and Asia.



#### December 2017

Beginning of purchase of BIO from investors



## Long-term prospects

Once the stage described above has been implemented, we would like to take the next step. We can use the blockchain to bring together farmer cooperatives from around the world that share our principles. We will be able to certify each farmer and use blockchain to track the movement of all their products. This will be a verification system for any product created by farmers.

## 8. Mass Media about us

### International media on BioCoin and LavkaLavka accepting Bitcoins

[Bitcoinist](#)

[CoinIdol](#)

[Btcsoul.com](#)

[Kommersant](#)

[Forklog on the ICO and BioCoin](#)

[Forklog on accepting Bitcoins](#)

[Afisha](#)

[Lenta.ru](#)

[Financefeeds.com](#)

### International media on LavkaLavka

Here are some of the numerous publications on LavkaLavka that are regularly issued by the media:

[The New York Times](#)

[CNN](#)

[Financial Times](#)

[Virtuoso Life](#)

[rfi.fr](#)

[rbth.com](#)

[Newsweek Europe](#)

[Idee e Lifestyle](#)

[Firecroft.com](#)

[The Foodie's Guide](#)

[Le Courier de Russie](#)

[CalvertJournal.com](#)

[Vice](#)





## 9. Contacts

Official website: <https://biocoin.bio/>

E-mail: [info@biocoin.bio](mailto:info@biocoin.bio)

### English language resources:

Telegram: <https://t.me/biocoin>

Telegram-chat: <https://t.me/biocoinchat>

Slack: <https://biocoin.slack.com>

Twitter: [https://twitter.com/biocoin\\_biocoin](https://twitter.com/biocoin_biocoin)

Bitcointalk:

GitHub:

### Russian language resources:

Telegram: [https://t.me/biocoin\\_ru](https://t.me/biocoin_ru)

Telegram-chat: [https://t.me/biocoinchat\\_ru](https://t.me/biocoinchat_ru)

### LavkaLavka resources:

Official website: <https://lavkalavka.com/>

LavkaLavka newspaper: <http://lavkagazeta.com/>

Facebook: <https://www.facebook.com/LavkaLavka/>

Instagram: <https://www.instagram.com/lavkalavka/>

Twitter: <https://twitter.com/lavkalavka>

Vkontakte: [https://vk.com/lavkalavka\\_msk](https://vk.com/lavkalavka_msk)



From creators of the farm cooperative LavkaLavka  
biocoin.bio | info@biocoin.bio | <https://t.me/biocoin>