



## CONSUMER STAPLES MISSION STATEMENT

Our mission is to horizontally and vertically unite Food, Staples, Retailing, Beverage, Tobacco, Household and Personal Products on our NexGen Blockchain in order to DEMOCRATIZE the Consumer Staples Experience for your HUMAN IDENTITY.

### CONSUMER STAPLES SECTOR ROLE IN THE BLOCKCHAIN ECOSYSTEM AND HOW THE BUTTONWOOD AGREEMENT WILL HELP ACCELERATION OF THE SECTOR INDUSTRY

The Global Industry Classification Standard used by Morgan Stanley defines the consumer staples sector and industry that includes companies whose businesses are less sensitive to economic cycles. It includes manufacturers and distributors of food, beverages and tobacco and producers of non-durable household goods and personal products. It also includes food & drug retailing companies as well as hypermarkets and consumer super centers. Using CrowdPoint's next generation Blockchain all members of the ecosystem benefit from the transparency, speed and immutable transactions associated with food, staples, retailing, beverage, tobacco, household and personal products.

### CONSUMER STAPLES SECTOR BLOCKCHAIN ECOSYSTEM ACCELERATION OF OPPORTUNITY

The Consumer Staples Sector is the most stable Sector in the GICS classification. People will always need food and everyday, non-durable household products (cleaners, shampoo, toilet paper, antibiotic ointments). All of the big-box stores and local businesses use brokerages or Sales and Marketing Agencies (SAMs) to provide the staples in demand. The blockchain quickly connects providers directly with consumers bypassing the brokers and reducing costs for both provider and consumer; reduced costs equal higher profits.

Providing Staples for emerging economies will foster rapid growth of the Sector. In this area, brokers and SAMs can find a home on the Blockchain to increase sales.

### TOTAL ADDRESSABLE MARKET (MARKET CAPITALIZATION: \$4.35TR)

With spending increasing by more than 34% due to the average American spending \$178+ per person on Covid 19 related products (hand sanitizer: up 834%, masks) the TAM for Personal Products is \$65B and Grocery/Food sales rose 3.5% to \$1.7Tr Total Addressable Market. The non-durable products TAM is \$183/pp, or \$6.03B. Total Addressable Market for the Sector is approximately: \$2.228Tr.



HOW CROWDPOINT’S CONSUMER STAPLES EXCHANGE WILL ACCELERATE VALUE CREATION

The Consumer Staples Exchange on the Blockchain Ecosystem will be the less volatile than any other Sector. The Exchange enables the networking of participants with shared business processes and relationships to create and allocate business value. An Exchange in our Blockchain Ecosystem is an assembly of distributed e-Commerce Marketplaces where participants, despite having different business models, a different role, or even being competitors, own the Exchange. There are 3 Industry Groups, 6 industries and 12 sub-industries within the Sector, each industry and sub-industry having hundreds if not thousands of members; all of these members potentially can meet on the Exchange platform along with individual consumers to complete transactions thereby reducing costs and accelerating value.

BIG DATA ANALYTICS

In this economic stable Sector driven by consumer needs over desire, Big Data has captured individual identity and sold it to various “clients” like Amazon, Proctor & Gamble, Acosta, and ConAgra and so many other SAMs, retail sellers and resellers. Surveillance capitalism captures every internet search, every “like” on Facebook for the sole purpose of pushing an identity to make a purchase.

In CrowdPoint’s Blockchain Ecosystem, our members democratize Big Data to take back and maintain their Human Identity. Our use of Big Data may reveal future buying habits and identify Ideal Customer Profiles, but those profiles are seen as non-fungible attributes within the member’s Decentralized Identity (DiD). The members use Big Data instead of being used by Big Data; members now make more informed decisions without compromising their Human Identity. No member of the CrowdPoint Exchange is ever harried with popups or advertisements. Big Data cannot intrude on the members or their identities.

ARTIFICIAL INTELLIGENCE TECHNOLOGY

With A.I. technology CrowdPoint’s Exchange enables businesses and everyman consumers to make more effective and efficient decisions. Each member has his/her personal DiD combined with a Digital Ledger (DLT) which securely protects the member’s Human Identity. A.I. also affects this Sector in two key ways, monitoring: 1) Supply, and 2) Demand.

A.I. MONITORS SUPPLY: A producer or supplier of foods, personal products, or non-durable household supplies and adjust inventory based on past data and adjusted with A.I. so that there is little “shelf loss” of products due to sitting too long in warehouses awaiting shipping. A.I. easily monitors shipping schedules to keep product moving through the supply chain. A customer knows in real time how much stock is available and when shipments will arrive.

A.I. MONITORS DEMAND: Having instant, real-time communication with consumers (whether business or individual), providers can predict consumption of a given product and adjust production accordingly; once again, the costs are driven lower and the profits increase. A Producer knows if a given product is selling or if a competitive product is displacing that product in the marketplace. A.I. allows the producer/supplier to know if consumer purchases are “fad” driven or have become long-term purchases.

COMPACTION TECHNOLOGY

The Consumer Staples Sector is ramping up its use of technological advancements. Big Data and IoT provide massive amounts of data. With the volume of data passing between businesses on a daily basis the value of data compaction capability that shrinks, secures, and speeds data transmission on the blockchain is immense. This will not only significantly reduce the size of machine-generated/IoT data, but also include built-in, ultralight security. There is no other technology that can consistently and significantly reduce the size of IoT data messages; even the most advanced data compression algorithms are generally ineffective for IoT data.

With highly versatile use-cases in computing, satellite communications, and more, our mission is to become the universal standard in data transmission and storage. With the unique ability to effectively triple or quadruple existing network capacity without losing valuable data due to compression “squeezing” algorithms, Compaction will reimagine how data is transmitted. CrowdPoint is taking the lead with Compaction Technology. With the need for more accurate, efficient record keeping the Consumer Staples Sector and its corresponding businesses can immediately know how much product is in production or is available at any particular time. Manufacturing will surely benefit from our Compaction Technology.

With the massive number of products available (think of a Wal Mart Super Center and its shelves fully stocked) in the Consumer Staples Sector and the number of transactions completed on any given day, CrowdPoint’s Compaction Technology will make all businesses in the Sector and on the Exchange more efficient; efficiency drives profits and value.

BLOCKCHAIN TECHNOLOGY:

CrowdPoint's Blockchain technology protects its members within the Sector Exchange. Each member receives a Decentralized Identity (DiD) that only shares the member’s attributes which are non-fungible tokens (NFTs) stored in the member’s Digital Ledger (DLT). Because transactions take place on the Exchange, smart contracts are seen and posted in real time; the transaction is completely transparent. This transparency builds trust between the parties involved which then creates greater client loyalty and retention.

With each member’s DiD and individual DLT, sellers and resellers can find Ideal Customer Profiles and not infringe upon the client’s Human Identity. Consumers can also “check out” the sellers’ and resellers’ supply history to begin a transaction. In either case the Blockchain protects both provider and consumer.

With CrowdPoint’s Blockchain Ecosystem in the Consumer Staples Sector, the members use Big Data instead of Big Data monitoring them and compromising their Human Identity.



CONSUMER STAPLES EXCHANGE SUMMARY OF ACCELERATION OPPORTUNITIES

CrowdPoint's Blockchain Ecosystem contains a Consumer Staples Exchange that is an assortment of e-Commerce Marketplaces. Our implementation of Big Data enables businesses and individuals to democratize their information and reveals future buying habits as non-fungible attributes to a Decentralized Identity (DiD). The members on the Exchange control the Big Data to their benefit.

Using Artificial Intelligence, CrowdPoint will marry the Consumer Staples Sector with businesses and everyday people to build a safe, secure, and positive environment that enhances both the provider’s and the consumer’s decision-making processes; ICPs, created with Compaction technology in combination with A.I. will easily connect sellers, resellers, and consumers. A.I. will efficiently, in real time, note changes in consumer demand and transfer that data to suppliers leveling the supply-demand curve, reducing costs. Manufacturers and their suppliers will both see in real time any problems that could arise which would interfere with the supply chain. This transparent, open communication leads to trust in an untrusting world. Using A.I., the CrowdPoint Exchange System saves members time and money. With knowledge and experience recorded in real time, the members of the Sector Exchange can monitor the consumer buying habits to distinguish between “fad” purchases and “long term” purchasing changes.

CrowdPoint's Blockchain Ecosystem brings business, technology (A.I. & Compaction), and everyday people together on a single, one-of-a-kind Exchange platform. On this platform people and companies can safely conduct business and transfer information through the non-fungible DiD each member of the exchange possesses. No more pop-ups, no more cookies tracing your keystrokes; Big Data analytics now work for you instead of you working for Big Data and the companies purchasing your search histories. You can take advantage of the dividends CrowdPoint provides to further your business on the Exchange. CrowdPoint's Blockchain Ecosystem leads the way to a trusted, more profitable business experience.

There are constraints within the Sector. Weather affects food production; the prolonged drought in the West has caused a 3.4% increase in the produce market (fruits and vegetables). Foreign intervention can impede the supply for food; JBS, the world's largest meat producer had its production and supply capabilities halted due to a computer “ransomware hack.” JBS paid \$11M to get production back online. Meat prices increased. The constraints do not outweigh the rewards; CrowdPoint's Blockchain Ecosystem can mitigate the threat of computer hacks and keep food, personal products, and non-durable household products moving to market.

