

**THE UNITED  
DECENTRALIZED**

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# **VEGAN NATION**

**\*A NATION IS A LARGE GROUP OF PEOPLE  
UNITED BY A COMMON SET OF VALUES**

Vegannation.io



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# I AM VEGANNATION, THE PASSPORT

A proprietary digital wallet for storing and using **VeganCoin and VeganPoints, the VeganNation** passport is a member's identity card and allows them to be part of the community online and offline. Passport carrying members receive preferential treatment in vegan-centric and vegan-friendly establishments, such as restaurants, hotels, and other businesses.



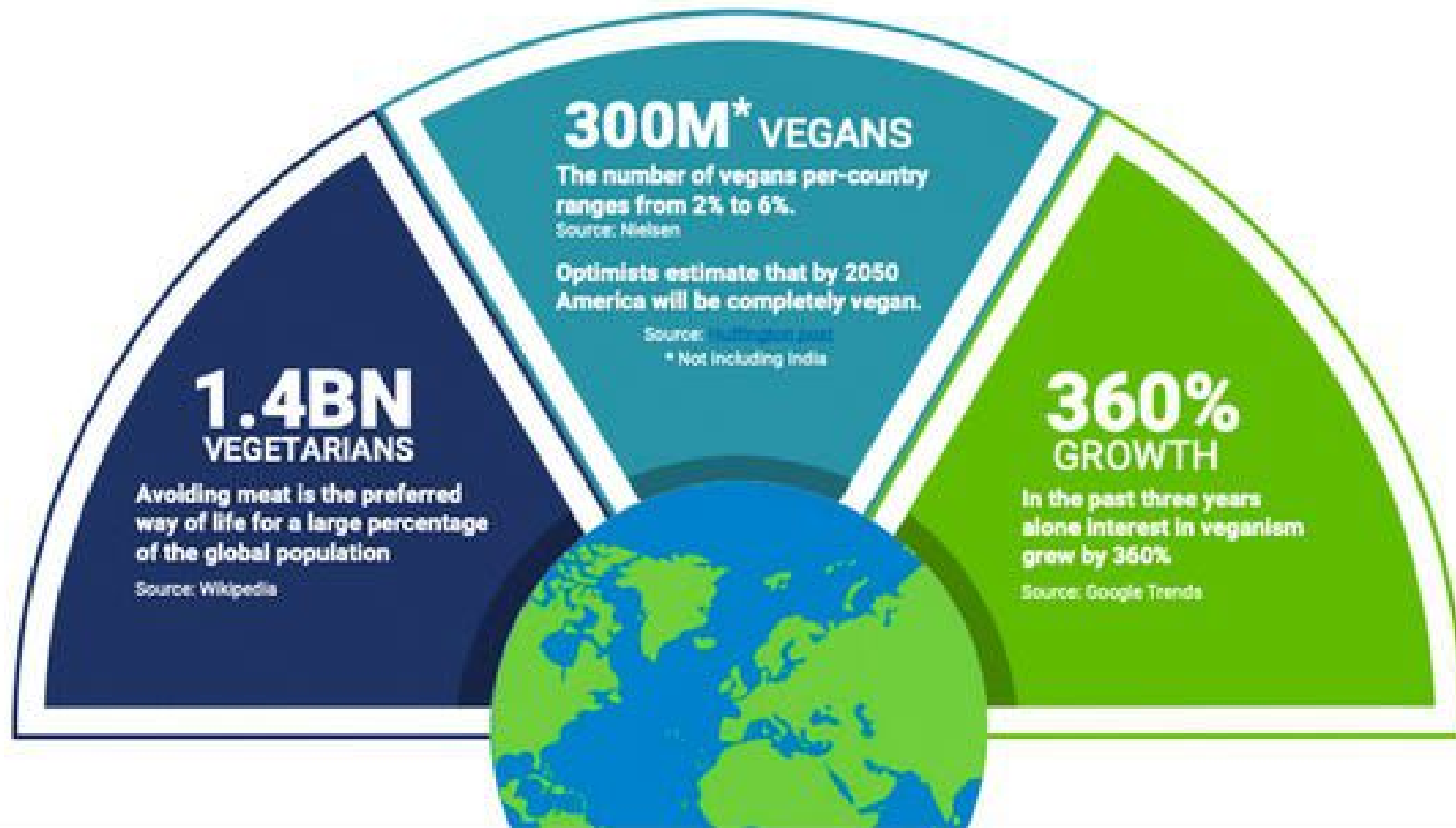


## THE VEGANCOIN

**The VeganCoin** is a cryptocurrency created by and for VeganNation based on the Ethereum Blockchain.

The purpose of the coin is to become the official currency of the vegan community, allowing a direct trade between consumers leading a vegan lifestyle and providers of cruelty-free commodities and services. The VeganNation connects all vegans through a digital infrastructure and currency that they can trust to be 100% cruelty-free

# VEGANISM IS TAKING OVER THE WORLD





## THE GLOBAL VEGAN NATION IS CLOSE IN SIZE TO THE U.S. POPULATION

VeganNation will provide them an opportunity to  
unite and make a greater impact.

# WANTED! A UNITED VEGAN COMMUNITY

*A united global community will give its members a better chance to make a lasting change and achieve their mutual goals including:*

## **MAKING A GLOBAL IMPACT**

Consuming meat, dairy and eggs have a colossally negative effect on our planet. The food industry is responsible for more than 25% of all greenhouse gas emissions worldwide! A vegan diet can reduce emissions as well as save up to 724,925 gallons of water per person per year.

*A united, strong community can spread the word, making people better aware of the difference even one person can make.*





## MAKING THE VEGAN LIFESTYLE APPROACHABLE TO ALL

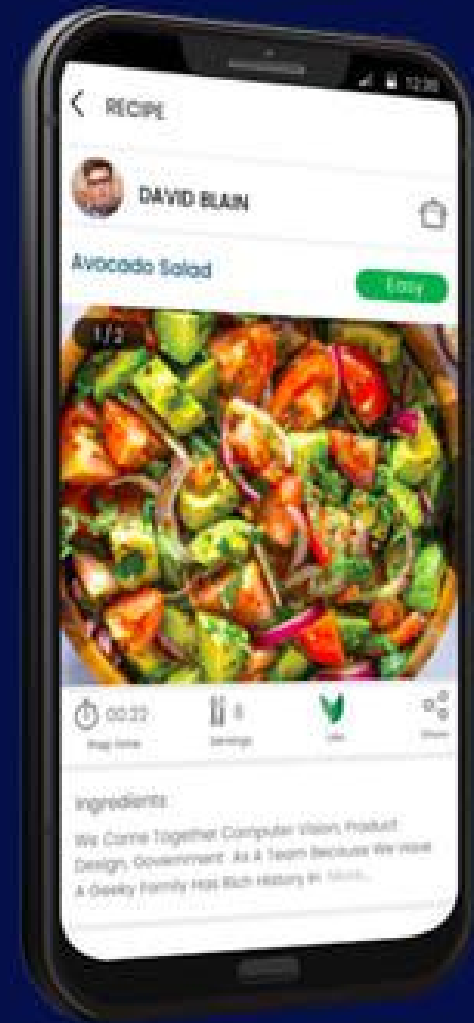
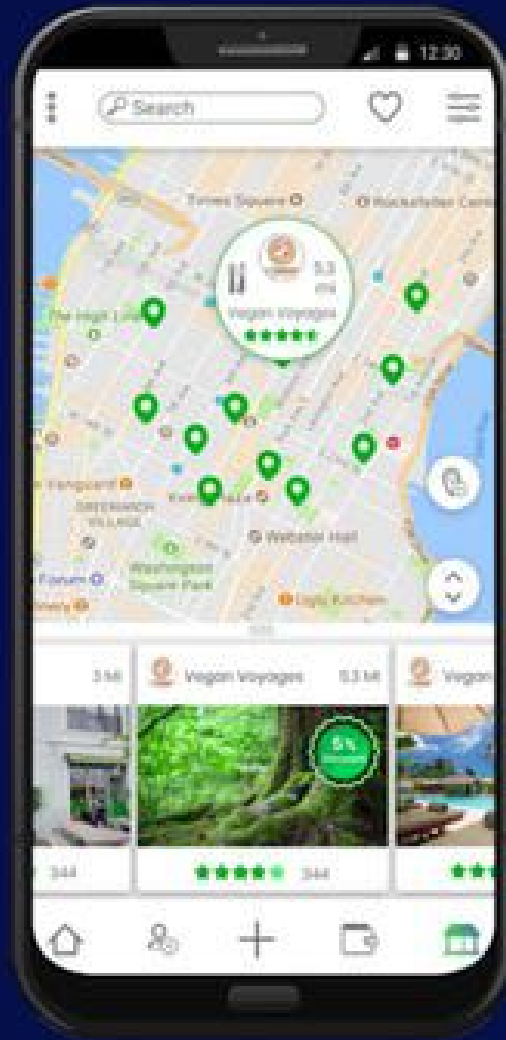
Not everyone is aware of the variety of foods available to vegans, and even for long-time vegans it may be difficult to locate a decent meal. Few restaurants are exclusively vegan, and restaurants that do serve vegan dishes are limited in selection and quality. Vegans are also frustrated by businesses' attempts to exploit them by raising prices on vegan products due to low supply and high demand.

*Vegans' purchasing power is dispersed among many small communities. Unity and sharing is power*

## SUPPORTING WISE CONSUMER DECISIONS

Veganism is a way of life, not just a diet. Living a full vegan, cruelty-free life is a big challenge. It is very difficult to make sure that every product is manufactured in a way that is in line with the vegan philosophy.

*Vegans need to be able to authenticate each product by ensuring that each link in its supply chain, from source to consumer, is tracked and monitored and addresses all the vegan issues*





# VEGAN NATION: A DECENTRALIZED VEGAN ECO-SYSTEM

## COMMUNITY

Vegan ambassadors worldwide fostering local and global communities both online and offline

## ECONOMY

Meals, food items, clothing, supplements all vegan and ecologically-safe

## CONTENT

Updated content created and curated by and for the vegan community: news, videos, blogs, articles, research, polls, recipes, calls to action

## TECHNOLOGY

Leveraging cutting-edge technologies to enable better solutions, such as a social marketplace, a meal-sharing platform, and blockchain food tracking

## ACTION

Supporting vegan causes and educating the general public

ONLINE

OFFLINE



## COMMUNITY

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Ultimately **VeganNation** is all about community, both online and offline. Prominent **VeganNation** members will be selected as **VeganNation** ambassadors. These ambassadors will be responsible for creating and fostering local communities through online and offline activities such as:

- Events and meetups
- Lectures
- Meals
- Games
- And other communal activities

# ECONOMY

**VeganNation** is creating a new conscientious economy, as well as simplifying access to good vegan food, by utilizing the blockchain technology to provide members with access to cruelty-free products and foods. Including:

**VeganPoint** – a vegan-based meal-sharing platform that allows anyone to cook vegan meals and share their meal with paying guests, in their home. VeganPoint helps vegans find good food and great company wherever they are, at home, in college, or traveling abroad.

**VeganNation's online marketplace** - which will enable any community member, consumer, or provider to:

- Sell/Purchase vegan commodities and foods
- Donate/Collect second-hand items
- Take part in the sharing economy for any other purpose

VeganNation will be the facilitator of a new global authentic and vegan-friendly sharing economy and a global marketplace.





## CONTENT

**VeganNation** is developing an online social platform for sharing vegan-related content, including:

- Live news feeds
- Influencer blogs and articles
- Videos
- Cooking shows
- Documentaries
- Online educational games
- Additional exclusive online content

Contributors will be rewarded in virtual points and badges and attain a ranking within the online community. This ranking will allow the best contributors to be prominently featured on other users' live feeds.

The sharing economy will be integrated into the social content platform



## TECHNOLOGY

All of VeganNation's community platforms will be based on the Blockchain technology, using smart contracts to ensure a transparent supply chain and providing a designated coin to serve the community members in all their transactions.

In addition, VeganNation will initiate a Vegan-tech incubator to help innovative startups, and connect them to other like-minded innovators, investors, corporates, and influencers.

### WHAT IS THE BLOCKCHAIN TECHNOLOGY?

A distributed and encrypted ledger that offers a way to securely and efficiently create a tamper-proof log of sensitive activity.

Originally devised for the digital currency, Bitcoin, the technology is now leveraged towards other potential uses, such as: smart contracts, sharing economy with no intermediaries, supply chain auditing, and much more



# ACTION

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The strength of a united global community will be in its ability to make a positive impact. **VeganNation** will donate an ongoing part of its proceeds to NGOs and organizations that promote and educate for a vegan lifestyle.

VeganNation ambassadors will be incentivized to spread the word by creating rallies, events for the general public, and speaking at schools and universities.

These activities will be performed in a social and friendly manner and will highlight the good and beneficial aspects of veganism and its contributions to the health of its members and the ecology.





## THE REVOLUTION STARTS HERE!

**VeganNation** is the first global vegan-friendly decentralized nation. Based on the blockchain technology, a designated cryptocurrency and a sharing economy platform, VeganNation will create a fully functioning ecosystem, uniting vegans from around the world into a single vast global community.

*The vegan community shares a firm ideology that is based on the belief that each and every one of us can make a difference in the world.*

We at VeganNation share this conviction and strongly believe that a designated coin will unite and empower the community, creating a force to be reckoned with in the mission to create a significant change.



## CONTACT US



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# PARTNERS AND AFFILIATES

