THE PURPOSE OF THIS DOCUMENT IS TO EXPLAIN:

- WHAT IS MEGATRON - MTR?
- OUR MISSION & VISION
- WHAT ARE THE FEATURES OF MEGATRON - MTR?
- WHAT ARE THE OBJECTIVES OF OUR MTR TECHNOLOGY?
- DETAILS OF OUR VARIOUS PROJECTS
Cryptocurrency in recent times has emerged as an online payment solution posing as an electronic cash version that without going through any financial institution can make successful purchases happen. The Cryptocurrency industry is vast and is highly secured using cryptography. This secure lock disables the possibility of any double-spends or counterfeit under any circumstances. While Cryptocurrency seems ideal for transactions, the major hurdle in the cryptocurrency market originates from a paucity of security when transactions are being made. This results in unrecoverable and untraceable losses. We propose a pragmatic and highly-effective solution to the double-spending problem using advanced blockchain technology. Blockchains are structures that can actively store transactional records in the form of ‘blocks’ in multiple databases that are highly secure network connections through peer-to-peer nodes. Megatron is an exceedingly advanced Initial Exchange Offering overseen directly by cryptocurrency exchanges developed for utility purposes. The Megatron blockchain technology works in a decentralized cryptocurrency set-up which allows peer-to-peer trading of cryptocurrencies. Developed with the objective to provide superlative levels of security for every investment that is made with MTR, establish absolutely zero manipulation of the market or prevent third-party mediation under any circumstances and ensure complete consumer satisfaction while driving & generating profits. MTR aspires to create and maintain a highly secure, safe and adaptable ecosystem optimum for trading. In coming years, MTR is in the pursuit of establishing itself as a global IEO that functions as a platform for an approachable cryptocurrency worldwide while creating a safe and secure ecosystem for individuals, entrepreneurs, start-ups, small businesses to invest, trade, transact and prosper by having a positioning in the global market that aids in integrity, transparency and economic well-being.

A B S T R A C T

Cryptocurrency in recent times has emerged as an online payment solution posing as an electronic cash version that without going through any financial institution can make successful purchases happen. The Cryptocurrency industry is vast and is highly secured using cryptography. This secure lock disables the possibility of any double-spends or counterfeit under any circumstances. While Cryptocurrency seems ideal for transactions, the major hurdle in the cryptocurrency market originates from a paucity of security when transactions are being made. This results in unrecoverable and untraceable losses. We propose a pragmatic and highly-effective solution to the double-spending problem using advanced blockchain technology. Blockchains are structures that can actively store transactional records in the form of ‘blocks’ in multiple databases that are highly secure network connections through peer-to-peer nodes. Megatron is an exceedingly advanced Initial Exchange Offering overseen directly by cryptocurrency exchanges developed for utility purposes. The Megatron blockchain technology works in a decentralized cryptocurrency set-up which allows peer-to-peer trading of cryptocurrencies. Developed with the objective to provide superlative levels of security for every investment that is made with MTR, establish absolutely zero manipulation of the market or prevent third-party mediation under any circumstances and ensure complete consumer satisfaction while driving & generating profits. MTR aspires to create and maintain a highly secure, safe and adaptable ecosystem optimum for trading. In coming years, MTR is in the pursuit of establishing itself as a global IEO that functions as a platform for an approachable cryptocurrency worldwide while creating a safe and secure ecosystem for individuals, entrepreneurs, start-ups, small businesses to invest, trade, transact and prosper by having a positioning in the global market that aids in integrity, transparency and economic well-being.
A BRIEF OVERVIEW

Blockchain technology as first developed or let us say coined by Bitcoin in 2008, interests many as it provides data integrity, anonymity and security without any third party control or intervention. The focus has been more on the Bitcoin system, while less on the applications that deal with the security and safety of the users and the whole economical system. The current blockchains have limitations in terms of proposed solutions as they lack concrete evaluation on their usefulness. There are authentication problems, self certification issues and much more with the current systems as they only aim to provide a smooth system for transactions, but not a smooth system for safe transactions.

The blockchain mechanism is designed with the backup “fact” that honest nodes are controlling the network. If the attacker nodes are collectively controlling more than the good ones then the network becomes vulnerable or the so called “51% attack”. This has left bitcoin to adopt more centralized measures from the year 2011 to 2014. There are also researches that say ½ computational power is not enough to maintain security.

The recent blockchains such as Ethereum, have tried to come up with allowing the users itself to specify scripts in transactions and contracts to support applications after cash transactions. In this scenario, the computational resources and their requisites could be more than, depending on the user-specified script size.

Other Data Malleability Problems: Studies have found that the signatures proving the ownership of Bitcoin being transferred in any transaction does not provide the guarantee of the integrity of the signatures. This way, an attacker can intercept, modify & rebroadcast an exchange, making the transaction owner to believe that the transaction did not occur.
OUR MISSION

To be a global mode of transaction, that serves as a prime platform for the most accessible cryptocurrency worldwide. To be an ideal choice where customers can endeavor long term engagements for profitable income and financial security.

COLLECTIVE VISION

We aim to provide the most economically trusted platform for individuals, entrepreneurs, start-ups, small businesses to invest, trade, transact and prosper by having a global market position with a broad perspective that facilitates integrity, transparency and economic well being.
WHAT IS MEGATRON (MTR)?

Megatron (MTR) a TRC-20 Token based on Tron Network, launched in the month of January 2021. It is being developed to be used for entrepreneurs, small businesses and start-ups for utility purposes.

Developed for three main objectives:

- To provide utmost security for investments made with MTR.
- To drive & generate profit from our unique projects that have a capability of establishing a name in the market.
- To ensure zero market manipulation or third party intervention in any manner and achieve optimal customer satisfaction.

Our blockchain technology makes use of a decentralized cryptocurrency, running on TRC20 the most stable & secure source of blockchain technology.

Megatron (MTR) aims to maintain a safe, secure & scalable - basically a sustainable environment for trading. The purpose of Megatron is to provide more transparency, more availability and more accessibility in the blockchain industry.

Megatron throws a light on the integrity of the transactions. Our initiative is to have encryption systems working on P2P broadcast protocol with an improvement in trustworthiness. Also, based on the Proof of Work concept and peer to peer transactions, one proposed model would be to broadcast a protocol that is more secure against an arbitrary computational power.
The System Security will be ensured by developing concrete protocols, regular network testing - Vulnerability Assessment & Management, fuzzing & other necessary digital payment compliances to be followed as per International Standards. Network Penetration testing will be conducted regularly to maintain digital safety & protect data integrity of the users.

The MTR System Security will aim on providing 360 degree cyber security for its network architecture - Back end IT Set-UP, Server stations, end users et cetera. Regular & necessary measures like Firewall Systems, fuzzing, source code testing, VAPT scanning & endpoint security will be taken into consideration to avoid any cyber attacks.

The MTR System Security shall follow a list of protocols to protect its application source code, file transfers, payment gateway and users data. As per the international compliances for IT companies like ISO-IEC 27001/2, PCI-DSS(Payment Card Industry Data Security Standard) CCSS i.e. CryptoCurrency Security Standard the network or the IT infrastructure shall be regularly audited & certified. As many cryptos face the challenges for gaining the user’s trust as it all comes down to user’s confidentiality, authentication and authorization. MTR focuses on taking regular measures to resolve the same and gain customer’s trust by practicing security auditing.

Thus, our system security will ensure that all transactions are safe from end-to-end.
MEGATRON

DISTRIBUTION TOKENS:

- 13% of the tokens are sold to investors during the Private ICO
- 27% of our tokens are allocated for IEO (Initial exchange offering)
- 10% tokens are distrusted for Strategy Partner & Advisory for market stability.
- 10% tokens are allocated to founder (key of one year)
- 5% tokens are distributed for Referral, during the token sale, a referral session would be done for promoting and marketing the project.
- 5% tokens are distributed to developers and will be used for future airdrops and promotions.
- 20% tokens will be Reserve Funds for emergencies
- 10% tokens are distributed to Angel Round for give support to business start-ups

SPECIFICATION TOKEN
MEGATRON (MTR):

- Token Name: MEGATRON
- Token Ticker: MTR.
- Total supply: 100,000,000,000 MTR (Pre-Mining)
- Platform: Tron Blockchain
- Standard Token: TRC20
- Token Type: POW (Proof of Work)
**Token Allocation**

- Angel Round: 10%
- Private Sale: 13%
- IEO: 27%
- Strategy Partners & Advisors: 10%
- Founders: 10%
- Developers: 5%
- Referral: 5%
- Reserve Funds: 20%

**Fund Distribution Plan**

- Development: 60%
- Marketing: 30%
- Legal: 5%
- Security: 5%

*Treasury reserve for investment into future agriculture land and developments.*
ROADMAP

Q 1 ’21
• Initiate the project with the Private Sale of MegaTron Project
• Begin with the Journey of IEO Platform
• Quality Check Review by the Exchanger for Registration
• Initiate Listing Process in Multiple Exchanges

Q 2 ’21
• Launch Project Oracle – “Your Multi Blockchain Wallet”
• Initiate Final Launch of Oracle Web Browser
• Provides a Method for a secure instant transaction to another global network platform
• Users can manage their Portfolios and Transfer the funds.

Q 3 ’21
• Launching a TV Show of Wolfpack – “Entrepreneurial Program for Start-ups”
• Broadcasting the show across Channels spread throughout Asia
• Wolfpack will help Venture Capitalist and investors with their acquisitions and deal structuring and advise startup entrepreneurs on their business models and financial forecasting.

Q 4 ’22
• Launch of Telepathy – “Blockchain Messaging Application”
• Telepathy is a cutting-edge technology which aims to revolutionize user experience like never before
• Telepathy provides unlimited server storage media files & documents will be saved on their cloud.
• Users can send messages and exchanges photo, videos, stickers, audio, and files of any type.
• Already the Basic version is out and available for download Android, iOS Stores respectively

Q 2 ’23
• Launching Smart FARMER’S MARKET Mobile Application
• Farmer’s Market, a global agricultural chain, mainly involving agricultural supplies, agricultural products, and agricultural products processing.
• Smart Farming Functionality in the platform and Mobile App implemented.
• Future Development: FARMER’S ECO THEME PARK, EDUCATIONAL MATERIAL & SEMINARS.
• Entire Project will Launched and Developed All Across the counties outside Asia

Q 1 ’22
• We will Begin the launch of Fitness First Restaurants from UAE (United Arab Emirates)
• The Target audience will be Health-Weight Conscious people, People on Special Diets, and Active people.
• Fitness First will form relationships with local providers to craft a menu with all-organic ingredients sourced from farmers.
Our Oracle crypto wallet is a user-friendly application that stores and transacts using private and public keys with different blockchains to allow users to send and receive cryptocurrency and monitor their transactions. To access Megatron or some other cryptocurrency, the user needs to own a cryptocurrency wallet.

**How does Blockchain work?**
To understand the process of blockchain one needs to understand the key components involved in it first.

**Private key**
The private key is a combination of numbers, uppercase, and lowercase letters. Its length is similar to the blockchain private key. The private key includes a bank card number, identity authentication code, or password. With some basic process, the public key can be derived from the private key. Hence Private Key should be stored carefully, also note in case it gets lost or forgotten, it cannot be retrieved again.

**Public key**
The public key is similar to your bank account number. You can disclose it without causing any risk.

**Mnemonic**
The private key is long and hence difficult to memorize. That is where mnemonic words enters the picture. The private key can be measured in terms of mnemonics. You can extract the wallet code by entering any procedure as long as you recall these single words and enter them in the wallet in order. It is similar to getting your private key if someone gets your mnemonic code. Hence, it is quite risky to share it.

**Keystore**
The encrypted private key is the core of the Keystore. To be true, Keystore must be used with your wallet password. Keystore is a private key or mnemonic and the password. Keystore, private key, mnemonic are standard for all wallets due to product nature, the wallet service providers can only have one or more of them.
Password
For high security, the password will be used by most wallets to encrypt the private key. Each wallet’s encryption method and storage method are distinct. The users need to enter their password for each transaction to receive your authorization, the reasoning behind it is to decrypt your private keys and use them to authenticate a transaction.

Blockchain Wallets stores the following key components

Storage of the Key

As per the method of private key storage, we divide wallets into
• Centralized wallets
• Decentralized wallets

The decentralized wallets can be further divided based on the fact that the private key connects to the internet or not.
• Cold wallets
• Hot wallets

It is possible to split hot wallets into desktop wallets, mobile wallets, and online wallets. While the Cold Wallets hold the private key, the network cannot access it. Such as a paper wallet, wallet for hardware, brain wallet, etc.

According to the maintenance mode of blockchain data and the extent of decentralization of wallets, wallets can be split into

• Full-node wallets
Desktop wallets comprise the bulk of full-node wallets. These wallets need all blockchain details to be synchronized, consuming a wide storage room, but can be absolutely decentralized. Other full-nodes in the blockchain network depend on these wallets. They synchronize their transaction data only and can achieve decentralization essentially.

• Light-node wallets
The bulk of mobile wallets and web wallets, however, are light-node wallets.

• Centralized wallets
The centralized wallet transaction data is stored in the blockchain, and all data is accessed from the service provider’s server. However, the quality of the transaction is very high and can be obtained in real-time.
The Functions of Oracle Wallets

The portal to the blockchain is the crypto wallet. It meets the different needs of users with several features, such as

Create Accounts
For new users, the blockchain gives the option to create a new account where the ones who already have cryptocurrency accounts can easily sign in to them.

Assets Management
Blockchain provides a simple asset management mode. It primarily includes transactions, receipts, asset information display, transaction data & other functions. The number and types of assets and the operation of asset transfers can be seen.

Assets Trading
There are three types of digital asset transactions supported by the existing wallet: token swap, token exchange, and OTC.

Token Swap
Assets can be traded by Token Swap on various blockchains. Token Exchange First of all, the party needs to understand the trading mechanism of the system. Generally speaking, at a certain storage location, the users must first deposit the assets. A place where liquidity is required at this time for users to conduct matches. With this system, the purchasers and sellers enter into a contract in a safe environment after an appropriate match is identified.

At this time, to discourage one party from cheating or bouncing checks, limitations need to be objectively enforced. Finally, the two parties settle the contract when the transaction is over.

The major difference between these two is that we need to deposit the currency in the exchange account for the centralized exchange. In the case of the decentralized exchange, one has to deposit the currency into our own pocket. This significantly reduces the chance of loss of assets of users due to the exchange’s theft or working. Through smart contracts, while enhancing transparency, central mode dependence is also reduced.

OTC (Over The Counter)
OTC is a peer-to-peer transaction that is 100% out of the reach of the third party. The OTC in the blockchain typically refers to the one-to-one transaction between OTC users of real money and cryptocurrency. During current times Over The Counter is mostly concentrated on exchanges, but some wallets are linked to third-party channel providers as well.
For example, when users use Oracle wallet, Oracle wallet has been linked to the OTC currency trading service, they can easily sell their cryptocurrency into fiat money or use fiat money to buy cryptocurrency.

**Process of Cryptocurrency wallets**

By now, millions of users are already using cryptocurrency wallets, while some still have some dilemma and unawareness regarding the use and process of transaction through digital wallets.

Digital wallets store the records of the transactions executed virtually. They don’t hold tangible money or have a specific place to store the money. Cryptocurrencies are not stored at a single place or exist anywhere in any tangible way. Only their records are stored on the server of the blockchain.

Cryptocurrency wallets are software applications which a user can use to control their balance, move money, and perform other activities. When an individual sends you Megatrons or some other type of digital currency, they effectively sign off possession of the coins to your wallet address.

For the user to spend those coins and access the funds, the private key held in the wallet of the user must match the public address of the money allocated. If the public and private keys match, the balance in the receiver’s digital wallet will increase while the transmitters will decrease, respectively. There is no direct trade in the form of actual coins. Only the value of the currency is transferred from one cryptocurrency wallet to another cryptocurrency wallet.

A blockchain transaction record and a balance change in your cryptocurrency wallet signify the transaction. The key used in the transaction is a unique code difficult to crack or copied to make the transaction completely authentic and secure.

**How is the Oracle Crypto Wallet the best?**

- It’s 100% stable and safe.
- We never seek any personal information from our clients.
- We have a client-ent-side security model with private keys hosted locally in the coracle crypto wallets.
- We are determined on designing easy to use, intuitive interfaces.

Also, we’re never going to access the wallets of our clients. With this in mind, we are striving to be a leader in innovation. Here are some key instances:
1 - **Designed with best and well-recognized standards**

We always use standards that are generally accepted and recognized for our programs to ensure the keys can be used by other programs as well to make seamless transactions.

- We use the industry's leading security features found in modern smartphones to ensure that our client's wallet is always safe and secure. Private keys are always unique and are only kept locally.

- The user can easily retrieve the backup from the wallet saved digitally or on paper.

2 - **User friendly and filled with special features.**

The Oracle Crypto Wallet is quite easy to understand and access for the user & designed as an elegant user interface by our user-centric approach, the wallet is designed to have a lot of helpful functions. We tend to make it as easy as possible and at all times to provide the best client experience.

In addition to the transactional feature, we have implemented more features that will push the future towards Decentralized Finance.

3. **It is free and easily accessible.**

Anyone with a smart smartphone or tablet can download the Oracle Wallet App. It is available on both the platforms of iOS and Android. You can also access it through other devices, without any download limits. It is free to access and does not require any form of membership. There is no paperwork to fill out or registrations. Your confidential data stays with you all the time. The only thing your wallet would cost would be the gas tax when you send transactions. Miners who need a small fee to process the transaction, such as on the blockchain or some Evidence of Stake chains, are paid this price. Oracle Wallet does not charge any costs. Also, we do not have access to the funds you have in the wallet.

4. **It does not seek third party Permission**

Cryptocurrency exchanges and some online trading sites store digital currencies and provide accounts and balances for you. Whenever and wherever the user stores currency in Oracle Wallet, the user can have unlimited access to their funds, and he/she can easily trade wherever cryptocurrencies are authorized. Crypto wallet helps you to preserve your portfolio's full security and strength by helping you maintain a digital representation of coins and tokens ('keys') for yourself.
By now organizations have been depending upon social networks for their communication purposes. These social networks are not only used by organizations but by the common public as well, making it an unsafe platform for organizational communications. However, with Blockchain technology, the process of doing business has become more authentic and seamless.

Organizations of all types have always been seeking a networking system to get everyone on the same page and have seamless communication. A storage place, which they can easily access, while the storage system still maintains the confidential data within the organization.

Telepathy is one such networking system solution, which all the organizations seek, it provides the solutions for all the big and small networking problems of the organizations. Telepathy is a decentralized networking platform that eliminates the issues caused by the man-in-the-middle attacks (MITM) as well.

Feature of Telepathy

- **Create Accounts**
  All the users get the feature to create a new account on the telepathy applications for their communication and transactional purposes. A similar process is followed to create a new account as it is for the other social media portals.

- **Communication**
  Once the users have created their accounts, they can start networking and communicating with the other users of the social network. File transfer Along with the communication feature of the messaging application the users also get the feature of File transfer, whether they want to share a word document or an audio/video or a folder; From the wide variety of anything and everything the users can easily transfer their files with the other users of the applications.
- **File reception**
  Similar to the process of transmission the users can easily receive the file from the other users using the messaging application.

- **Highly secure Transmission and Reception**
  The process of exchange of files is highly secure as the files are first encrypted before the transmission and decrypted at the time of reception using a unique key and hence only the authentic parties can access it. The entire process is highly secure and no interference or attack can be caused by the third party.

- **Currency transaction**
  Along with the feature of transfer of various kinds of files the users can also exchange currency using the messaging application. The users can transfer the money in the form of cryptocurrency and complete their currency transactions. The entire process is executed using blockchain technology and hence the components of the private key, public key, and passwords are used in the process and the users get to transfer the currency securely.

**How Telepathy is the ultimate networking solution?**

In a centralized database-networking platform, the networks can be easily censored, blocked, or controlled by those who have access to the data.

Our software Telepathy eliminates these risks by completely removing centralized repositories and customer data from the calculation.

Telepathy comes with the special advantage of live encryption of all audio and video sources; it is also capable of transferring secure multimedia messages among the users. The messaging platform is decentralized and it also allows the users to make cryptocurrency payments directly, within the application. Hence, organizations cannot only use Telepathy for communication or data sharing purposes but also currency transactions with other users.

**The main characteristics of Telepathy**

A Highly secure network  Our high-end security protocol is based on a solid end-to-end blockchain. The encryption based and authentication algorithms exceed the security of an organization against all types of attacks. The data is encrypted at the time of transmission as well as at the time of storage by the Telepathy app; and can only be decrypted by an authentic key, making it a secure networking solution.

As the data stored or transferred using Telepathy application always remains encrypted and only the authenticated users of the data can access it. The chances of access to your data by our own organization are eliminated. Hence, the data always remains secure and confidential in our Telepathy app.
As telepathy uses blockchain technology no third party gets to access your data and hence neither the data gets leaked with the third party nor any third party ads can be seen on our application based on the type of your data, unlike any mainstream social networking application.

Until now, we have not found any other solution in the market, which provides an equivalent or a higher degree of technological protection as compared to Telepathy.

- **All in one solution**

The Telepathy Network is an all-in-one solution for organizations as it not only includes the basic communication networking feature of instant messaging, multimedia file transfer, voice, and video calls but also the feature of a secure cryptocurrency wallet and highly secure payment gateway.

With a user-friendly Telepathy app, any users can access the network for their secure communicational and various transactional purposes. For big and small organizations, telepathy is a perfect solution for their networking and currency transactional requirements.

**Decentralized method**

Contrary to the other networking platforms or applications, which are centralized networks, our networking applications Telepathy has a decentralized networking system.

In the centralized method, there is a common link between all the communications and transactions, in a situation where the central link is under an attack, the entire network gets under the risk.

As the network of our software application is decentralized by blockchain technology.

Hence, no single server can be compromised or blocked by governments or professional hackers.

With blockchain technology, the sensitive encryption keys are distributed through thousands of networking computers; hence, the breach of confidential data stored using our application is unlikely to occur.
Transparency in networking

We are determined to provide transparent communication networking to our users. Hence, the application uses blockchain technology. With blockchain technology, at the time of transmission of every single data, a special key is generated and recorded. Hence, at the time of every transaction of the data receiving party can determine the authenticity of the data by verifying the unique key the data holds. With this technology, the receiving party can not only determine the authenticity of the data but also prevent the probable chances of fraud and cyber-attacks as well.

WOLF PACK

TV series for entrepreneurs & start-ups in Asia

Overview

The growth of entrepreneurship in Asia possessing a high potential has given rise to millennials, Gen X, to come up with ideas that have the ability to turn into solutions.

According to the GEN and Startup Genome's 2017 Global Startup Ecosystem Report, Asia is building a thriving startup ecosystem. Singapore still ranks number one in the talent pool, mostly attributing to innovative policies and long-term critical thinking. Sydney is a rising entrepreneurial hub, with strengths in every ecosystem factor including strong exits, global networking, and funding. In China, Startup Genome reports that comparative strengths are now evident in Beijing and Shanghai. But, while Beijing is now home to a number of large scale-ups and Shanghai now ranks 8th globally in financing early-stage startups, a distinct lack of global connections among Chinese startups is also evident.
Southeast Asia is home to more than 600 million consumers, with six primary markets – Singapore, Indonesia, Thailand, Vietnam, Malaysia, and the Philippines – standing out for growing economies and rising middle-classes of consumers. Google reported in 2016 that Southeast Asia now has 260 million internet users with 3.8 million more going online per month and forecasted that the region’s internet economy – business generated from the web – will be worth $200 billion by 2025. E-commerce alone is tipped to rise from $5.5 billion in 2015 to $88 billion in 2025, with half of that originating in Indonesia, the world’s fourth-largest country. Southeast Asia possesses a high level of entrepreneurial potential, alongside China and India.

With the rapid development of infrastructure and high GDP growth being registered in many Asian countries, investments and deal flow will continue to increase. Thinkgrowth.org reported that across Asia, more than half of mergers and acquisitions that took place since 2011 occurred in 2015 with Indian startups raising $9 billion in 2015 alone.

In addition, many governments have established goals for entrepreneurial development, and high-levels of academic achievement and university education are signs that Asia’s startup boom has yet to see its peak. This is all clear evidence of Asian startup-renaissance.

The same go-getter audience watching this transformation at a glance is interested in mediums that can provide the knowledge, the art of pitching, and the overall process of developing an idea and catering to the customers.

Most of the students have that one crazy idea that can result in a useful solution. The challenges faced imposes limitations to their ideas. The most observed challenges in the engineers who develop the products or have an idea do not either have the skills to sell it or a plan to execute it, either way, this imposes a restriction for them to nurture it.

So, how can students learn to think like an entrepreneur, boost their creativity, and aim at innovative success? Fostering creativity and entrepreneurship is not only a question of knowledge transfer, but has a lot to do with working with students’ personality, attitudes, and the most important aspects- courage and confidence.

Wolf Pack – The Concept

An entrepreneurial program for start-ups, a TV & a Web Series, with prominent investors ready to invest and commit on the show to give the start-up its wings.

Most startups fail due to lack of funding or running out of cash. Another major reason is that their solutions are not viable. Other reasons include lack of
customer-friendly approach, no market needs, not enough traction, disharmony amongst partners or investors, the inexperience of skills gap, and lack of focus.

While the ideas are worth giving a shot, the aspects that truly run a business with a practical approach are missing in most startups leading to early failure.

Wolf Pack aims to be a reality show for start-ups in Asia that works on short term and long term approaches to foster creativity and entrepreneurship in aspiring candidates or teams.

Creativity

Short term approach

- Applying creativity techniques for critical & divergent thinking processes.
- Reflect & improve each step.

Long term approach

- Non-typical thinking
- Openness for new ideas
- Self-confidence and courage to create something unusual
- Effective research - To be able to generate more ideas, create more knowledge and become a valuable part of the community

Entrepreneurship

Short term approach

- Learn about management methods, how to write business plans, proposals, whitepapers, financing, maintaining intellectual properties.
- Thorough knowledge about the product design or service plan, packages, prototyping, market trends, compliances etc.

Long term approach

- Ability to reflect - Self-awareness
- Self-promotion - Your personal profile is identified by your idea
- Accountability
- Emotions to cope with problems
- Risk-taking
The Wolf Pack Experience

“Ideas alone do not make money.”

The Wolf Pack Experience focuses on tasks and activities in the show to nurture the entrepreneurs to understand all the aspects of running a profitable business.

Wolf Pack Starters

The candidates and their teams will be given a task to test themselves in different roles.

In the pitch, entrepreneurs with idealistic ideas and an underestimation of the importance of money meet the investors who will be called “Wolves” with the only intention to make money. This clash will lead to lively pitches and profound learning experiences.

Skill Development

The candidates will be offered lessons & crash courses for the skills they lack. Management courses to study the principles of management and other corporate communication skills required will be made mandatory for all to undergo as a part of their training process during their time in the TV Show.

Startup Consultancy

A recognized and experienced celebrity start-up consultant will advise each candidate and its team with a futuristic plan to stay afloat and raise their stakes.

At the end of different stages of the show, undergoing various challenges and lessons, there will be shortlisted candidates who will truly withstand any challenge thrown at them. Only those who pass with flying colors will make the final pitch to the most prominent world investors for initial corpus funding.
The first outlet of Fitness First is all set to be launched in the United Arab Emirates (UAE) in January 2021.

Overview - The Global Food Chain Industry Now

The global pandemic has affected most restaurant businesses adversely except for the Global fast-food chain industry. These transnational companies have stayed afloat even through a world crisis with their quick service, affordable pricing, and corporate responsibilities they showcased during the pandemic.

Euromonitor International forecasts that the Quick Service Restaurants Chain Industry will grow exponentially in most countries worldwide despite situations like Covid-19. Media stories also suggested that transnational QSR chains including the away-from-home food sector in low and middle-income countries have the potential to expand rapidly.

These food chains sell fast food, turning to different sources of international marketing to increase their global customer base, but there is hardly any one that offers an option that takes health into its accounts. While one of the takeaways from these brands could be to adopt the model of thinking global and acting locally. They are marketed and perceived as symbols of western culture, capitalization, and globalization.

Economically speaking, the global restaurant food chains contribute by job creation, where businesses might be paying minimum wages to the workers and provide limited benefits that precipitate food & economic insecurity.

Many of them popularize in selling fast food and beverage products in countries worldwide linked to diseases like obesity & NCDs (Non-Communicable Diseases). The global restaurant industry hardly has reformulated their products to align with
healthy dietary portions. They might be adhering to the food department guidelines as per the country location, but what about the logical considerations of promoting healthy diets depending on an individual’s body type or as per the nutritional value of the serving.

So, the question we really need to ask ourselves after a global pandemic is, despite having so many transnational food chains, do we have one that accounts for food that is in fact considerate about nutrition?

The Global Food Chain Problem

As per studies from the International Journal of Environmental Research & Public Health by MDPI, 75 to 139 countries worldwide have been linked to obesity issues. When examined in these countries regarding products, standardized portions, and dietary guidelines & criteria, the scoping review was found. The systematic results over 18 years of research in these locations showed zero standardized methods to assess or any evaluation process to improve the restaurant offerings. There was also a wide variation to be found within countries, regions, and chains to reduce energy, saturated fats, trans fats, sodium, and standardized nutrition portions.

The global food chains inconsiderably process high in calories, fats, sugars, and sodium with a perfect blend of factors like culture, ethnicity, lifestyle, race, gender to increase the demand for QSR (Quick Service Restaurant) customers. Although there is inconsistency in the evidence to show any effective association but no casual outcomes between fast food, dietary quality, and metabolic indicators of risks to the diseases.

These chains have an extensive reach through globalized food systems and may influence the quality of billions of people worldwide who purchase and consume restaurant products onsite through various options. The growing market demand for tasty convenient and inexpensive food & beverages have led to the domination of the food industry by these global chains based on the principle of efficiency, calculability predictability, and control. The concept of franchising has also allowed them to just open an outlet anywhere there is a crowd.

More than 100 countries worldwide have taken the initiative of developing Food & Health guidelines which are science-based and cater to food & nutrition policies for the stakeholders to foster a healthy diet. The WHO - World Health Organization Action Plan encourages the governments and other stakeholders to adopt policies and actions to halt obesity, diabetes rates, and NCD mortality. The vital actions include reducing sodium, eliminating TFA.
Fitness First - The Concept

Fitness First, as the name suggests, is a concept that values fitness & health over anything. The motto at Fitness First is quite simple: "Let food be your medicine and medicine be your food." The first global food chain developing a franchise business that improves customers’ health by promoting healthy profile products and portions that align with public health recommendations.

Aiming to be the most promising food chain brand in the industry, Fitness First’s main objective is to deliver the best quality of raw and healthy food. The approach is magnanimous - offering food options that are inclusive of factors like nutrition, locally sourced ingredients & convenience offerings such as online delivery, drive-thru options, and much more.

Anything on the menu is a careful prescription by an expert team of professional nutritionists. Any meal is prepared considering calorie value, source of nutrition, and the ingredients sourced from - basically the science behind the food is valued more.

Considerations

How many times have we really heard of the phrase, “Health is Wealth.”? How many times have we understood the meaning of it? The true interpretation of this phrase is only perceived when one succumbs to a health-related disease or an issue.

1. The Pandemic Realisation

The food chain industry has expanded despite changing consumer preferences & a recovering global economy. As disposable income rose during the pandemic period, consumers started spending on luxuries, including eating out. The safest and convenient option being take-out, drive-thru, or deliveries. During the period, the market has also been forced to adopt increasingly health-conscious recipes & food items on their menu. In many developed economies, the industry is leading to saturation levels due to the oversupply of fast food businesses and extensive franchises. This new development is leading to lesser revenue and growth.

The shift in consumer habits towards healthy food to boost the immune system is indeed a healthy realization.
2. Farm to Table

Use of locally sourced ingredients to promote local farmers and provide the freshest and organic vegetables, fruits, dairy food to cook curated recipes.

3. Nutritional Value

The human body is a beautiful work of art and needs all kinds of necessary nutrition to be able to function in a healthy manner. Fitness First will focus on the nutritional value of the meal in terms of calorie intake, sodium content, sugar content, fiber portions, protein content, minerals, vitamins & much more. No meals will have MSG content, artificial sweeteners, additives, or artificial food color (permitted or not permitted.)

4. Variety in diets

Dietary meals as per the individual’s current meal plan with a nutritionist’s prescription - paleo, keto, balanced etc.

Specific diet plans are only for medical patients diagnosed with a disease. Such individuals have a difficult time preparing their meals at home. Fitness First will provide meals as per their doctor’s advice by curating the best meal options for them on a daily basis for takeaways.

Fitness First, where fitness always comes first will thrive to be the most unique global food chain. A fully humanitarian, considerate, and scientific approach will lead it to be the best option for consumers, unlike other counterparts who are driving profits by delivering something as bad as poison.
The agriculture sector is the most prominent sector for our survival. Productions of various crops and essential substances are dependent on the Agriculture sector. During the early eras, only the production of agricultural products was a part of this sector whereas now production, processing, distribution, and promotions of the agricultural products are part of this sector.

The prominence of the agriculture sector can be easily determined by the fact that this sector not only influences the economy of the nation but also essential for the survival of its citizens. For Asian countries, the agricultural sector is one of the major sources of earning a livelihood. The agricultural sector not only supplies the nutrients for the nation but also for the trading partners of the nations. Every year billions of agricultural goods are exported and imported. This makes it a highly profitable source of generating revenue for developing nations which is mainly involved in the agricultural sector.

At present the main issues of farmers are:
- Huge taxes and processing fees.
- Water pollution and deforestation
- Difficult payment gateways
- Degraded land quality
- The rise in production costs
- The decline in income and water resources
- Expensive technology
- Change in climate and weather conditions
- Lack of transparent mode of communication with the other parties
Focusing on the major issues faced by the farmers we have developed a system to not only make the processes of farming smooth but also get every party involved in the process of the agriculture sector at one platform.

Our Farmer market is a single solution for various issues faced by farmers across the globe.

With this, we have developed a link between supplies, production, product processing, and agricultural products. The networking platform involves high-end and latest technologies such as big data, cloud computing, the blockchain, the internet of things, and artificial intelligence.

It covers thousands of hectares of agricultural land in India, Which will be used for agricultural production, and the products will be supplied throughout the regions of INDIA & ASEAN.

With a history of 20 years, Farmer’s Market has been producing world-class agricultural products and distributed them to the Asia Pacific region as far as the United States, Canada, and Europe.

Our products not only focus on making the process of agriculture smooth by using environment-friendly methods.

SMART FARMER’S MARKET MOBILE APP

The Mobile App will be available to access using Web, iOS, and Android OS based mobile applications. The app will provide detailed information from the production of the crop to its distribution.

In addition to the tracking portal, Farmer’s Market will also provide an online marketplace so that farmers, suppliers, machinery, and tools manufacturers can easily connect and communicate and connect with end consumers, which will not only let them have a direct connection with the customers but also increase the profit.

Unique Features of Our Mobile application

CHATROOM

Farmers, suppliers, farm owners, agricultural machinery and tools manufacturers, restaurant or café owners, all will be able to communicate directly through a common platform. This will also help the farmers to reach out to experts and get solution for their agricultural problems.
ADVERTISEMENTS

Farmers and suppliers would be able to create their advertisements free of cost. Consumers would be able to look into these ads directly through their mobile application and get fresh items delivered to their doorstep.

IoT CONNECTIVITY

The app will be connected to IoT equipment and enable farmers and farming owners to track the status of their crops or livestock in real-time. This feature will help them in crop protection and enhanced crop production.

Weather Tracking

Farmers can check the status of the weather in advance and take preventive measures to keep their stock and crops safe.

Videos

The app will allow farmers and consumers to upload or watch the video uploaded by experts on best practices, farming technology, agricultural information. A thorough examination process would be carried out ensuring that only accurate information is being uploaded.

Quick Search

The app will also allow users to smartly search based on category, using sort and filter features.

Besides Farmer’s Market Mobile App, we would be using the following IoT, big data, and blockchain-based technologies for facilitating the agricultural industry.

PRECISION FARMING

Farmer’s Market would be aiming to use this technology to focus on ultra-modern agronomic solutions while specializing in the management of precision irrigation. Farmer’s Market would provide products and services such as VRI optimization, soil moisture probes, virtual optimizer PRO, and various others.

With VRI [Variable Rate Irrigation] optimization the farmers will be able to maximize profitability on irrigated crop fields with topography or soil variability, improve yields, and water use efficiency will also be enhanced. The advanced soil moisture probe technology provides complete in-season local agronomy support, and recommendations to optimize water use efficiency.
The virtual optimizer PRO combines various technologies for water management into one central, cloud-based, and powerful location designed for consultants and growers to take advantage of the benefits of precision irrigation via a simplified interface.

**AGRICULTURAL DRONES**

With agricultural drones, the farmers will not only be able to easily monitor their farm but also operate the processes.

**LIVESTOCK MONITORING**

With this system, the farmers will be able to monitor their stocks in real-time. By live monitoring, the farmers can keep a check on the stocks while being at a different location. They can also make accurate observations and take timely actions with this system.

**SMART GREENHOUSES**

Smart greenhouses are advanced and affordable greenhouses. They have special IoT sensors in them that can notify the farmers regarding the light levels, pressure, humidity, and temperature through SMS alerts from an online portal. The farmers can also monitor the greenhouse state and water level. The farmers can make the necessary setting and accordingly Automatic Irrigation can be carried out in the greenhouses. Through WiFi signals, farmers can fully control the environment of the greenhouse.

**FOOD SAFETY**

For food safety, there are two key areas where the issue arises: one is during the food processing procedure and the second is during the distribution process.

The advent of IoT and blockchain is set to empower these consumers the ability to track and understand the origin of their food by providing the following features:

- Provide transparency and visibility in the farming, handling, and distribution process.
- Audit trail of transactions from farmers and food processing firms to consumers will be created.
- Collect previously untapped data to carry out analytics to improve farming methods.
- Smart contract enforces contractual terms and accountability among parties involved.
• Food producers who actively promote the provenance of their produces are giving themselves a competitive edge and verifying a price premium over similar products.

By incorporating technology into their products, enhances their credibility of social elements such as organic or free-range and builds reputation and brand loyalty among consumers. It will bring transparency to the supply chain which will allow us to identify and remove bad actors and poor processes. This ensures ideal conditions from farm to market, and we can pinpoint the source quickly in the event of a food safety outbreak. This could save time, money, and lives.

TRACEABILITY

For small-scale production and distribution, the traceability is high as the customers are familiar with the producers and distributors. But for distant productions, it can be difficult to detect the source and quality of the products the consumers are willing to buy. With the farmer's market, we are aiming to keep all transactional records on the blockchain with which the records can be easily traced on the network of users, and hence the authenticity of the products and their suppliers can be determined.

LAND TITLE REGISTERING

With the Farmer Market, the farmers will be able to do Land registration for sale and purchase easily. With this, the chances of fraud and intermediaries taking away major share will also be eliminated. We aim to make the process transparent and profitable for the farmers. Farmer market will use the blockchain solution for land registration and record keeping. This is a cost-effective method that will not only help the farmers gain a better share but also the government and landowners will also be benefited from this.

A MTR PAYMENT GATEWAY

For ordinary farmers payment options such as accounts are a complicated and time-consuming option. That is why the majority of farmers are deprived of necessary banking solutions. With this system, we have created a direct link for customers or other parties to reach out to the farmers making sure that the intermediaries which used to get away by taking the major share of the farmer's revenue get eliminated. Farmer’s Market will provide a wide range of options for farmers, farm owners, agro-processors, restaurants, agricultural industries equipment manufacturers, product processors, transporters, cafes, restaurants, and consumers, and provide a payment network for the agricultural industry.