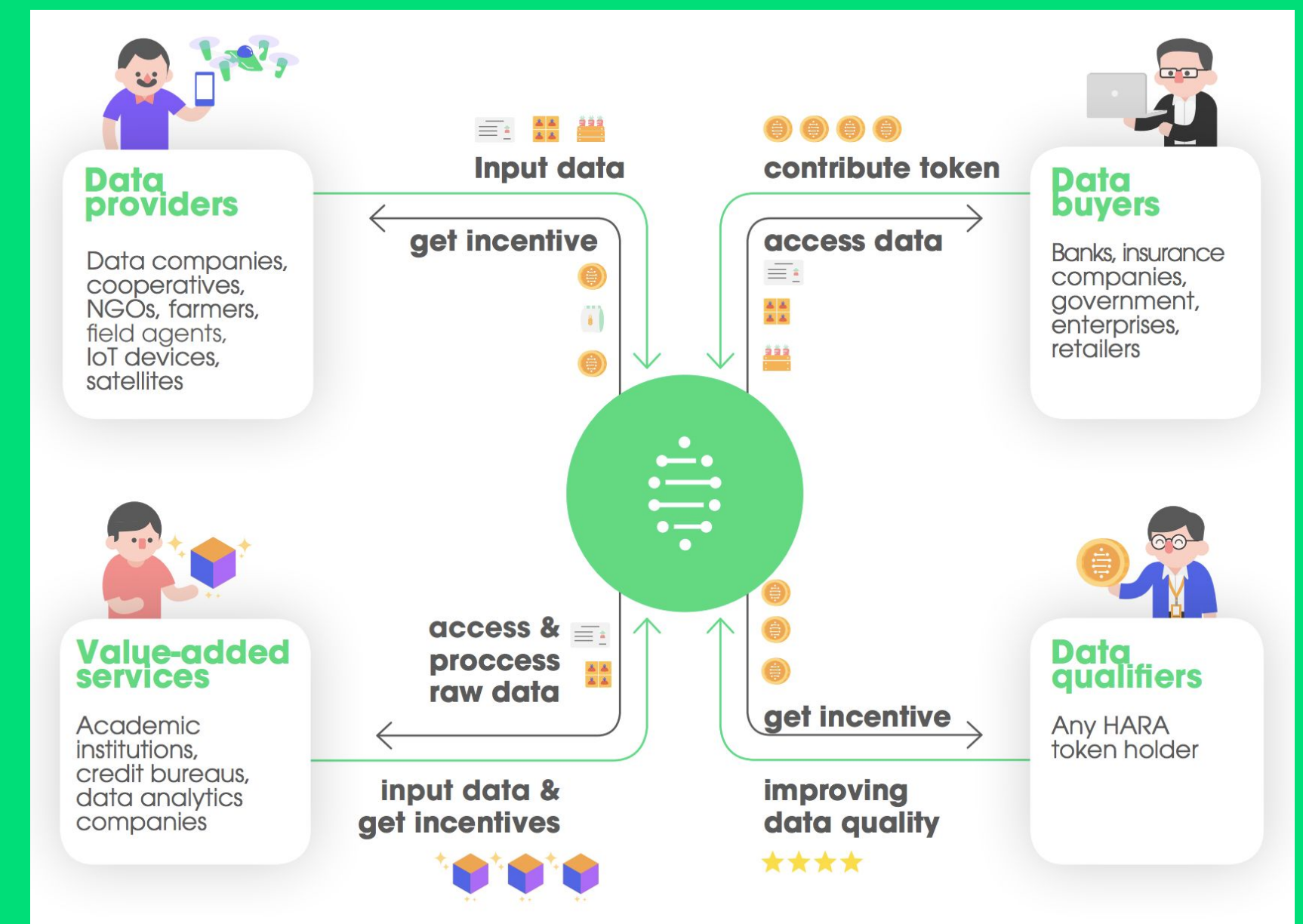


HARA



HARA

HARA is an Indonesian agriculture technology company focused on leveraging its blockchain-based data exchange to connect farmers with financial institutions



Project Scope

1

TOKEN STABILITY

Identify levers to increase or decrease token price

- Reviewed economics' quantity theory of money, $MV = PQ$
- Developed model: $\text{Token price} = (\text{Data price} \times \text{Data purchased}) / (\text{Velocity} \times \text{Token supply})$

Devise a token exchange roll-out strategy

- Reviewed Boston College token exchange roll-out study
- Sampled two example tokens from the study, showing that cross-list timing matters: a 509% price increase versus 56%
- Identified that HARA could potentially benefit from a targeted, scheduled token exchange roll-out

2

INTERNATIONAL EXPANSION

Ranked 100 countries with World Bank data

- Ordered countries by agriculture's prevalence, number of smallholder farmers, smartphone and internet penetration
- Selected Uganda, Kenya, Colombia and Peru as top countries



Developed deployment plan and partnership strategy

- Selected NGOs/Foundations, Government, Farming Associations to partner with in the four countries
- Proposed pitch strategy for Gates Foundation
- Created five step deployment plan and flexible cost model



Recommendations

1

Validate burn-only mechanism for token stability; prepare for

2

alternatives
Finalize selection of exchanges and timeline to launch

3

A/B test different incentive strategies, such as fixed or percentage payments for field agents, value added services, and farmers

1

Once Indonesia pilot is profitable and replicable, consider expansion

2

Partner with Endiro Coffee in Uganda and design pilot

3

Explore partnerships with Finagro and Federación Nacional de Cafeteros in Colombia

