



**AKM GLOBAL**  
WE SERVE THE WORLD

Global Network of New Generation Restaurants “AKM Pizza”

July 20, 2017

# Content

<b>I. Executive Summary</b> .....	3
1.1 Introduction.....	3
1.2 World market of pizza.....	3
1.3 Current situation.....	4
1.4 Challenge .....	4
1.5 Advantages of the new concept .....	4
<b>2. “AKM Pizza” Restaurants</b> .....	5
2.1 Concept description.....	5
2.2 Expansion plans .....	7
2.3 Social responsibility .....	8
<b>3. AKM Coin</b> .....	8
3.1 AKM Crowdsale .....	8
3.2 AKM Bonuses.....	9
3.3 Insurance of investments by fine gold.....	10
3.4 AKM Distribution .....	11
3.5 Budget Allocation .....	12
<b>4. Roadmap</b> .....	13
<b>5. About AKM Global</b> .....	14
5.1 The Leadership Team .....	15
5.2 Legal background .....	16

# I. Executive Summary

## I.1 Introduction

AKM Global presents a global concept of smart Bio food Restaurant which is based on a waste-free, environmentally-friendly and clean production and food processing technology, using minimal energy resources, free of soil and air pollutants, chemical and industrial waste.

## I.2 World market of pizza

Pizza is one of the most popular products consumed by the people of every age and status. According to the population survey in Europe and USA 78% of respondents admitted that pizza is their favorite food. Annual growth of the pizza market is assumed on the level of 2.6%.

Every year a total volume of  $\approx 182,500,000,000$  pizzas is sold worldwide. In money expression, this makes around \$830,000,000,000. These are only pizza sales figures without drinks, salads and additional dishes. The average rentability of pizza business is on the level of 35-65%. Thus, it is a highly profitable business.

Our main difference from other food establishments is **full automation of the food preparation and service processes, which makes possible drastically reduce personnel and operational costs. Deployment of blockchain technology** in company every day activities will endow the business with a high level of transparency and customer trust.

Table I: Comparison of Pizza price on European market

	AKM Bio Pizza, ca. EUR/unit	Pizza Hut ca. EUR/unit	Telepizza ca. EUR/unit	Bio quality pizza ca. EUR/unit
Pizza "Margarita" ca. Ø 32 cm	4.90	9.40	8.90	13.80
Pizza "4 Cheeses" ca. Ø 32 cm	6.90	16.40	12.00	21.50
Pizza "Champignon" ca. Ø 32 cm	5.90	11.90	10.90	16.90

In result, total prime cost is reduced by minimum 50%.

Due to this fact, **we can guarantee the lowest price on the market.** Together with high quality and innovative technology, we automatically become the leaders of this challenging market.

### I.3 Current situation

The problems that the market currently has are:

- ✓ high price
- ✓ long waiting time for the order
- ✓ low quality ingredients
- ✓ negative image of fast food products
- ✓ logistic issues

If the situation improves, the pizza market can show an actual growth on the level of 20-25% annually.

### I.4 Challenge

After investigation of the current situation on pizza/fast food market, AKM Global has set a goal to create **high quality, innovative and reasonably priced product.** To achieve this purpose we need to control the whole cycle from the wheat production, raw components processing till the product sale to the end customer.

Through the **implementation of innovations and using a blockchain technology, this challenge is reasonably achievable.**

### I.5 Advantages of the new concept

The fully automated concept of “AKM Pizza” Bio food Restaurant includes several innovative decisions in agriculture, raw materials deep processing, equipment engineering, logistics, retailing, and customer service. Thanks to the public blockchain, all operational activities of the company can be easily tracked. AKM Global will use blockchain technology in procurement, logistics and customer service in order to increase efficiency, reliability and to meet any customer needs.

Due to this concept, **total prime cost can be reduced by at least 50%** that makes the product out of competition on the market.

**Advantages of the “AKM Pizza” Bio food Restaurant are:**

- ✓ Overall reduction of the prime costs
- ✓ Reduction of the personnel costs (only service personnel required)
- ✓ Reduction of the operating costs as e.g. power, water and heating
- ✓ Fully automated preparation (dough, sauce, topping)
- ✓ Automatic delivery of an order
- ✓ Tables for 4-6 people with touchscreen display and payment terminals as well as fully automated cleaning and disinfecting system
- ✓ Fresh and organic
- ✓ Highest quality (no additives or preservatives)
- ✓ Halal
- ✓ Customer proximity
- ✓ Very fast service (40-180 seconds)
- ✓ Open 24 hours, 365 days a year
- ✓ Lower space requirement, reduction of the leasing costs or property procurement costs
- ✓ Possible tax deduction
- ✓ Simplified logistics

With an innovative technology, own raw material base and own restaurant equipment, developed and implemented by German engineers, our goal is to become a world leader of this dynamic market.

## 2. “AKM Pizza” Restaurants

### 2.1 Concept description

The main concept is “AKM Smart cook” (fully automated kitchen together with the system of order delivery and cleaning/disinfecting system), which allows up to 24 different types of pizza to be prepared and served. It will also prepare and serve other dishes like salads, pastas, desserts and drinks. AKM Smart cook carries out the dish preparation immediately after the signal “New order” has been received. Only fresh ingredients from our local organic farm are used in the food preparation process. Ingredients are supplied on everyday basis by our logistics service.

Full-scale engineering development of AKM Smart cook was executed by AKM Global's engineering department. Together with blockchain technology used in procurement, logistics and customer service we want to set up a new world standard in food industry.

### **How “AKM Pizza” Bio food Restaurant works**

The customer has a number of ways to order:

#### **Option 1.** Service at the table in the restaurant

The customer selects his order directly on the touchscreen display menu; payment is then carried out through a payment terminal, which is located directly next to the menu display on the table. Within  $\approx 120$  seconds the order is brought to the customer via a special delivery belt system, which is built in directly next to the tables.

Via the similar system, the cutlery is returned to the fully automated dishwasher. The tables are fitted with automatic cleaning and disinfecting systems.

#### **Option 2.** Pizza to take away

The customer orders a freshly baked pizza via the touchscreen display (71”) directly at the vending machine. Payment is then carried out and within  $\approx 120$  seconds the pizza is finished and packaged.

The customer can also order an uncooked pizza, which he can then bake at home or keep in the fridge/freezer.

The whole order process takes about 40 seconds.

The integrated computer controls and monitors the functions of pizza kitchen/machine as well as the sale of the individual products and transmits the data automatically to the central office. Products can thus be redelivered quickly and error notifications can be quickly dealt with. This control system reduces the costs of logistics and service.

The “AKM Pizza” Restaurant has a temperature regulating system as well as a ventilation system so that the Pizza machine is able to continue functioning in the case of temperature variations of  $\pm 50^\circ \text{C}$ .

The maintenance time for the “AKM Pizza” Bio food Restaurant is between 60-90 minutes and must be carried out every day.

The “AKM Pizza” Restaurant can be set up in buildings (e.g. restaurants, cafes, shopping centres, office buildings, schools, hospitals, airports, etc.) and in the open areas (e.g. petrol stations, motorway rest stops, residential areas, markets, etc.).

## 2.2 Expansion plans

The project “AKM Pizza” Bio food Restaurant is international and aims to have a lot of branches all over the world. With the help of the current AKM coin Crowdsale we expect to attract investment in the sum of \$50,000,000. This will allow to open **60 fully equipped Restaurants including own raw materials bases in Europe, Asian countries, Gulf Countries, U.S.A and Canada.**

Together with network expansion the company will be widening the menu assortment and add additional services like order delivery, event organization etc.

In addition, we will offer a franchise option for all interested parties to open a fully automated “AKM Pizza” Bio food Restaurant (starting from 2019).

Furthermore, **all profits will be reinvested to expand the restaurant network.** All our customers will be united in “AKM club” system, which will give additional advantages and discounts. Our own payment system “AKM Pay” will be introduced to allow customers to pay by AKM Coins.

**In this way, in 3 years the number of Restaurants is expected to be above 5,000 and a European market share of about 0.1% and after 10 years - more than 300,000 restaurants.**

“AKM Pizza” is the first from the company’ projects to be launched. During the next year, we will continue working under the other projects also related to the bio food industry:

- ✓ AKM City Market (network of organic supermarkets)
- ✓ AKM ice cream & coffee (cafeteria)
- ✓ AKM Bakery
- ✓ AKM water and drinks
- ✓ AKM Baby foods

The Demand for AKM coin will be constantly growing since the production of AKM Global will be in strong demand by all population groups. Besides, the company will encourage its customers to use AKM coin as a means of payment by offering huge discounts and bonuses.

For example, a customer can buy a lunch menu for \$5 or for \$3.5 equivalent if paid by AKM coins. **Since AKM coin is reliable, not subject to inflation, secured by fine gold and company assets, it will be credible means of payment in the present and future.** AKM coin will serve each and every one. It is a folk coin. We want to set up a high worldwide standard in reliability, stability, service and quality.

### 2.3 Social responsibility

We care about all living beings on our planet especially those who are in need. Our global goal is to eliminate any need in food and water that exists. For achieving this, we commit to allocate the 10% of our profit to those in need: orphanage children, large families, disabled people, single mothers, elders etc.

## 3. AKM Coin

Anyone can become an investor in the project “AKM Pizza” by purchasing AKM coins (AKM) during the Crowdsale.

### 3.1 AKM Crowdsale

The AKM coin Crowdsale will launch on September 30th, 2017 at 19.00 UTC. The time frame for the Crowdsale is 6 weeks till 10<sup>th</sup> of November, 2017. From the very beginning, we have decided that we will not limit participants in their contributions. Our project is global, **the more funds raised - the more Restaurants opened worldwide and the faster the company will grow and coin price increase accordingly.** AKM Global team believes that an un-capped Crowdsale will encourage a widespread distribution of coins, a necessary prerequisite for the reinforcement of company positions on the world food market.

Coins will be allocated at a price of 1,250 AKM/ETH plus the bonus corresponding to the ongoing week of the Crowdsale (up to 30% bonus).



The first goal of funds secured during the Crowdsale is an amount equivalent to 6,700 ETH (10,887,500 AKM). This amount is the best and was defined on the basis of opening cost of 1 fully functioning “AKM Pizza” Bio food Restaurant. This Restaurant will serve as a live show room for people to see how it is working. Further development will be triggered by investment and natural growth in the number of new Restaurants in AKM network.

AKM coins will be sold for the Ether cryptocurrency.

Each investor (coin holder) automatically becomes a participant of AKM’s Loyalty Program and is granted up to 30% discount on all Restaurants menu. The discount coin AKM will be used as a means of identification and determination of the participant’s status (depending on the size of investment/wallet balance).

Additional coin issue in the equivalent of 50,000 AKM is foreseen on a one-off basis when a new branch is open. These coins will be allocated exclusively for promotional launch marketing and customer encouragement. The given coin issue will have a zero impact on coin price, as it is too light in comparison with the total coin turnover.

AKM coin does not represent or confer any ownership right or stake, share or security or equivalent rights, intellectual property rights or any other form of participation relating to the “AKM Pizza” Bio food Restaurants.

### 3.2 AKM Bonuses

The base price of AKM is 1,250 per ETH. Bonuses are available depending on the ongoing week of the Crowdsale and are the following:

<b>1<sup>st</sup> week:</b>	<b>+30% bonus</b>	(1,625 AKM/ETH)
<b>2<sup>nd</sup> week:</b>	<b>+25% bonus</b>	(1,562 AKM/ETH)
<b>3<sup>rd</sup> week:</b>	<b>+20% bonus</b>	(1,500 AKM/ETH)
<b>4<sup>th</sup> week:</b>	<b>+15% bonus</b>	(1,438 AKM/ETH)
<b>5<sup>th</sup> week:</b>	<b>+10% bonus</b>	(1,375 AKM/ETH)
<b>6<sup>th</sup> week:</b>	<b>0% bonus</b>	(1,250 AKM/ETH)

Early investment will benefit from the highest bonus, which will diminish down to 0% bonus on the last week of Crowdsale.

### 3.3 Insurance of investments by fine gold

We truly believe that trust is the most important asset in a business. For contributors it means, first of all, the safety of their investments. **Thus, our primary main task is to insure your contributions are secured and their value is growing.**

With this purpose, we introduce a **Gold Insurance Policy**. AKM Global will allocate the needed budget from company profits for the purchase of fine gold. It will be done in a transparent and fair way through the blockchain.

All contributions made during the Crowdsale with the value 10 ETH and more are insured by fine gold (999,9) in calculation of 1 gr. of fine gold per 1 ETH of investment. For example, if you invested 15 ETH during the Crowdsale, you will get an Insurance Certificate for 15 g. of fine gold.

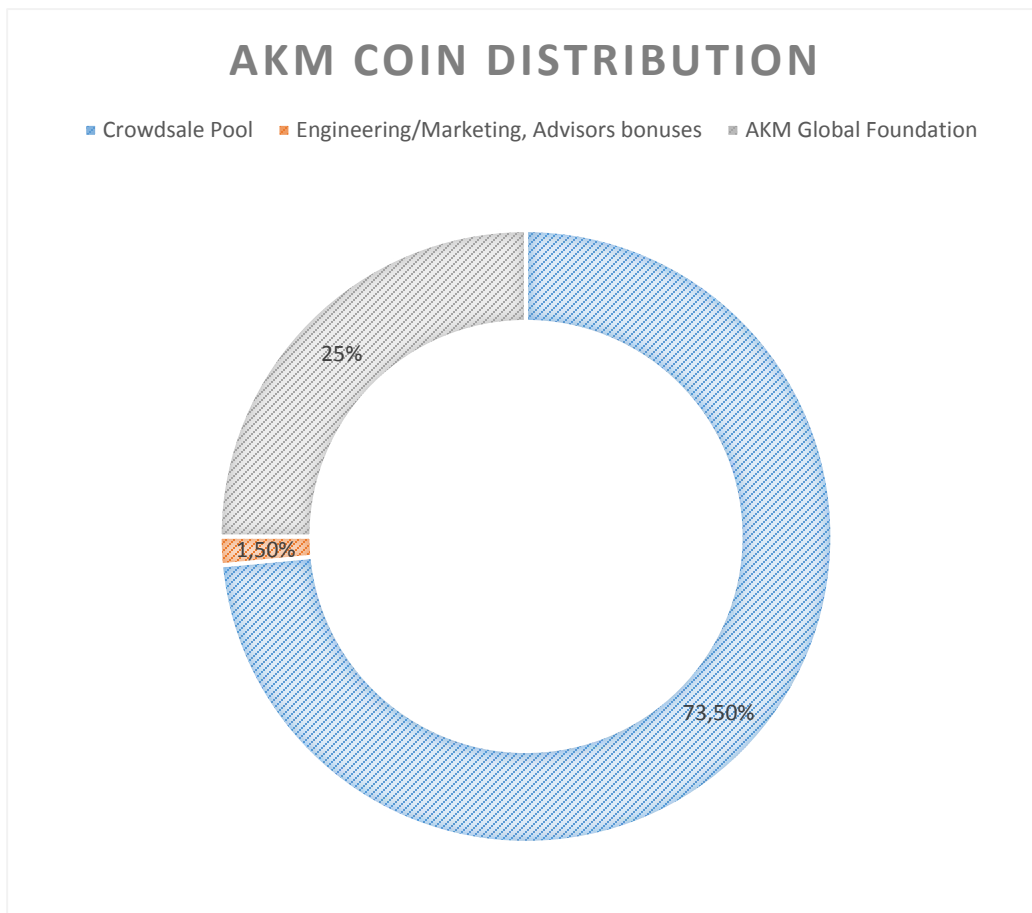
The Insured case covered is a world economic crisis that lasts more than 6 months. In this case, AKM coins can be exchanged for gold. It is well-known fact that during a crisis the price for the gold shoots up for 300%-500%. Thus, your investment is reliably secured. Every contributor, subject to the Gold Insurance Policy, receives a Gold Insurance Certificate after the end of the Crowdsale. The Gold Insurance Certificate comes into force starting from 1st of January 2019 (after the project full-scale launch). Only Crowdsale participants are insured by GIP.

In addition to the Gold Insurance Fund, every month the company will allocate 3% from monthly company gross profits for the purchase of fine gold starting from 2019. **Thus, AKM currency will be secured by real gold that guarantees its stability and reliability during the inflationary times.**

### 3.4 AKM Distribution

AKM Global team recommends the following allocation of AKM coins into 3 Pools:

- ✓ **Crowdsale Pool** This pool represents the funds raised during the public Crowdsale. AKM coins will be allocated at a price 1,250 AKM/ETH plus the bonus corresponding to the ongoing week of the Crowdsale. The Crowdsale will last 6 weeks and bonuses offered are in the range from 30% to 0%.
- ✓ **Engineering/Marketing, Advisors bonuses** Bonuses totalling \$280,000 will be allocated between the engineering team, developers and management. Another \$85,000 will be granted to marketing and PR specialists, and \$39,000 worth of coins to consulting firm.
- ✓ **AKM Global Foundation** This pool represents 25% of the total number of coins issued during the Crowdsale (Pool A). This part will form the AKM Global Foundation and will be allocated for marketing budget formation, partner programs, team expansion and the further development during the next 3 years.



### 3.5 Budget Allocation

Depending on the Crowdsale success the funds distribution can go as per following scenarios:

Table 2: AKM funds distribution scenarios

Funds raised Item of expenditure	\$ 10,000,000+	\$ 30,000,000+	\$ 50,000,000+	Note
Engineering/ Development	≈ \$ 2,400,000	≈ \$ 3,800,000	≈ \$ 6,200,000	Push on new developments for improving the equipment capabilities, team expansion
Equipment production capacities	≈ \$ 2,200,000	≈ \$ 11,900,000	≈ \$ 17,900,000	
Procurement of raw materials base	≈ \$ 1,050,000	≈ \$ 6,650,000	≈ \$ 9,850,000	In case of \$50,000,000+ strategic investment in agriculture (own regional raw base formation) will be done
Purchasing of land and Restaurants construction/adjustment of existing premises	≈ \$ 1,700,000 – 2,800,000	≈ \$ 9,100,000 – 10,800,000	≈ \$ 12,900,000 – 14,300,000	Launch of the production line for Restaurant module construction
Number of fully operating Restaurants to be open	4-6 (Paris, Barcelona, Dubai, Munich)	30-40 (EU, Gulf countries)	60-70 (EU, Gulf countries, USA, Canada, Asia)	First restaurants will be live show rooms and starting points for network expansion across the relevant country. Own logistic centers to be organized.
Communications & Marketing	≈ \$ 440,000	≈ \$ 700,000	≈ \$ 1,120,000	AKM magazine, Internet, campaigns, direct marketing etc.
Education & Training	≈ \$ 100,000	≈ \$ 300,000	≈ \$ 500,000	AKM training center for management
AKM Club & AKM Pay system	≈ \$ 500,000	≈ \$ 500,000	≈ \$ 500,000	Extra discounts and interest events, additional services
Legal	≈ \$ 120,000	≈ \$ 360,000	≈ \$ 600,000	Legal office in every country of business
<b>Total expenditure</b>	<b>≈ \$8,510,000 – 9,410,000</b>	<b>≈ \$33,310,000 – 35,010,000</b>	<b>≈ \$49,570,000 – 50,970,000</b>	

The funding raised through the crowdsale will be used to accelerate the creation of first working model of “AKM Pizza” Bio food Restaurant. It is planned that the first 8-12 months after the crowdsale will be devoted to: the final works with the prototypes, international certifications, personnel training, obtaining all necessary permissions, purchase of the land and premises building. Next step will be the installation and set-up of the Restaurants’ equipment and machines before the official opening. Together with the Restaurants an own payment system “AKM Pay” and club system will be launched. They were designed to bring additional advantages and convenience to our customers.

Depending on the success of the crowdsale, the relevant number of fully equipped Restaurants will be opened. The table 2 shows that the distribution of funds will mainly go for engineering/development, equipment production, procurement of the raw materials base and real estate.

**In the next 3 years the total quantity of Restaurants will go over 5,000. Each restaurant is expected to have about 400% of net profitability monthly.**

With all our professionalism, passion and diligence we intend to make a global impact on the fast food industry by transforming it into Bio Food industry - healthy, tasty and reasonably priced.

## 4. Roadmap

2008 – Q2 2017:

- ❖ R&D: Concept development
- ❖ Prototype: Equipment development and first prototype production, testing works

Q3 – Q4 2017:

- ❖ Funding: Launching of the Crowdsale campaign
- ❖ Team expansion: Growing the management and engineering team in order to prepare for launch
- ❖ R&D: Finalizing prototype and making final adjustments, application for TUV cert.

#### Q1 2018:

- ❖ Working on determination of locations where first Restaurants are to be opened
- ❖ Settling down all legal formalities and registration of company subsidiaries.
- ❖ Application for the project approval by State authorities

#### Q2 – Q3 2018:

- ❖ Construction of premises for the first Restaurants and equipment installation
- ❖ Obtaining all necessary permissions and certifications
- ❖ Training: Hiring of new specialists and holding the training programs for all personnel (management, service team)

#### Q4 2018:

- ❖ First Restaurants to be opened in the biggest cities (Europe, Asian countries, Gulf countries (1<sup>st</sup> phase))
- ❖ Introduction of AKM Club, AKM Pay systems
- ❖ A large-scale advertising campaign around the world

#### Q1 2019:

- ❖ Franchise program launch
- ❖ Widening of assortment and additional services/applications

#### Q2 2019 – Q1 2020:

- ❖ Geographical expansion:
  - U.S.A, Canada
  - Gulf countries (2<sup>nd</sup> phase)
  - Russian Federation

## 5. About AKM Global

AKM Global was founded in 2008 in Germany (Cologne). The first idea of a fully automated Restaurant came to the founder Rem Maer who has been researching the market to find a better alternative to very popular fast food. Having 3 years' experience in Restaurant management, he has a deep understanding of this market, its problems and opportunities. Another goal was to minimize the cost and servicing time without compromising the quality of the product. Together with engineer Waldemar Albach they have finalized the concept in all technical details.

Shortly after, AKM Global hired a consulting company to develop a strategic plan to enter the food market with the given concept. Leoni Leglert has seen a great future for this idea and offered to use

Ethereum blockchain platform to further facilitate the company's development and growth.

## **5.1 The Leadership Team**

### **Rem Maer, Founder & CEO**

Rem Maer has a deep knowledge and experience in production as his whole family is engaged in production, construction and engineering. At the age of 19 years old, he was managing a small-scale furniture production factory. At those times, there was a shortage in equipment so he had to develop and produce his own. It was when he started to design and implement innovations and realized their huge potential and role in the company's long-term success. After transferring the furniture business to his younger brother, Rem Maer continued to work in food industry being the co-owner of the big Restaurant "Singapour" (Germany). The crisis of 2008 has pushed him to develop a new concept for the food industry that would help to win and hold a leadership position on the market. His motivation in everything he does is aimed to help people live better and be happier, to protect nature and all living beings, make the world a better place to live.

### **Waldemar Albach, Head of Engineering department**

Waldemar Albach is a professional having more than 35 years of experience as an Architect/Engineer. In his portfolio there are more than 350 completed projects such as institutional, industrial, recreational, health care and residential objects in Europe and Germany particularly. Waldemar Albach worked closely with PJSC Gazprom and Strabag SE.

Expert in production, engineering, business and finance, he is always on the edge of new technologies. Extensive background in planning, design, engineering, construction together with strong analytical skills give him undisputed advantage to lead any innovation-engineering project. Highly organized and proficient in AutoCAD, Photoshop Professional, 3D Max.

### **Andreas Erben, CNC Programmer**

Andreas Erben is highly proficient in programming of CNC equipment, installation and maintenance. Experienced with Fanuc, Macro B, Okuma, Mitsubishi, and Siemens controls. Andreas Erben has researched and implemented new software for the machining cell to increase productivity and overall efficiency while working in aircraft industry ("Heinz Sommer"). He also specified tooling appropriate for the operations programmed and Interpreted/ Edited G-code programming.

### **Igor Block, Master of restaurant equipment/inventory**

Igor Block specializes in set up and maintenance of restaurant equipment, mechanisms and nodes to ensure smooth work of all elements. Responsible for collaboration with group of engineers in the

process of equipment development and production. Igor Block participated in brainstorming/problem solving with engineering and production personnel to solve related issues.

**Nick Levin, Consultant of technical service team**

Nick Levin is a Certified Electrician with 20 years of commercial experience. Adept in performing electrical installations, maintenance, troubleshooting and repairs and excel in analyzing and solving problems with various electrical controls and systems. Nick Levin has gained a deep knowledge in PLC, electronics, mechanics while working in Israel and Canada.

**Leoni Leglert, Marketing Communication Manager**

Leoni Leglert is responsible for marketing strategy implementation in order to reach presale/sale levels (B2C, investors private and public). Leoni Leglert is in charge for the definition and coordination of communication and marketing campaigns, workout and coordination of presentations, brochure, newsletters, sales files (for internal and external needs), development of design, drafting, interface with the suppliers, service providers, customers, coordination, control and project management of all related processes, budgetary follow-up.

## **5.2 Legal background**

As an international company working worldwide, we need to have a serious legal background. That is why our decision was to contract an international law firm “Bufete Jurídico Moliner Teckenburg & Mengotti”, represented by the lawyer A. Carlota Moliner y Teckenburg and her team. The law firm has more than 20 years of experience in intellectual property law, investments, international law and judicial proceedings.

**A. Carlota Moliner y Teckenburg, Attorney and International Law Expert**

**Ana Karín Mengotti Moliner, Expert on Compared Law**

**M. Arturo Mengotti, Legal Counselor and Collaborator**