



# TRUST

The first blockchain-powered marketplace  
for restaurant efficiency boost

EXECUTIVE SUMMARY

# 1. Mission

To rebuild healthy relations between suppliers, restaurateurs and consumers.

# 2. The Vision

Food nurtures our lives, but we lack control over what we eat. As consumers, we are increasingly concerned about the quality, origin, processing methods, health and environmental impact of the food we share with friends and family. The restaurant industry is far from responding to this growing need, as it remains one of the least transparent, most conservative and profit-oriented industries. TRUST's ultimate goal is to bring the restaurant industry on to a pathway that benefits all: consumers, restaurateurs and producers.

# 3. The problem

Eating food prepared outside of our own kitchen is shaping our lives to a degree never seen before. It comes as no surprise then that the restaurant industry is one multi-billion. However, what is surprising is that it lacks the efficiency of comparable industries, i.e. it has lagged behind in terms of implementing technological solutions seen elsewhere.

1. There is no such thing as a global marketplace where restaurateurs can compare offers from a multitude of suppliers.
2. Cash flow management is outdated and a hindrance to entrepreneurs, because restaurants have poor access to modern financing solutions.
3. Restaurants are the last bastion of urban manufacturing and, as such, create an enormous number of jobs still dealing with manual input of data, multiple communication platforms, staff turnover and dishonesty on a scale unheard of in any other industry.
4. When it comes to the origin and quality of food on the plate, we are still at the mercy of the waiter's insistence.

# 4. Solution

**The TRUST Marketplace:** a new era B2B restaurant industry platform for suppliers and restaurants, where they e-meet to transparently and directly trade products using secure blockchain technology provided by Stellar. As a key functionality, the TRUST Marketplace will grant both sides on the Marketplace access to new ways of financing their business cash flow. This will be possible by bringing well-known financial instruments, such as factoring and short-term loans, to every restaurant-related business, regardless of its size.

TRUST development is divided into three stages that naturally evolve into each other:

## Stage 1

**The TRUST Orders:** fully integrated with existing POS/ERP systems and partnering applications, a semi – autonomous ordering list that enables Restaurateurs to:

1. Place multiple orders with all suppliers through one click
2. Avoid communication chaos by using one chat box that integrates multiple channels such as sms, whatsapp, e-mail, facebook messenger etc.

## Stage 2

With restaurateurs and suppliers already using one platform, TRUST will naturally evolve into a marketplace that will:

1. Guarantee suppliers, as well as restaurateurs, unattainable to date, fully automated transaction safety. This will be attained by ensuring timely and reliable payments with the TRUST Contract - cash free settlement and paperless document flow that simplifies processes and yields savings.
2. Empower producers and support organic farming by providing an equal, direct and open to all Marketplace and ensure that the tradable items are bona fide, by upkeeping the record of the origin of traded goods. Producers will be motivated to produce high-quality and organic food using their land to its full potential.
3. Be future-ready and enable the hospitality industry to continue the blockchain registry of food and beverage history, from the supply chain to the plate. Grant consumers the control and comfort of informed choice - I know what I eat.

## Stage 3

**Short-term loans:** all transactions between suppliers and restaurateurs already happen on the Marketplace, so TRUST scoring algorithms simply know what restaurants buy, when they buy it and how they manage their stock. No bank or any other institution has access to this kind of data. Having an open path through the PSD2 directive and e-money license (EU), TRUST will:

1. Grant access to new ways of improving restaurateurs' business cash flow by bringing invoice financing services, such as factoring and short-term lendings, to every hospitality business, regardless of its size. On the one hand, it will allow development funding by financing production costs; on the other, it will support restaurateurs in financing ordered products.

## 5. Market potential

The foodservice industry is steadily expanding, with the value of the US market exceeding \$689.8 billion in 2018, and the trend is expected to continue with a growth rate of 3.3%. As a result, the US market is expected to reach a value of \$780 billion in 2020. The European market is growing as well, the leaders being Italy (\$134 billion), France (\$112 billion), Spain (\$109 billion) and Germany (\$100 billion). The steady growth rate of 2,4% yoy is additionally supplemented by a boost in emerging markets such as Poland, the Czech Republic and Hungary. As a result, the foodservice market value in Europe is expected to reach the level of \$900 billion in 2022, with a CAGR of 2,2%.

## 6. Why now?

Having already reached multiple milestones in the hospitality business, we have a clear development strategy to follow. The problem is valid, the market trend is clear, the opportunity is huge, and the time is critical to establish TRUST as the leading solution.



**TRUST**



*The Swiss company TRUST Holding AG is building transaction infrastructure for the restaurant industry. Its unique usage of an Anchor in the Stellar ecosystem will not only maximize restaurant efficiency, but also enable the constant tokenization of each and every system built for the hospitality industry.*



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