

Empowering Billions

The purpose of HARA is to create a prosperous data exchange economy that drives the use of informed data-driven decisions in society. Starting with agriculture and food sector, HARA is an end-to-end solution for all stakeholders in the data exchange market for the world's most socially impactful sectors. It offers near-time valuable data that are crucial to increase productivity, reduce loss, and market efficiencies.

The global agriculture and food sector is worth USD \$5 trillion and represents 10% of consumer spending and 40% of employment. However, approximately 30% of global food production or equals to 1.3 billion tons of food is either lost or wasted and cost \$940 billion a year. In developing countries, 32% of total loss occurs during production and handling, mainly caused by managerial and technical limitations during storage, transportation, processing, packaging and marketing of the food production.

The problems in the agriculture and food sector are data related.



Data is owned by separate institutions or silos



Huge amount of data is underutilized



High cost of data acquisition



Lack of benefits for data providers

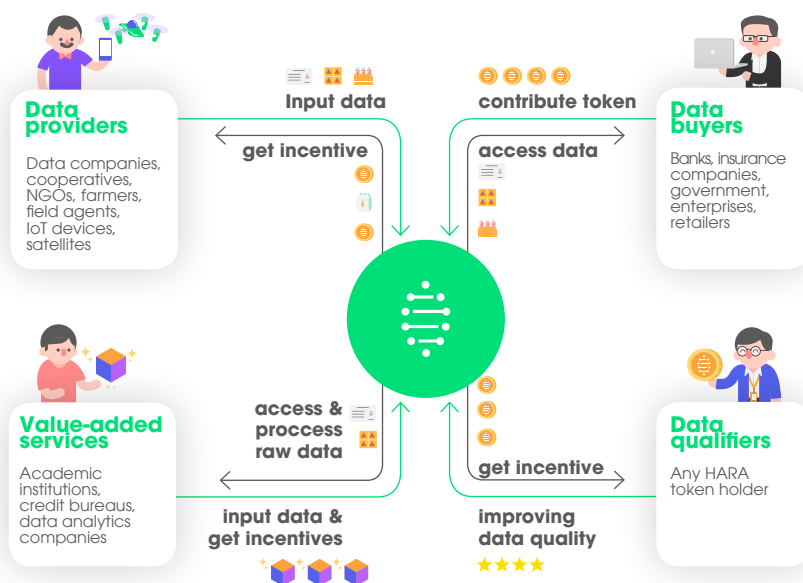


Doubts upon data quality



Limited data availability in certain areas and sectors

HARA - The Equality Solution is a decentralized, secure and transparent platform that is built on top of an Ethereum-enabled blockchain. HARA token economics will reinforce a virtuous cycle that continues to grow.



Data Providers

Data providers include individual data contributors, data companies, cooperatives, NGOs, field agents, and governments. They are rewarded for data submission, which they can monetize through token exchange.

Data Qualifiers

Data qualifiers add value to the ecosystem by providing verification in the form of proof of work. They act as a crowd-sourced indicator of data quality, which overtime, will help improve the overall robustness of the data and help generate healthy, ongoing demand. Data qualifiers will receive tokens based on their efforts related to the tasks they perform in verifying data on the exchange. Data qualifiers can be any HARA token holders.

Data Buyers

Data buyers include enterprises such as banks, insurance companies, retailers, agriculture input suppliers, NGOs, and government - all the way down to local communities or even individuals.

Value-added Services

Companies and institutions that will buy and process raw data from HARA Ecosystem, and resubmit it as 'enriched data'. These can be academic institutions, brands, data analytics, financial technology and agriculture technology companies. They create value-added insights from the raw data and share in the proceeds with the original data providers by submitting the cleansed, organized, and structured data back to the HARA Ecosystem.

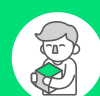
Feature Highlights



Secure, open, connected and decentralized access to data



Traceable & transparent data history



Decentralized and individual data access permissions



Facilitation of fluid & borderless token exchange



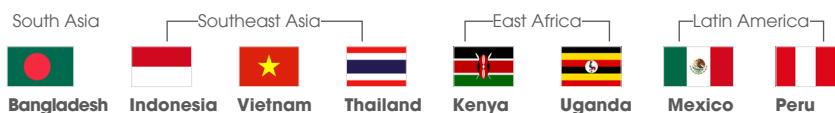
HARA will help solving problems in the agriculture and food sector by:

Type of Data:

- Farmer related data
- Cultivation data
- Location specific data
- Ecological data
- Market information & transactional data

- Offering near-time valuable data that are crucial to increase productivity, reduce loss, and market efficiencies
- Providing access to actionable data-driven insights that will help all stakeholders to embrace market opportunities and improve their economic decisions
- Connecting farms, markets, consumers, and other stakeholders that will support the efforts to ensure food security and secure solid economic growth for all

The markets that HARA will focus are developing countries located near to the equator, where agriculture has been vital to the country's economic development.



The sector employed almost 200 million people or equal to 23% of total population. In total, agricultural production value is worth US\$ 499 billion, of which food production (e.g. cereals, food crops, and dairy products) contributes to almost 90% of total production. These countries also have high internet and mobile penetration rate, which are the requisite for the adoption of HARA platform. HARA started in Indonesia and will expand to empower billions in the other countries.

The Team

Dattabot is a leading big data company in Indonesia with more than 15 years of experience in big data analytics, territory management, supply-chain optimization, document digitalization, text analytics, consumer profiling and marketing analytics. Dattabot is now pursuing the next phase of its mission: data democratization for the world's most socially impactful sectors by starting with the agriculture and food sector through the development of HARA ecosystem.



Token Sale

Utility Token

Token Name **HARA**

Token Symbol **HART**

Token Type **ERC20**

Total Token Supply **1,200,000,000**

Tokens for Sale **360,000,000 (30%)**

Token Allocation



- 30% ITS Contributors
- 35% Seeding Fund
- 20% HARA Treasury
- 10% Team
- 5% Advisors

JOIN OUR MISSION TO EMPOWER BILLIONS, STARTING WITH ONE  AT A TIME

For more information, visit haratoken.io or join our telegram group [@HARAToken](https://t.me/HARAToken)

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