

#TableCoin_Foundation

Blockchain with the \$2T restaurant industry

« It always seems impossible until it's done » Nelson Mandela

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1. Founder's history

While graduating from law In 1999, Oliver was market making on NYSE and simultaneously learning programming at night to develop trading script. In 2000 he worked with at a friend's startup and in 2001 after the dotcom crash, he opened his own web agency. In 2003 he became the first Alliance Partner of Macromedia in Europe on Flash Communication Streaming Server 2 months after its release. In 2004 he created francechef.tv which is today a museum hosting several hundreds of Michelin star chefs' recipes. As a system builder his dream is to create a star system for the chefs.

Olivier published many [books](#), he had a [magazine](#) from 2008 until 2011 that was distributed in Belgium, France and the US through Barnes & Noble. All the paper products were linked to the web TV in case written recipes were not enough. While launching the magazine in NYC in 2010, he created a TV show [FranceChefAmerica](#) where the US and France battled each other through their Michelin star chefs. In 2011 [France Chef Belgium](#) has [beaten Harry Potter](#) on the first day of airing. In 2012 France Chef China ([厨王争霸](#)) started and has run until today on CCTV beating Masterchef and reaching hundreds millions of viewers.

In 2013 Olivier created the project of World Cup of Cuisine that was in his mind since day one and pitched it in Cannes to all TV stations and sealed during 3 years with ITV, Channel 5 and finally Canal+. At this time he met bitcoin and blockchain enthusiast Kevin Day who told him about crowd funding through crypto currencies. The coin crowdfunding market was not mature enough at this time for a project as big as World Cup of Cuisine, so the capital raise was shelved until the summer of 2017 when Initial Coin Offerings (« ICOs ») came into their own.

In 2016 Olivier started a publication company and found a way to finance the championship through ticketing. The Belgian Cup of Cuisine is happening on Mar 31st of 2018 in Brussels and will be followed by the World Cup of Cuisine from mid Dec 2018 until Jan 1st of 2019 at the same location. Relying on ticketing is a bit random for such a lifetime project so why not looking into a token sale?

2. Description of the coin

We understand we need to create and spread a coin. Bitcoin could spread following its use on a network and got popular through the medias in 2014. We think it needs a network and a media to spread a coin.

It's been a while since we had the idea of an app gathering clients and restaurants through food pics, one rating and the other bargaining. It's now time to launch it and add the coin power into it. The coin called TableCoin will work like a Diners card. Our competitive advantage is our 250 worldwide Michelin star chefs' network and our extensive media reach. Knowing that any episode of Masterchef in England is having more audience than the UK soccer final due to women's interest, we believe we have a strong opportunity.

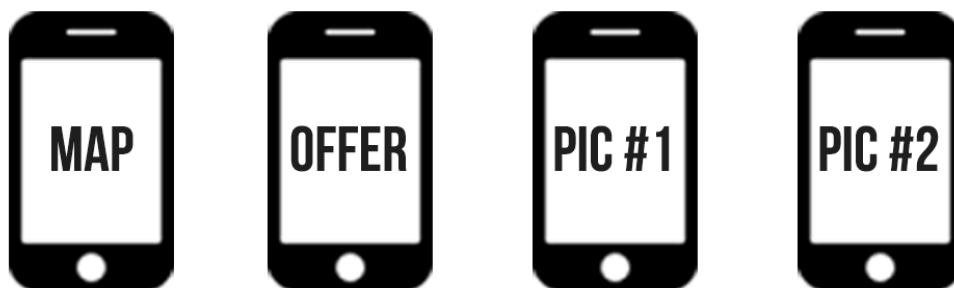
3. The APP

The APP combines the power of TripAdvisor and Instagram by adding discreet paying features through TableCoin (« TAC »). The restaurant owner can take pics of its location or dishes and add a promotional message to it. The user can locate restaurant offers, check pics' ratings, take food pics and rate them, request the bill and pay it. The main idea is that we don't like every dish in a restaurant. The APP will help restaurants with their marketing and also deliver offers to the user while allowing them to provide dish ratings.

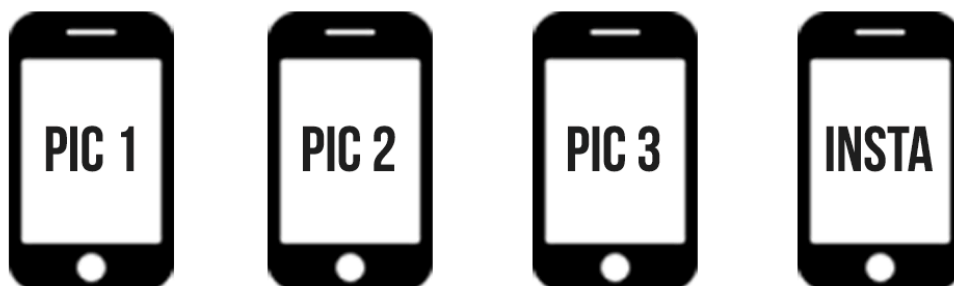
The APP will also locate all Chef Cup League games, let the user buy tickets and give free Michelin food & drinks (alcohol included, given by sponsors). For the Belgian Cup of Cuisine, the TAC holders (< 10K) will be able to buy tickets directly through their online wallet.

We will manage early mining in Belgium for testing the APP then we will launch a bounty program for early international miners. The APP will be connected to a credit card to fund and withdraw the wallet through different local exchanges. This way the APP will be used in total transparency by the user.

RESTAURANT SEARCH WITH BEST PICS



PICS RATING & SHARING



PAY WITH TAC



4. Security

TAC and coins will be securely stored in the first bank to accept crypto currency:

Falcon Private Bank Ltd.
Pelikanstrasse 37 P.O. Box
1376 CH-8021 Zurich, Switzerland
Contact.Zurich@falconpb.com
+41 44 227 55 55
<https://www.falconpb.com/>

5. Legal

The law firm advising us in our token sale process and the foundation creation is:

PST legal & consulting
Baarerstrasse 10
CH-6302 Zug
Tel. +41 41 729 39 00
Fax. +41 41 729 39 39
info@pst-legalconsulting.ch
<http://www.pst-legalconsulting.ch/>

6. The Foundation

We want our token sale to be fair. Following Olivier's daughter diagnosis of a rare disease he created the TV show "Action Chef" where a chef travels blindly across the globe to organize a charity dinner without a cent. All guests and audience's donations are going to different NGOs. The pilot was made with Doctor Without Borders (Médecins Sans Frontières). This is why sharing profits with charity has always been important to him.

The foundation is being incorporated in the Crypto Valley in Zug, Switzerland. Some profits will be forwarded to NGOs with all donations generated by Action Chef.

7. Value of the coin

Food represents the second outcome after housing using 16 % of families' revenue. The CHR (coffee pubs, hotels & restaurants) industry represents in France as an example 3 % of the country's GDP. The G20's GDP is about \$60T so roughly around \$2T of that amount is from CHR. If we can manage to create a blockchain with all the restaurants and spread the app all over the public, the TableCoin could have a market cap well in excess of \$1 billion.

8. Volume of coins

We're facing a \$2T market, so we will offer 1 billion coins at a rate of 1 USD per TAC for pre sale. We don't need more than \$200M to secure the APP and the network in 32 countries. 800M TAC remaining will protect the APP and the user from volatility or attacks. We will slowly free up the remainder to fund growth, to reward restaurants and to finance other food & health projects of the foundation.

9. Token holders

Participants from China cannot participate in the token sale. The coin is not a security and has no voting power or dividend rights. It gives user who owns from 10,000 TAC (100K TAC = 10) worldwide and lifetime access to our events. It will be a currency to pay for our events with free Michelin food & drinks for users, and in restaurants within 2 years. Finally it helps people in need.

10. Currencies accepted

The backers can use Bitcoin, Ether, USD, HKD or EUR to participate in the token sale. The smart contract is ERC20.

11. Full Timeline

- Jan 2018: Pre-sale opened
- Mar 31st 2018: Belgian Cup ([ITV fr on RTL](#))
- Dec 2018: World Cup of 16 countries & APP release
- Q1 2019: Token sale
- Q2 2019: Token quoted on market
- 2019: National Cups in US & France
- Q3 2019: Launching first season of Action Chef
- Dec 2019: European Cup
- Feb 2020: Asian Cup
- Dec 2020: World Cup of 32 countries
- 2021: National Cups in the rest of the World

12. Viability

The TableCoin is well protected in the ecosystem of the Chef Cup League. As an example Masterchef generates half a billion \$ of revenue selling rights on its bible with a fee between 5 to 10 % of production budget when any sport federation sells live signal for 100 % of production value to TV stations. This is why FIFA can generate \$4B of revenues with only one World Cup through TV rights, sponsorship and ticketing. Following today's TV collapse (-40 % of audience within the last 4 years) because of streaming services rising like Netflix and the fact that Hulu could monetize the stream at a higher price than TV, our business can overtake past TV revenues within a few years. This is why we don't just bring a paper project but an IP with track records and short-term revenues while waiting the raise of the coin.

Thank you