



ifinca<sup>®</sup>

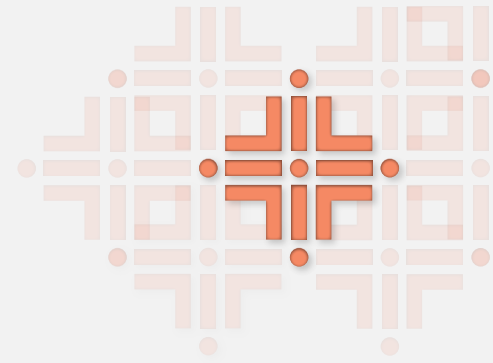
CONNECTING FARMERS<sup>®</sup>

*A global community built on transparency*



[ifinca.co](https://ifinca.co)

# Who is iFinca?



iFinca is a mobile platform that allows you to be part of a **truly transparent coffee supply chain**. It uses CoffeeChain®, a blockchain ledger system for verification, data security, and accuracy.

## iFinca exists to:

- Empower producers and consumers to build a more ethical supply chain;
- Connect you to the farmers behind each cup of coffee;
- Bridge the information gap, sharing producers' stories;
- Provide accurate data, including how much producers were paid;

So you can buy your coffee from a company whose values align with yours.

It's easy to use, efficient, and trustworthy. On top of that, it reduces business costs and increases efficiencies, so that money can go to producers instead of poorly built systems.

## Traceability with a simple scan

Learn where your coffee comes from simply by scanning a QR code.

## Transparency at every stage, from the farm to the cup

Each user maintains control over their data and how they want it to be shared. With our CoffeeChain® platform, you'll be able to securely record and view the farmgate price.

## Pay for great coffee, not bureaucracy

The iFinca mobile app will always be free to download from the Android and Apple store. From the farm to the exporter, there will never be a charge for the use of the platform.

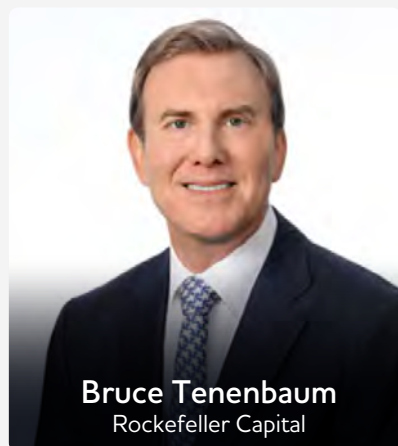
There is a fee associated with orders that come over the platform. Yet with its added marketing value and innovative cost savings across the supply chain, iFinca Verified Coffee is competitively priced. Get in touch for more information.

## Align your ethos.

## Advisory Board



**Ambassador Néstor Osorio**  
Former Executive Director of the ICO  
& Permanent Representative of WTO



**Bruce Tenenbaum**  
Rockefeller Capital



**Jeffrey Fine**  
President, Everest Financial Corp.

# Tested and proven technology

*Innovative technology, Independently verified data.*

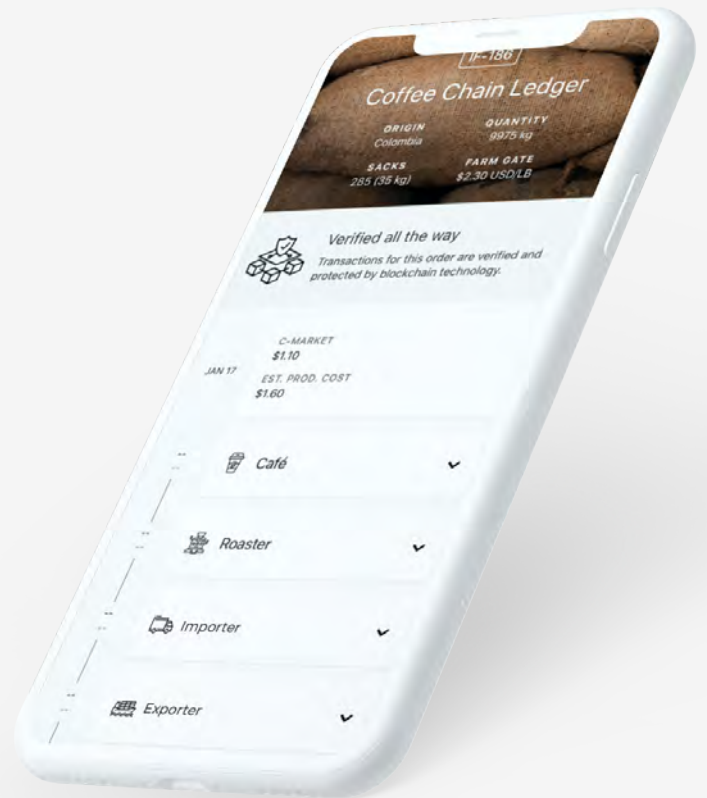
iFinca connects every point in the coffee supply. We use technologies such as artificial intelligence (AI), Self-Sovereign Identity (SSI), blockchain technology, and mobile technology, this innovative point-to-point chain provides over 140 data points from the farmer

## Building stronger systems through technology

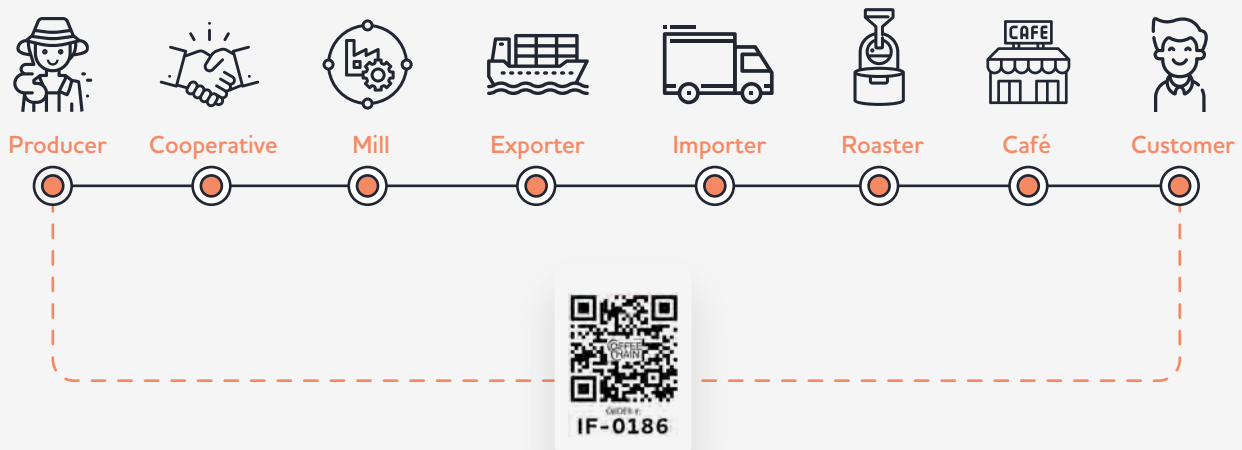
Our system records the independent verification of payments made to farmers. It's safe, secure, and accurate, no matter how long the supply chain is.

Roasters, cafés, and consumers can rest assured that their coffee has been ethically sourced.

**Better data,  
better decisions.**



## Connecting farmers to you!



# Importers

With iFinca, you can:



Reduce risk by receiving pre-orders



Maintain a digital inventory of all iFinca-verified coffee



Place and receive digital orders directly through the mobile app



Follow each order through the supply chain from farm to cup



Access a permanent digital record that cannot be altered



View farmgate price on every purchase



Seamlessly share information about the coffee with potential buyers



Directly communicate with producers and others in your supply chain



Assure consumers and your customers that farmers were paid an ethical price

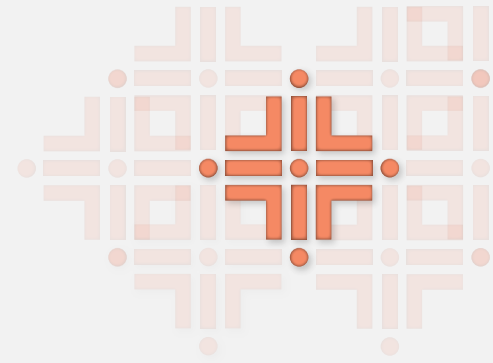


Cut overheads and optimize performance by using one simple, standardized system



We work with existing supply chains to strengthen relationships and streamline systems. And from the farm to the exporter, all data is secure and encrypted, thanks to our CoffeeChain QR technology.

# Roasters



With iFinca, you can:



Easily trace the origin, quality, and price paid to farmers



Purchase from the same producers every year



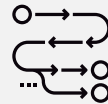
Know which farmers are responsible for growing your community lot



Access detailed information on your coffee from the moment it leaves the farm all the way to your door



Trust in secure, tamper-proof, and encrypted data, enabled by the CoffeeChain® QR code



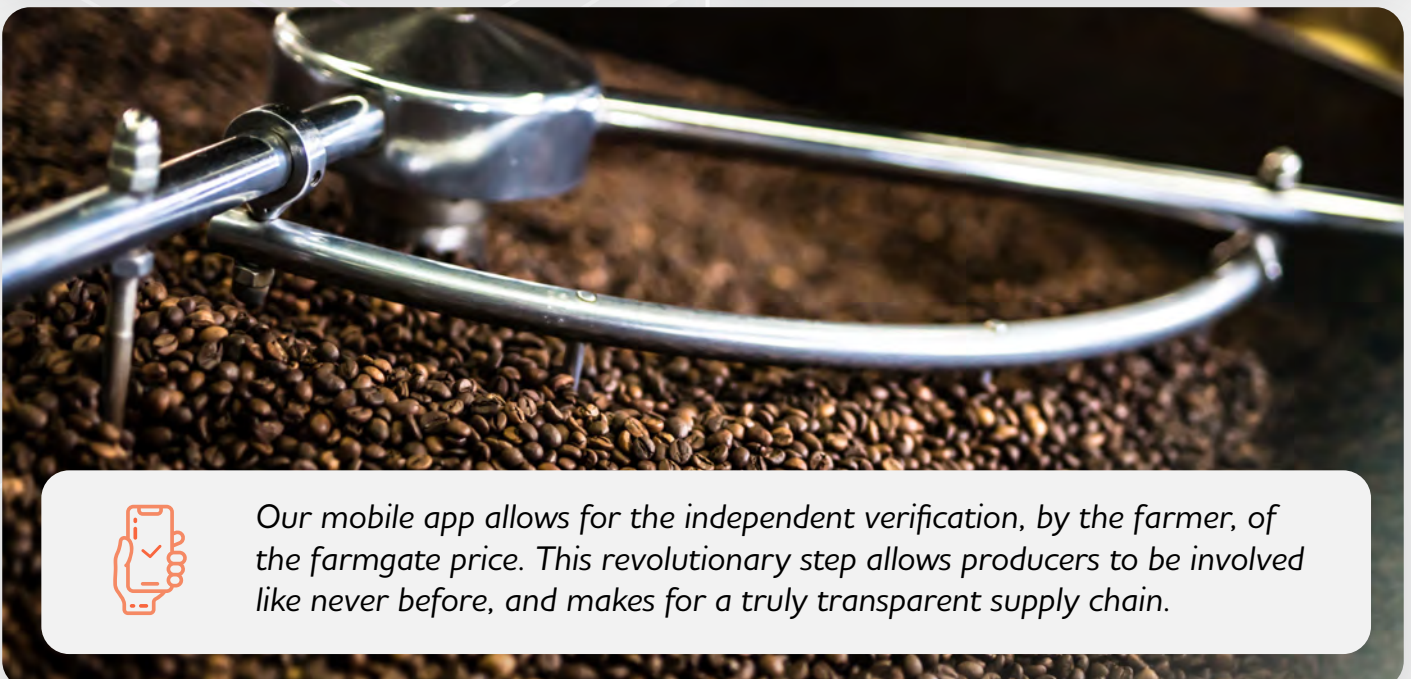
Streamline your systems



Build a more ethical supply chain



Stand out from the crowd when selling your coffee



Our mobile app allows for the independent verification, by the farmer, of the farmgate price. This revolutionary step allows producers to be involved like never before, and makes for a truly transparent supply chain.

# Cafés & Brands



*In multiple tests, consumers have consistently been willing to pay more for iFinca-verified coffee. iFinca verified coffee adds authenticity to your branding and can increase the value of each item sold.*

## *With iFinca, you can:*



*Tell the authentic story behind every cup of coffee*



*Obtain data you can trust to make informed purchasing choices*



*Automatically upload information to your café profile*



*Create greater value for your customers*



*Take advantage of our **Meet the Farmer** branding and your own QR code for your café or brand*



*Be proud of the ethical supply chain you participate in*

# Meet the Farmer QR Codes

*Are you passionate enough to make a difference?*

Our QR codes enable you to see more information about the coffee you're purchasing. They also allow consumers to see the information you want to share with them, both about your coffee and your coffee shop or brand.

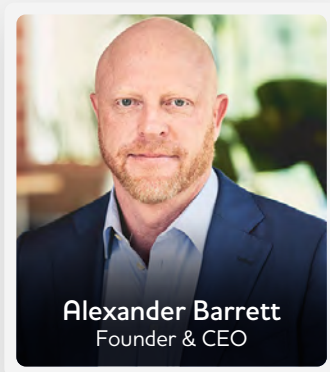
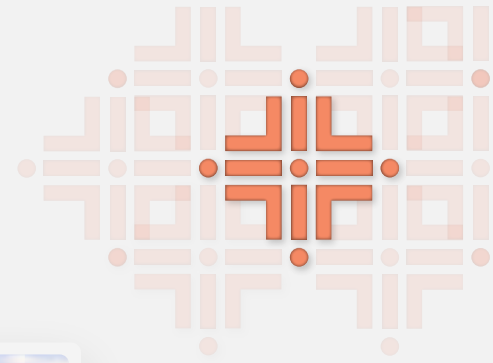
Place your QR code on coffee cups, packaging, posters, or even window displays so your customers can learn the real, data-supported story behind their coffee.



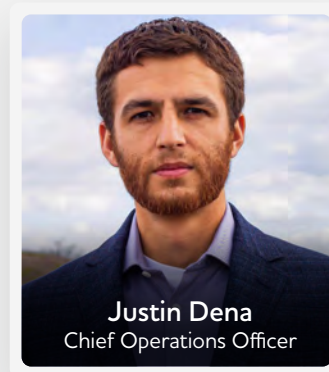
*Knowing that the farmers were paid an equitable price for their coffee is the first step in fostering a better future.*

**#MeetTheFarmer**  
**#iFincaVerifiedCoffee**

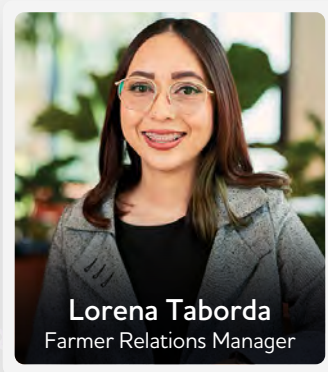
# Our Team



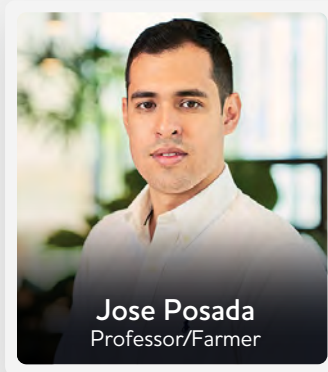
**Alexander Barrett**  
Founder & CEO



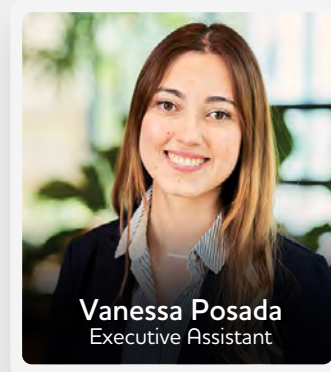
**Justin Dena**  
Chief Operations Officer



**Lorena Taborda**  
Farmer Relations Manager



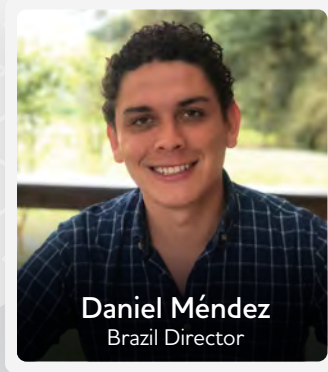
**Jose Posada**  
Professor/Farmer



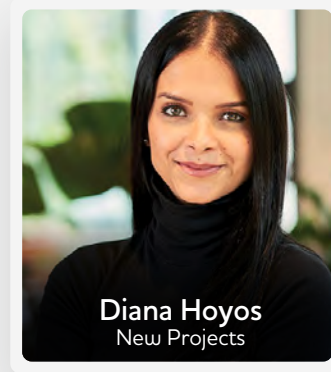
**Vanessa Posada**  
Executive Assistant



**Wendy Colorado**  
Farmer Relations



**Daniel Méndez**  
Brazil Director



**Diana Hoyos**  
New Projects

## Contact Us

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producers to build a more ethical  
coffee supply chain.*

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