



# M e a t

The Halal Way



[www.gomeatservices.com](http://www.gomeatservices.com)

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# 1. Overview

GoMeat is a marketplace leveraging blockchain technology connecting consumers with specialty retail meat stores primarily offering fresh Halal and Kosher meat products such as red meat, poultry, and sea food. It extends the online presence of the existing Kosher and Halal meat stores including options for electronic payments in usual FIAT currencies as well as in cryptocurrency. The GoMeat ecosystem will connect retail and wholesale meat stores with consumers of Halal and Kosher meat. In addition, it will also provide small scale store owners with the mechanism and tools to deliver their meat products to consumer's door steps.

GoMeat platform consists of the Online Ordering System which is accessible via mobile apps based on IOS and Android. The GoMeat app users can select their favorite meat retailer and order the meat products online after making selection from the available menu of retail store of choice. Once the products are ordered, they can be picked up from the store or can be requested for delivery to arrive on their doorsteps. This eliminates any waiting time that most of the customers of halal and kosher meat must spend in store waiting for their order to be prepared hence addressing the biggest pain point of such consumers. The key participants of this Eco System will be:

- 1. Consumers – GoMeat Users, individual customers as well as commercial users**
- 2. Retail Stores – GoMeat stores in neighborhoods & strip-malls meat stores**
- 3. Wholesale & Warehouses distributors**
- 4. Customer Service - GoMeat Central Command, managing the platform**
- 5. Home Delivery System**
- 6. Payment Services**
  - a. Traditional Banking interface
  - b. Crypto Wallets and Exchanges
- 7. Authentication of Zabiha Halal Certification**
- 8. GoToken Holders**

## 2. Introduction

# 3. GoMeat Ecosystem

### 3.1. GoMeat Vision

Global setup of a state-of-the-art digital marketplace providing consumers the ability to place hassle-free mobile orders, assisting small and medium scale store owners to increase their revenue by connecting to a larger set of consumers, and providing convenient home delivery services with highest quality halal/kosher meat offerings.

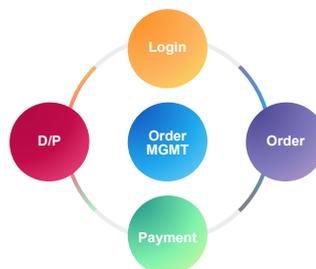
### 3.2. Overview

GoMeat is a platform created for consumers, wholesalers, and retailers all over the world. With a simple-to-use mobile store app, any meat store owner will be able to connect and create their own storefront to sell their halal / kosher meat products including Poultry and Sea Food items while making use of the GoMeat Marketplace's wide range of features at no technology fee. Our service offers great opportunities for self-employed entrepreneurs, small scale store owners, and family businesses. The GoMeat system sets up store owners with all the necessary tools for the sale and promotion of products directly to consumers. This is useful not only for existing entrepreneurs but also for stores who do not have a digital or online presence due to limitation of budgets. GoMeat's convenient platform allows a business owner to register the store as an online shop with a few easy-to-use steps on your mobile device and manage it without additional expenses or staff. We also include a selection of tools for direct customer feedback, sales analysis, advertising, and promotion, all packaged in a convenient, user-friendly interface. One of the main features of GoMeat is the use of blockchain technology to ensure Halal and Kosher Certificates are authentic and valid for each store offering such products. A consumer can verify the certifications for each store via GoMeat.

#### Order using any platform



#### Order Flow



#### Order to cash



#### Tracking



#### Dispatch for pickup/delivery



#### Complete order



### **3.3. GoMeat Ecosystem**

#### **3.3.1. GoMeat Central Command managing the Platform**

1. Maintained Technology Platform ensuring continuous innovations
2. Customer Services to Consumers and Meat Retailers
3. Order Management including order modification
4. Relationship management with:
  - a) Banks
  - b) Crypto Exchanges
  - c) Merchant Services such as Apple, Google, PayPal etc.
5. Product Management – Advisory to Stores with respect to Menu items
6. Accounting, Finance & Legal
7. Marketing, Sales and Promotions
8. Managing Deliveries
9. Customer Complaints & Customer Satisfaction
10. Refund Process
11. Quality Management

#### **3.3.2. GoMeat Users including commercial users such as Restaurants**

1. Order online halal / kosher meat, poultry and Sea Food from certified halal/ kosher stores.
2. Get competitive pricing for fresh halal / kosher meat.
3. Home Delivery Services.
4. Convenient and simple search for the meat products via GoMeat extensive catalog of items sold in various stores across the platform with fine-tuned filters and categories, making finding the items you want to buy a simple experience.
5. Customized meat orders such as ground beef, Chicken breast Cut slices or cubes, Whole Lamb or Goat cleaned delivered fresh at your door steps.
6. Fresh meat Quality Products availability.
7. Availability of extended customer services and a refund process.
8. Real Time Order Tracking.
9. Store reviews ensuring all proof of purchase.

#### **3.3.3. GoMeat Retail / Wholesale Stores**

1. Most Halal and Kosher stores are small scale stores with high cost & revenue pressures and thus are not willing to invest in technology. The GoMeat platform will provide them an online marketplace with a delivery mechanism at a minimal cost. This will result in reduction in cost and increase in their store revenues.
2. Small-scale retailers have small staff (at an average of four employees), limited budgets, and insufficient possibility of fundraising. They cannot spend millions of dollars for their digitalization. All technology services, including access and maintenance of the platform along with its marketing, sales, and communication support will be provided by GoMeat Services.

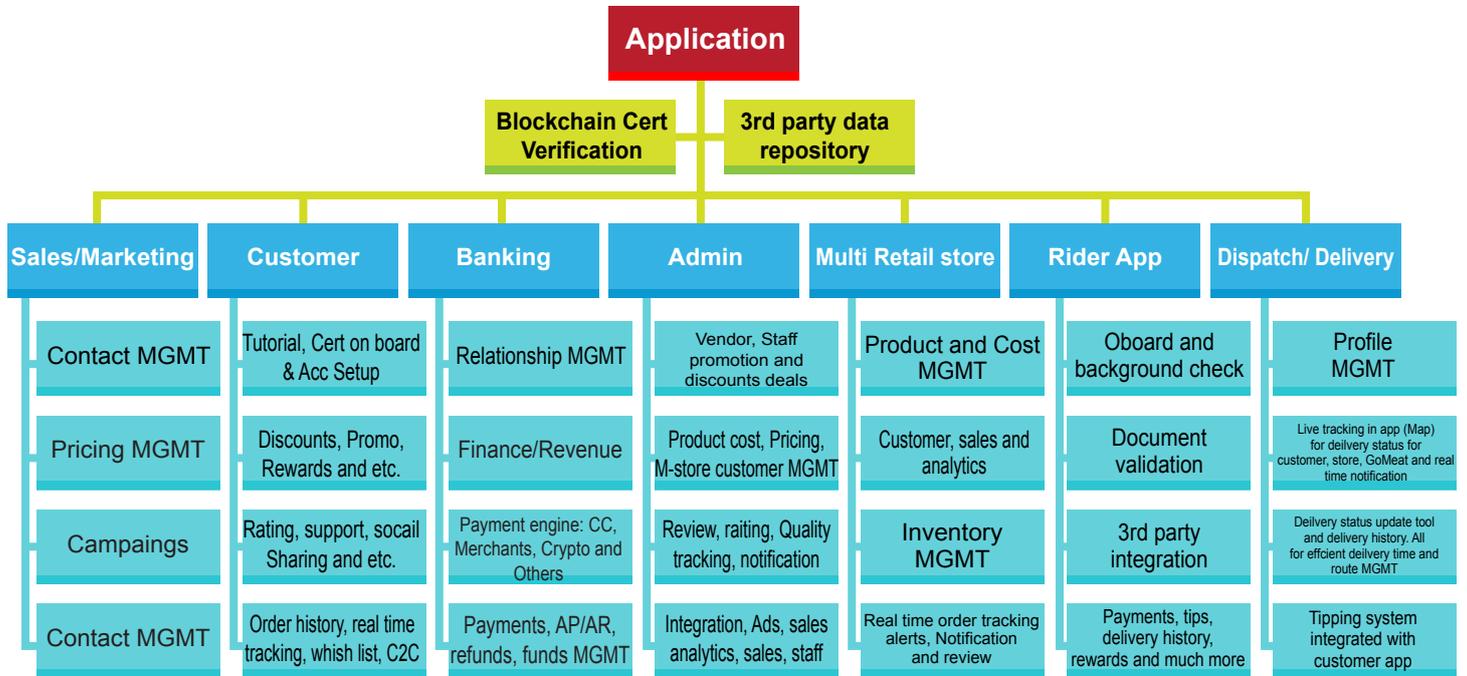
3. Helping small businesses to create a legitimate online presence without the need to invest additional money for dedicated online systems.
4. Several efficient and ready-to-use tools for successful sales, marketing, analysis, and customer feedback.
5. Advanced Customer Analysis Tools: GoMeat offers the mechanisms to continuously gather, analyze, and process customer data. The key metrics will allow sellers to promptly adapt to any changes in demand since GoMeat makes tracking customer orders and adjusting their existing business model a simple and elegant experience.
6. Validated Customer Feedback to improve their performance & quality.
7. Integrated Marketing Tools and Promotional offers.
8. Support from the GoMeat customer service team. Business owners can always get in touch with the platform CS representative using our 24/7 support service, while any customer-related issues can and will be resolved with the help of the GoMeat Mobile application.
9. Payment processing in cryptocurrency or any fiat currency alike. Sellers receive payment in the currency of their choosing, including cryptocurrency, Fiat, and Direct deposit account services.
10. Referral offers for reviewers.
11. Offering goods for purchase using cryptocurrencies and GoMeat tokens will make stores accessible to a larger audience of cryptocurrency holders. Because cryptocurrencies and tokens are somewhat limited in their use, there will be a guaranteed customer base that will seek to exchange them for goods through GoMeat.
12. GoMeat will form a platform-wide store rating based on several factors, such as delivery speed, quality of items, and customer reviews.
13. We offer sellers loyalty programs by selling their goods at a discount or giving them to the community, for example in exchange for a review or a video overview. The platform will also provide the presence of bloggers whom the GoMeat retailers can send product promotions offers to and increase the promoted product sales interest.
14. Free test of the platform effectiveness. We offer meat stores a 30-day free trial. In this period, the store owners can review the impact on their performance with respect to sales, reduction in cost and other order processing efficiencies and can opt to continue this platform at the end of 30-day period as per our standard terms and conditions.

### 3.3.4. Authentication of Halal Certification

1. There are several Certification Boards and Agencies across USA and in each country globally who provides Halal Authentication Certifications to all Stores selling Halal or Kosher meat and most of such Boards are Not for Profit Organizations with limited IT budgets and operate on donations, community funding or on renewal fees of such certifications.
2. Many of these agencies have different approaches to Halal certification. These Boards and Agencies influence the Meat Industry through acceptance of their standards by the retail stores in that county /city / Country.
3. There is a comprehensive process of review and audit conducted by these Boards and Agencies to ensure the Stores are maintaining the minimum quality standards and thus Certify the stores to sell Halal Meat for a certified duration.
4. We will connect all such boards and maintain Halal Certifications data on the Blockchain with the validity date of certification of each store hence ensuring that all GoMeat users can authenticate that a store has a valid certification for selling Halal meat products.
5. Further the Boards will have the visibility via GoMeat marketplace if a store in their jurisdiction is nearing expiration of Halal certification and so they can reach out to these stores for timely renewals and hence collecting the Renewal fees without any delays.
6. The Store Owners will be compelled to keep their credentials current as if the credentials are not current they will be off-boarded from the GoMeat marketplace until they obtain a renewed Halal certification.
7. Following is a list of Few such Boards and Agencies for Halal Certification in the USA:

# 4. Apps and Interface

## 4.1. GoMeat Application Components



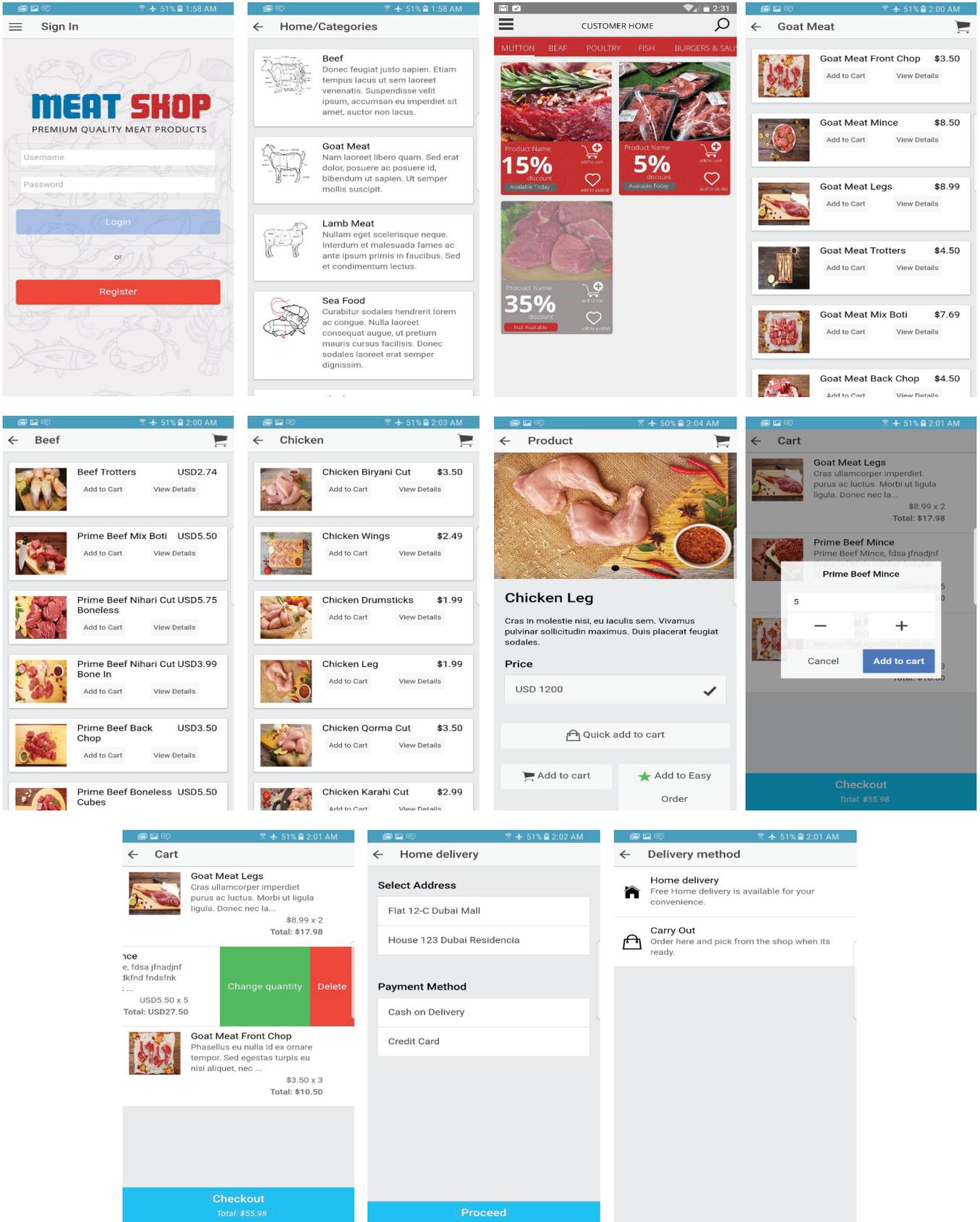
## 4.2. GoMeat Application Interfaces

The GoMeat marketplace platform is an On-Demand service connecting retail stores with consumers via a cloud-based application on all mobile platforms. The application will be able to help currently offline meat stores become part of the online GoMeat market place. GoMeat services will facilitate easy convenience to customer and retail owners at the touch of a mobile app. Advantages of GoMeat's app include:

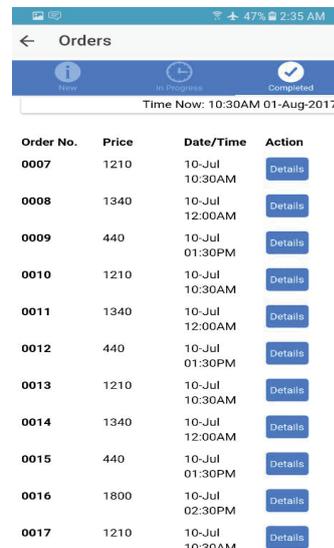
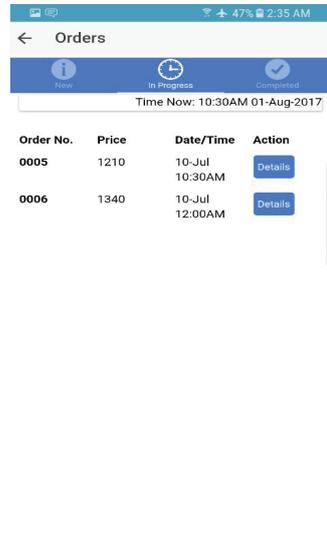
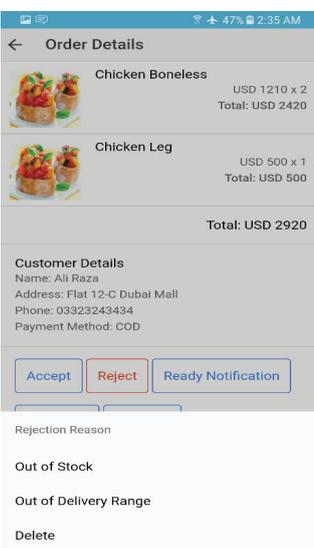
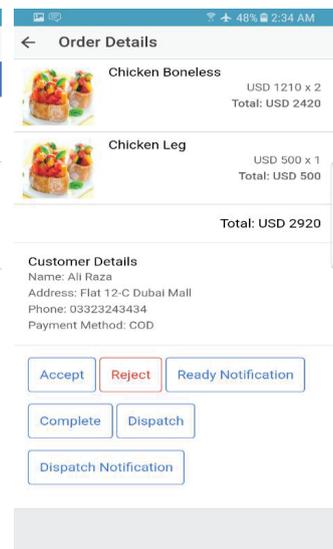
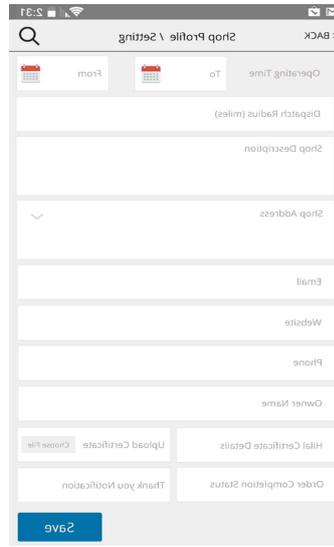
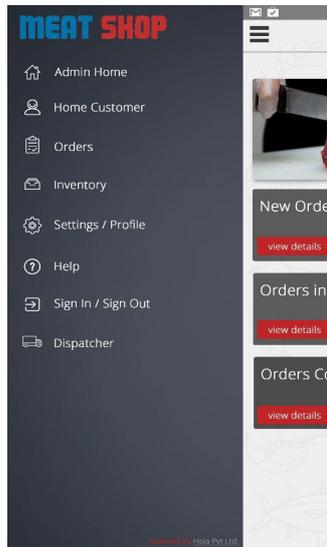
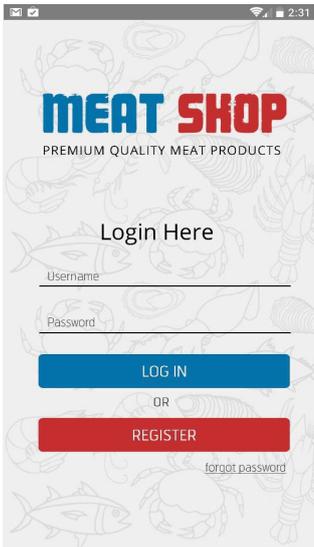
- a. Predefine product selection.
- b. At your fingertips and easy to purchase.
- c. Multiple payment method with integrated crypto wallets and easy to pay.
- d. Simple UI, fast, Pricing AI and smart search.
- e. Schedule your pick up and fast delivery at your door step for busy life.
- f. Post-benefits: Fast, favorites, book-marks to re-order.



### 4.3. GoMeat App Beta Version (screen shots)



# Admin and Retail Store App (Screen Shots)



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#### 4.4. GoMeat Websites

- [Gomeatservices.com](http://Gomeatservices.com)
- [Meat2delivery.com](http://Meat2delivery.com)
- [Gohalalmeat.com](http://Gohalalmeat.com)
- [gokoshermeat.com](http://gokoshermeat.com)
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