

Eggmpire

 <https://www.eggmpire.com>

 @eggempire

 <https://t.me/eggmpire>



Indonesia punya potensi pasar karbon
hingga **200 Billion USD**

Menguasai 1% saja berarti peluang
miliaran rupiah.

A photograph of several brown chickens in a wooden coop. The chickens are perched on wooden beams. In the foreground, there is a woven basket with a yellow and black striped pattern. The background is slightly blurred, showing more chickens and the structure of the coop.

**Bahkan 1 juta ayam belum bisa
memenuhi 10% kebutuhan telur di
Jawa Barat.**

Equity to Equator (EQ2)

Founded 2016 by **Julius Robinson**

EQ2 (Equity to Equator) was born from a vision to create an **environmental movement combining ALL disciplines**, from data tech, blockchain, bio-conversion, chemistry, finance, ecosystem science, and engineering.

In 2017, EQ2 **signed an MOU** with **WALHI**, Indonesia's largest environmental NGO and part of Friends of the Earth International, to start materializing the vision.

Since then, EQ2 has run multiple proven programs across **Sumatra and West Java**.

EQ2 Programs

Vetiver System

20+ km Citarum riverside, 7 m roots, **detoxify & prevent landslides**.

GARAM BUMI

Non-microplastic organic salt, R&D with Poltek KP Karawang, **99.7% NaCl content**

EGGCOLOGIC

Bio-conversion :
organic biomass → premium eggs

Adopt Trees

Reforest peatlands → Sungai Tohor Riau, Mangrove coastal, national reforestation

Muara Project

River waste net system → Cikapundung → Citarum

HOMI Project

Converts plastic trash into planks, benches & bricks

Company Profile

PT Eggcologic Bumi Lestari

More Protein, Less Pollution

Indonesia's first bio-conversion driven egg farming enterprise, turning organic waste into premium, lab-certified nutrition.

Backed by the **Equator Bumi Lestari Foundation (EQ2)**, a decade-long environmental movement with national recognition.

Built on the **3P framework**:



Planet First



People Empowered



Prosperity Delivered



From Research to Real Impact

2019

Rooted in EQ2's Equity to Equator environmental movement.

Research accelerated during the COVID-19 pandemic, all scientific, environmental, and business conclusions finalized by 2022.

2022

2022 - 2024

Proof-of-concept production trial with 300 hens achieving maximum yield beyond the conventional 100-week culling age.

Eggs sell out daily. Revenue grew from Rp 112.7M (2022) to over Rp 1B (2024)

634,824

Eggs produced (2024)

1,269,648

kg biomass converted

32%

Annual ROI Projection

The Eggcologic Bioconversion Model

Chickens are fed a fully **omnivorous**, organic diet (insects, larvae, grains, vegetables) mimicking their natural biology, eliminating the need for **antibiotics** or **synthetic coloring**.

This model prevents **methane gas creation** at scale while producing the highest-quality eggs on the market, verified by multiple independent laboratory certifications.

Every 2 kg of unwanted organic biomass



1 Premium Chicken Egg

No Salmonella

Non-Antibiotic

No Enterobacter

12 Essential Minerals

Vitamin A, B2, B5, D3, E, K1

Lab Certified : SIG, Sucofindo, BPMSPH

Omega 3 / 6 / 9

18 Amino Acids

High Albumin

Social, Environmental & Economic Impact

Community Health Improvement

High albumin eggs for pregnant mothers, nursing women, stunting prevention at scale.



Food Security Reinforcement

Premium eggs accessible at affordable prices to local communities.



Workforce Expansion

Job creation in rural and remote communities with UKM-standard wages.



Monthly CSR

Disbursement to orphanages, elderly homes, earthquake victims, & underserved communities.



Climate Action

Daily elimination of tons of organic biomass that would otherwise generate methane.



Invited Exhibitor

GIZ-Kemenko Marves Green Infrastructure Initiative (2024), World Water Forum Bali (2025)



Business Model Canvas

Key Partners

- WALHI / FoEI
- Citarum Care
- GIZ Germany
- PLN Indonesia
- BPMSPH / SIG Labs
- DLH Bandung Barat
- Medion (Vaccines)

Key Activities

- Biomass collection
- Egg production
- Token issuance
- CSR climate actions

Key Resources

- 8,550 hens / 2 farms
- Lab certifications
- EQ2 network + NGO
- Insurance coverage

Value Proposition

- Premium organic eggs
- Biomass → clean revenue
- CSR donation via token
- Carbon credit access
- Food security impact

Customer Relations

- Weekly profit sharing
- Digital CSR certificate
- Farm visit events
- Token holder perks

Channels

- Direct farm sales
- 10+ egg agents
- Social media
- Token platform

Value Proposition

- Token/Impact investors
- Egg distributors (B2B)
- Cafes, resto, hotels
- CSR corporate sponsors
- Government programs

Cost Structure

- Hens & organic feed (biomass-based, lower cost)
- Farm facilities, staff & operations
- Vaccines & vet care via Medion
- Insurance for all facilities & assets
- Token development, marketing & CSR programs

Revenue Streams

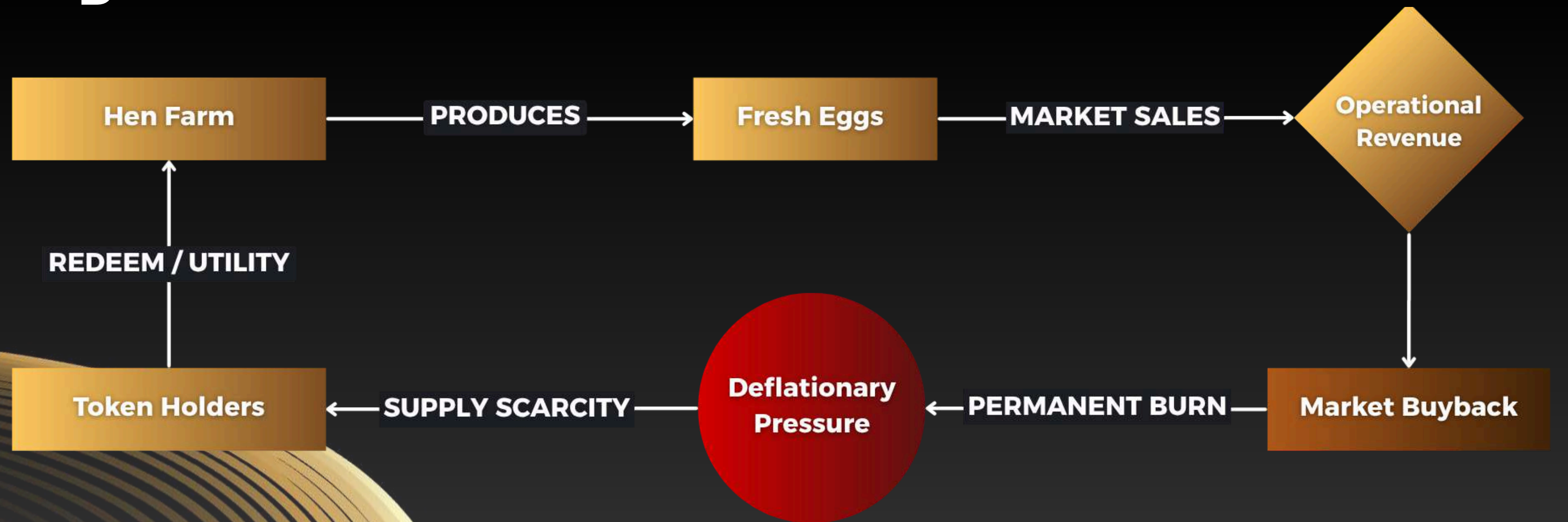
- Egg sales – daily, always sold out
- Token sale (EGGM) & buyback cycle
- Carbon credits via CII
- CSR partnerships & corporate sponsorship
- 20-30% profit → EGGM buyback = token value



Abstract

The EGGMPIRE is a blockchain-enabled ecosystem designed to modernize food production infrastructure through community-driven scalability. Our mission is to democratize access to sustainable food supply chains by leveraging a decentralized utility token. By integrating eco-friendly farming practices with a digital membership economy, EGGM creates a self-sustaining cycle where token utility supports physical capacity expansion and cost-reduction for Small and Medium Enterprises (SMBs).

Ecosystem Cycle Model



The Market Landscape

The global egg market is a multi-billion dollar industry facing significant challenges in sustainability and cost efficiency. Traditional egg farming struggles with high costs due to resource-intensive feed and opaque supply chains.

The Solution

A scalable and sustainable egg production model with a self-sufficient ecosystem that provides over 70% of the chicken's diet internally. This reduces costs and our carbon footprint. The \$EGGM token provides a transparent, decentralized mechanism to govern and scale these operations.



\$EGGM

Primary Utility



Tiered Membership Access

Holding \$EGGM tokens qualifies partners and consumers for "Wholesale Pricing Tiers" on essential food products (paid in fiat), effectively subsidizing the cost of living for community members.



Token-for-Protein (Personal Redemption)

Access to exclusive weekly live shopping events via our website, where users can swap tokens for premium physical eggs for their own personal consumption (Currently limited to delivery within Indonesia).



Token-for-Impact (Social Contribution)

A philanthropic utility where users can voluntarily swap tokens during weekly live donation sessions to fund verified social and environmental causes (e.g., planting trees or donating protein to charity) on behalf of the community (Physical implementation currently limited to Indonesia).

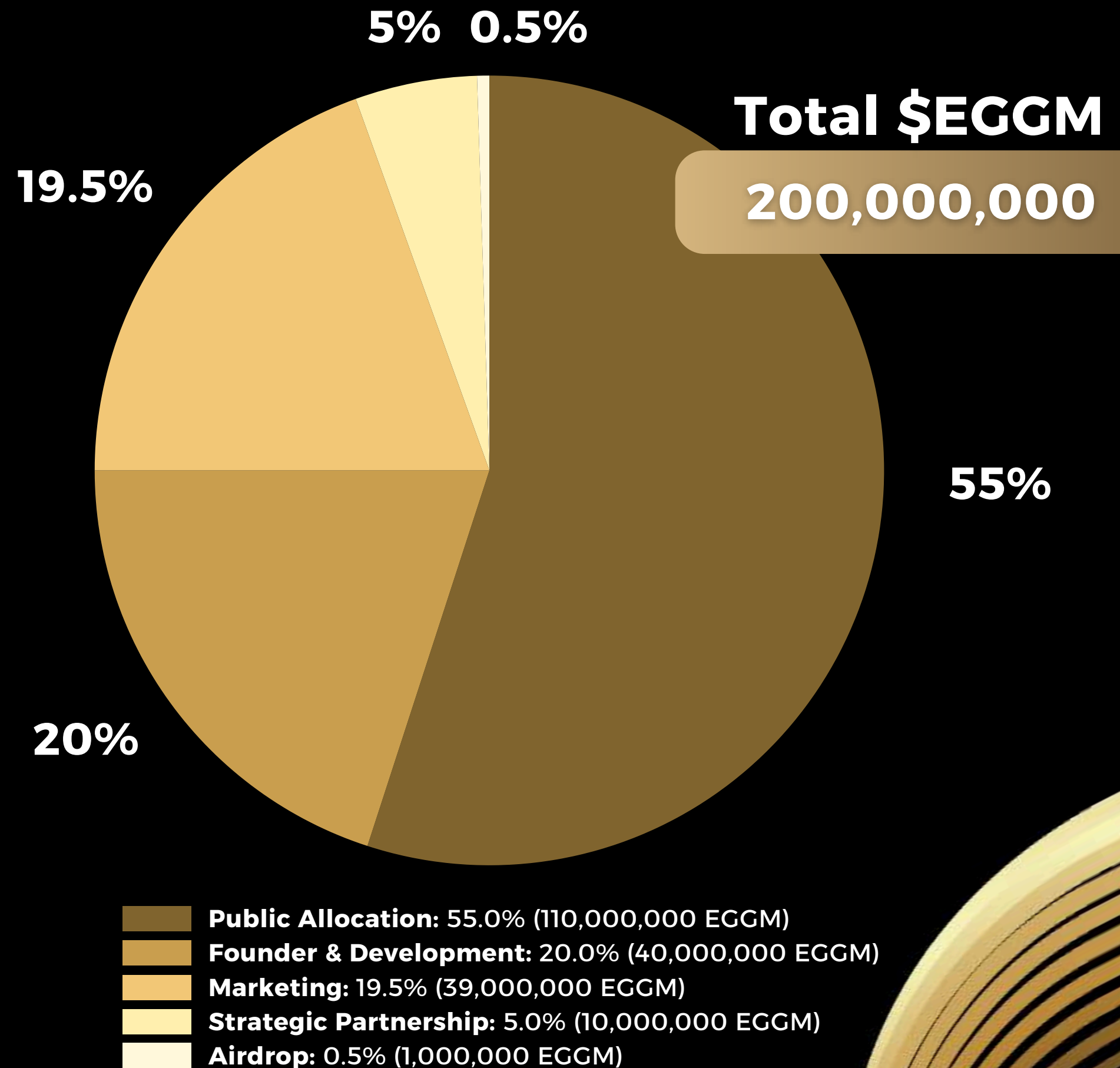


Merchant Priority

Locking \$EGGM tokens grants local businesses priority status to become official distributors, accessing inventory at production cost.

Token Supply & Allocation

The token distribution ensures a balance between immediate capital raising, long-term ecosystem incentives, and operational stability.



Unsold Token Management & Future Treasury

Initial Allocation

(30% - 60,000,000 EGGM)

Designated for the immediate Pre-Initial Token Offering (Pre-ITO). Due to the tiered pricing structure, the hard cap target is projected at **\$11,400,000.**

Unsold Token Policy

The disposition of any tokens remaining unsold at the conclusion of the Pre-ITO will be determined based on prevailing market conditions. The final decision (e.g., burn, reserve, or future allocation) will be announced publicly to the community post-event.

Future Treasury Reserve

(25% - 50,000,000 EGGM)

These tokens are classified as **"Locked Reserve."** They are controlled by a **Multi-Signature Smart Contract** designed to prevent unilateral supply changes

Governance

Any unlocking of these tokens requires multi-signature approval from both the Founders and Strategic Partners.

Transparency

A public justification statement will be released prior to any fund movement to document the strategic reasoning.

Lock-up Period

Fully locked for 24 months after the initial sale (Cliff).

Vesting

Linearly vested over 24 months post-cliff.

Strategic Usage (Post-Lock)

Upon expiration of the 24-month lock, these tokens are designated for market expansion. They will be utilized to provide liquidity for Secondary Markets (DEX/CEX) or to facilitate a Launchpad Sale. The specific method will be determined based on market conditions at that time.

Founder & Strategic Partner Vesting Schedule

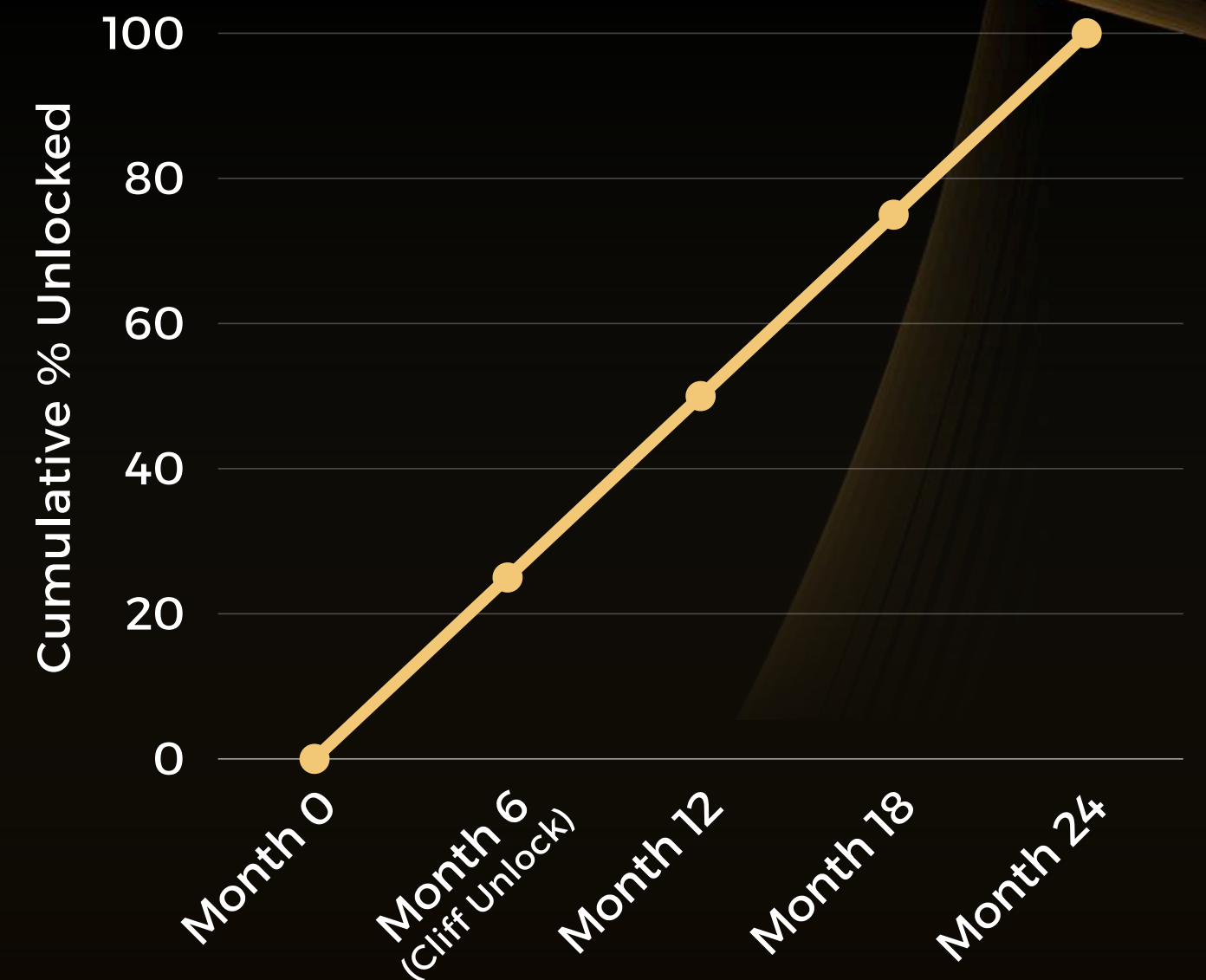
To balance long-term commitment with necessary liquidity for operational growth, the **Founder & Development (20%)** and **Strategic Partnership (5%)** allocations follow a specific vesting structure:

Future Treasury Reserve

Tokens allocated to Founders or Strategic Partners become eligible for sale or transfer immediately following the conclusion of the Pre-ITO or the official introduction of the secondary market, subject to the ongoing vesting schedule.

Vesting Schedule

Tokens are released linearly over a 24-month period, ensuring a steady and predictable supply distribution rather than a sudden influx.



Pre-Initial Token Offering (Pre-ITO)



Dynamic Pricing Model

Starting at **\$0.08**, increasing by **\$0.02** for every **5,000,000 tokens** sold, up to **\$0.30**.



Strategic Listing Target

The ecosystem aims for a **Target Listing Price of \$0.50** on Uniswap to align with the final Pre-ITO tier.



Timeline

6 Month Duration (Start Date To Be Announced)



Early Adopter Bonus Incentives

Sourced from Marketing Allocation to preserve the public hard cap:

- **Tier 1 (\$0.08):** +20% Bonus Tokens
- **Tier 2 (\$0.10):** +15% Bonus Tokens
- **Tier 3 (\$0.12):** +10% Bonus Tokens
- **Tier 4 (\$0.14):** +5% Bonus Tokens



Projected Hard Cap

\$11,400,000 (Based on full subscription of all pricing tiers).



Automatic Impact Pledge

Every Pre-ITO participation drives real-world change. For every 100 EGGM sold during this phase, the Founder commits to donating a portion of proceeds to plant **1 Tree** and distribute **0.5kg of Eggs** to charity in Indonesia. This ensures the ecosystem generates positive environmental and social impact from Day 1, funded directly by the project's revenue.

Retail "Distribution & Split-Lock" Schedule

Purchased Tokens (Principal)

100% Locked for **6 Months**.
Gradual wallet distribution (10%
months 1-5, 50% month 6).

Bonus Tokens (Free Incentive)

100% Locked for **12 Months** to
ensure long-term market
stability.

The Reward for Holding

The 6-month lock-up is not an idle period. It is designed to maximize utility engagement before speculation begins. Participants who hold through this period benefit from:

Immediate Utility Access

While trading is locked, **redemption is open**. Holders can immediately use their vested tokens to participate in **Weekly Redemption Events** (swapping for physical eggs) via the website. This provides tangible value (saving on grocery costs) every week, regardless of the trading lock.

Capital Appreciation Potential

The strategic aim to list at \$0.50+ creates a strong incentive to hold for the eventual secondary market launch.

Official Launch (Month 6)

The trading lock for **Purchased Tokens** is lifted simultaneously with the launch of the **Uniswap Liquidity Pool**, exactly **6 months after** the **Pre-ITO announcement**. At this moment, all purchased tokens become fully liquid

1

Corporate Market Buyback

The EGGM Treasury allocates a portion of **Operational Revenue** from physical farm sales (B2B/Retail) to purchase \$EGGM tokens from the open market. These tokens are **permanently destroyed (burned)**, creating continuous upward pressure on token scarcity.

2

The "Bonfire" Event (Social Impact Burn)

Users voluntarily donate tokens to fund social causes. **The swap rate is dynamic based on Real-Time USD Value** (e.g., \$5.00 worth of \$EGGM = 1 Tree). 100% of tokens received via these donations are permanently burned.

3

Collaborative CSR Burn

For every physical egg distributed to beneficiaries by our social foundation partners, a corresponding value of \$EGGM tokens is burned. Impact Reports are published H+7 post-event.

4

Retail "Swap-to-Burn" Program

100% of \$EGGM tokens collected during weekly redemption events (swapping tokens for eggs) are permanently removed from circulation.

The Hyper-Deflationary Core

(Supply Shock Mechanism)

The \$EGGM ecosystem is built on a **Real-World Buyback & Burn** model. Value is driven by increasing scarcity through four strategic pillars:

Project, Financials & Growth

Capital Allocation Strategy

Revenue is reinvested to scale physical production capacity to **1,000,000 hens by 2030**

50%

Infrastructure Development
Capacity expansion

30%

Market Sustainability
Treasury-led buybacks and
liquidity management

20%

Operational Reserves

Expansion Roadmap Goals

Our strategic objective is to scale the network's capacity to support over **1,000,000 hens by 2030**. This physical growth directly correlates to the utility value of the \$EGGM token, as a larger production network allows for deeper discounts and wider distribution coverage for token holders

Roadmap Highlights (2026-2030)

Phase 1 (2026): Launch & Foundation

- Launch of Pre-ITO Program
- Activation of the third farm and offline partner stores
- Exploring CEX / DEX listing

Phase 2 (2027-2028): Scaling & Innovation

- Fourth and Fifth farm launches
- IoT-based farm monitoring and Tiered Membership Card launch
- Exploring CEX / DEX listing

Phase 3 (2029-2030): Automation & Global Leadership

- Sixth and "Super Automatic" Seventh farm launches
- Carbon Credit Certification & Calculation Apps.

Foundations & Future Vision

A Greener Future: Carbon Credits

Our eco-friendly model reduces our carbon footprint. We will measure and verify this reduction to certify them as carbon credits. These credits will be sold on the open market, creating a new revenue stream that will be used to fund our Buy-Back and Burn Program.

Technology Stack

The ecosystem utilizes an **App-Integrated Utility Model**

Asset Layer

(ERC-20)

Ethereum blockchain for security and global compatibility.

Utility Layer

(Off-Chain)

Membership validation and weekly redemptions are processed through the **proprietary EGGM Platform**, allowing for gas-free ecosystem interaction.

Smart Contract Audits

The \$EGGM contract will be fully audited by a third-party firm with the report made public.

Risk Factors



Market Risks
(volatility)



Operational Risks
(farming challenges)



Regulatory Risks
(evolving laws)

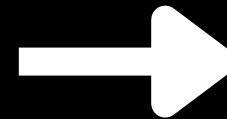


Technical Risks
(smart contract vulnerabilities)

Financial Projection

Current Condition

Number of chickens	8.000
Egg production/week	~2.997 eggs
Egg production/year	~155.844 eggs
Revenue/year	Rp 3.89 B
Gross profit/year	Rp 2.69 B
Net profit/year	Rp 1.44 B



Projection

1.000.000 chickens (125x scale)

Number of chickens	1.000.000
Egg production/week	~374.625 eggs
Egg production/year	~19,5 million eggs
Revenue/year	Rp 486 B
Gross profit/year	Rp 335 B
Net profit/year	Rp 180 B

Token Buyback Mechanism

% of profit for buyback
20% net profit

Estimated buyback value/year
~Rp 36B

Financial Growth

Total Revenue

Rp. 3.90 M

+52 Weeks Consolidated

Gross Profit

Rp. 2.69 M

Margin : 68.97%

Investor Payout

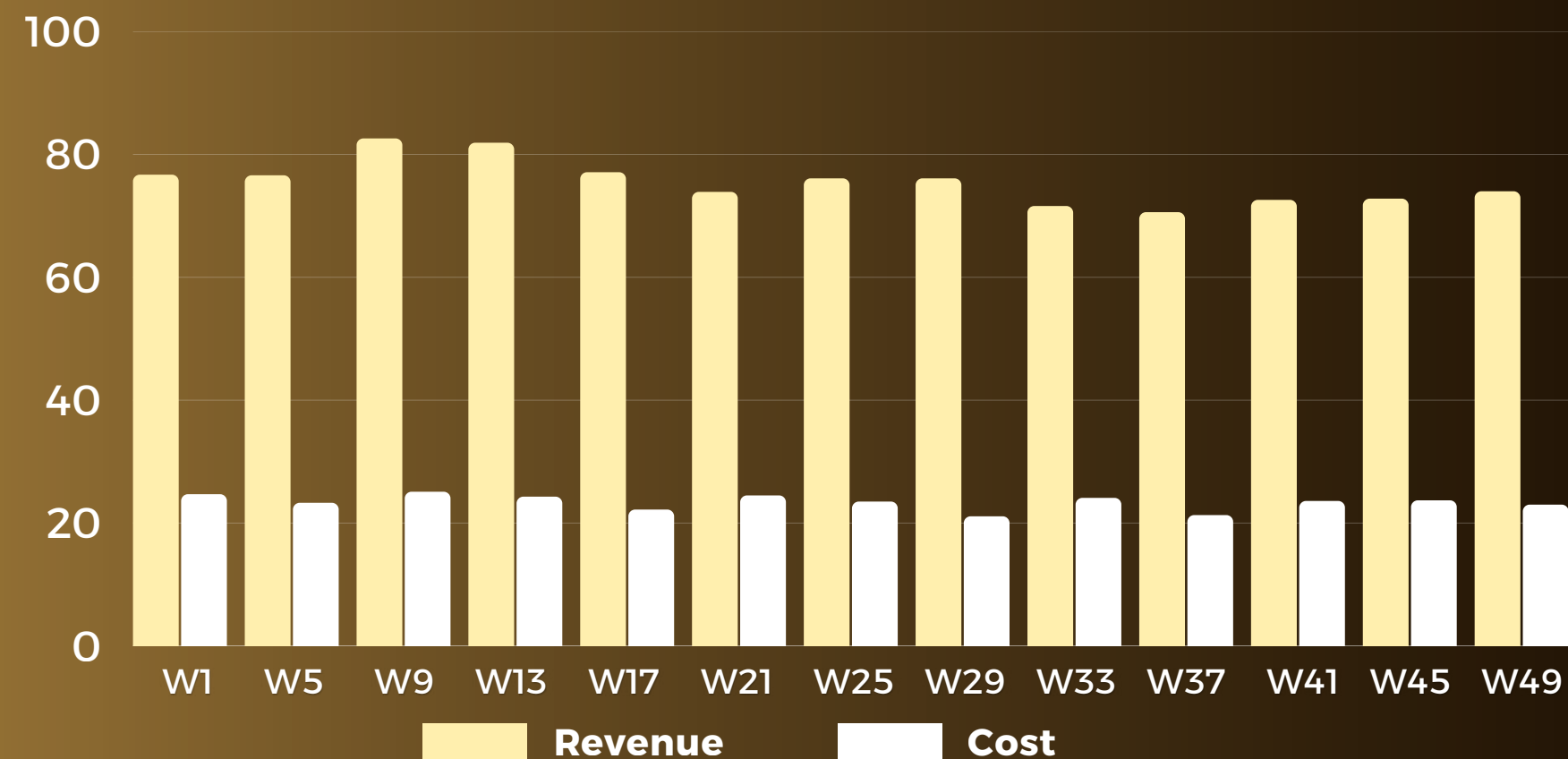
Rp. 1.24 M

Fixed per Week

Net Profit

Rp. 1.44 M

After Investor Payout



Balance Sheet

Cash	Rp 742,356,219
Livestock	Rp 855,000,000
Farm Infra (net)	Rp 2,100,000,000
Total Assets	Rp 3,697,356,219

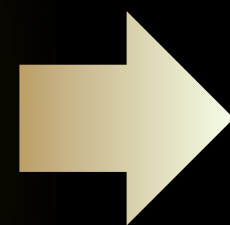
Cashflow Statement

Operating Cashflow	Rp 2,687,216,669
Investor Payments	(Rp 1,244,880,000)
Net Cashflow	Rp 1,442,336,669

Upcoming Features

Redeem Eggs with Tokens

- A certain number of **tokens** = **1 tray of premium eggs**
- Shipping available to Bandung & Jakarta
- Real-world utility connecting tokens to **physical products**
- Drives **token demand** from active users



CSR & Social Movement

How Your Token Creates Impact



Real Actions 2026

Desa Tugu Mukti & Pasirlangu, Cisarua

25 February 2026 | 1,000 trees, 500 kg of eggs for 500 households, landslide mitigation

Pantai Mekar, Muara Gembong, Bekasi

2 March 2026 | 1,000 mangroves, 160 kg of eggs for 160 households, coastal rehab

Taman Air Citarum Harum

4 April 2026 | 365 trees, 160 kg of eggs, waste cleanup + Citarum Task Force

The Team



Julius Robinson
Environmental Expert



**Retno Dewi Hendrastuti
(Director)**
Capital Market & Financial
Institution Expert



Randy Rinaldi
IT Solution Expert, VP Datacomm



Franky Paath
Head of Eggcologic Production



**Raymond Mickey
Hernawan**
Head of Finance



Meutia Amanda
Head of Public Relations &
Community



The Team



Riko Kurniawan
Social Economy &
Environmental Expert



Ir. Aris Kabul Pranoto
Marine, Mangrove & Salt Expert



**Purn. Mayor Jendral Ary
Karyono**
Government Relations



Dr. Prayoto
Forestry, Peat, Mangrove &
Waste Expert



**Meidhian Prihanggoro,
CFP, QWP**
Financial & Wealth Planner Expert



Founding Advisors & Partners

AlphaJenius

Blockchain & Business Strategy Consultant (Inception & Launch Phase)

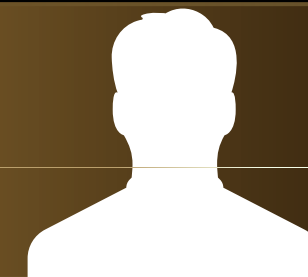
As the strategic architect of the project's foundational model, Alpha Jenius designed the tokenomics, shaped the product roadmap, and is supervising the technology team through the initial launch and fundraising period.

 <http://alphajenius.com/>



Joko Soemitro Business & Blockchain Strategy Advisor

As the Principal of Alpha Jenius and a veteran of the centralized finance (CeFi) sector, Joko provides expert advisory on the project's technological and strategic direction. Leveraging his experience with Global Centralized Exchanges, he supports the Founder's decision-making process by presenting comprehensive options with detailed risk-benefit analyses regarding blockchain protocol selection, product architecture, and corporate governance.



AM Financial Advisor & Planner Expert

A renowned figure in Indonesia's financial landscape, Serves as the Chairman & President of an international association. Leveraging his unique dual expertise as a Wealth Manager and current Chief Marketing Officer (CMO) of a crypto business, he plays a critical role in shaping EGGM's 'Real-Yield' financial sustainability. He advises on structuring the token as a viable long-term asset, ensuring the economic model aligns with sound financial planning principles to maximize value retention for the community.

EGGM Climate & Social Action



Trusted By



Federal Ministry
for Economic Cooperation
and Development

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



アマツダ Amanda
Citarum River Reforest Series

CII CARBON
INISIATIF
INDONESIA



Abws
Citarum



WALHI
Wahana Lingkungan Hidup Indonesia

KFW




dlh Kabupaten
Bandung

**DARE TO
FAIL**
by BILLI LIM



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