

The Open Enterprise Logistics (OEL) Foundation is a non-profit organisation providing governance and resources for the development of the OEL blockchain ecosystem. The OEL ecosystem comprises the open-source OEL Enterprise Architecture, OPN Token and members of the OEL Alliance. A global initiative headquartered in Hong Kong, the Foundation promotes innovative blockchain technologies for enterprise logistics applications.

The OEL Foundation's mission is to remove the paper-and-cash burden on the supply chain through the adoption of a common, shared, and open source enterprise architecture utilising blockchain technology. To this end, the OEL Foundation will:

- BUILD THE OEL ENTERPRISE ARCHITECTURE.**  
A platform, protocol, and network used to deliver products and services for OEL Foundation Alliance members and the broader industry.
- LAUNCH THE OPN TOKEN.**  
A utility token, the OPN Token will fuel smart contract validation, serve as micro-rewards for sharing data to the network, and act as a point of access and stake on the network.
- HOST THE OEL FOUNDATION ALLIANCE.**  
An ecosystem of supply chain participants, the OEL Foundation Alliance facilitates development and implementation of technical solutions for its members.

## THE PROBLEM

Logistics and transport management generates approximately 13% of global GDP (The World Bank, 2016). By 2021, the business to business (B2B) transfer of ownership of retail goods will reach USD 15.5 trillion (Transparency Market Research, 2016).

The Foundation estimates that the current outsourced spend on domestic road freight in Asia alone is over USD 143 billion per year, to service USD 6 trillion in retail goods transfers (PwC, 2016) (transport costs are typically 3% of freight value).

Lack of secure supply chain control in the distribution channel, particularly in less developed markets, can drive up distribution costs due to lost sales, penalties from late delivery, theft or pilferage, and product damage. Often, a full one percent of top-line revenue is lost due to inability to invoice caused by disputed, undelivered, or lost shipments.

The result is driving up costs in developing economies where transport spend can reach as high as 25% of GDP (The World Bank, 2016).

## THE BENEFITS OF OEL ECOSYSTEM

- REMOVE THE PAPER TRAIL.**  
Eliminate reliance on intermediaries by using a blockchain to transmit orders, letters of credit, bills of lading, and delivery receipts without requiring bonded couriers.
- CREATE TRUST AND LIQUIDITY.**  
Drive market efficiency, transparency, and cost savings using an immutable and auditable public ledger for recording documents and events, while utilising smart contracts to trigger payments and micro-rewards.
- BYPASS INTERMEDIARIES.**  
Facilitate fluid demand and supply side relationships, reducing reliance on brokers and clearing houses.

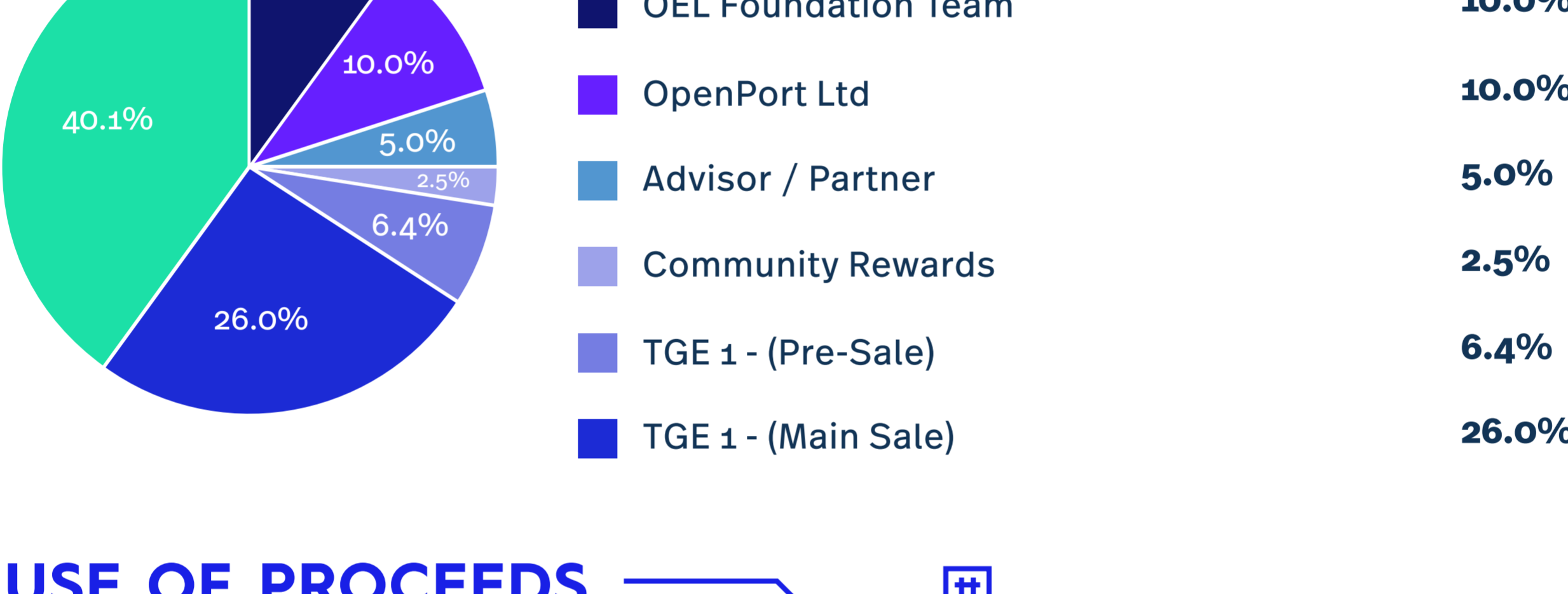
## TOKEN SALE

The TGE Phase 1 shall comprise of a private purchaser pre-sale (with bonus tokens allocated to early contributors) and a public purchaser main sale. The parameters for both Phases are outlined below:

	TGE PHASE 1		TGE PHASE 2
	Pre-Sale	Crowdsale	Crowdsale
<b>Who?</b>	Private	Public	Public
<b>What?</b>	Contract (available only to vetted parties)	ERC-20 compliant token	OPN Token (compliant with relevant standard)
<b>When?</b>	Q2 / Q3 2018	Early Q3 2018	Main net roll-out (Q2 / Q3 2019)
<b>Where?</b>	Pre-vetted jurisdictions		
<b>Raised Amount (USD)?</b>	Soft cap: USD 4 million Hard cap: USD 15 million		Market Price
<b>Token Price?</b>	0.50 USD/ OPN Token + Pre-sale bonus	0.50 USD/ OPN Token	
<b>How Many?</b>	6,400,000 OPN Tokens	26,000,000 OPN Tokens	30,075,000 OPN Tokens (approximately)
<b>Purchaser Limit</b>	USD 10,000 - USD 1 million	USD 250 - USD 25,000	USD 250 - USD 25,000

## TOKEN SUPPLY AND DISTRIBUTION

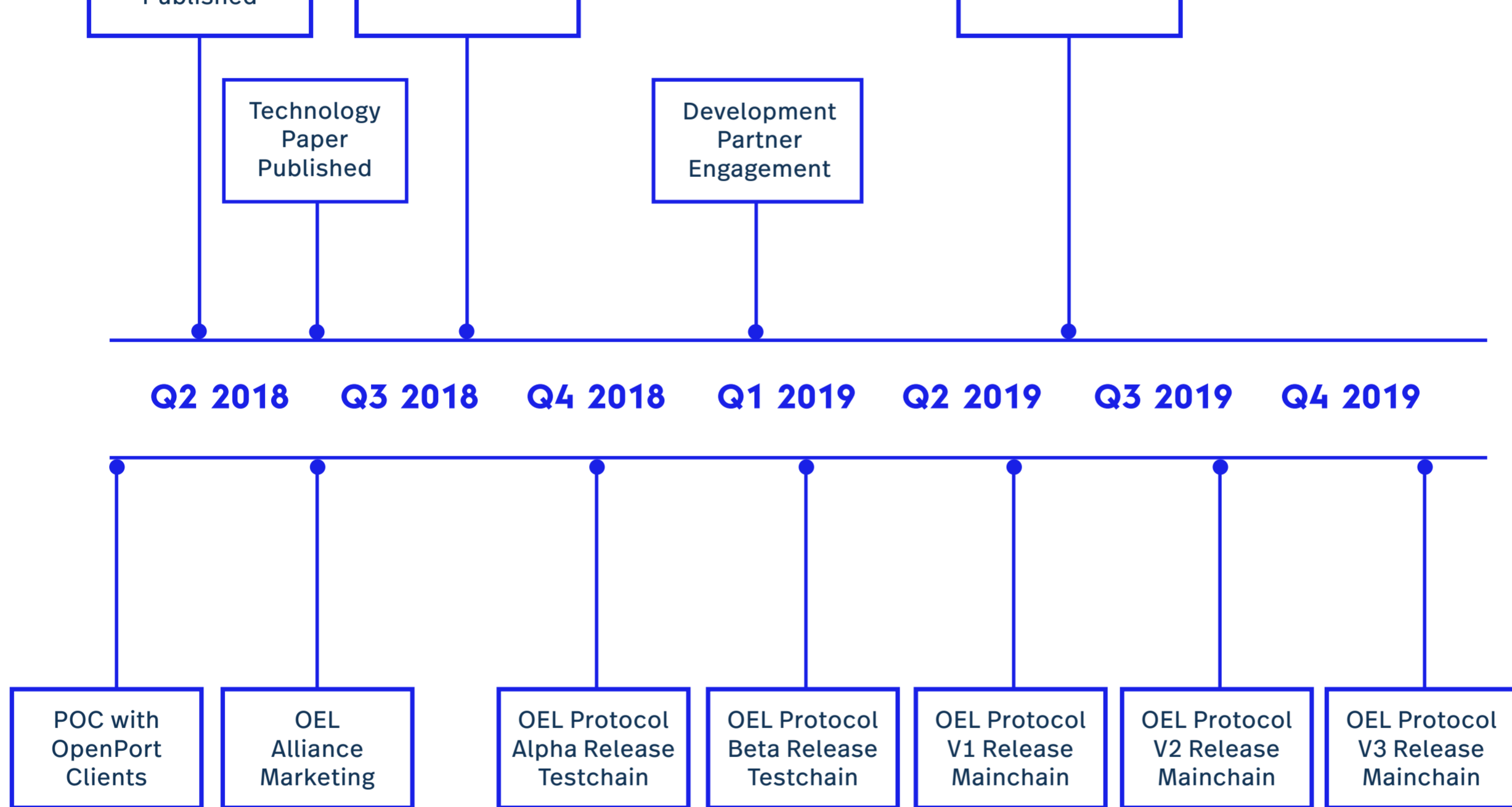
OPN Token supply is fixed at 100,000,000 tokens with initial distribution in TGE Phase 1 and 2 in Q3 2018 and Q2/Q3 2019. The intended token distribution is shown below:



## USE OF PROCEEDS



## ROADMAP



## TEAM

- MAX WARD**  
**Board Member**  
Founder and CEO of OpenPort. 10 years APAC sales experience with the world's largest supply chains. Vice President of Business Development APAC at Agility Logistics, Head of Consumer Retail Asia at DHL. Silicon Valley entrepreneur with 2x start-ups.
- NICOLAS HUSSON**  
**Board Member**  
Prior to becoming CFO at OpenPort, Nicolas worked for BNP Paribas APAC investment banking division focusing on cross border merger and acquisition transactions in the Energy and Natural Resources sector in Asia.
- MARK NELSON**  
**Chief Technical Officer**  
Held global roles as head of IT, Operations and Finance in the banking and insurance sectors with ING, RBS, Societe Generale, Bupa and Prudential. An active developer using leading web applications, blockchain and Artificial Intelligence technologies.
- MORTEN DAMGAARD**  
**Head of Alliance**  
COO of OpenPort. Former CEO at Agility Logistics, vast experience managing large, complex organisations in Asia. VP Strategic Accounts, SVP Sales & Marketing at Agility. Director South China & Hong Kong at Maersk, Sn. Director North Asia at Damco, Columbia University.
- JONAS SEVEL KARLBERG**  
**Advisor**  
Jonas is a co-founder of the Nordic Blockchain Association, and the founder of AmaZix, the worlds leading community management and engagement firm, instrumental in major successful token sales like Bancor, HDAC (by Hyundai), BANKEY, Sharpe Capital +80 more.
- MAC MCGARY**  
**Advisor**  
McGary has over 30 years of experience in sales and operational leadership in the enterprise software industry, helping global companies and optimize supply networks. As President of Sweetbridge, an open-source economy project unlocking the value trapped in assets and trade finance, Mac is aligning innovative blockchain-based protocols to find a better way to trade and innovate.

## WHITELIST

Subscribe for an invite to the KYC application process.

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