ENO Token

WINE PAPER

Una Red Global, Digital y Distribuida de Enología (RG2DE)
A Global, Distributed and Digital Enology Network (G2DEN)

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ABSTRACT

This academic document seeks to illustrate, in a clear and convincing way, the current situation of the international wine industry: derived from decades of segmentation of market which has alienated wine, its producers, and the industry from the final consumer. It has created a vicious circle, which has been badly considered "virtuous" over time, in which wine is perceived and referred as a luxury, specifically a Luxury High-End Product (LHEP). Instead of fracturing this segmented industry keeping consumers away from it. Far from being part of this fractured market, keeping consumers away from our industry, we propose to democratize it through decentralization, developing tools to make wines' benefits accessible to everyone. With the internet, it will allow anyone to actively participate within the wine industry at their fingertips. With a balance and mixture of the millennial art of oenology, the internet as a powerful force in the globalized economy, and the decentralized security of blockchain's technology, ENO Token embodies the future of wine.

Introduction

The international wine market is experiencing a critical turning point. In one hand, it is a consolidated and established industry with proven growth, but in the other, it has never been so difficult to be part of it. Wine can be divided into 3 basic market segments: low, medium, and high-end, each one offers different types of ingredients, processes, and quality for the end-goal that the consumer seeks. Whether to use wine as part of a dish's preparation, consuming it with food to enhance the flavors on the plate, or even savoring it alone or with cold cuts and cheeses, boosting the different tones and notes that the wine's aging offers. Thus, it has made wine a niche product and it has achieved a general perception of luxury product (LHEP) that moves consumers away from the product itself and the industry in general.

We believe wine should not be perceived as 3 different markets, but as one-whole that is consolidated through a Global, Distributed and Digital Enology Network (GDDEN). This GDDEN allows the industry to behave more like an ecosystem where all the actors and factors come together to strengthen, expand, and maintain the ecosystem itself. It is a network that allows large producers to market high-quality products without blocking the production and financial liquidity of emerging or medium-sized vineyards. By putting it equally within anyone's reach, the benefits of blockchain technology allows the producers, enthusiasts, and consumers to interact directly without any intermediaries.

The common misconception, that only great experts and connoisseurs could be part of the wine industry, consolidates wine's perception as an LHEP, thus creating a cognitive bias for society. When associating wine as an LHEP, two things are assumed: A) only the upper end class with purchasing power can aspire to be part of the wine industry and B) only the Upper class can enjoy and learn the benefits of the grape, thus, keeping the public away from getting involved in oenology. We propose two solutions with ENO Token: one fundamental and the other systematic, achieving a 360 ° implementation.

With ENO Token, users will be able to break the barriers imposed by the industry, overcome the cognitive bias, and venture into oenology in different branches.

- **ENO Academy:** Knowledge is the first barrier to break. Hand in hand with most of the prestigious Sommeliers, we will make available and accessible the necessary tools for any wine enthusiast in order to know, master, and enjoy wine.

- **ENO Token:** A crypto asset developed to be the unit of storage value and currency of the wine industry; that is, a cryptocurrency designed exclusively to solve anything of the wine industry.

- **UVA Token:** Token derived from the stacking function (aging) that the ENO protocol carries. Being integrated is an important part of the economic liquidity and production cycle. It allows users to provide liquidity to vineyards and it produces houses with the benefit of a unit of securitized value (UVA) backed by the ENO network.

- **ENO Bottle NFT´s Exclusivos:** Our users will be able to purchase exclusive and prestigious bottles, which can be obtained with ENO within our platform (App and Dex). They will have a digital backup in NFT format that certifies users as holders of the unique and exclusive pieces.

- **ONE Bottles NFT's Externos:** Producers and collaborators will be able to create their own crop specific NFT's, as they wish, if they correctly comply with quality standards and properly fund their projects with ETH or ENO.

- **ENO Swap:** The creation of an international market for crypto assets in the wine industry that will benefit producers and consumers. It will provide liquidity to vineyards, wine houses, and create a direct bridge between consumers and producers with

a native value unit from the network to be spent (UVA) and a storable unit of value (ENO).

- **ENOApp:** Putting the benefits of ENO Token at the fingertips of our users is a fundamental pillar of our project. Within the app, you can keep record of your interaction in the industry; that is, either financially, enthusiastically, consumer, or simply, collectable since you will store here your bottles (ENO or ONE) in their NFT format. ENOApp will be your ID as active member of the ENO ecosystem within our worldwide network of partners and collaborators; thus, it will provide you with benefits and unique experiences. In addition, it will serve as your 'native' wallet consisting of ENO Token to be stored, sent, received, or spent.

ENO Token seeks to become the platform where producers can break economic and geographical barriers to place their oenological offer out into the world. By using the native unit of the network as a unit of value and ENO's purchasing power, which can be used to acquire products and provide liquidity, it will empower producers with tools to create high-quality, next-generation products (ONE and ENO), thus, generating a unit of exchangeable value (UVA). Within the Ethereum blockchain and by implementing smart contracts with specific protocols, we will be able to offer tools and products (ERC20 and ERC721). By participating within markets in exchanges and Dexchanges with ENO App and ENO Swap (our own wallet and oenological marketplace), it will serve as one's identification and registration within the ecosystem and allow one to access to exclusive experiences, products and certificates (ENOAcademy).

This is how we aspire to bring oenology closer to anyone: by creating a true, global networkof wine enthusiasts, consumers, and connoisseurs and connecting them with producers, vineyards, and industry experts in a symbiotic ecosystem that consolidates the wine industry in the digital world through blockchain technology.

Industry

The wine industry can be segmented into countries and continents; however, for the purpose of the Wine paper, we will only contemplate the global wine market as our universe according to our ideal of unifying the industry. According to the Global Wine 2021 Industry Market Report, [1] Forecasts Accelerated Annual Joint Growth (CCAA) will be 6.5% in the wine industry during the 2021 – 2028 period, therefore, the oenology industry will grow from $326.6 billion of dollars to become $434.6 billion industry. However, this growth does not exempt the industry of its challenges and vices, which we will focus specifically 2.

The first step is to cultivate an authentic industry within anyone's reach through democratization of wine, that is, as a product and an industry. The second step is the financing obstacle faced by the industry, such as producing houses and vineyards. Climatic conditions and cost production forces vineyards to increase prices and reduce costs, thus, affecting the product's quality and the customer due to the rising prices. As a result, it makes big production houses control the market in an unequal set of opportunities for small, medium and emerging producers.

ENO pursues to solve these vices and challenges simultaneously by making the wine industry accessible to anyone through our Dex (ENOSwap) and our app (ENOApp), such as in pre-sales and exclusive bottles opportunities or in the case of the product itself, to simply taste it or to store it. Our project will allow users to actively participate in oenology through ENO, the first and only token designed in Ethereum, which has been created exclusively for the wine industry and market. ENO is a cryptocurrency with a purpose to give liquidity to projects, serve as a storage of value, allowing to acquire unique and exclusive NFT's, to be consumed, exchanged or simply collected. ENO will generate value through the stacking, thus, providing you with direct liquidity to the network itself or to specific projects of emerging and exclusive vineyards.

Through this path, we will eliminate two barriers: first, the public cognitive bias of wine and it's industry, second, we will shift the balance of power and level up the playing field for all type of producers, regardless of size, development, and exclusivity, to acquire an equal level accessibility in the blockchain technology of the Ethereum network. Combining all these elements in an ecosystem allows small, medium, or large producers to work and participate under the same conditions and have access to a globalized market where geographical restrictions are blurred. Thus, making it possible for anyone who has access to the internet and a digital wallet to participate in winemaking directly, quickly, and efficiently.

With ENO, smaller vineyards and producers will have a new and avant-garde financing option through the tokenization of its crops. Small vineyards will obtain liquidity in the form of ENO or ETHER that will strengthen its economic cycle and expand its scope of sale at an international level. Users may choose to purchase ENO in order to spend it in exclusive pre-sales (which depicts an attractive discount when purchased with ENO instead of fiat money), but you can also obtain a return if you provide liquidity to the network or projects.

Finally, you can simply acquire ENO as a way to distribute your capital in a industry that has a projectable and sustainable growth.

With ENO Token seeking to bridge the growing wine industry and the security of blockchain's technology, it will allow us to generate valuable tools and mechanisms with purchasing power or as safeguard to match accordingly the needs of the oenological industry and its participants, producers, enthusiasts, collectors, and consumers.

Network & Ecosystem

ENO Token's goal is to create a network and ecosystem exclusively designed for oenology. It is critically essential for us to ensure that our users, partners, and producers be part of the ecosystem in order to consolidate and strengthen it. It is necessary to be able to offer and achieve realistic solutions for producers and users that are looking for a symbiosis in which they rely on one another. Our ecosystem consists of the necessary products and tools of the enology industry, while our network has Ethereum's backup power and capability.

How can I participate in the ENO Network?

Through your wallet, by acquiring ENO Token in presale, sale or in the form of Airdrops. Once you have purchased ENO you can choose one of 3 modes of use:

1. Payment token: You can use ENO as a Payment Token within our network of partners and collaborators, giving you access to exclusive products and experiences.

2. Liquidity Stacking: You can provide Liquidity to the network or to a project, depositing your ENO within a Smart contract, receiving different benefits in the form of pre-sales, returns or discounts, but always safeguarding the value of your ENO and strengthening network.

3. Value Storage: ENO Token is directly connected and related to the wine industry, so the growth of the industry and the appreciation of ENO are completely bound.

How can I be part of the ENO ecosystem?

Through our network, Dex and App, accessing an entire globalized wine market, in 4 modalities.

1. Partner: Setting up your oenological offer on our network by marketing it within a globalized and digital market and using ENO and UVA as a means of exchange (Payment Token).

2. Collaborator: Accepting ENO and UVA as means of payment in exclusive hotels and restaurants, thus, offering exclusive experiences when using ENO and UVA as means of payment.

3. NFT's: Emitting exclusive bottles with finite circulation (ONE Bottle) or of harvests of limited emission with more accessible prices (ENO Bottle), both offering market exclusivity through the implementation of NFT's that will be marketable and interchangeable through our Dex and App.

4. ENOApp: You can use your wallet as identification to have a record of your activity and participation in the ecosystem. For example, from listing bottles you have tasted or purchased, bottles that you have store after being purchased at pre-sales or auctions and recording which oenological events you have participated. It will be your passport to join the oenology industry and ecosystem.

Under this scheme, our producers and users will interact during the production process of the wine, thus, providing liquidity to the vineyards, and at the sale stage when ENO is used as a payment token without the intermediaries that raise the transaction and distribution price. Since ENO will allow producers and users around the world to connect, it will expand the market's reach at a global scale with instruments, such as tokenized bottles, by implementing NFT's to validate the transaction, possession, exclusivity, and originality of the parts purchased in question.

Wine Economics

What is the relationship between ENO Token and the wine industry? To answer this question, we need to dive deep into to the industry itself. We could segment the oenological industry into 3 areas:

Harvest: Being the first link into the oenological supply chain, harvest is the most important variable of all because there are factors that a producer cannot control, such as the climate's rain or sun. In this stage of the process, producers invest in supplies to work the land and months later obtain the fruit ready for harvest (which varies depending on external factors and the conditions in which it was carried out).

Production: Once the grapes are harvested, the production process begins. In this stage, the grapes enter a process of transformation, from solid to liquid, generating in the firstly grape juice. In the next stage, they go to the barrels where they will be aged and later, they are finally bottled. Even though process seems easy, it is long and time consuming. It certainly generates challenges for producers, for example, the need to re-invest in machinery and in processes to generate a product that has not yet been marketed. Thus, this process may take months to even years, increasing the financial challenge for producers.

Commercialization: Once the grape has been harvested, the juice has been processed, aged, and finally, bottled, the producer is given the task of marketing it. It is a task that is returns titanic in a globalized economy where local consumers can purchase local and international products alike, while, for the local producer, access to other markets and customers. Certainly, it is a daunting task because some small or medium producers are at a disadvantage with big producers.

We see two main challenges in the industry for small, medium, local, or emerging producers:

Marketability

Problem: The great difficulty represented, in effort and channeling of resources, is to be able to commercialize their products in different economies and markets. This becomes a disadvantage against larger producers because these types of barriers are not a problem for them, thus, it limits the local producer to a local level market. The problem is very simple: introducing a product to a new market or economy, represents expenses, such as marketing and logistics, all this expenses happen before any sale, thus creating a problem in the economic cycle because there is money being spent before receiving profits.

Solution: Accessing an international market through the internet (quickly and safely) that allows the securitization of oenological products, breaks the geographical barrier, and lowering the costs of logistics and implementation that would represent doing it physically. That is to say, the distribution and sale costs will occur after the sale, not before. It will generate a reduction in the financial cost of the year by managing to position your product in an environment that is dictated by supply and demand with a variety of consumers that allows a correct and free sale of oenological products.

Financing

Problem: The harvesting and production process (in addition to the time consuming and expenses) is a challenge for the producers because they require and demand many resources and work, without being able to sell the product for months or even years. The financial cost of the enological cycle is a challenge and problem that must be solved and overcome, since this limits the natural growth and development of the industry itself.

Solution: We propose a structural solution because we consider that the order established by the market and industry, of incurring costs and expenses, before even owning a product to market, making the financial cost, sale and consequently the gains not only occur, but exist in completely different and separate time lines. What ENO Token proposes is to create a new time line with its own economic cycle by offering producers and the industry itself the tools to carry out the sale of a product even before it is finished. That is, to be able to commercialize bottles of wine in the harvest and production stages so that it will not only reduce the financial cost, but also inject liquidity to those who need it most: the producers. It will also enable users to participate in the economic cycle since they will be the ones who'll give this liquidity to the industry by supporting the products that offer the best oenological quality in a globalized market.

How do we plan to solve these problems?

Through the creation of a globalized market in the form of partners, collaborators, users, and enthusiasts who can actively interact. Thus, creating a global, distributed and digital enology network (GDDEN) where ENO Token will be the tool that provides the necessary mechanisms to solve these problems, in the GDDEN, all through the implementation of blockchain technology, specifically, Ethereum technology, as the programmable blockchain network of the world.

Ethereum Fundamentals

The Ethereum project was born on November 27, 2013, when its Whitepaper was published where Vitalik Buterin defines Ethereum as "A NEXT GENERATION SMART CONTRACT & DECENTRALIZED APPLICATION PLATFORM" or a next generation platform, for smart contracts and applications decentralized [2] While the project was expanded on April 1, 2014, when its Yellow Paper was published by Dr. Davin Woods, who defined Ethereum as "A SECURE DECENTRALISED GENERALISED TRANSACTION LEDGER " a general, secure and decentralized registry of transactions [3].

It was Dr. Woods himself who even developed the programming language used by the Ethereum platform, solidity, high-level object-oriented language for implementing smart contracts, defined as [4]:

"Bracket language that has been deeply influenced by C ++. captured statically (that is, the type of the variable is known at compile time).

Sopports:

• Inheritance (you can extend other contracts).
• Libraries (you can create reusable code that you can call from different contracts, as static functions in a static class in other oriented programming languages to objects).
• User-defined complex types. "

Solidity is used to program and develop smart contracts that can generate products in the form of tokens, or be used as implementation methods, with unique and generic functions, which are both shared by all projects (because they are all based on Ethereum) as individuals. (Each project attacks a different problem and industry).

Within the Ethereum network, we have examples of this behavior, such as BAT ò Basic Attention Token, project developed with the uses and applications of blockchain technology in mind in the marketing industry, whose objective is to distribute financial resources among clients (who seek to advertise), producers (who generates and executes the advertising) and consumers (who receive the advertising). However, BAT does not have a blockchain network of its own, it runs on the Ethereum network under an ERC20 protocol [5]. Another development example on Ethereum would be Cryptokitties, which not only runs on the Ethereum network, but also created a standard within it, we refer to ERC721, a protocol that allows the generation of crypto assets with scarcity and digital collectability [6].

Like these examples, ENO Token is developed on Ethereum, through the implementation of smart-contracts, which can have different functions depending on their nature and protocol. However, first, we will talk about smart-contracts as defined by their creator, Nick Szabo, who coined the term in his work in 1997: "The Idea of a Smart contract" [7], such as:

"Smart contracts go beyond the vending machine in proposing to embed contracts in all sorts of property that is valuable and controlled by digital means. Smart contracts reference that property in a dynamic, often proactively enforced form, and provide much better observation and verification where proactive measures must fall short."

In the two examples presented, BAT and Cryptokitties, both use a standard Protocol within the platform, or 'Ethereum Request Comment', on 20 and 721, respectively. The ERC20 ò FTS (Fungible Standard Token) is the smart-contract standard for fungible crypto assets, such as payment tokens, while ERC721 ò NFTS (Non-Fungible Token Standard) is the standard for non-fungible crypto assets, that is, unique and unrepeatable [8].

Under these standards, ENO Token is a native ERC20 as it is thought and designed as Payment Token, it will be used as a currency, means of value exchange, or as a storage unit of value. For exclusive bottles, we will use an ERC721, which allows us to generate unique and unrepeatable crypto assets, equivalent, and backed by exclusive wine bottles in the form of a Utility Token.

Using the Ethereum platform and the tools it offers, it will allow us to generate products with the same security, quality, reliability, and support as the Ether cryptocurrency (a native unit of value and coin of the Ethereum network). By already being programmable, we have all the attributes of the network, but it will be focused and applied to the enological industry. That is why ENO Token is the first crypto active developed on Ethereum focused and developed by and for the wine industry.

Tokenomics

ENO Token portrays the characteristics of a "Token" since it uses a public blockchain network and where we are not the owners, nor the gass fee of (unit of value to cover the cost of using the network, which in this case would be Ether or ETH). The ENO Token proposal is divided into 2 applications of Ethereum technology: a Payment Token and a Utility Token.

According to Tokenomist Daniel Camacho, in his book "Tokenomics: A tokenized economy" [9], there are 3 types of Token backed by international authorities, as is the case of the United States SEC that defines Security Tokens, Cryptocurrencies and Utility Tokens [10], while Finma in Swuiza [11] defines Payment tokens, Asset Tokens and Utility Tokens. For the purposes of this document, we will understand that the 3 types of Tokens, according to these institutions and their criteria, are:

Payment Token: Unit value used as a mean of exchange, working as a digital currency, in this case, a cryptocurrency to be spent or storaged.

Utility Token: Unit value with a specific use or application, equal to a product or action, the token itself is a representation of said product or action, to be held, exchanges or used.

Security Token: Crypto assets designed with the sole objective of acting as a financial instrument, granting financial rights and obligations to their holders.

Following these criteria, ENO Token is designed to function as Payment Token derived from its ERC20 protocol, which makes it natively a usable, storable, and exchangeable value unit. Meanwhile, the bottles with NFT certificates, due to its non-fungible nature, will be based on the ERC721 protocol, or in its pre-sale format through liquidity mining, they have a Utility Token nature, since they will always be backed for oenological products, due to the specialization of our network

ENO Token is not considered nor should be considered as a Security Token since, as explained above, its use is purely commercial and mercantile within the industry as tokenized units of value and product, Fungibles and Non-Fungibles, without connotation or nature own financial instrument, but as an instrument applied within the oenological industry, for this reason, we define ourselves as global, distributed, and digital enology network (GDDEN) a not as a simple unit of value.

Once the origin and foundation of the ENO Token tokenomy have been raised, we will now define the tokenomic cycle of the oenological network that our project will not only create. However, this will also be implemented with instruments and mechanisms designed to solve the vices and exploit the opportunities that the oenological industry possesses in a tokenized digital plane.

Tokenomic Cycle

ENO Token was born with Bitcoin in mind: being created as a finite asset, within an economy eager to implement a new system to enable an efficient economic cycle on a booming and established industry, the wine industry. Thus, ENO Token is a finite asset, designed to only have 25'000,000 units, reasuring it's function, application and development as a value storgae unit based ond the wine industry, due to both it's scarcity and demand, a balance between it's usability and adoption, being generated thrugh liquidity minning (stacking).

As a token that runs on the Ethereum network, ENO Token was created and pre-mined to give liquidity to the project in its investment stage and to start the business underway, being used as a unit of value to strengthen, develop, and cement our labor and commercial relationships with the participants of the network and industry. Thus, its value is mainly backed by Ether, since all the pre-sale and sale rounds were made with ETH giving a value support to the project before starting it. Currently, the project is already underway for what the value of ENO is, despite being backed by ETH within our smart-contract, it is linked and related to the oenological industry our network and ecosystem.

Its value will always be neutral and transparent as it reflects the wine market and industry, the supply will be linked to its value for the network participants (the main beneficiaries of the economic cycle, such as small, local, medium, emerging and exclusive producers) in the form of pre-sales of oenological products with liquidity at no financial cost, while its demand will depend on its use, application, and market adoption. That is, by having a vast roster of quality collaborators and partners, it will enable us to expand our network in different economies on a globalized scope.Thus, both in terms of products and consumers, there will always be users (who will be eager to interact in the industry and producers (with a desire to securitize their products on our platform). The benefits derived from the network and use of the crypto assets of the project will be directly related to the products and services of the oenological industry, thus, being its nature and purpose.

Being a finite good, ENO Token is projected to develop just like Bitcoin did in its timeline. Despite being designed as a unit of exchangeable value, the same marketability of its scarcity in a free market led it from being used as a medium of exchange to being a store of value (in ways both traditional and innovative). El Salvador, with its own "Bitcoin law" which states, in its 6th amendment, that "for the accounting purposes, the dollar will be used as the reference currency." [12] In such a way that, at least in El Salvador, McDonalds can present its financial statements legally owning Bitcoin, being valued in dollars. Companies, like Tesla or Twitter, use, accept and store Bitcoin as a storage asset with impact in their financial reports, with an autonomous marketability and behavior, apart from the respective companies. Or as Uniswap does with smart-contracts, it generates liquidity products to create pre-sale stock products, with value equivalence and real support, either with application and equivalence (Utility) or as a unit of value and storage (Payment).

Among the various benefits of the use and implementation of the ERC20 protocol, we can list being natively compatible with different Dexchanges, such as Uniswap [13], where we are listed, available and ready to be securitized in their DeFi (Decentralized Finances) ecosystem. However, as part of our roadmap and planning we also have the ENO Swap project, a dexchange that functions as a provider of tools for DeFi (such as Uniswap) but fully focused on the wine industry, managing to provide liquidity through smart-contracts for producers, generating product securitization, and liquidity at the industry through the network.

To explain the process, it is necessary to list the participants of the Tokenomic cycle of the ENO Token project:

- ENO Token:
- Storage unit of oenological value, due to its finite nature.
- Oenological value exchange unit, due to its stock market nature.
- Payment Token (ERC20).

- UVA Token:
- Unit of value, generated by liquidity and validation (Stacking).
- Its existence and generation are infinite (since they will be derived from the network needs)
- Payment token (ERC20)

- ENO Bottle:
- Exclusive luxury NFTs issued and backed by ENO Token.
- Utility token equivalent to a bottle of limited circulation.
- Certificate of authenticity and possession of the bottle in question.
- ERC721, Non-Fungible Token Standard, unique and unrepeatable.

- ONE Bottle:
- Popular NFTs, broadcast and supported by emerging producers.
- Accessible NFTs, but limited edition.
- Utility Token equivalent to a bottle of limited circulation.
- Certificate of authenticity and possession of the bottle in question.
- ERC721, Non-Fungible Token Standard, unique and unrepeatable.

In this way, the economic cycle of ENO Token begins with its programmed shortages, which allows it to be used as medium of exchange, and through its creation (delimited by being a finite good), it can be used as a storage of value, supported by the growth and development of the industry, both in its analogous part (wine industry) as in the digital industry (ENO Token). Thus, together with the trading tools that the Dexchanges provide us to offer and the creation of our Dex, it will open the possibility of specific liquidity to vineyards, projects or bottle emissions, as well as strengthening the processing power of the network through validation with the stacking.

- ENO is the native value unit of the network.
- ENO becomes storage of Value.
- ENO can be used to provide liquidity (just like ETH).
- ENO can be used to validate (just like ETH).
- UVA is generated after providing liquidity or validating (aging).

Both ENO and UVA are of the nature of a Payment Token, both will be units of purchasing value within the network. However, only ENO can be stacked and thus, UVA will only have a merchant purchase application sale and exclusive discounts. While ENO acts as Payment Token for its exchangeable value, it can also be used as a unit of value storage.

- ENO provides liquidity, validation, means of payment and stores value.
- UVA is generated from the validation and liquidity, to be a means of payment.

Products that have the highest quality standards will be issued by ENO Token as part of the ONE Bottle line, which guarantees the best ingredients, the best techniques, and the most refined product that the wine industry can offer. While POP Bottles may be issued by external producers, they will be focused on a more popular and not so exclusive market but will always maintain the highest standards of quality and flavor that the industry demands.

- ENO Bottle NFT available for ENO and ETH.
- ONE Bottle NFT available with ENO, ETH and UVA.

Once the NFTs are generated, they can be marketed within the Dex ENOSwap, which will function as a Marketplace for oenological projects and products, but once acquired it can be stored within the wallet of ENOApp, storing them safely.

- ENOSwap (Dex) Marketplace of limited and unlimited products.
- ENOApp Marketplace of enological products, limited and unlimited.
- ENOApp wallet to store your NFT's safely

Finally, producers will obtain liquidity and marketability for their products with ENO Token (in the format of liquidity) and with UVA as a pre-sale. In both cases, it will generate support for your project before incurring the inherent expenses of and at the same time, it will generate value within the industry under a stacking format until the product is delivered, thus, guaranteeing that the value of the product was frozen in time while the cycle of production of the industry itself. This will empower the network in the capacity of validation and securitization of projects.

- ENO is used to purchase products.
- ENO enters Stacking in the form of pre-sales, providing liquidity.
- Producers position their products, before their expenses
- The market generates products with liquidity
- Users consume and securitize the generated products

In this way, the tokenomic cycle will end: from the creation, the liquidity, the validation and the securitization for producers and consumers, in a balanced and democratic ecosystem, that supports projects offering liquidity to the issuance of oenological NFTs, or units of securitized value of a specific one, as in the case of UVA, which is generated through liquidity where you can provide the projects with in the form of ENO or ETH (being a unit of value derived from liquidity in Payment token format that is based on an ERC20 native). Thus, this makes UVA an extension of the ENO project, with higher marketability and derivative tradability of its established value, with a controlled volatility intended for its use and not for storage. For all this to occur, it is necessary to create the perfect platform for the industry to access these tools and solutions.

ENO Life

For the ENO Token project to achieve the proposed objectives, it is necessary to correctly integrate the participation of our users and consumers with our partners and collaborators, all through ENO Life: the integration between our Dexchange, Eno Academy and our app. These will provide the necessary tools to interact with ENO Token.

ENOSwap: Our Dexchange's launch is our proposal for a distributed, decentralized market and democratic for oenology. This is where producers (large, medium, small, emerging and exclusive) will be able to give liquidity to their crops through presales and stacking by obtaining a flow directly with the members of the industry. In addition,they can create their own tokens within ENOSwap, either as Fungible Token or as Non-Fungible Token, depending on the project and its correct funding in ENOSwap you can:

- Partner:
- List your projects to obtain liquidity through the network.
- Offer your oenological products for sale and pre-sale.
- Issue exclusive bottles in NFT format (ONE Bottle and ENO Bottle).

- Users:
- Provide liquidity using ENO or ETH.
- Acquire discounted products and then securitize them for above its value.
- Generate UVA derived from Stacking either in ENO or ETH

- Consumidor:
- Access a global offer of oenological products
- Acquire bottles for sale or pre-sale using ENO or UVA.
- Acquire exclusive limited-run bottles, with an NFT certificate.

ENO Academy: the ENO project will launch the first decentralized e-learning platform on blockchain for all wine enthusiasts around the world. In this platform, you can learn from the best sommeliers from around the world who have dedicated their lives to the study and dissemination of wine culture. We count with the participation of one of our partners and founders, as the first mentor within Eno Academy, Sommelier Marc Flores. By completing the different courses, taught by renowned sommeliers, you will be able to be credited with digital certificates, storable in your wallet, in format from NTT (Non-Transferable Tokens). ENO Academy offers Non-Transferable Tokens, which are digital and cryptographic certificates that certify the satisfactory conclusion of the courses, the holders of this NTT can express their ownership of the digital assets of decentralized way, obtaining the validation and confirmation of the completion of the course. These NTTs are unique and non-transferable, and its possession will accredit you within the different levels that ENO Academy offers:

- "Digital Wine Lover" - 1 course completed
- "Digital wine taster" - 2 courses completed
- "Expert in digital wines" - 3 courses completed
- "Digital Wine Master" - 5 courses completed and an online masterclass with the CEO of ENO, Somm Marc Flores.

ENOApp: The launch of our app will allow our users to have an identification within the market of digital winemaking service. It will serve as access to exclusive events and experiences, but also allowing you to bring a historical record of your activity, purchase, and consumption of oenological products, store your certificates of ENO Academy, participation of exclusive tastings, or simply acquiring and tasting bottles using ENO as a means of payment.

> • Wallet: The ENO token wallet will exist within our app, so that it can be used as a means of administration and management of your crypto assets, as well as, the main means of use, whether to send, receive, store or simply spend said crypto assets.

> • Passport: ENO App will be your identification profile within the ENO ecosystem, since it will give you access to different exclusive experiences—making it available only to those proving your identity within the ecosystem, using the ENOApp.

> • Marketplace: Within the app, you can market your crypto assets, fungible or not fungible, thanks to the native integration of the ecosystem and our wallet.

With these tools available to the market, ENO Life will be the catalyst among the analogy of the wine industry and the new tokenized wine industry, Eno Token.

Conclusion

As it has become clear in the development of this document, the wine industry not only lacks the necessary tools to solve its own challenges and problems, but also, needs structural solutions that will allow a better development of the industry within the producers, enthusiasts, and consumers. The proposal value of ENO Token is a 360° project, where the problems of producers are attacked and solved by offering them marketing and marketability options as well as liquidity. This we will make available thanks to our collaborators and users, who will benefit from being able to participate in the industry by enjoying exclusive benefits, products, and experiences, as well, as a global marketplace to purchase, taste, or collect bottles in the sense of NFT's. Our sole objective is activating the wine industry within the new digital economy with the blockchain technology of the Ethereum platform, such as with its protocols, smart-contracts and security and trust, through Exchanges, dexchanges, marketplace, wallets and apps, and mechanisms. We aim of making the oenological industry's management and production more efficient without segmentations, from 'peer' to 'peer'. Thus, by solving and eliminating the challenges and problems that industry presents ENO Token will become the future of the wine industry.

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