

Analysis of OPENVINO Project (MTBCostaflores)

En qué reino, en qué siglo, bajo qué silenciosa
conjunción de los astros, en qué secreto día
que el mármol no ha salvado, surgió la valerosa
y singular idea de inventar la alegría?

Con otoños de oro la inventaron. El vino
fluye rojo a lo largo de las generaciones
como el río del tiempo y en el arduo camino
nos prodiga su música, su fuego y sus leones.

En la noche del júbilo o en la jornada adversa
exalta la alegría o mitiga el espanto
y el ditirambo nuevo que este día le canto

otrora lo cantaron el árabe y el persa.
Vino, enséñame el arte de ver mi propia historia
como si ésta ya fuera ceniza en la memoria.

Jorge Luis Borges "Soneto del vino"

The source data for the analysis of the project	3
The concept of the project	5
Project White Paper	5
Project idea	5
Market description and competitive analysis	5
Business plan and/or project economics	7
Interesting nuances of the project	7
ROADMAP of the project	7
Project team and advisors	7
Social networks of the project and its presentation in the media	8
Social networks of the project	8
Mass media	8
Conclusions about the presence of the project in social networks and media	8
Coin/token	9
The role of the token	9
Legal status of the token	9
Project code	10
Final conclusions about the project and suggestions to the authors	10
Project conclusions	10
Disclaimer	11
Donate	12

1. The source data for the analysis of the project

Costaflores - a winery Costaflores Organic Vineyard, a factory for the production of wines, located in Argentina, in the province of Mendoza, the city of Perdriel, one of the districts of the Department of Luhan de Cuyo.

Almost Elvish: flower Lirolay, Lake Leandro, Maradona, Perdriel... ?

No, not Elvish. In Argentina in General, all their own, and suddenly a little as our Russian, but as if reversed, that seems to have them all in one place, as we do, but also with the sign "minus", for "...Let's not forget, we are in the land of antipodes. The South is severity, laconism, courage, cold. Tierra Del Fuego is Colima. Magellan Strait is Bering. Penguin is Loon. South of deprivation. Southern surcharges. Southern character..." (P. Weil, Genius Of The Place).

Where else and how such epic blockchain projects could have been born, as not in Russia (Shop-Shop) and Argentina (OpenVino), the first of which considers the main thing to feed everyone, and the second to give a drink. Environmentally friendly product, and that particularly attracts a class of consumers - inexpensive, supposedly.

By the way, please note that converging in terms of environmental friendliness and cheapness, the projects themselves are antipodes: to feed and drink. But such antipodes smart people practice together - do not drink without snacks and do not eat dry.

MTB - Mike tango Bravo, a kind of blended wine that is produced on Costaflores from Malbec grapes, Petit Verdot, Cabernet Sauvignon, grown specifically for this wine. Within the framework of the MTB project token is the cost of a bottle of wine, which costs exactly as much as they are willing to pay for it.

In other words the MTB token, which the creators of the project also call a cryptocurrency, is designed to buy out already produced wine based on the grapes harvested and the resources spent on production. That is, the project will not be able to buy what is still growing or going to the shop. But immediately after bottling the wine can not be picked up: it is subjected to bottle aging. And while it is in the bottle and "get it" MTB becomes more expensive in price. Like the same wine to the volume of which is pegged MTB.

Due to the fact that the vineyard bears fruit annually, the token has its own specifics: it can not be mined, it is renewable, but annually with another "plumage" (tokens MTB18, MTB19, MTB20, depending on the year of origin of the wine...), not dying while the bottle is closed, with age more valuable, and more... still, the authors "changed it to their souls" or "gave their souls for it" apparently in relation to what they do.

OPENVINO - this is a revolutionary (according to the authors) project to introduce control to the production, sales and consumption of wine. The project is developed by a global team of idealists, software developers, led by Mike Barrow (aka - the owner of the winery Costaflores, in whose honor wine and token MTB are named). The aim of the team is to experiment to change - neither more nor less - the whole paradigm of universal attitude to wine: you drink not what is offered to all sellers, but what is grown individually for you, at a real cost, and under your control, and you can anytime and anyone to cede their rights for the grown, spilled first on the barrels, and then bottled, quality wine.

Openvino is a set of automated devices and programmed processes, rules, algorithms and related documentation that is used to "tokenize wine": it is a digitization of the real sector project, the importance of which is difficult to overestimate. Well, if we don't want to use blockchain technology only for speculation on the stock exchange.

A bright feature of the project is the openness of all its materials (SOFTWARE and documentation) to everyone who wants to take part in it as DAO members. As the authors call their project "open source winery and wine token".

Therefore, the target audience of this project is not only consumers of the drink itself, but all enterprises, and first of all - wineries, of course, who intend to tokenize their business in order to create a new value for their product...

Category: Manufacture, Cryptocurrency

Country: Argentina

Token: MTV 18, MTV 19...?

The maximum emission of MTB - depending on the number of bottles produced in the year of harvest. May 2018 - 4 096 MTB18

Soft Cap (Public ICO) - 19 824 USD

Hard Cap - 19 824 USD

Tokens Distributed - after token sale ends

Price per token - 1 bottle of wine, in may 2018, the price is set 1 MTB18 = 4.84 USD

"...For 2018, the ICO price of the MTB18 tokens is based on the COST value of the wine. After that, we let the market take over and decid the "real" value of our wines..." - from the project description on the website <https://ico.costaflores.com/>

Nearest Date ICO - 06.05.2019, MTB19

Unit of Exchange - ETH, ARS

Project sites:

<https://ico.costaflores.com/>

<http://wiki.costaflores.com>

<https://costaflores.com/>

2. The concept of the project

Project White Paper

As such, the traditional White Paper of the project is absent - it seems that the authors do not see the need for a commercial description of the project and ICO in the classical style: raising funds for the idea, which is briefly and clearly presented here, without any costs for an expensive website, media reviews, reviews and analyses...

Funds in this project are attracted for the finished product, which is declared in the Wiki-directory of the project.

Project idea

Its main difference is the use of information technology in all processes associated with the creation of the product - wine MTB. The vineyard is equipped with a variety of sensors, cameras and IoT-devices, fully computerized through the introduction of control systems developed in the automation system. All SOFTWARE is open source. All documentation, current records of grapes, links to videos, accounting - freely available - [here](#).

This allows the winery Costaflores to obtain accurate data on climatic factors, irrigation regularity, soil moisture, vine condition and other relevant information, almost to each grape in the vines. All this information is also available to users who can read it and learn about the progress of the project.

That is, the project team offers the sharing of all the information that is generated during the work: processes in the vineyard, winery, business, using low-cost environmental centers, bringing the Internet of things to the winery.

In fact, the team, with all the openness inherent in decentralized blockchain technologies, creates intellectual property, which is offered for use by everyone who wants to understand how a real business works with the use of blockchain technologies. And according to Mike Barroy there is no need to hide this information: whoever copied the technology, his wine as a result will be completely different.

And this is a true blockchain, we add from ourselves.

And this approach to information increases the reputation of the project.

And it has a positive impact on the entire global blockchain industry, for which the authors of the project have a separate respect.

And it allows you to save on the protection of information from copying.

Market description and competitive analysis

There is no market description and competitive analysis of the project.

Obviously, such trifles of its creators do not care and this is correct in its own way: the team creates its project and its product, 100% of which has not yet met - all blockchain projects, somehow related to wine, do not strike with abundance and differ greatly from each other in the type of problems to be solved.

Let's take a brief look at those of the blockchain projects, mentions of which appear on the first two pages of search engines.

- The Project CaskCoin. Founded by Ricky Christie (North of Scotland Distilling Company, NCOC), is an investment project on the blockchain technology of accounting for the produced product in the form of Scotch whiskey with a coming maturity.

Ownership of the CaskCoin token means physical ownership of shares in each barrel of whiskey with exposure in the portfolio, which, according to NSDC, includes old and rare malt beverages between the ages of 21 and 50 years.

The project differs from Costaflores in that its target audience (and thus the range of problems to be solved) is different: investors in whiskey.

- The CWER project is a large platform for decentralized wine trade from different manufacturers. Its main objective is to establish an exchange of wine on the blockchain, which will give the industry transparency and is expected to save manufacturers from a variety of concerns at the conclusion of your product on the market, and buyers from the commercial and other charges.
- The project, announced by the press, as a development commissioned by the Swiss company Vintage Wines SA and executed Digital Transformation Group (DTG, GC "LANIT") and GC "Micron", which creates a blockchain platform RFID-marking and tracking of goods, primarily - wines.
- Certification of wines with the help of technology Chai Wine Vault, which will allow you to collect a database of authenticated fine wines and to consider the slightest changes in her announcement, courtesy of The Drinks business. Unfortunately, the project announced in the media is not advertised on its own resources neither by the author of the marking technology, the everleger company, nor by those whom the press called its partner - the world wine expert Maureen Downey, DWS, CWE, FWS.
- Israeli project VinX, which is known that it is developing a blockchain platform that allows wineries to produce wine futures immediately after harvest, solving the key pain points of cash flow, community and clarity. For consumers, Winx gives you the opportunity to shop at wholesale prices immediately after harvest.

As you can see, this project is a service for producers, consumers and investors, not the wine production itself. However at least at first glance its usefulness for this target audience is beyond doubt.

- The SHATO project is no less an unique product than the previous one but it offers tokenization not of wine production but of another form of wine business: personalized relationships between project participants - consumers, investors and producers.

The conclusion about the competitive analysis of the OpenVino project suggests itself: its authors did the right thing that they did not go into it. And it seems that the tokenization of the real business of wine production and in fact, except OpenVino, no one else is engaged...

Business plan and/or project economics

In the existing description of the project, there is an [ECONOMIC MODELS table](#), with a significant number of parameters, judging by which one thing is certain: the author of the project intends to issue 11 groups of MTB tokens (from MTB18 to MTB28) with Token Yield = 1 431 704 until 2028

We will not criticize the calculation methodology: both the technique and its criticism can be analyzed by even more competent specialists, however it should be noted that the declared amounts and other numerical parameters of the model are fundamentally different from the orders of the amounts and figures usually given by start-ups of other blockchain projects — not billions and not even millions.

It seems that this fact underlines the key difference in the tokenization of the real sector, at least in terms of small and medium business.

Interesting nuances of the project

Due to the fact that the project declares an organic way of producing its wines (without the use of pesticides and other chemical fertilizers) and guarantees the provision of complete information in real time (from images from cameras to data collection in the vineyard and winery), the authors introduce the so-called “Bio-digital certification” of their product which can always be checked through the blockchain platform.

This fact is intended to increase the capitalization of the project.

Another interesting feature of the project - action “when you drink it, your own it” which involves creating a positive feedback with consumers.

In this promotion the buyer of wine is invited to provide personal data, a photo with the purchased bottle of wine and the history of the buyer about this wine in exchange for potential dividends from the company.

ROADMAP of the project

is presented [here](#) and [here](#)

There are no objections or claims.

3. Project team and advisors

In total the team as stated here includes 23 participants. Who of them are advisers is unclear. Perhaps all of them.

At the meeting from 16.02.2018 the team was instructed to update information about themselves and their participation in the project in their accounts: “Everyone needs to update their bio information on the main page, including a link to LinkedIn or similar”. Not all

of them followed this recommendation. Four persons (on 24.01.19) seemed to have some hesitation to publish their data.

Conclusion: the team is available, you can contact that we tried to do

Social networks of the project and its presentation in the media

Social networks of the project

<https://www.facebook.com/CostaFloresOrganicVineyard/> -signed 2 959 people, posts every three to five days, the activity of subscribers is insignificant

<https://www.instagram.com/costafloresorganicvineyard/> - 1 368 followers, posts are the same as in FB

<https://twitter.com/MTBCostaFlores/> - in Spanish, about 440 readers are more active than in FB and Instagram, the posts are similar to those which are posted in FB

<https://www.youtube.com/user/TheLuckHunters> - the same video as on the project sites. Audience activity is low

<https://t.me/openvino> -82 participants, there are almost no unique posts: repetition of the ones which already posted in the other social networks

<https://bitcointalk.org/index.php?topic=3587839.0> -a brief description and links.

Mass media

Oct. 2018 [Cryptocurrency Token For A Bottle Of Wine On Sale At Ripio Exchange](#)

Oct. 2018 [El emprendedor que transforma botellas de vino en criptomonedas](#)

Oct. 2018 [La criptomoneda del vino ya está a la venta en Ripio Exchange](#)

Set. 2018 [MTB 18: Vino, Internet Of Things y Blockchain. Sumamos un nuevo token a nuestro exchange. MTB 18, el primer token respaldado en vino.](#) June 2018 [ARGENTINE WINERY LAUNCHES WINE-BASED CRYPTOCURRENCY](#)

June 2018 [OpenVino \(MTB18 Token\): Organic Winery Cryptocurrency Project?](#)

May 2018 [Cryptocurrency for wine launches](#)

May 2018 [Flying Cars Still on Hold, But Era of Bitcoin-Style 'Cryptowine' Upon Us](#)

May 2018 [Argentine Winery Launches ICO](#)

Apr. 2018 [Bitcoin Day Celebrated in Argentina Where Wine Coins are Mulled](#)

<https://foundico.com/ru/ico/mtb18.html> - ICO-tracker

<https://icoholder.com/it/openvino-y-costaflores-21548> - ICO-tracker

<https://investfuture.ru/ico/mtb18> - ICO-tracker

<https://icorating.com/ico/costaflores-mtb18/> - ICO-tracker

Full list of publications about the project - on the [wiki-pages](#) of the project.

Conclusions about the presence of the project in social networks and media

The presence is sufficient for the first stage and the number of tokens planned for sale. This is the aspect of tokenization of small business and the real sector in practice: the almost complete absence of marketing costs and advertising costs, with an adequate assessment

of demand. The adequacy is determined by the fact that all MTB 18 tokens sold out in May 2018 at cost price, and after three years of exposure, their price on the stock exchange is likely to increase, which cannot but attract an investor. That is, the authors of the project did everything right with the marketing of the first batch of tokens.

4. Coin/token

The role of the token

The task of the token is to be a means of exchange for a bottle of MikeTangoBravo wine produced on Costaflores. The token copes with this task perfectly.

How it was done and how it is planned to do further.

In the period from 2 to 4 April 2018 in the vineyard Costaflores was harvested, which was transported to the winery for processing.

By the end of April, it became clear the number of bottles of wine that will be produced from this grape. Accordingly on May 6 the Ethereum blockchain platform issued the equivalent number of bottles of MikeTangoBravo wine to the number of MTB18 tokens.

Within two weeks, the sale of tokens is open to all and during this time the sale is carried out at a discount (in may 2018 - at cost price), and after a while the tokens can be traded on the Argentine crypto-exchange [Ripio](#), with which the project has a listing agreement.

After 3 years (namely may 6, 2021), vintage 2018 (after 12 months of aging in oak barrels, and then another 24 months - in bottles), you can drink. Or again - to sell MTB18 tokens on the stock exchange (or on the project website), the price of which, for sure, the investor will not disappoint, as a gourmet will not disappoint the taste and bouquet.

Moreover, those who want to buy wine in 2018 will be able to buy it only for MTB18 tokens

And this operation with grapes and tokens is repeated annually

As a result, you can buy a token, drink wine or exchange a token for fiat or other cryptocurrency.

Details about the tokenization rules used in the project are [here](#).

Legal status of the token

Howey Test method [A Securities Law Framework for Blockchain](#) Tokens passed uniquely: utility, 1 token = 1 finished bottle. A wine-backed crypto asset.

The only thing that might raise the question of the SEC and the Commission's GDPR (General Data Protection Regulation) - the action "when you drink it, you own it": the Declaration of participation in the profits of the company to the buyers of wine and a personal data request, in the absence of KYC policy and AML of the [project](#).

The project may still have to hold additional consultations with Comisión Nacional de Valores (CNV), as the [authors intended](#), to confirm the status of the utility token.

5. Project code

is posted on [Github.com](#) by the only author - Federico Elgarte who is a [Smart Contracts Developer](#) of the project

Latest [commit 70861af](#) on 4 May 2018, apparently, should say that everything is ready, the project works, there are no claims.

We have no reason not to trust this assumption, especially since the code itself is placed on Github.com (in any case, those 15-20 files that we randomly viewed without analyzing), compiled in the classical style, with lines of comments, without visible gaps in logic), no doubt.

[Functional requirements](#) for the token MIKETANGOBRAVO18 are met (as well as other requirements, as far as non - professional programmers-authors of the analysis can judge) and according to the scanner, the contract is successfully executed.

6. Final conclusions about the project and suggestions to the authors

Project conclusions

Is it possible to get a General methodology of tokenization of real sector products from this project? Why not?

The demand for a product that could be called “tokenization of real business” and exists now is enormous: blockchain technology successfully proves its relevance in different areas of economic activity, but first of all in startups. Unfortunately, the speculative attitude towards tokens and cryptocurrencies that has been imposed on society over the past few years does not contribute to the mass tokenization of all existing business models. And the obstacles to this are not only and not so much the high cost of using such technologies or concerns due to the complexity in the development of this technology, but the replacement in the mass consciousness of the manufacturer of ideas for the development of new forms of business with the attitude of “cryptocurrency = speculation and fraud”, and not what business needs in reality. Cryptocurrency for business is the quintessence of the value of the product produced, with whose help the business can get unexpected advantages for the development of its product in the form of productivity growth, finding new markets, ways of financing or for saving where it just didn't exist.

And the Costaflores project team successfully proves to the whole world that its approach in contrast to the banal desire to obtain an additional fiat, is the approach that is so in demand

right now, in the period of forging new paradigms in the crucible of the blazing 4th industrial revolution.

Therefore, the question raised at the very beginning of this Chapter on the creation of a methodology for tokenization of the real sector is addressed first of all to the project team and its adherents but as we believe it will be useful to ask the expert community, offering to pass through discussion as one of the possible topics at any convenient site including our resources.

7. Disclaimer

This analysis is made on the basis of the "guidelines on the analysis of ICO: methodology 4K" ed. @menascop, 2018, but not limited to them (where 4K is the first Cyrillic letters of the terms team - команда, Concept-концепция, Coin-Коин(Token), Code - Код, which are fundamental for analysis).

The analysis is for informational purposes only. The conclusions Express the author's conclusions and require a critical approach and its own independent verification by readers. The data referred to are available at the time of the study.

Analytical materials are based on information from publicly available sources. They are provided on an "as is" basis, and therefore the author does not guarantee the accuracy, completeness and relevance of the information, analytical material and opinions presented in the Internet resources. References are provided.

The research belongs to the author and can be changed by him at any time in connection with the appearance of additional information. The translation from the primary language (Russian) on additional responsibility for inaccuracies or discrepancies are the responsibility of the translator.

Because there may be time differences in information updates, accurate information about each ICO project should be verified through its official website or other communication channels.

This information is not a suggestion or advice on investing in ICO funding. Please thoroughly investigate the relevant information yourself and decide on ICO participation.

Donate

We invite creative individuals to DAO XYZMONEY who are ready to work on the project without claiming a reward, and from those whom our ideas are close or just like, ***we will accept with the deepest gratitude the donations with which we can somehow thank our volunteers:***

[Qiwi wallet](#)

[Yandex wallet](#)

WebMoney wallet

ETH

BTC

Z849435560942 or R376674124910

0xf7e90a975Cbd48B941bE05B572E2AB5897F316fA

1Co5CNmUMXTXu1azrPAUCxY7cxH43TwyE