

# Analysis of SHATO project

“...Our life is short, everything takes with it,  
Our youth, friends, will be swept by an arrow,  
Let's spend this night well with more fun, friends.  
And let's our family gather closer.

Fill, fill the glasses full,  
Fill, fill the glasses full.  
And let's our family gather closer.,  
And let's our family gather close ...”

Folk song

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# 1. The source of data for the project analysis

**SHATO** is a trading platform and service offering its customers the purchase of high-quality alcohol directly from the manufacturer using popular cryptocurrencies, and on this platform there are such additional features as a lottery, auction, delivery of high-quality and desired price preference of alcohol on a periodic basis and a guarantor service investment in maturing and ready alcohol.

The trading platform and service are designed to solve problems of:

- a buyer who needs high-quality wine from the direct and real producer (these are problems of high cost of high-quality wine, problems of impossibility of confirmation of an origin and quality)
- a producer (financing at the stage of ripening of grapes, reducing storage costs, reducing the time of sale of finished products)
- an investor (high investment threshold, high probability of fraud due to the lack of direct access to the manufacturer and product quality control, a steady increase in the price of goods, its high liquidity, the ability to obtain the desired product)

**Category:** Business services, Cryptocurrency

**Country:** N\A

**Token:** *as of 12.01.2009 from disclaimer WP project it is known that this token "SHATO COIN (SMC), is not intended for use in "investment and speculative purposes"*

**Макс. эмиссия STC** - 300 000 000 (500 000 000 в WP?)

**Soft Cap** (Public ICO) - 1 Million USD

**Hard Cap** - 3 Million USD

**Tokens Distributed** - after token sale ends

**Price per token** - 0,01 USD

**Date ICO** - N\A

**Project site:** <https://shato.io>

## 2. The concept of the project

### Project White Paper

Check the text for uniqueness - 100%

### Project idea

The main document is presented as it is already given in the preamble of this analysis: there are three groups of clients of this project - three target audiences to which it is

addressed in the first place: buyers of quality alcohol, producers of quality alcohol, investors in the production of quality alcohol, collected in the pool service SHATO.

- Information about the ideas of the project in the WP is sufficient enough for preliminary coverage of the project in the media and the beginning of their discussion by the community,

There are not enough members of the very community itself, which the project needs to create, but judging by the RoadMap and comments received from team members, the implementation of this stage by the architects of the project is envisaged.

## Product and market description

The product and cases of its application are presented in WP, on 12.01.2009 it's quite enough to understand their essence. However, it is not enough to understand the fundamental need to use them with the help of the blockchain platform: references to the smart contract, of course, make an impression but the absence of at least a pseudocode of the smart contract (not to mention the fact that on the above date the smart contract and its audit are absent, although planned) changes this impression to the opposite (see also Section 6)

The market overview is presented in WP in several paragraphs, the information in which is difficult to perceive by non-specialists because of the abundance of numbers and not quite clear names. It is clear that investors for whom this section of WP is intended should have some initial knowledge to assess the market for investments in wine at the stage of its maturation, but this fact looks more like an attempt to offer something new to those who are already "sufficient time in business" and who exactly will not come to the project, because it is not necessary because has invested his 250 000 € in the already known "wine funds" and more instead of those who are looking for such an opportunity "to enter this business".

## Competitive analysis

If we would understand the competitive analysis as the WP text in the section "cryptocurrency MARKET REVIEW", then for at least January 12, 2019 this section is not complete, and as a maximum it is not a competitive analysis, since it simply contains annotations of some existing blockchain projects in the food market: in accordance with the comments of team members, these tasks are in development.

We would like to add that the following participants as [VinX](#) (a blockchain platform that allows wineries to produce wine futures immediately after harvest), [CWEX](#) (decentralized trade of wine from different manufacturers), [CaskCoin](#) (investment project on the blockchain, which accounts for Scotch whiskey with the upcoming maturity), as well as the project of wine growing and IOT-control for each vine - [OPENVINO](#) offer interesting projects in this industry. We hope that the SHATO team will not refuse to analyze these projects and other projects and compare them with

themselves - it would be a very interesting demonstration, and possibly - and integration.

## Business plan and/or project economics

On 12.01. 2019 any published documentation about business plan of the project is missing. FUNCTIONAL AND ECONOMY section of the STC token, given in the WP on the date of consideration can hardly claim this title. Certainly it was received the opinion of the adviser @VDimant that these tasks are in development (see also Section 6 of this analysis), but it could be much better if the team could make a deeper revision of the business plan, since the schemes of token distribution and distribution of funds received from the ICO are not given in full in WP and on the website.

Moreover, they are "slightly" not the same. About 80%.

## Description of technology

The project probably does not need so much a description of technologies as for example projects related to the construction of blockchain functionality for payment transactions, real estate value accounting operations or a platform project to create their own tokens, etc. However, while there is no MVP, the minimum possible technical representations would not be superfluous to assess the understanding of the project team of the fact of what they are associated with.

How smart contracts of the project work, how many of them, for what purposes they are intended, how they are connected in the logic of interaction of the project - at the current stage, 12.01.2009, it is absolutely unclear, and the schemes given in the parts "Subscription on the site", "Investment scheme in maturing alcohol", "Scheme of alcohol sale at the auction site SHATO", "Scheme of participation in ICO" need explanation, as any schemes presented by specialists of one profile to specialists of any other profile. Or to non-specialists in general.

In addition, these schemes do not affect the entire declared functionality of the project and do not answer the main question: how they are implemented in the blockchain.

Perhaps it makes sense to supplement the drawings with a step-by-step text description, and perhaps the answer to this question will be given by MVP or the project code posted on Github?

## ROADMAP of the project

Here it is. However on the website, as well as in WP on 12.01.2009 it has have questionable relevance and correctness, but nevertheless it exists. In accordance with the comments of the adviser of the project, @VDimant, objectives and a RoadMap are to be developed.

## Attractive elements of the project

In addition to fixing the value of Bitcoin and Ethereum, which will be accepted as payments for STC to reduce the risks of volatility and also some gifts in the form of a trial set of wines from SHATO, the authors of the project declare unusual obligations: if during the ICO the participants will buy tokens in the amount of 3 ETH they will take participation in a lottery among buyers to win a 36% discount on the value of the token. The winner of the lottery will immediately receive STC tokens in the appropriate amount to his wallet as well as a doubled amount spent by him on the purchase of tokens.

It is a pity that the smart contract that should manage such distribution is not yet presented in the project.

## 3. Project team and partners

Nothing can be said about the team represented on the website and in the WP that would allow them to be positively or negatively identified from a professional point of view.

It can be noted that among the nine members of the team there is not a single blockchain developer, but there are three Directors: General, Executive and CVO, apparently it is the Director of the visionerization service.

Partners of the project on the website and in WP are practically not represented. Taking into account the previous links to the comments of the adviser, we are also waiting for the completion of these tasks by the team members.

### Presentation of the project in social networks and media

There is no reference to the social network on the main resource (<https://shato.io>), nor in WP on 12.01.2019: in line with the comments of the project adviser @VDimant, these problems are in development (see also Section 6 of this analysis).

#### Mass media

Judging by the RoadMap, in June 2019 it is expected to "Create newsworthy in media" We don't have other information about the media coverage of the project SHATO on 12.01.2019 : it is a work in progress.

## 4. Project coin

### The role of the token

Project developers declare in WP the following functionality which the token STC will be able to implement:

- to pay for orders on the site SHATO at a discount rate
- betting in the lottery of expensive alcohol
- to bid and pay for auction items SHATO
- to invest in maturing alcohol
- to pay for the promotion of its good on the site.

,There are no grounds do not trust this statement, however one moment discovered in WP causes concern (quote): "...In the process of development of the platform, increasing the number of orders and total turnover, including investment in maturing alcohol, a limited number of issued tokens may not be sufficient to provide liquidity. This situation will require adjusting the value of the token within the site to the required level in the direction of increasing to ensure the liquidity providing function...."

We offer the authors of the project to present this thesis more detailed, because it is perceived ambiguously.

Other roles of the token STC on 12.01.2019 in the process of analysis of the project was not found.

## Legal status of the token

Howey Test according to the method [A Securities Law Framework for Blockchain Tokens](#) could not be held because of the absent information on token STC however careless of the phrases like these "...after receiving STC tokens, there will be a chance to get a 200% return on invested funds. Also, each participant who invests more than 2 ETH, after the launch of the SHATO service is guaranteed to receive a set of alcohol from 6 bottles as a gift..." in the section "Information on ICO parameters" allow us to assume that the Howie test will be passed specifically for the joy of the SEC.

## 5. Project code

There is no any information on January 12, 2019 : in accordance with the comments of the project advisor, @Dimant, these tasks are in progress (see also Section 6 of this analysis)..

## 6. Our commitment to our subscribers, our guests and the project team

We inform you about our readiness and intentions to maintain relations with the project team and regularly publish verified and updated information about it for our subscribers, guests and other interested parties.

## 7. General conclusions on the project and our unprofessional recommendations to the project authors

### The conclusion on the project

The ideas proposed by the team are unusual, though, based on quite understandable motives, historically generating problems that need to be resolved, and with sufficient reasoning seem quite sensible.

#### The first motive

The availability of such a product like a good wine to the average consumer (like the traditional inaccessibility for him of the other costly accessories) certainly in the paradigm of consumption is the philosophical question and to talk about it in the context of this analysis is a difficult task though undoubtedly hackneyed. But not to acknowledge the existence of such a motive is an unrealistic problem generally.

From this point of view, it can be said that the project SHATO at least partially for the wine market is trying to make the distribution of this product from the point of view of the consumer basket more democratic: Accessible For All.

But from our side it would be naive to believe that progress in this matter is driven by something but mercantile goals: the authors of the project are going to make money on the project ("the project team will multiply investments" - adviser @VDimant). At least, this is the most likely assumption.

#### The second motive

Another motive that the authors intend to attract money to their project is also mercantile, and it is addressed to another segment of the target audience - to those members of society who are concerned about solving another problem: where to invest their extra money.

And this is also a serious motive in the current unstable sea of fiat and the trembling economy: the previous two investment roads to the stock market or to charity are turned into a frontline, with all the accompanying tests by various restrictions and rules. At the end of this strip not too desirable, low-yield or even burdensome result is waiting for a non-professional investor, unfamiliar with the nuances created over the centuries of the existence of stock instruments.

Therefore, the motive "for investors" seems quite acceptable, provided that the team fulfills its obligations in the name of its reputation.

From the point of view of the attractiveness of the investment component of the project in the absence of any budget or financial and analytical data that the authors have not yet provided, it is difficult to draw the right conclusion about the prospects of



investment. Most likely, investments in maturing alcohol are obviously less risky than casino rates, but if you compare investments in wine production with investments in cooperage it becomes evident that barrels, for example, can be unsold if it'll occur a crop failure in the region.

### The third motive

The next motive that justifies the emergence and self-sufficiency of such a project is a motive for the manufacturer, who has difficulties to cope with the existing competition and the costs associated with this business.

SHATO will offer manufacturers a personal shopper service: when the order is possible in small batches of 6 bottles and can be paid in advance or immediately or even operating capital will be coming from investors at the stages of growing the crop.

Of course, this last aspect is likely to force the manufacturer to equip their vineyards with IoT-technology that will monitor the status of each vine (or each berry - why not), which will require the ability to analyze big data, but such nuances will not only lead to an increase of the cost of the purchased lot in SHATO, but also have a beneficial effect on the cultivation of alcohol in general. And from the point of view of economic development in general, it is also good, because it will serve as an additional incentive for the integration of high-tech enterprises with the agricultural industry. For buyers it means that scanning the QR-code they will see the full history of each bottle of wine, including the method of production and bottling. Also some information about the grape variety and the owner of the vineyard and operating instruction on the use will be specified. The collected information will be stored in The VeChainThor blockchain.

What the Bolsheviks dreamed of following Marx - "De chacun selon ses facultés, à chacun selon ses besoins" - has a chance to be accomplish. And it will begin in the wine market.

Probably it's a sort of joke.

### The estimated results of the implementation of the project ideas

Whatever it was it seems that the authors of the project SHATO have generated a productive business idea which allows to create a non-existent previously demand in the new market ("[blue ocean](#)" in the wine market), where there are virtually no competitors, instead of competing with many competitors in low-profit markets ("scarlet ocean" in the wine market)

Why the blockchain is needed in the project is clear: to be able to issue its payment instrument, the conversion of which into various coins will provide the minimum sufficient liquidity of the project and its assets, which is impossible in the usual fiat, for the same reasons that served as the basis for the creation of the project: a highly competitive environment and the fullness of this "ocean" of other aggressive flora and fauna.

Of course, at the beginning of January 2019 it is difficult to say anything about the prospects of the project - even the main parent resource that provides information about the project is not actually filled with content and work with social networks and media coverage has not yet begun. Marketing and budget parameters of the project are also not quite clear, the competitive environment exists but is not given, the idea of the MVP of the project is mentioned only in the picture Road MAP and then - implicitly: "prototyping", "creating an alpha version", "creating a "beta version"... As some commitments undertaken by the authors without responsibility of respond. Commendable, but no more...

But it's all the things will come with time and mistakes are completely fixable. There are some things more important: hardly such a project even at the start will leave indifferent someone in Europe, glorious for its traditions of winemaking and wine drinking as well as in Russia where it is enough of non fools to drink even among those who know how to count money, and in the East where is a lot of putai-Ju fans and those who want to invest in such a thing even more, because there are simply more that ones than in Europe and Russia combined. About America we will not say anything but the truth.

Therefore, there is no doubt in the demand for the project, especially if it can provide the declared service and will follow the chosen model of development - "blockchain way". The number of online stores that accept a particular cryptocurrency for payment does not decrease over time, but on the contrary, and to get a segment of this market, offering quality wine for reasonable money literally on an individual basis, seems to be a very promising business move.

As for producers or investors, the idea of wine and wine sales blockchainization as well as individual logistics, in the current blockchain space opened to all winds and views, firstly will not remain without attention so that it risks to become a household name as "Xerox", and secondly, most likely, will be safely copied and "privatized" because of its almost obvious success.

In this regard, we recommend that the team quickly invent and patent the name of the "blue ocean" created by them, since SHATO means little useful in this sense. And we also as non-aliens to the enophilia allow ourselves to offer a few options that seem interesting to us (on the distribution of royalties we will agree later): bottlechain, winechain (!), wine personal chains, truth in wine chain.

## Unprofessional recommendations

- To make a translation of the site and a description of the project in pinyin. Well, it's obvious why...
- To place at least one preliminary algorithm of the smart contract work on the website or in WP, in the form of pseudocode for analysis but best of all to create

and publish on Github the necessary smart contracts for their evaluation by the community.

- To place in WP but preferably on the project site, visual graphics review of the markets for investors (and producers) instead of texts. As well as visual graphics that reflect the benefits of the project SHATO for investors (and manufacturers).
- Competitive analysis: to develop and to lay out a material containing a visual representation of the advantages of the project in comparison with similar blockchain projects in the field of winemaking, investment in production, etc.
- To deal with the token issue because there is one in WP and the other which diggers is on the website. The difference is \$2,000,000. If we are talking about PreSale, and not about the maximum emission, these figures should be somehow correctly and more clearly displayed both in WP and on the website, otherwise there may be discrepancies and different calculation which will cause tension in the community and the risk of confidence loss . And please tell us where we could get the promised award “For a critical error found in the product - 10000 STC”: is it worth hundreds of dollars to find two million? And what about the project reputation?
- If it is possible to approach more carefully to the section “About partners”and make it more detailed: addresses, passwords, appearances... And more impressive: [what is it?](#) - the whole “...la Maison CGM VINS est créée en 1997 par Jérôme & Stéphane COUREAU et leurs Associés. Issus d’une vieille famille du Nord Gironde Propriétaires depuis 1871.  
CGM VINS se spécialise dans la distribution de vins de Bordeaux et distribue leurs propriétés Château LES EYRAUX, Château LA TOUR SAINT BLAISE, Château DU HAUT GUERIN ainsi qu’un large assortiment de Châteaux en étroites relations avec plus de 350 Propriétaires. Aujourd’hui CGM VINS est référencée dans les plus grands Groupes de Distributions Mondiaux...”  
And let it be described anything at least about the project SHATO in the chapter [become a partner](#) .
- And it will not be too much to correct mistakes in the FAQ, and in general to write this FAQ in a more interesting manner (I can help, you are welcome Valery. And with partner to talk to the nous aiderons à cela, si cela...)
- Section OPPORTUNITIES SHATO SITE in WP is better to diversify into “Opportunities” and “Advantages”, though the project authors will need to conduct a competitive analysis, but they have plenty to choose from: [CWEX](#), [Wine Blockchain](#), start-up [VinX](#)...
- When developing shares for the project, invite the community to come up with a trademark. Well, there are some different variants: “dagger”, “avant-garde”, “Sarmatian” or “Poseidon”... Therefore, it is better to propose a vote together with our “finechain”...

## 8. 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 - Command, Concept-Concept, Soip-coin(Token), Code - Code, 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 the other, responsibility for any 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:**

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