

OpenVino

And wine-backed Cryptocurrency

The OpenVino project

- Provoke Three discussions
 - What is Organic Viticulture really about?
 - How can we determine the “real” value of wine
 - What is a “true” way to qualify a wine?
- Create an Open Source business (and DAO)
- Practice “extreme transparency”
- Reference company/vineyard/winery

Selling “Winecoins”

- Wine coins...for lack of a better name.
- 1 coin = 1 bottle
 - 1 x “MTB16” = 1 bottle of MTB MB/PV from 2016
- Finite number of bottles, finite number of coins
- Coins can be traded, like any currency
- Can be always be “cashed-in” for this wine.
- ALL bottles will be sold through winecoins.

Why are we doing this?

- Open a debate about the value of wine.
- Create a delicious reference metaphor for cryptocurrency.
- Become a reference site.
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Why wine?

- Wine is the ideal (tasty) metaphor for currency.
- A black-box whose value is based on a future, potential experience, faith in past, pleasurable experiences, and the opinions of others.
- Fixed volume issue: The printing press stops when fermentation is complete.
- 3 years of mandatory storage, in a safe and monitored location: Cold Storage = Bank.

What do we need?

- App Development – 2 main functionalities
 - Wallet
 - Price tracking
 - Options to buy and sell, send and receive winecoins
 - Price tracking graph dashboard
 - “You buy it, you own it” functionalities
- Integration with costaflores.com
- Availability of winecoin on cryptocurrency exchanges

Why Costaflores?

- Small enough to be manageable, yet large enough to be real. (10,000 bottles per year)
- Selling in Argentina, India, Europe, and US/Canada.
- Communications and marketing messages.
 - Organic, Sustainable, Technological, Transparent
- Non-traditional winery
- My skillset, contacts, and desire to do this.
- Connection with the Martian Wine Federation