



**GROGRAPES**

DIGITAL VITICULTURIST

# GROGRAPES WHITE PAPER

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# Introduction to Grograpes

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The history of GroGrapes is intertwined with the roots of our land, the evocative area of Monferrato Astigiano. Here, in collaboration with the Cascina della Pesa winery in Cioccaro di Penango, an innovative project was born to develop and protect the rural world.

It all began when we decided to create a marriage between the wine-making tradition and the technology of the future. Cascina della Pesa, with centuries of experience in the production of fine wines, decided to create a Botanical Vineyard™ on its agricultural land. This special vineyard is characterised by the presence of different vine varieties, which are a precious resource for the company.

But we wanted to do more. We wanted to make the wonderful world of wine accessible to everyone and give everyone the opportunity to become a winemaker, even without owning a plot of land. And so the idea of creating the MetaBotanicVineyard™ in the Metaverse was born.

Using blockchain technology, we decided to certify the ownership of the vine roots of our partner wineries, creating a legal smart contract that grants each plant a Non-Fungible Token (NFT). This NFT represents a real virtual title, guaranteeing that each buyer becomes the rightful owner of one or more vine plants in the MetaBotanicVineyard™.

We wanted to make the digital winemaker experience unique and engaging. Each owner of a virtual vine becomes a MetaDigitalVintner™, with the ability to follow and care for their own plant in the metaverse, interacting with it through an intuitive and engaging interface. Each step, from pruning to harvest, can be followed and experienced in an interactive and realistic way, while being in the virtual context of the MetaBotanicVineyard™.

With a small investment, anyone can finally realise the dream of becoming a winemaker, producing their own wine and sharing the experience with a community of enthusiasts in the metaverse. GroGrapes' ambition is to transform the wine sector, opening new frontiers in the way the world of wine is conceived and experienced, breaking down barriers and opening the doors to an inclusive and innovative experience.

GroGrapes is the meeting between tradition and technology, between passion and innovation, a project that combines the beauty of the rural world with the power of the digital.

# Mission and Vision

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The reference market for the GroGrapes project is made up of different categories of customers. Firstly, wineries are an important part of the market. The TAM (Total Addressable Market) for the winery sector worldwide is estimated at around 100,000. However, considering the Italian market as the main focus, the SAM (Served Available Market) is limited to approximately 6,000 potential partner companies with which GroGrapes could enter into partnership agreements.

In terms of acquisition targets in the medium term (5 years), GroGrapes aims to reach 0.2% of the SAM, which corresponds to 12 wineries in Italy. This represents the SOM (Serviceable and Obtainable Market) for the project.

As for the NFT market, it is a growing sector worth over USD 40 billion. There are currently around 28.6 million wallets trading NFTs by 2021. This indicates an ever-increasing interest in new technologies and digital assets.

Market analysis and authoritative sources have shown that the United States of America and countries in Southeast Asia, such as China, South Korea, Taiwan, Hong Kong and Singapore, have a strong interest in blockchain-based projects and NFTs. Furthermore, these countries show an appreciation for products made in Italy. For this reason, GroGrapes has chosen these countries as a privileged target for the launch of its project, in addition to Italy itself. However, the opportunity will also be extended to other countries that appreciate Italy and wine, such as Germany, Switzerland, France, Austria, Spain, Portugal and so on.

GroGrapes' clientele consists of different categories of people. On the one hand, there are the wineries that want to acquire ownership or enter into partnership agreements to provide their vineyard plots to be stamped with digital twins in the Metaverse. The estimated TAM for people passionate about wine, oenology, viticulture and wine consumers is around 2 billion people. However, by focusing on the US, South East Asian and Italian markets, the SAM is reduced to around 280 million people. In addition, GroGrapes aims to engage people who are passionate about new technologies, blockchain and who already own NFTs.

In summary, GroGrapes aims to capture a significant portion of the winery market, engage wine enthusiasts and people interested in new technologies, and create an immersive experience in the metaverse for all wine and digital lovers.

# Sector Challenges and Solutions

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The viticulture and wine sector faces a number of issues that can affect production, wine quality and the sustainability of the industry as a whole. Some of the main issues are listed below:

- Global market and competitiveness: The wine sector is highly competitive and the global market is characterised by a wide range of producers, wine regions and wine varieties. Commercial challenges include managing competition, promoting and marketing wines effectively and adapting to changing consumer tastes and preferences.
- Environmental sustainability: The wine industry is increasingly committed to environmental sustainability. However, waste management, the use of pesticides, energy efficiency and environmentally friendly cultivation practices are still issues for many wineries.
- Legislation and regulations: Regulations can affect the entire wine chain, from the cultivation of grapes to the marketing of finished products. Regulatory restrictions can create red tape for producers and affect the international competitiveness of wineries.
- Fluctuations in prices and production costs: Grape and wine prices can fluctuate significantly due to factors such as market demand, global production, currency valuations and trade policies. At the same time, production costs, including the cost of raw materials, energy and labour, can fluctuate and affect wineries' profitability.

These are just some of the problems faced by the viticulture and wine sector.

# Reference market

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GroGrapes offers a unique opportunity by leveraging blockchain technology and decentralised platforms in the Metaverse. The goal is to create a digital twin of the grapevines planted in the @BotanicVineyard™ by the first partner winery, Cascina della Pesa, and mint the corresponding NFTs.

The NFTs will uniquely represent each vine in the Metaverse and will be offered for sale on grograpes.io, which hosts its own proprietary NFT trading platform. In addition, the ability to exchange NFTs will also be offered on external platforms such as OpenSea.io and other supported platforms. This will ensure broad visibility and access to the NFT market for owners of digital vines.

A unique aspect of these NFTs is their perpetual nature. Over time and as the winery grows, the value of the NFTs will increase, providing owners with additional revenue opportunities and benefits. In addition, NFT buyers have access to exclusive wine-related experiences and other benefits.

GroGrapes offers a wide range of rooted grape varieties to choose from, including Grignolino, Nebbiolo, Barbera, Syrah, Zibibbo, Cortese and Chardonnay. This will allow potential buyers to personalise their experience and choose the grape varieties that interest them most.

The price of the NFTs will be based on the land value of a 2 square metre plot of vineyard, plus the amount required to maintain the asset in the real world. Each vine will be planted on a small plot of 2 square metres, ensuring a tangible connection between the digital asset and physical reality.

This pricing model ensures the long-term sustainability of the investment.

In addition, NFTs will have the ability to be sold or gifted by owners, allowing for succession of ownership rights over time. This means that NFT owners can enjoy the benefits of the investment over time and pass on the digital legacy to others, creating a sense of continuity and value over time.

# The project

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GroGrapes offers a number of initiatives and benefits for NFT holders, enriching the experience and providing opportunities to earn and actively participate in the community.

The first collection of NFTs, consisting of 333 @DigitalViticulturist™ Avatars, will be sold for 0.75 ETH each. With the purchase of this NFT, a Grignolino NFT worth 0.15 ETH will be given away. This will allow NFT holders to become virtual owners of a vine plant and begin their adventure as digital winegrowers in the MetaBotanicVineyard™. Subsequently, @DigitalViticulturist™ NFT holders will have the opportunity to purchase additional NFTs of vines, choosing from the varieties available in the @BotanicVineyard™.

A second collection of 6666 NFTs of vine plants of different varieties will then be offered for sale. Prices will vary according to the variety, from 0.15 ETH for Grignolino to 0.45 ETH for Nebbiolo, the most valuable variety. This offer will allow owners to expand their collection of vines in the @BotanicVineyard™, increasing the variety of varieties that can be grown virtually.

NFT holders will also be able to choose whether to buy the wine produced from their own vine variety when it becomes available, or leave it for sale in the GroGrapes E-Commerce, which will be a real @MetaDigitalWineShop™. The e-commerce will offer a selection of the best Italian wines, curated by expert sommeliers. This will allow NFT holders to enjoy the fruits of their virtual investment and share the Italian wine experience with other enthusiasts.

The GroGrapes project will also introduce the digital currency \$Cheers, which can be spent on GroGrapes e-commerce to purchase bottles of wine, online tasting experiences and experiences in our @BotanicVineyard. The \$Cheers can also be donated to the MatoGrosso Escuela Total project in Chimbote, Peru, demonstrating the project's social commitment.



# NFT's Utility

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To incentivise long-term NFT ownership, GroGrapes offers staking programmes for @DigitalViticulturist™ NFTs and @BotanicVineyard™ NFTs. If you hold the @DigitalViticulturist™ NFT for at least one year, you will be rewarded with \$2500 Cheers. Owning a Vine plant NFT will generate a certain number of \$Cheers per day, depending on the variety. For example, the Nebbiolo plant, the most valuable, will generate 3 \$Cheers per day, while other varieties such as Barbera, Sirah, Zibibbo, Cortese, Chardonnay and Grignolino will generate 2 and 1 \$Cheers per day respectively. These \$Cheers will accumulate in the @DigitalViticulturist™ Wallet, providing additional value to NFT holders.

The first 333 users of the @DigitalViticulturist™ will have the opportunity to join the @GroGrapesDAO™ as Senators. The @GroGrapesDAO™ represents a virtual and permanent assembly of users interested in the project, who pool their resources and skills to pursue the good and prosperity of the community. This active involvement of NFT holders creates a sense of ownership and provides an opportunity to participate in decisions regarding the future of the GroGrapes project.

In conclusion, GroGrapes offers a complete and engaging ecosystem for NFT holders, with the ability to collect and manage virtual vines, purchase selected Italian wines, earn \$Cheers and actively participate in the community.

# What is a token for?

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On the GroGrapes Ecommerce you can buy self-produced wine products or fine cellars at advantageous prices.

On GroGrapes Ecommerce it will be possible to buy exclusive experiences in the vineyards of the Monferrato hills (hotel stay + experience), which can also be paid with the accumulated \$Cheers.

It will be possible to purchase online tasting experiences with expert sommeliers, after sending the customer wine tasting kits, which can also be purchased with accumulated \$Cheers.

Part of the proceeds from GroGrapes' activities will be donated to humanitarian missions aimed at populations.

Carbon credit: Owning each NFT of @BotanicVineyard™ allows to absorb 1.5 kg of CO<sub>2</sub> per year, equivalent to more than 15 km driven by a medium sized car with an internal combustion engine (petrol or diesel).

Support for Third World projects in collaboration with the Mato Grosso operation. The first project to be funded is the Escuela Total in Chimbote, Peru.

# \$Cheers TOKENOMICS

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Tokenname: \$CHEERS

Total Supply: Unlimited

Token Origin: ERC20

Unit value: TBA from 0.3 to 0.5 \$

## \$Cheers Distribution

1 @MetaDigitalVintner™ NFT generates 3000 \$Cheers + 365 \$Cheers Grignolino in 365 Days

1 NFT Grignolino™ generates 365 \$Cheers in 365 days

1 NFT Other types of visa generates 750 \$Cheers in 365 days

1 NFT Nebbiolo™ generates 1200 \$Cheers in 365 Days

The listing of the Cheers Token is not foreseen.

# \$Agrarium TOKENOMICS

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At the end of the first 24 months from the first assignment of \$Cheers tokens, if the declared roadmap objectives are achieved, a Payment Token called \$Agrarium will be generated which will be used by new DAO users, who do not have GroGrapes assets, to be able to convert in a decentralized way their Tokens in \$Cheers to use the services of the DAO and to make their purchases on it.

Token name: \$Agrarium

Total Supply: 1.000.000.000

Token origin: ERC20

Listing value: 0,1 \$

## **The supply will be distributed as follows:**

50% On the market (divided over 5 years) which will be used to face new challenges in the AGRO sector

30% Available to Grograpes for the purchase of new farmland

10% Marketing and Advisors

10% Distributed to the Team according to company fees

50% on the market will be divided as follows:

10.000.000 \$Agrarium Sold in Pre ICO at the price of 0.025 \$ = 250.000 \$

30.000.000 \$Agrarium Sold in Pre ICO at the price of 0.05 \$ = 1.550.000 \$

460,000,000 \$Agrarium Distributed on the CEX platform with the underlying generated by the presale.

# Grograpes DAO

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The GroGrapes ecosystem works and develops through an innovative and engaging DAO (Decentralized Autonomous Organization) that offers much more than just ecommerce in the agri-food sector. It is a complete platform that aims to actively involve its user community in making strategic and market decisions through a voting section.

The GroGrapes platform is based on blockchain and smart contract technologies, which allows for decentralized and transparent governance. The user community can actively participate in the decision-making process by voting on issues affecting the progress of the project, such as introducing new products, expanding into new markets or improving company policies.

Through the voting section, GroGrapes users will have the opportunity to exercise the power of their decisions, ensuring direct involvement and greater transparency in the decision-making process. This allows the community to actively contribute to the growth and evolution of GroGrapes, creating a sense of belonging and involvement.

In addition to the voting section, the GroGrapes platform also offers an ecommerce, where users can use the \$Cheers token to purchase wine products and experiences related to the agri-food sector. This allows users to experience and enjoy the high quality products offered by GroGrapes, while at the same time supporting the economy of the platform itself.

Additionally, users will be able to view their GroGrapes assets, which include both \$Cheers tokens and digital assets (NFTs) related to the experiences or products purchased. This gives users a clear and detailed overview of their digital portfolio within the platform.

The combination of all these features creates a dynamic and interactive ecosystem, where users can enjoy authentic experiences and actively participate in the growth of GroGrapes.

# MarketPlace GroGrapes

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Grograpes MP is an innovative e-commerce platform that offers a variety of unique and exciting features within our DAO platform. Here's how the platform supports our business activities:

**Sale of GroGrapes Selected Wine Bottles and Homemade Bottles from Tokenized Vineyard:** Grograpes offers a large selection of wine bottles, which include both curated selections of wines from different producers as well as homegrown bottles. The self-produced bottles are particularly special as they come from grapes grown in the vineyard itself, creating a unique experience for customers.

**Sale of online tastings:** Grograpes offers the possibility to purchase tasting kits online. These kits contain a selection of 3 wine mignonettes, allowing buyers to sample different wines and expand their wine knowledge. Tastings are led by expert tasters and sommeliers, who provide detailed information about the wines and enrich the tasting experience.

**Sale of stay + experience packages:** Grograpes offers two types of stay + experience packages. The first type is an extra luxury option, which allows customers to book a stay in high quality establishments such as the Relais Sant'Uffizio. These packages include experiences related to the world of wine, such as guided vineyard tours and personalized tastings. The second type of package is more accessible and takes place in agritourism facilities in Moncalvo, offering similar experiences at a more modest price in the Grograpes Botanical Vineyard.

**Sale of wine related works of art:** Grograpes also offers the possibility to purchase works of art related to wine. These works of art include paintings, sculptures and other artistic creations inspired by the wine world. Buyers can add an artistic touch to their homes or gift one-of-a-kind works of art to people who are passionate about wine.

# MarketPlace GroGrapes

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## Extra Utility

- Donations to charity: Grograpes promotes charity through donations. Thanks to the conversion of \$Cheers tokens into euros, customers can contribute to the charity project supported by Grograpes, such as the Escuela total of Chimbote in Peru!. This allows customers to make a positive difference through their purchases and support meaningful causes.
- Purchasing Additional GroGrapes NFTs: Grograpes also offers the option to purchase additional GroGrapes Non-Fungible Tokens (NFTs). GroGrapes NFTs are unique digital tokens that represent unique pieces of content or experiences related to the world of wine. These NFTs may have collectible value and offer unique benefits to holders.
- Internal auction \$Cheers trading (play to earn model): Grograpes is exploring the possibility of implementing a \$Cheers trading system in a manner similar to an online auction. This would allow users to exchange their \$Cheers with other interested users, creating an active community and marketplace around the Grograpes platform.

# GroGrapes Solidarity

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The initiative is to donate a part of the proceeds from GroGrapes to charity to the MATO GROSSO operation through L'Escuela Total. The latter is a wonderful project that aims to provide a comprehensive education and a safe environment for poor children and young people in the city of Chimbote, located in the desert of Peru.

Currently, Escuela Total already has 15 primary school classes and 18 kindergarten classes, but we also have ongoing projects for the establishment of a secondary school. This will allow children to be accompanied along their educational path, providing them with educational continuity and helping them to complete their development.

The main objective of Escuela Total is to create a serene and peaceful environment in which children can grow, learn and become responsible citizens. The school is designed to offer a well-rounded education that goes beyond traditional education. In addition to academic subjects, tools are also provided for children's social, emotional and physical development.

We strongly believe that education is the key to breaking the cycle of poverty and creating a better future for young people. Escuela Total is committed to providing quality education, even to families who cannot afford to pay tuition fees. Thanks to the support of donations like ours, the Mato Grosso operation can continue to support this precious project.

By supporting GroGrapes, you are actively contributing to creating opportunities for the children and youth of Chimbote. With your help, we can ensure that Escuela Total continues to grow and offer a solid educational foundation to the children who need it most. Thank you for your support and making a difference in these kids' lives.



# RoadMAP

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**Q3 2022 Q2 2023**

Project startup, feasibility study, work team constitution and documents production

**10%**

**Q3 2023 Q4 2023**

Development of the Grograpes technological ecosystem. Creating communities.

**40%**

**Q1 2024 Q2 2024**

Minting of NFT collections and launch of \$Cheers token

**70%**

**Q3 2024 Q4 2024**

Launch DAO APP GroGrapes and start full ecosystem operation

**100%**

# RoadMAP 2025 - 2028

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## Q1 2024 Q2 2024

Startup Project, for integration into the ecosystem of olive groves and orchards according to the same business model used for wine.

**30%**

## Q3 2024 Q4 2024

Development of the new business UNITS of the Grograpes technological ecosystem. Creation of dedicated communities. Start of the internationalization project and the GroGrapes scalable model

**40%**

## Q1 2025 Q2 2025

Minting of the NFT collections and launch of the \$Agrarium token for olive groves and fruit trees (2 separate collections)

**80%**

## Q3 2025 Q4 2025

Integration of the new business models into the GroGrapes DAO APP and start of complete ecosystem operation

**100%**

# Team and Advisors

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## CARLO FAROTTO

### DigitalViticulturist & Founder

Entrepreneur and startup enthusiast, he holds a degree in Mechanical Engineering from the Turin Polytechnic. His entrepreneurial experience is wide and varied, ranging from companies in the food sector to those in the commercial and technological fields. Since 1997, he has been able to exploit the opportunities of the web, making a series of successful investments. Now, he is dedicated to investigating the potential of Web3, with the aim of combining this revolutionary technology with practical and concrete applications in the real world. He cultivates a fervent passion for artcontemporanea.



## DANIELE MANGANO

### DigitalViticulturist & Co-founder

*Daniele Mangano is an active serial entrepreneur with businesses in the industrial automation, biometric recognition, blockchain technology, and digital currency sectors. He is the Founder and CEO of the multinational group Manganorobot Srl, the founder of Worldcupapes AG, a company operating in the sports-tech blockchain sector. He is also the Vice President of Confindustria Centro Asia and a consultant and advisor for various technological projects*



## SILVIO LUCHETTI

### DigitalViticulturist & Advisor

*Silvio Luchetti, an engineer by training with an Executive Master in Innovation, is renowned for his experience in the start-up and innovation sector. In recent years he has specialised in Web3 and AI, developing products, providing business consulting and investing in various companies. He is also a frequent speaker and lecturer on Web3 and AI topics for business schools, universities and companies.*



# Team and Advisors

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## EMANUELE CRESCINI

### DigitalViticulturist & Senior Advisor

*He has worked in finance since 1990 and became a financial advisor in 1998. Since then, he has invested in 33 innovative start-ups and co-founded 4, including an innovative winery. A board member of Graphene-XT since 2019 and Scaling Parrots since 2023, he offers his expertise as an advisor to 10 companies, with financial advice as his core business. He is the author of the essay "Born to be a Startupper".*



## GIUSE BEATRICE

### DigitalViticulturist & Administration, Finance

*A qualified accountant and commercial expert, she has extensive experience in administrative and financial management in the industrial sector. She takes care of the administrative and organisational aspects of the project.*



## ANNA VITTORIA MAGAGNA

### DigitalViticulturist & Digital Art Advisor

*Anna Vittoria is a professional in the field of contemporary art and crypto. She has collaborations with various museum institutions, private art galleries, and crypto and digital art projects for design, cultural consulting, and media. Starting from this year, she is the artistic advisor of GroGrapes*



# Team and Advisors

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## GIONATAN CERNUSCO

**DigitalViticulturist & Full Stack Developer,  
Blockchain Engineer**

*Blockchain Engineer*

*Experienced and entrepreneurial IT professional  
with a passion for exploring new technologies,  
including mobile, blockchain, and Web 3.0.*

*Successful founder of several startups.*



## ENRICO SACCHI

**DigitalViticulturist & Marketing Manager**

*Worked with major real estate entrepreneurs and  
investor with various  
shares anchored in assets especially in the NFT field.*



## TONY CERCIELLO

**DigitalViticulturist & Brand Specialist**

*I work in brand strategy and advertising. I use my  
experience to position brands at the forefront of success  
through innovative and engaging advertising campaigns.  
As a certified partner of Google and Meta, I bring visibility  
and prestige to companies, turning their potential into  
concrete results.*



# Team and Advisors

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## RICCARDO FAROTTO

### DigitalViticulturist & Social Specialist

*Soon to graduate, with excellent results in all subjects, from the Lanza Institute of Casale Monferrato, specialising in the humanities. Passionate about role-playing games such as Dungeons & Dragons and active in online gaming communities. Loves reading and Italian singer-songwriter music. Passionate about digital technologies.*



## LUCA BOSSO

### DigitalViticulturist & IT Consultant

*An IT consultant with a strong passion for software development, websites, apps, and blockchain-based solutions. I began working in the tech sector 14 years ago and have since collaborated with numerous national and international companies, helping them develop customized software solutions tailored to their specific needs.*



## ALESSANDRO RICCI

### DigitalViticulturist & Blockchain, Web3 Specialist

*As a manager in leading tech companies, he has gained extensive experience in the development of complex software applications.*

*He has also worked in wineries and his dream is to find the perfect link between these two seemingly distant worlds.*



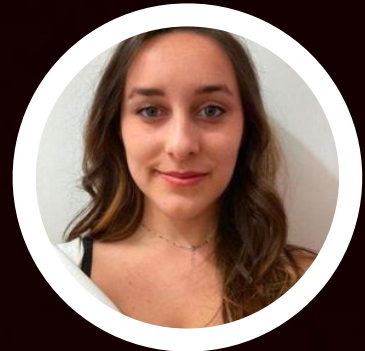
# Team and Advisors

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## SARA RENZI

### DigitalViticulturist & Community Promoter

*Sara Renzi, 25 years old. She has a degree in psychology and is an expert in digital marketing and social media. She is responsible for creating content, managing customer relationships and developing marketing strategies, with a particular focus on blockchain technology. Determined and ambitious, she combines her passion for volunteering and travelling with her interest in new technologies and the web3 revolution.*



## FEDERICO IRACE

### DigitalViticulturist & Community Promoter

*Young and enterprising, he graduated with honours in Communication Strategies and Techniques. He has dedicated himself with passion and commitment to various projects, including clothing brands, record labels and public relations. Enthusiastic about 360° communication, he focuses on social networks, branding and community. He combines determination and attention to business aspects, always aiming for exceptional results.*



## STEFANO FRANZIA

### DigitalViticulturist & Project Supporter

*Electronic engineer and tech enthusiast, loves diving into hardware/software design for IoT applications. He's a true believer in the potential of blockchain and NFTs to revolutionize real-world applications. Always ready for the next big thing!*



# Contacts

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