

MARCH 2023



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CHAIN

The World's First Clean Food Blockchain Project

Whitepaper

JULY 2024



Karatas Partners





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ABSTRACT

As Nigella, we are proud to share the significant achievements in the field of information and technology in recent years. As part of these achievements, we are excited to introduce the Nigella project, developed under the leadership of our international team. This white paper has been prepared to detail Nigella's mission, vision, and the innovative solutions it offers. Nigella Coin features a private Blockchain network that provides innovative products, offering ease of use for its users. Our project aims to offer users the opportunity to gain and invest with Nigella Coin by participating in international cryptocurrency exchanges. However, this is just the foundation of our project. Within the scope of Nigella, a series of innovative projects are being developed, most of which are currently in the Beta phase and undergoing final testing. All projects are planned to be launched by the end of the fourth quarter of 2024. Our white paper provides valuable information, especially for investors, developers, or blockchain enthusiasts. We invite you to read our white paper to understand the potential and impact that Nigella will have in the industry. Thank you for taking the time to read our white paper. Please feel free to contact us with any feedback or questions.

Sincerely,

Harun Enes ORAK
Nigella Group CEO





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NIGELLA

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INTRODUCTION

Nigella World introduces the Nigella Chain ecosystem, leveraging blockchain technology to enhance transparency, traceability, and reliability in agriculture and finance. This whitepaper explores how Nigella Chain revolutionizes food traceability and financial transactions, offering secure, transparent, and efficient solutions that set new standards in these sectors.

Nigella World is pioneering the integration of blockchain technology in agriculture and finance to address critical challenges and enhance operational transparency. This whitepaper details the strategic implementations of Nigella Chain and Nigella Clean Food, focusing on their impact on product quality, security, and global market accessibility.

Nigella World's mission is to revolutionize the agriculture and financial sectors through the power of blockchain technology. By enhancing transparency and traceability, Nigella World aims to build consumer trust and improve operational efficiency. This whitepaper provides a comprehensive overview of the strategic implementations of blockchain across Nigella Chain and Nigella Clean Food, demonstrating their potential to transform product quality, security, and market reach.

Transforming
the
Agriculture
and
Financial
Sectors
with
Blockchain
Technology



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About Us

Nigella Chain stands as a testament to the fusion of ancient wisdom and cutting-edge technology. Inspired by the remarkable properties of black cumin seeds, revered for centuries for their health benefits, Nigella Chain is a fast, reliable, and transparent next-generation blockchain network designed to revolutionize multiple industries. As a pioneering global initiative, Nigella Chain has already introduced a diverse range of products and services, including a blockchain-based food tracking system for enhanced transparency and safety, a streamlined payment management solution, a decentralized Swap platform, and innovative applications for multi-level marketing and diamond verification. This is just the beginning, as the Nigella Chain ecosystem is continuously evolving, with an exciting pipeline of new products and services in development. We invite you to join us on this transformative journey, where tradition meets technology to create a more transparent, efficient, and equitable future.

**Leveraging
Blockchain to
Empower
Agriculture and
Financial
Systems**



Nigella Chain: Bringing Clean Food and Digital Finance Together with Blockchain Innovation

Nigella Chain is an innovation platform that integrates blockchain technology with the clean food industry and digital financial transactions, inspired by the leadership of its international stakeholders in information and technology. Our mission is to create a transparent, reliable, and innovative ecosystem that delivers value to our users and provides an effective digital asset globally.

Our vision is to enable users to engage actively in international crypto exchanges through Nigella Coin, offering them a secure and accessible investment and transaction experience. Nigella aims to set new standards in the industry with various innovative projects currently in Beta and slated for release by the fourth quarter of 2024.

Nigella Chain aims to enhance product traceability and operational efficiency in the agriculture and finance sectors using the power of blockchain technology. The Nigella Clean Food initiative aims to make every step of the product transparently traceable for consumers through a blockchain-based system, thereby enhancing reliability and quality.

Aligned with this vision and mission, Nigella Chain is committed to strengthening its industry leadership, expanding its global impact, and bridging technology with tradition to foster a sustainable future.

VISION

MISSION

The Nigella Flywheel Model

Nigella's innovative flywheel model ensures the platform's growth is self-sustaining and continuously accelerates the impact of sustainable initiatives. As more users join and actively participate in the ecosystem, the demand for Nigella Coins increases, driving up its value and attracting further investment. This increased investment fuels the development of new and innovative solutions, further enhancing the platform's appeal and attracting an even larger user base. This virtuous cycle of growth, impact, and prosperity is at the core of Nigella's mission to create a more sustainable and equitable world.

Vision for a Sustainable Future

Nigella Coin is more than just a cryptocurrency; it is a catalyst for positive change. By uniting cutting-edge technology with a steadfast commitment to sustainability, Nigella is building a brighter future for all. Join us on this transformative journey as we redefine the financial landscape and empower individuals and communities to create a more sustainable and equitable world.



HISTORY OF NIGELLA CHAIN





The Evolution of Nigella Chain: From Black Cumin Seeds to Blockchain-Powered Chainments

The genesis of Nigella Chain traces back to the founder's discovery of the potential of black cumin seeds in 2007. This led to the establishment of Nigella World in 2015, a multi-level marketing company that quickly achieved remarkable success, setting tax records in multiple countries.

Recognizing the transformative power of blockchain technology in 2017, the company's vision expanded to incorporate blockchain solutions into everyday life. In 2021, a dedicated team of blockchain and software experts was assembled, with the goal of creating a comprehensive ecosystem. This ambition materialized in early 2024 with the launch of Nigella Chain, followed by essential components like Nigella Explorer, Wallet, and Stake.

Nigella Chain is the next evolution in this journey, conceived as a blockchain-based payment solution within the expanding Nigella ecosystem. Currently undergoing rigorous testing and development, Nigella Chain is poised to leverage the security, transparency, and efficiency of blockchain to revolutionize how individuals and businesses conduct transactions. Building on the company's legacy of innovation and growth, Nigella Chain represents a significant step towards a future where blockchain technology is seamlessly integrated into financial interactions.



18 November 2015

First Company Establishment

Fatih EKE established his first official company in Turkey with the aim of spreading black seed, which he believes to be the most healing plant in the world, to the entire globe

February 22, 2017

Nigella World Establishment

There was a significant challenge: while the name of black seed was known, its actual health benefits were not widely recognized. To overcome this issue, he decided to work with the MLM (Multi-Level Marketing) method and conducted the first launch. Products started to sell rapidly through distribution. In addition to coffee, a black seed soft gel product was also introduced.

January 20, 2016

First Product

He began integrating black seed into daily use by working on alternative products commonly encountered in daily life. As the first product, he introduced four different healthy coffees mixed with black seed, emphasizing the value of black seed with eco-friendly packaging and contents.



January 8, 2018
The First Export

Due to the perceived quality of the products and the recognition of the company's mission, demand started to come from outside Turkey after experiencing significant demand within the country.

February 17, 2020
Rapidly Growing Global Market

Now, every seminar was attended by thousands of people. The healing properties of black seed were bringing people together, and distributors involved in the business had started earning hundreds of thousands, even millions of dollars. The company's monthly revenue had long surpassed several million dollars.

January 15, 2019
Globalization

After the demands from Kazakhstan, it became necessary to open another country. Following Kazakhstan, Kyrgyzstan quickly adapted, and the company was established. Production started in Kazakhstan with a small machine to overcome coffee packaging and logistical challenges. Despite the small size of the country, Kyrgyzstan found its place in the market with an incredible demand for the product. The demand was approximately 35 times the targeted sales figures.



January 19, 2021 Global Market Challenges

With the opening of Uzbekistan, Tajikistan, and Russia, work at the headquarters level was being carried out in almost the entire Central Asian region. The crowds overflowing into the halls, integrated distributors, and the vital importance of black seed for people were all proving evident. the country.

January 1, 2023 Nigella Chain

While the development of blockchain products was underway, promotional and rewarding meetings continued in all countries.

As the products on the blockchain side took shape, the development of Nigella Chain continued with brand new product ideas by analyzing industry needs.

January 1, 2022 Blockchain

At the beginning of 2022, the blockchain projects, conducted with great confidentiality, were starting to take a more concrete form. What began as an idea to introduce black seed to the world had evolved into a massive technological leap. Considering that the Latin name for black seed is Nigella, it was deemed most fitting to name the newly developed network Nigella.

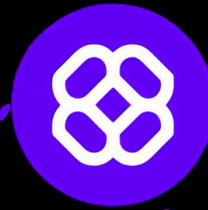
A BRIEF OVERVIEW: NIGELLA CHAIN



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Nigella Coin



Nigella Diamond



Nigella MLM



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Nigella Pay



Nigella Swap



Nigella Stake



Nigella Wallet

Staking: By staking Nigella Coins, users not only contribute to the security and stability of the network but also earn rewards for their commitment to sustainability. Staked Coins are actively utilized to fund impactful projects, driving positive change and creating a brighter future for all.





nigella
SWAP

Nigella Wallet: Secure Crypto Asset Management

Nigella Wallet offers a secure and user-friendly digital wallet experience, allowing users to manage multiple cryptocurrencies within the Nigella ecosystem. It enhances financial inclusivity and supports community engagement through features like coin staking and decentralized applications (dApps).

Nigella Swap: Enhancing Liquidity and Accessibility

Nigella Swap facilitates quick and secure coin exchanges, enhancing liquidity and accessibility within the Nigella Chain ecosystem. Integrated with Nigella Pay and Nigella Wallet, it provides seamless transaction experiences while promoting broader crypto adoption.

Nigella Diamond: Education and Certification

The Nigella Diamond program educates users about blockchain and NFT technologies, offering certification upon completion. This initiative fosters knowledge sharing and expertise development, strengthening community bonds and promoting technological literacy.



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STAKE

Nigella Nigella MLM: Revolutionizing Network Marketing with Blockchain

Nigella MLM harnesses the power of blockchain technology to transform the MLM landscape. By combining traditional MLM principles with the transparency and security of blockchain, Nigella MLM enables participants to build thriving networks with confidence. The platform ensures accurate tracking of earnings, facilitates seamless transactions, and integrates with the Nigella Wallet for convenient management of digital assets. This synergy empowers individuals to maximize their potential and fosters a thriving community within the Nigella ecosystem.

Nigella Coin: Fueling the Future of Blockchain Innovation

As the lifeblood of the Nigella ecosystem, our coin serves as a unit of exchange, a store of value, and a powerful tool for driving positive change. By investing in Nigella Coins, users directly support sustainable agriculture projects, renewable energy initiatives, and other eco-friendly ventures.

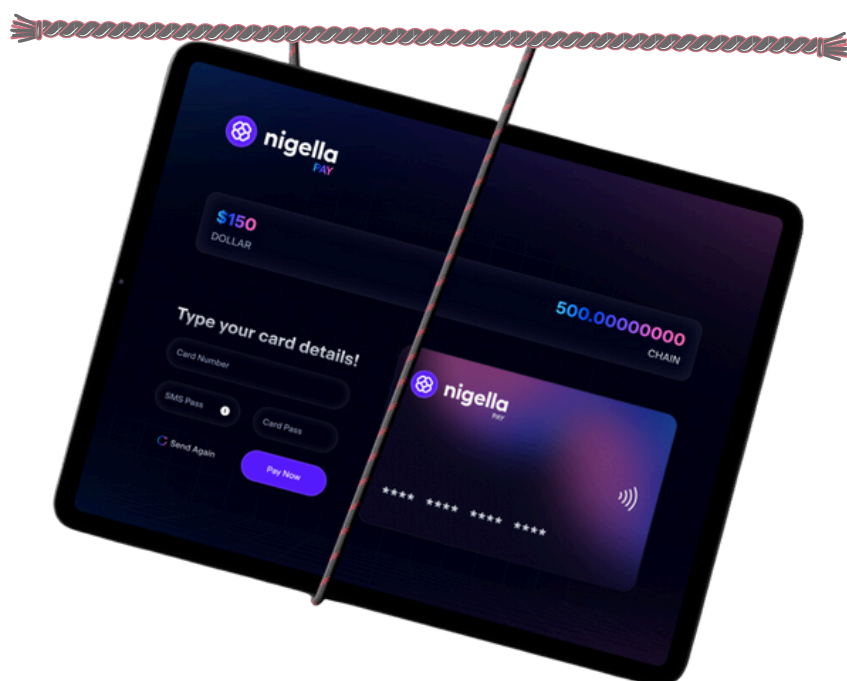
Nigella Stake: Grow Your Assets, Empower the Ecosystem

By staking Nigella Coins, users not only contribute to the security and stability of the network but also earn rewards for their commitment to sustainability. Staked coins are actively utilized to fund impactful projects, driving positive change and creating a brighter future for all.

Nigella Pay: Fast and Secure Payment Solutions

Welcome to the future of finance with Nigella Pay, a pivotal component of the Nigella Chain ecosystem. Nigella Pay offers a seamless and secure solution for your financial needs. Whether you are making payments, swapping coins, staking assets, or participating in the Nigella Diamond educational program, Nigella Pay is designed to make your financial transactions effortless and reliable.

Nigella Pay empowers users to engage in a wide range of financial activities with confidence and ease, ensuring that every transaction is as simple and secure as possible. With Nigella Pay, the power of decentralized finance is at your fingertips, ready to transform the way you interact with your money.



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PAY



Nigella Stake

Staking in cryptocurrency involves crypto asset holders locking up their digital assets for a specified period to support network operations. This process, integral to maintaining blockchain reliability, ensures network security and efficiency. In the context of Nigella, staking plays a critical role in enhancing chain integrity and performance, incentivizing community participation and network decentralization.

Staking Process and Network Support

Participants lock Nigella Coins to validate transactions and secure the Nigella Chain, earning rewards based on stake duration and amount. This mechanism bolsters network stability, reduces security risks, and enhances transaction processing speeds, fostering a robust ecosystem.

Rewards and Community Engagement

Stakers receive incentives for their contributions, promoting active involvement and reinforcing network reliability. Nigella's user-friendly staking process aims to attract diverse participants, empowering stakeholders while fortifying the ecosystem against potential threats.

Nigella Swap

Nigella Swap is a pivotal feature of the Nigella Chain ecosystem, designed to empower users to swiftly and securely exchange coins within the Nigella blockchain. By facilitating these exchanges, Nigella Swap significantly boosts liquidity, ensuring ample availability of assets for trading and investment activities. This capability not only enhances market efficiency but also provides users with the flexibility to seamlessly transition between various cryptocurrencies, thereby diversifying their portfolios and adapting to market dynamics with ease.

Enhancing Liquidity and Flexibility

The primary objective of Nigella Swap is to broaden the range of crypto assets available to Nigella Chain users, facilitating a diverse array of transactions and investment opportunities. This feature enables users to engage with a comprehensive selection of coins, fostering a vibrant ecosystem where liquidity is dynamically maintained to support various trading volumes and user demands.

Furthermore, Nigella Swap integrates seamlessly with other core features of the Nigella Chain, such as Nigella Pay. This integration creates a unified platform where users can perform a multitude of financial transactions efficiently within the same ecosystem. Whether conducting coin swaps, making payments, or utilizing other functionalities, users benefit from a cohesive and user-friendly experience that enhances overall operational efficiency and user satisfaction.



nigella
SWAP

Nigella Coin

Nigella Coin serves as the fundamental cryptocurrency within the Nigella Chain ecosystem, enabling users to engage in a variety of transactions such as payments, swaps, participation in MLM programs, and staking. This coin plays a pivotal role in facilitating secure and efficient payment experiences, providing Nigella Chain users with extensive utility across the ecosystem. By leveraging Nigella Coin, users can seamlessly transfer value within the chain and actively participate in ecosystem activities.

Powering the Nigella Chain Ecosystem

The primary function of Nigella Coin is to enhance the versatility and accessibility of transactions within the Nigella Chain. Users can utilize Nigella Coin for everyday payments, facilitating quick and reliable transactions across various services offered within the ecosystem. Moreover, the coin supports participation in Nigella Chain's MLM program, enabling users to engage in network marketing activities and earn rewards based on their contributions.

Additionally, Nigella Coin serves as a key component in the staking mechanism of the Nigella Chain. Users can lock their coins for a specified period to validate transactions and support the network's operations, thereby earning rewards and contributing to the chain's overall security and stability. This staking feature not only incentivizes coin holders but also strengthens the decentralization and reliability of the Nigella blockchain.





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WALLET

Nigella Wallet

Nigella Wallet represents a unique service within the Nigella Chain ecosystem, offering users a secure and user-friendly digital wallet experience. Integrated seamlessly into the Nigella ecosystem, this wallet empowers users to manage and securely transfer their cryptocurrencies with ease. Featuring a modern interface and robust security features, Nigella Wallet sets a new standard in digital asset management, providing users with a best-in-class wallet experience.

Secure and User-Friendly Digital Asset Management

At its core, Nigella Wallet is designed to enhance the accessibility and usability of digital asset management within the Nigella Chain ecosystem. Users can securely store and manage their crypto assets directly within the wallet, ensuring that their funds are protected by advanced security measures. The wallet's intuitive interface makes it effortless for users to navigate and perform various operations, from checking balances to initiating transactions, all while maintaining high levels of security.

Security is paramount within Nigella Wallet, with features such as multi-factor authentication (MFA), biometric authentication, and encrypted storage ensuring the protection of users' assets and personal information. By adhering to industry best practices in cybersecurity, Nigella Wallet provides peace of mind to users, knowing that their digital assets are safeguarded against unauthorized access and potential threats.



Nigella Pay

Nigella Pay is designed as a versatile payment system seamlessly integrated within the Nigella Chain ecosystem. It empowers users to perform a wide array of transactions, including the purchase of clean food products, payment collection, coin swapping, participation in multi-level marketing (MLM) programs, and staking of Nigella Coins. By prioritizing security and efficiency, Nigella Pay offers a user-friendly experience that caters to diverse needs within the ecosystem.

As a comprehensive payment solution, Nigella Pay unlocks the full potential of the Nigella Chain for users across various activities. Whether it's facilitating the purchase of clean food from verified producers, enabling secure peer-to-peer transactions, or providing a platform for MLM initiatives, Nigella Pay serves as a versatile tool for engagement within the ecosystem. Furthermore, Nigella Pay enhances the overall user experience by optimizing digital financial transactions, ensuring both speed and security.

Through Nigella Pay, the Nigella Chain is committed to providing a secure and efficient payment infrastructure that fosters trust and convenience for all stakeholders. By combining innovative blockchain technology with user-centric design, Nigella Pay aims to revolutionize the way transactions are conducted within the clean food industry and beyond. As the Nigella Chain continues to evolve, Nigella Pay will play a crucial role in driving adoption and expanding the ecosystem's reach, ultimately contributing to a more sustainable and transparent food system.

Nigella MLM: A Multi-Level Marketing Program for Community Growth and Earnings

Nigella MLM is a dynamic multi-level marketing program that seamlessly integrates with Nigella Chain's proprietary payment system, Nigella Pay. This program empowers users who join the Nigella Chain ecosystem to earn commissions through the sale of specific products or services within the network. By leveraging the power of community building, Nigella MLM also allows users to generate additional income by attracting new members to their network. These new members, in turn, can earn income through product or service sales, creating a self-sustaining cycle of growth and opportunity.

The Nigella MLM program leverages the transparency and security of blockchain technology to ensure fair and equitable compensation for all participants. Commissions are automatically calculated and distributed through Nigella Pay, providing a seamless and transparent experience. As a result, Nigella MLM not only incentivizes individual participation but also fosters a collaborative community where users can collectively contribute to the growth of the Nigella Chain ecosystem while simultaneously reaping the rewards of their efforts.

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MLM

"Cultivating Expertise: Introducing The Nigella Diamond Program for Blockchain and NFT Certification"

"The Nigella Diamond Program" represents a pioneering initiative within the blockchain and NFT (Non-Fungible Coin) ecosystem, tailored to empower enthusiasts and professionals alike with comprehensive knowledge and certification in these transformative technologies. This educational endeavor is meticulously crafted to cater to varying levels of expertise, offering a structured pathway from foundational education through advanced proficiency. Participants engage in rigorous training modules covering key aspects of blockchain fundamentals, NFT creation, management, and market dynamics. Each stage culminates in meticulously designed assessments to ensure mastery and comprehension. Successful completion of the program grants participants the prestigious Nigella Diamond NFT certification, a testament to their acquired skills and proficiency in the NFT domain. This certification not only validates their expertise but also positions them as credible stakeholders in the burgeoning NFT market, poised to contribute and innovate within this dynamic industry. The Nigella Diamond Program thus stands as a beacon for educational excellence in blockchain and NFT technologies, fostering a community of knowledgeable individuals prepared to lead and shape the future of digital assets and decentralized ecosystems.

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DIAMOND

Nigella Clean Food: Pioneering Blockchain for Food Transparency and Trust

Nigella Clean Food leverages the immutable and transparent nature of blockchain technology to revolutionize the food industry. By recording every step of a product's journey—from farm to shelf—on the Nigella Chain, consumers gain unprecedented access to information about the origin, production methods, and ingredients of their food. Each product is equipped with an NFT QR code, allowing consumers to instantly trace its entire history with a simple scan.

This comprehensive traceability ensures transparency, reinforces product authenticity, and empowers consumers to make informed choices. Moreover, Nigella Clean Food's blockchain-based approach ensures the highest quality control standards, safeguards against counterfeiting, and supports sustainable and ethical production practices. This commitment to transparency and accountability not only builds consumer trust but also sets a new benchmark for the global food industry, paving the way for a future where every food product's story is readily accessible and verifiable on the blockchain.



Nigella Clean Food: Revolutionizing Food Traceability

Nigella Clean Food utilizes blockchain technology to ensure transparency and traceability throughout the food production and supply chain. By recording every production stage on the blockchain, Nigella Clean Food enhances consumer trust and guarantees product authenticity.

Blockchain Integration for Traceability

Blockchain enables Nigella Clean Food to trace the origin, production stages, and supply chain of each product, providing consumers with accurate information about their food's journey from farm to table. This transparency promotes food safety and supports ethical consumption practices.

Quality Control and Reliability

With blockchain's immutable ledger, Nigella Clean Food maintains rigorous quality control standards, swiftly detecting and rectifying any deviations in the production process. This ensures that only high-quality, authentic products reach consumers, bolstering brand reputation and customer loyalty.

Fraud Prevention and Consumer Protection

Blockchain's digital identity system prevents product counterfeiting by assigning unique identifiers to each item, verifying their authenticity and ensuring consumer confidence in the products they purchase from Nigella Clean Food.

TRACEABILITY

RELIABILITY

QUALITY CONTROL

NIGELLA ROADMAP 2024

Q1

Stage 1

- Nigella Wallet and Nigella Pay user interface improvements
- Product development and improvement activities
- Blockchain integration tests
- Launch of the beta test program
- Planning marketing campaigns

Q2

Stage 2

- Completion of Nigella Pay's POS devices and online payment integrations
- Completion of Nigella Stake and Nigella Wallet products
- Creating Social Media Communities
- Identification of marketing campaigns
- Coin Market Cap and Coingecko listing completed
- Pre-sale of Nigella Coin on three different platforms
- Launch of Nigella Stake and Nigella Wallet
- Listing on three cryptocurrency exchanges

Q3

Stage 3

- Widespread distribution of Nigella Pay cards
- Expansion of international payment networks
- Popularizing the use of Nigella Coin
- Announcing global partnerships
- Product improvements based on user feedback
- Launching Nigella Diamond certificate programs
- Pilot implementation of the Nigella Clean Food product traceability system
- TI Exchange listing

Q4

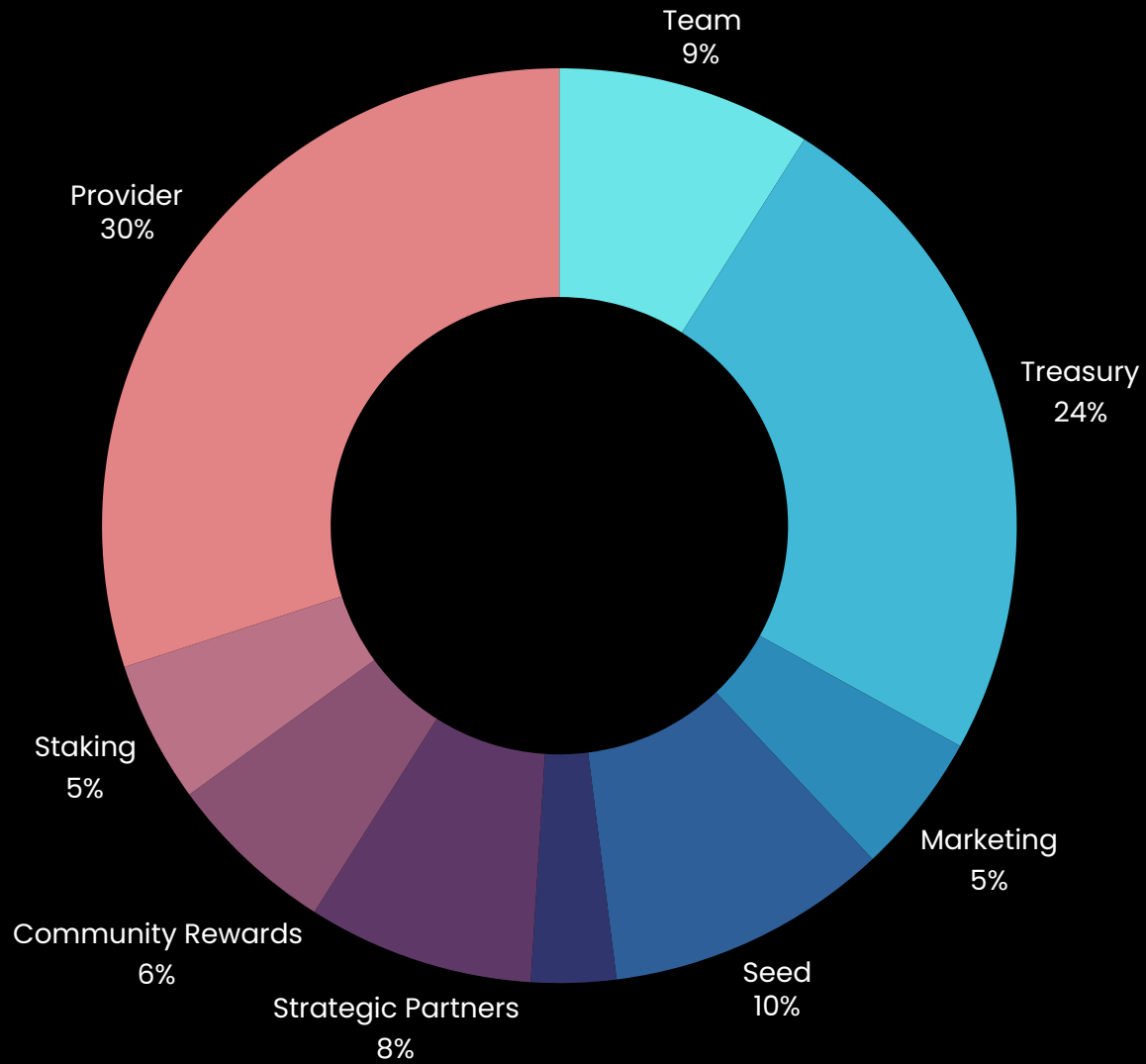
Stage 4

- Implementation of expansion plans in new markets and regions
- Launching the Nigella AI Program
- Publishing Nigella Clean Food sustainability reports
- TI Exchange listing
- Setting and announcing strategic goals for 2025
- Special events for the Nigella Chain community.
- Announcing the Big brands that want to join Clean Food.

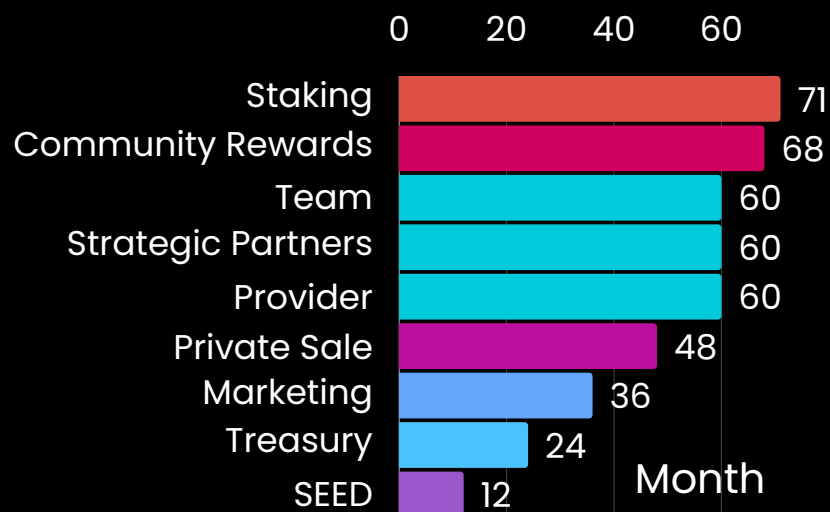


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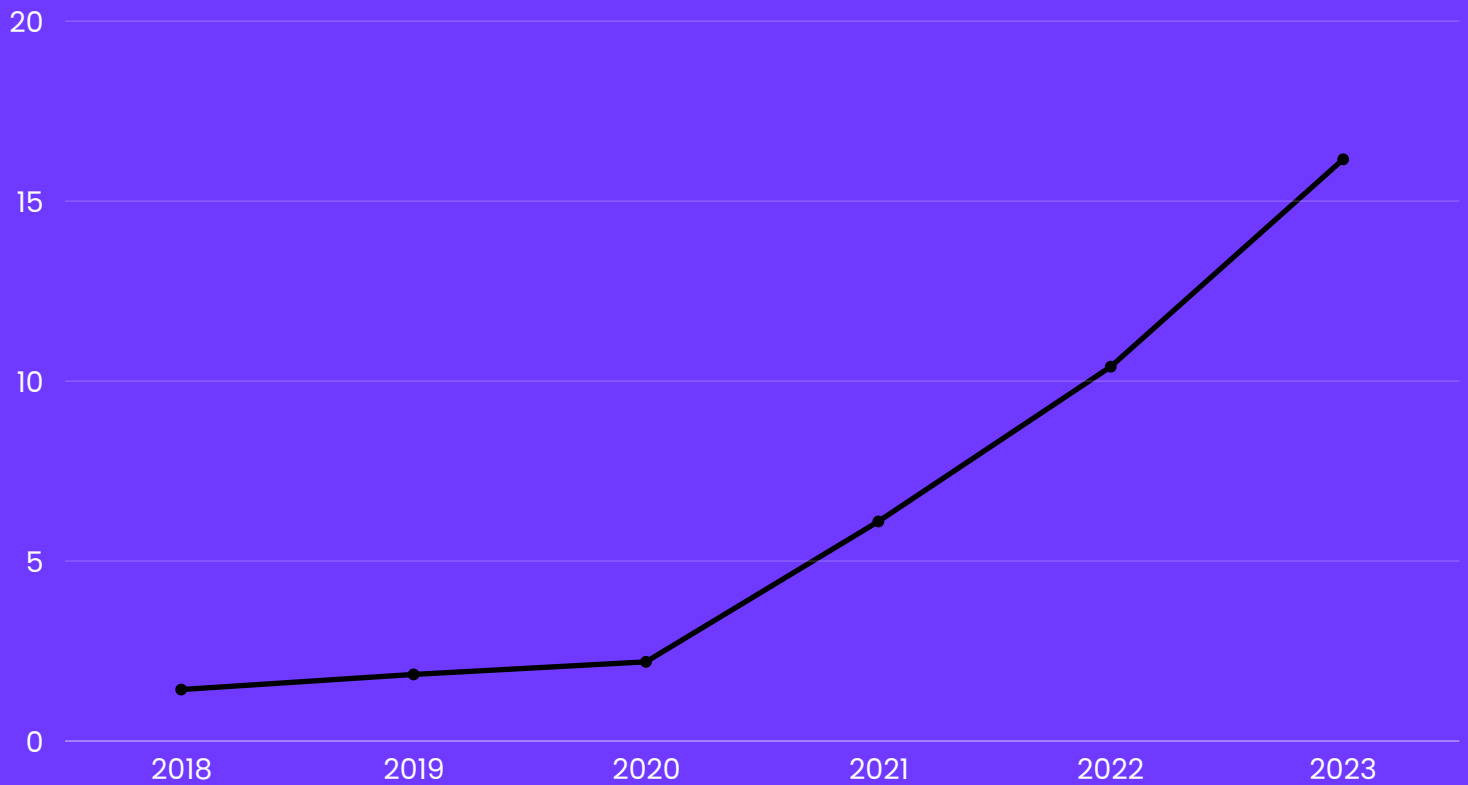
Coinomics



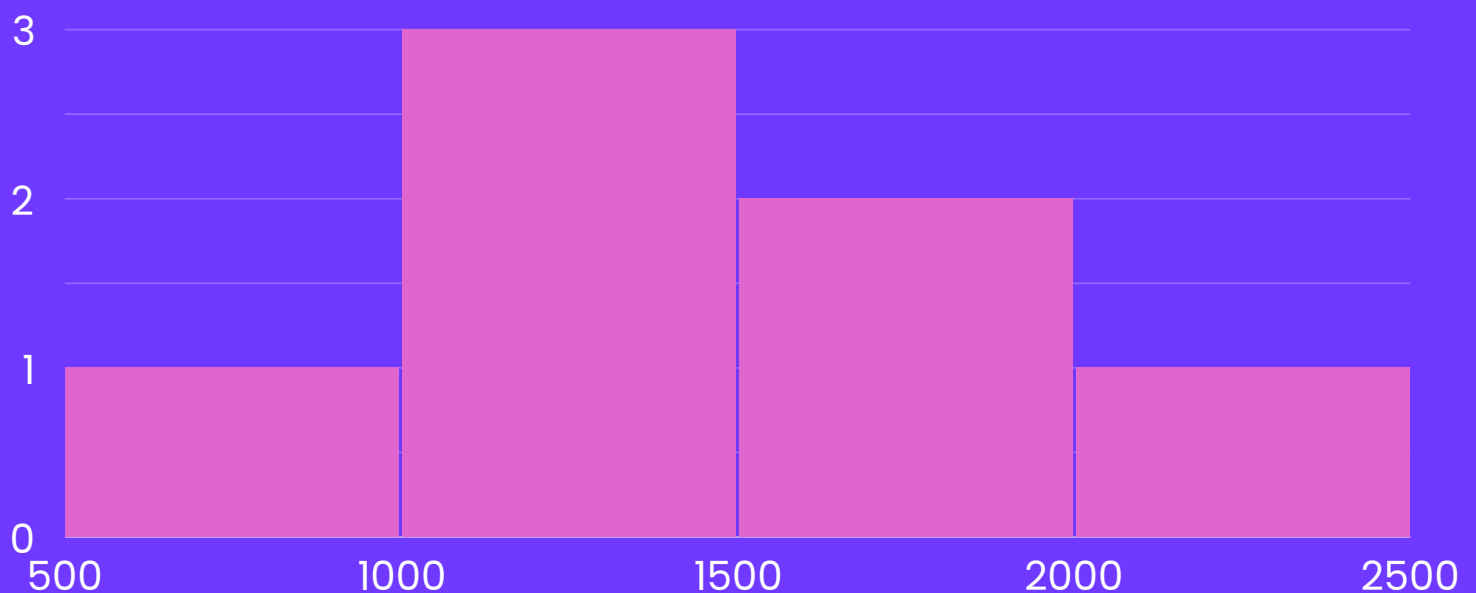
Vesting



Potential And Current Situation Of The Crypto Market



In 2021, cryptocurrency accounted for \$6.10 billion worth of transactions worldwide, up 177.3% from \$2.20 billion the year before. Come 2023, crypto transaction value will hit \$16.16 billion as more businesses accept these digital currencies as payment.



Alignment with UN Sustainable Development Goals

01

NO POVERTY

Contributing to economic inclusion by providing secure and efficient financial services, Nigella Pay helps reduce poverty by enabling more people to participate in the digital economy.

02

DECENT WORK AND ECONOMIC GROWTH

Supporting economic growth and job creation, Nigella Pay facilitates seamless transactions and promotes business activities within the Nigella Chain ecosystem.

03

INDUSTRY, INNOVATION, AND INFRASTRUCTURE

Enhancing the efficiency and security of digital payments, Nigella Chain's innovative financial technology infrastructure contributes to resilient and sustainable industrial development.

04

RESPONSIBLE CONSUMPTION AND PRODUCTION

Supporting sustainable consumption and production patterns, Nigella Pay enables clean food purchases and promotes transparent and secure transactions.

05

PEACE, JUSTICE, AND STRONG INSTITUTIONS

By ensuring secure transactions and preventing fraudulent activities, Nigella Pay fosters trust and transparency, contributing to the development of strong institutions and the promotion of justice.

06

PARTNERSHIPS FOR THE GOALS

Nigella Pay leverages key partnerships with financial institutions, blockchain providers, regulatory bodies, and industry leaders to innovate and expand globally. These collaborations drive adoption of our decentralized payment solutions, ensuring compliance and enhancing accessibility.

CONCLUSION

In conclusion, Nigella Chain integrates the potential of blockchain technology with the clean food industry and digital financial transactions, bringing this innovative technology into real life. As the first blockchain-based food project, Nigella Chain successfully goes beyond traditional methods by focusing on the principles of transparency, traceability, and reliability.

This project aims to record the journey of a product from production to the point of sale in a blockchain database, enabling consumers to fully track the production and packaging processes. With NFT QR codes embedded in the products, consumers can transparently follow the authenticity and stages of the product, and provide feedback. Nigella Chain has the potential to revolutionize the food industry with this innovative approach and is expected to find wider application in the future.



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