# The Counterfeit Problem

The black market for stolen and counterfeit goods costs producers and consumers over 4 trillion a year as well as causing untold harm to brands and fuelling crime. All because of a lack of information – blockchain technology means that its possible to track the history of all products at low cost meaning no one will ever have to buy a counterfeit or stolen product again.

7% of global total goods are counterfeit

50% of art is counterfeit
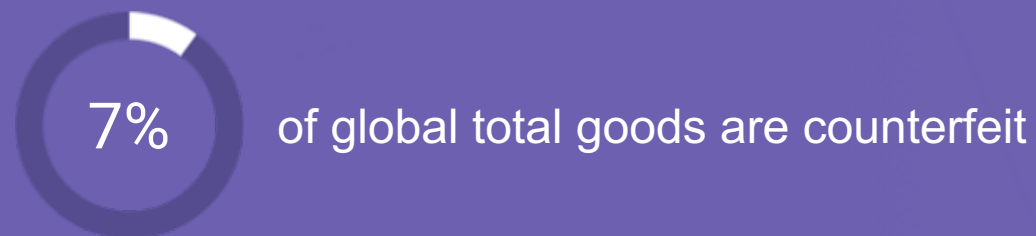
This creates many issues for :

Consumers

- Bad Quality
- Lack of Safety
- Loss of Reselling Value

Brands

- IP Infringement
- Reputation Damage
- Loss of Sales

Governments

- Criminal
- Sustainability
- Loss of Tax and Duties

Insurers

- Riskier Products
- Risk of False Claim
- Risk of Inaccurate Value

Our Blockchain Based Solution

All goods and genuine items can be easily tagged on the blockchain. Everyone from consumers & brands, to insurers & governments can quickly check & verify the origin, authenticity & ownership of goods.

Origin

Authenticity

Ownership

| Consumers	Brands	Governments	Insurers
• Verify Authenticity • Establish Ownership • Declare Loss / Theft • Transfer Ownership	• Protect IP • Preserve Reputation • Increase Value • Improve Customer Experience and Retention	• Lower Criminal Financing • Increase Sustainability • Increase Tax and Duties vs. Counterfeit	• Authenticity proof • Ownership Proof • Enable Smart Contract

Market Size

Global counterfeit market

2015   **$1.7 Trillion**

2022   **$2.3 Trillion**

Counterfeit share of global goods market

7%
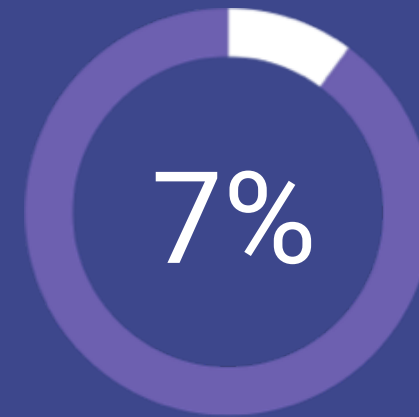
Total cost of counterfeiting including social impact, investment & criminal enforcement costs:

$4.2 Trillion

Money spent on anti-counterfeiting packaging by manufacturers:

2015   **$82 Billion**

2020   **$153 Billion**

And this is an inefficient solution

Business Model

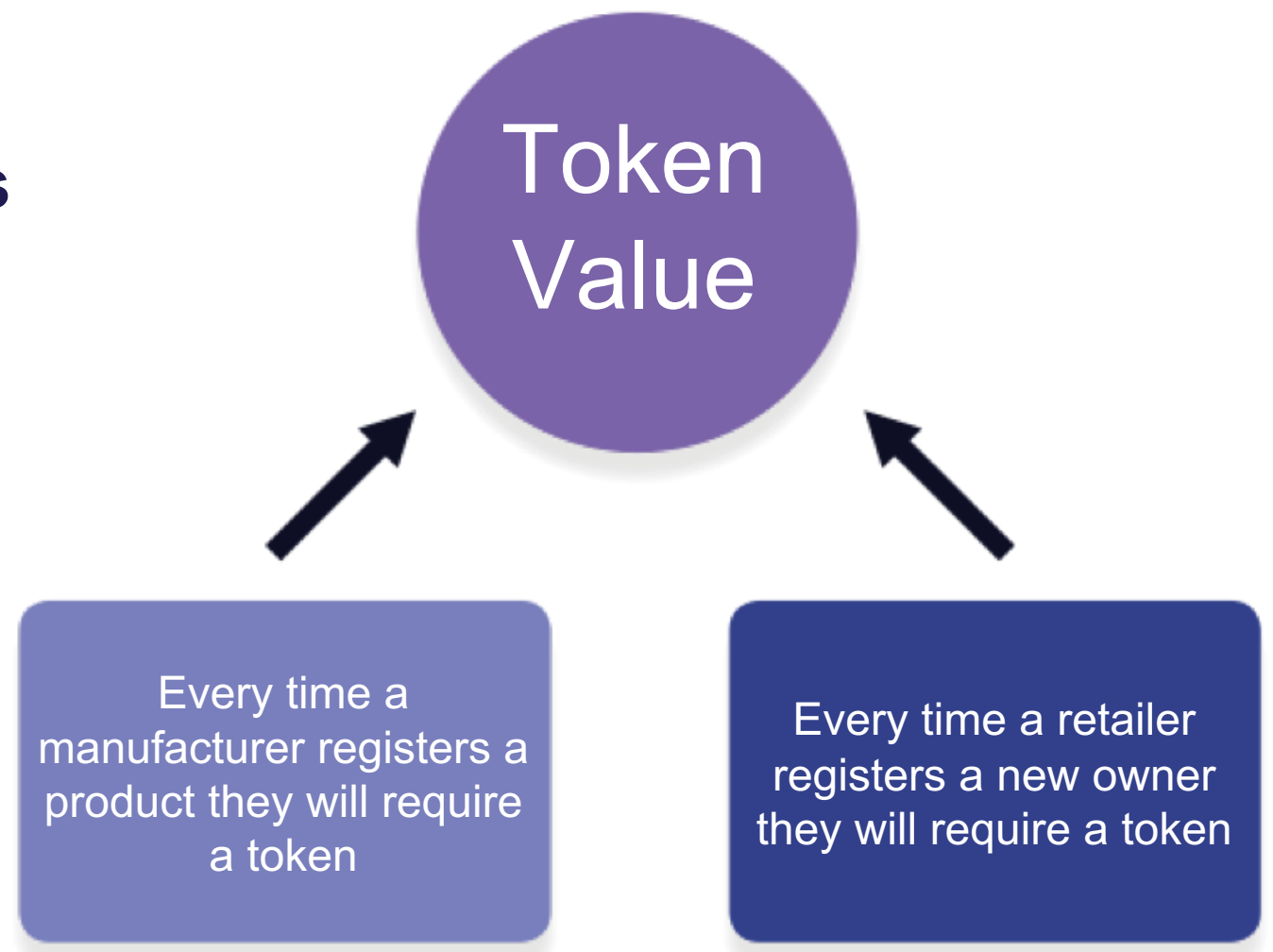## How the Business Model Works

Brands & users can purchase a token to register goods on the blockchain.

With the limited token supply, our tokens will gain value with the adoption and usage of our eco-system – and so will our ICO participants.

Token Value

Every time a manufacturer registers a product they will require a token

Every time a retailer registers a new owner they will require a token

Anti Counterfeit Competition

Existing anti-counterfeiting solutions mostly consist on packaging improvements.

However they are not efficient enough:

• Counterfeiters also copy these packaging update
• The anti-counterfeiting solutions disappear with the packaging
• These improvements are brand specific and not inter-operable, universal for mass adoption
• These anti-counterfeiting solutions can't be updated

Technology	Format	Limitations
Hologram	Label	Can be easily copied
RFID	Chip & Reader	Privacy concerns, High item-level cost
Ink & Synthetic Markers	Ink & Reader	Cartons may not be retained
Serial Identification	Inscription Motif & Reader	Optical markings can be copied. Central database / non inter-operable
Bar Codes	Tag & Reader	Track-n-trace solution can be copied

How We Are Different

Better

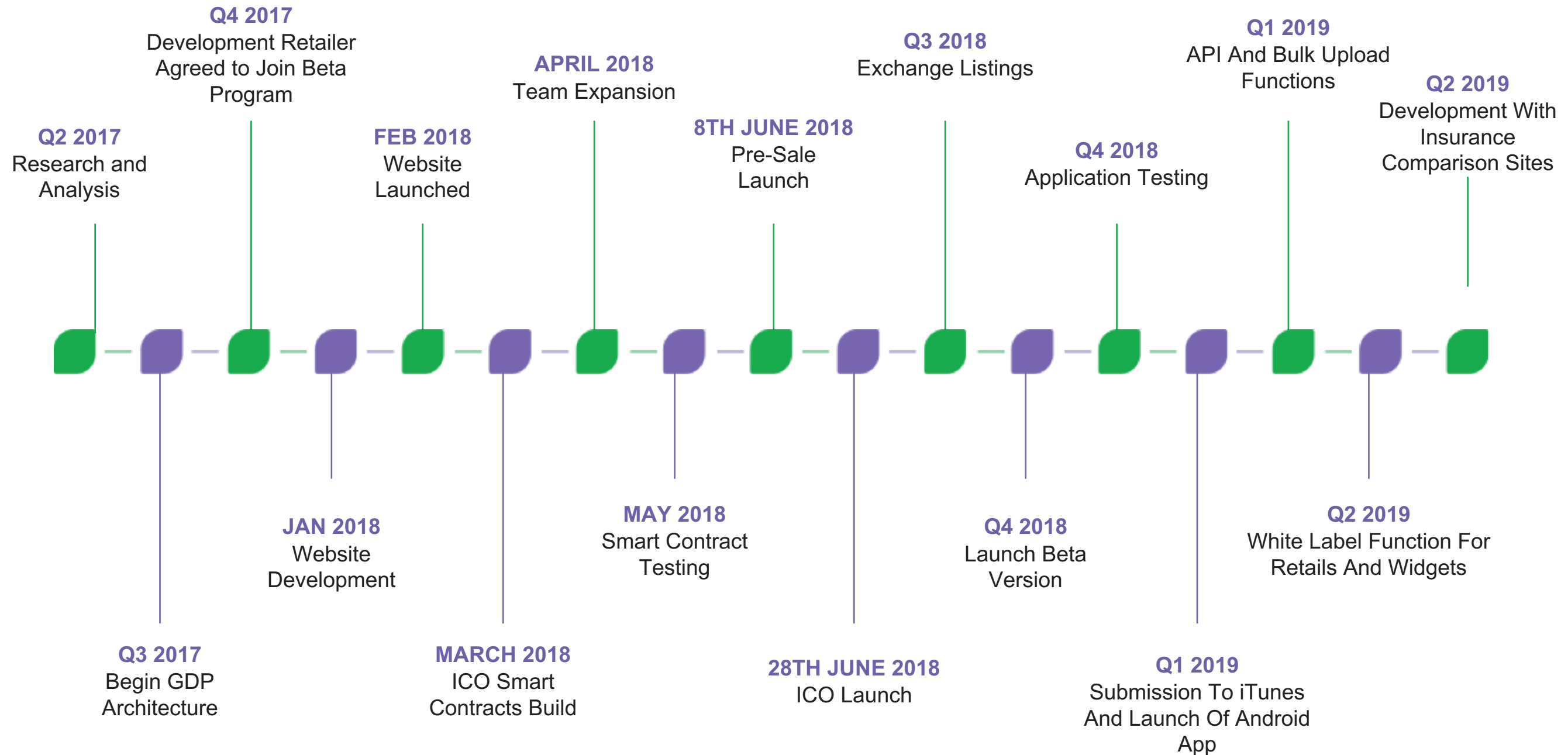- Accurate
- Tamper-Proof
- Copy-Proof
- Always Up-to-Date

Cheaper

- Less Costly than Changing all Packaging
- No Internal Platform Maintenance Fee

More Scalable

- Product / Market Language Agnostic Solution
- Interoperable with Third Party Apps

Strategic Market Plan

Q2 2017
Research and Analysis

Q3 2017
Begin GDP Architecture

Q4 2017
Development Retailer Agreed to Join Beta Program

JAN 2018
Website Development

FEB 2018
Website Launched

MARCH 2018
ICO Smart Contracts Build

APRIL 2018
Team Expansion

MAY 2018
Smart Contract Testing

8TH JUNE 2018
Pre-Sale Launch

28TH JUNE 2018
ICO Launch

Q3 2018
Exchange Listings

Q4 2018
Launch Beta Version

Q4 2018
Application Testing

Q1 2019
Submission To iTunes And Launch Of Android App

Q1 2019
API And Bulk Upload Functions

Q2 2019
White Label Function For Retails And Widgets

Q2 2019
Development With Insurance Comparison Sites

The Team

Founders with Extensive FinTech Background

IAIN WILLIAMS
CEO / Co- Founder

Bringing a wealth of experience built from working with a multitude of FinTech startups. An investor with a talent for making things uncomplicated.

in

PAUL WILLIAMS
CEO / Co- Founder

A solid background working with a range of startups, including FinTech and financial products. A keen investor with a passion for new technologies.

in

The Team
Seasoned Blockchain Engineering

TARAS TSARENKO

Lead Technical Development

Taras brings over 9 years of innovation and experience having worked on projects such as NEM, ARK, Polymath, Networks and E/Capital. There could not be a more experienced and ideal technical lead for this project.

in

IVAN SOLOMICHEV

Blockchain Expert

Blockchain, Ethereum, Solidity Smart Contracts developer IOS dev with 5 years professional experience with published applications.

in

DEVENDRA R

Blockchain / Ethereum Expert

Official Contributor of Bitsend, Woked on STORJ and other IPFS storage. Ethereum, Hyperledger Fabric, DApps, Smart Contracts, Meteor JS.

in

The Team
Seasoned Blockchain Engineering

KASHYAP PRAJAPATI
Blockchain Team Lead
3+ years working with Blockchain, Ethereum dapp, Wallet, Solidity Smart Contracts, New Cryptocurrency, Cryptocurrency exchanges and smart contracts audits. 9+ years experience in JavaScript, Angular JS, MySQL, Postgres, MongoDB, Python, Docker as full stack developer.

ILESH MALANI
Blockchain Ethereum Developer

Official Contributor of Bitsend, Woked on STORJ and other IPFS storage. Ethereum, Hyperledger Fabric, DApps, Smart Contracts, Meteor JS.

The Team Our Professional Team

AMANDA CASWELL
PR and Social Media

Advertising copywriter and blogger for a variety of brands and corporations including Nintendo, Pepsi, Unilever, Proctor & Gamble, Disney and more. She lives just outside NYC with her loving Husband and 2 adorable kids.

JACOB PARKER-BOWLES
Cyber Security & Financial Crime

An entrepreneurial leader and a visionary. With over 10 years of experience in the field, Jacob is well versed in the fields of cyber security and financial crime. He has a proven track record of successfully helping financial institutions protect their assets and plan for the future.

DANIEL HARBUZ
Head Marketing

8 Years of Business development with some of the largest brands in the world. Managed data and Special reports for the Guardian Newspaper. Advised and consulted with Partners and Managing directors at some of the Worlds largest firms such as Goldman Sachs and Deloitte.

The Team Our Professional Team

DEEP JOHAL
Cyber Security & Financial Crime

Vast experience having raised $20 million in the payment processing space. And a decentralised exchange raising $4 million. Please update all photos as per attached. each photo is named correctly to match the profiles.

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KHRYSTYNA MILIAK
Technical Project Manager

PM with 5 years of experience consulting on various project matters. Tracks time and budget, organises team.

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Money, Milestone

Total token supply: **100,000,000**

Total token supply for sale at ICO: **85%** (Team, Community & Growth **15%**)

Soft Cap: **1000 ETH**

Hard Cap: **35,000 ETH**

Pre-Sale	First 1000 ETH	1 ETH	1700 GDP + 40% Bonus
Stage 1	Next 5000 ETH	1 ETH	1700 GDP + 30% Bonus
Stage 2	Next 5000 ETH	1 ETH	1700 GDP + 20% Bonus
Stage 3	Next 5000 ETH	1 ETH	1700 GDP + 10% Bonus