

Business plan

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Winicert

BUSINESS PLAN

1. Summary

2. Products/services

3. Competitors (companies and products)

1. Summary [↑](#)

- Certify that a bottle of wine is authentic regarding the label, origin,...
- Certification authority give an amount that a winery can produce
- The winery put tags on the bottles -> decrement the amount authorized
- The reseller and the final customer can check if the bottle is authentic and where it's coming from

We provide an authority of certification that can be used by any quality label for traceability and conformity purposes. Each label using our solution can adapt the criteria to its need and our CA can ensure that they are respected.

For instance: Label 'XYZ' choose how many liters a wine producer can sell under this label, taking into account the vineyard area, etc. Each time a winery produces a bottle (whatever technology is used) our certification authority will decrease the amount of liters allowed to be produced.

The main added value of our solution is to ensure that the producer respects the criteria or regulations at each level: local, regional, national or even worldwide. The participating authorities of regulations could be: Regional quality labels, official administrations/regulations.

2. Products, services [↑](#)

- Have a trusted way to authenticate bottles, especially for expensive products
- Protect the value of the product
- Protect against counterfeiting
- Certify that the quality criteria has been respected
 - limited production / quantity of wine produced
 - quality check (chemical analysis)
 - sugar level (measured by the producer and verified by the authority experts)

Who is controlling?

Expert recognized by the local authority.

Why the blockchain?

Only the authority can deliver certificates of authenticity. Certificates cannot be counterfeited.

Automatic verification of the authenticity of the product at any time by anyone and instantly.

Limitation of human errors.

Increase customer confidence in the product he is buying.

Possibility to revoke the certification

3. Competitors (company and products) [↑](#)

- VeChain in China (focused on traceability)
- EY Wine (focused on traceability)
- TATOO Wine

The competitors only propose the traceability of the wine bottle, but our goal is to let the label certifies that a winery meet their requirements. And they can limit the number of bottles created