**IDEA EVALUATION**

1. **WHAT’S THE PROBLEM ?**

Buying fake products happens at a consumer’s volition , when he wants to meet his esteem needs , but not pay the price(counterfeited luxury products).

* Is it real?

Yes , it is real.

* How big is the problem?

As we are dealing with counterfeit luxury goods,the loss will be huge.

* When does it occur?

Selling a product to a customer , supply chain.

* Frequency of occurrence : According to 2017 survey,the total value of seized goods is around $375.4 million dollars.
* Current solutions : Regular Database , ‘ BONAFI ‘ is a company which allows only leaf entity to ownership the product.

1. **WHO HAS THE PROBLEM -customer identification**

* Profile : Luxury goods manufacturers and buyers.
* Lifestyle : Luxury and Branded items.
* Segment : Branded companies.
* Position - Critiality of need : To avoid Counterfieting on luxury ,Producers

1. **WHAT’S YOUR SOLUTION?**

* With the help of Blockchain technology ,During manufacturing , products are embedded with an unique key(hash key) , which acts as key to the distributed ledger.
* This unique key is used to scan no of products for quality checking & transparency of that particular product.
* And the transfer of ownership will be done by the current owner.
* It stores complete history of transactions in shared database.

1. **DO YOU OWN IT - IPR :** YES
2. **WHO IS COMPETITION - BONAFI**
3. **HOW ARE YOU DIFFERENT?**

We are showing the transfer of ownership at each and every entity

and no manipulation of ownership.

1. **ARE YOU THE UBER OR YOU UBERED - UBER**
2. **HOW IS IT MADE POSSIBLE-**

**RESOURCES/ TECHNOLOGY/ :**

* TECHNOLOGY - Blockchain
* RESOURCES - Ethereum platform , Private server and establish connectivity

between front and back end using test-rpc.

* ** SOCIAL/ECOLOGICAL FEASABILTY**

Customer trust and satisfaction is the main motto of this product and Our

Website is totally operated by a man.