<https://www.marsiaf.com/iaf-application>

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**Elevator Pitch**

The Canadian Two-Dimensional Barcode Technology Inc. (also called Canada2Dcode) was founded in 2019 and provides services to enterprises and individuals for 2D code generation, registration, and application through its Two-Dimensional Barcode Registration information system (TBRS).

The TBRS allows users to register and query in different type of 2D codes, (QR code is one of them), against various databases for products, people and events. The integration of different standards into one system is a challenge overcome using cutting-edge technologies such as artificial intelligence, blockchain, and automatic data collection. The TBRS has completed its build stage and is moving to the beta release and pre-commercialization stage. Several businesses and academic organizations have expressed interest towards integrating with the system.

Canada2Dcode also works closely with Canadian Two-Dimensional Barcode Association that is a research and development organization focused on the standardization of two-dimensional barcodes in industry and commerce.

**Target Market**

The two-dimensional barcode (2D code) can store and allow for instant access to thousands of characters of information. Its error-correction ability can keep information intact even if scratched, ripped, or marked through. The superior capacity and versatility will cause 2D codes to eventually replace existing linear barcodes. It is no doubt that the target markets for 2D codes are extremely broad. Some examples include customs agents, using QR codes, to obtain international shipping information, or hospitals to extract patient medical records in time sensitive situations, government auditor to track back medicine manufacture and transportation information, etc. The highest demand and most profitable starting points are manufacturing, international trade, pharmaceuticals, transportation, conference registration, identification system and so forth.

It is estimated that the addressable market volume can possibly reach $200 million.

**How will you generate revenue?**

TBRS (Two-Dimensional Barcode Registration System) can generate profit in the following manners:

1. **2D Code Registration** – prices are tiered according to the volume of 2D codes purchased.

For example: $2 for a single 2D code; $150 for 200 2D code, $300 for 500 2D code, etc.

1. **2D Code Query Licensing** – priced according to the query volume of the scanners or other devices by location. For example: factory, inventory, retails, airport, custom, hotels and conferences, etc.
2. **TBRS User Licensing** – priced according to the number of instances implemented at the customer’s location.
3. **TBRS Enhancement** – priced by project when a business requests additional features and/or functionalities for their special use.
4. **Technical Support Services** – priced by project. For example: Business intelligence, Data Mining, Artificial intelligence, etc.

**Competitive Advantage**

1. Our team possesses considerable expertise in 2D barcodes and peripheral technologies. The corporation is an extension of Canada Two-Dimensional Barcode Association, which is at the leading edge of the 2D code field and is working with national and international organizations related, like SCC, CGA, ISO, UTC, etc.
2. We have been focusing on the research and development on the 2D code application over years and accumulated rich knowledge and experience on the system.
3. We have built a joint research team with the professors of University of Toronto and Western University to further our research activities.
4. The IT system we have adopted is low cost and easy to maintain.
5. We are located at the economic and tech center of Canada. It has a unique geographic advantage for expanding the 2D code business due to its population, enterprises, and largely untapped pool of tech talent.

**Describe your competitors**

Globally there are two competitors: BarTender and GS1.

BarTender (owned seagull scientific Inc.）is based in Washington and focuses on linear and 2d barcode generator and label printer, and related software. Their products and solution do not involve code registration, information query and data management. More information can be found from https://www.seagullscientific.com.)

GS1 is an international organization. GS1 Canada is the local branch. It focused on linear and 2d barcode generating against a manufactured product (a tangible object) for various type businesses. They also develop 2D code for their system use, such as GS1 QR code and GS1 PDF417. Their work do not involve other type of objects except of products, for example, people and event. (more information can be found from https://gs1ca.org.)

TBRS (Two-Dimensional Barcode Registration System) involves all-purpose 2D code that is related with various commercial business or industry. It can be used to represent anything including people, events and products. From this perspective there is no major competitor. The North American market is wide open for converting from the mainly linear barcodes used in legacy systems to 2D code systems.

**Describe your team**

Our team is a comprehensive combination of business, science and engineering professionals. The key people are as followings:

President: Joseph Kan, B. Art, extensive experience in management, business and international trade.

Vice President and CTO: Martin L., Ph.D., strong IT knowledge and experience, with a focus on database development, business intelligence, and artificial intelligence.

COO: Lena S. B.Eng, comprehensive experience in engineering and management, with a focus on manufacturing engineering and management.

Software Manager: Shi Zhao, M. Eng., over 20 years’ software development experience.

Marketing Manager: Fymontt J., B. Art, over 10 years’ marketing and management experience.

Finance Manager: Lily Zhang, MBA, over 5 years’ on finance and funding management.

Hardware Manager: Jet Chen, B. Eng, over 15 years’ experience on computer engineering and mobile devices.

**What will the funds be used for?**

80% of the funds will be used for hiring more technical professionals to support and promote the business.

20% of the funds will be used to improve the IT infrastructure and increase capacity of comprehensive services to a big volume of clients.

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**Elevator Pitch**

Canada Two-Dimensional Barcode Technology Inc. (CTBT) was founded in 2019 and is based in Toronto, Ontario. CTBA is focused on the research, development, and standardization of Two-Dimensional Code which is utilized in industry and commerce. We also provide services to enterprises and individuals for 2D code generation, registration, storage and application through the TBRS (Two-Dimensional Barcode Registration System).

TBRS is an information system that allows users to register and query 2D codes (e.g., QR code, which is one of different types of 2D codes) against various products, people and events. To make these various codes work together on the same platform presents a considerable challenge. The system relies on cutting edge technologies such as artificial intelligence, blockchain, and automatic data collection. The system has been built and is close to commercialization. Several businesses and academic organizations have expressed the interest towards integrating with the system.

**Target Market**

Two-dimensional barcode (2D code) can store thousands of characters and can yield instant access to the stored information. Furthermore, the error-correction ability of 2D barcodes can keep information intact even if a 2D barcode is scratched, ripped, or marked through. Therefore, 2D codes will eventually replace existing regular barcodes (linear barcode). It can be used anywhere and for any type of objects, no matter if it is a manufactured product, an individual or an event. The market is extremely huge. For example, using QR code, border control officials can obtain information on international shipping, hospitals can extract medical records, factories can facilitate part tracking, etc. The most profitable starting points are manufacturing, international trade, transportation, conference registration, identification system and so on.

**How will you generate revenue?**

TBRS (Two-Dimensional Barcode Registration System) can generate profit in the following manners:

1. 2D code registration – it is priced by the set volume of 2D code for businesses (for example, $2 for a single 2D code; $150 for 200 2D code, $300 for 500 2D code…).
2. 2D code query licensing – It is priced by the query volume of the scanners or other devices in various location, for example, factory, inventory, retails, airport, custom, hotels and conferences and so on.
3. TBRS user licensing – it is priced by the instance implemented at the customer’s location.
4. TBRS enhancement – it is priced by project when business requires add more features and/or functionalities for their special use.
5. Technical services – it is priced by projects, for example, Business intelligence, Data Mingle, Artificial intelligence, etc.

**Competitive Advantage**

1. Our team possesses considerable expertise 2D barcodes and peripheral technologies. The corporation is an extension of Canada Two-Dimensional Barcode Association, which is at the leading edge of 2D code field and is working with national and international organizations related, like SCC, CGA, ISO, UTC, etc.
2. We have been focusing on the research and development on the 2D code application over years and accumulated rich knowledge and experience on the system.
3. We have built jointed research team with the professors of University of Toronto and Western University to reinforce our research activities.
4. The IT system we have adopted is low cost and easy to maintain.
5. We are located at the economic center of Canada. It is unique geographic advantage for expanding 2D code business by grace of its population and enterprises, and largely untapped pool of tech talent.

**Describe your competitors**

There are two competitors in the world. One is UTC China and another one is GS1.

UTC China is in Beijing and is focused on the applications of 2D codes in the transportation, agriculture, and public health sectors. A good example is “Health Code”, which is used in covid-19 fight. UTC China serve customers in China only.

GS1 is an international organization and was focusing on linear barcode. GS1 also put big effort on 2D code such as GS1 QR code and GS1 PDF417. These are mainly used manufacturing industries and identification system. And they are working in different system separately.

TBRS (Two-Dimensional Barcode Registration System) can be used in all kind of business and can be used for a kind of objects (people, event and product). From this point, the competition is not too big. Another point is that 2D code has not been widely used in North America yet. The market is almost a whiteboard now.

**Describe your team**

Our team is a comprehensive combination of business, science and engineering. The key people are as followings:

President, Joseph Kan, B. Art, rich experience in management, business and international trading.

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COO, Lena S., B.Eng, wide experience on engineering and management, focus on manufacturing engineering and management.

Manager of software department, Shi Zhao, M. Eng., over 20 years’ software development experience.

Manager of Marketing, Fymontt J., B. Art, over 10 years’ marketing and management experience.

Manager of Finance department, Lily Zhang, MBA, over 5 years’ on finance and funding management.

Manager of Hardware Department， Jet Chen, B. Eng, over 15 years’ experience on computer engineering and mobile devices.

**What will the funds be used for?**

80% of the fund will be used for hiring more technical professionals to reinforce the team and promote the business to clients.

20% of the fund will be used to improve our IT infrastructure to increase our capacity to support clients in greater volume and comprehensiveness.