

Presenter Scripts (Timed)

2-minute (elevator)

- Problem: Counterfeits and opacity in Ayurvedic supply chains
- Solution: QR-based traceability, anchored by blockchain; admin controls with JWT
- Demo snapshot: create a batch, show QR + trace, add an event, quick analytics
- Why it wins: Trust for consumers, compliance for exporters, recognition for farmers

5-minute (standard)

1. Context: Industry pain points (30s)
2. System: Web, API, blockchain, Mongo, IPFS mocked (30s)
3. Demo: Create → Trace → Event → Transfer (2m)
4. Security: JWT, CORS, ratelimits; on-chain vs off-chain (1m)
5. Impact + roadmap: IPFS pinning, roles, mobile (1m)

10-minute (deep dive)

1. Problem + market (1m)
2. Architecture + data model (2m)
3. Demo walkthrough (4m)
4. Blockchain strategy + tradeoffs (2m)
5. Q&A buffer (1m)