PRüF that it's **genuine**. PRüF that it's **yours**.

COUNTERFEIT GOODS

$900 billion+

Counterfeits seized **in 2020**

PRüF lets customers verify that things are genuine before they buy. PRüF enabled products are verified through branded node portals, adding value building interactions and a personalized experience to every sale.

TRACTION   PRüF is an early stage company.

40 +MVP testers

We've been building PRüF full time, with careful attention to security and incentive alignment. The MVP web interface is in limited public testing right now. The PRüF protocol and blockchain infrastructure is audited, operational and the token is live. Watch us go.

MARKET SIZE

$100 billion+

…and growing fast.

The anti-counterfeit packaging market is expected to exceed $180bn by 2026, and the blockchain supply chain provenance segment is forecast to see over 59% compound annual growth through 2025.

pruf.io

partner@pruf.io

Privacy is the new **prosperity.**

INSIGHT

Product **provenance is a revenue event**, not a cost center

Product authentication is an overlooked opportunity to bring brands closer to their customers in primary and secondary markets. Value added from provenance verification can follow the product through the entire product lifecycle, creating value for users and brands alike.

REVENUE

PRÜF **earns** with every interaction

PRÜF earns revenue with every interaction in the system. Registrations, transfers, modifications, additions, and custom business logic are all revenue generating events.

TEAM

80% technical 20% other

4 **Full Time** Founders

We're full time. We know how to work together. Our incentives are aligned. We have done remarkable things as a team in the past, and we are doing remarkable things with PRÜF.

pruf.io

partner@pruf.io

PRüF: The **big** picture

We think PRüF will have better positioning if we can market more aggressively, and that takes money. Either way, we're building it.

PRIVATE PROVENANCE

Privacy is becoming a luxury **commodity**.

PRüF enables users to verify provenance in all forms. From the factory. Before buying on the street. Proving to a stranger that the item you have for sale is yours to sell. PRüF covers all of these scenarios and many more - including escrows, layaways, and collateralized loans - all without compromising user privacy. PRüF enabled goods carry added value forward and create a touchpoint for owners to connect and reconnect with brands throughout the product lifecycle, leading to multiple value generating interactions.

NETWORK EFFECTS

PRüF is designed as an **ecosystem**

When every item in the environment is a hyperlink to a PRüF node, the world becomes a showroom for a local-first marketspace with deep supply backing from key e-commerce platforms. Hyperlinking the physical world builds the elusive last-mile bridge to consumer confidence and willingness to buy. See it. Touch it. Buy it. It's delivered to your door before you even get home.

With **PRüF**, **the world** is the showroom.

pruf.io

partner@pruf.io