PRÜF.io

PRÜF THAT IT'S GENUINE. PRÜF THAT IT'S YOURS.

PRÜF.io

Key technical features

- Privacy-first provenance platform
- Instant verification of ownership, authenticity, and provenance
- The permanence of blockchain, with the flexibility of IPFS
- Distributed infrastructure - censorship resistant and tamper-proof

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PRüF makes product authentication free, instant, accessible, and private.

- Accessible to individuals and businesses from any internet connected device.
- Nominal marginal cost to provision, based on blockchain and IPFS.
- Verification and registration give node operators additional customer engagement opportunities, leading to additional value-producing actions.
- Personal registration with PRüF is private and secure. PRüF stores no personally identifiable information, and allows only owners to prove ownership.
- PRüF can also handle asset transfers, payments, escrows, etc. on-chain and is extensible to accommodate any type of asset management business logic.

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PRüF secures private commerce and ownership, adding value for users.

- With PRüF, ownership and authenticity are easily provable, facilitating and reducing risks in private commerce.
- Lost or stolen items can be marked in PRüF to facilitate return through bounties.
- Buyers or resellers can instantly check the provenance and status of items, making stolen items harder to sell.
- Free, easy checks are part of due diligence before buying. PRüF reduces incentives for theft.
- PRüF asset holders and prospective private buyers will return to your portal for transfer or authentication, creating secondary engagement opportunities.
- Customizable business logic allows escrows, collateralized transactions, trade-in contracts, and more.
- When used as designed, PRüF does not store personally identifiable information.
- Registration with PRüF is secure and private. Only the owner of a PRüF enabled asset can prove ownership.

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PRüF produces value and revenue with every interaction.

- Each PRüF asset has a base cost for actions such as transfers or modifications, as well as an optional cost added by the node operator for that class. Node operators retain 51%-95% of node revenue depending on the provisioning of the node.
- Node operators may integrate PRüF access into existing storefronts or websites, driving traffic and creating additional qualified ad exposures, sales opportunities, or other value producing interactions with confirmed or prospective owners.
- Network fees may be charged to end users or subsidized by node operators.
- Fees charged by the network and by node operators can be adjusted as needed, and are enforced on-chain.

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The PRüF ecosystem

- Each asset tokenized with PRüF is a member of an Asset Class (AC). Each Asset Class is represented by an ACNode.
- ACNodes control the ways that a PRüF asset can be used in the PRüF infrastructure. ACNodes may differ in business logic, use costs, and application interfaces.
- Each ACNode is controlled by an ACNodeKey. ACNodeKeys are ERC721 based tokens, which act as access keys for the administration of ACNodes.
- ACNodeKey Holders can configure the namespace, pricing, payment address, and business logic of their ACNode. Typically, ACNode holders would also provide a customized interface for users to access the PRüF infrastructure.
- With the implementation of PIP170, ACNodes can be operated in a decentralized fashion. Decentralized ACNodes (dNodes) feature staking, revenue sharing, and community governance.

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Token Details

- The PRüF utility token (PRUF) is a fungible ERC20 token which helps to scale and secure the economic growth of the platform. PRUF functions as “gas” for fee-based operations, and under the “services discount model” for provisioning ACNodes. In addition to this, PRUF is burned in the minting of ACNodeTokens.
- ACNodeTokens are ERC721 derivative non-fungible tokens which act as access keys to control ACNodes. They allow the holder to control the namespace, network pricing, payment address, and business logic associated with the management of PRüF enabled assets used within their designated class.
- Minting ACNodeKeys requires burning a progressively increasing amount of PRUF, scaling upward as more ACNodeKeys are minted. This creates a deflationary pressure on PRUF while building value in existing ACNodeKeys to reward early adopters and encourage liquidity in unused keys.

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Core values

- Data Sovereignty – you should be in control of your data and how it is used. PRüF does not collect sensitive data from its users.
- Safety – PRüF systems are engineered so that they will not inadvertently or intentionally compromise the security, privacy, or agency of users.
- Personal Agency – PRüF strives to increase the freedom of its users from the external application of coercive force, whether financial, physical, or social.
- Sustainability – As a blockchain-based service, PRüF is designed to stand the test of time.
- Do No Harm – The developers of PRüF are committed to building a tool that will not be used to deprive others of their rights, freedom, or property.

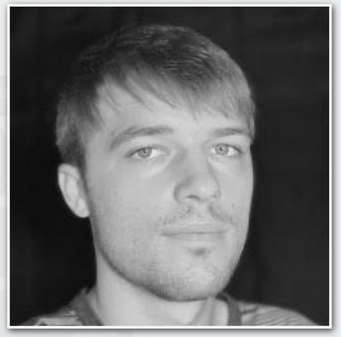
TEAM

Technical Team

Clifford Smyth

Project Lead. PRüF Protocol and Smart Contract Developer

Industrial / Embedded Control, ASM, FORTH, C, C++, Python, Solidity.



Blayde Smyth

Lead Front-End/UX Developer

Aerospace and embedded control, C, Javascript, React.js, Web3

Valin Smyth

AV & Graphic Design

Web Designer, Ops manager

Drake Smyth

Sol. Testing Lead, UX Design

Typescript, Javascript, CSS, Solidity

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Technical Editor

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