



# ONBOARDING ASSETS

ALL ROADS LEAD TO PRÜF

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# OWNER ONBOARDING

For many types of assets, users will be able to bring their own belongings into the PRÜF ecosystem, adding the security, value, and utility of PRÜF trust-enabled assets to the things they already own.



## USER DIRECT

Certain ACNodes will permit ID verified users to onboard some types of assets with only ID verification.



## AUTHORIZED AGENTS

Some ACNodes will require certification by a third party to establish authentic provenance. Agents will hold a notary endorsement or an equivalent token of public trust.



## MANAGED PROVENANCE

Some types of assets are regulated and will benefit from managed solutions to ensure that PRÜF is an authoritative oracle of provenance. Tokenizing assets in these classes will be done by a state or trade group licensee agent.





# MANUFACTURERS

Manufacturers include an unassigned PRÜF token with each verifiable item they make. The token is linked by an RFID or QR tag affixed to the product. Customers can verify the authenticity of an item before buying by instantly scanning it with any barcode enabled camera, even without knowing anything about PRÜF. Nearly all smartphone camera apps include this functionality. In addition to ensuring that the product is genuine and legitimate, this valuable interaction will bring the customer to the brand's website, enabling brand education or other value generating actions.

# RESELLERS

Before adding a PRÜF enabled item to inventory, resellers can verify that it is not lost, stolen, or otherwise problematic to receive. For other items, resellers attach an unassigned PRÜF token to each item they sell. The token is linked by an RFID or QR tag affixed to the product. Customers can verify the provenance an item before purchasing by instantly scanning it with any barcode enabled camera, even without knowing anything about PRÜF. Nearly all smartphone camera apps include this functionality. In addition to ensuring that the product is certified as genuine and legitimate by the vendor, this valuable interaction will bring the customer to the retailers website, leading to additional sales or other value generating actions.

INDUSTRY TO END-USER. PRÜF ADDS VALUE TO EVERY SALE.

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