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

PROVENANCE

PRüF enables users to verify provenance in all forms: from the factory, before buying on the street or when proving to a stranger that an item for sale is yours to sell. PRüF covers all of these scenarios and many more, without compromising user privacy. Lost or stolen items can be flagged or given a bounty in PRüF so they are more difficult to sell and to incentivize their return.

P2P COMMERCE

With PRüF, reselling and buying in private markets has never been safer. Sellers can prove ownership so that buyers can buy with confidence, and buyers can check the authenticity of PRüF trust-enabled goods. More complex transactions, including escrows, layaways, and collateralized loans can be handled on-chain, without a third party. Ownership can be transferred on the blockchain like a token, formalizing transactions of physical goods.

PRIVACY

Tokenization with PRüF is easy, secure and private. Only the owner of a PRüF enabled asset can prove ownership, and PRüF does not store personally identifiable information. PRüF takes information and turns it to a cryptographic hash, which cannot be reversed to obtain the original data. Since you have to have the name, ID, password, model number, serial number, and manufacturer to see if a record matches, Potential hackers or legal powers cannot use PRüF to find information that they do not already have.

PRüF protects value

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.

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.

MARKET SIZE

$**100** billion+

…and growing fast.

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

Privacy is the new **prosperity.**

TRACTION   PRüF is an early stage company.

40 +MVP testers

We've been building like pharaohs, and are currently publicly testing the MVP web interface.

The PRüF protocol and blockchain infrastructure is operational and the token is live. Watch us go.

REVENUE

PRüF **earns** with every interaction.

The PRüF network and ACNode operators earn 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.

the **big** picture:

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.