

# 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