Overview: PRüF Protocol

PRüF is building the decentralized, DAO governed PRüF tokenization protocol – solving authenticity, provenance, data permanence, and branding for physical and digital assets. With PRüF, NFT or asset tokenization projects can be up and running in minutes instead of months – with audited code, permanent storage, and built-in marketplaces and payment systems.

NFTs and asset tokenization are deeply broken.

The US$25-Billion NFT space is rife with fraud. There is no simple way to validate provenance or for brands to protect themselves from imposters. Centralized systems fail to conserve long-term value for token holders. Many NFTs are maintained on centralized servers and will go dark because of continuity of business failures, leaving holders with little more than expensive dead internet links. Taking a screenshot of a digital art NFT to "steal" it has reached viral meme status, and high profile "NFT heists" are becoming a regular topic of news and social media.

Trust, authenticity, and permanence as a standard.

Using a standardized set of audited contracts, the PRüF protocol endows ERC721 compliant tokens with superpowers. All assets use a shared contract infrastructure, so they have trustworthy provenance for cross-platform operation – each brand and creator part of a federated, DAO governed ecosystem.

- **DAO governed decentralized protocol:** In a radical departure from the wild west of legacy token protocols, The PRüF DAO guarantees fair operation across all compatible blockchains through community governance.

- **Verified nodes:** Minted assets are verifiably authentic and irrevocably linked to the node or brand that minted them, creating easily verifiable authenticity and provenance within the ecosystem.

- **Platform Interoperability:** All platforms using PRüF enjoy the same set of on-chain trustless features, making asset interoperability simple.

- **Diverse Storage Options:** The PRüF protocol supports a variety of storage providers and maintains approved access mechanisms that ensure trustworthy data integrity.

- **Advanced Features:** DeFi, metaverse, and game objects need trustless tools that simple NFTs cannot provide. PRüF enables advanced features well suited for applications that legacy NFTs cannot support.

- **Programmable Business Logic and Monetization:** Node operators can specify the monetization options and operational capabilities of the assets they mint in the PRüF ecosystem.

PRUF tokens - the new digital economy for tokenized assets.

The PRüF Protocol is much more than just an NFT platform. PRüF is designed to be *used by* platforms, marketplaces, brands, and creators, spanning blockchains an interoperable ecosystem of tokenized digital and physical assets. Powering this ecosystem is the PRUF utility token, ensuring cross-platform, cross-chain operation and incentivizing growth while creating a mechanism to govern a healthy, vibrant ecosystem.

pruf.io