

# PRÜF

A blockchain based asset  
tokenization ecosystem

[pruf.io](https://pruf.io)



# What is PRÜF?



PRÜF is a next generation protocol that gives brands and creators control of their blockchain identity with branded Nodes. Node operators instantly create media rich, platform interoperable assets with built in features like permanent media storage, royalties, monetization, and more.



## Lasting Value for tokenized assets.

With features like permanent storage, DAO governance, and verifiable provenance, PRÜF enabled physical and digital assets are what NFT's should have been all along.



## Turnkey solution.

With a PRÜF node, teams launch their offerings on an audited, proven, extensible contract network. No blockchain development or audits are required - drastically cutting time-to-market, risk, and development costs. Launch in minutes or days instead of months.

**TRUSTLESS INTEROPERABILITY** is the key to a vibrant asset ecosystem for next generation applications like NFTfi tranches, asset bundles, universal provenance, metaverse assets, gaming, and more.

All platforms using PRÜF enjoy the same set of on-chain trustless features, making asset interoperability simple. Node operators can permit tokens access to their platform through a trustless, on-chain permissioning system. Since platforms can trust the audited, DAO governed protocol, they can be sure of the same security guarantees for foreign assets as they are of their own.

PRÜF allows Tokenized Assets to finally fulfill the promise that blockchain assets imply - permanent, immutable value.



## PRÜF PROTOCOL

Makes it easy for content creators or manufacturers to tokenize their products, adding value, security, and provable authenticity for users.



## MANAGED PRESENCE

PRÜF lets businesses or artists manage their blockchain presence in much the same way they control their website and social media.

## USER EXPERIENCE

PRÜF gives brands and creators tools to curate the customer experience, eliminating unfavorable comparisons to inferior products or imitators.

## DAO managed, decentralized, and trusted.

A next generation protocol for next generation products.

The decentralized, DAO governed PRÜF protocol solves authenticity, provenance, data permanence, and branding for physical and digital assets. With PRÜF, NFT products 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. By using a standardized set of audited contracts, the PRÜF protocol endows ERC721 compliant tokens with superpowers. These features all use a known contract infrastructure, so they have trustworthy provenance for cross-platform operation.

## DAO governed, decentralized protocol

The PRÜF DAO guarantees fair operation across all compatible blockchains through community governance, nurturing a vibrant, prosperous ecosystem into the future.

## Verified nodes

Nodes are tied on-chain to brand presences, domains, or other brand assets. Minted assets are verifiably authentic and irrevocably linked to the node/brand that minted them. With each asset linked to its minting Node, collectors, users, and industry professionals can ensure that products and creations tokenized with PRÜF are provably sourced from verified parties and genuine brands.

## Platform Interoperability

All platforms using PRÜF enjoy the same set of on-chain trustless features, making asset interoperability simple. With cross platform assurances, the PRÜF protocol can facilitate the proliferation of tokenized assets, metaverse and in-game objects, and cutting edge NFTfi products created within a diverse ecosystem of creators and artists.

## Approved Storage providers

The PRÜF protocol supports a variety of storage providers and maintains approved access mechanisms that ensure trustworthy data integrity. Storage providers and access specifications can be changed or added to as needed to match the options and access mechanisms into the future.

## Permanent and transient storage options

The PRÜF protocol includes support for Arweave pay-once-store-forever blockchain storage, native EVM storage, and IPFS for transient applications. As a result, PRÜF can economically store documents, media, and even software permanently on-chain with no ongoing costs or maintenance.

## Immutable and Mutable storage

Assets have both mutable and immutable storage encoded on-chain. This enables advanced features which are well suited for many applications, including metaverse or game objects. (IE Immutable container = ship, mutable contents of container = cargo)

## A dedicated, hardcoded countdown counter

The PRÜF protocol includes an on-chain data field that can only be reduced (never increased), ending at zero. Although Node operators can use this for any purpose, an example might be limited editions, limited duplication authority, or consumable tracking.

## Programmable Business Logic

Node operators can specify the monetization options and operational capabilities of the assets they mint in the PRÜF ecosystem. For example, royalties, escrows, collateralized credit, fractional ownership, limited editions, and more can be customizable features for PRÜF assets.

## Cross-Chain Operation

The PRÜF Protocol is designed to be deployed on any EVM-compatible blockchain and can communicate universally to other deployed instances while getting the best each chain has to offer. PRÜF even allows existing NFT projects to wrap tokens, effectively making all NFTs cross-chain compatible.

# PRÜF

**no app required**



1

Open the camera app  
on a smartphone.

No Special App Required.



2

Scan the PRÜF tag

Or enter the item information



3

Verify Authenticity and status.

Lost or stolen items may display a  
bounty, for sale items may present a  
purchase now option.

DAO managed, decentralized,  
and audited network



Verifiable authenticity  
and provenance

brand namespace and  
minting authority



Next-generation Features,  
Legacy compatible

Trustless interoperability



Future-proof,  
upgradeable assets



# The NFT digital content market is growing at an unprecedented rate.

NFT Market Volume

2020 - \$500mm

2021 - \$1b

NFT Market Cap

2020 - \$170mm

2021 - \$0.8-1b

NFT Pricing

Over \$60mm

For a single NFT

**PRÜF engages and onboards NFT content creators with robust, innovative solutions - no code required.**

- PRÜF NFT protocol is ideal for gaming, metaverse, artists, artisans, studios, and collectibles franchises.
- PRÜF provides private label, differentiated, low-to-no-code solutions for brands and content creators.
- PRÜF allows creators to set up their own brand/minting authority and mint NFTs within minutes.
- Zero recurring cost persistent storage allows NFT content to be permanent - unlike most solutions.
- Differentiated spaces mean that brands control their blockchain presence.
- Community curation protects customers and brands from bad-faith actors and imposters.

**Brands are image-sensitive.**

PRÜF gives brands control of their blockchain presence so that issuers control their presentation space and customer experience.

**The blockchain is forever - NFT content should be too.**

Unlike most NFT platforms, PRÜF allows flexible content storage. Creators can choose to economically store their content permanently on the blockchain, and PRÜF assets are designed to be upgradeable for future-proof value.

**PRÜF enabled assets can earn with every interaction.**

PRÜF enabled NFTs have built in monetization, and can earn revenue for

With features like nonperishable storage, DAO governance, and verifiable provenance, PRÜF enabled physical and digital assets are what NFT's should have been all along.

# Counterfeit goods are a real problem. PRüF offers real solutions.

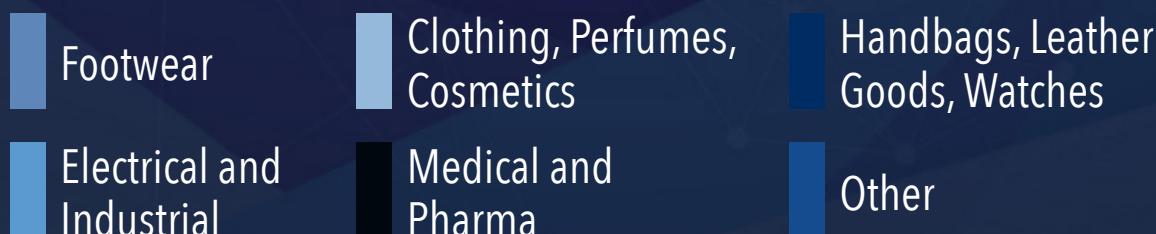
- Global trade value of fake goods was \$878 Billion in 2018.
- Expected to exceed \$1T by 2022.
- Fakes are getting more difficult to detect.
- Impact extends to critical components in all parts of the supply chain.

## Brand piracy and counterfeit goods cost economies billions in lost revenue.

- Sales directly lost to counterfeit products.
- Inferior quality of copies erodes brand value and image.
- Lost opportunities for additional revenue-producing interactions.

## PRüF offers Turnkey Solutions for manufacturers and resellers.

- Authenticity and provenance guaranteed on the blockchain.
- Instantly verifiable with any smartphone prior to purchase.
- Items can be privately registered by the buyer, leading to brand education, up-sells, or additional purchases.
- PRüF enabled assets can be securely transferred and trivially linked to partnered resellers.



Based on customs seizures only. Does not include domestically produced counterfeit products.



## PRÜF secures private commerce and ownership, adding value for users.

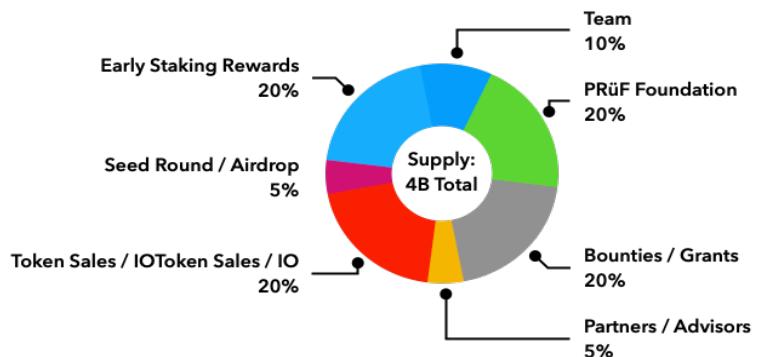
- With PRÜF, ownership and authenticity are easily provable, reducing risks in private commerce.
- Lost or stolen items can be marked in PRÜF to facilitate return through bounties.
- Buyers or resellers can instantly check ownership, making stolen items harder to sell.
- Free, easy checks are part of due diligence before buying.
- PRÜF reduces incentives for theft Customizable business logic allows escrows, collateralized transactions, and more.
- When used as designed, PRÜF does not store personally identifiable information.
- Registration with PRÜF is secure and private - only the owner can prove ownership.

## Customer profiles range from enterprise to individuals.

- Major vendors and custodial node operators will handle blockchain in their back-end so that most customers do not need to be blockchain adopters or technically oriented to use PRÜF.
- Manufacturers and resellers onboard new customers through product authentication with each product sold.
- CAC for major vendors will likely include custom integration support and considerable sales expense, but revenue can easily exceed \$100K/year. (~1M commodity items or ~10K higher value items registered per year)
- CAC for node operators is unknown, but node operators will be incentivized to onboard new users.
- Recurring revenue (and LTV) from node operators will vary widely.
- Each PRÜF asset generates additional revenue with each change in status or ownership, creating a recurring revenue event for long-life products.

# Tokenomics

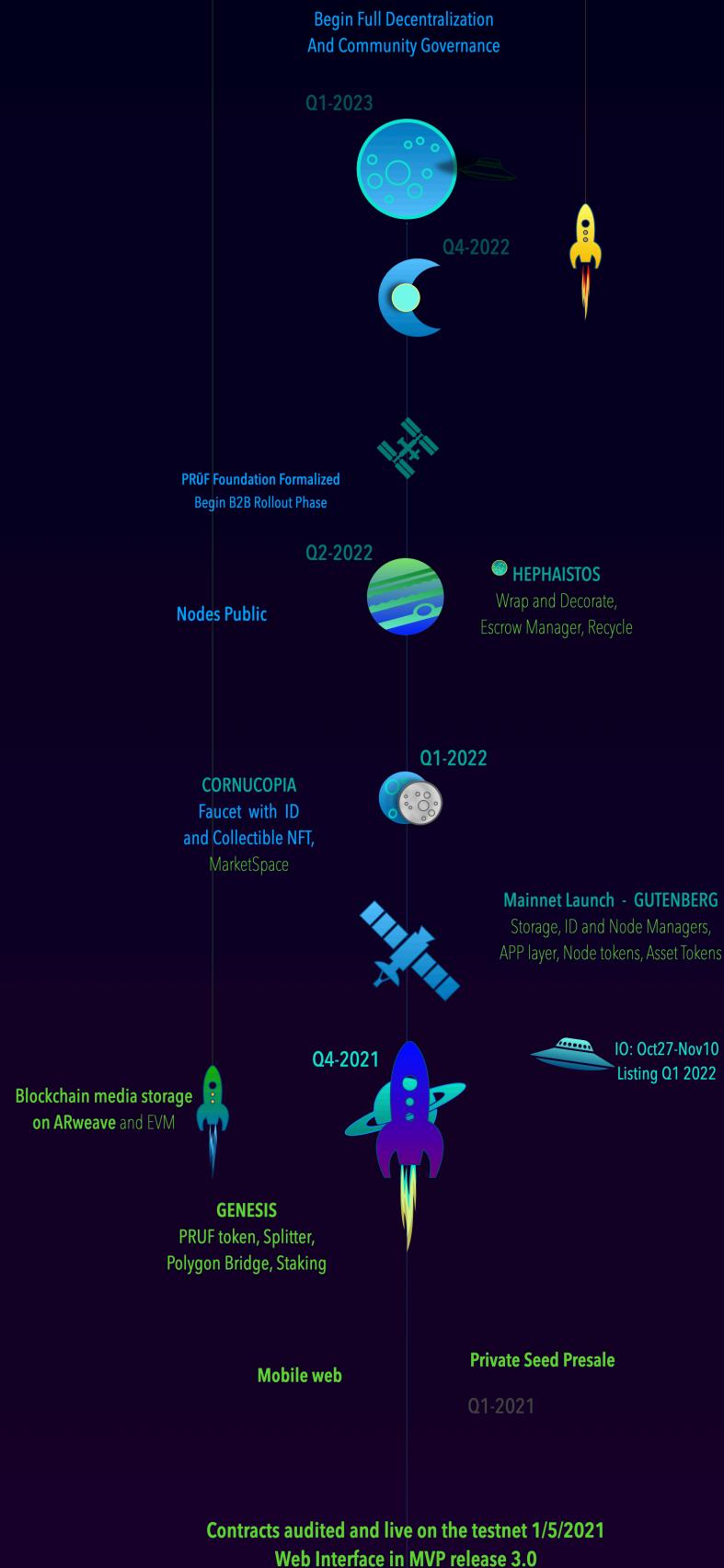
Token dispositions Oct 25, 2021	Total	Allocated / Minted	TGE	In custody	Vesting
Partners, advisors	200,000,000.00	5,570,000.00	Feb 1 2021		12 Mo from TGE
Airdrop	28,340,000.00	28,340,000.00	Feb 1 2021		12 Mo from TGE
Private seed round	110,660,000.00	31,847,395.50	Feb 1 2021		12 Mo from TGE, unused to be burned EOY
Token Split	61,000,000.00	45,209,024.00	Progressive Mint		On demand, 15,790,976 unclaimed
Team	400,000,000.00		Progressive Mint		48 Months: to be minted in 16 quarterly fractions, starting Q2 2023, ending in 2027
Early Staking rewards	800,000,000.00	200,000,000.00	Sep 8, 2021	199,662,688	Will be distributed over 2-5 years based on staking volume
Token sales / IO (total Allocation) Liquidity fund for DEX, Exchange listing / Market Making	800,000,000.00	300,000,000.00	Progressive Mint	289,670,000.00	To be sold in public offerings / listings through 2025, unsold to be burned
IO Token sale (2021, Oct 27) (from above allocation) (Future sales)			Oct 17 2021		10,330,000 sold . Unlocked at exchange listing
Bounties and Grants	800,000,000.00	1,916,467.00	Progressive Mint	1,492,267.00	5 years starting 2021. 160mm/year allocated, minted as used, unused burned EOY
PRÜF Foundation	800,000,000.00	3,896,500.00	Progressive Mint		10 years starting 2021. Up to 80mm/ year, minted as used, unminted funds conserved
Burned Tokens	0.00				
Totals	4,000,000,000.00	616,779,386.50		490,824,955	
Stage 1 token sale (P2PB2B)					P2PB2B IO: Sold +/- 10,000,000 tokens @ \$250k 5x soft cap
Actual supply in circulation (incl. staked, locked tokens)	125,954,431.50				
Actual Reported in existence	616,779,386.50				
Staked on EO Staking	8,238,463.012				
Market Cap At presale valuation (USD)	\$881,681.02				
Market Cap At IO valuation USDT	\$3,148,860.79				
IO Price (Usdt)	0.025				



# PRÜF ROADMAP

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

First 25% of team tokens unlocked





## Clifford Smyth - Founder, CEO, DEV

PRÜF Protocol and Contract Developer  
Career Entrepreneur.  
Industrial & Embedded Control  
ASM, FORTH, C, C++, Python, Solidity.



## James B. Smyth - Founder, DEV

Lead Front-End/UX Developer  
Entrepreneur.  
Aerospace & embedded control  
C, Javascript, React.js, Web3



## Valin Smyth - Founder, Marketing, Design

Social Media, AV & Graphic Design, Website Design  
Local Marketing for F500 company  
Python



## Drake Smyth - Founder, DEV

Solidity Testing Lead, UX Design, Code Review  
Solidity Dev for academic projects BeanCoin / Alethia  
TypeScript, Javascript, React.js, CSS, Solidity



**Sabrina Duncan - Brand Ambassador**

Brand Representation and Social Media Management



**Filipe Kirsten**

Metaverse / NFT innovation advisor



**Ian Scarffe**

Blockchain Advisor

## About the Team

The PRÜF team is unique in that many of us are related. This has given us some enormous advantages in trust and cultural understanding.

We have a lifetime of experience working together and have completed some truly remarkable projects, both as a team and separately. Our incentives are exceptionally well aligned with each other, and we have taken great care to align them with the success of PRÜF.

We supplement our core competencies with our highly qualified advisory partners and key support staff.



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