

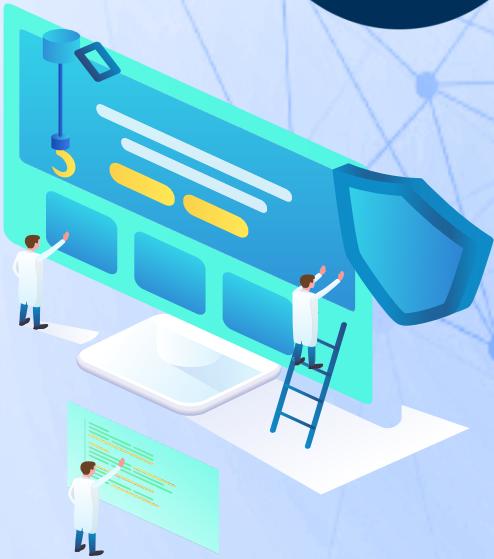
PRÜF

A blockchain based asset
tokenization ecosystem

pruf.io



What is PRÜF?



PRÜF enables brands and creators to manage their blockchain presence – to provide curated customer experiences with feature-rich tokenized digital and physical offerings.

Integrity.

With features like non-perishable storage, presentation control, and verifiable provenance, PRÜF enabled physical and digital assets are what NFT's should have been all along.



PRÜF is a protocol.

PRÜF isn't competing against existing platforms; PRÜF makes tokenization platforms better. PRÜF extends legacy ERC721 with cutting-edge features like blockchain media storage and minter branding, adding trust and permanence to tokenized assets.

PRÜF legitimizes asset tokenization and creates intrinsic value.

PRÜF is a multi-chain, blockchain-based protocol that provides enterprises and creators with their own unique blockchain minting identity, empowering brands to quickly and simply create digital or physical assets verifiably tied to their trade and media presence.

By verifying authenticity and provenance, PRÜF fights counterfeits and protects brand integrity while allowing artists and brands to control and curate the customer experience.

Economical blockchain storage creates permanent artifacts on-chain, delivering intrinsic value and physicality to NFT media.



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.



LOW-CODE SOLUTION

PRÜF offers a turnkey, low- to- no-code blockchain protocol for manufacturers or creators to monetize the use and sale of their products, protect their customers against fakes and copies, and to aid in discovery and customer onboarding—all without having to be a web3 expert or writing a single line of blockchain code.

Projects save critical time and money using our state-of-the-art protocol, easy-to-use tools, and functional templates.

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.

Distributed Staking Model



Verify authenticity
and ownership

Control of Blockchain
presence for brands



Escrows, secured loans,
layaways, and more

Local-First global market



Buy in-browser with PRÜF

Counterfeit goods are a real problem. PRÜF offers real solutions.

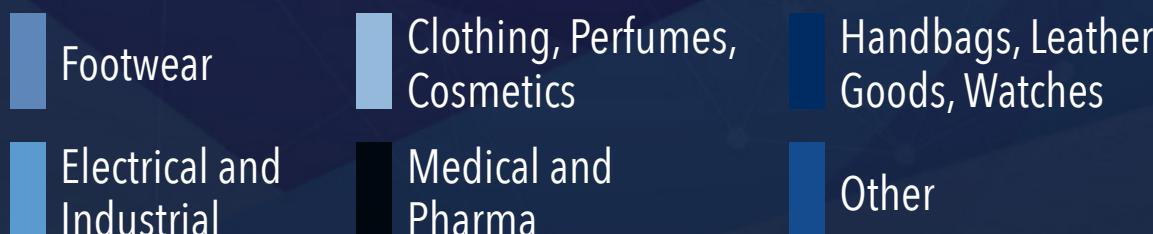
- Global trade value of fake goods was \$878 Billion in 2018.
- Expected to exceed \$1T by 2022.
- Fakes are getting more difficult to detect.
- Impact extends to critical components in all parts of the supply chain.

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.

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 launchpad is ideal for 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.

PRÜF enabled assets can earn with every interaction.

PRÜF enabled NFTs have built in monetization, and can earn revenue for creators with every interaction in the system.

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



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.

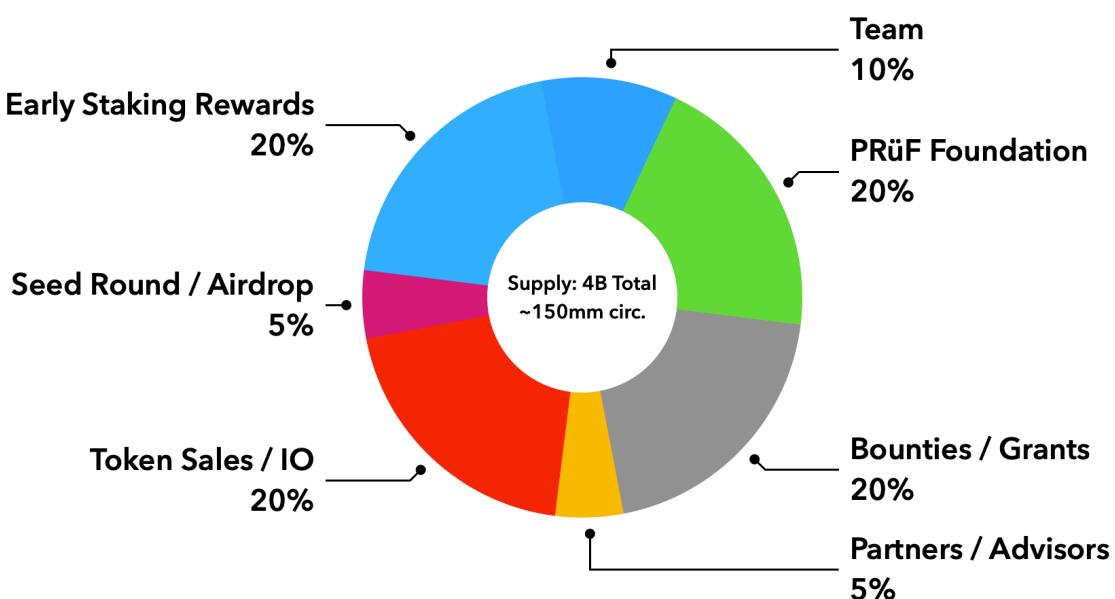
Customer profiles range from enterprise to individuals.

- 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

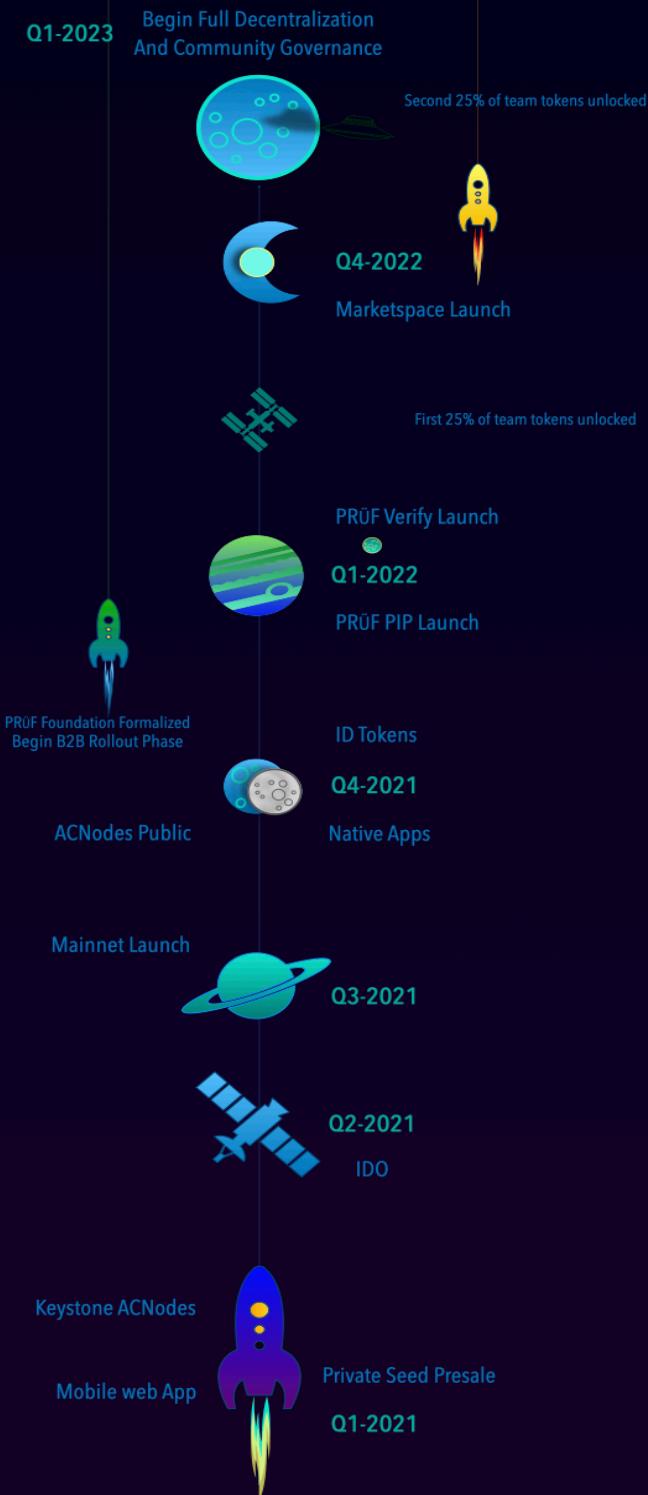
TOKEN NAME	PRUF
TICKER	PRUF
TOKEN TYPE	ERC-20 (Ethereum-based)
DECIMAL SUPPORT	18 places
TOTAL TOKEN SUPPLY	4,000,000,000 (4 Billion)
TOKENS FOR SALE (20%)	800,000,000 (800 Million)

TOKEN USE		TOKEN ALLOTMENT	
Token Sale (total)	25%	1,000,000,000	
Rewards	20%	800,000,000	
Founder Team	10%	400,000,000	
Marketing & Advisory	25%	1,000,000,000	
Reserved for Development	20%	800,000,000	



PRÜF

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



Contracts audited and live on the testnet 1/5/2021
Web Interface in MVP release 1.0





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



Raoul Chapman - Ops

Operations/logistics Manager



Adrienne Smyth - Technical Editor

English Content Editing and checking

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 have well over a half-century of programming and technology experience between the four core developers, including three decades of successful entrepreneurship.



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