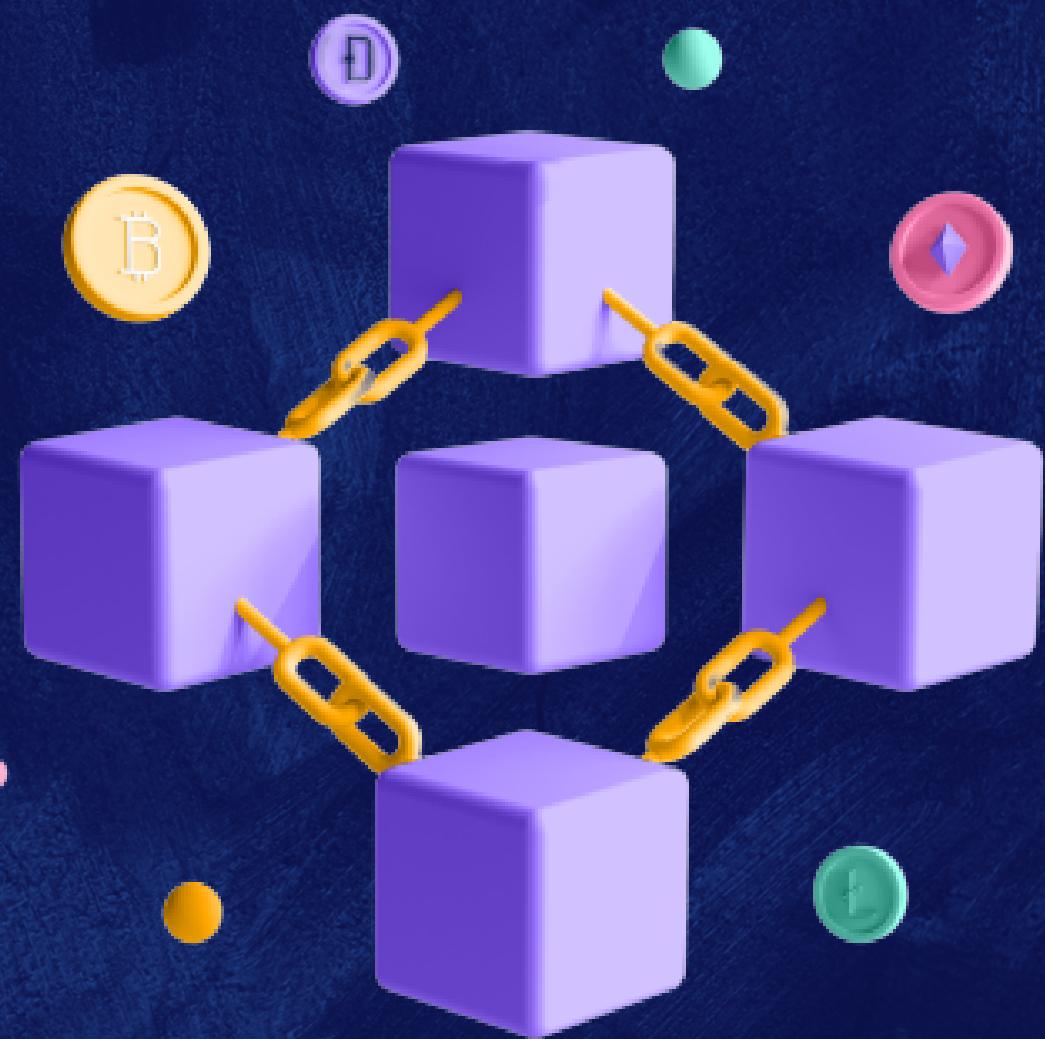




Runtime Terror

# OPERATION AURAL INTEGRITY

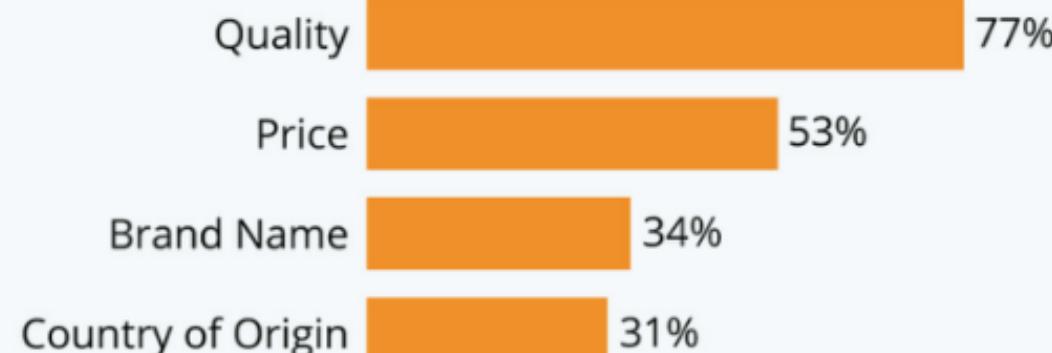


# Market Analysis SURVEYS

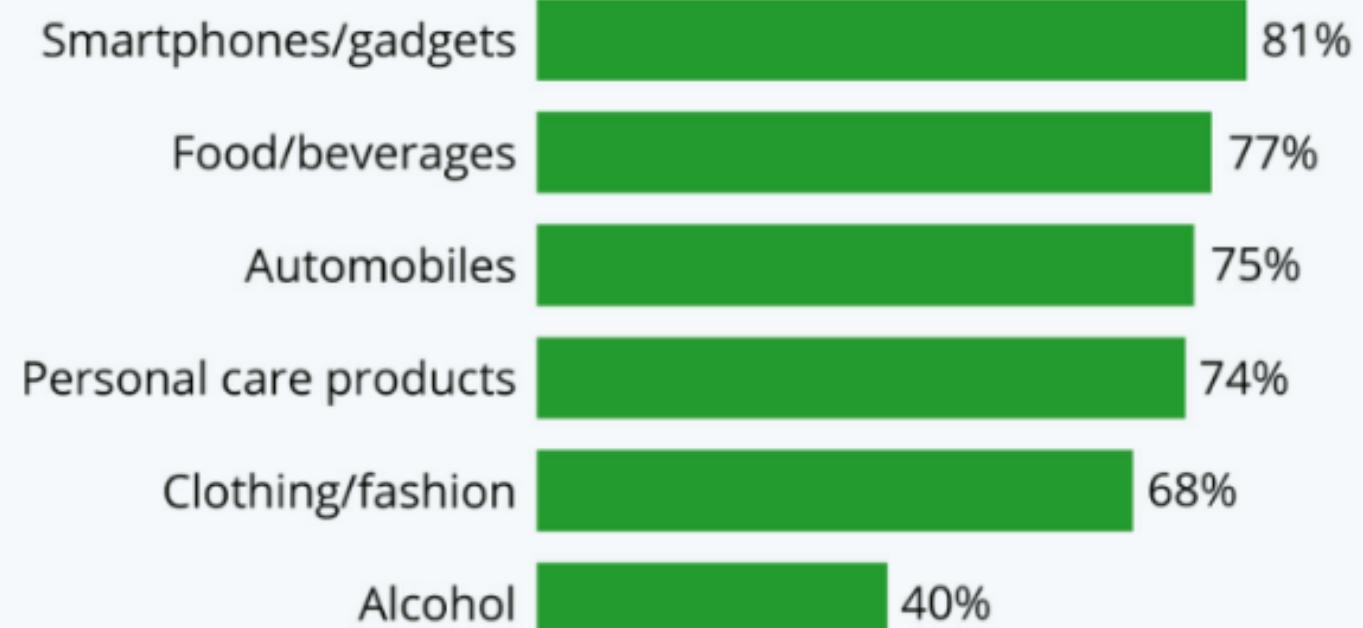
## Does "Made in India" Matter to Consumers?

Attitudes of urban Indian respondents towards country of origin labels when purchasing a product (2020)

### Which attributes are most important?



### When country of origin is most/least important



Survey of 1,024 urban Indians, June 23-26, 2020  
Source: YouGov

# Market Analysis

## SURVEYS



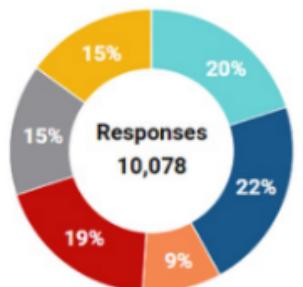
Which countries of origin have a positive influence?



# Market Analysis SURVEYS

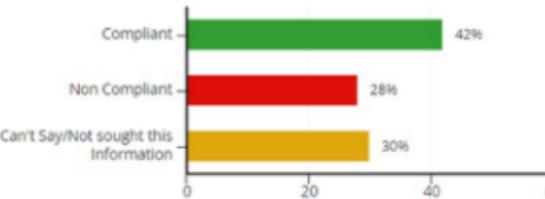
## Only 4 in 10 consumers say eCommerce platforms are displaying the Country of Origin information for all products

How are eCommerce platforms now complying with display of Country of Origin information on products?

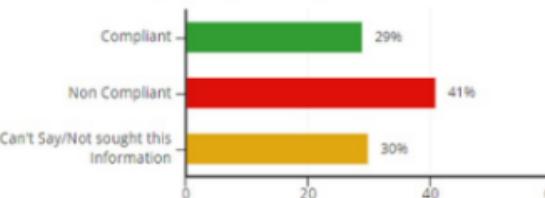


- Most platforms and most sellers now compliant
- Most platforms compliant but most sellers not compliant
- Most platforms not compliant but sellers make it available in product description, etc.
- Most platforms and most sellers not compliant
- Generally don't look for Country of Origin information when shopping via eCommerce sites/apps
- Can't Say

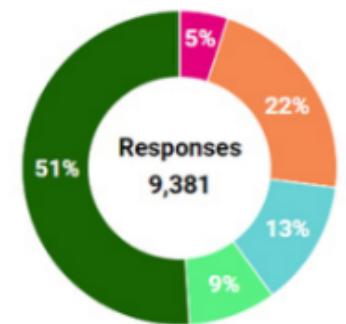
Consumer rating of Country of Origin information display on products by Platforms



Consumer rating of Country of Origin information display on products by Sellers

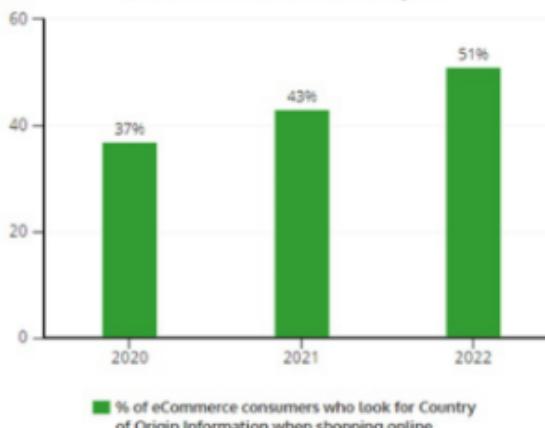


How are eCommerce platforms now complying with display of Country of Origin information on products?



- Price and Delivery Date
- Price, MRP, Discount and Delivery Date
- Price, Delivery Date, Ratings & Reviews
- Price, MRP, Discount, Delivery Date & Best Before Date
- Price, MRP, Discount, Delivery Date, Ratings & Reviews
- Price, MRP, Discount, Delivery Date, Ratings & Reviews, Best Before Date
- Price, MRP, Discount, Delivery Date, Ratings & Reviews, Best Before Date & Country of Origin

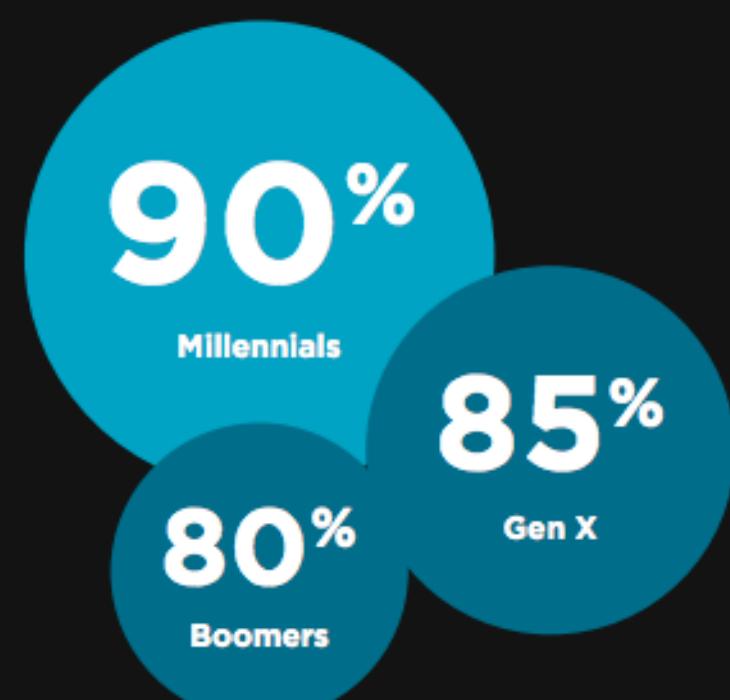
Percentage of eCommerce consumers looking for Country of Origin information when shopping online rises from 37% to 51% within 2 years



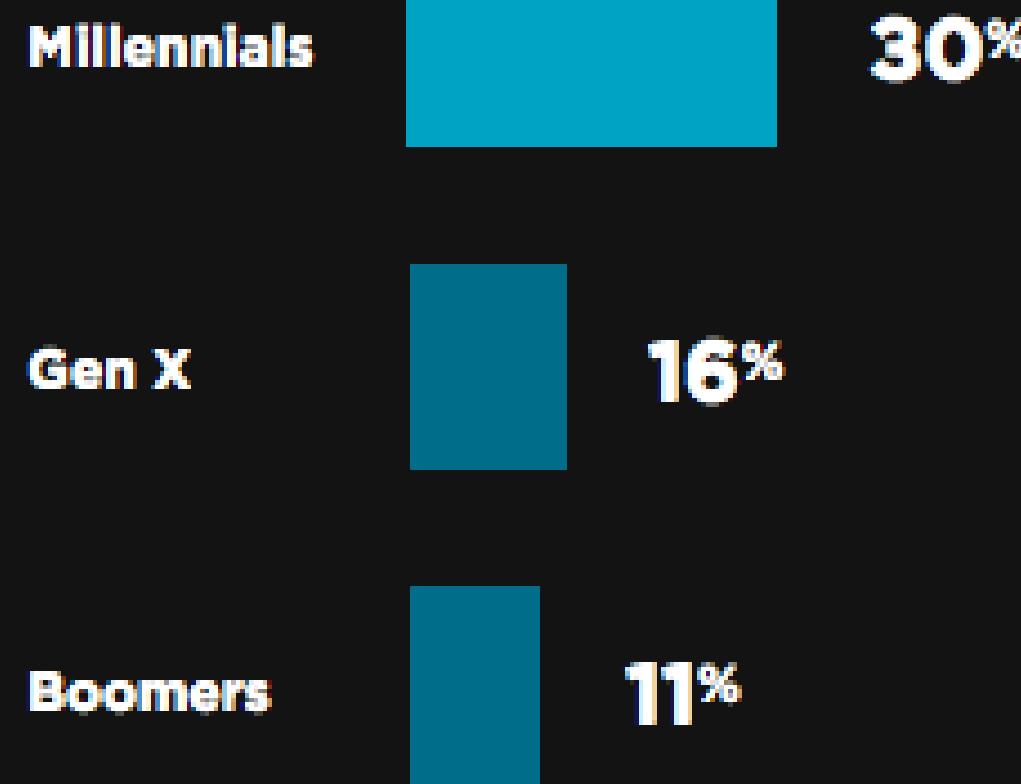
# Market Analysis SURVEYS

## Authenticity Matters Most To Millennials

The overwhelming majority of Millennials say authenticity is important to them when deciding which brands they support.



## Consumers who have unfollowed a brand based on inauthentic content:



# Problem Statement

Luxury's Dilemma: Battling Counterfeits, Ensuring Authenticity, and Securing Warranties



# Counterfeiting

Luxury brands are grappling with the relentless proliferation of counterfeit products. The ease with which fake goods can be produced and distributed undermines the integrity of the market, eroding the exclusivity and reputation of genuine luxury items.



# Authenticity Verification

Consumers face difficulties in verifying the authenticity of high-end products. The intricate craftsmanship and attention to detail that define luxury goods make it challenging for customers to discern genuine items from sophisticated counterfeit replicas. This lack of transparency leads to a decline in consumer trust, affecting brand loyalty.



# Warranty Insecurity

Ensuring the legitimacy of product warranties becomes a complex task in the luxury goods industry. Counterfeit items often come with fraudulent warranty claims, leaving consumers uncertain about the reliability of the warranties associated with their purchases. The absence of a secure and verifiable warranty system contributes to consumer skepticism and dissatisfaction.



# Our Solution

A Revolutionary Approach  
to the challenges faced by  
Luxury Goods Industry



# Tezos Blockchain Integration

Operation Aural Integrity integrates the Tezos blockchain, a decentralized, secure, and self-amending ledger. The Tezos blockchain serves as the foundational infrastructure for recording and managing critical product details. During the manufacturing process, each luxury item is assigned a unique digital identifier on the Tezos blockchain, ensuring transparent traceability throughout the supply chain.

## Non-Fungible Tokens (NFTs) for Warranties

The solution introduces Non-Fungible Tokens (NFTs) as a groundbreaking element for enhancing security and uniqueness in warranty management. NFTs are utilized as verifiable certificates, serving as a digital representation of warranty information. By associating NFTs with luxury goods, an additional layer of authenticity is introduced, providing consumers with tangible and secure proof of the product's warranty status.



# Smart Contracts for Authentication

Smart contracts, implemented on the Tezos blockchain, play a pivotal role in addressing authenticity and warranty concerns. These smart contracts provide multi-faceted solutions, ensuring the integrity of luxury goods. Mobile and web applications empower consumers to interact with the blockchain, enabling them to seamlessly verify the authenticity of their purchases and check the warranty status associated with each product.

## Immutable Traceability

Tezos' inherent immutability ensures a transparent and tamper-proof supply chain. By leveraging the Tezos blockchain, Operation Aural Integrity hinders counterfeit attempts by maintaining an unalterable record of the product's journey from manufacturing to the end consumer. Additionally, NFTs contribute to traceability by providing a unique, unforgeable token for each warranty, further enhancing the security of the entire system.



# Supplier Onboarding and Compliance

To ensure the authenticity of products added to the Tezos blockchain, Operation Aural Integrity includes a comprehensive supplier onboarding process. Suppliers undergo rigorous compliance checks, guaranteeing that only genuine and authorized products are integrated into the blockchain. This step enhances the overall integrity of the supply chain.

# Consumer Feedback with NFT-Enhanced Warranties

Operation Aural Integrity facilitates a seamless feedback loop between consumers and the luxury goods ecosystem. Mobile and web applications enable consumers to provide feedback enriched by NFT-backed warranties. This not only enhances the value of consumer reports but also creates a comprehensive and secure channel for communication between brands and consumers.



# Continuous Monitoring and Updates

The self-amending capability of the Tezos blockchain allows for continuous improvement of the blockchain protocol. Operation Aural Integrity ensures regular updates to smart contracts, adapting to evolving counterfeiting techniques, and enhancing security measures to stay ahead of potential threats.

# Regulatory Compliance

Embedded within the smart contracts are features that ensure regulatory compliance, aligning with industry standards and legal requirements. Operation Aural Integrity prioritizes adherence to regulations, fostering a trustworthy and compliant environment within the luxury goods market.



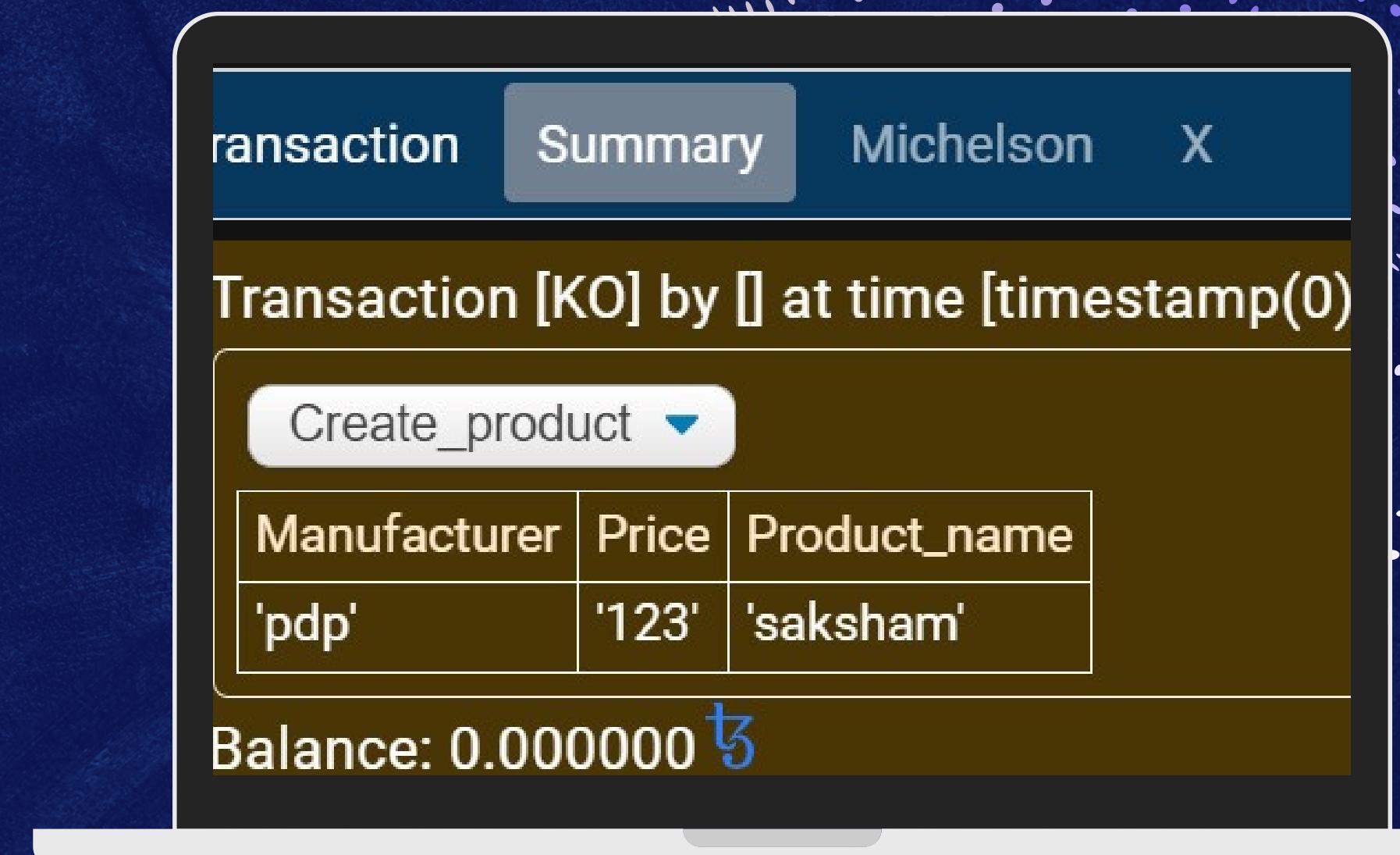
# Collaboration with Law Enforcement

Recognizing the importance of collaboration with law enforcement agencies, Operation Aural Integrity establishes partnerships that provide access to both blockchain data and NFT-based warranty certificates. This collaboration aids in effective counterfeit investigations, contributing to the overall security of the luxury goods market.



# Project Snapshot

# Project Snapshot



# Target Audience

## Manufacturers

- High-end manufacturers seeking to enhance the authenticity and traceability of their products.
- Companies committed to combating counterfeiting and providing a transparent supply chain for their luxury goods.

## Distributors

- Entities involved in the distribution and retail of luxury goods.
- Businesses aiming to build consumer trust by offering verifiable information on the authenticity and warranty status of the products they sell.

## Consumers

- Discerning consumers of luxury items concerned about the authenticity and provenance of their purchases.
- Individuals who value transparent and secure warranty information for their high-end products.

# Conclusion

Operation Aural Integrity represents a paradigm shift in the luxury goods industry. By combining the strengths of the Tezos blockchain and NFTs, the solution addresses the core challenges of counterfeiting, authenticity verification, and warranty insecurity. This comprehensive approach fosters trust, transparency, and consumer satisfaction at an unprecedented level, ensuring the long-term integrity of the luxury goods market.

**Thank  
you very  
much!**

