

# WHY ?

Problem Statement

- Counterfeits are growing worldwide, harming customers and brands.
- Neither consumers nor companies have a reliable way to confirm product authenticity or track tampering in the supply chain.



# Scan Safe

One Product. One QR. Complete Authenticity.  
(AI-Powered)



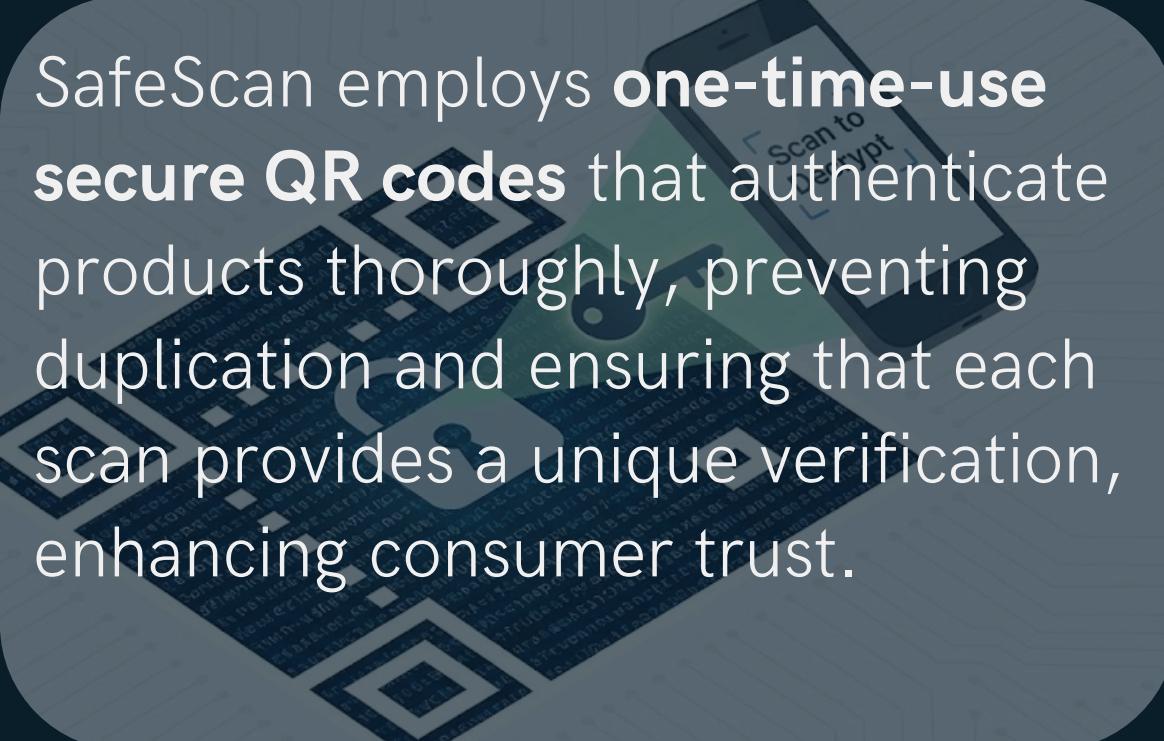
Proposed Solution

# SCAN SAFE

## Three-Layer Defense Against Counterfeits

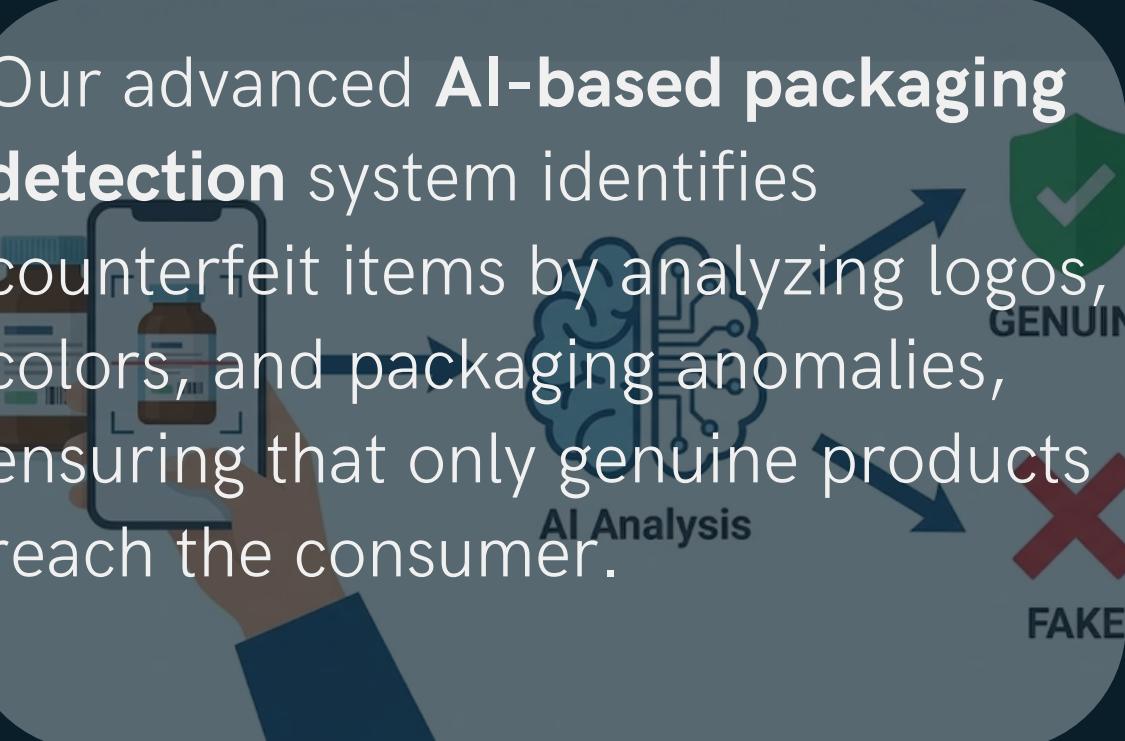
### Encrypted QR

SafeScan employs **one-time-use secure QR codes** that authenticate products thoroughly, preventing duplication and ensuring that each scan provides a unique verification, enhancing consumer trust.

A dark grey rounded rectangle containing a QR code. A hand holding a smartphone is shown scanning it. The phone screen displays the text "Scan to Encrypt". The background of the card has a subtle grid pattern.

### AI Detection

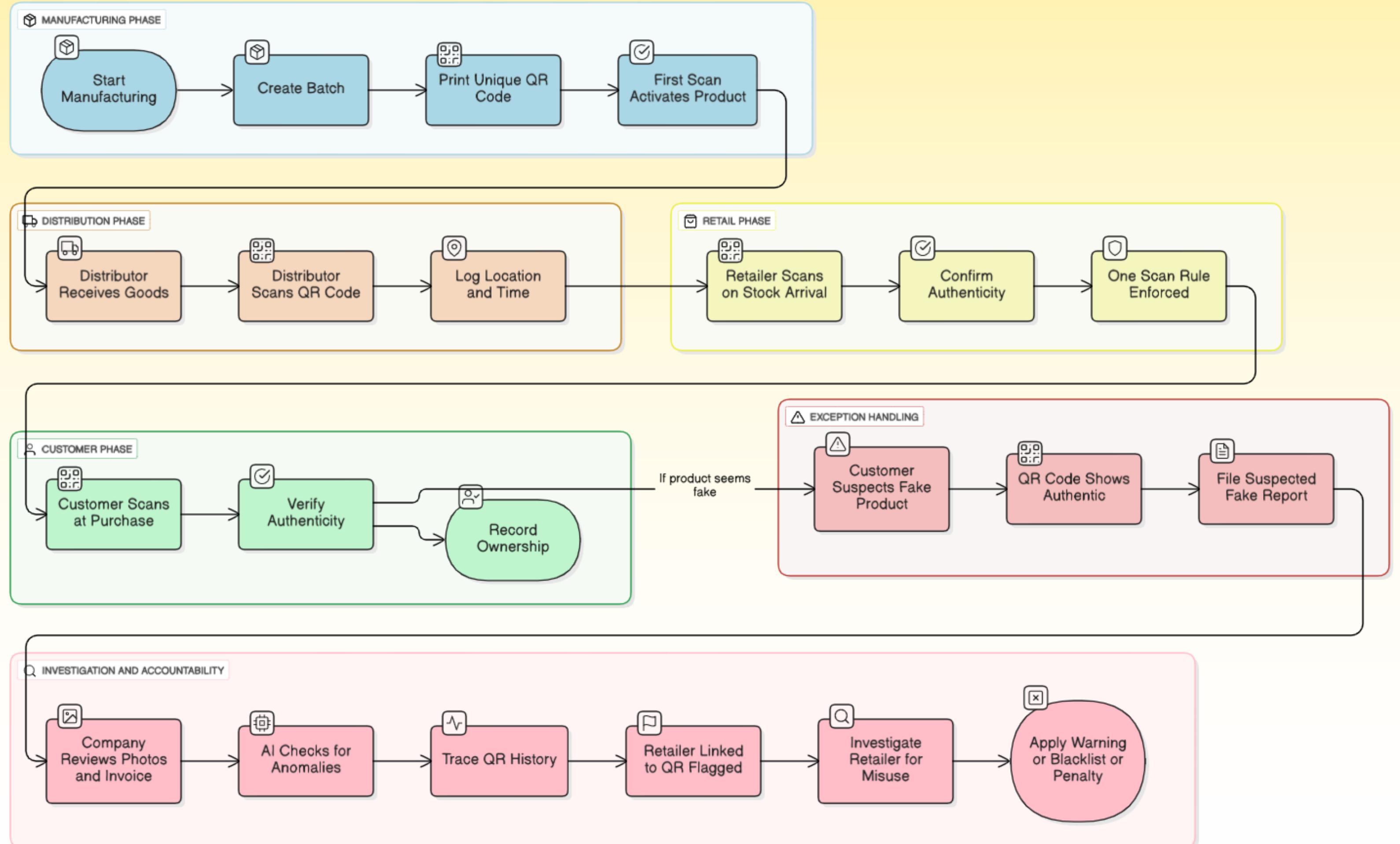
Our advanced **AI-based packaging detection** system identifies counterfeit items by analyzing logos, colors, and packaging anomalies, ensuring that only genuine products reach the consumer.

A dark grey rounded rectangle containing a smartphone displaying a product image. Next to it is a brain icon with the word "AI Analysis" below it. Arrows point from the phone and brain towards a green checkmark labeled "GENUINE" and a red X labeled "FAKE".

### Blockchain Transparency

SafeScan utilizes **blockchain technology** for supply chain transparency, providing immutable records of product journeys, which allows consumers and manufacturers to trace items back to their origins securely.

A dark grey rounded rectangle containing a magnifying glass over a blockchain chain. The chain links various digital documents and icons. Below the magnifying glass, a network of people and computers is shown connected by arrows, representing the transparent supply chain.



# Live Demo



# Questions you may get..

How do you approach small-scale companies ?

What if counterfeiters copy your QR code ?

What if the QR fades ?

PRIVACY?

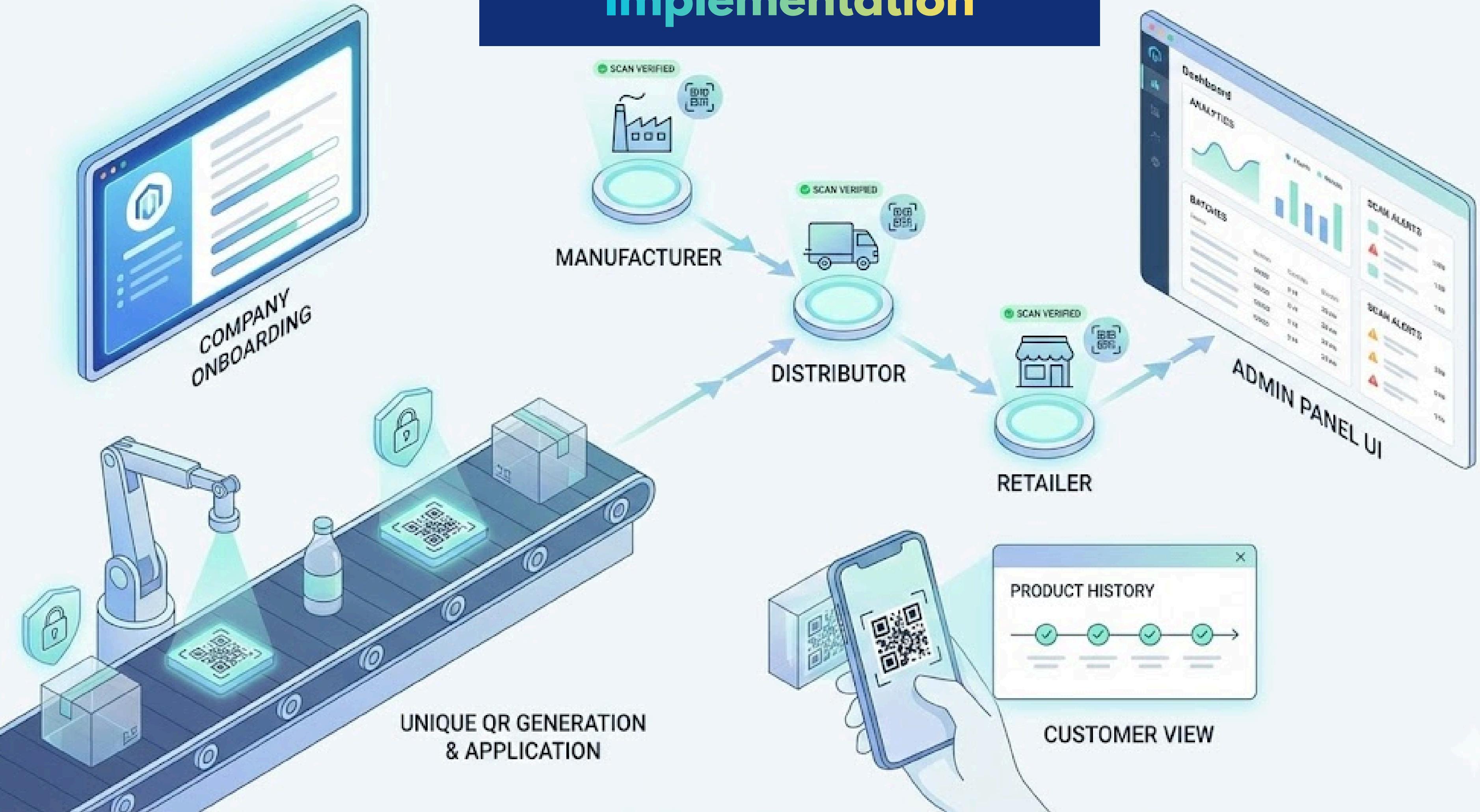
IT GO?

SCAM?

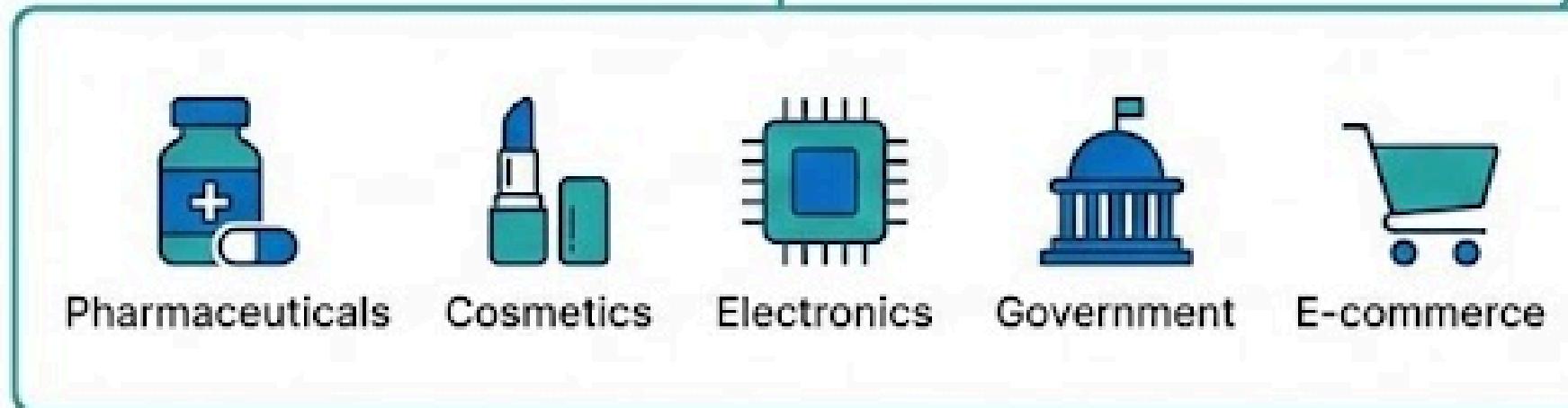
SAFE?

WHAT IS THIS?

# Implementation



# Market



Your Trusted Source for Authentic, Verified Product

## **SAFE SCAN:**

Paving the Way to the Future.

Safe Scan : A Product Rather Than a Project

Thank You