VeriTrust

Product Verification System

By – The Thunderhawks

WHAT WE ARE WORKING ON

In a world plagued by counterfeit goods that pose risks to consumers, businesses, and brand integrity, there is an urgent need for an innovative software solution.

This solution aims to empower consumers and businesses alike by providing a reliable and efficient Fake Product Identification System. The system's primary objective is to enable users to easily verify the authenticity of products, ranging from luxury items to everyday essentials.

By harnessing cutting-edge technology, Blockchain, this system seeks to combat counterfeit products, enhance consumer confidence, protect brand reputation, and contribute to a safer and more transparent marketplace

Solution
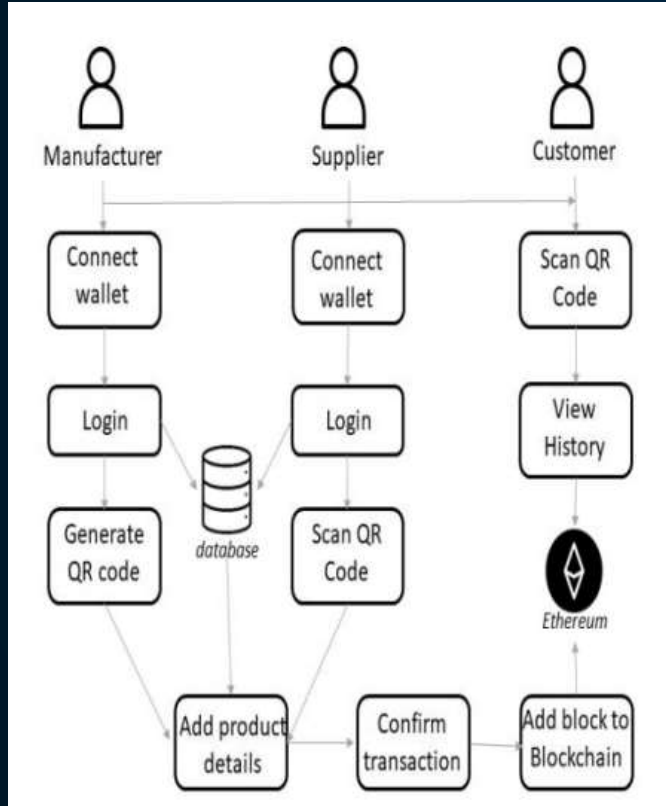
The impacts of counterfeiting are substantial for enterprises, manufacturers, and consumers alike, influencing both a company's reputation and customer well-being. This concern is also relevant in the context of India. The system under consideration is designed for products items, facilitating product's traceability by upholding the product's authenticity and the transparency of its supply chain via the implementation of blockchain technology. This empowers customers with the capability to leverage blockchain and QR codes for retracing the complete journey of a products, spanning from its originator to its ultimate recipient.

TECHSTACK

HTML, CSS, JAVASCRIPT

NODE JS

MYSQL

ETH Blockchain
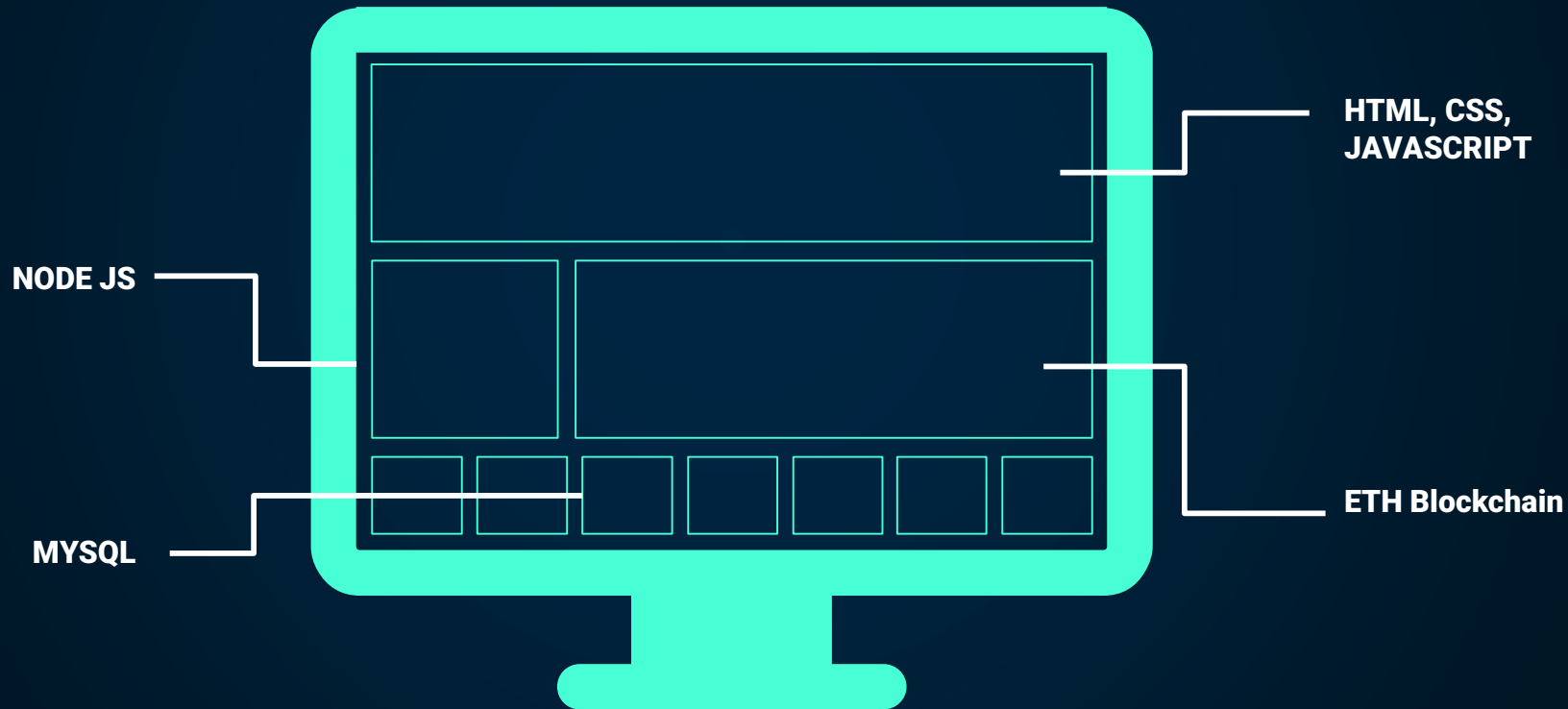
HOW OUR IDEA IS UNIQUE

MiddleMan Deterrent

Middlemen are discouraged from tampering with the product, as they wouldn't have access to the customer's biometric data.

Fraud Prevention

The system can be designed to detect and alert customers if multiple verification attempts are made, helping to prevent fraud and unauthorized access.

Personalized Verification

It provides a personalized and user-specific verification method, reducing the chances of unauthorized access or fraud.

ARCHITECTURE OF IDEA

Step 1 - Blockchain Setup.

Step 2 - Products Registration On the Blockchain.

Step 3 - QR Code Integration.

Step 4 - Customer Verification.

Step 5 - Immutable Verification Records.

Step 6 - User Feedback and Reporting.

Step 7 - Collaboration and Industry Adoption.