

Sneaker Secure

QR CODE BASED SNEAKER VERIFICATION

Product Overview

- Mobile application for sneaker authentication and ownership tracking
- Uses QR code scanning technology and unique UUID verification
- Secure, user-friendly interface for collectors and retailers

Why is this needed?

- Towards the end of 2023, the counterfeit sneaker market will be valued near \$600 billion, about 1.5 times greater than the legitimate footwear industry.

(<https://runrepeat.com/counterfeit-shoes-statistics>)

- Growth of this market threatens the genuine footwear industry's revenue and leaves consumers feeling deceived

How is SneakerSecure used?

- Retailers can provide a unique ID linked to a qr code in each sneaker that are stored securely in our database
- Buyers can scan this QR code with SneakerSecure to verify authenticity and claim ownership
- Ownership history is tracked, potentially increasing value for resale

Live Demonstration

Video Link:

https://iu.mediaspace.kaltura.com/media/t/1_vak39e4o