NFC + Blockchain based Anti-Counterfeiting Solution

Physical Object Authentication
- Product Authentication
- Document Authentication
How serious is Counterfeit Products market?

"1 in 10 medical products in developing countries is substandard or falsified“
- 28 Nov 2017

"Popular goods sold through Amazon, Walmart and others are counterfeits: Government report“
– Feb. 26, 2018

"A quarter of consumers unknowingly buy counterfeit goods “
- 15 Oct 2018

"If you buy counterfeit goods, you could be helping terrorists"
- November 10, 2015

"The fakes industry is worth $461 billion“
- 18 Apr 2016
Effects to Brand Owner

- Unfair competition
- Loss of sales revenue
- Reputation damage

Effects to Consumer

- Health and Safety Risk
- Unclaimable Warranty
- Causes damages to other products

Effects of Counterfeit Product market

1. Entry — small scale volume of counterfeit product (entry point to market). Low volume of sales lost - hard to detect.
2. Serious — significant scale volume and growth of counterfeit product (scale up). Sales volume of genuine product begins to decline.
4. Fatal — Sales volume and growth of genuine product nosedives as consumers stop buying product. Product and brand incur fatal damage.
Existing solution

**QR Codes**
- Can be easily cloned by anyone
- Every copy is fully functional

**Hologram**
- Leaves visual verification to user
- Presents unverifiable authenticity
- Fake holograms can be bought

We need a solution to EMPOWER the common people!
- **Reliable**, cannot be cloned (Anti-Cloning)
- **Cost Efficient** to Implement by Manufacturers
- **Instant**, the ability to verify originality on the spot
Our Anti-Clone NFC technology

Our NFC tag cannot be duplicated

Our Anti-Clone Algorithm has been applied for Patent

Compatible with all NFC capable phone
60% of Smartphone are NFC capable
By 2021 90% of Smartphone will be NFC capable
How It Works?

Manufacturer / Owner

Register
www.orygene.io

Admin Portal

Account
Setup

Brand, Products, etc.

Get Verified

Checks and Verify
- Existence of the Entity
- License/Ownership Check
- Address and Phone Verification

Digitally Signed with Private Key

Recorded in Blockchain

These NFC Tags cannot be cloned!
Use Case #1 – Protect Consumer Products

Verified instantly using Smartphone

NFC Security Tag
Use Case #1 – Protect Consumer Products

Interactive content displayed

This improves consumer engagement

NFC Security Tag
Use Case #2 – Protect Official Documents

Legal & Official Documents

Sample Publishing Agreement

Compliance and Security Emblem

Our NFC Tag Embedded inside

NFC Security Tag
**Project Status**

### Product
- Development & Testing completed
- Mobile App already released to Google Play Store
- Website & Admin portal has gone live at www.orygene.io

### Intellectual Property
- Patentability Check Completed
- Patent Agent working on the Draft

### Sales & Marketing

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**READY!**

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**INPROGRESS**

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**NOT STARTED**

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**MyIPO**

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**GET IT ON Google Play**
ORYGENE for iPhone

International Patent

Mass NFC serialization device

Open API / SDK for third-party Developers
- Loyalty System
- Data Analytics

• Embed NFC Tag in packaging
• Fast Moving Consumer Goods
For more information visit

www.orygene.io