

A decentralized infrastructure for the lifecycle of physical items (LoT) to secure end-to-end traceability, data veracity and resource efficiency in supply chain networks.

Lifecycle of Things (LoT) is an integrated set of processes and technologies to maximize resource efficiency and ensure data veracity (accurate, truthful and consistent information) for physical items during their entire supply chain network lifecycle.

Introduction

The Problem — False Data, Manipulation and Counterfeits in Supply Chains

The trust and profit of businesses are under threat because of complex and non-integrated supply chain networks with no comprehensive and efficient end-to-end traceability and surveillance.

- **Unverified, inaccurate and manipulated data is a new vulnerability.** Data captured by pervasive sensors or a 3rd party is often trusted without question – leaving room for manipulation.
- **Governments and businesses are struggling** to find an effective solution to counterfeiting and to protect their physical assets. \$3.98 trillion and 2.5 million jobs are lost to the world economy each year.
- **Blockchain & IoT alone can't help.** Without a secure way to link the physical item to the digital ledger or a blockchain, it's easy to replace it with a fake or misreport its condition.

Source: research by Deloitte, Accenture & ICC

The Solution — AI Based Infrastructure for End-to-End Protection and Monitoring

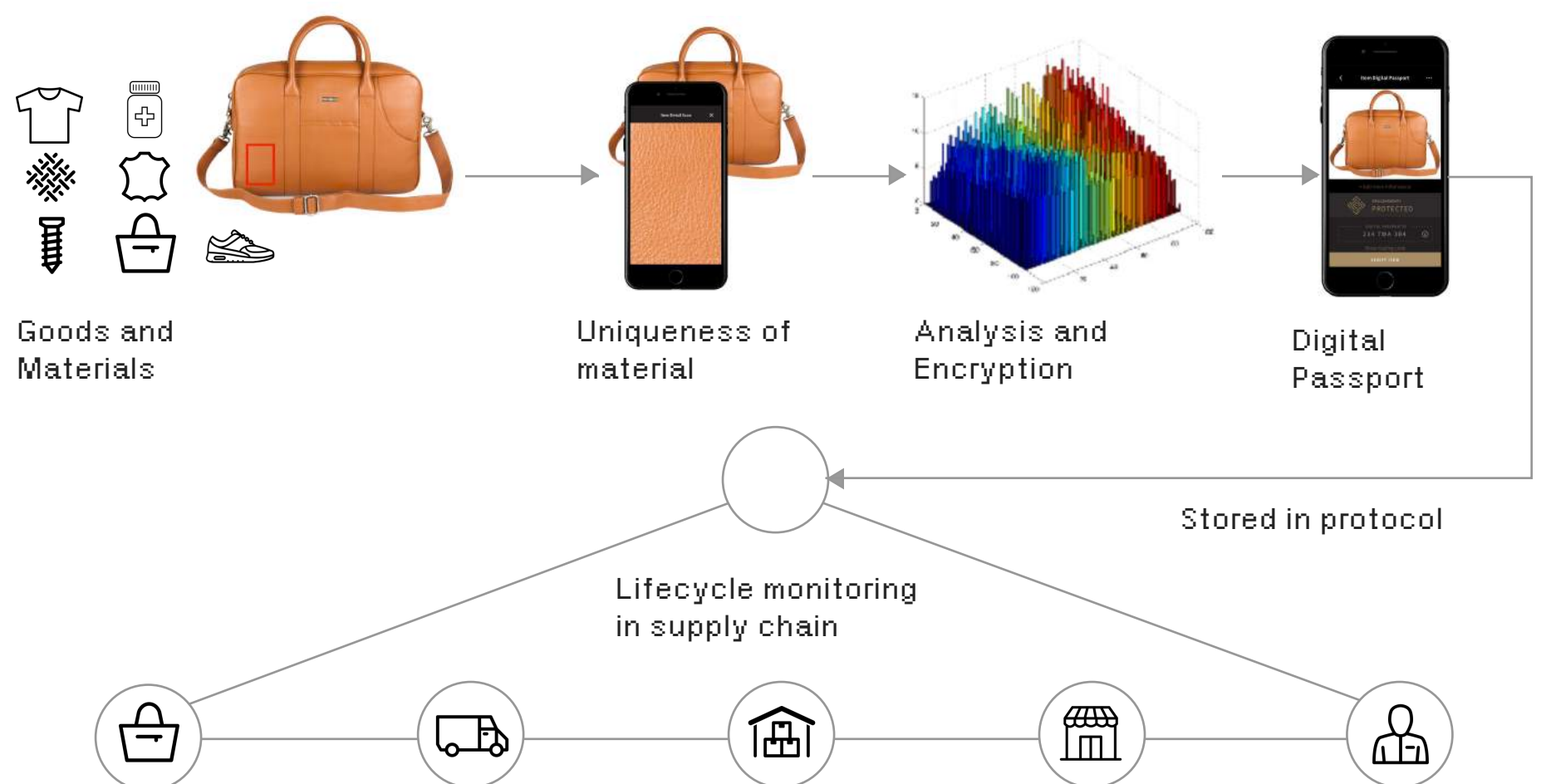
We secure end-to-end traceability, data veracity and resource efficiency with a decentralized infrastructure that allows anyone to monitor and protect the physical items during their entire lifecycle (LoT).

1. **Physical items get connected to the digital ledger by AI-based technologies** (e.g. computer vision, machine learning).
2. **Every item gets its own digital identity – a “Passport”** with unique material “fingerprints” to protect authenticity, identity and store all data and metadata (provenance) in its lifecycle.
3. **Passports are stored in our protocol’s decentralized ledger** to ensure data integrity, security, and immutability.
4. **Anyone is able to protect and monitor the physical items** in their entire lifecycle (LoT) and in any phase of a supply chain.

Uniqueness & Competitive Advantage

We are setting a new identity standard for connecting physical items to digital ledgers by using computer vision and machine learning to:

- **Capture the unique material characteristics of physical items – “fingerprints”** to connect them to the digital ledgers. A secure and non-invasive solution with no need for external security elements, making forgery virtually impossible.
- **Verify the authenticity and condition of embedded external security elements** (to ensure they weren't tampered with) – solving a key issue for current security solutions and for the IoT industry.



Anyone can then protect an item's value and verify its identity, authenticity and provenance anywhere and at any time – **all with just a smartphone** or a custom solution in a

production line. **Our technology is being developed for over 3 years** and it's already being used by businesses in the art market.

For Sectors & Industries Worth Trillions

- **Manufacturing** – to achieve and maintain data veracity, resource efficiency and the overall quality in the supply chain.
- **Commodities & Raw Materials** – ensure quality and consistency of the final product by verifying and tracking the materials.
- **Luxury Goods & Valuables (\$1T)** – a simple solution for buyers to verify any item's authenticity anywhere and at anytime.
- **Art & Collectibles (\$2.7T)** – the identity/authenticity of any artwork or collectible can be protected and linked to its provenance.
- **Pharmaceuticals (\$1.5T)** – a mobile app can recognize fraudulent drugs and verify originals, potentially saving a huge number of lives.
- **Security Papers & Documents** – any document, certificate, register, blueprint or ID can be fingerprinted, time-stamped and protected.
- **Shipping & Inspection Services (\$8.4T)** – protect items during transit, secure provenance and continuously assess items' condition.

Business Model & Market Entry

The potential lies in bringing solutions to thousands of businesses working with trillions of items. For each item, there is a negligible listing & passport fee (\approx \$0.2), transaction fee (0.1%) plus 100% of the revenue from Veracity Protocol's applications.

100% of the revenue is then redistributed back. 90% as rewards to the active market participants, proportionally to the amount of VERT held. 10% into the infrastructure development fund under decentralized governance.

Rewards and additional incentives (20% of VERT supply) motivate businesses to integrate, generate revenue early and stay loyal while supporting the value growth of VERT.

We're already building strategic partnerships with 2–3 established global companies from target sectors and industries to integrate their databases as the first step.

Key Features

Support For All Currencies & Veracity Token (VERT)

Any fiat or crypto currency can be used for transactions in Veracity Protocol's ecosystem, including VERT.

VERT is Veracity Protocol's utility token used for obtaining rewards from other active market participants, decentralized governance and incentivizing businesses.

Protocol Governance by Distributed Consensus

Our blockchain based protocol serves as an open standard for businesses with a planned decentralized governance by Proof of Stake.

This way, the whole ecosystem, its users and businesses can decide the course of the protocol's development and the overall fee distribution.

A Ready-to-Use Modular Infrastructure

Businesses can quickly use or integrate technologies in a modular way, to offer their own applications and technologies for both decentralized and centralized solutions.

Anyone can already use our apps and white-label apps for identity/authenticity protection and verification.

Team



Roman Komarek

Founder — Serial Entrepreneur, Product Lifecycle Expert, Decentralization Advocate



Jan Lopusek

Head of Operations — Former TopMonks Startup Studio CEO, networker & analyst



Jakub Krcmar

Co-founder — Digital Product Architect with 13y+ experience | Blockchain & AI Enthusiast



Jan Navratil

Business Director A&C — Art market expert, previously worked for Phillips auction house



Marvan Shamma

Head of Protection Platform — Innovation, AI, Computer Vision, Digital Media



Vaclav Bedrich

VP of Business Development — Serial Entrepreneur, Media Expert

Development Team & Status

Our team has 27 members located in Prague, London and San Francisco with backgrounds in AI, computer vision, fintech, robotics, process analysis, blockchain/mobile/digital product development, art, collectibles, supply chain management and serial entrepreneurship.

We're currently testing our solution with businesses in Industry 4.0 & IoT (US), Laboratory chains & Art Market (UK, SG, US), National Banks & Security Printers (CZ, UK, CH), Art & Collectibles (UK, CZ, US, UAE), Auto-Moto (CZ, GE), Luxury Goods (UK), Diamonds (USA), Blockchain (UK, US)

ICO

Private Sale is Live

\$8,758,800

\$35,035,200

1,200,000,000 VERT

zi ICO Target in USD

zi ICO Hard Cap in USD

zi Total Supply, 50% for ICO with price: \$0.04055-\$0.08110

Token Allocation



Funds Allocation



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