



Provenance **Traceability** **Sustainability** **Authenticity** **Customer Engagement**



Oct 2023

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1	vlinder Introduction Including Proof of Origin , Traceability and Sustainability
2	GI Challenges and Opportunities Including the solution- TRAG platform
3	GI implementation Case Study
4	Demo of TRAG platform from GI producer, Retail / Consumer view
5	Actions / Next Steps

- 3 Platforms on Blockchain Technology
- 5 Patents Applied in Blockchain Space



Trag
Authenticity,
Provenance & Supply Chain
Traceability, Customer
Engagement



Vantr
Tokenization & Web3
Engagement



Klefki
Secure, Frictionless ID &
Credentials platform

Women Founded (MWBE Certified in US)

20+ Clients Onboarded

Listed in Marketplaces (Including)



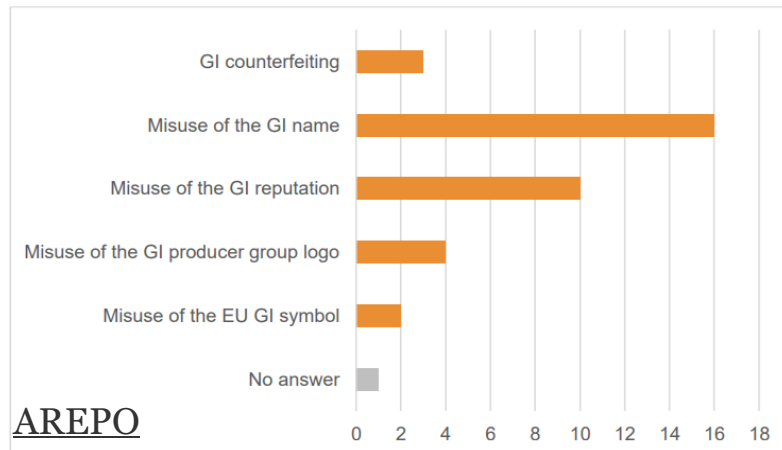
polygon



GBA

- 1 Brand / Heritage Protection, Unauthorized Use in International Markets**
On 12 September 2023, the European Parliament approved new EU rules aimed at safeguarding the geographical indications (GI) for craft and industrial products
- 2 Counterfeits**
European Union Intellectual Property Office (EUIPO) - 9% of all the GIs are falsified;
CONSUMERS don't see Proof of Origin or Traceability
- 3 Limits Exports and Economic Prosperity**
Curtails Premiumization

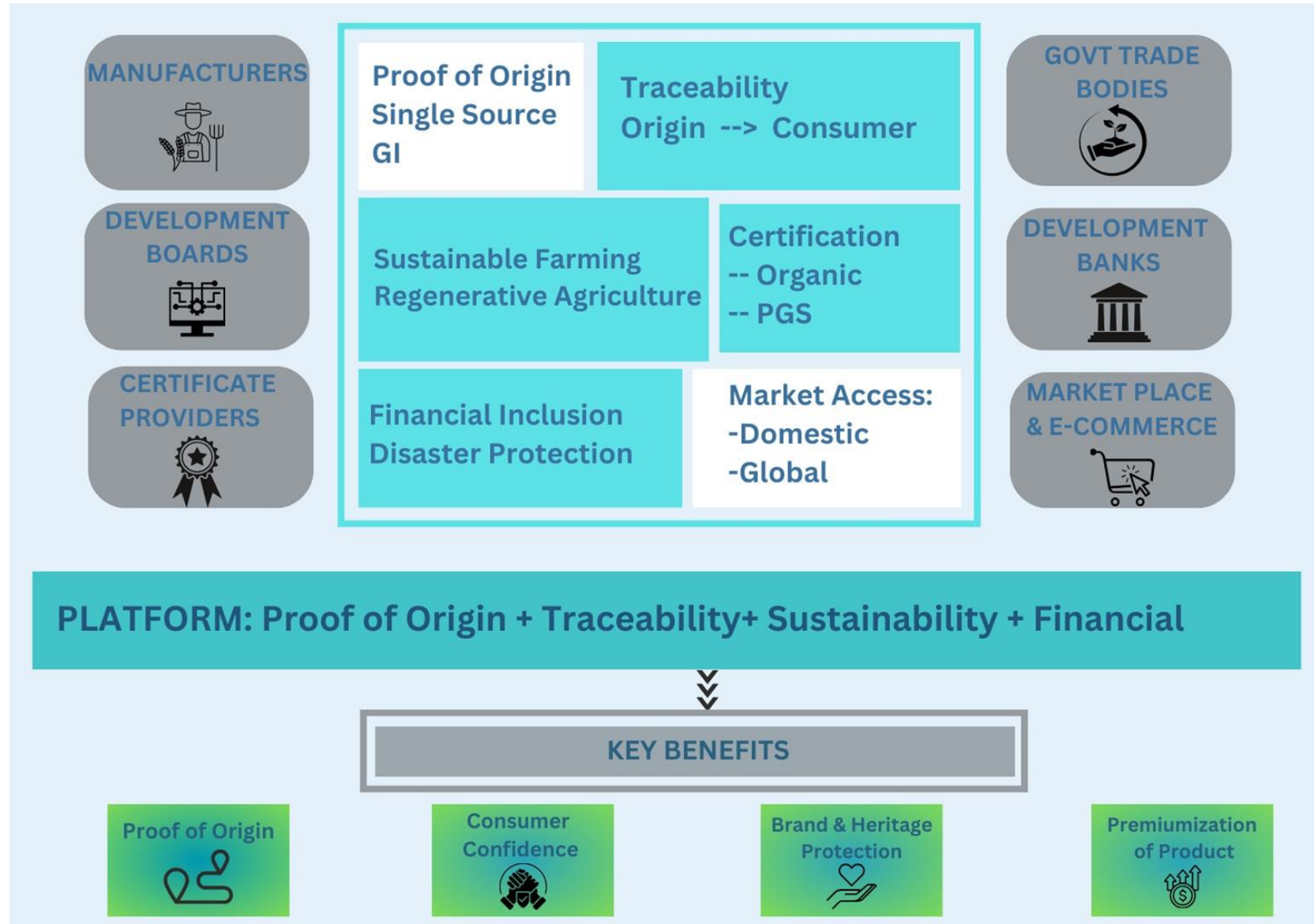
FIG. 7: Survey results: What kind of fraud was it? (AREPO, 2022)



Parmigiano-Reggiano cheese consortium estimates the copycat market to be worth \$2 billion – not far off the real one. ([Forbes](#))

In the EU, the GI sector is worth EUR 77 billion and contributes to 15% of the EU's total food and drink exports.

Broader Ecosystem Landscape and Needs



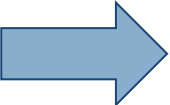
Enhancing Brand Trust, Transparency and Cx

Industry Challenges

 Counterfeits
Mis-Use of GI/Brand

 **Transparent Supply Chain**
 Clean Produce
 Provenance
 Compliance
Fair Trade/ESG – Scope 1, 2, 3

 **Consumer, Regulators**



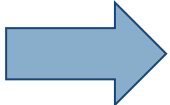
Trag Platform

Producers, Farmers, Suppliers
 (Onboarding):
**Mobile App,
 API and Dashboard**

Persona based Provenance:
 Consumer, Inspectors, Retail
Mobile App, API

 **GS1 Standards**
API integration with SAP

 **Channels:**
QR, Barcode. NFC. Smart Label



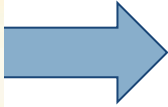
Value for Brands

GI Heritage Protection
Counter Revenue Leakage

Brand <=> Customer Connect
Carbon Credits

Premiumization
Export Markets

GI - Success Story



PRODUCTS
40+

Volume to be tracked in 2023
10,000+

Engagement Channels
QR Barcode
Smart Label Scan



Benefits


Heritage Protection



Brand Premiumization

Revenue Generation

State Government of India FUNDED

The screenshot shows a web dashboard for a manufacturer. On the left is a navigation sidebar with icons for Org, Analytics, Products, Txn's, Users, and Personas. The main content area displays the 'GiTAGGED' profile, including the company name, full address, telephone, email, and website. At the bottom of the dashboard, there are social media icons and a copyright notice.

Trag 

FAQ's  

Org **Manufacturer**

Organization
Edit Social Media Links

Analytics

Products

Txn's

Users

Personas

GiTAGGED® **GiTagged**

GEOGRAPHICAL INDICATIONS TAGGED WORLD PREMIUM PRODUCTS PVT LTD

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Website <https://www.gitagged.com/>

[in](#) [Twitter](#) [Instagram](#) [Facebook](#) [YouTube](#) [Pinterest](#)

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<https://gitagged.trag-vlinder.io/dashboard/analytics>



Malabar Black Pepper

Scan this QR code
to know more about this product



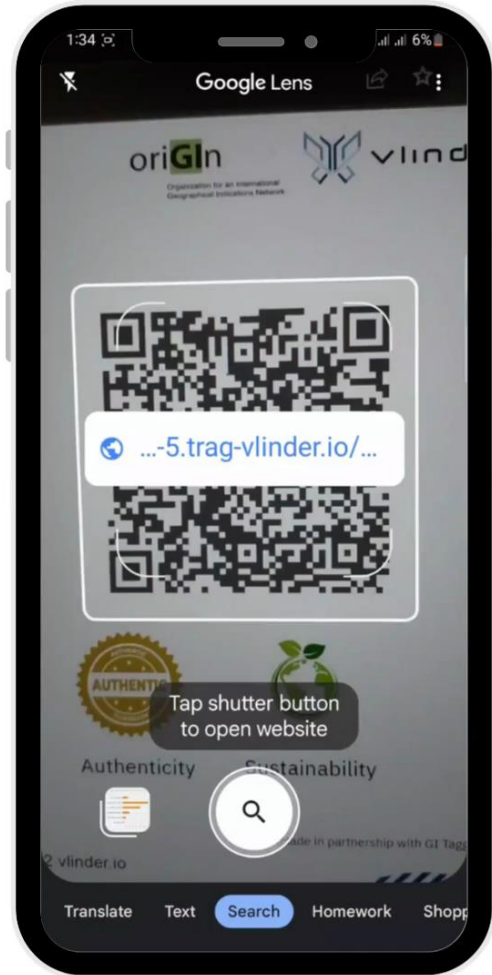
Traceability



Proof of Origin



Authenticity



Apparel (Including Sustainability)

Scan this QR code
to know more about this product



Traceability



Proof of Origin



Authenticity



Sustainability

Ecosystem Benefits

Who	Type of Impact	Tangible/ Intangible Value
Producers/ Manufacturers	Economic	Premiumization of Product Increased Export Sales
Rural Population	Economic	Increased Employment Increased Revenue
State, Country	Brand, Heritage Protection Economic	Unique Identity in Global Markets Increased Exports (and Increased GDP)
Consumers / International Markets	Societal, Economic	Proof that they are consuming “true” product Value for Money



vlinder's Onboarding of GI producers (Grant available this calendar year)

1

Onboard 4 GI products via Engagement Channel of QR code or Barcode
Timeline: Start Immediately; Complete by 31st Dec 2023

2

“Ready” to onboard any type of Manufacturer

3

“White Label” Option for GI Associations

4

Cover Sustainability Measures, Social Impact & Environmental Impact (If available)

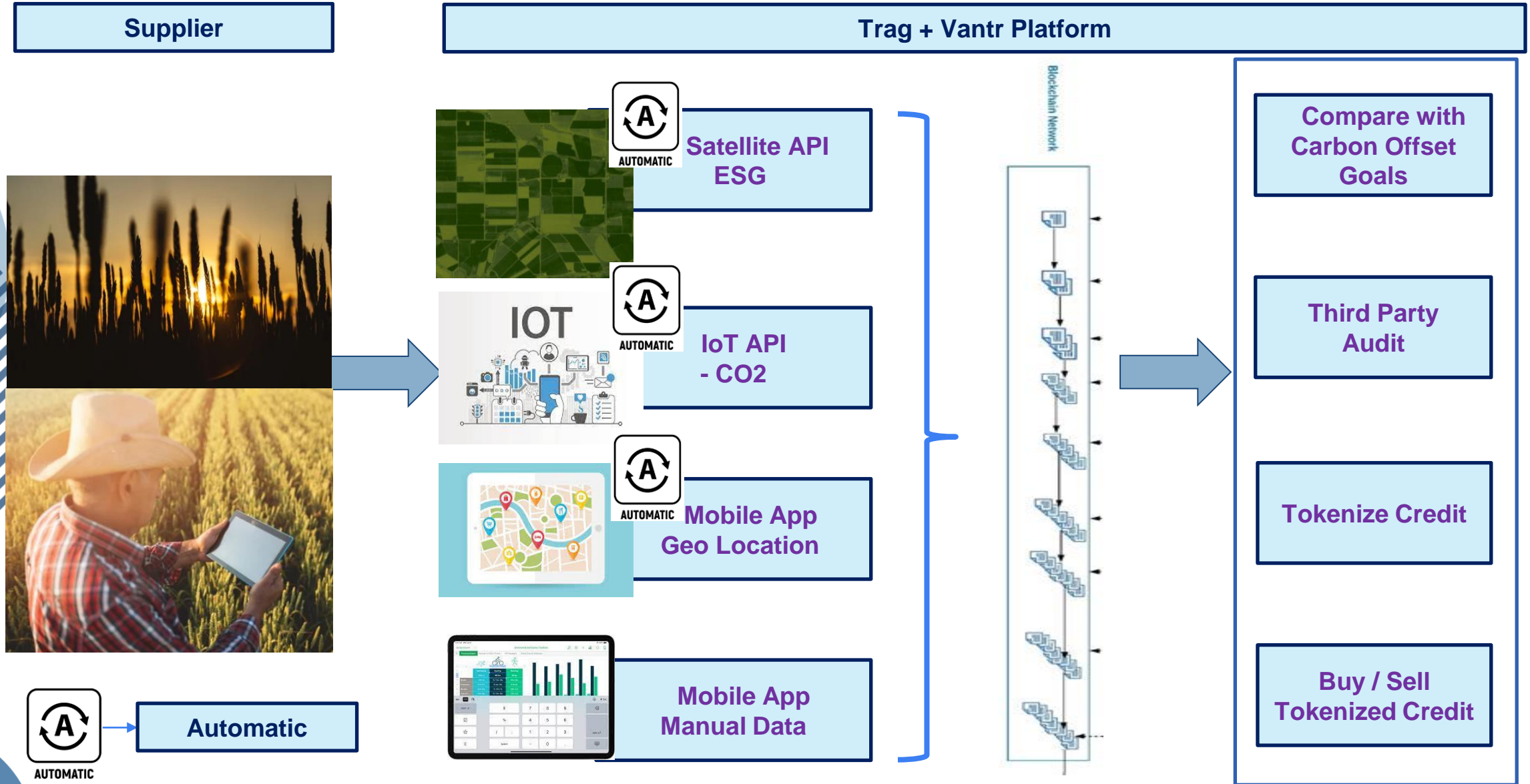


THANK YOU

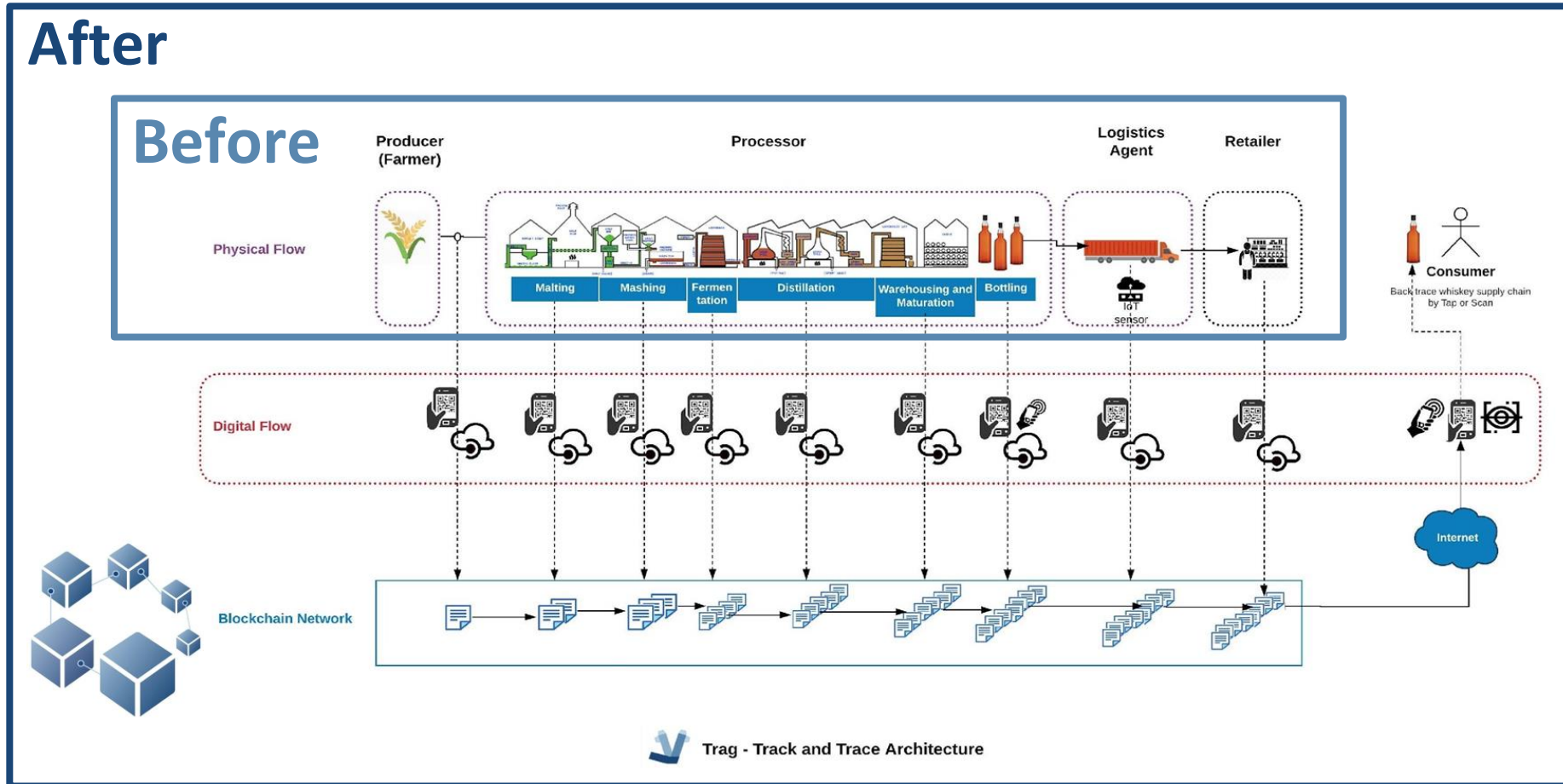
FEEL FREE TO CONTACT

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Sustainability – How vlinder/Trag can enable?



After



The Origin and Journey Steps (Geolocation + Other Details including **ESG**) is recorded in the Blockchain

- In the EU, the GI sector is worth EUR 77 billion and contributes to 15% of the EU's total food and drink exports.
- Sales value of GI-protected products at €74.76 billion annually, a fifth of which results from exports outside the EU
- Estimate of EU GI exports value to non-EU countries: € 17 billion in 2017 = 15% of EU food and drink exports; wines & spirits: 89% of total GI exports
- Command premium prices, leading to higher profit margins for producers.
- The sales value premium rate stood at 2.85 for wines, 2.52 for spirits and 1.5 for agricultural products and foodstuffs.

GIS REGISTERED IN THE EU AND BEYOND

