

Brand protection in luxury and fashion industry on E-Commerce (startup RealDealTag)



Prime B2B customers – world's best-known
fashion industry brands

MARKET

The total value of counterfeit products globally is expected to reach **\$ 4.2 trillion by 2022** ;

Fake luxury merchandise accounts for 60% to 70% of that amount.

The International Anti-Counterfeiting Coalition (IACC) reports that the **Trafficking of counterfeit and pirated goods in e-commerce is a top priority** for world's best-known fashion industry brands

What RealDealTag system is

- **RealDealTag is a system for validating origin of brand name goods.**
- **It comprises patented Optical Identification Tag that can be read with customer's smartphone.**
- **Each Optical Tag has unique optical properties. It is impossible to duplicate a Tag at the production stage or to copy later.**
- **A particular Optical Tag is associated with a particular brand name item and serves as a fingerprint for it.**

Competing systems of tagging

- QR Code
- RFID (Radio Frequency Identification) tag
- Hologram labels
- Spectral Taggant Systems

Shortcomings of existing tagging systems

All existing kinds of tags can be duplicated at production stage or copied later

Why the RealDealTag system is better than existing systems of tagging

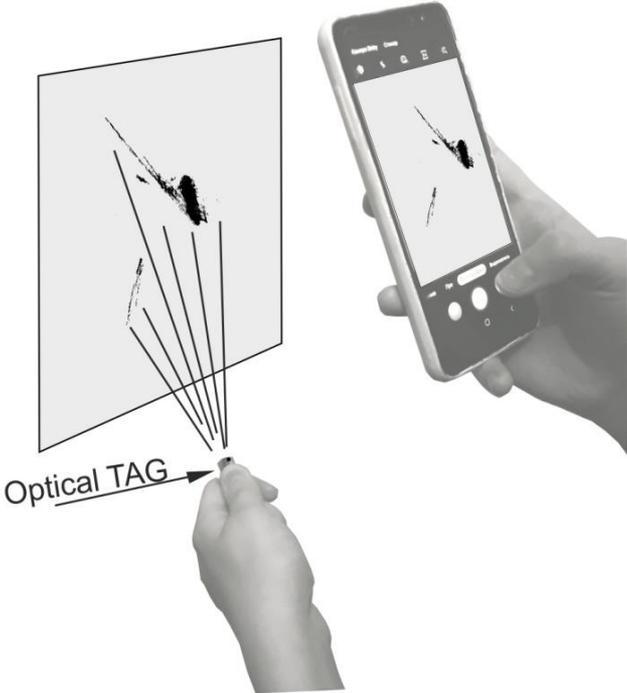
- **Each Optical Tag is different and impossible to duplicate at the production stage or to copy later.**
- **There is a unique Tag for each and every fashion industry item**

HOW IT WORKS

Reading of traditional QR code



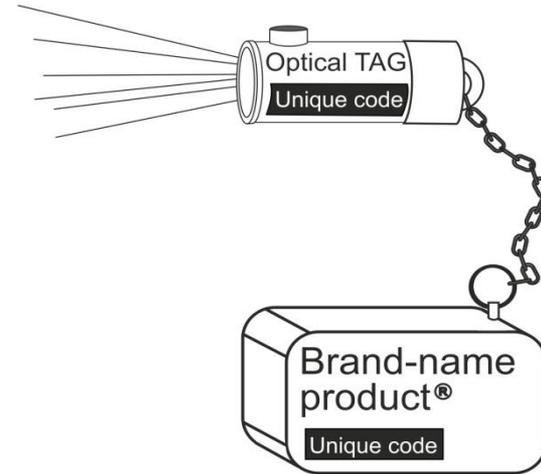
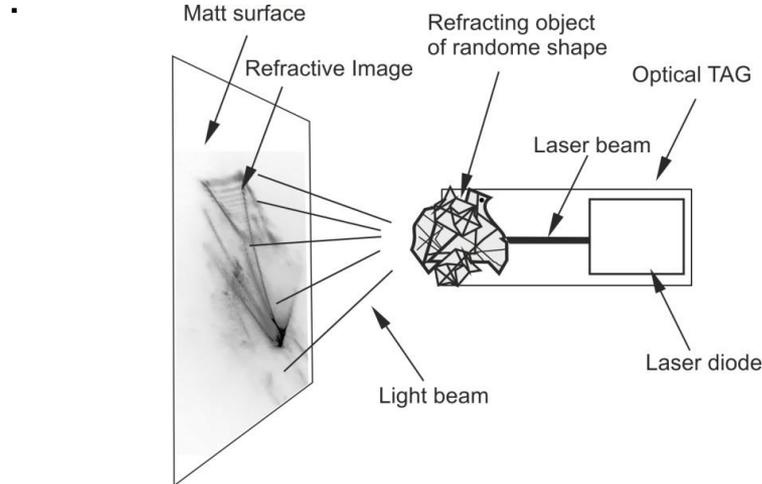
Reading of Optical TAG



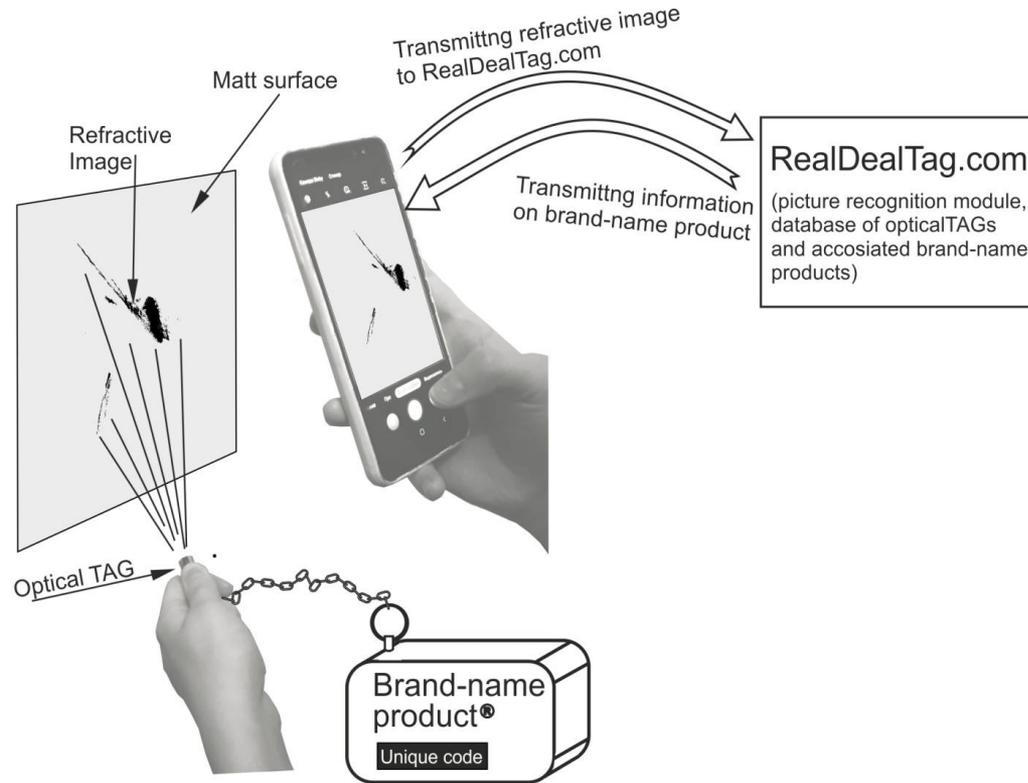
WHAT OPTICAL TAG IS

An Optical Tag resembles a miniature laser pointer that produces light beam. Each Optical Tag's beam is different from the others.

That beam is directed by user to any flat matte surface (product box, wall, a sheet of paper), such way a unique image is formed, captured by the smartphone's camera and sent to the RealDealTag database to be identified



The process of verification of authenticity of a brand name product



DEMO VIDEO

<https://www.youtube.com/watch?v=SW-uCvyK2ls>

How RealDealTag is going to make money

- Selling Optical Tags to manufacturers of brand name products
- Charging brand name owners for putting information on their products to the RealDealTag.com database
- Charging brand name owners for detection of authenticity of brand name products with RealDealTag.com
- Charging brand name owners for directing customers to their websites
- Collecting information on customers of brand name products and charging brand name owners for presenting to customers personal offers

Monetization

- The estimated price tag for one Optical Tag is \$ 0,6...0,8 (for 5000 units)
- The estimated overall return for RealDealTag per one Optical Tag attached to a brand name product is \$4.0... \$ 6.0
- The expected demand is 2,2...3.0 million Optical Tags per month the second year after start of full scale business

METRICS

- **A prototype of Optical Tag is developed**
- **A beta web portal <http://www.realdealtag.com/> is created**
- **System has been patented in the US (utility patent US10699180) and Russia (patent RU2714789)**

Team



Konstantin KHLOPKOV
Founder of RealDealTag,
engineer, founder and owner of
an advertising agency, inventor



Zoya KHLOPKOVA
Co-Founder of
RealDealTag, on-line
shoppers behavior expert



Aleksey Degtyar
IT engineer, big data expert, team
member

What we are looking for

- Expertise
- Funding for product development to make it ready for market
- Assistance in promoting RealDealTag system worldwide

Contacts

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