



BLOCKCHAIN

based  
Product Tracking &  
Management Platform



# Introducing yaliyomo

Cologne, Germany  
March 2022



## Our Vision

Tracking and managing products to enable users to have full **transparency** and build **trust** across the value chain.

## Our Mission

Providing a highly scalable, Blockchain-based secure Product Content Management Platform to **manage** and **track** mission-critical content for businesses, bringing **transparency** and **sustainability** to their operations and value-added services to customers

# Problem

# Luxury Retail



## Global luxury brand challenges

01

**Lack of visibility** over supply chain and **secondary market data** for brand owners and retailers.

**95% of** luxury brands lose their relationship with customers after point of sale\*\*\*

Millennial consumers expect technology for communications.

02

**\$98B loss of revenue** and brand dilution due to counterfeiting and fraud.

Luxury brands lost about **\$30.3 billion\*** worth of sales to online counterfeiting alone

03

Lack of **identification** and **transparency** making it impossible to keep brand and product integrity for luxury items throughout their lifecycle.

The global authentication and brand protection market was valued US\$ 2,8 billion in 2019 and is expected to reach US\$ **5,1 billion by 2027**; estimated to grow at a CAGR of 7.9% during 2020-2027\*\*

## Managing Digital Assets



Collections



Footwear



Handbags



Eye wear



Belts



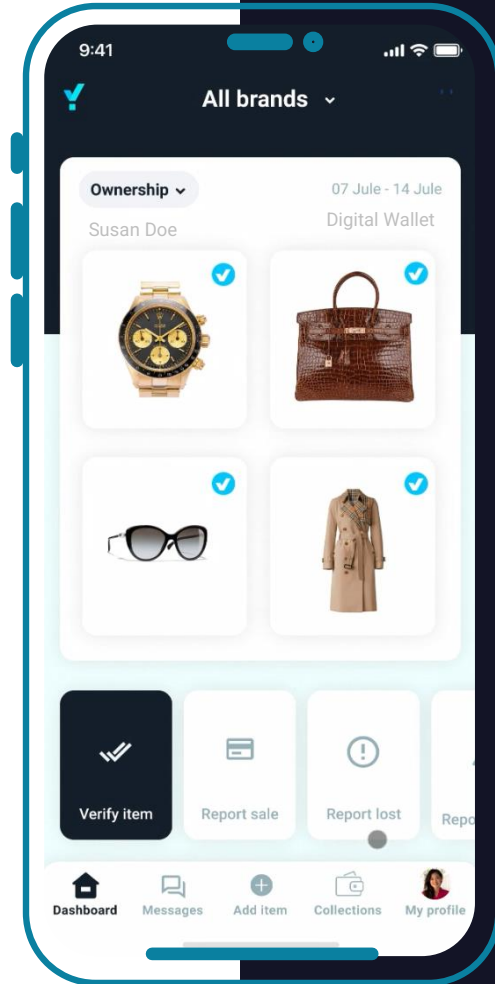
Timepieces



Ready-to-wear



Vintage

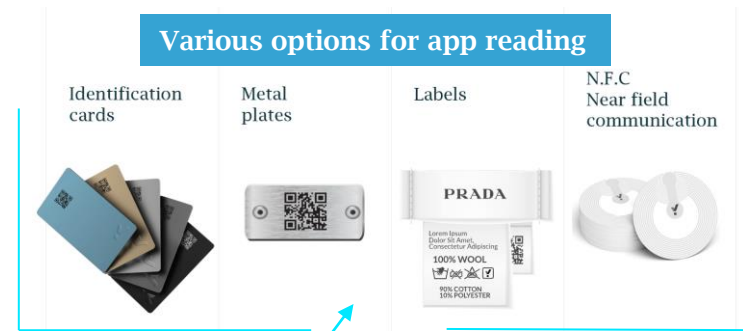


## App driven Identification and Traceability

- Digital identities for any **high-valued assets** - *Shoes, Jewellery, Watches, Handbags and Garments.*
- 100% guaranteed **authenticity**.
- Traceability and claim of **ownership**.
- Creation of consumers unique **Digital Wallets** – to claim, view and maintain the the digital assets in one App
- Shareable public profile with options to make it public or private (full compliance to privacy rules/GDPR)

# How does it work?

## Product authenticity use case



01

### Physical Product

Product is manufactured by Brand



02

### NFT / Digital Sibling

Yaliyomo creates the NFT in the private blockchain  
"Digital Record"



Y™ Authenticity Code (QR)

03

### ID Card

Brand creates an ID card or label with a QR code linking the physical product with its NFT



04

### Consumer App

The consumer scans the QR Code on the ID card and validates the authenticity of the product and claims the ownership in their unique digital wallet

 FENDI  
White-labeled, customizable app

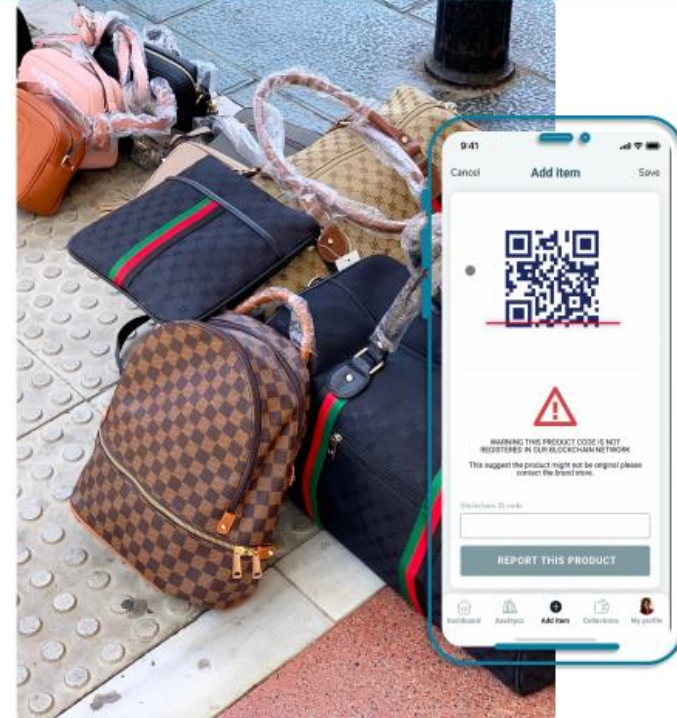


## Authenticity

Scanning the ID card (QR code) immediately matches to the information stored within the NFT.

Comparing the information on the blockchain with the information on the ID card and the physical product confirms the authenticity of the product.

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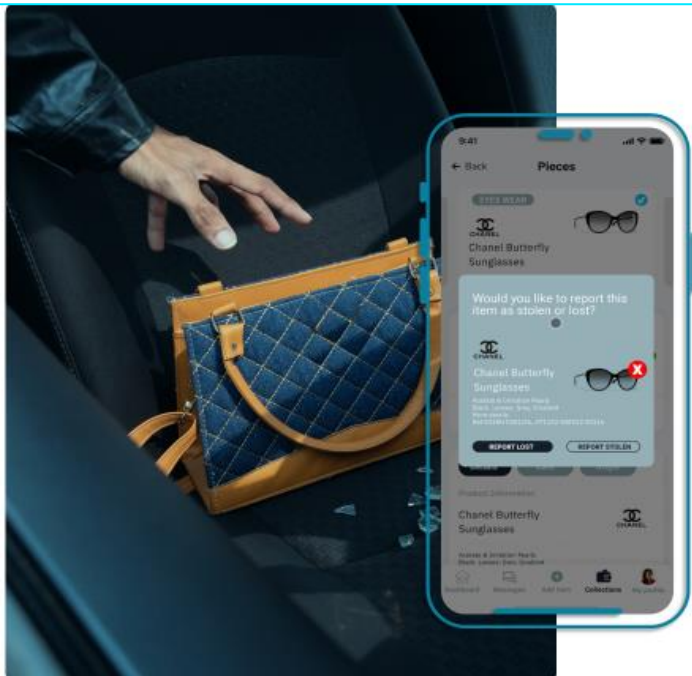


## Preventing counterfeiting

If there is no NFT in Yaliyomo, products can be flagged as inauthentic/counterfeit.

If there is a NFT, blockchain based validation of the product takes place and the owner can immediately verify provenance/authenticity and owner.

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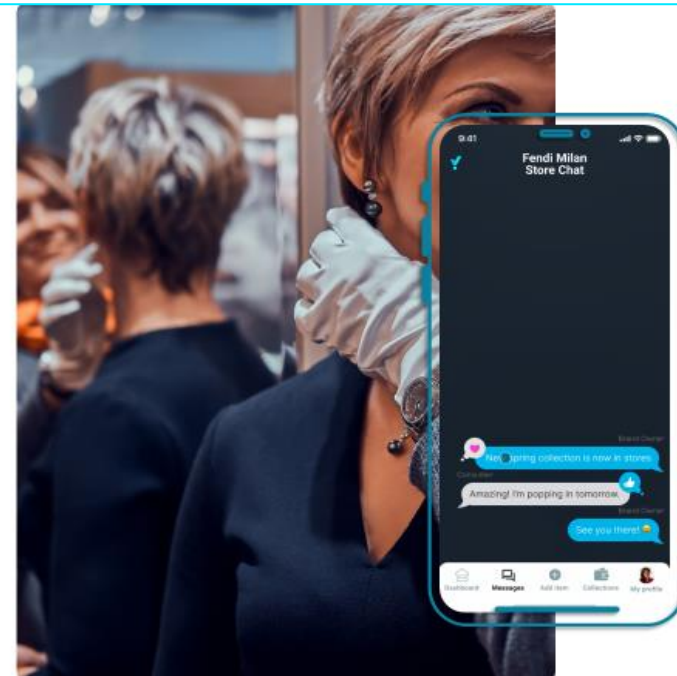


## Discouraging Theft

A customer can mark the product as stolen in the blockchain network.

Thereafter, as soon as somebody scans the stolen product, an alert will be shown. This safety feature can be used by anyone buying an item, or by the authorities when recovering stolen goods.

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## Brand to Consumer Direct Communication

Brands can directly communicate with customers and owners of their products.

This relationship is maintained over time post-sale, and can even be passed on to new owners after re-sale (second-hand).

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# How does it work?

Supply chain visibility use case



01

## Invite your Suppliers

Suppliers get their own access to Yaliyomo.



02

## Create your NFT / Digital Siblings

Leather Factory in Italy

Creates its unique NFT for the Leather sent to FENDI



03

## Your suppliers create their NFT / digital siblings

Zipper Factory in Japan

Creates its unique NFT for the Zipper sent to FENDI



04

## Linking all supplier NFTs to Product NFT / QR

With App based QR reading enabling customers to see entire parts list and its origins

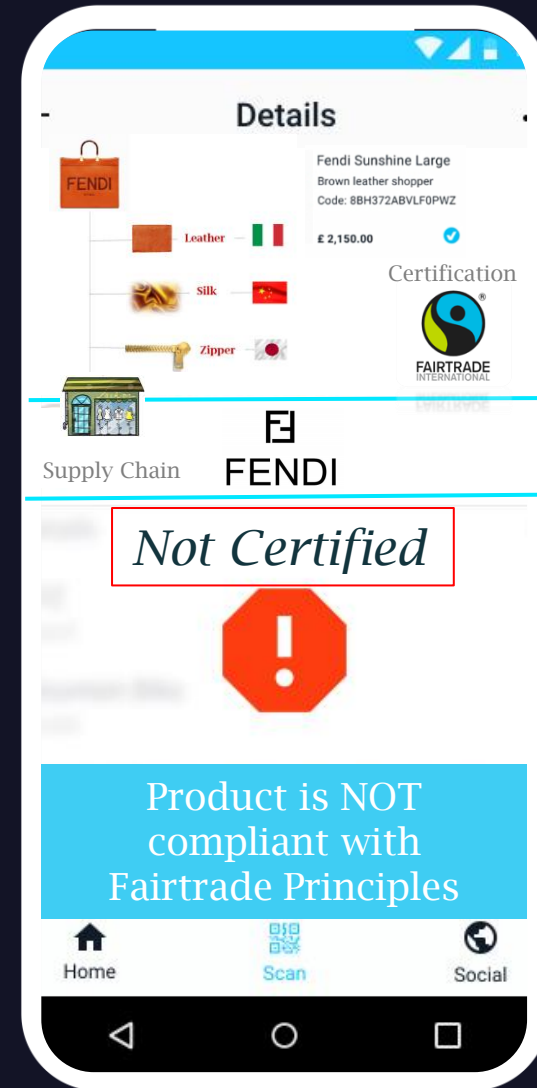
**COMPLETE Supply Chain Visibility**

# Proving Corporate Social Responsibility (CSR)

## *Supply Chain Visibility Use-case*



**FENDI** with the Blockchain records of certification from 3<sup>rd</sup> Party NGOs (i.e. *Fairtrade*) can **prove** that they are in **compliance** with supply chain laws and **report their CSR practices** at the product level





# Logistics & Supply Chain Ideas

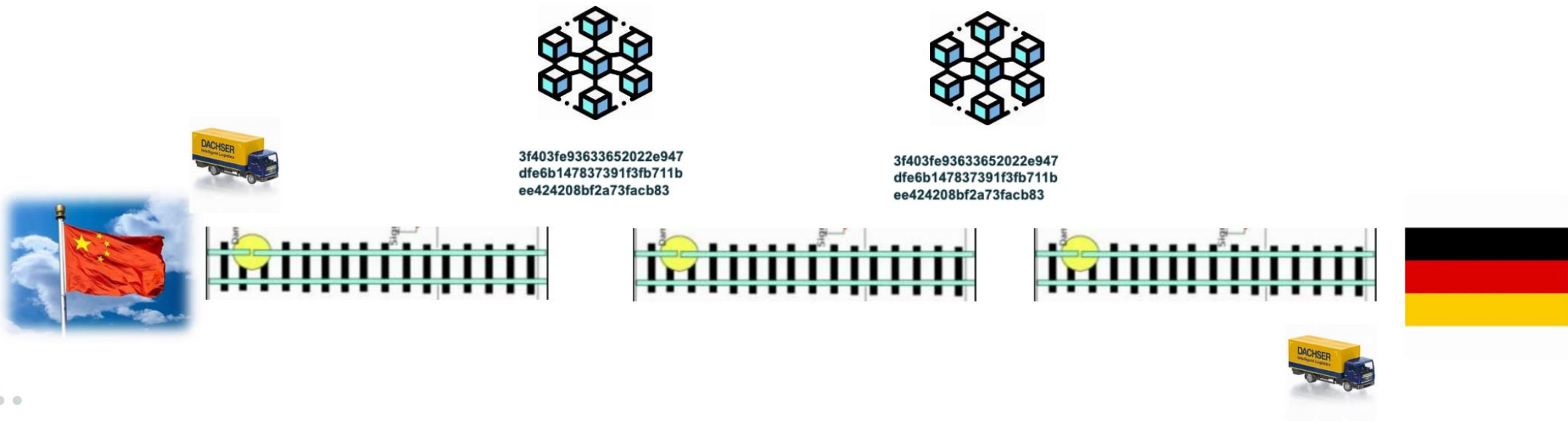


# Idea: 1

- Tracking entire shipment/lot or package (each level) from origin to consignee
- Keeping all critical documents (Certification of Origin, Bill Of Landing, Customs declarations, Invoices...) in the Blockchain system
- Creating Full transparency and ACCOUNTABLE records

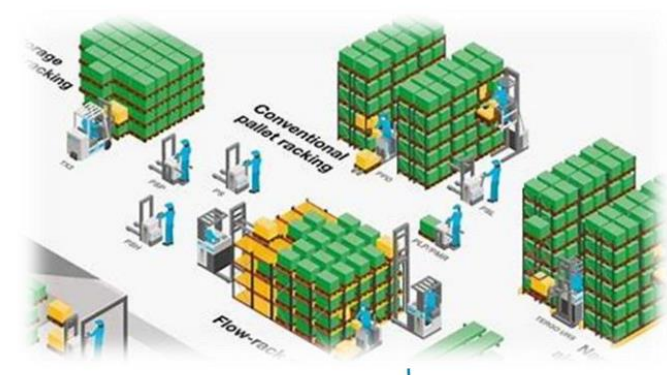


## *Secure RAIL connection between China and Europe Transparency & Content Security*

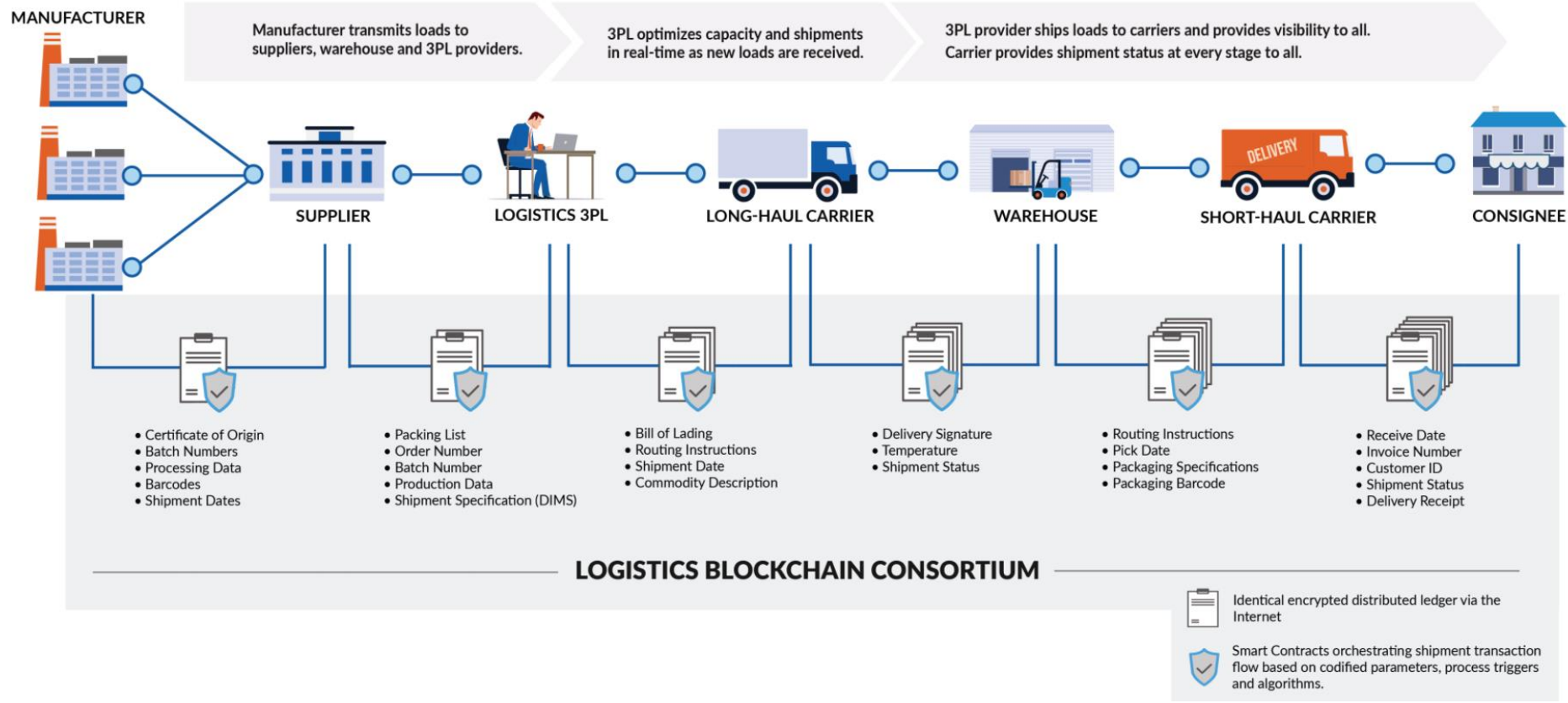


# Idea: 2

- Managing each shipment skid from the origin and confirming location (ownership)
- Keeping records of location and enabling skid owners to manage their inventory in the Blockchain system
- Creating Full transparency and ACCOUNTABLE records



## Tracking Pallets from Origin to Storage



# Idea: 3

- Tracking entire product from origin (FARM) to production line
- Enabling trucking/logistics companies to link their truck/railcar to a product
- Creating NFTs for each stage of the transportation that can be linked to the product
- Managing supply chain in full transparency and with ACCOUNTABLE records

## Testing Agrarius Project – Farm to Fork initiative



# Financials & TAM

# Total Addressable Market



**\$98B** loss of revenue and brand dilution due to counterfeiting and fraud

- \$30.3 billion worth of sales to counterfeits online alone
- \$150-250 million legal fees for court cases – spend by brand owners / retailers



Authenticity and product integrity requirements for **\$30B** second-hand Luxury Item Market - CAGR 25.4%

- Authenticity prove accelerate market growth 25-35% annually
- 1/3 of the second-hand Luxury item products returned due to authenticity issues



After market communication with Luxury Brand consumers brings **\$20B** resell opportunity

- 22% of the Luxury Retail Customers will buy again in 12 months
- Maintaining communication with consumers – creates loyalty and enforces brand integrity

# Business & Pricing Model

Annual License  
Subscription Model  
**SaaS**

Single Plan Product Authenticity	
	License Fee / Year
< 10,000 NFT per year	9.900 €
< 100,000 NFT per year	19.900 €
< 1,000,000 NFT per year	49.000 €

Implementation Consultancy  
10 hours - included  
Traceability - Free  
Messaging - Free  
Consumer App - Free

Network Plan Supply Chain Transparency	
	License Fee / Year
< 10 invited Participants	19.900 €
< 100 invited Participants	99.000 €
unlimited Participants	250.000 €

Implementation Consultancy  
20 hours - included  
Traceability - Free  
Messaging - Free  
Consumer App - Free

Network invited  
Participant

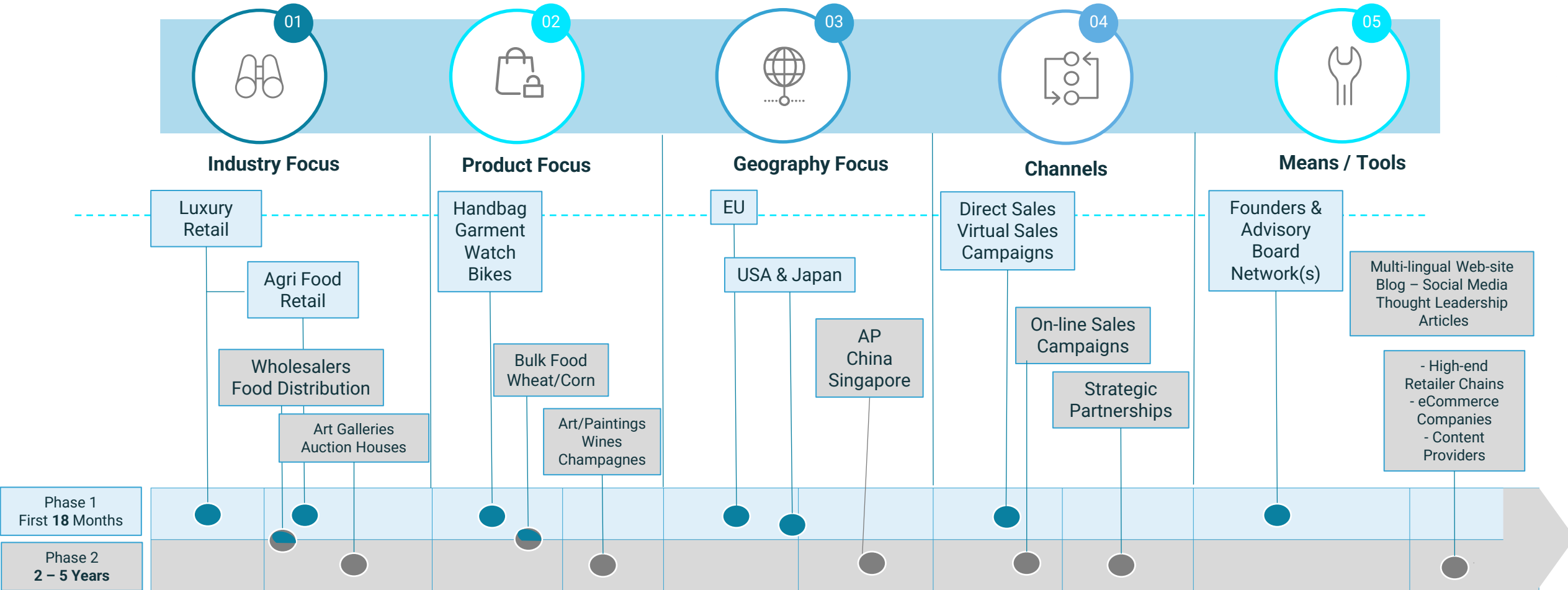
€ **0.0**  
Per DS / Per month

**Sample Pricing:** Customer with up to 10,000 Product (NFT) to track & provide authenticity and up to 10 suppliers to invite for Supply Chain Transparency -

pays annually - 9,900 + 19,900 = 29,800 K Euro / license fee  
participants invited to network do not pay

# Go-to Market Strategy

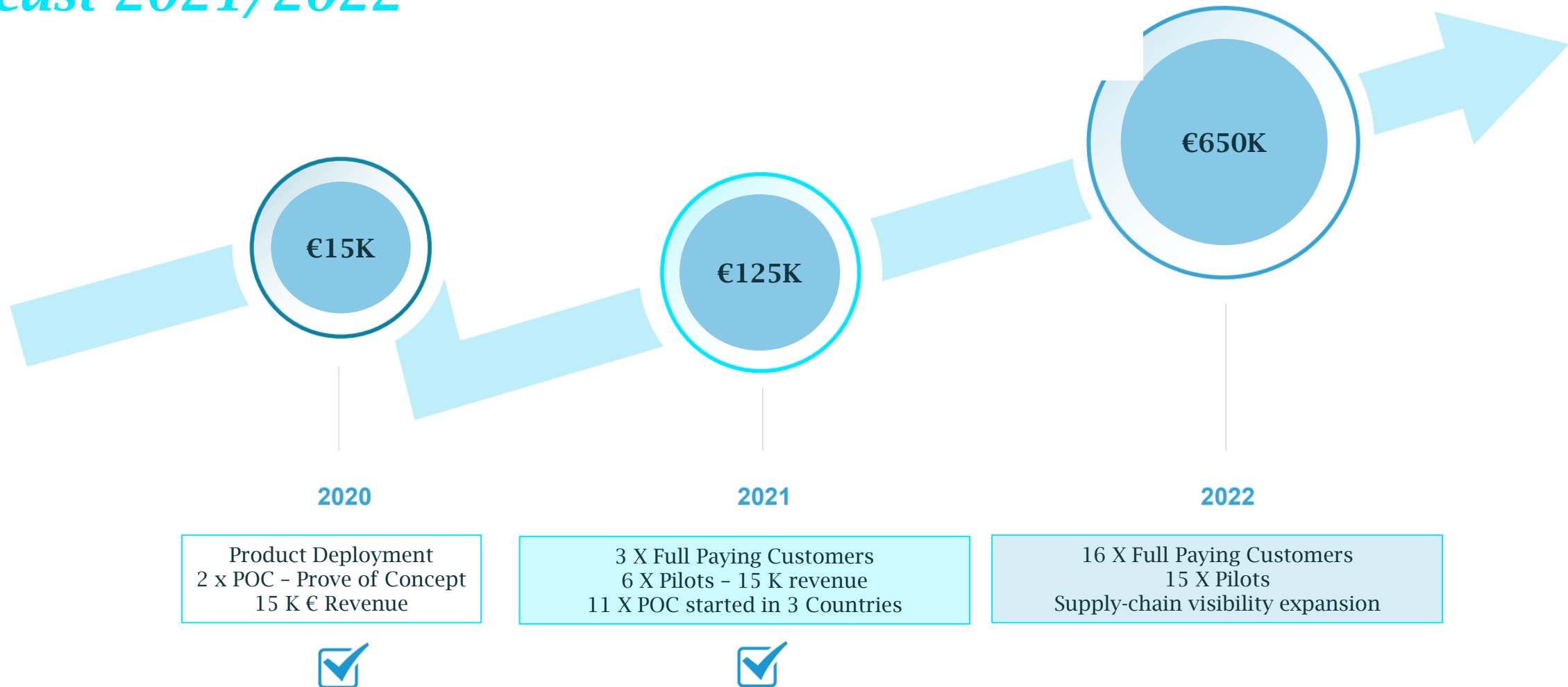
## Year 2021-2025





# Where are we?

*Forecast 2021/2022*



# Team



## Our Executive Team

### Nihat Arkan

Co-Founder & CEO

20+ years of direct engagement to Global Content Management Businesses establishing/growing World's Largest Content Management companies as a CEO - 3 separate organizations in 3 different continents

25+ years of international experience with a solid background in global expansion, market development, and proven track records guiding organizations through periods of accelerated growth.

Deeply enjoys engaging and leading cross-functional teams to execute innovative business approaches and implement cutting-edge technology solutions that drive growth & efficiency.

### Björn Bayard

Co-Founder COO / CIO

20+ years of direct involvement in Content and Master Data Management at multiple levels, including running self-deployed consultancy practices

20+ years of experience in PIM (Product Information Management), MDM (Master Data Management) platforms and global expert in project implementations in the healthcare, chemical and CPG industries.

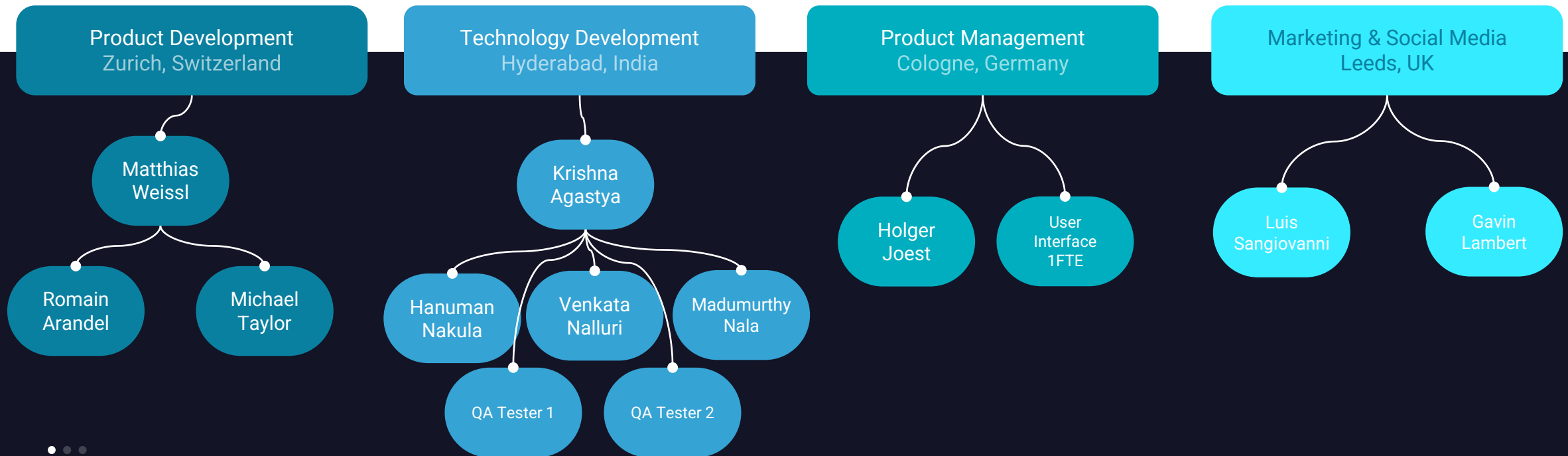
Loves designing, building and deploying products - and still enjoys watching one of his solutions - PIM / MDM Pool - being used by World's Largest retailers and FMCG companies in their day to day operations.



NIHAT ARKAN & BJÖRN BAYARD

# Our Global Team

Defining Value Proposition, Strategic Direction and Road Map as well as Design and Development is Coordinated in Germany under the Management of founders & German HQ - Team



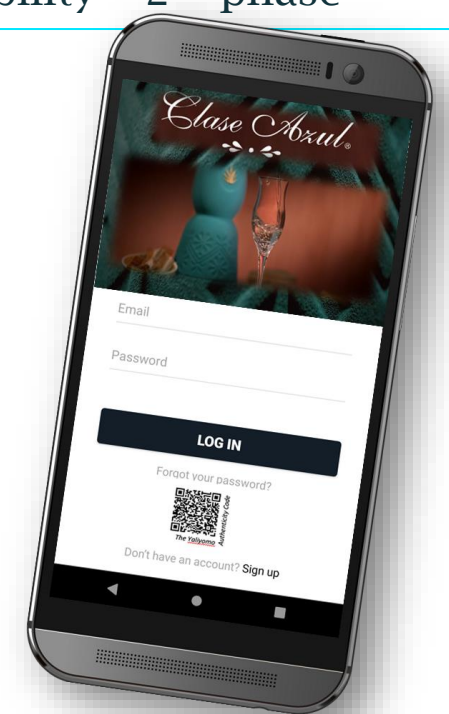
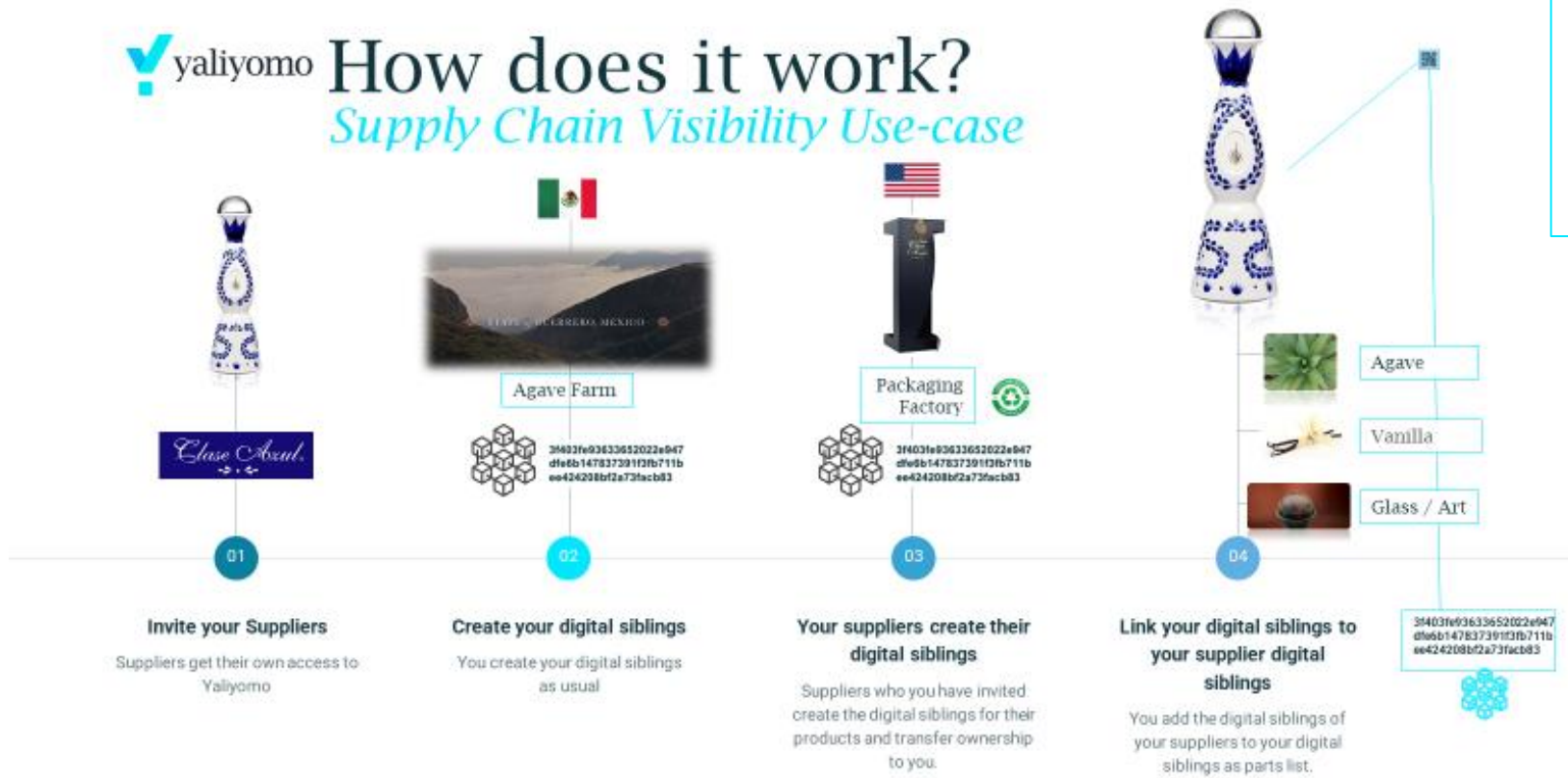
# Why Yaliyomo?

## *Active Use-cases*



1. Establishing Direct Contact with customers - via App
2. Upselling Opportunities for identified - customers (i.e. Special Edition)
3. Providing full supply chain visibility - 2<sup>nd</sup> phase

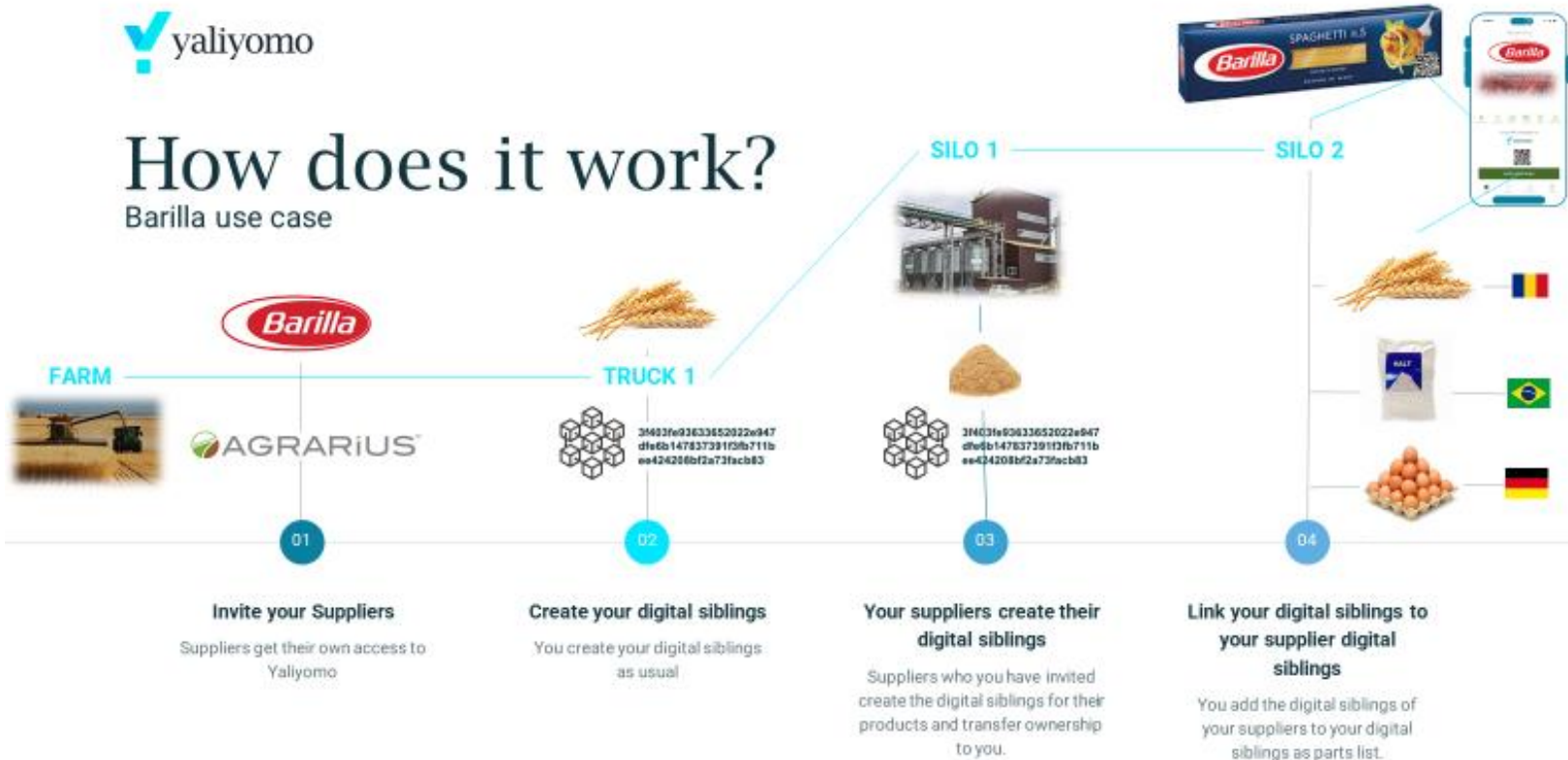
yaliyomo **How does it work?**  
*Supply Chain Visibility Use-case*



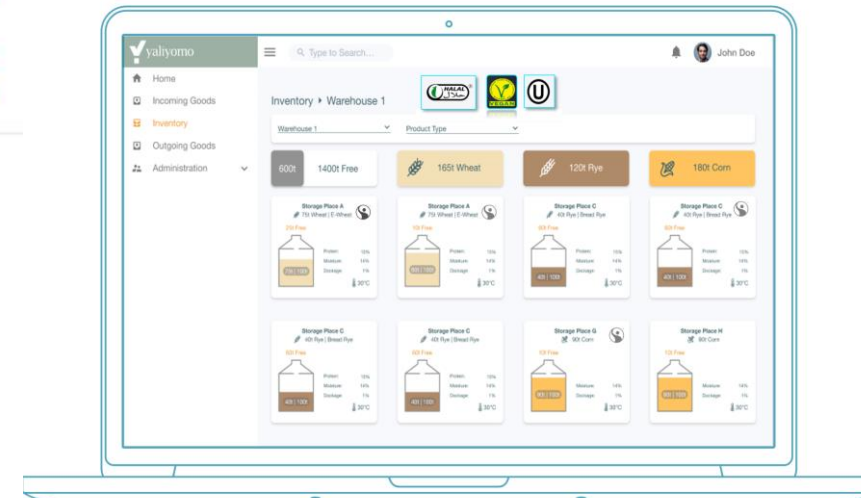
## Value Proposition

# How does it work?

Barilla use case



1. Tracking wheat from Farm to Silo - 2 stages
2. Identifying/confirming ingredients quality
3. Complete Inventory Management & Records





# Organic Garden

## Value Proposition

1. Tracking key ingredients – from farm to end-product
2. Identifying/confirming ingredients quality (i.e. organic)
3. enabling customers to manage product content in their app

## How does it work?

### Organic Garden - Garlic Confit Use Case

