genuine way | ITEMX

Blockchain for Sustainability

genuine way

ENTER THE CIRCULAR ECOSYSTEM OF SUSTAINABILITY

Genuine Way is the fastest growing ecosystem of ethical & sustainable brands on the public blockchain.

An international community made of **conscious consumers** & **conscious brands** united by technology to **fight greenwashing**.

Notarize your sustainability though blockchain technology

Digitalize your Products

Enter the consumer sharing economy

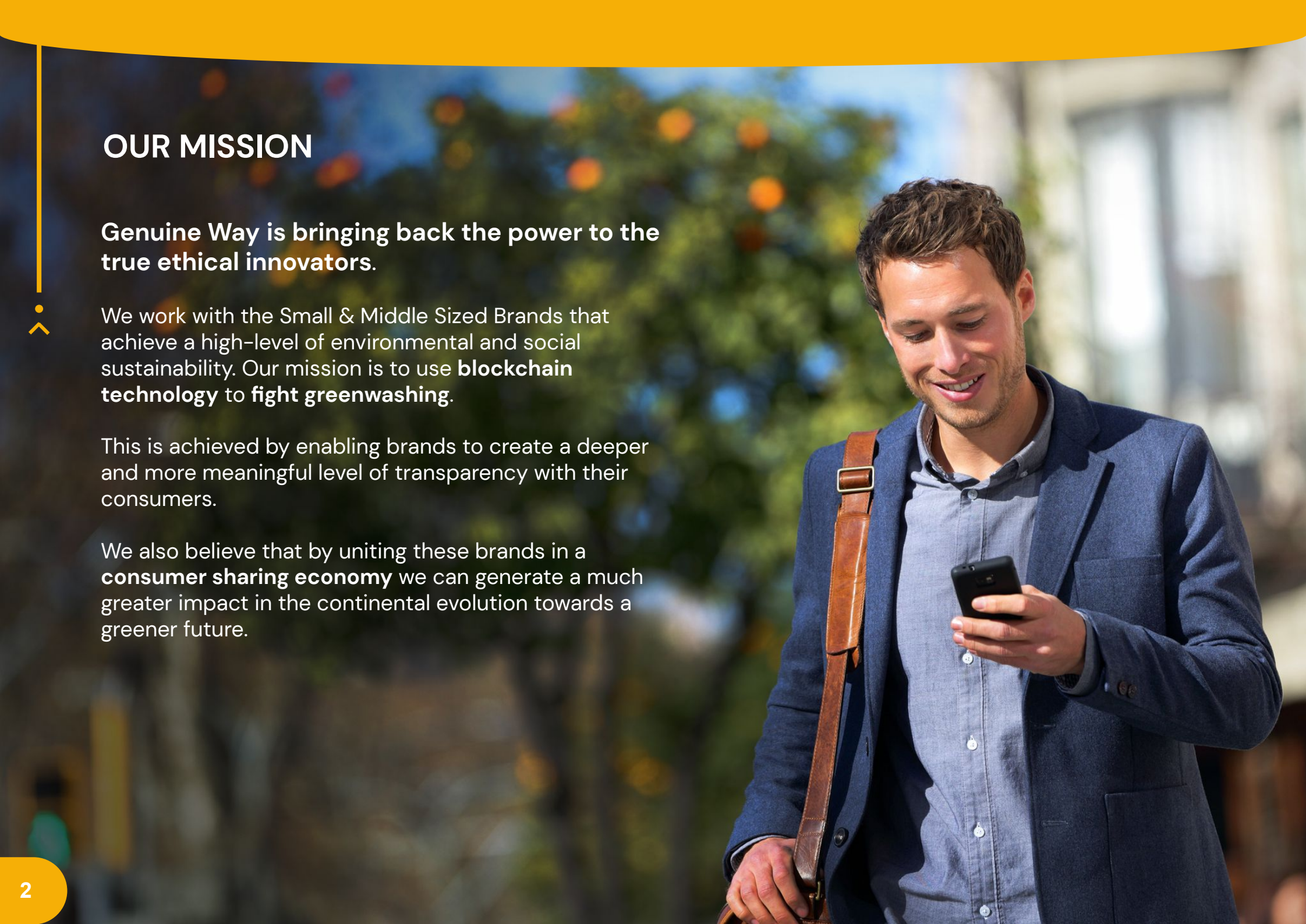
OUR MISSION

Genuine Way is bringing back the power to the true ethical innovators.

We work with the Small & Middle Sized Brands that achieve a high-level of environmental and social sustainability. Our mission is to use **blockchain technology** to **fight greenwashing**.

This is achieved by enabling brands to create a deeper and more meaningful level of transparency with their consumers.

We also believe that by uniting these brands in a **consumer sharing economy** we can generate a much greater impact in the continental evolution towards a greener future.

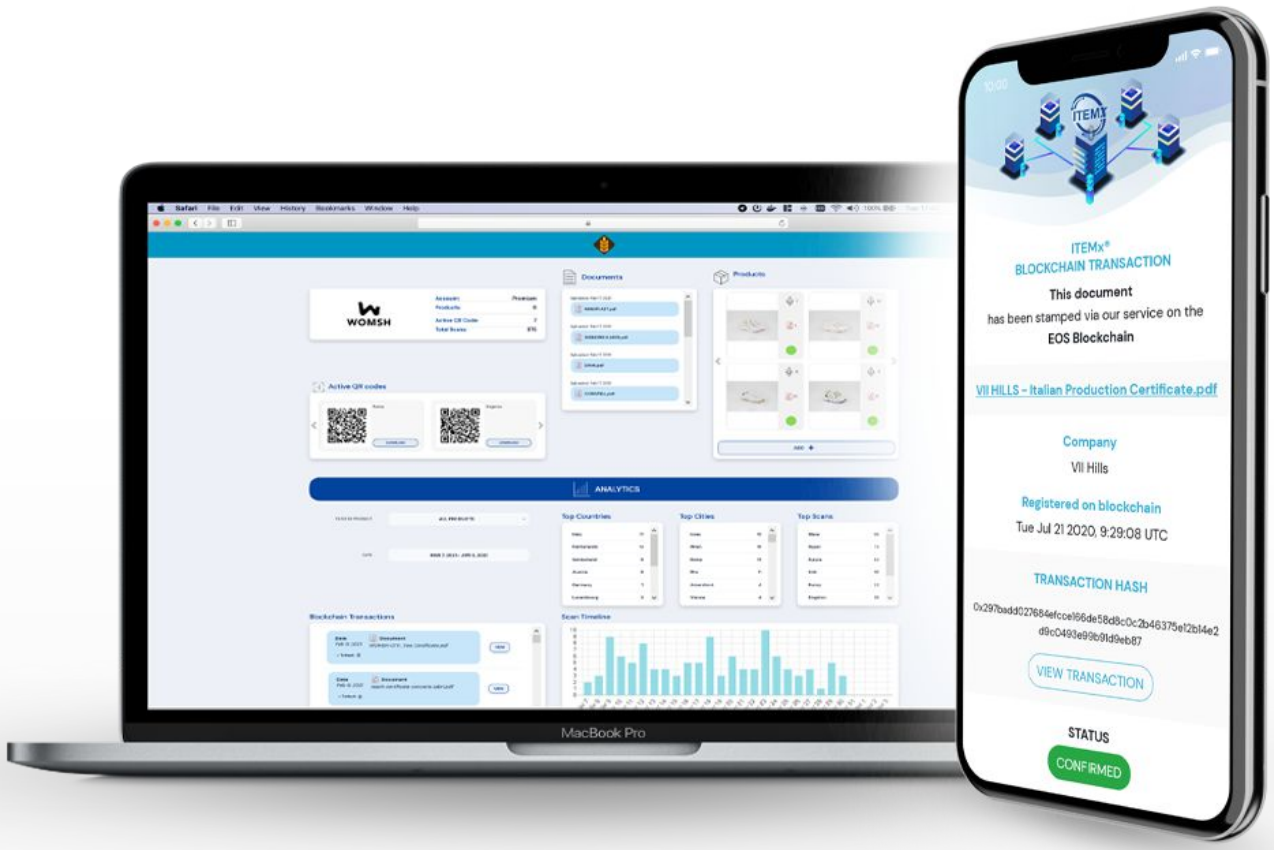


NOTARIZE YOUR POSITIVE IMPACT ON THE ITEMx PLATFORM®

Genuine Way has launched the **ITEMx Platform®**, the first blockchain platform vertically dedicated to **enabling brands to notarize their environmental & social impact**.

The platform allows Genuine Way to notarize a bundle of corporate and supply-chain **documentation** on the public blockchain, in order to create transparency for consumers and a liability for the brand.

Taking part to this process allows the brand to **enter the ecosystem** and connect with our conscious consumers



WHY BLOCKCHAIN?

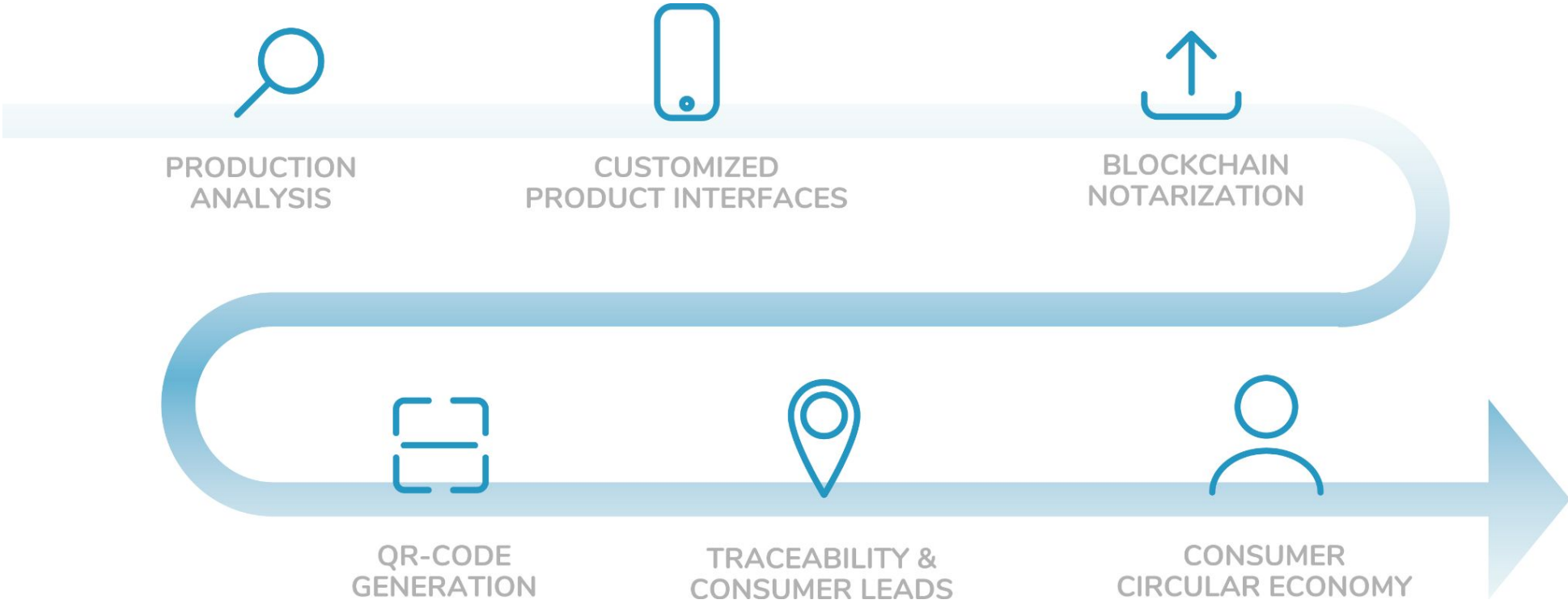
Genuine Way allows brands to notarize a package of business and supply chain documents on the **EOSIO public blockchain**.

Through this process, the brand **makes the documentation public and permanently available** to the consumer.

It thus assumes **responsibility** for its content and ensures a higher level of **transparency**.

E O S

HOW DOES IT WORK?



MAKE YOUR PRODUCTS INTERACTIVE & ACCESS YOUR CONSUMER ANALYTICS

Genuine Way will design your **Native-Mobile Product Experience.**

A vertical consumer-engaging story
of your brand's ethical values, accessible through a dedicated
qr-code system to be connected to your products.

Your newly interactive product will start generating
live data from **consumer interactions** as well as **customer leads**.

START SHARING!

By entering the ecosystem and agreeing to share your scanning consumers with the other brands, you will take part in a fast growing **sharing economy of conscious consumers** and **find target clients all over the World**

E-Commerce Cross-Selling -
Closest Store Geo-Localization -
Coupon Campaigns & Other -

SOME OF OUR BRANDS

AVANI APPAREL

FRATELLI CORRA

UNIQUEPELS ALTA COSMESI

PIÙCINQUE GIN DISTILLATO IN ITALIA

RECTO VERSO

Matchless IN NAME & REPUTATION

ÀLEA

CRAZY ABOUT eggs

SABATINI GIN

WAO

NATURAL NUANCE

EMMETI di Franco

WOMSH

PRIMO APERITIVO

VII SEVEN HILLS Italian Dry Gin

MAAKOLA

Mario Doni Tuscany

HERTH CONSCIOUSLY SILK

Solitaly

CANTINE Lizzano

ECOSYSTEM KPI'S
(March 2021)

TOTAL BRANDS

45% fashion

10% cosmetics

40% food, wine & spirits

10% other

1,2 MLN
TOTAL PRODUCTS TAGGED

160 K
TOTAL CONSUMER INTERACTIONS

7
TOTAL COUNTRIES

CONTACTS

Blockchain for Sustainability

Headquarter: Via Somaini 10 – 6900 Lugano (CH)

Website: genuineway.io

Info: sales@genuineway.io

CEO - Project Lead

Walfredo della Gherardesca
walfredo@genuineway.io
+41 76 293 29 54

Country Manager Italy

Amelia Bassini
amelia@genuineway.io