



WHO WE ARE

Genuine Way is a **blockchain provider** from Switzerland focusing on **ESG**.

We enable brands and businesses across Europe to disclose their **supply-chain & environmental data** through the use of **blockchain technology** in an effort to fight greenwashing and accelerate ethical consumption



OUR SOLUTIONS

GEN Platform

Genuine Way offers a platform that enables your business to invite suppliers and partners to **notarize documents and data** on a **public blockchain**, thus generating **transparency & accountability** throughout your supply-chain.

GEN Platform is a **plug-and-play** tool to create **transparency** and **vertically communicate the ESG values** of your product or service.



How does it work ?

1



**Source and notarize
ESG-relevant data on
the public blockchain**

2



**Generate your
product passport
interface**

3



**Activate qr-codes for
your products and/or
smart links for your web
pages**

4



**Interact with consumers
to vertically
communicate your ESG
& supply-chain values**

GW Dataroom® (3) Organization Name

Dashboard

Transactions Filter by Notarized In queue

Total transactions: 232 | Status: 188 Notarized, 43 Pending, 43 In queue | Blockchains: 188 Notarized, 43 Pending

| Document name | Status | Expiry | Actions |
|--|-----------|----------|----------------------|
| Document name 1 | Notarized | 15/09/22 | View, Share, Refresh |
| Doc_name 2 | Notarized | 14/09/22 | View, Share, Refresh |
| Long_document_name_exceeding sp... | Notarized | 14/09/22 | View, Share, Refresh |
| Another doc name | Notarized | 13/09/22 | View, Share, Refresh |
| Exceedingly long name here to overflow spac... | Notarized | 13/09/22 | View, Share, Refresh |
| Document name 4 | In queue | | View, Refresh |
| Certification_doc_NO. 5 | In queue | | View, Refresh |

[View all transactions](#)

Notifications (3)

- Certification_001 expires in 10 days, you can contact your supplier to receive a renewed version. 13/07/2022
- Document name 031 expires in 30 days, you can contact your supplier to receive a renewed version. 30/06/2022
- Document 44 has completed notarization. 29/06/2022

[View all notifications](#)

Docs Overview

Total uploads: 290 | Expiry: 174 Notarized, 116 Pending, 116 In queue | Visibility: 218 Notarized, 72 Pending

Stat: Notarization status

| Notarization status | Percentage |
|---------------------|------------|
| Notarized | 65% |
| Pending | 20% |
| In queue | 15% |

Order by: Upload date

| Document name | Status | Actions |
|------------------------------------|-----------|----------------------|
| Document name 1 | Notarized | View, Share, Refresh |
| Doc_name 2 | Notarized | View, Share, Refresh |
| Long_document_name_exceeding sp... | Notarized | View, Share, Refresh |
| 4th doc | In queue | View, Refresh |
| Certification_doc_NO. 5 | In queue | View, Refresh |
| Document NO. 6 file name | In queue | View, Refresh |
| 7th Document | In queue | View, Refresh |
| Certification_doc_8 | In queue | View, Refresh |

[View all docs](#)

Visits

| Top countries | Scans | Views |
|---------------|-------|-------|
| Italy | 1257 | 862 |
| Germany | 631 | 595 |
| France | 624 | 580 |
| Switzerland | 541 | 493 |
| Spain | 320 | 241 |

[View all stats](#)

[Upload](#)

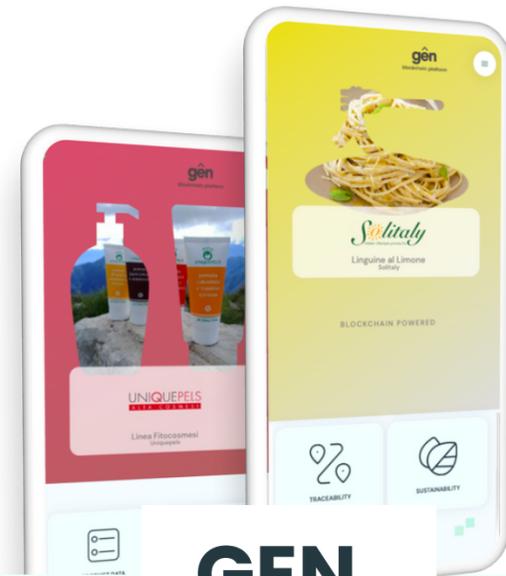
Notarizing data on Blockchain

GEN Platform integrates with a smart-contract system designed to source and notarize your supply-chain data and documentation on a **public blockchain**.

This data therefore becomes public & unmodifiable, generating **accountability** for what your business and your ecosystem is doing.

Aggregate. Notarize. Share.





PLUG-&-PLAY TOOL

- Manual dataroom generation on blockchain
- Digital product passport activation
- 4 modules available (*product data, traceability, sustainability, SDGs*)
- qr-code and smart link generation
- consumer analytics

starting at €1200 per supply-chain



CUSTOMIZED & INTEGRATED

- Software Integrations for real time data sourcing
- Customized product interfaces
- Tier 1 & Tier 2 Suppliers ESG discovery feature

on-demand project quotation

GEN

**a plug and play
digital product passport**

open demo

This is a **digital passport** for your product and/or service.

GEN enables you to aggregate data on a public blockchain and vertically communicate your values through

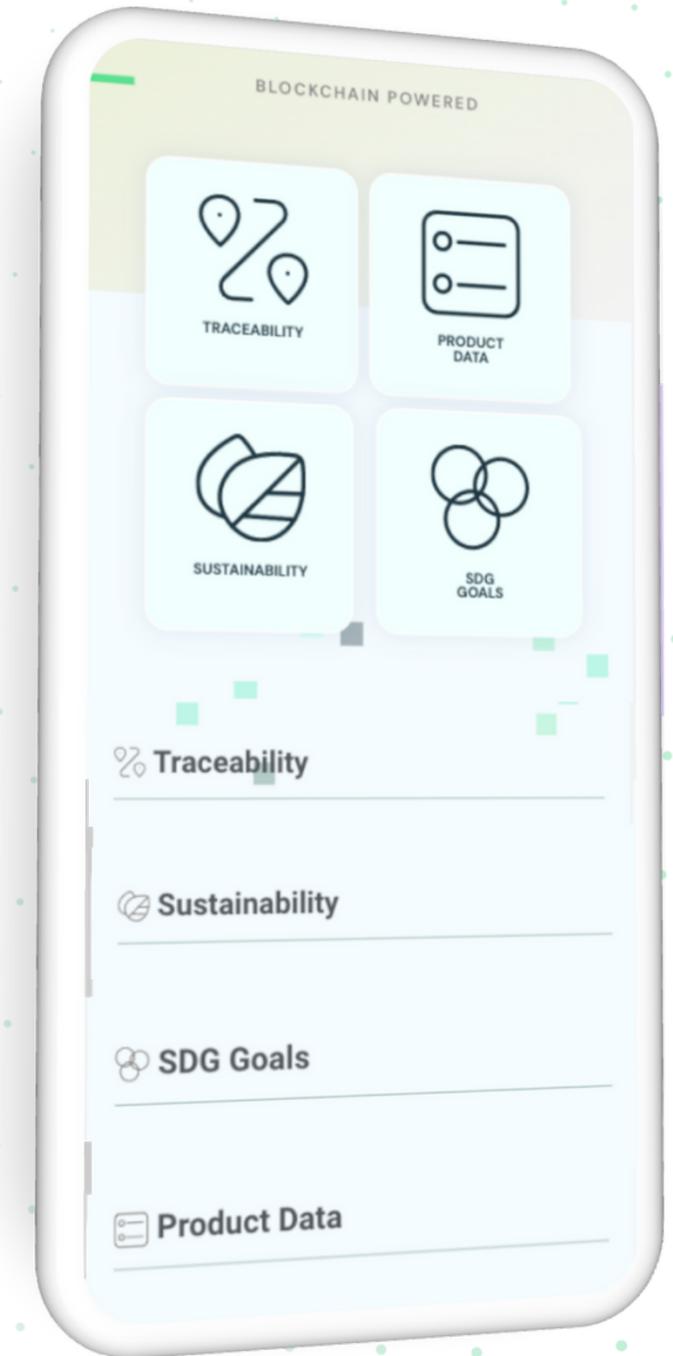
4 modules

1) Product data

3) Sustainability

2) Traceability

4) SDG



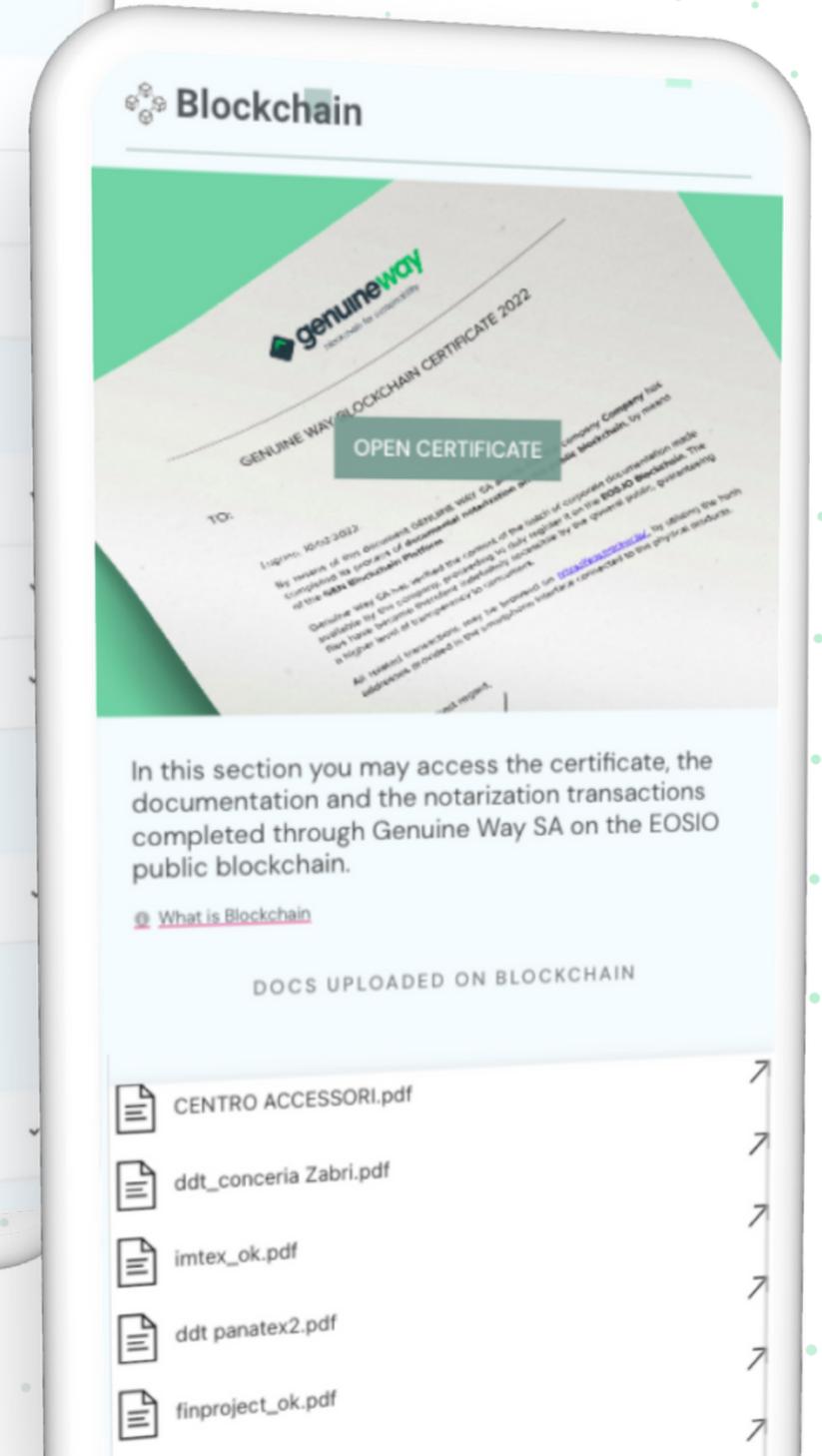
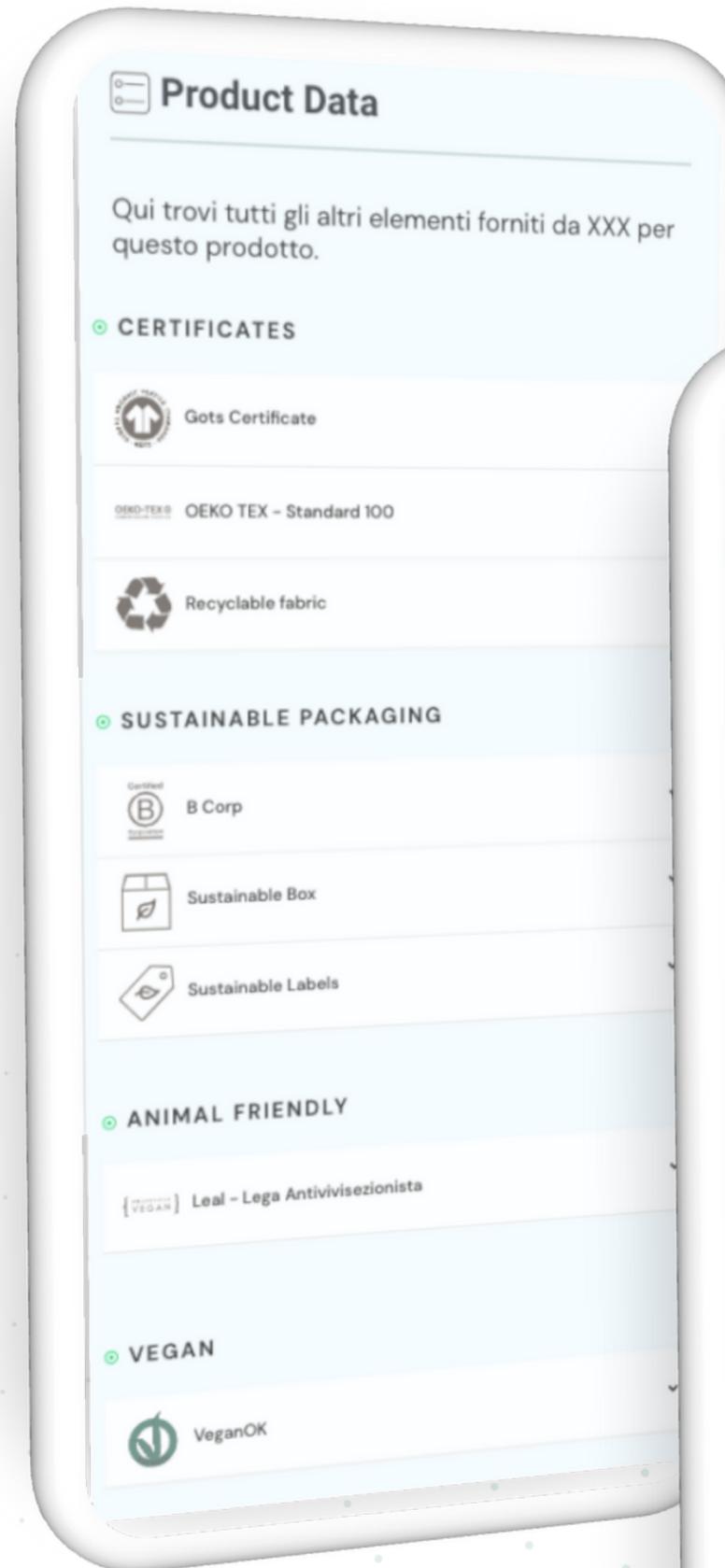
1) Product data

Product Data is your product passport.

This is where we aggregate the overall information and kpi's pertaining to your product or service by linking them to a blockchain **dataroom**.

Notarize:

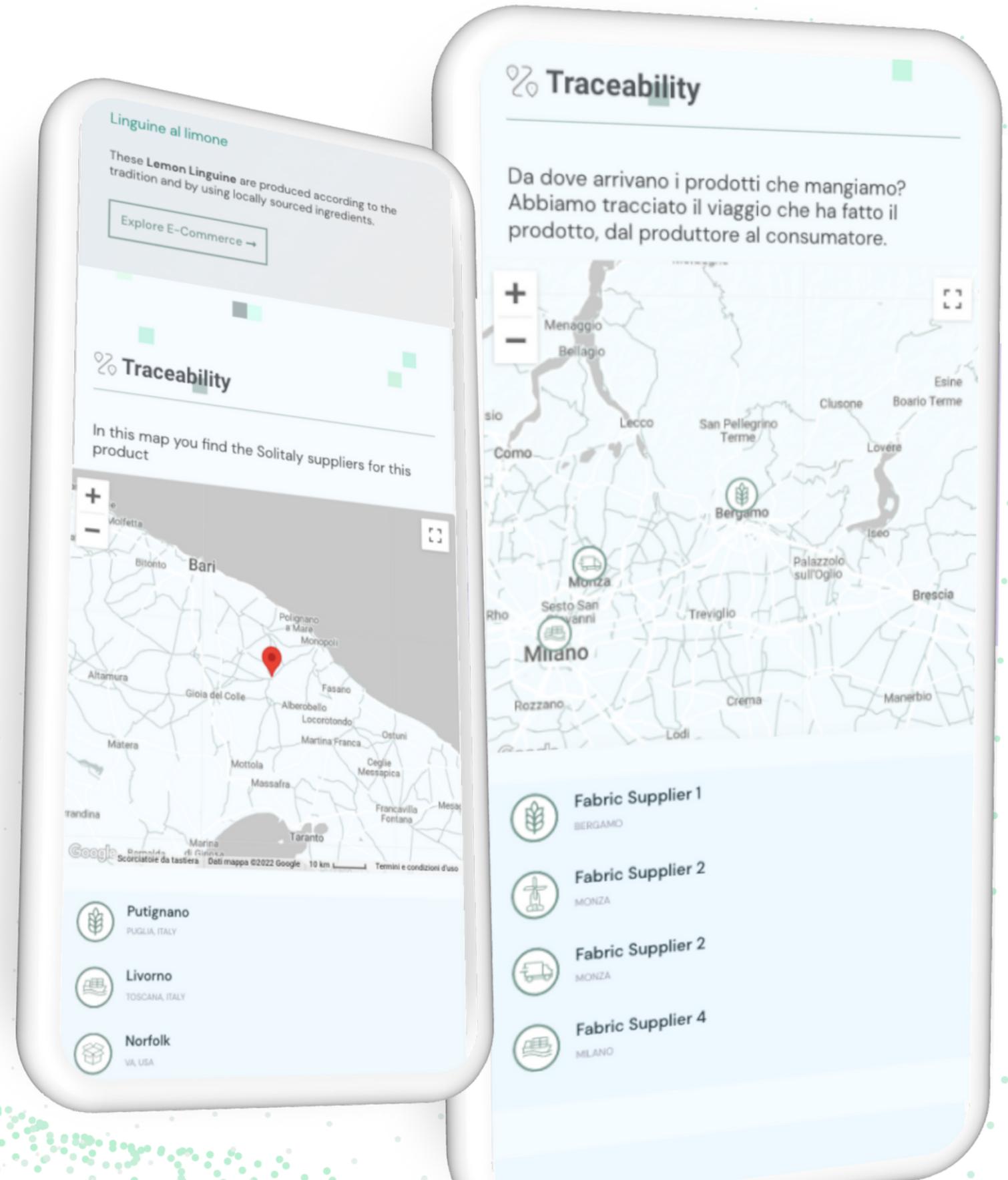
- *certificates*
- *shipping receipts*
- *contracts*
- *patents*
- *lab tests*
- *authorizations*
- *awards*



2) Traceability

This module enables you to showcase who your Tier 1 suppliers are and/or who takes part in your ecosystem.

It's an intuitive tool that will allow your B2B clients or B2C consumers to quickly appreciate the **quality, sustainability & provenance** of your **supply-chain**.



3) Sustainability

Consumers and B2B clients are progressively requiring that products and businesses disclose what they are doing for the **environment**.

The digital product passport offers a plug-and-play module to vertically communicate the key sustainability values of your product or service, from **ingredients & materials**, to **energy** and **packaging**.

Sustainability

XXX sceglie nella sua produzione di utilizzare solo materiali sostenibili e riciclati.



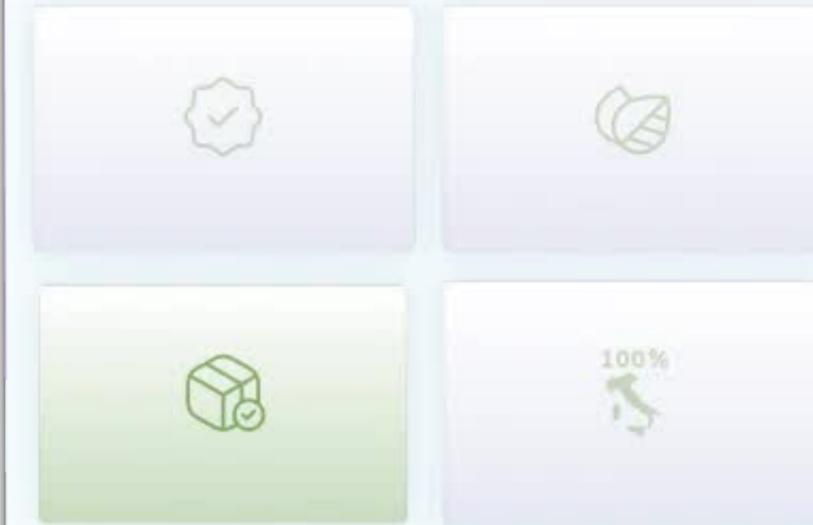
Garanzia di qualità
Premium Materials
Genuine Way SA ha verificato che gli ingredienti selezionati da XXX sono 100% italiani, garantendone eccellenza e qualità. Tutti i prodotti sono ...

salva la CO2
Carbon Footprint
L'azienda consuma tot Co2, risparmiando X% di Co2 all'anno rispetto ai competitors.

Tradizione locale
Confezione biodegradabile
Per la realizzazione del sacchetto è stato usato...

Sustainability

Sabatini chooses in its production to use only sustainable and recycled materials.



Bottiglia

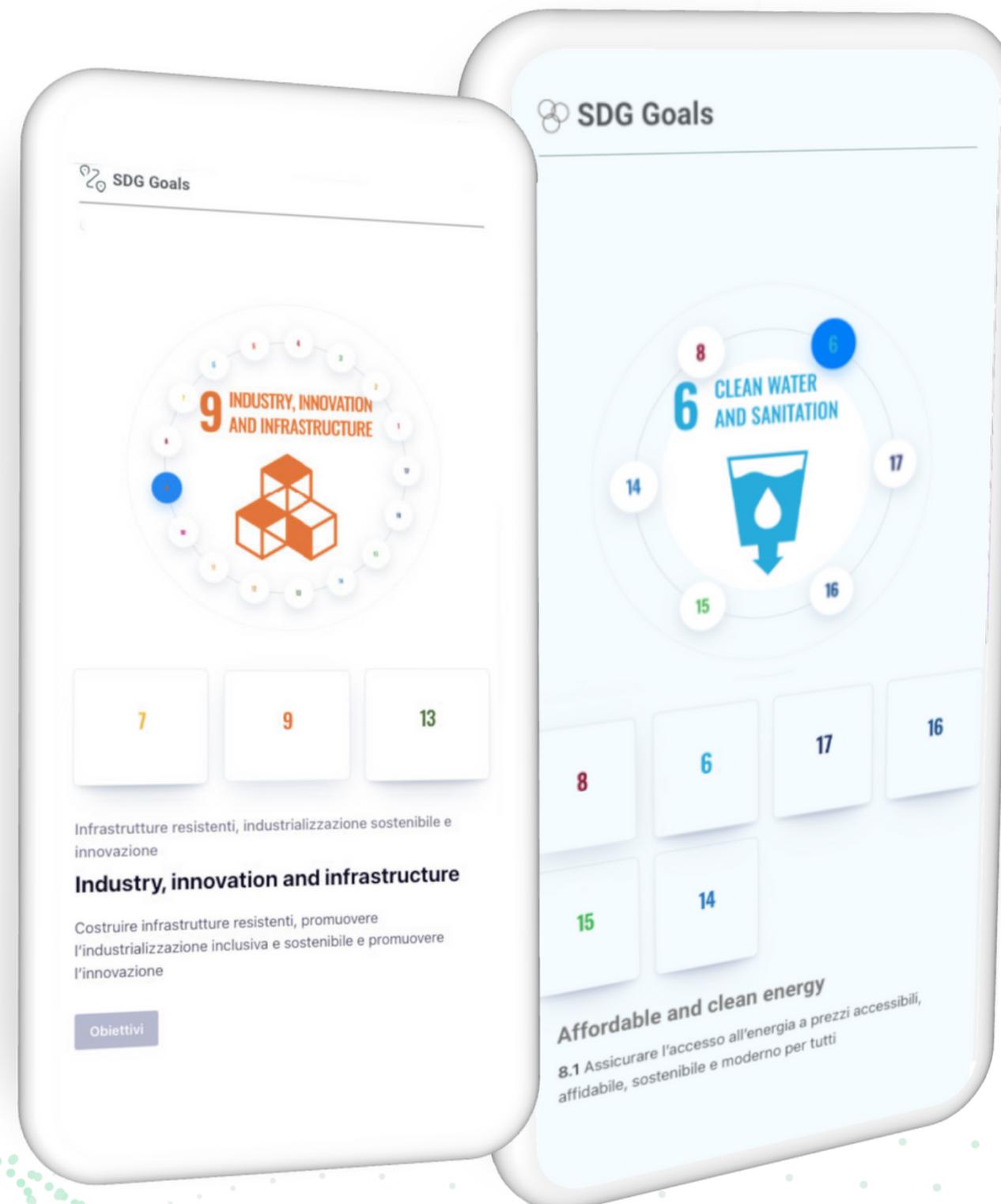
Premium packaging

La bottiglia di Sabatini Gin è espressione della propria origine Made in Italy, esprime la sua qualità ed eleganza attraverso le linee morbide ed il suo iconico colore. Vincitrice di numerosi premi, la bottiglia di Sabatini è un elemento distintivo in ogni bottigliera o scaffale.

4) ESG / SDGs

This module allows you to organize your environmental and social impact topics by **Sustainable Development Goals** (SDGs).

Its a cutting-edge way to communicate the broader effort of your company to give back to nature & humanity.



GEN PLUS

integrated & customized
blockchain traceability

GEN PLUS

a tailor-made project
leveraging blockchain technology

- Software Integrations for data & documentation sourcing
- per-batch or per-sku traceability options
- fully customizable qr-code interfaces
- Data discovery tool for Tier 1 & Tier 2 suppliers
- OTHER: tokenization, NFT digital twin, gamifiactions



Connect your supply-chain

GEN PLUS is the premium service of Genuine Way enabling your company to develop a **customized blockchain project**.

It includes different solutions for sharing and/or sourcing supply-chain data with your suppliers and broader ecosystem.

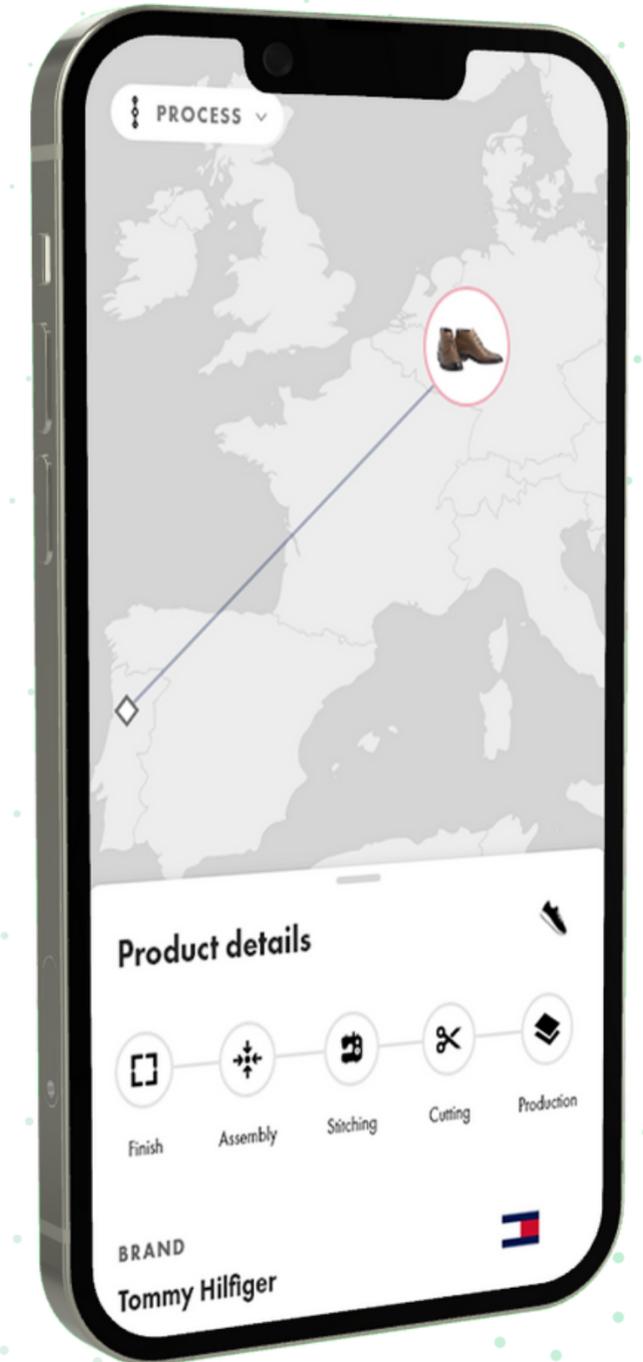
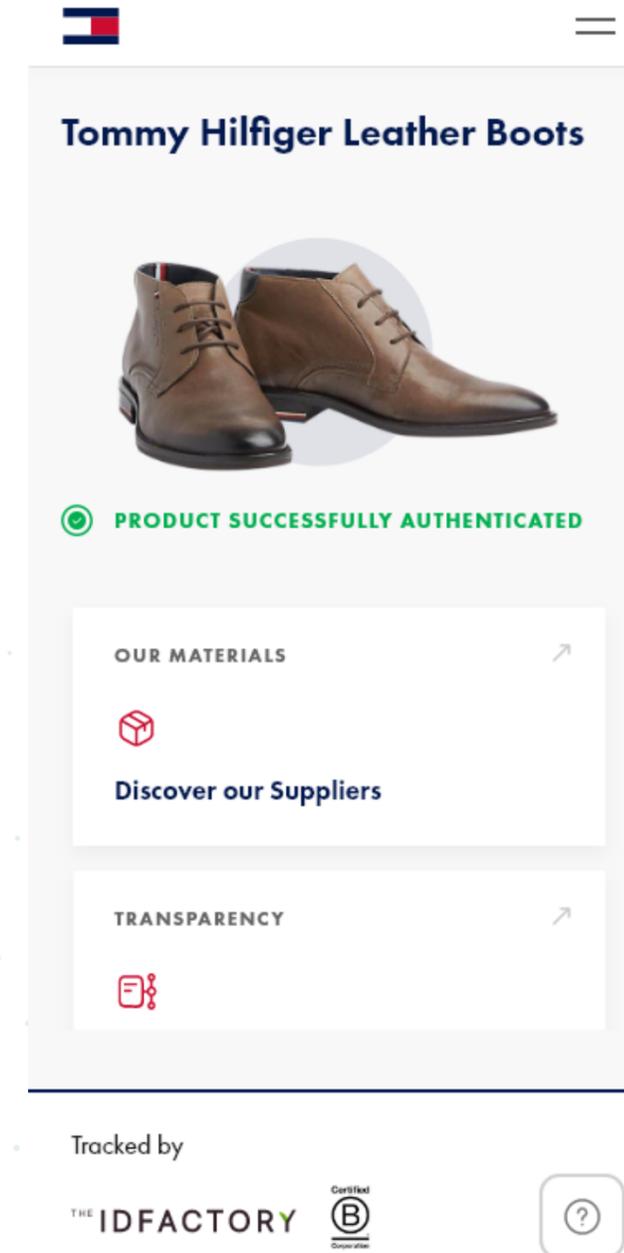
Gen Plus also allows a full customization of the qr-code interfaces allowing you and us to unleash creative ideas in the effort to communicate your product or service's values.

The image shows three overlapping smartphone screens illustrating blockchain supply chain applications. The leftmost screen displays a white t-shirt with a QR code and the text '0.4 0.6 BACK TO NATURE'. Below the t-shirt, it features a green checkmark icon and the text 'Lifecycle Assessment Methodology'. Underneath, there are two icons: a cloud with 'Co₂' and a water drop with 'H₂O'. Each icon has a corresponding button: 'SEE THE FOOTPRINT OF CO2' and 'SEE THE FOOTPRINT OF H2O'. The middle screen shows the 'ITEMX' logo at the top, followed by the text 'Questa produzione è stata certificata su blockchain da Genuine Way SA' and 'Mortandela Affumicata della Val di Non - Stagionata'. Below this is an image of a cured ham. At the bottom, there is a photo of two chefs in a kitchen. The rightmost screen displays an image of a plate of spaghetti. Below the image, it lists 'ARTISANAL PASTA', 'ONLY NATURAL INGREDIENTS', and 'SLOW DRYING PROCESS'.

CASE STUDIES: GEN PLUS (fashion)

CLIENT: Tommy Hilfiger

Genuine Way has developed an **end-to-end traceability** solution for Tommy Hilfiger that leverages the data collected on their partner's software (The ID Factory) to generate vertical product interfaces for its consumers.



CASE STUDIES: GEN PLUS (food)

CLIENT: Ponti SpA

World leading vinegar company, Ponti SpA, has completed a project with Genuine Way in order to generate visibility on the supply-chain of its **Apple Vinegar** products. The focus of the project is to showcase the origin of the fresh apples used in the manufacturing of the product.





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