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SCOPE OF PROBLEM

# Almost $2 trillion losses due to counterfeiting every year

The 32 teams in the National Football League (NFL) lost US$ 3 billion in revenue due to sales of counterfeit shirts and merchandise.[1]

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1) World Intellectual Property Review, 2014

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PROBLEM

# Which one is authentic?




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SOLUTION

# Blockchain & NFC product authentication

How it works video here




Physical product provided with a unique and encrypted ID stored on a smartphone-ready NFC tag

Each product and its ID are represented as a non-fungible token (NFT) on a blockchain

Authenticity can be checked and digital product (NFT) unlocked via the smartphone

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VISION

# Gateway for physical products to metaverse






collectID builds the gateway to the metaverse by connecting the physical and digital worlds

Customers are able to use their physical products in virtual events and video games

collectID transforms physical products into a communication and sales channel to the customer

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TRACTION

# Proven super-fast growth in sports industry

**Second-largest release of football jerseys in the world:**
120.000 Atlético Mineiro jerseys equipped with collectID technology
click here to read more

**Pre-contract with Real Madrid: [1]**
Part of Real Madrid Next Accelerator




## June 2020: PoC sport club

PoC with Swiss first-division football club FC St. Gallen

## 2020/2021: Further growth

Partnerships with leading sports clubs from the DACH region

## 2021/2022: International Teams

Partnerships with top teams Nashville Predators (US) and Atlético Mineiro (BRA)

## 2022/2023: Champions League

Goal: Entering US top leagues and Champions League [1]

1) Please contact us for more detailed information about our current sales pipeline

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TRACTION

# Great early traction in fashion industry




SNEAKERNESS

RUBIROSA

**Built a community of 7.000 sneaker collectors**

More than 7.000 sneaker collectors use collectID to keep track of their collection and collect “phygitally” click here to watch community video



MOLLERUS
MAISON SUISSE

adidas

CHANEL

GUCCI

**May 2020:**
**PoC sneaker brand**

PoC with hot Berlin-based sneaker brand Sonra

**2020/2021:**
**Further partnerships**

Partnership with Europe's largest sneaker convention

**2021:**
**First luxury brand**

Partnership with luxury handbag brand Mollerus

**2022/2023:**
**International brands**

Goal: Partnering with top international brands [1]

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1) Please contact us for more detailed information about our current sales pipeline

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TRACTION

# Huge opportunities in fine wine industry

collectID operates under the separate brand VINiD in the industry for fine wine.







VDP. Die Prädikatsweingüter

FORADORI

BODEGA CHACRA
PATAGONIA - RIO NEGRO

ORNELLAIA

GRAND VIN DE LAFITE ROTHSCHILD

GRAND VIN DE CHATEAU LATOUR

DOMAINE DE LA ROMANÉE-CONTI

**April 2021:**
**PoC wine merchant**

PoC with Swiss wine merchant Stämpfli

**2021:**
**Pilots wine producers**

Pilots with wine producers and a top wine consortium

**2022:**
**Regional growth**

Partnerships with wine producers in DACH and IT

**2022/2023:**
**Entering Bordeaux**

Goal: Entering Bordeaux and other fine wine areas [1]

1) Please contact us for more detailed information about our current sales pipeline

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MARKET POTENTIAL

# Addressing huge and fast growing markets



**$2 bn**

## 19m football jerseys

Europe's top 10 football clubs (Real Madrid, Bayern München, etc.) sold more than 19 millions jerseys in season 2018/19[1]

**$22.3 bn**

## Sports merchandise

Global licensed sports merchandise market was valued $22.3 billions in 2020 and expected to grow at 3.4% CAGR[2]

**$370 bn**

## Personal luxury goods

Market for personal luxury goods (watches, fashion, etc.) grew to more than $260 billions in 2018, additional $112 bn market for fine wine and art[3]

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1) Footy Headlines, 2019; 2) IMARC Group, 2022; 3) Bain, 2019

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GO TO MARKET

# collectID integration on multiple levels

## Production



collectID NFC tag
embedded during
production

## Retail




collectID NFC tag
integrated after production
(e.g. through flocking)

## Resale



collectID NFC tag
attached during/after
physical verification

JAKO
LIVING SPORTS

FC SG 1879 St. Gallen

SNEAKERNESS

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BUSINESS MODEL

# collectID's recurring revenue streams

Revenues from Brands & Clubs (B2B)

## Fee per product added to collectID

Cost per product-related event stored on the blockchain (e.g. production, service history, … )

Revenues from Resale (B2C)

## Transaction fee for reselling

Buyers pay a fee for the collectID authenticity guarantee when trading on secondary markets[1]

1) Buyers with very high willingness to pay for authentication guarantee based on surveys done by collectID within the sneaker community (2020)

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DIRECT & INDIRECT COMPETITION

US Patent pending

# collectID is more than anti-counterfeiting

| | Type of company | Anti-counterfeiting protection | Hardware based security | Software based security | Physical product as communication channel | Ownership registration data | Gateway for physical product to Metaverse |
|---|---|---|---|---|---|---|---|
| collectID | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| OPS SECURITY GROUP | Authentication companies | (✓) | (✓) | ✗ | ✗ | ✗ | ✗ |
| SOLOS / SMARTRAC connect things | NFC companies | ✓ | ✓ | (✓) | ✓ | ✗ | ✗ |
| vechain / a | Blockchain companies | ✗ | ✗ | ✓ | ✗ | (✓) | ✗ |
| ebay / StockX | Resale platforms | (✓) | ✗ | ✗ | ✗ | ✓ | ✗ |

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CORE TEAM

# Award-winning team with industry experience



David Geisser

Co-Founder & CEO

Universität St.Gallen

Stanford University



Jeremy Smith

Co-Founder & Lead Developer

USF University of South Florida

accusoft



Sergio Muster

Co-Founder & Head of Marketing

SNEAKERNESS

UNI FR Université de Fribourg Universität Freiburg



Lukasz Bulawski

Chief Product Officer

Cracow University of Technology

syngenta

Universität St.Gallen – Spin-Off HSG

venturelab – Swiss National Startup Team

SCORE – Part of Accelerator Program

digitalswitzerland – Runner-up Swiss Digital Day

Swiss Startup DAYs – Winner Pitching Battle

IDENTIV – Most Innovative NFC-Case

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INVESTOR & ADVISOR

# International top VCs and industry experts

**Investors**

SEVENTYSIX CAPITAL

HELLENIC ROCK

SYGNUM SBI

**Advisors**



**Marco Villiger, Sports Industry Advisor**

- Former Deputy Secretary General of FIFA
- Former General Counsel of FIFA
- Excellent C-Level network in sports industry



**Beni Huggel, Sports Industry Advisor**

- Former Swiss National football player
- 7-times Swiss champion with FC Basel
- TV expert for international and club football



**Hadrien Perazzini, Sports Industry Advisor**

- Former General Manager APAC of Arsenal FC
- Former Associate Director Marketing of NBA
- Excellent C-Level network in sports industry



**Philippe Merk, Luxury Industry Advisor**

- Former CEO of Audemars Piguet
- Former CEO of Maurice Lacroix
- Former CEO of Feldschlösschen

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EXECUTIVE SUMMARY & OUTLOOK

# Strong traction & huge upscaling potential

## Milestones achieved so far

- Equipped more than 200’000 products with collectID technology
- International traction (NHL, UEFA CL) and proved scaling potential
- Implemented collectID into customer’s ecosystem via API
- Closed massively oversubscribed US$ 3.5M seed financing round

## Milestones to achieve

- Establish further long-term partnerships with major clients
- Accelerate growth of our active collectors’ community
- Store and trade millions of products within the ecosystem
- Establish connections (APIs) to major metaverse players

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# CONTACT


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