collectID

THIS IS OUR MANTRA

We are the truth behind the product.

HERE’S WHAT MAKES US UNIQUE

Nobody nails security and user experience like we do.
Our system combines encrypted, smartphone-ready NFC tags with secure, immutable NFTs to guarantee – 100% – a product's authenticity with just a few taps.

HERE’S OUR PITCH TO THE WORLD

Almost 2 trillion dollars worth of products are faked each year, which means every day, consumers risk buying a counterfeit instead of the real thing. *Especially* when they buy online.

CollectID solves this problem by combining NFC tags with secure, immutable NFTs. Together, they create a secure ecosystem for brands, products, and customers. Each product is equipped with an NFC tag with an encrypted unique ID. Checking the authenticity of a product is a simple as tapping it with your phone.

But there's more to it than just authenticity – inside the collectID system, we know of who own's what, so we can help you target specific groups, individualize communication, and drive sales. Now the user can take out their phone, tap the product, and buy the next product, communicate directly with the brand, and so much more.

AND THESE ARE OUR CORE VALUES

Everyone here has a voice.
We look to the people with the most knowledge, we listen hard, we choose the best way forward.

Everyone here should make an impact.
If you work here, we trust you to create value. In fact, we're counting on it.

We go the extra mile.
We are more motivated, we work harder, and we do more than our competition. Unless we do this, we have no chance.

We learn from everything.
Win or lose, sale or no sale – we do our best to learn from every experience.

Authentication for everything.
Every product has its own truth – where and how it was created, by whom. We're here to make this truth accessible.

Authentication for everyone.
Our system is built on very complicated technology. Our job is to make all that complexity easy to use for regular people.