

Authenticity Protocol and Infrastructure for Physical Assets on the Blockchain

The Value Protocol is the authenticity protocol for physical assets that allows anyone to connect the physical world to the blockchain with artificial intelligence and to build decentralized solutions on top of it. Computer vision and machine learning is used for fingerprinting the unique material structure of physical items and integrating them

into the blockchain – all with just a smartphone. Our unique solution is being developed for over three years and tested by leading industry companies. The Value Protocol is a real blockchain use case that can be applied in many sectors like art, collectibles, luxury goods, security papers, pharma, and logistics.

Key Roles

The New Authenticity Standard for any Blockchain Solution

The Value Protocol can be used by any blockchain solution to protect the authenticity, authorship, ownership and to prove the condition of physical assets. It secures their value and allows anyone to verify their assets in real-time during the purchasing, packaging, insuring and many other business processes and sectors.

A Robust Infrastructure for Building Decentralized Markets

Our infrastructure allows businesses to build their own decentralized solutions for physical assets. It features a powerful economy model with rewards and incentives, its own currency, and ready-to-use platforms and modules for trading, rating, provenance, insurance, shipping and innovations like secure fractional ownership.

Key Features

Fighting Counterfeits, Black Markets & Job Losses

Governments and businesses are struggling to find an effective solution to fight counterfeiting – a \$460 billion industry where fraud is costing the world economy \$3.98 trillion each year. Approximately 2.5 million jobs worldwide have been dismantled by counterfeit black markets. The Value Protocol can be the key solution to fight it.

Solving the Biggest Blockchain Drawback — Authenticity

Without a secure way to link the physical item to its blockchain entry, it is easy to replace it with a fake at any time. This is a major issue with all current blockchain solutions. Also, the blockchain can not assess the physical item's condition. The Value Protocol solves both of these key issues.

Fast Business Integration with Strong Incentives

Businesses can quickly integrate into the new decentralized economy, cut costs, improve liquidity, increase security, bring in new clients, and most importantly – prevent fraud and forgery. Value Protocol also features built-in incentives and a revenue source to motivate businesses to make the transition away from the old markets.

Protocol Currency — Value Coin

Value Coin (VLU) is the currency and utility token that is used for all operations and services in all markets built on the Value Protocol. It also serves as B2B and B2C incentives and rewards to active market participants and businesses.

Protocol Governance by Distributed Consensus

Our blockchain based protocol serves as an open standard for businesses with a planned decentralized governance by Proof of Stake. This way, the markets can decide the course of the protocol's development and the overall fee distribution.

A Simple Business Model with a 100% Redistribution

There is a negligible protection fee for every item's listing and verification. And a 0.5–3% service fee for any other operation and service. 100% of this income is redistributed back to the active market participants and businesses as rewards, thus avoiding security classification.

Our First Market Application — A Decentralized Market for Art & Collectibles

Problem: Art & Collectibles — a \$2.7 Trillion Market has Fundamental Issues

The A&C market still runs on 300-year-old principles and **remains opaque, illiquid and closed with a lot of forgery and manipulation** due to the lack of successful innovation. This oppresses creative people and creates major barriers to entry for investors, institutions and the general public.

The market is calling for a new transparent model for over 10 years. Leading experts and economists like Nouriel Roubini have stressed that “art is a new and separate asset class” and “there is a need for regulation and reform of the art market.” Deloitte in its Art & Finance Report sees a solution in blockchain that could “revolutionize the art industry.”

Solution: A New Decentralized Market for Art & Collectibles with Shares Trading

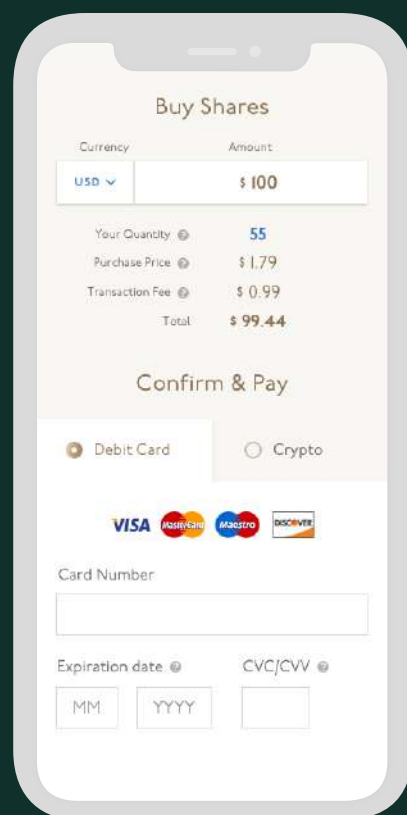
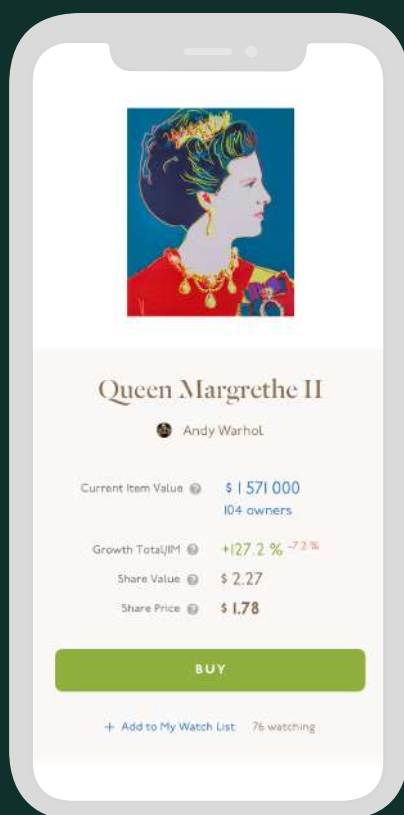
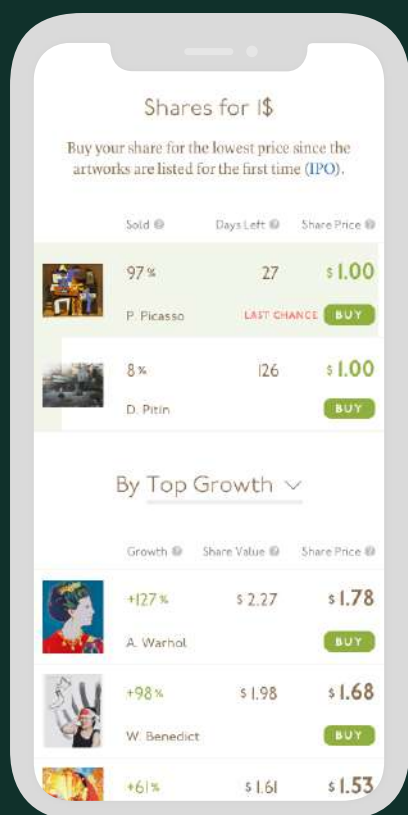
Democratizing the access to the \$2.7 trillion market of art, wine, old cars, watches, stamps, coins and other collectibles:

- **Anyone can securely trade shares of valuable items** and invest even with just \$1.
- **Authors & producers can protect their authorship** and any item’s authenticity by using a simple A.I. powered mobile app.
- **Buyers can protect their investment** and verify an item’s authenticity anytime and anywhere.
- **Anyone can trade with cryptocurrency**, allowing crypto investors to easily enter the A&C market.
- **Anyone can use automated rating and valuation** to make investment decisions based on data.
- **Individuals & businesses receive income** from every future transaction of any item they introduce to the market.



A Simple Shares Trading App

Allowing secure fractional ownership. Anyone can securely trade shares of valuable items and invest even with just \$1.



Funds Allocation



Token Allocation



Market Potential

\$6,6 trillion zi Counterfeit Market + A&C

\$1,1 trillion zi Annual transactions

ICO

Private Sale
\$20 million zi \$8 million reserved

Public Sale
\$15 million zi Late 2018 with demo app

Founders



Roman Komarek

Serial Entrepreneur, Creativity
& Decentralization Advocate



Jakub Krcmar

Digital Product Architect with 13y+
experience | Blockchain & AI Enthusiast

Advisors



Larry Eisenberg

President | The Art Alliance
for Contemporary Glass



Adam Herout

Oneprovider Advisor | Computer Vision Expert



Johann Philip Rathgen

CEO | Luxury Items Marketplace



Liron Rose

Entrepreneur | Crypto & Blockchain Expert



Jozef Barta

Former Unicredit CEO | FinTech Expert

And 30+ Talented Team Members

Partners

ARTSTAQ

A technological company focused on exchange, rating and automated valuation.



Blockchain and mobile development house.



ONE PROVE

An artificial intelligence based anti-counterfeiting technology.



Art services and storage company.

ART ANALYSIS & RESEARCH

The leading art authentication chain of laboratories.



Logistics technology company.

INSIGHTART

Cutting edge X-ray technology.

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