



ORIGINEM

Originem is the first platform that allows producers and consumers to verify the origin, the history and the authenticity of products with the help of the most innovative technologies in the world.

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"We love Italy and everything good, beautiful and well done that always has distinguished us. We want to defend this heritage by protecting both producers and consumers."

Camillo Piscitelli - Founder

The problem of counterfeiting

World market data

Volume

The world counterfeiting market has reached 1,200 billion in 2017 and is expected to exceed 1,800 billion at the end of 2018.

Losses

Losses associated with counterfeiting high-end consumer goods amount to \$ 98 billion. Luxury brands lost \$ 30.3 billion considering only online channels.

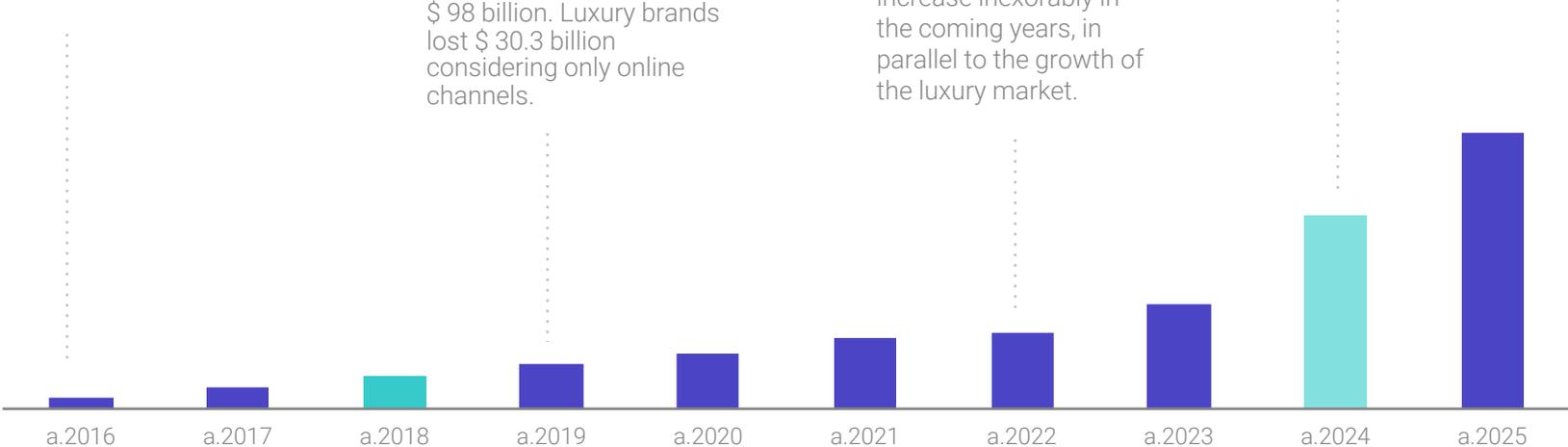
Trend

The trend is destined to increase inexorably in the coming years, in parallel to the growth of the luxury market.

ORIGINEM

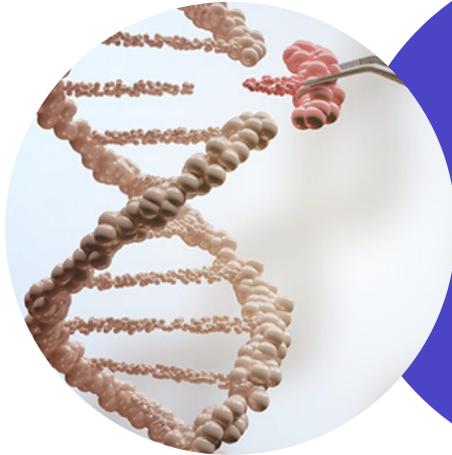
The three key components of our solution:

- Blockchain technology
- DNA Molecular identification
- The experiential marketing and story-telling



The merge of two revolutionary technologies

DNA + Blockchain = 100% protection



The solution

To definitively solve the problem of counterfeiting, we have merged molecular identification with Blockchain technology.

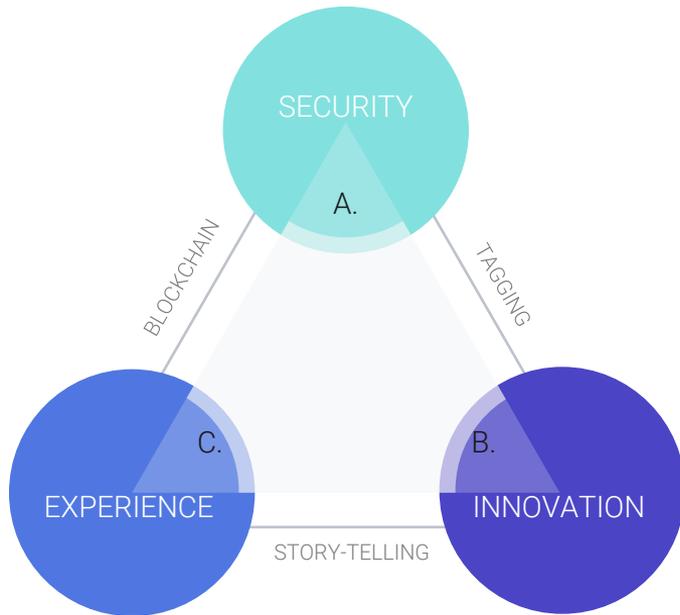


Not clonable. 100% organic.
Non-toxic. Countless use-cases and applications.

Counterfeiting is fought both online and offline. We take care of both worlds.

No central authority.
Impossible to tamper with.

Tracking + experiential marketing



The first experiential marketing tracking platform

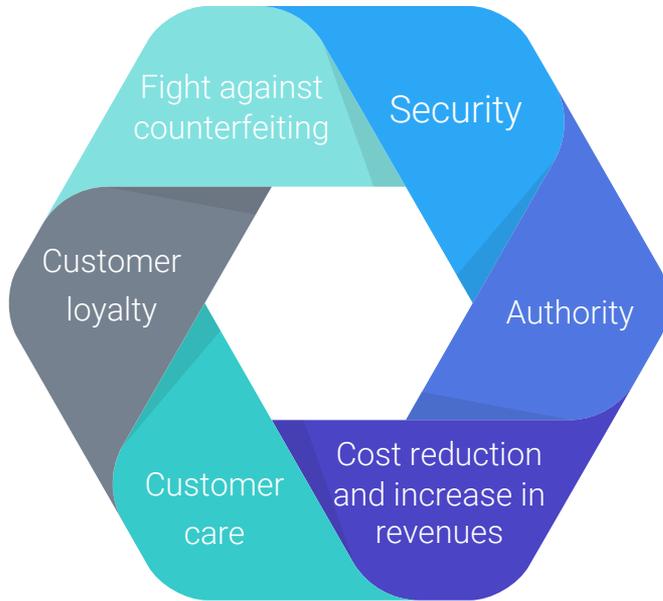
What does experiential marketing have to do with tracking the supply chain?

The ORIGINEM platform accompanies the consumer in an immersive experience that leads him to discover the history behind the creation of each product.

The cardinal principle is story-telling, which allows us to involve the user in a unique shopping experience.

The consumer, in addition to being fully protected, is also followed throughout the post-sales phase, with obvious advantages for the manufacturer who benefits above all at the customer-care level.

Benefits for the manufacturer



Fundamental benefits

- Security and authority in the eyes of the customer and the market;
- Fight against counterfeiting with a consequent increase in revenues;
- Excellent customer care experience resulting in customer loyalty.

Extra benefits

- Improve inventory management;
- No costs related to the management of paper documents;
- Increase the speed of key processes and quality control.

Available on all platforms

Mobile application for Android and iOS

1

Accessible for both the producer and the consumer.

2

Modern, simple, clean and appealing design.

3

Scan the molecular ID directly on the smartphone.

4

Access all your products, consult the warranty and much more.



World coverage

Global protection of Made in Italy

Asia

Our main objective is to protect brands and consumers in countries most at risk of counterfeiting (eg. China).

2

Europe & Italy

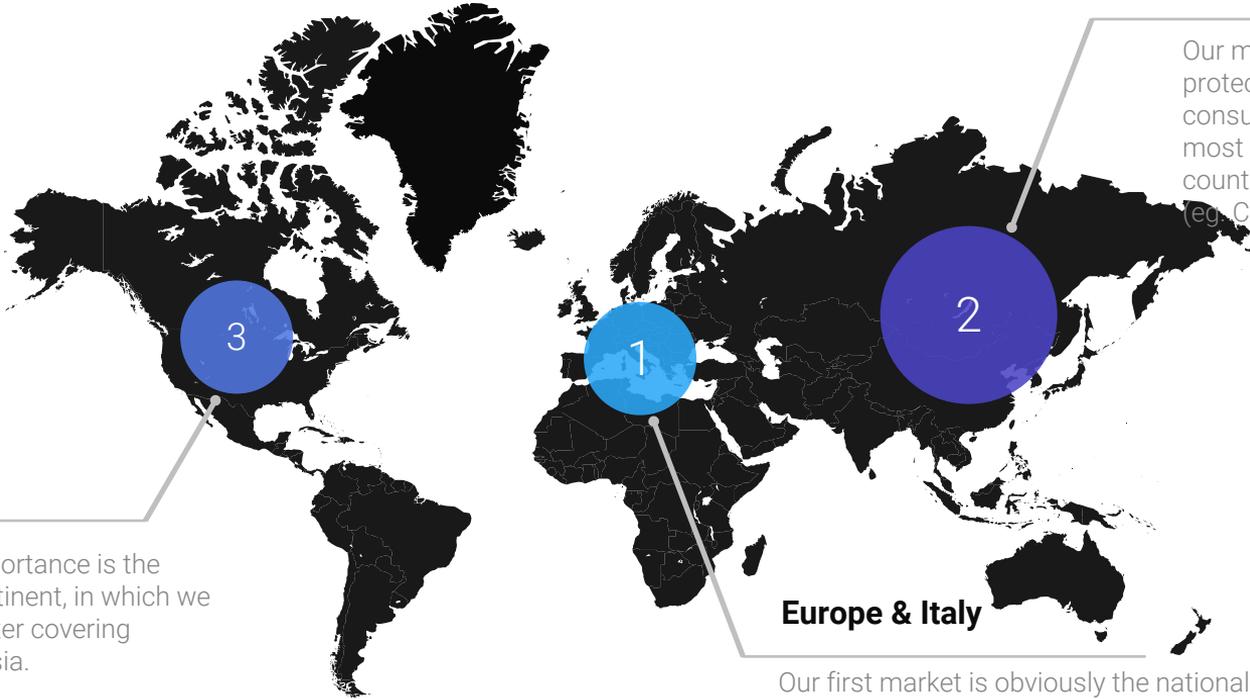
Our first market is obviously the national one, followed by a complementary coverage at the European level.

1

America

Of no less importance is the American continent, in which we will expand after covering Europe and Asia.

3



Originem founders



Camillo Piscitelli

Entrepreneur and Startupper. He studies blockchain technology since 2011 introducing several use cases and practical applications.



Guido Congiu

Entrepreneur, Security Manager, Privacy & Data Protection Officer. He is the Director of Sicurezza Etica SRL since 2015.

Contact



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