



LUXOCHAIN

INNOVATION MEETS TRADITION

COMPANY OVERVIEW

WE ARE CHANGING THE WORLD OF TOMORROW,
TODAY.

www.luxochain.io

Agenda



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About Us

Luxochain, a Swiss leader in Web3.0 innovation, specializes in 'Connected Luxury' since 2018. In these years we gained knowledge for CE product certification, offering unmatched services in authentication, tracking, and ownership for all goods.

MISSION

To bring sustainability, reputation, authenticity, and security to businesses and their products/services.

Luxochain aims to empower consumers through unique digital certificates, ensuring informed and principled purchasing decisions.



VISION

Luxochain envisions a future where authenticity and sustainability are not just values, but standards.

Our goal is to enhance brand awareness and combat counterfeiting, transforming the experience for businesses.

What Can We Develop?



Study & Analysis



UI/UX Data Sheet
And Flowchart



UI/UX
(Study And Design)



UI/UX Prototipo



Platform
Development



Wallet



Marketplace



Blockchain
Technologies



Smart Contract



Webapp



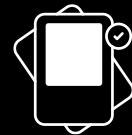
App (Reservation
Management,
Ticketing Etc.)



Token
Management And
Token Listing



Marketing &
Loyalty Program
Management



Digital
Product
Passports
(DPPs)



Real World
Assets



App iOS/Android



Checkout
Services

Application Industries

- ❖ FASHION & LUXURY, TEXTILE
 - ❖ ART, MUSIC, SPORTS
- ❖ GOVERNMENTS & INSTITUTIONALS
- ❖ PHARMACEUTICAL, HEALTHCARE
- ❖ DIGITAL ASSETS, R.W.A., COMPANY SHARES
 - ❖ INSURANCE, FOOD, MEDIA, AUTOMOTIVE
- ❖ ENTERPRISES LOYALTY PROGRAMS

EVERYONE WANTS TO BE SURE OF WHAT THEY ARE BUYING.



Digital Product Passports (DPPs)



Luxochain's "Digital Passport" offers reliable authentication and identity for brands and events, benefiting both with advanced solutions.

- **Certified Authenticity:** The "Digital Passport" verifies brand products or event attendees, aiding in combatting counterfeits. For instance, a luxury brand can ensure product authenticity through this technology.
- **Traceability:** The system logs product or person history, tracking their movements for analysis.
- **Ease of Access and Redemption:** The "Digital Passport" facilitates swift, secure event access and seamless redemption of digital collectibles.

- **Personalization:** The "Digital Passport" can be tailored to match a brand or event's identity and style, enhancing visual consistency and user engagement.
- **Advanced Security:** Blockchain, favored by Luxochain, provides top-notch security. Data recorded is immutable and highly safeguarded, ensuring integrity.
- **Brand Enhancement:** This solution boosts brand value by fostering deeper consumer connections with products or events, leading to heightened trust and perceived value.

LUXO ✓ CERTIFIED

DPP Advantages



Regulatory Compliance



CRM Data



Increase customers engagement



Brand Protection



Supply Chain Insight



Economic Benefits



Embedded utilities
E-warranty, Insurance, Repair...



Improved shopping experience



Direct Interaction with Consumers, Collectibles, Loyalty Programs...

RWA - The Future of ASSETS



Luxochain, with its clients, has been active in the world of RWAs (REAL WORLD ASSETS) since the beginning of its journey, **against all forms of speculation**, Luxochain tokenizes assets and products from the physical world by creating digital twins of them to be traded in the **physical and digital worlds**.

What are RWAs?



Exploring the Spectrum of Real-World Assets

Real-world assets (RWAs) are tangible and intangible assets (e.g., real estate, bonds, commodities, etc.) in the physical world.



Unlock Access: Asset Tokenization Enables Fractional Ownership

With real-world asset tokenization, you can invest in a high-end New York property valued at over \$10 million by purchasing tokens representing fractional ownership.



Exploring the Value of Real Assets in Investment Strategies

Real assets like precious metals, commodities, real estate, land, equipment, and natural resources are valuable for diversified portfolios due to their low correlation with stocks and bonds.

Carbon Credit Tokenization

We're exploring tokenizing physical assets (e.g., trees) to create carbon credits to reduce client environmental impact. Contact us for details at our email.

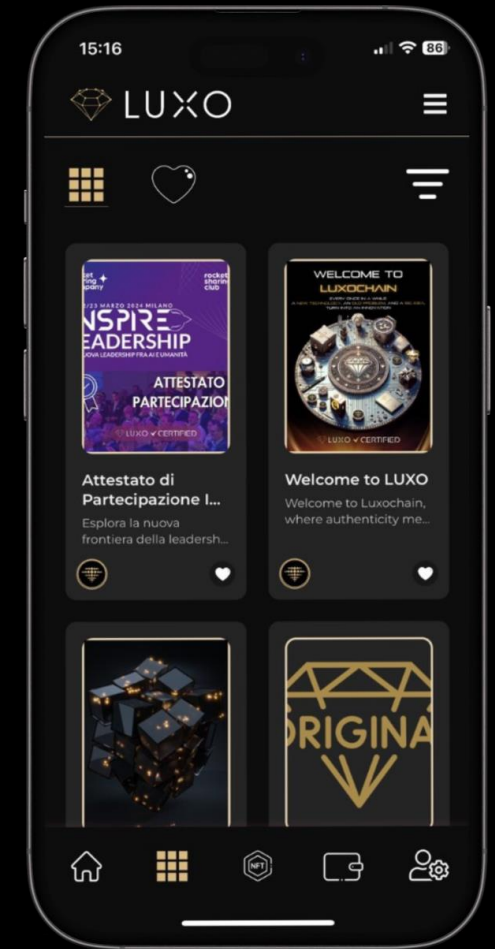
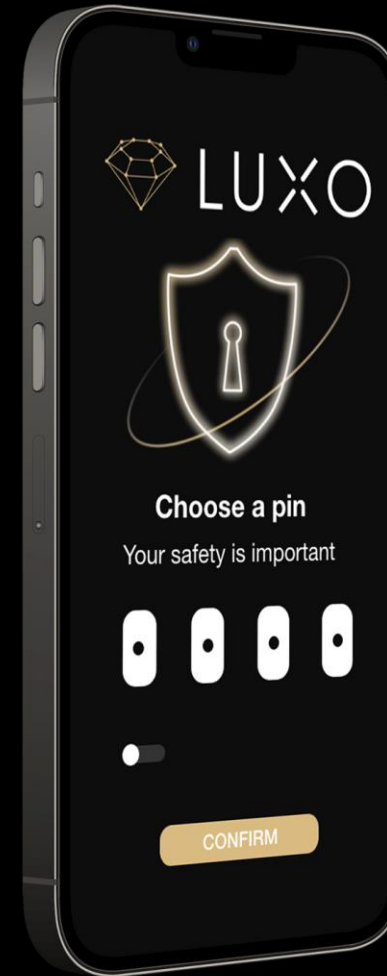
<https://www.coindesk.com/learn/rwa-tokenization-what-does-it-mean-to-tokenize-real-world-assets/>

<https://www.coingecko.com/learn/what-are-real-world-assets-exploring-rwa-protocols>

Luxo Wallet



- ✓ "Luxo" App certifies products and trace their supply chain.
- ✓ Enables manufacturers to self-certify batches using RFID, UHF, NFC, creating an immutable copy on the blockchain.
- ✓ Users can track the product lifecycle, integrate with ERPs, and ensure user-friendly experience.
- ✓ The goal is to safeguard company reputation, offer product fingerprints, analytics, and enhance loyalty.



Luxo Wallet



- ❑ Create your Collectibles in a simple and freeway, by importing or taking photos from your mobile
- ❑ Receiving, safekeeping and sending Collectibles, Digital Twins and DPPs
- ❑ View previous transactions of your luxury item before purchasing it
- ❑ Scan and read NFC, QR Code or other physical carrier of products
- ❑ Claim the DPP or Digital Twin of your purchased good
- ❑ Reporting the event of theft or register a lost object and assign a prize for finding it



For more information discover [Luxo Wallet](#) on



Syncing Together 2 Worlds



PHYSICAL

DIGITAL



Using electronic tags, such as NFC combined with RFID, QR Code or UNIQUE HOLOGRAMS.

Insert tags into each product, ensuring supply chain efficiency for manufacturer and traceability of the entire story of the product for shoppers.

Registration of the product tag tied to the product on the Blockchain and creation of the Digital Product Passport.
When the product is purchased, the DPP will be transferred to the customer's Luxochain Wallet.

Final customers will be able to scan the tag (NFC-RFID or Unique Hologram) with their phones, visualize the DPP to verify authenticity, and store it in their Luxo Wallets.

The Approach

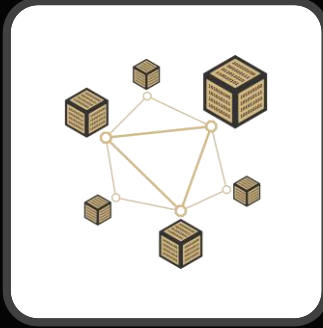


Luxochain has implemented its DPPs solution with an agnostic approach.
We are using multiple blockchain including Luxochain, Polygon, etc.

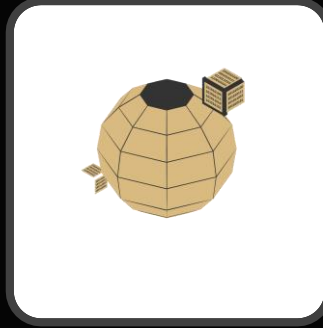
WHAT WE OFFER



We offer technological solutions including NFC, UHF, holographic QRs and implementation on different blockchains.



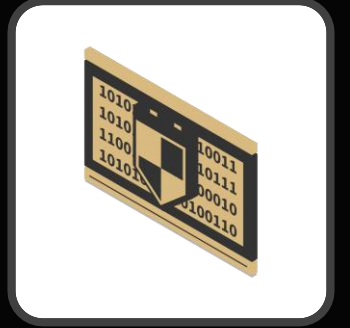
Agnostic approach: Blockchain used Polygon, Luxochain, AURA, BNB, etc.



Each DPP concept is studied and customized on the needs of the specific customer and brand.



The Importance of Security, we use multisign solutions audited by CertiK.



Certificates of Authenticity and ownership avoiding any speculation.

Key Benefits for Brands



1 Platform, 2 Worlds, 3 Challenges Solved



How to Reduce Business Losses

Anti-counterfeiting: thanks to the unique 1:1 link between physical product and digital certificate.

In-store operation: warranty status, product return, product loss, addition of crypto-payments and Alipay.

Real-time Sales (sell-in, sell-out data): for stores and resellers, warehouse and secondary market transactions. This can be applied on on-line and off-line transaction.



How to Improve Traceability

Supply chain efficiency: monitoring of suppliers, subcontractors and licensees, certified on the blockchain, cross-country tracking and payment.

Full integration: fully integrated with existing company ERP systems.

Sustainability: blockchain explorer to verify complete product history from raw materials to sustainability.

Sustainability Roadmap for 2020-2030



How to Create Ownership

Guaranteed purchase: buying the product and its digital certificate of ownership, registered on the Blockchain (in-store, e-commerce, resellers, etc), reduction of paper guarantees, simpler payment and cross-border.

Consumer Profiling (on/off-line): 1:1 relationship with final user after on/off-line purchase and in the secondary market: “what, when, where” each user has bought.

Advantages for Brands



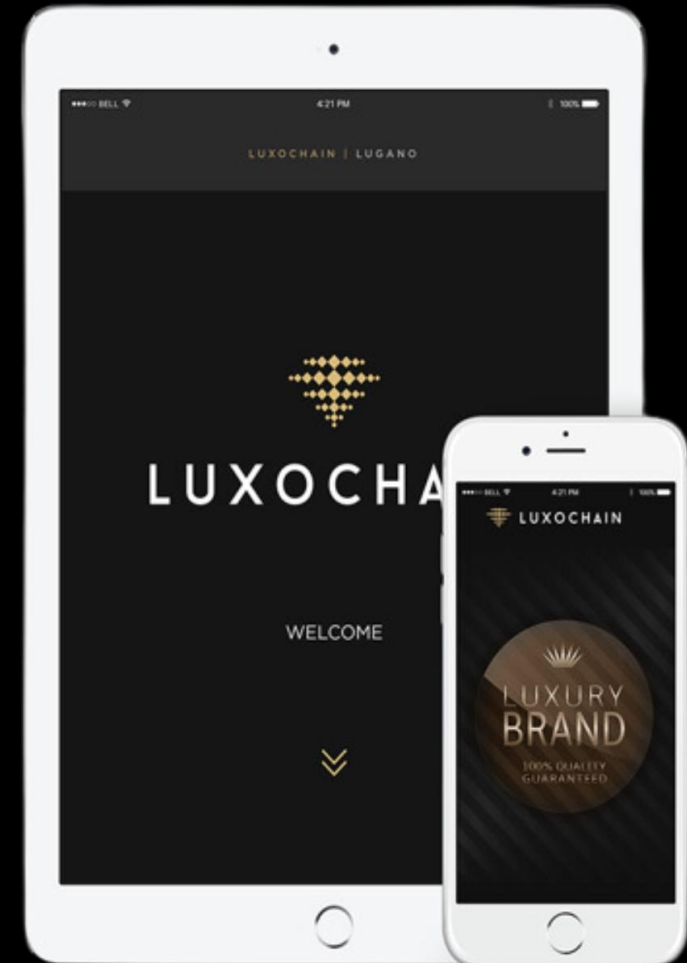
SUSTAINABILITY

TRACEABILITY

REPUTATION

AUTENTICITY

- ❑ Information Check
- ❑ Supply Chain Efficiency
- ❑ Blockchain Trustless
- ❑ Combat Grey Market, Anti-counterfeiting
- ❑ Guarantee of Ownership
- ❑ Real Time Retailers Warehouse
- ❑ Stock-exchanges Management
- ❑ Marketing opportunity
- ❑ I-coupons end-customers
- ❑ Second hand market management



Our Customers



& others...

Use case: Notarization of Documents



MONEY.IT - MONEY CERTIFY PROJECT

Luxochain played a crucial role in the **creation, design** and **promotion** of the "Money.it" publisher's news notarization service, ensuring its success and quality, all of which can be seen at <https://certify.money.it>

1

Website Development: Luxochain collaborated with the development team since 2020, bringing technological expertise to create a solid, user-friendly platform.

2

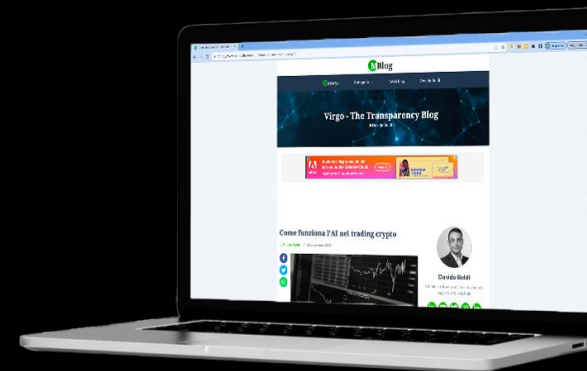
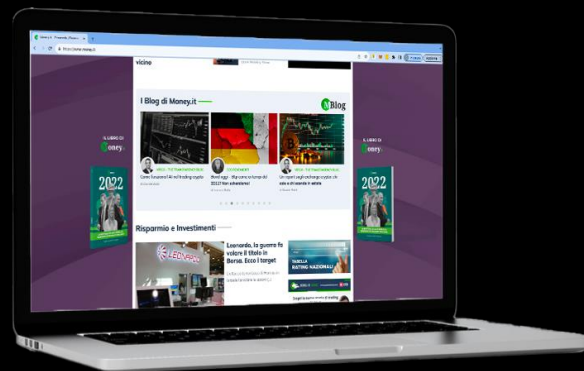
Architecture and Infrastructure: Defined the service's architecture for information notarization, prioritizing transparency and verification against fake news.

3

Promotion and Marketing: Actively promoted "VIRGO, the Transparency blog," on Money.it, increasing its visibility and attracting an audience interested in financial news.

4

Continuous Support: Provided constant technical support since launch, ensuring an optimal user experience by noting original content and its sources daily.



Use case: Blockchain Insurance



The insurance industry is adopting blockchain technology significantly to improve **efficiency, security** and **transparency** of operations. Here is how blockchain is being used in the insurance industry:

Smart Contracts

Automated blockchain programs execute insurance agreements without human involvement. Smart contracts streamline claims processing by verifying data and conditions, then automatically compensating the insured after an event like a car accident.

Claims Tracking

Blockchain records all claims from submission to settlement, ensuring transparency and reducing disputes. This immutable ledger allows access to every transaction for insurers, regulators, and policyholders.

Data Authentication and Verification

Blockchain verifies the authenticity of insurance-related data and documents like identity papers and medical reports. Encrypting and storing sensitive data prevents fraud and forgery.

Privacy and Data Security

Blockchain employs advanced cryptography to secure policyholders' personal information. Encrypted data is accessible only through private keys, giving policyholders control over data sharing and ensuring privacy.

Insurance dApp (UNDER NDA)



INSURANCE PLATFORM & POLICY MANAGEMENT

In the blockchain-based insurance platform, the policy management process is greatly simplified and customized for the client and the broker. Here is how it works:



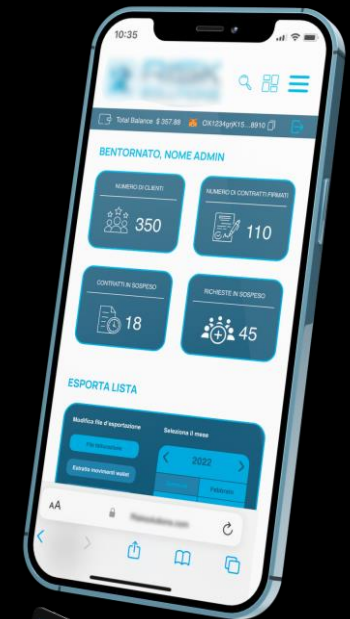
Customized Policies

Broker tailors policies to client needs.



Secure Registration

Policies securely registered on blockchain.



- ✓ **User Access:** Clients access and view policies
- ✓ **Easy Changes:** Changes requested directly on platform
- ✓ **Real-time Verification:** Requests verified and approved instantly

Use case: Digital Twins for Watches



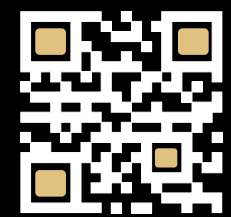
BVLGARI - OCTO FINISSIMO ULTRA PROJECT

Bulgari has requested Luxochain for Digital Twin projects to celebrate the new Octo Finissimo Ultra.





Physical Product



QR CODE



BLOCKCHAIN



Digital Twin



BULGARI
OCTO FINISSIMO
ULTRA
LAUNCH

Bulgari CEO
Announcement:
[https://www.youtube.com/
embed/WuRt487VGHc](https://www.youtube.com/embed/WuRt487VGHc)



Use case: Digital Twins for Jewelry



BULGARI – EMERALD AND RUBY PROJECT



Bulgari's pioneering NFT jewel, epitomizing the convergence of creativity and cutting-edge technology.



Showcase of NFT artworks alongside physical necklaces: **Ruby Metamorphosis** and **Emerald Glory**, embodying the fusion of tangible and digital realms..

Digital twins are artistic interpretations, stored securely on Aura and Polygon Blockchains, minted by Luxochain

Use case: Digital Twins for Fashion



PINKO - REIMAGINE PROJECT

Project goals

- Customer engagement on pillar values underlying capsule collection
- Sustainability and circular economy concept communication
- Uniqueness of the items and collection

Implementation

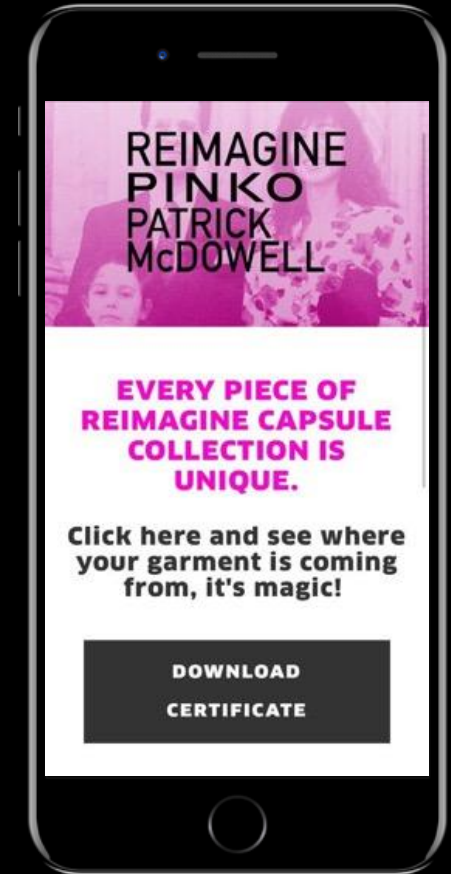
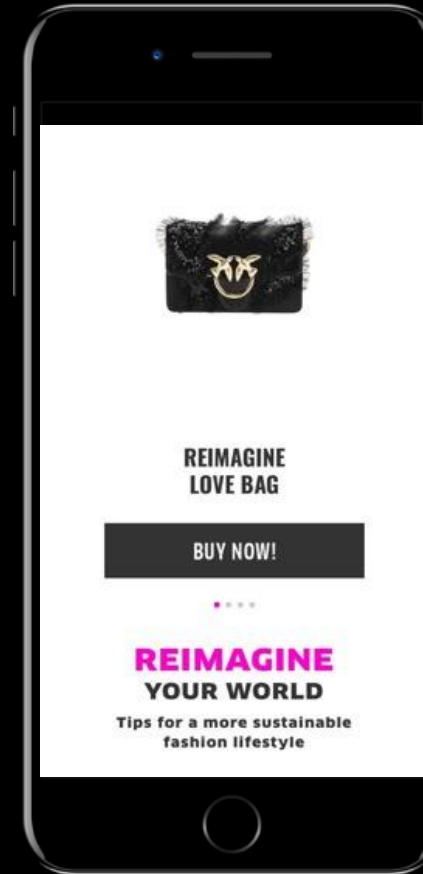
- Through the T!Journey, Pinko set a new and valuable touchpoint with the final clients
- Special visual layout and a blockchain certificate that proves the process used to realise the new item

Authenticator

- NFC TAG
- Blockchain

Impact

- Growth in brand awareness
- A better knowledge on clients' habits and consciousness



Use case: Digital Twins for Fashion



PINKO - LOVE BAGS PROJECT: 1M+ DIGITAL TWINS

To celebrate its record-breaking series, PINKO unveils the new “LOVE BAGS COLLECTION”, the **first in the fashion industry** entirely covered by **Digital Twins**, produced by Luxochain.

From Spring/Summer 2023, the Love Bags collection, **over 1 Mln produced**, becomes the first line on the market with an **authentication system** using Digital Twins. Each product's **serial number** is linked to a specific customer, preventing parallel market issues.

Products are authenticated via the **NFC tag** inside the Love Bag, triggering verification by **hovering a smartphone near the embroidered birds**. This ensures top-notch security and tailored communication with customers.

Customers can **redeem** Digital Twins of their bags as NFTs, containing unique product references. **Luxochain blockchain** automatically imports data for Digital Twins. This innovation guarantees **authenticity** and **uniqueness**, along with **ownership certification**.





PRESS

Money.it

fashion MAGAZINE .it

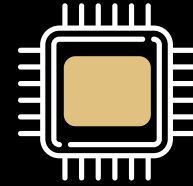
#ASSODIGITALE.

the Cryptonomist

PAMBIANCONews



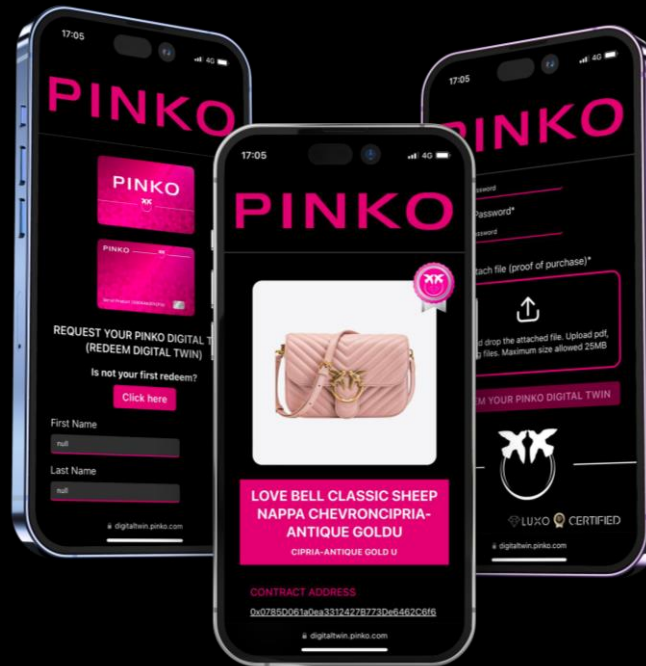
Physical Product



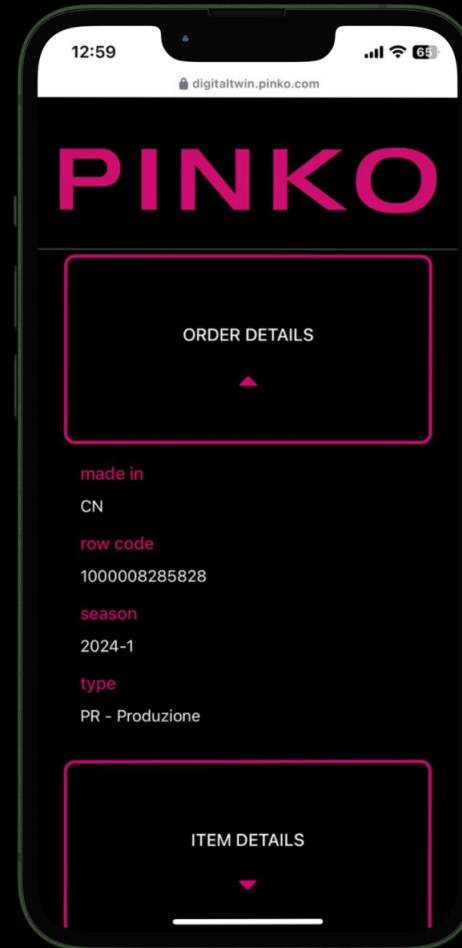
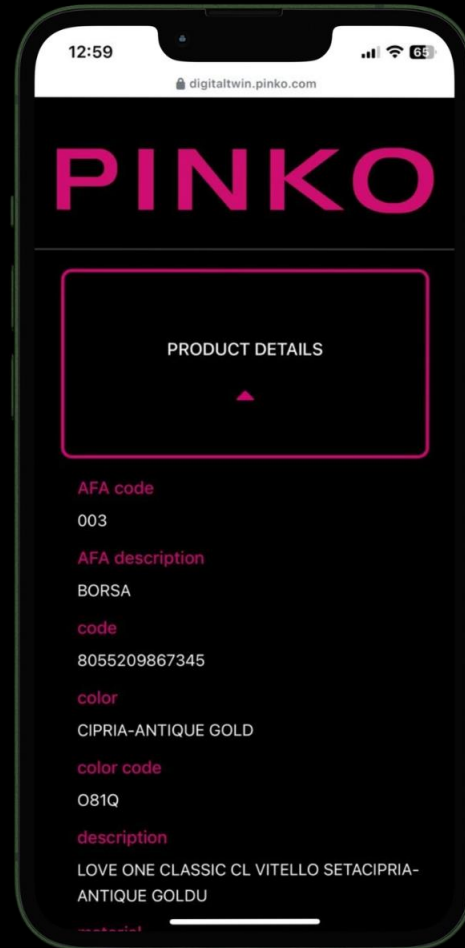
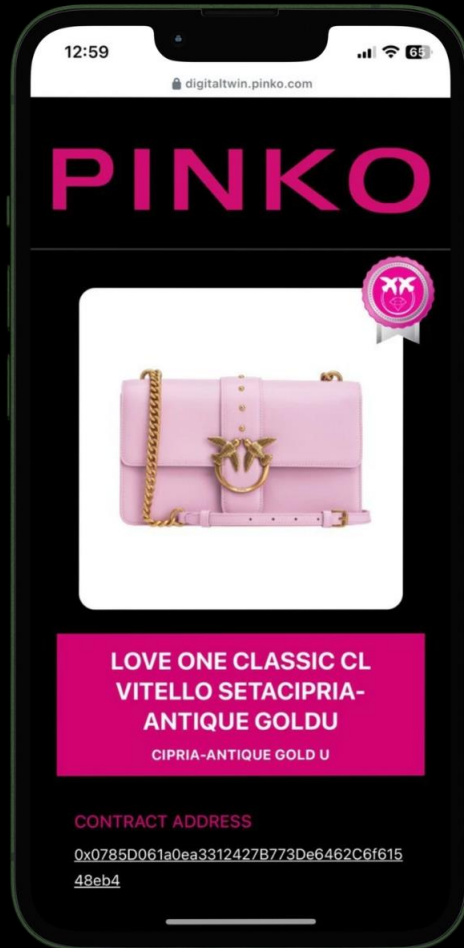
NFC



BLOCKCHAIN



Digital Twin



When buying a Love Bag, customers can redeem it by clicking directly on the bag, which redirects them to

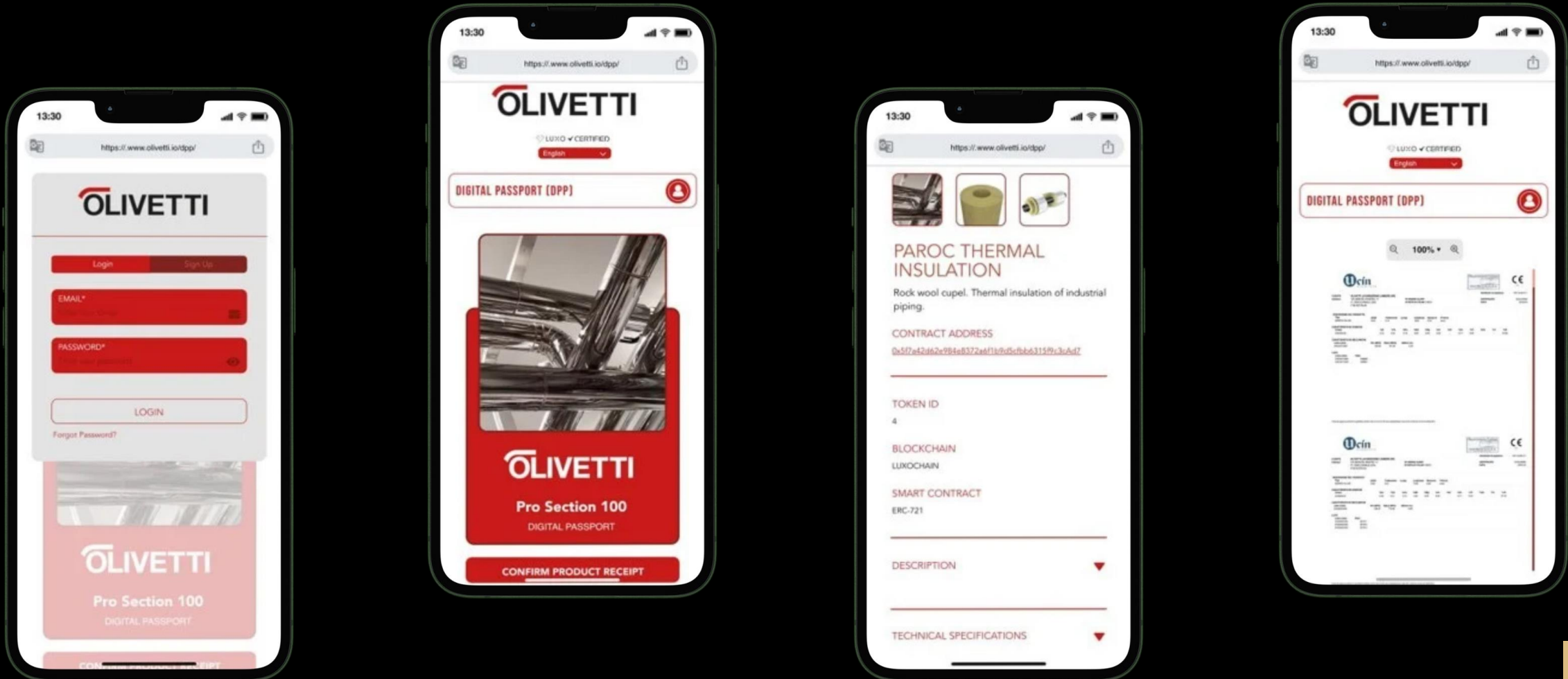
<https://digitaltwin.pinko.com>

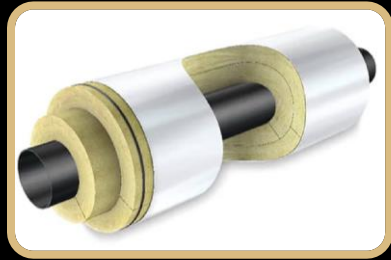
Love Bags and Digital Twins are closely connected, highlighting the technological bridge between the physical and digital worlds for a more interconnected future.

Use case: DPP for Industrial Plants

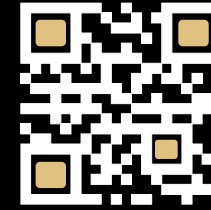


OLIVETTI - DIGITAL PRODUCT PASSPORT COMPLIANT WITH EUROPEAN REGULATION





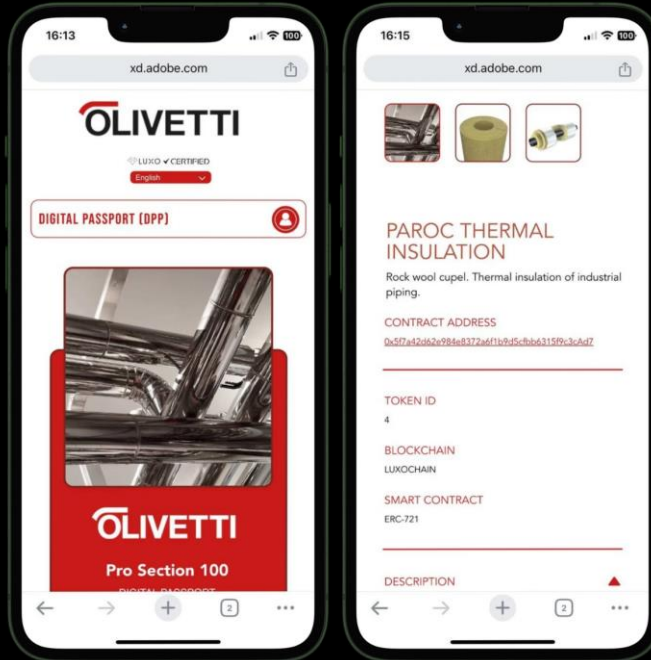
Physical Product



QR CODE



BLOCKCHAIN



Digital Passport

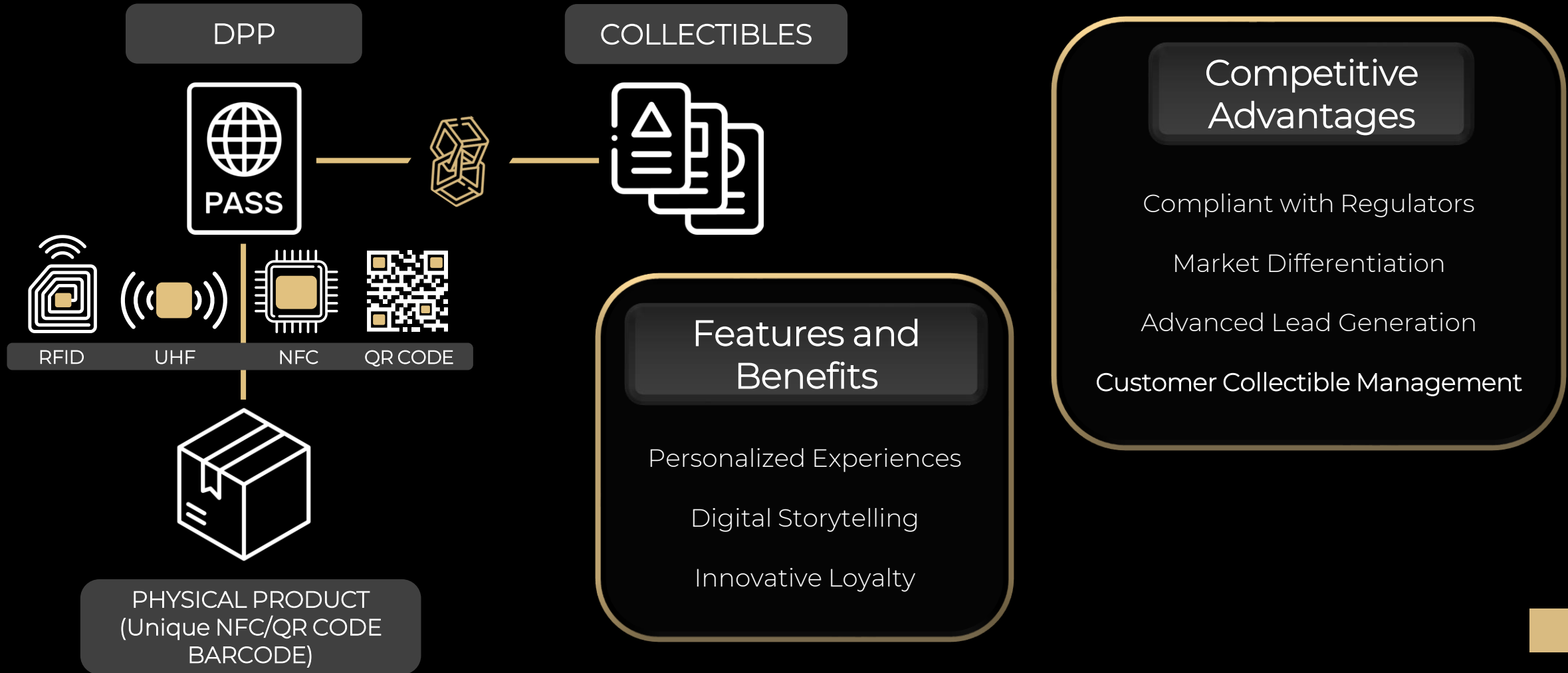
COMING SOON

<https://xd.adobe.com/view/bef96059-5e2f-4aef-ad08-63e5f8d2faf8-ebaa/?fullscreen>

From Compliance to Opportunity



Every DPP or Digital Twin, if created by sharing the collectible via blockchain, becomes a unique opportunity to collect, interact, and enhance the relationship with your brand.



Use case: Smart Cities and Loyalty



MYLUGANO PROJECT

- ✓ We've developed a **booking system** for Lugano's public facilities with **+25,000 user citizens** and **+450 businesses**. Users get 10% or 5% **cashback** in **LVGA tokens**, regulated by FINMA, for spending in the My Lugano ecosystem.
- ✓ It's blockchain-based, secure, and transparent, **benefiting both citizens and merchants** without speculation.
- ✓ This tech innovation can be adopted by **large commercial chains** or other **public facilities**.

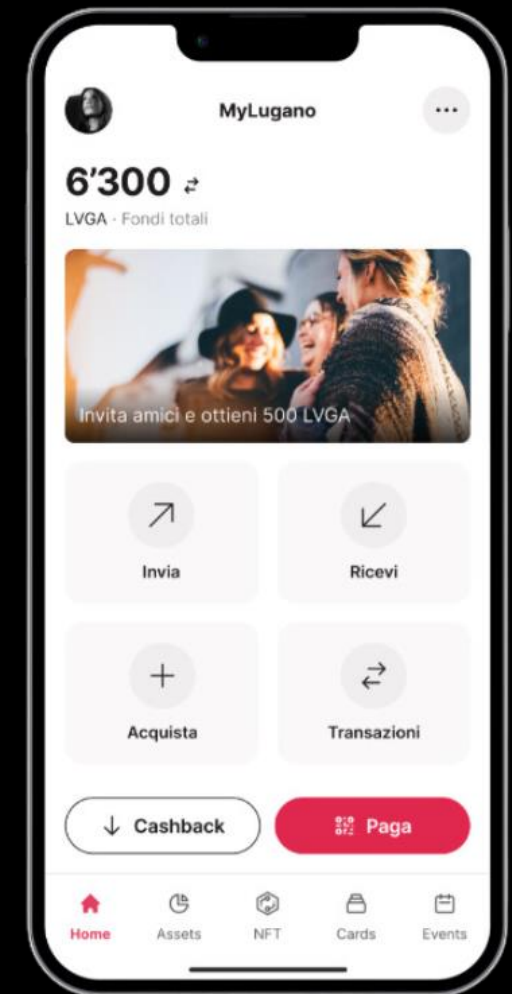
PRESS

the **Cryptonomist**

fintastico

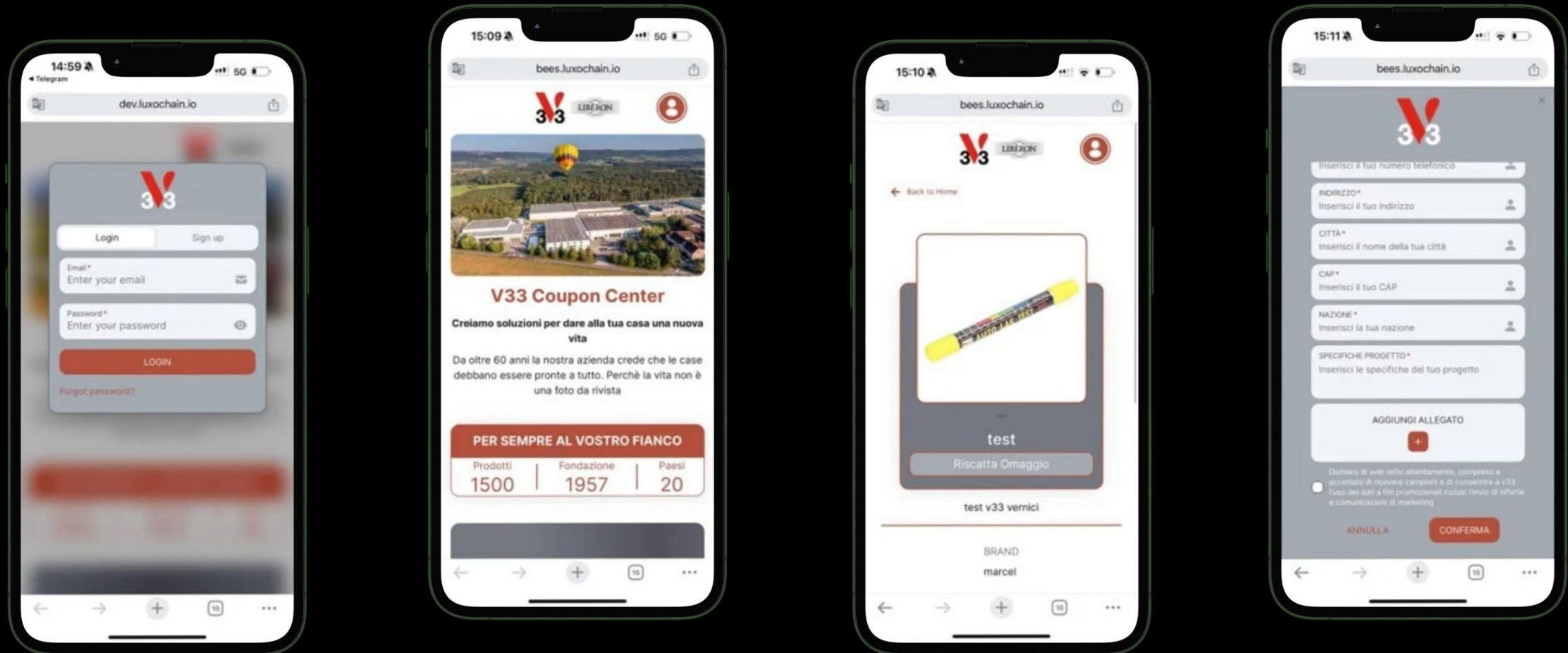
Forbes

More info on
<https://my.lugano.ch>



Use case: DPP and Loyalty for Industrial Products

V33 - FROM CRM TO CUSTOMER COLLECTIBLE MANAGEMENT



COMING
SOON



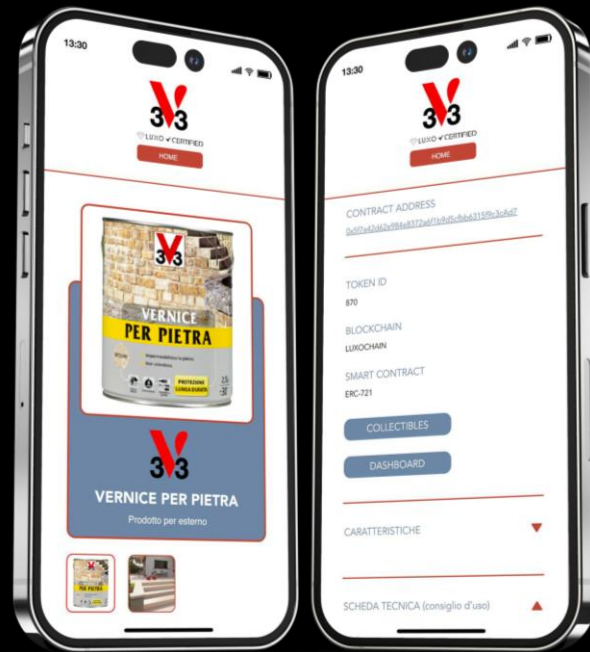
Physical Product



QR CODE



Benefits for customers



Digital Passport

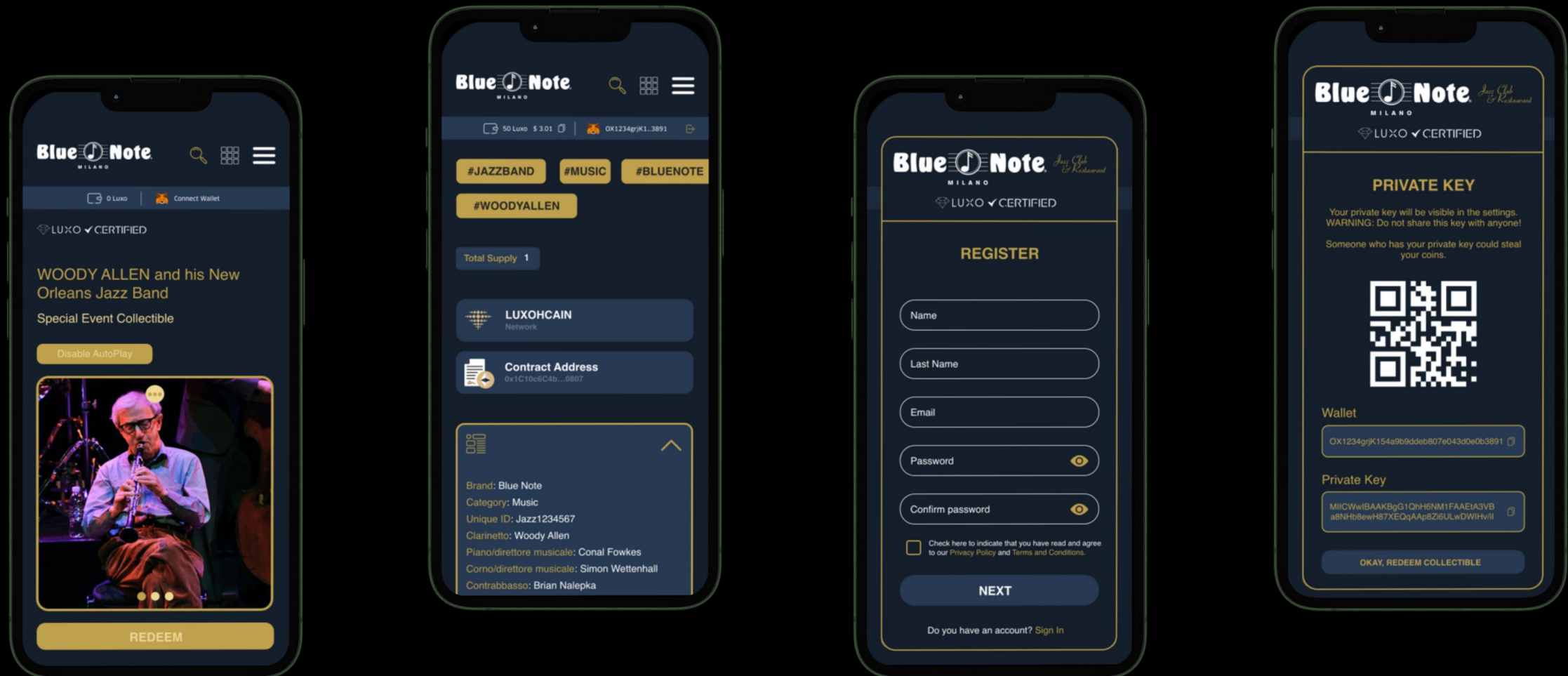


BLOCKCHAIN

Use case: POAP for Clubs & Events



BLUE NOTE MILANO – LOYALTY PROGRAM



Blue Note Milano Presenta: Un Evento da Ricordare

Blue Note Milano Collectible #1

Where Innovation
Meets Tradition



LUXO ✓ CERTIFIED

Blue Note
MILANO

- ✓ Luxochain collaborated with Blue Note Milano Jazz club to create a unique experience using blockchain technology.
- ✓ Attendees received a special digital "Proof of Attendance Protocol" (POAP) Collectible, redeemable via QR code distributed at the event or afterward.
- ✓ This allowed users to easily register, generate a wallet, and possess their digital Collectible, enhancing their experience.

“

Enter the heart of Club Blue Note,
where innovation meets tradition.

”

PRESS



BENZINGA

#ASSODIGITALE.

PR Newswire

yahoo!
finance



Physical Product



BLOCKCHAIN
Proof of Attendance Protocol



Benefits for customers



Collectible

Use case: POAP for Clubs & Events



ROCKET SHARING COMPANY- CERTIFICATE OF PARTICIPATION

rocket sharing company LUXO CERTIFIED rocket sharing club

22/23 MARZO 2024 MILANO
INSPIRE LEADERSHIP
LA NUOVA LEADERSHIP FRA AI E UMANITÀ

NON LASCIARE CHE LA TUA PARTECIPAZIONE DIVENTI UN RICORDO SBIADITO

SCANSIONA E RISCATTA IL TUO ATTESTATO DI PARTECIPAZIONE COME COLLECTIBLE DIGITALE SULLA LUXOCHAIN.

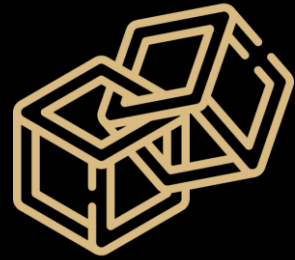
- ✓ Luxochain partnered with Rocket Sharing Company to deliver a **distinct experience** utilizing blockchain technology.
 - ✓ Participants were given a special digital "**Proof of Attendance Protocol**" (POAP) Collectible, representing a certificate of participation for the "Inspire Leadership" event, which could be redeemed through a **QR code** provided at the venue or later.
- ✓ This enabled attendees to swiftly sign up, create a wallet, and secure their digital Collectible, thereby **enriching their experience**.

“ Don't let your participation become a faded memory

”



Physical Product



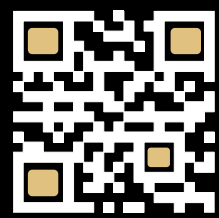
BLOCKCHAIN
Proof of Attendance Protocol



Benefits for customers



Collectible



QR CODE



Virgo Platform: Traceability & DPP

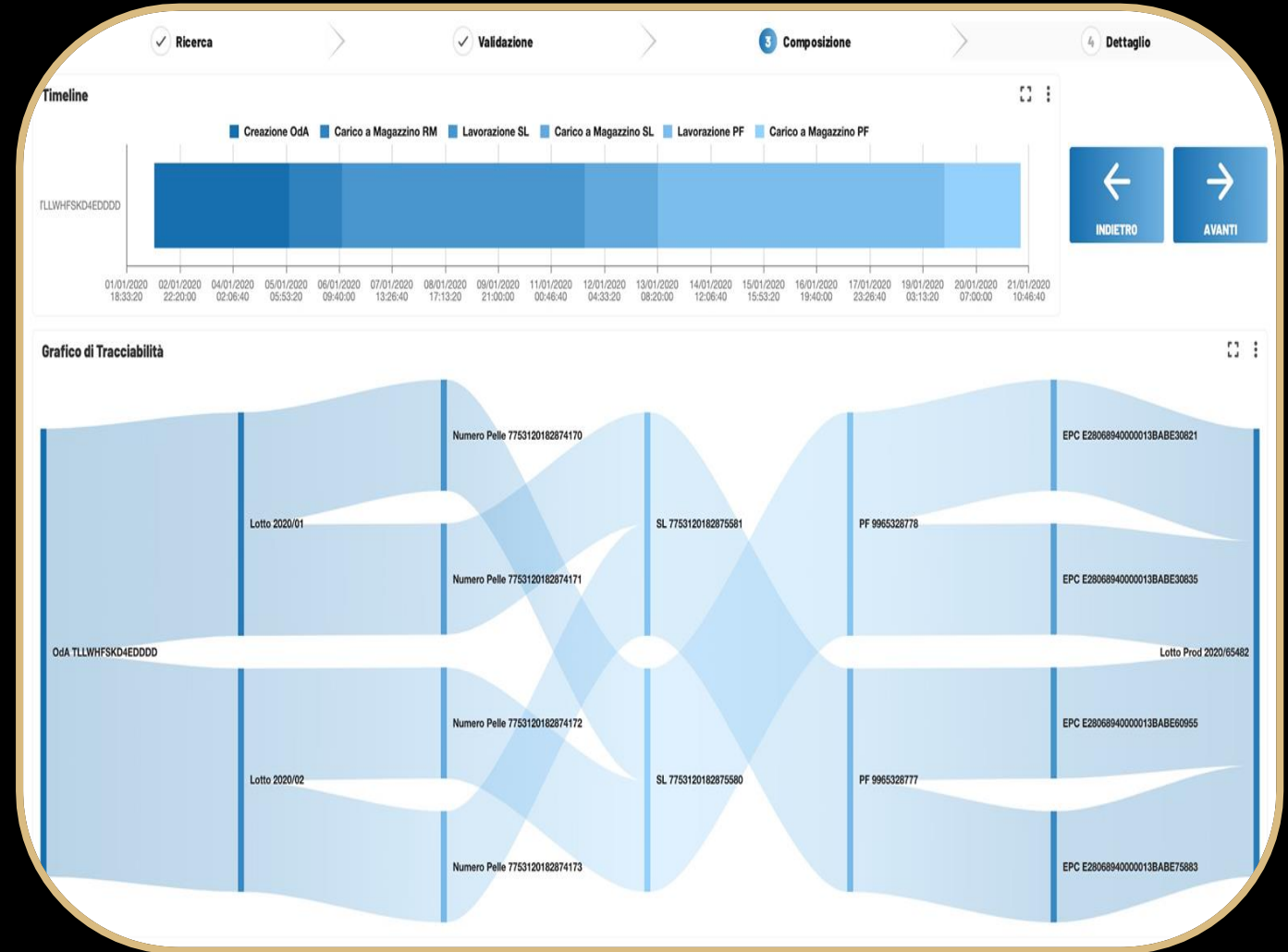


Together with our partners, Temera, PwC and Var Group SpA, we have created a **platform for the production chain**, which can monitor the entire supply chain, from raw material to the finished product.

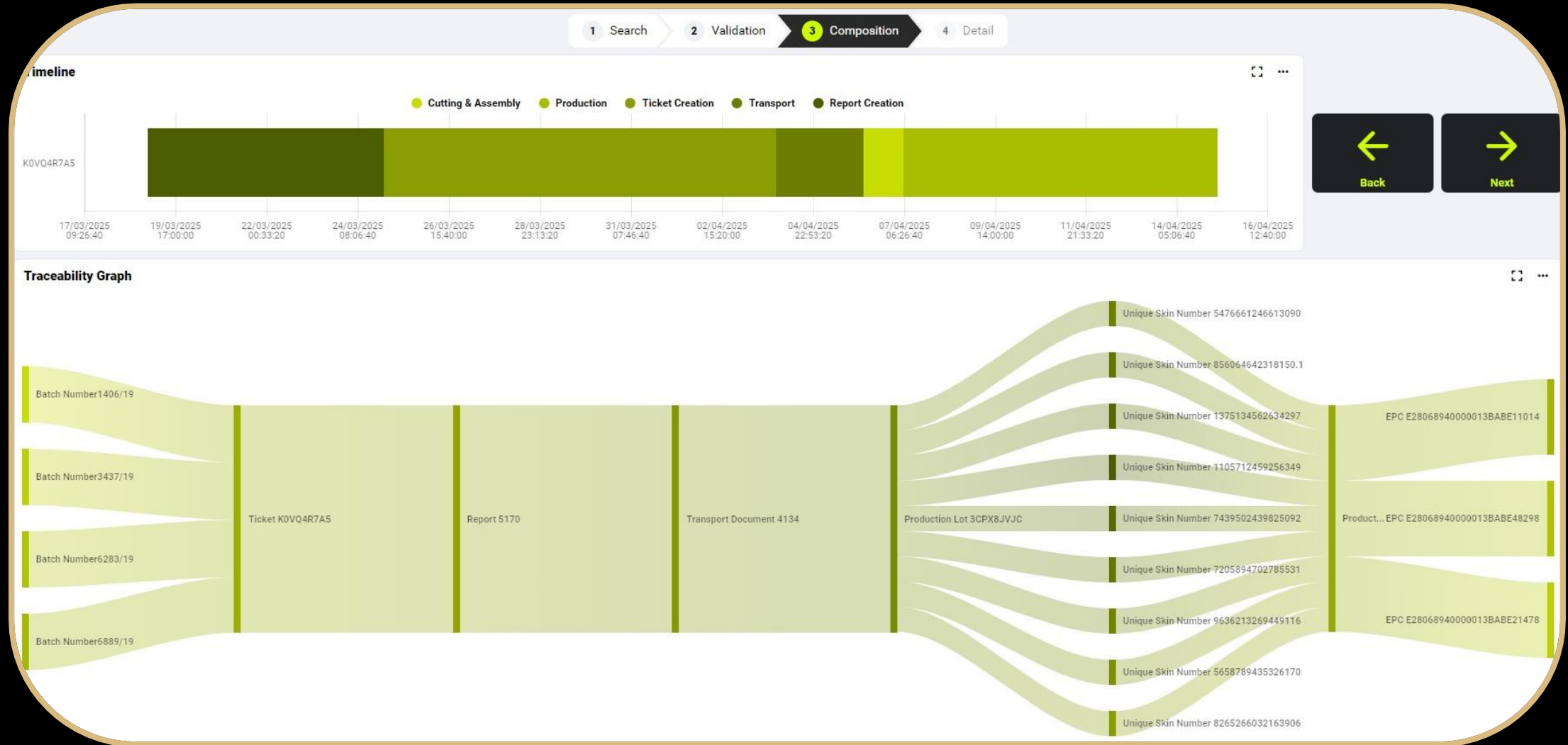
PRESS

PR Newswire

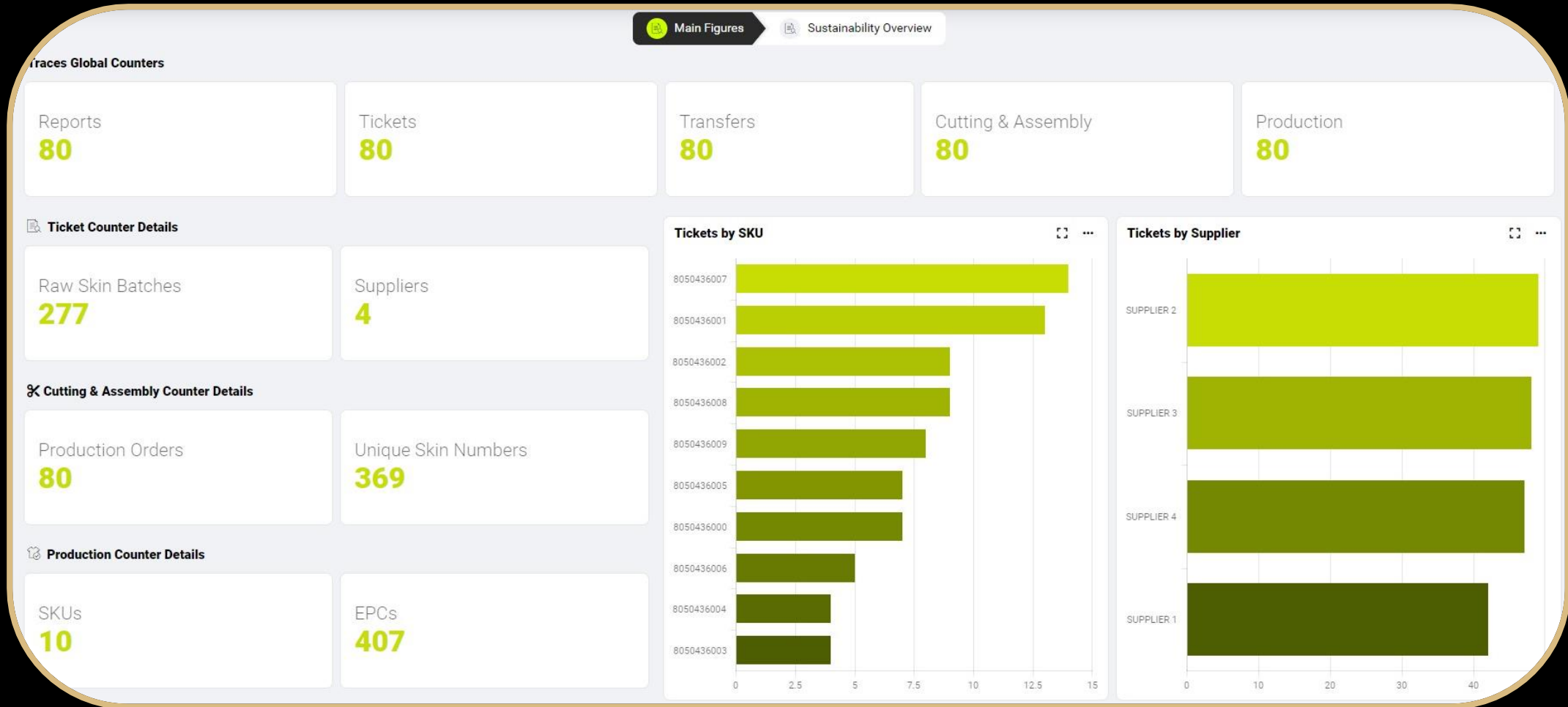
Il Cittadino Oggi
Corriere Nazionale



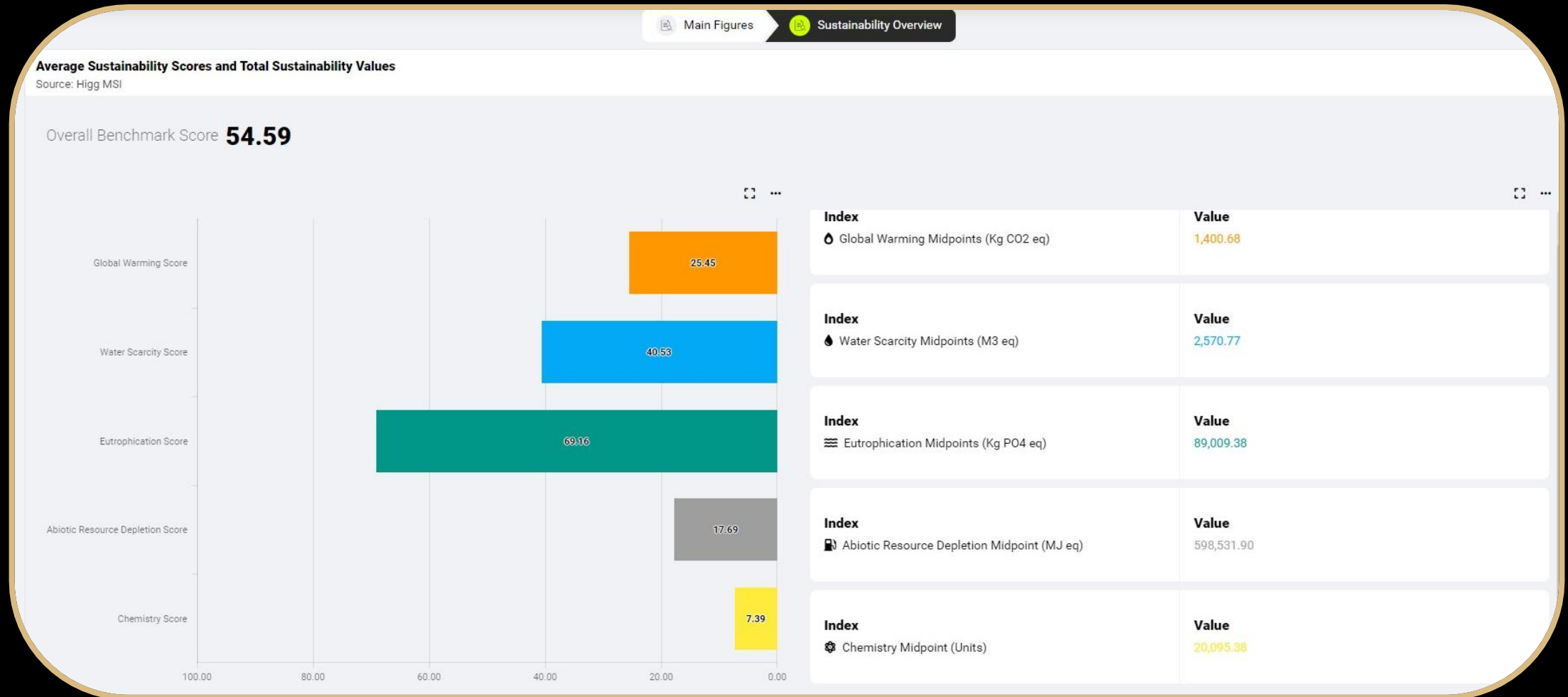
ESG Traceability and DPP



Supply Chain Overview



ESG scoring (in the sample Higg MSI)



Other use cases are coming!
Currently, under NDA.



Team



Founders



Davide Baldi
(CEO & Founder)



Natale Consonni
(Chairman & Founder)



Alfredo Malgrati
(Founder)

Management Team



Marco Guarducci
(CTO)



Federico Viganò
(COO)



Valeria Montini
(Administration Manager)



Gianmarco Caruso
(Creative Director/JX UI)



Davide Bazzini
(Marketing Specialist)



Davide Zucchetti
(Marketing Manager)

Market/Strategy



Marco Ruffa
(Head of Luxury Market)



Alberto Ferlin
(Strategical Partnership)



Leonardo Tosi
(Business Developer)



Alessandro Durbano
(Business Developer)

Project Management



Luca Iavarone
(Project Manager)



Barbara Cavallini
(Project Manager)

Development Team



Marcel Bujor
(Team Leader)



Lorenzo Rovai
(Senior Developer)



Stefano Innocenti
(Senior Developer)



Fabio Pacchioni
(Senior Developer)

Founders



Natale Consonni

Chairman & Founder

Founder and President of **ICQ, Quality Certification Institute**, Owner and President of IISG, Italian Toy Safety Institute, with over 500 employees worldwide, companies sold to the multinational UL (www.ul.com) in 2013. Vice President and CEO worldwide of the consumer product division, specializing in product management and quality control. Engineer in chemistry at MIP-Politecnico Milan.

Previous experience: President and founder of Venture & Creation. Member of the Board of Directors of COMO VENTURE, investor in start-ups. Vice President and General Manager Responsible Sourcing (RS), Registrar and Consumer Products of UL, Underwriters Laboratories INC.



Davide Baldi

CEO & Founder

Entrepreneur, venture capital, in Lugano, Switzerland. Graduated in Psychology at Padua University. Grew up in management consulting firm, early adopter of blockchain Technology since 2016.

Founder and CEO at Luxochain.io, born to trace the value chain and certify authenticity of goods via Digital Product Passports.

Ambassador of transition from CRM to Customer Collectible Management.

Co-founder and Partner at:

Iconium - Blockchain Ventures, and Blockinvest.it

Linkedin: <https://www.linkedin.com/in/davide-baldi>



Alfredo Malgrati

Founder

Graduated in Business Administration at Bocconi University, many years of experience in Ernst & Young, today an entrepreneur with over 300 employees in family businesses; for 25 years CEO of Vimoter SpA and Eurotubi Europa, ambassador of "made in Italy" in the metalworking sector, awarded among the top 500 Italian companies.

Passionate about finance, innovative technologies, and blockchain, he is a convinced supporter of the combination of the old economy and digital technologies.

Investors



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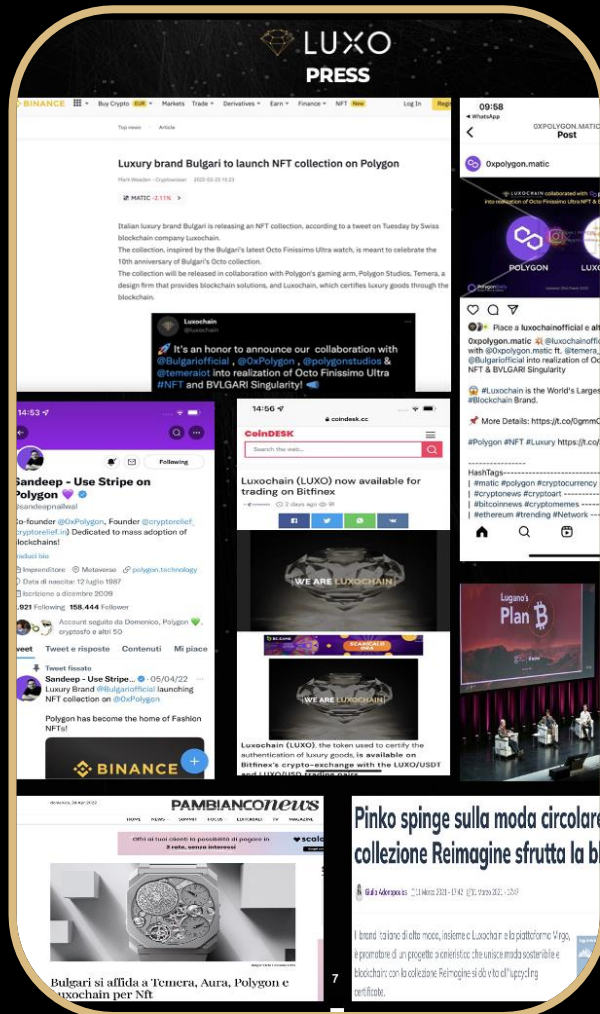


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