



TRON Grand Hackathon S3

Problem

Counterfeits

Digital

**Bits are easily and
infinitely reproducible.**

Physical

**Fashion and luxury goods
suffer from counterfeits.**

Solution

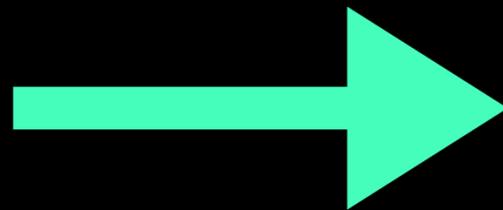
Link NFT and Asset.
Scan to Verify.

Solution



Original

Invisible
Signature

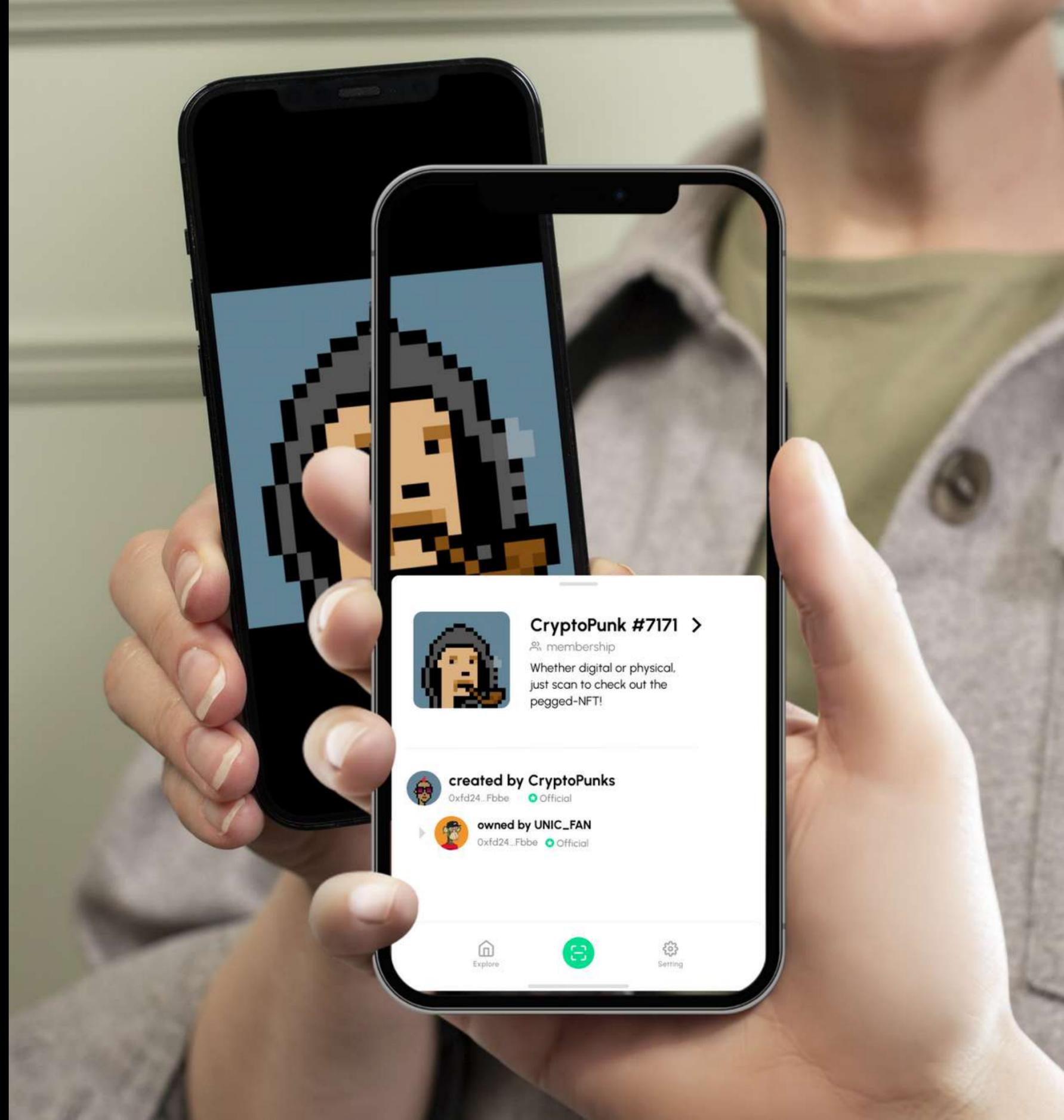


Signed-NFT
(The image is now a
pointer to the NFT)

The digital image has been signed, now it is scannable.

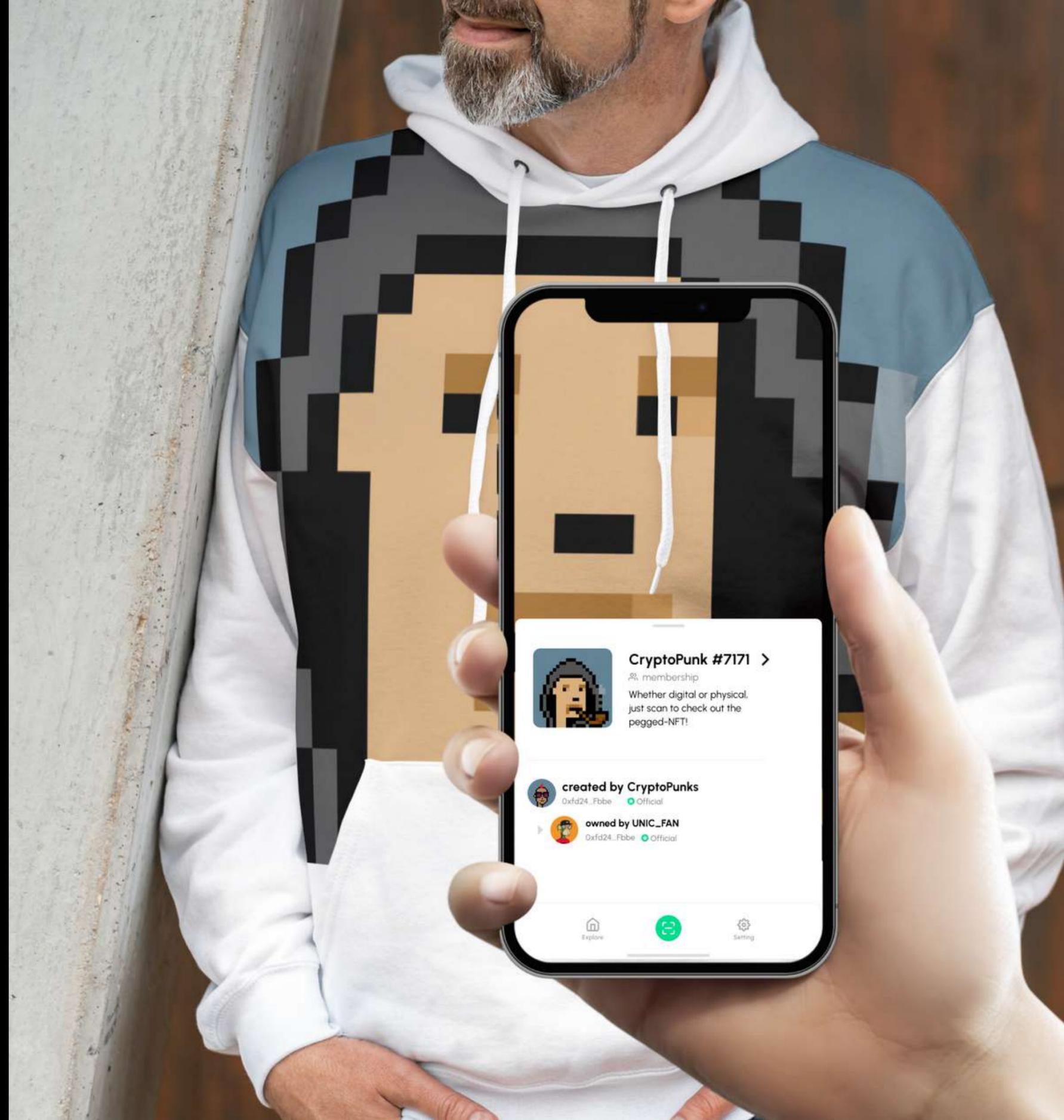
The image is the pointer to the smart contract, unlike before, when the smart contract was a pointer to the image.

Scanning the image points to the NFT!



Print the signed pointer image on anything, then the physical asset is scannable!

In this case, the hoodie is a pointer to the NFT. (To be exact, the image on the hoodie is!)



Let's go creative.

Encode signature in a logo and to make the logo a pointer to an NFT!

Visually identical products can each have a unique signed-NFT.



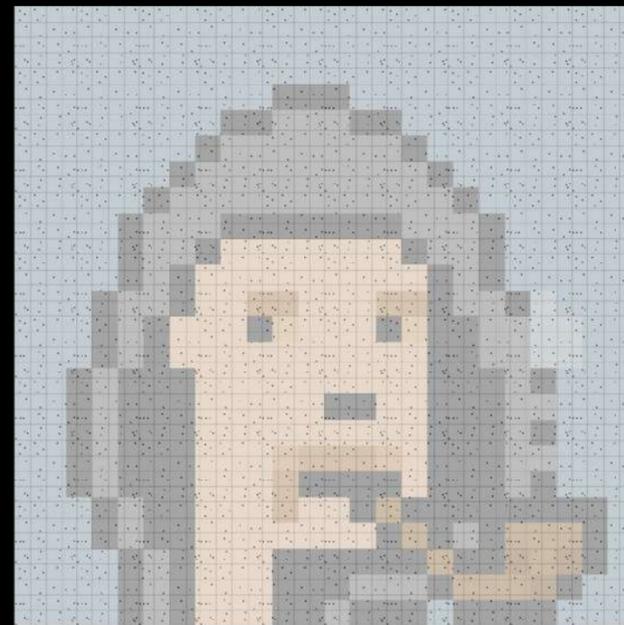
Invisible Signature Process



Original



Dot Pattern Blending



Signed

(The image points
to the NFT)

Invisible Signature Advantages

Unrecognizable
by Human Eye

Easy and Fast
Encryption &
Verification

Different
encryption for
identical assets

Scan Digital
& Physical

Provides Direct and Impregnable Link Between NFT and Asset.

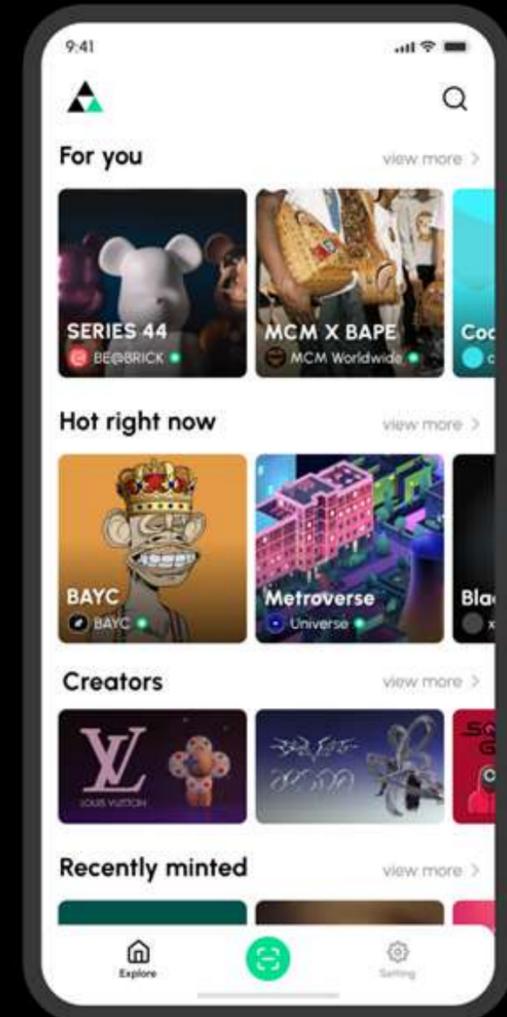
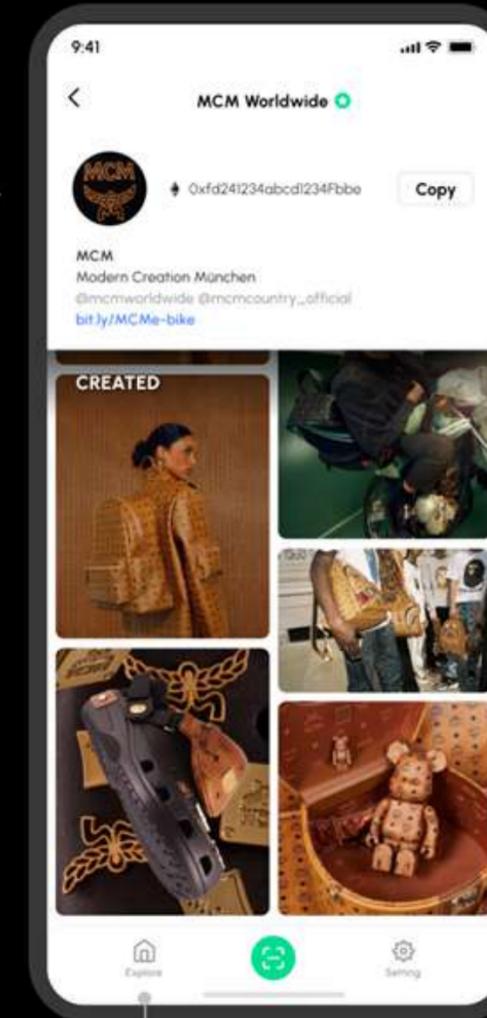
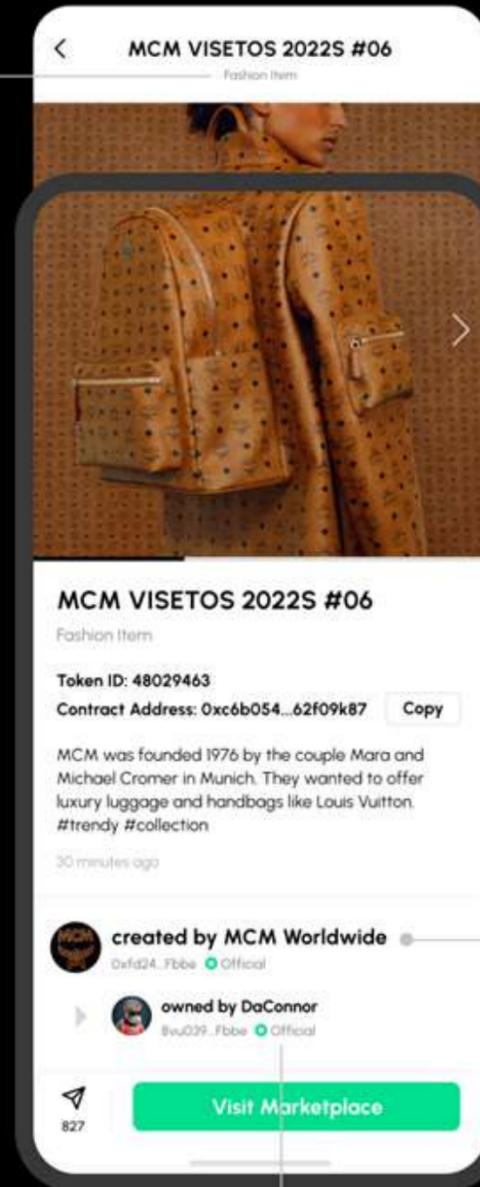
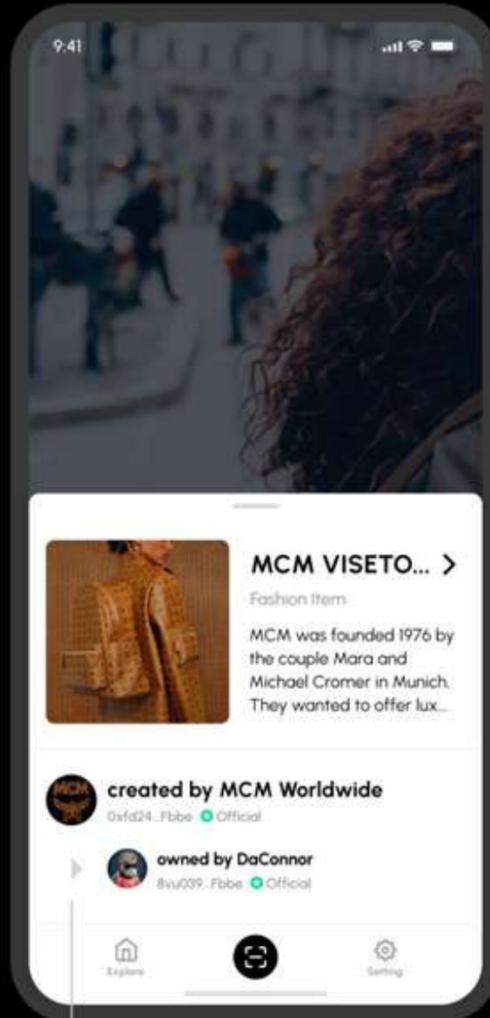
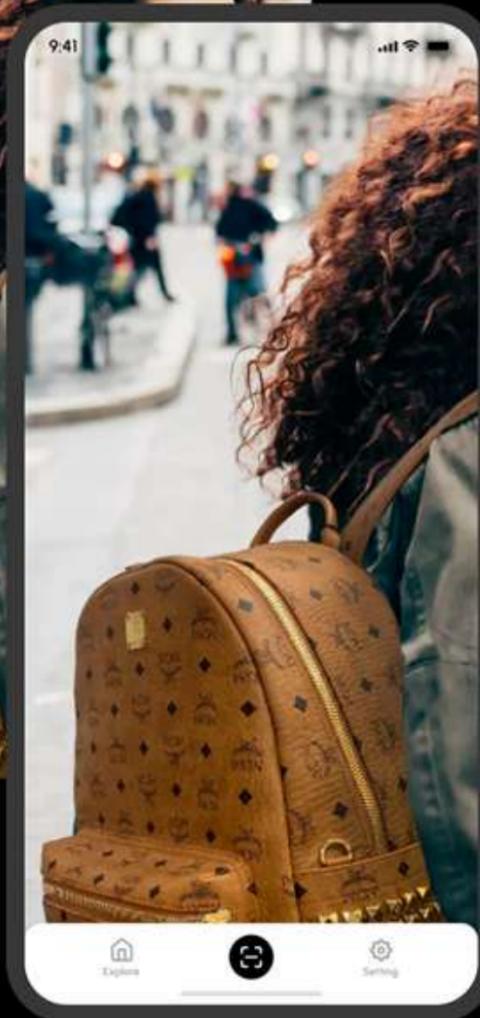
"Peg the NFT to an asset by making the asset point to the NFT!"

Mobile App

Easy Access to Information

Easy to Explore & Discover

curated for better experience



- Profiles of both the creator and the owner
- Badge for an official account



Search items, collections, and accounts

Tron

Create



Choose a pool Standard



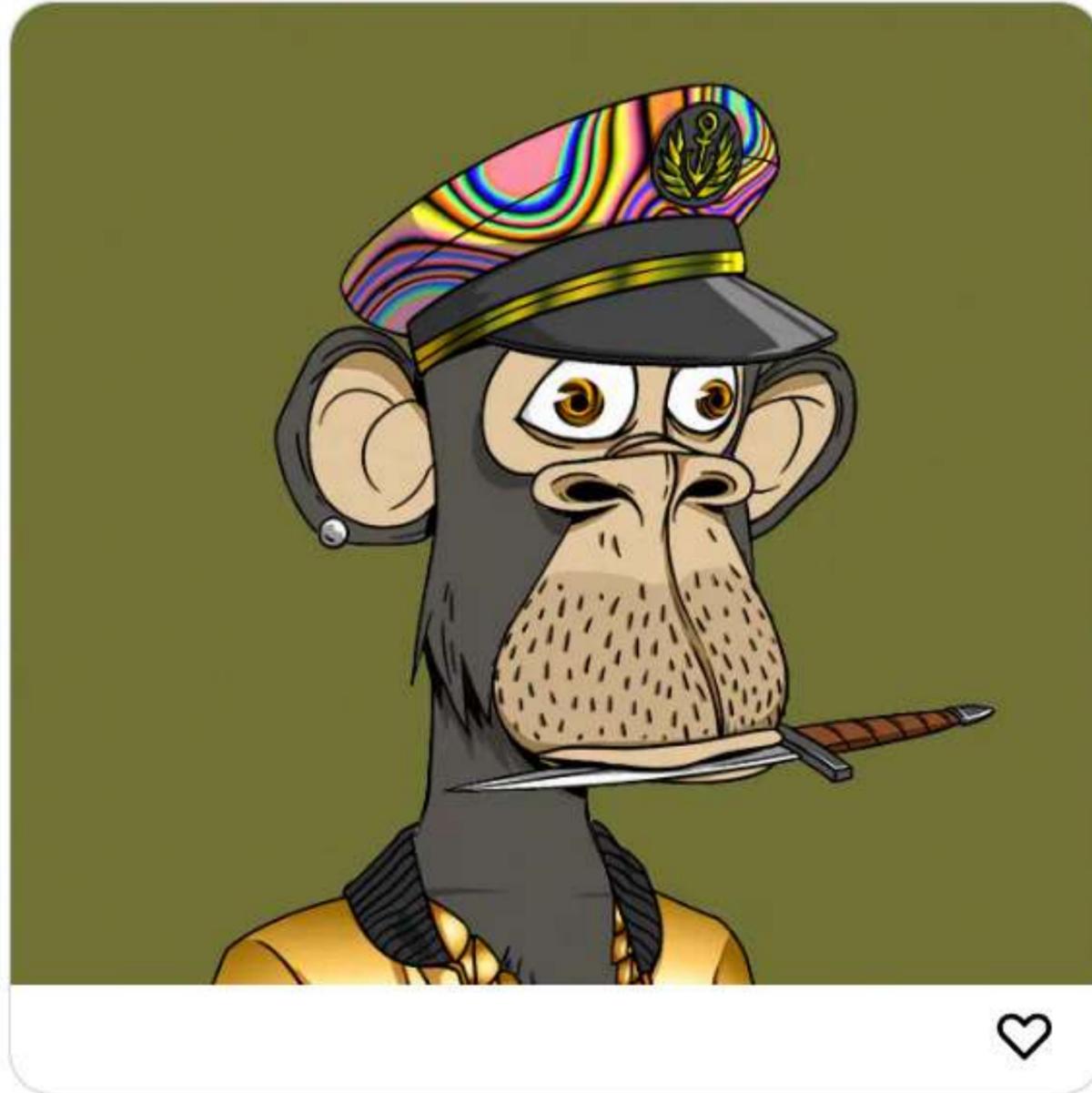
Create New Pegged NFT

Mint a new pegged NFT

You can create a new NFT backed by an asset such as a digital image, an audio file, or a video, using our smart contract.

Next

Pegged-NFT
Platform



Created by [TMvYp17Be2 ...](#)

tron bayc #1

Owned by [TMvYp17Be2 ...](#)

test 2

0 Views

0 Scans

Details

Contract Address	TNKz7 ... fF8rA
Token ID	1
Token Standard	ERC1155
Blockchain	TRX

Pegged Assets



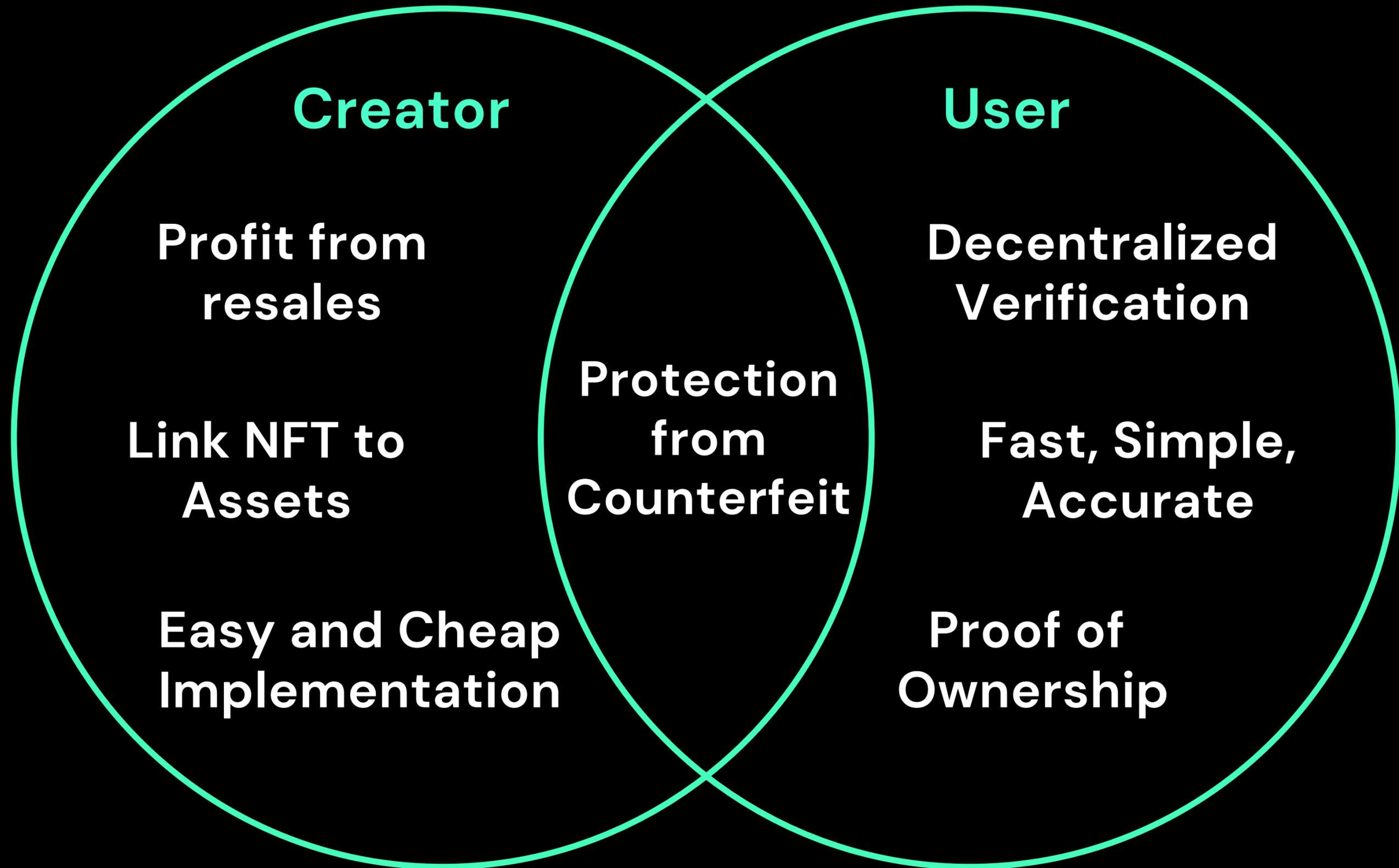
Pegged-NFT Platform

Business Model

**Pegged-NFT
Signature Fee**

**1.5% Trade
Commission**

Value



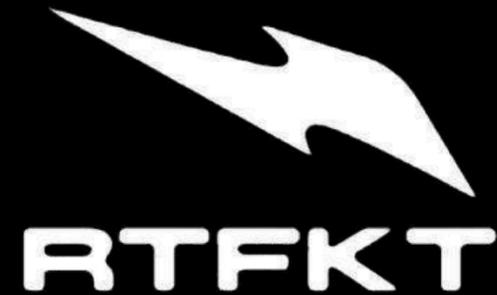
The Market Opportunity

Why Now?



AURA
BLOCKCHAIN
CONSORTIUM

LVMH



Product → NFT



NFT → Product

Why Now?

Brands, artists, and NFT projects are all trying to connect NFTs and assets, but there is a technological gap between the two.

Product → NFT

NFT → Product

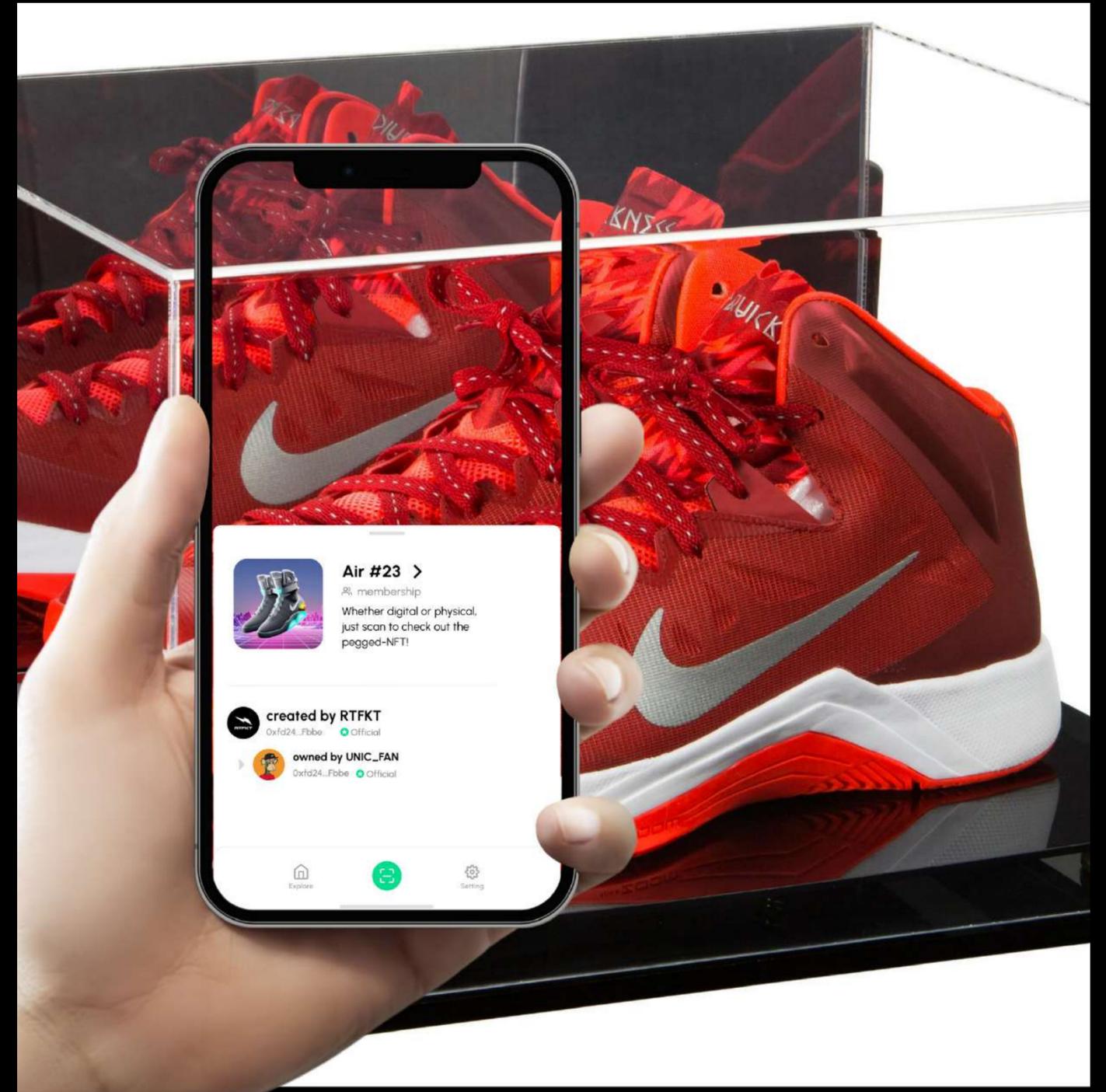
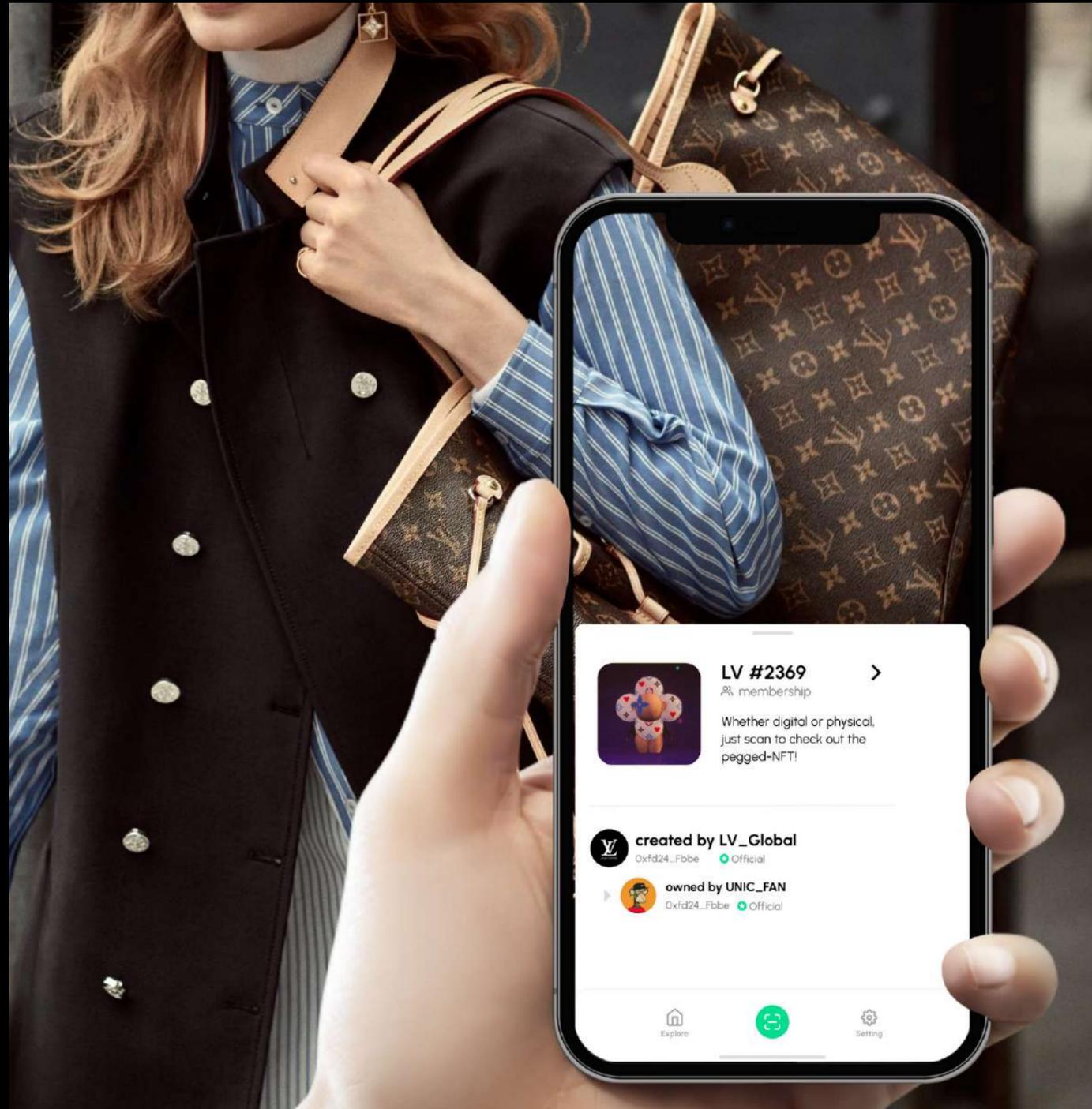
Opportunity: NFT for Luxury Retail Brands

*The resale luxury market, already sizeable (estimated at **\$30 Billion in 2021**), is surging: industry watchers predict an annual growth rate of **15% over the next decade**.*

The State of Fashion 2022
(McKinsey & Company)

*Valued at around **\$500 billion** a year globally, **counterfeiting** generates more than **60%** of that value from fashion and luxury goods.*

Opportunity: NFT for Luxury Retail Brands



Opportunity: Pave the way for NFT projects to go **Physical**

Primates @Primatesnft

PRIMATES MERCH UPDATE

We have been teasing our upcoming merch drop in discord so here is a thread giving you a little update on what to expect.

The first collection will consist of :
5 acid washed shirt, 2 skateboard, 1 cap, 4 XXL mousepad designs.

Total of 12 items



The Bitcoin Express @The_BTC_Express · Oct 22

MERCH ALERT

I'm giving away 10 Doodle #8900 x TBE, NFT backed T-Shirts that I made with @Uniqly_io

Took 10 minutes to create the store, and you can create one too. Here's a tutorial how - [youtube.com/watch?v=7QOOWt...](https://www.youtube.com/watch?v=7QOOWt...)

To enter, retweet! that's it! Winners on 10/26 #ad

1/2



Azuki @AzukiOfficial · Oct 18

Replying to @AzukiOfficial

Our first implementation of PBT uses the BEAN Chip, a physical cryptographic chip that self-generates an asymmetric key pair.

PBT enables the hardware to create a new experience we like to call "scan-to-own".

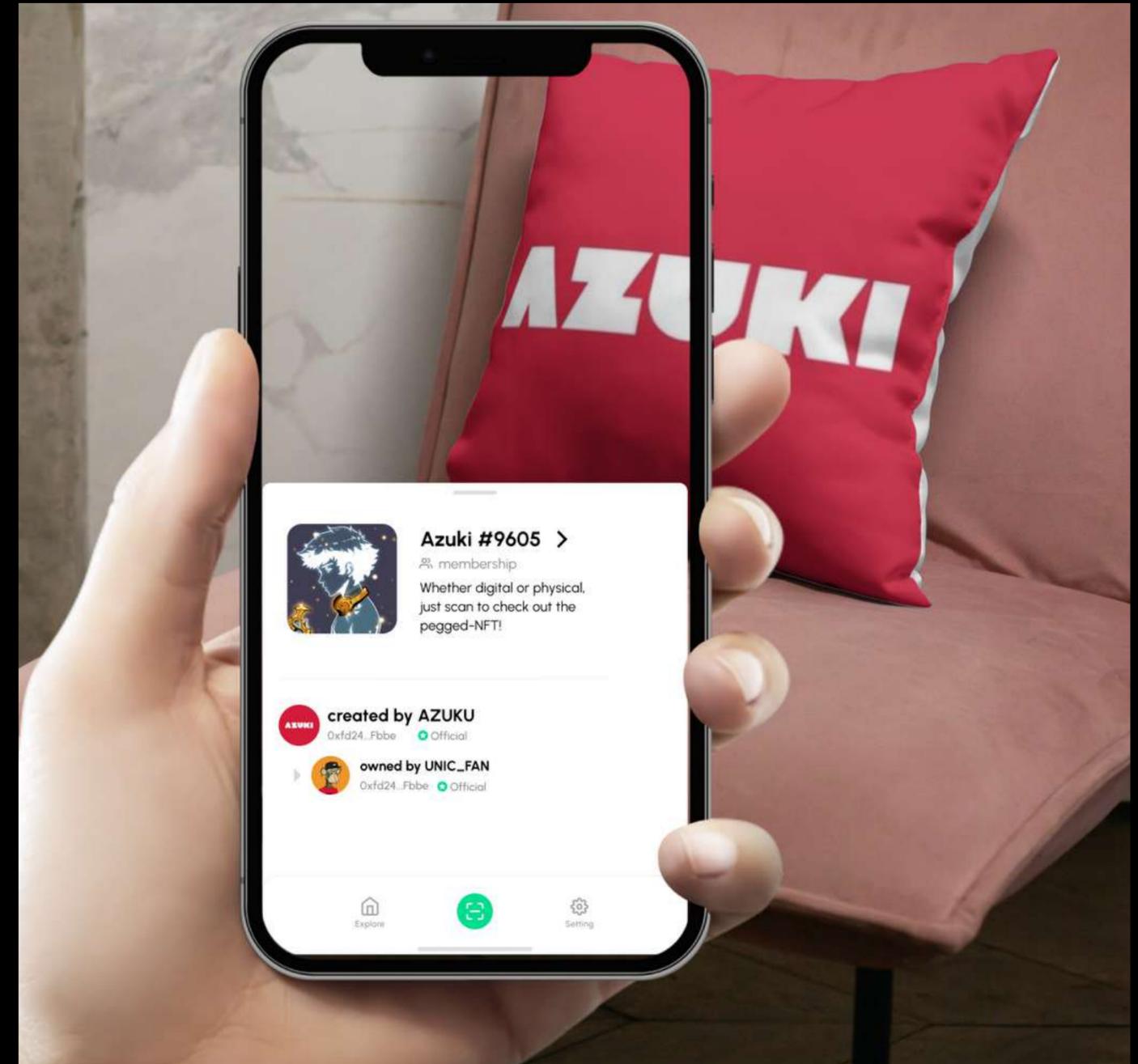


0:05 18.4K views

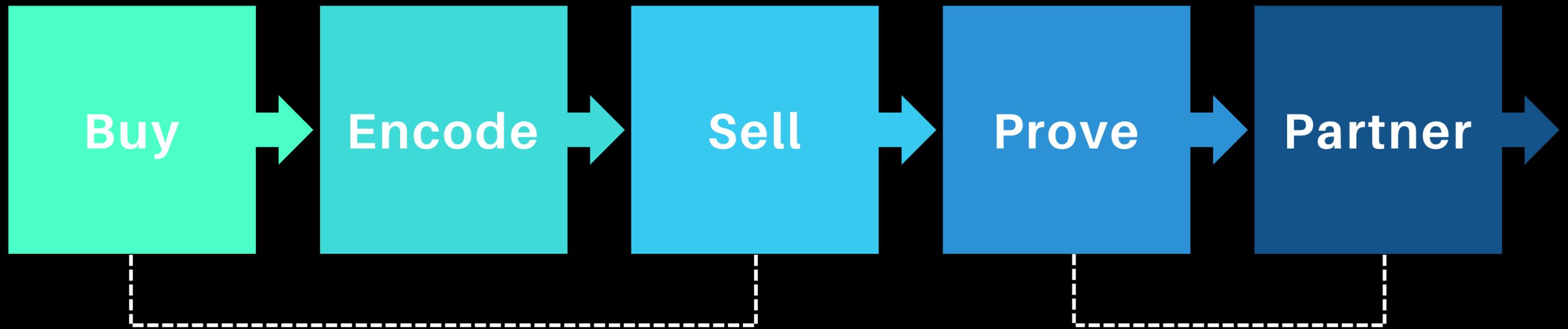
15 101 738

Make a **unique physical product** with an **NFT** attached!

Opportunity: Pave the way for NFT projects to go **Physical**



Go-To-Market Strategy



Directly purchase luxury brand products, encode invisible signature, and sell them in our marketplace. Similar approach for major NFT projects as well, as we can make the physical asset like a hoodie.

Prove that our system works, such as physical resale profit for brands. Use the KPI to make partnerships

Why Us?

The Team: Co-Founders



Philip

#HGU/KAIST

#Tencent

#E-Commerce



Scott

#NYU/KAIST

#Web3 Engineer

#Solidity

STAY IN TOUCH WITH UNIC!

Join our vision to make anything unique.



pilwon95@gmail.com



www.tron.unic.io

