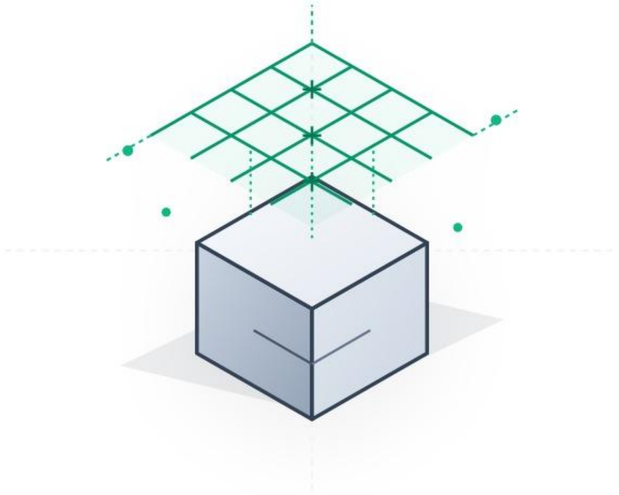


TrustQR

Product Authentication & Anti-Counterfeiting Platform

Building trust between brands, products and consumers.

500K+ products protected • 8 paying brands in 4 countries • $0 raised

Investor Presentation • October 2026

Counterfeiting: A $467B Problem Hiding in Plain Sight

Fakes move through the same distribution channels as genuine goods. Once a product leaves the factory, brands lose visibility, and consumers have no reliable way to check what they are buying.

$467B

Counterfeit goods traded internationally in 2021

OECD/EUIPO, 2025

2.3%

Of all world trade. Domestic and online fakes are not included

OECD/EUIPO, 2025

$5.42B

Counterfeits seized by U.S. CBP in FY2024 (32.4M items), +95% vs FY2023

U.S. Customs & Border Protection

Safety Risk

Hazardous fakes are rising: medicines, cosmetics, food, auto parts and toys.

Lost Visibility

Manufacturers lose track of goods the moment they enter multi-tier distribution.

Legacy Failures

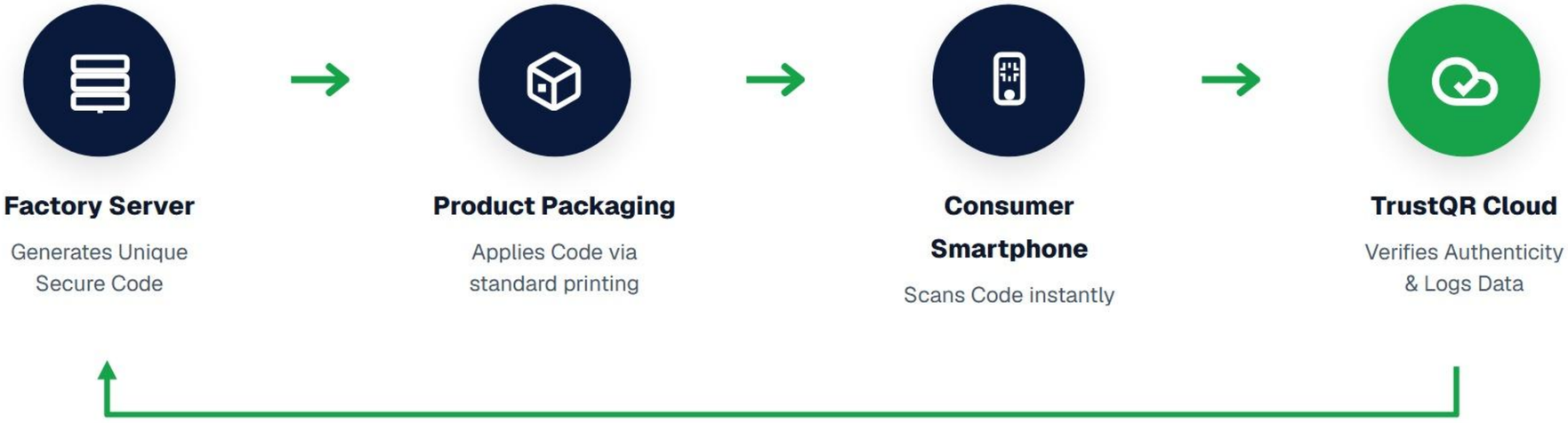
Holograms and printed seals are easily copied and generate no data.

The Missing Link

No affordable, product-level check a consumer can run with a phone.

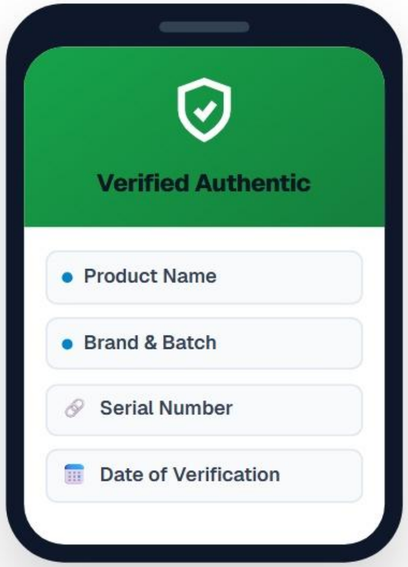
The Digital Bridge: Linking Physical Products to Cloud Verification

TrustQR empowers manufacturers to assign a **unique, secure digital identity** to every physical product. Customers and supply-chain partners verify authenticity instantly with a single smartphone scan—no specialized hardware required.



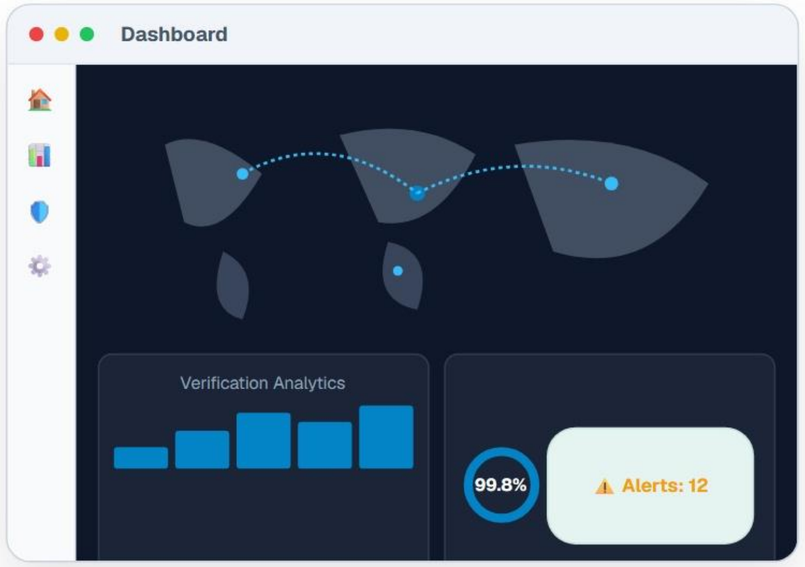
A Unified Platform for Verification and Intelligence

Consumer Experience



Instant QR authentication, unique product identity confirmation, and seamless mobile-friendly verification results.

Manufacturer Intelligence



Real-time traceability, global verification analytics, suspicious activity & duplicate scan alerts, customer location mapping, and enterprise API integration capabilities.

Technology: Why a Copied Code Gets Caught

A QR code can be photographed and reprinted, so TrustQR does not rely on the code alone. Every code is a unique, server-issued identity whose scan history is tracked in real time.

1. Unique Cryptographic IDs

Each unit gets a non-sequential, unguessable code issued by TrustQR. It cannot be generated outside the platform.

2. Duplicate-Scan Tripwire

When one code is scanned in different places or too many times, the platform flags it and alerts the brand in real time.

3. Geo & Scan Intelligence

Scan location and time map where products really go, revealing grey-market diversion and hotspot regions.

4. NFC Hardware Layer

For pharma, luxury and regulated goods: encrypted NFC tags that cannot be cloned by copying a printed image.

Proven in the field: across ~14,000 consumer scans, 2 cloned codes were caught and flagged. A visible “verify me” code is also a deterrent: copying it means getting exposed. No special hardware, no app download.

Early Traction, Capital-Efficient

500K+

Products Protected

300K paid • 200K+ pilot & market-seeding codes

8

Paying B2B Customers

USA, UK, India & Australia • supplements & pharma

~$30K

Revenue to Date

~$0.10 per paid code • $0 raised

~14K

Consumer Scans

~5% of paid codes verified by end buyers

2

Cloned Codes Caught

Flagged automatically by duplicate-scan alerts

TRUSTED BY

Batch-driven revenue: brands buy codes per production run. 3 brands have already reordered for new batches; the rest reorder when their next batch is produced.

Pipeline: Demand Beyond Today's 8 Customers

Growth comes first from brands that already trust us, then from new markets and verticals.

6 of 8
Existing customers asking for more volume or product lines

~$8K
Contracts currently under negotiation

2
Brands that have requested a pilot

Turkey
Food brands in negotiation, our first food & FMCG vertical

10+
Brands in active conversation

Path to Month 12 (~$300K ARR): expand the 6 existing brands, convert both pilot requests, close the Turkey food deals, and add Qatar pilots on top.

Usage-Based SaaS Economics & Protection Layers

Transparent usage-based pricing with zero friction: **unlimited consumer scans included free**, with an optional hardware-grade **Contactless (NFC) Tag** layer for sensitive goods.

LAYER 1: DIGITAL QR SERIALIZATION Zero-app smartphone verification • Real-time duplicate scan detection

SMALL BATCHES

Starter

$0.30

per generated QR code

- ✓ Unique cryptographic QR codes
- ✓ **100% Unlimited scans free**
- ✓ Verification scan analytics

Ideal for initial batch trials, pilot runs, and emerging brands.

MOST POPULAR

Growth

$0.20

per generated QR code

- ✓ Volume-tiered unit economics
- ✓ Duplicate scan tripwire alerts
- ✓ Fraud reports & geolocation insights

Optimized for scaling production lines and multi-batch distribution.

HIGH VOLUME

Enterprise

Custom

tailored to annual volume

- ✓ Direct factory/ERP API integration
- ✓ Custom counterfeit alert policies
- ✓ 24/7 SLA & dedicated account manager

For multi-market manufacturers, enterprise packaging lines, and governments.

LAYER 2: Contactless (NFC) Tags for Highly Sensitive Products

Hardware-Grade Security

Contactless NFC tags add a tamper-evident, clone-resistant physical layer when brands need maximum resistance against packaging forgery and gray-market cloning (Pharmaceuticals, Luxury Goods & Regulated Products).

STARTER ADD-ON

+$0.05

per contactless NFC tag unit added to supported product packaging runs.

GROWTH VOLUME

Volume Tiered

Discounts for larger tag manufacturing runs and recurring industrial production batches.

ENTERPRISE ARCHITECTURE

Custom

Custom encrypted NFC chips, covert packaging inlays, regulated goods & multi-region rollouts.

Pricing by sector (indicative): pharma & supplements $0.10–0.30 • cosmetics $0.05–0.15 • food & FMCG $0.01–0.03 on volume contracts. Today's blended average is **~$0.10 per paid code**, the basis for every projection in this deck. Software gross margin ~90% (est.).

Built-in stickiness: once consumers learn to expect the TrustQR code, a product shipped without it looks fake, so brands reorder codes with every new batch.

Market Opportunity

We size the market by what brands spend on authentication, not by the value of fake goods.

TAM

$2.9B → $4.3B

Global authentication & brand protection spend, 2023–2028, 8.3% CAGR *(MarketsandMarkets)*

SAM

Software QR / NFC

SME & mid-market brands in supplements, cosmetics and pharma, starting from the GCC

3-YEAR TARGET

~$3M ARR

30M paid codes/yr × ~$0.10 per code, about 0.07% of TAM

Where authentication pays first

Supplements & nutrition — outside pharma track-and-trace mandates, heavily faked online

Cosmetics & personal care — named by OECD among rising hazardous fakes

Pharma (complementary) — national track-and-trace (KSA RSD, UAE Tatmeen) secures the supply chain; TrustQR adds the consumer-facing check and scan intelligence

Food & beverage — premium and export SKUs, volume pricing

Luxury, electronics, auto parts — NFC layer for high-value goods

Competitive Landscape

Established U.S. and European players serve governments and large enterprises with specialized equipment, inks or forensic markers. The mid-market is underserved.

Company	Focus	Gap TrustQR fills
Authentix Addison, TX	Governments, tax stamps, fuel marking, large brands	Self-serve onboarding for SME & mid-market brands
Systech Princeton, NJ	Enterprise pharma serialization	No dedicated line equipment; standard printing
Digimarc Beaverton, OR	Invisible digital watermarks	No print-workflow integration needed
Applied DNA Sciences Stony Brook, NY	DNA markers and forensic evidence	Instant phone check, no lab, low cost
Entrupy New York, NY	AI image authentication for luxury resale	Protection from the factory, not after sale
Scantrust Lausanne, Switzerland	Secure QR with copy-detection pattern	No special print resolution or press calibration
Kezzler Oslo, Norway	Serialization & traceability cloud for large FMCG	SME pricing; live in days, not months
OpSec Security UK / U.S.	Holograms, labels, online brand protection	Data-driven, no physical security hardware
TrustQR UK → Qatar	**Product-level QR + NFC with scan intelligence**	**From ~$0.10/code, live in days, GCC presence**

Qatar: The Strategic Launchpad for GCC Expansion

Why Qatar

Qatar National Vision 2030 and the Third National Development Strategy prioritize a diversified economy, food security and local manufacturing, while Qatar Free Zones attract regional HQs. Product-level authentication protects that production, imported essentials and consumers.

12-Month Plan

- Founder relocates to Doha; Qatar entity established
- Target: **5 pilots** with Qatari manufacturers, distributors and retailers
- Target: **3 paid contracts** converted from pilots
- Target accounts *(outreach starts on arrival)*: Baladna, Hassad Food, QPharma, Al Meera, supplement & pharma distributors



Go-to-Market: Pilot, Prove, Expand

Sales Channels

- ✓ Direct sales to brand owners
- ✓ Packaging & label printers (resell codes with every print run)
- ✓ Distributors protecting their portfolios
- ✓ ERP / technology integration partners

Proven Motion

Free pilot codes → scan data proves value → volume contract. This is how our first 8 customers were won.



Founding Team: Technology Meets Industry

RJ

Rami Jahan

Founder & CEO • Software Engineer

- 25 years of software engineering and production systems
- Designed and built the TrustQR platform end to end
- Grew TrustQR to 8 paying brands in 4 countries with zero external funding
- **Relocating to Qatar** to lead the GCC launch

ML

Mike Latifi

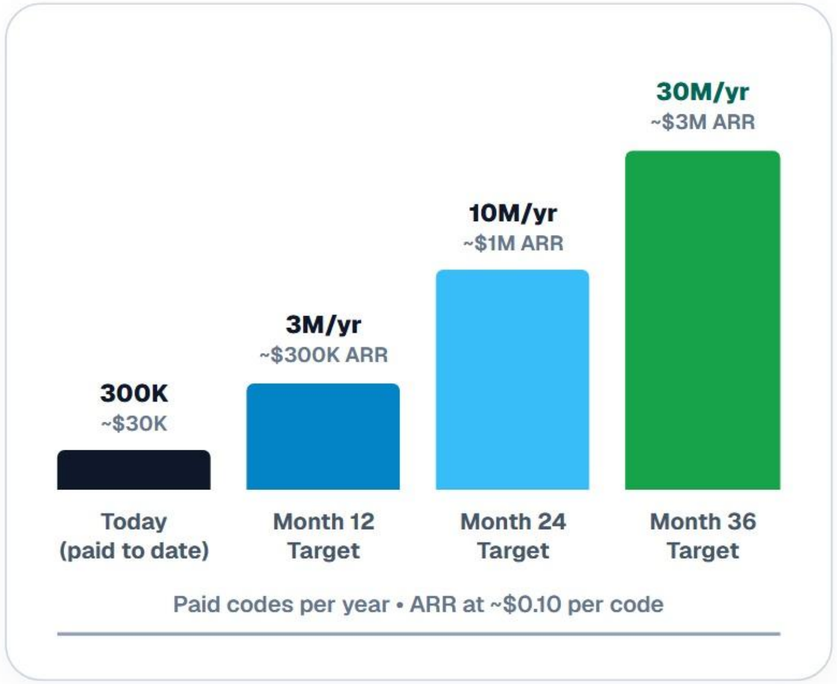
Co-Founder • Supplement Industry Lead

- 35+ years in manufacturing and sales in the sports supplement industry
- M.S. Electrical Engineering, University of Missouri–Columbia
- Knows first-hand the counterfeit, trust and market-protection problems of brands and distributors
- Opens doors to supplement manufacturers and distributors

Seed-funded hires: **Business Development Lead, Qatar** **Enterprise Sales, GCC** **Customer Success Engineer**

TrustQR Ltd, registered in the UK; Qatar entity to be established

The Seed Round: Targets & Use of Funds



Raising ~USD 800,000 Seed

SAFE • 18-month runway to ~$1M ARR



40%	**Marketing & Sales** GCC sales hires, pilots & channel partners	$320,000
25%	**Product & R&D** Detection Core, Scan Analytics & APIs	$200,000
25%	**Qatar & GCC Expansion** Doha entity, office, relocation & local team	$200,000
10%	**Infra & Security** Cloud Scalability & Compliance Audits	$80,000

Why QDB: What We Ask, What Qatar Gets

Our Ask
(from the QDB Incubation Hub)

- Admission to Digital & Beyond (powered by Ooredoo) as a tech startup soft-landing in Qatar
- Founder residency via the Talent Community Program
- Introductions to Qatari manufacturers, distributors and retailers for pilots
- Access to QDB funding instruments alongside our $800K seed round

What Qatar Gets
(impact)

- A product-authentication company headquartered in Doha for the GCC
- Protection for local producers and food-security supply chains
- Consumer-safety tooling against fake medicines, supplements and cosmetics
- Local high-skill tech jobs funded by the seed round

The Investment Case

The Foundation
(What we have)

- Live QR + NFC authentication platform
- 8 paying B2B customers
- 500K+ products protected (300K paid)
- ~$30K revenue with zero external capital
- Founders: 25 yrs software + 35 yrs supplement industry

The Catalyst
(What we seek)

- ~$800K seed: 18-month runway
- QDB incubation & Qatar soft-landing
- Pilot introductions with Qatari producers
- Path to ~$1M ARR in 24 months

TrustQR is building the digital trust layer between products, brands, and consumers.

Rami Jahan & Mike Latifi, Co-Founders • info@trustqr.org • trustqr.org