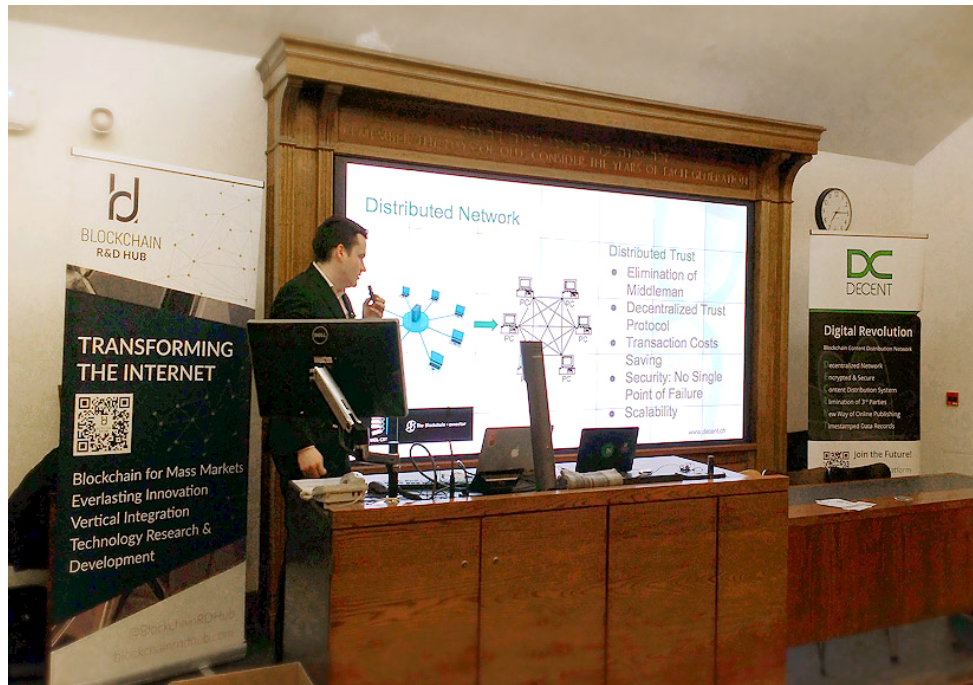


## Blockchain in Logistics and Publishing: Blockverify and Decent



- 1) The Fung Global Retail & Technology team recently attended two events showcasing blockchain technology startups: Blockverify's presentation at London-based incubator Launch22 and Decent's presentation at University College London (UCL).
- 2) Blockverify is a blockchain-based, anti-counterfeit solution that introduces transparency to the supply chain of high-value items, such as pharmaceuticals, to track an item through the entire supply chain and ensure consumers receive an authentic product.
- 3) Decent is a blockchain-based, online content distribution network which acts as a content marketplace that provides authors with a way to market their material directly to customers.

The Fung Global Retail & Technology team recently attended two events showcasing blockchain technology startups. The first, held at the London startup incubator Launch22 on February 20, 2017, introduced Blockverify, a blockchain based anti-counterfeit solution. The second, at UCL on February 22, 2017, introduced Decent, a blockchain content distribution network.

### **Blockverify: A Blockchain-Based, Anti-Counterfeit Solution**

Blockverify uses the blockchain to track items on their journey through the supply chain. Pavlo Tanasyuk, Founder and CEO of Blockverify, focused on the problems that Blockverify solves rather than on the technicalities of how the blockchain technology applies to supply-chain management.



Tanasyuk described how blockchain technology solves problems associated with the supply chain of high-value products such as pharmaceuticals. In the pharmaceutical supply chain, the lack of transparency and trust between parties, the complexity of the supply chain and the possibility of fraud are recurring problems.

Tanasyuk gave figures to contextualize the issue: the International Chamber of Commerce estimates the value of counterfeit goods globally exceeded US\$1.7 trillion in 2015, while the World Health Organization estimates that drug counterfeiting represents around 10% of the world pharmaceutical market.

The blockchain technology applied to supply-chain management addresses these issues by enhancing the transparency and security and solving the problem of trust. In particular, by using the blockchain technology to trace back the journey of an item through the supply chain, Blockverify assigns a unique code to a product, which can be tracked on the distributed ledger (the blockchain) and monitored at all stages along the value chain by all parties involved in the transactions. This enables the identification of diverted products, stolen merchandise, fraudulent transactions and counterfeit goods. Blockverify can be applied to management of the supply chain of high-value items, including pharmaceuticals, luxury goods, diamonds and electronics.

#### **Decent: A Blockchain-Based, Content Distribution Network**

Matej Michalko, Founder and CEO of Decent, introduced the company as a blockchain-based, online content distribution network that acts as a decentralized digital marketplace, a subscription-based content delivery system and a content-uploading and buying platform. The use of the blockchain in content distribution solves the issues of trust and security and cuts out the fees charged by the middleman:

- **The security and immutability of the records** on the blockchain ensure that content files (such as books, research papers, audio or video) recorded on the decentralized ledger through a unique identifying code cannot be stolen or modified.
- **The transparency and traceability of the records** on the blockchain enable authors and publishers to sell directly to customers without the intermediation of a third party that manages the marketplace and charges a fee.

Decent plans to offer three services: Decent Books, Decent Music and Decent Stream. The company will be launched on March 3, 2017.



FLASH REPORT

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