



QUIFACTUM

Do you know how your product was made?

*“A cynic knows the price of everything,
but the value of nothing”*

Oscar WILDE

24 April 2013: Rana Plaza Collapse sad symbol of a double problem



PROBLEM

Focus on low-cost production leads to:

- Opaque supply chains (abuses & excesses)
- Western manufacturers become less competitive

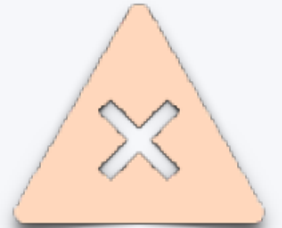
Current reactions Of Western SME manufacturers:



Adapt price:
Margins lost



Sell to affluent
niches only:
Revenue lost



Cease operations
Know-how lost

Current reactions of consumers:



“Erst das Fressen, dann die Moral”
Indifference - Resignation

Reactions of consumers and NGO's

4



As early as 2014:
Fashion Revolution

Ask the brand...

I'm [name],
and I want to thank the people who made my [clothes].
Hi @[brand], [#whomademyclothes?](#)

Signed, [email]
[country]

ASK THE BRAND

We'll restore the price/value
balance of products
by educating consumers
through production transparency



telling the story about
how articles are made,
when, where and by **whom**

Reach for your smartphone e-
and scan this QR code:



Use-cases

7



Who made my home linen?

TABLE CLOTH More...

Article: TABLE CLOTH
Model: 10001
Colour: 00 GREY
Size: 110 x 150 cm

Production timeline



The Journey of Your Ettinger Wallet

Our luxury leather accessories are handcrafted in Wivel, just outside of Birmingham, UK. We use the finest leathers and fittings, each item prepared by our skilled craftsmen and checked by our quality control before being dispatched to you, our valued customer.

Wallet More...

Article: Wallet
Model: Bode 1946 Bifold Wallet with 4 CC
Material: Leather
Colour: Black / London Tan
Size: 110 x 150 x 10 mm (approx)



Production timeline



Cultivation of Sisal plants
(Agave Sisalensis)
We buy sisal in bulk at a nearby sisal farm.

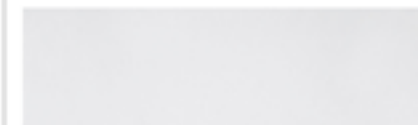


Discover how your sportswear was made

From garments to stitching. Every stitch, beyond thread finds its origin 100% in Belgium soil, in our own hometown of Braine. We like our fabrics to stretch — but not our principles.

Legging More...

Article: Legging
Model: UNDERCOVER LEGGING
Material: 65% Polyamide 35% Boreane circular knit fabric
Colour: BLACK



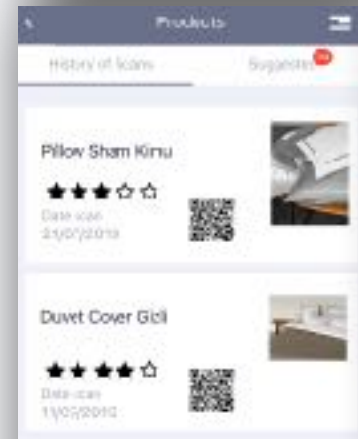
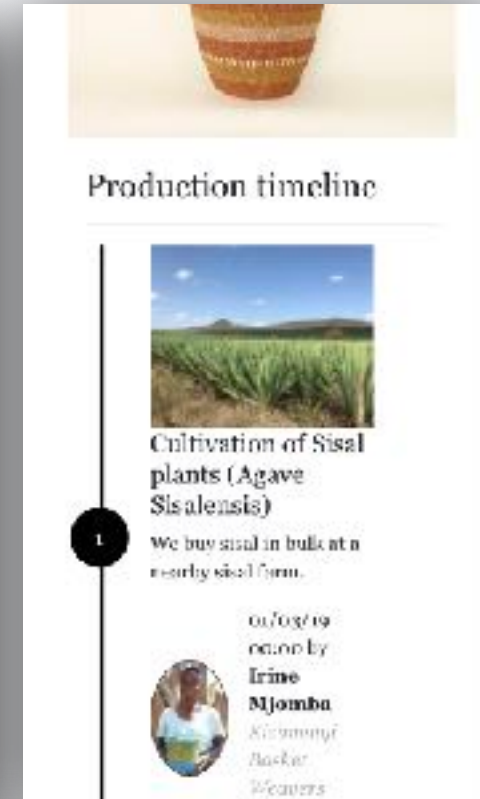
Products for consumers: webpage & app

8



Customers scan a QR code to

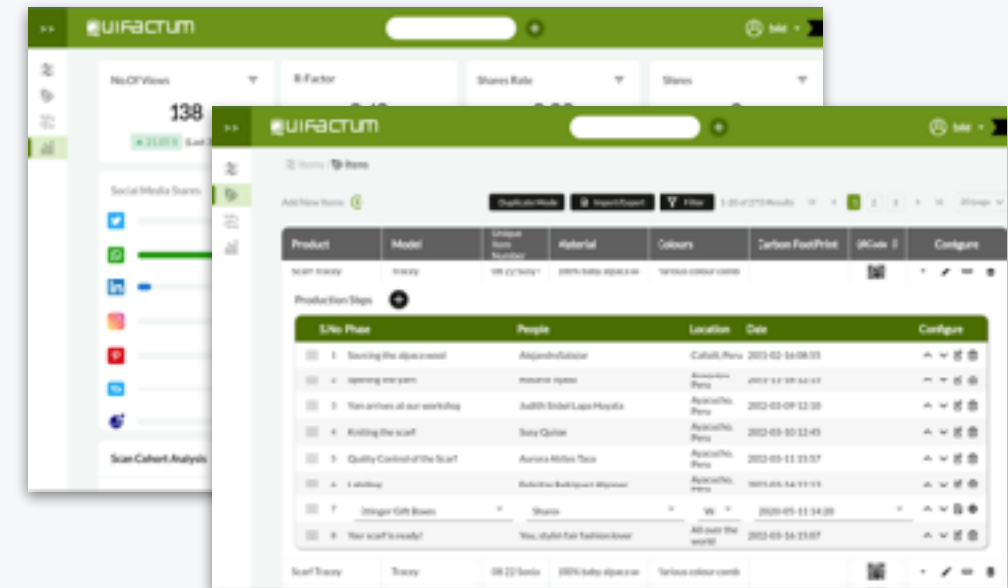
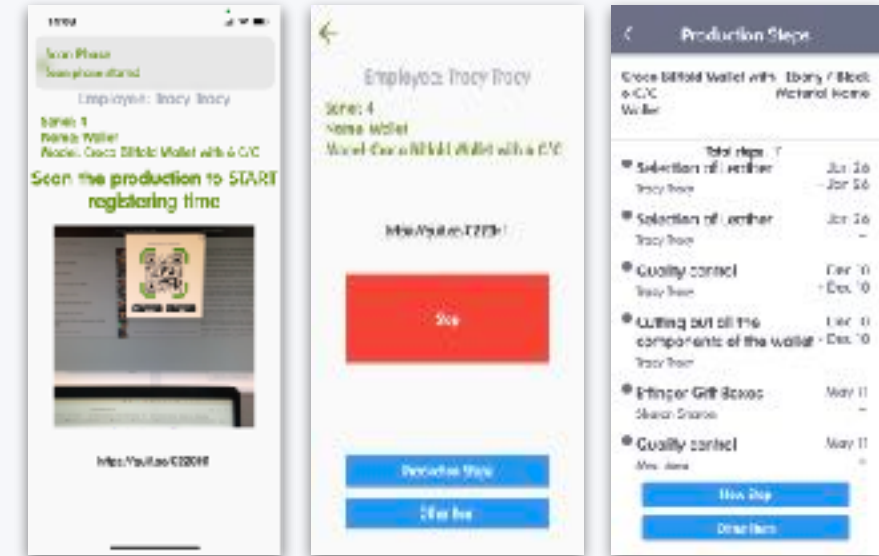
- Learn about the production chain through storytelling
- share that page on social media
- send kudos or tips *directly* to the craftspeople
- Review the product
- Upload their post-sale customer experience



Products for manufacturers

Tools

- for [easy onboarding](#)
- to [capture](#) production data (*which most companies do not even have!!*) and upload to Quifactum platform
- to connect Quifactum data to their ERP (via API) to control manufacturing costs & get insights on productivity and customer satisfaction.
- To *analyse* consumer behaviour (scans, shares, reviews, re-orders) with AI to improve marketing & sales
- Promote/suggest products of new Quifactum customers on [consumer app](#), based on preference profile
- Embedded code/plugin to incorporate product transparency view on e-commerce sites.



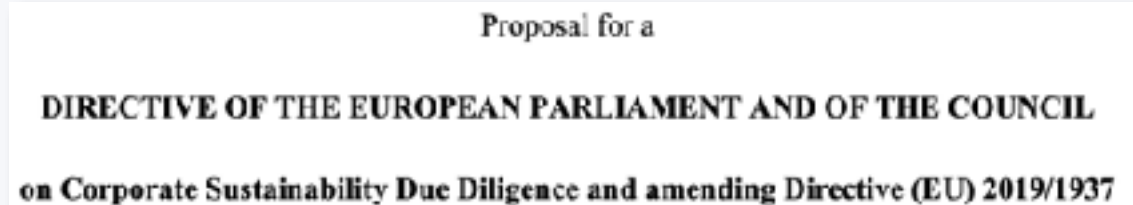
Reaction of legislators : mandatory due diligence

10

2018: OECD



EU: Call in parliament March 2021
Proposal directive 23 Feb. 2022



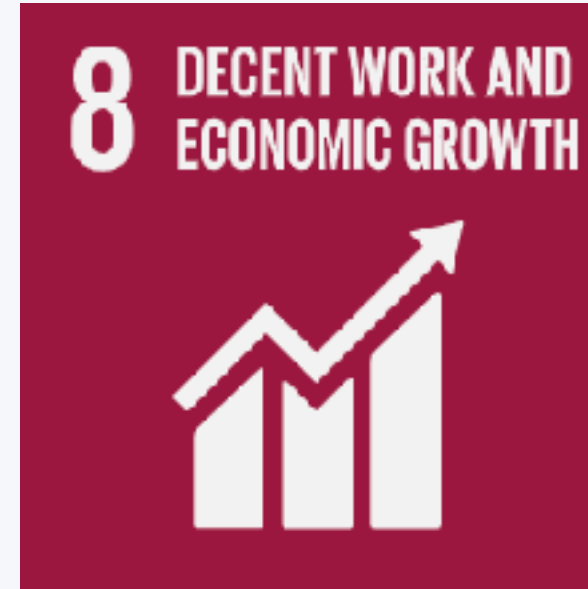
2021 B: proposal of Law



2021 D: law!



Quifactum links to these UN SDG's:



Business Model (SaaS)

No cure, no pain : € 0,5 per view (scan)

	No cure, no pain	Pack Artisan	Pack Workshop	Pack Company	Enterprise
Price/month	-	€ 79	€ 299	€ 599	Upon quote
Price per view	€ 0,5	€ 0,32	€ 0,2	€ 0,12	Unlimited
Included views	0	250	1500	5000	Unlimited

When exceeding # of views included in pack, additional views charged at €0,5

App to register
production data:
€20/month/employee

Co-Founding team :



CHRISTOF AMEYE
CTO

- Master Industrial Engineering (Vives)
- 25 years Internet Engineering
- Co-founded Jforce, successful exit in 2018

MATHIAS SLABBINCK
CEO

- Master of Laws (KULeuven-1990)
- MBA-MIM (Esade-1992)
- 25 yrs Director Kunstateliers Slabbinck nv
- Postgraduate Diploma Entrepreneurship
(Cambridge Judge Business School - 2019)
- VP Sales Odyssey Field Service