



ZINCIRX.COM

Said Nadeem

ZincirX

Digital Passports for Products

Revolutionizing Supply Chain

Transparency



The Problem

\$1.2 Trillion Lost Annually to Supply Chain Opacity

- 52% of consumers don't trust product authenticity claims
- Counterfeiting costs businesses \$1.2T globally per year
- Product recalls take 3-4 weeks due to poor traceability
- 84% of millennials want to verify ethical sourcing
- Current systems are fragmented, manipulable, and reactive

Supply chains are black boxes that destroy trust and cost billions



Our Solution

Digital Passports That Can't Be Faked

- ✓ Simple Setup: Businesses create product templates once
- ✓ Real-Time Tracking: Workers log each step with photos/data
- ✓ Instant Verification: Consumers scan QR codes for full history
- ✓ Immutable Records: Blockchain-backed, tamper-proof tracking
- ✓ Zero Technical Expertise: Web-based, mobile-friendly platform

*Every product gets an unalterable digital identity
from factory to consumer*

Market Opportunity

Massive & Growing Market

Total Addressable Market:

- Supply Chain Management: \$37B (10% CAGR)
- Product Authentication: \$3.6B (12% CAGR)
- Food Traceability: \$14B (9% CAGR)

Target Segments:

- Food & Beverage: \$2.1T market
- Pharmaceuticals: \$1.4T market
- Luxury Goods: \$350B market
- Electronics: \$1.8T market

Business Model

Scalable SaaS Revenue

Revenue Streams:

- Starter: \$500/month (up to 1K products)
- Professional: \$2,000/month (up to 10K products)
- Enterprise: \$10,000+/month (unlimited + custom features)

Unit Economics:

- Customer Acquisition Cost: \$2,400
- Lifetime Value: \$48,000
- Gross Margin: 85%
- Payback Period: 6 months

Competitive Advantage

Why We Win

Unique Differentiators:

- Hybrid Architecture: Blockchain security + Web2 usability
- No Technical Barriers: Anyone can implement in days, not months
- Consumer-Facing: End customers become marketing advocates
- Real-Time Visibility: Live tracking vs. batch reporting
- Scalable Pricing: Grows with customer success

We make enterprise-grade verification accessible to any business

Go-to-Market Strategy

Proven Path to Scale

Phase 1: Direct sales to mid-market manufacturers

- Food processors, supplement companies, craft producers
- \$2-50M annual revenue sweet spot

Phase 2: Channel partnerships with ERP providers

- Integrate with existing business systems
- Access enterprise customers through established relationships

Phase 3: Platform expansion

- API marketplace for third-party integrations
- White-label solutions for industry associations

Financial Projections

Strong Growth Trajectory

Year	Customers	Avg ARR	Total Revenue
Y1	25	\$24K	\$600K
Y2	75	\$28K	\$2.1M
Y3	150	\$32K	\$4.8M
Y4	275	\$36K	\$9.9M
Y5	450	\$40K	\$18M

Key Metrics: 15% monthly growth, 95% retention, 85% gross margins

Funding & Use of Capital

Accelerating Market Leadership

 **Raising: \$2M Series A**

 **Use of Funds:**

- 45% Sales & Marketing Team Expansion
- 30% Engineering & Product Development
- 15% Operations & Customer Success
- 10% Working Capital

 **18-Month Milestones:**

- Scale to 75+ customers
- Achieve \$2.1M ARR
- Launch enterprise features
- Expand to 2 new verticals

The Ask

Join the Supply Chain Revolution

Investment Opportunity:

- \$2M Series A for 18% equity
- \$9M pre-money valuation
- Proven product-market fit with early customers
- Clear path to \$18M revenue by Year 5

Team

SAID NADEEM

CEO



SENA ŞEN

Computer Engineer



FURKAN TEMEL

Computer Engineer





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Thanks

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