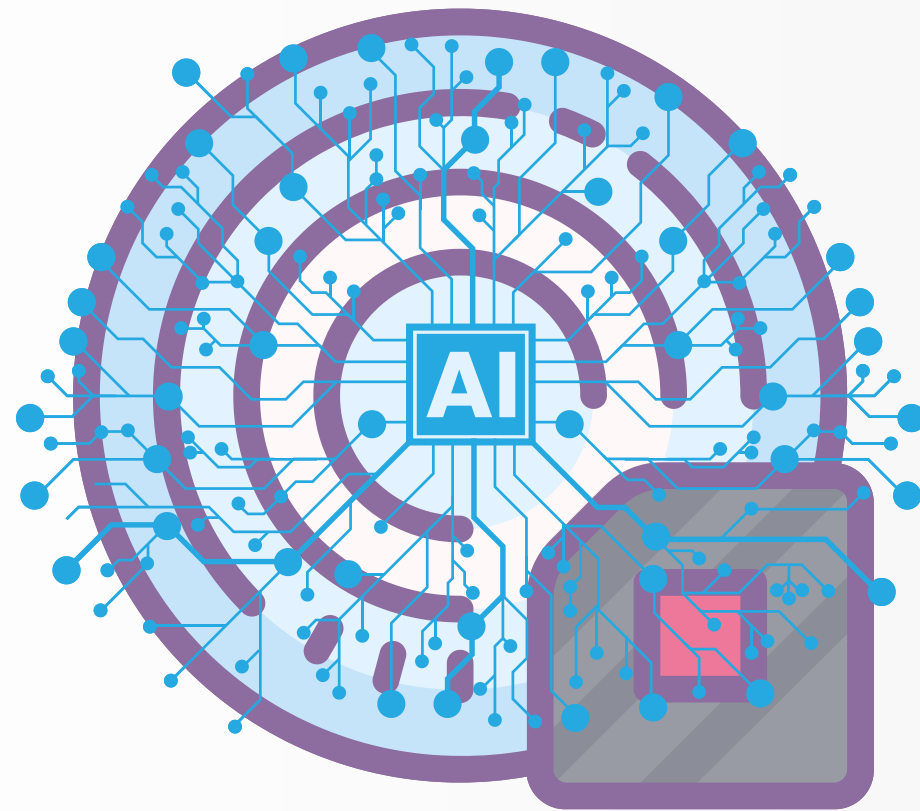
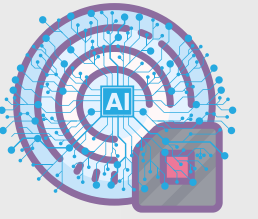




# Trace360

*Smart tracking for seamless, secure supply chains*



# Industry Overview

Supply Chain & Logistics

## Industry Participants

- Large to small scale companies
- Hardware and software driven (RFID)
- Logistics companies and third-party providers

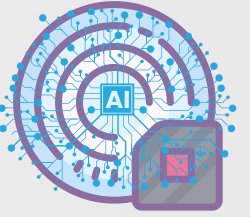


Honeywell



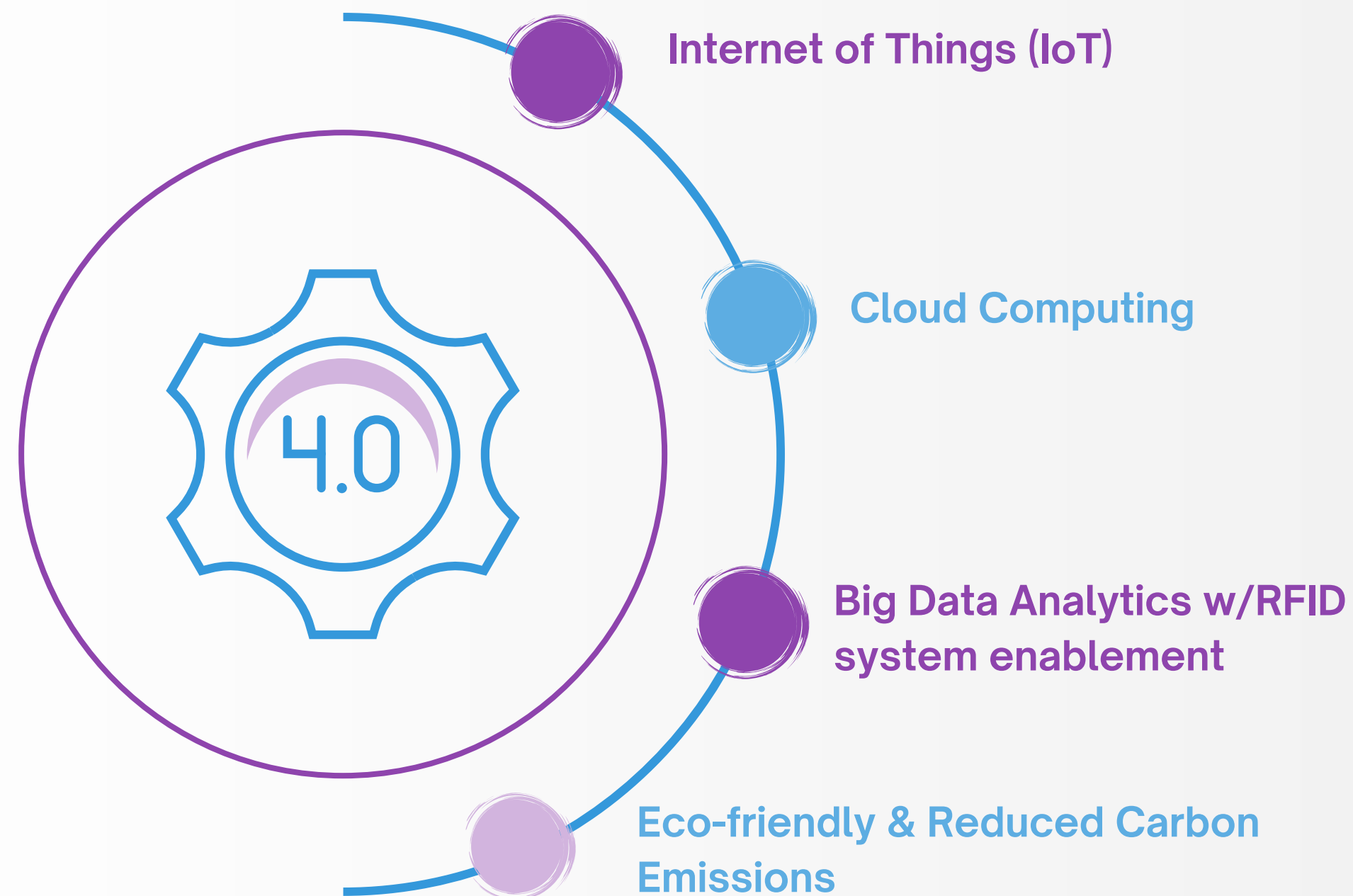
## Competitive Landscape

- Real-time tracking and reliability
- Improved delivery times and operational efficiency
- Sustainability and eco-friendly specialized solutions
- Packaging and environmental monitoring



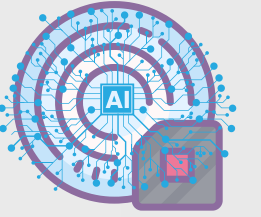
# Innovative Ecosystem

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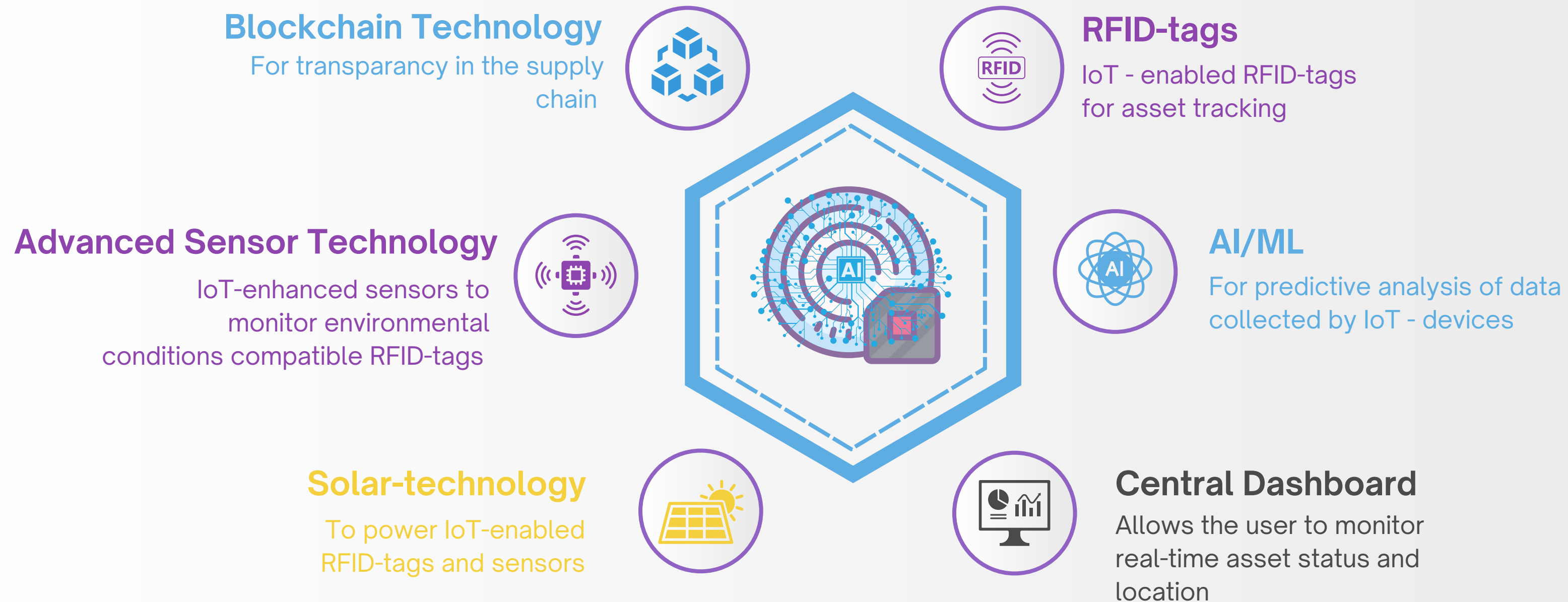


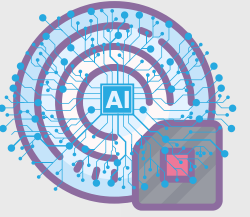
## Technology Adoption & Innovation Factors

-  Reliability of asset tracking
-  Regulatory compliance across regions
-  Cost Pressure



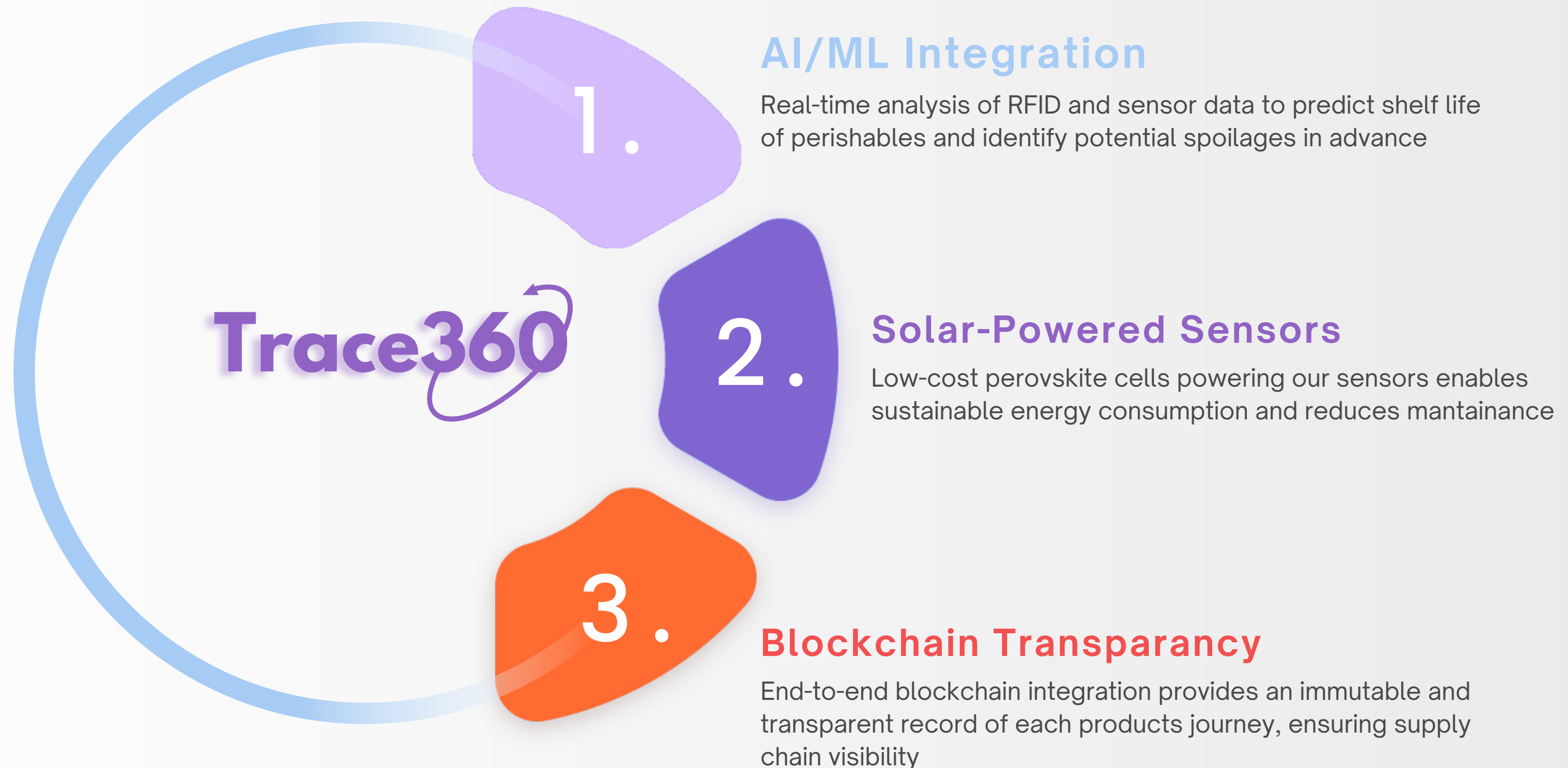
# Product Overview (1) Features

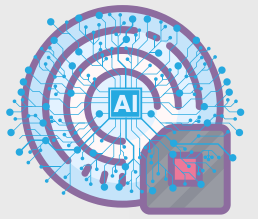




# Product Overview (2)

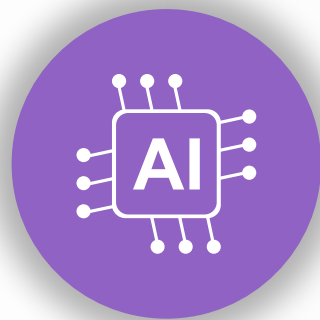
## Unique Selling Points





# Value Proposition

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## Minimizing losses by predicting risks

Trace360 uses AI to analyze real-time data, predicting risks like spoilage and delays. Proactive alerts enable quick action, minimizing losses. Enhance supply chain efficiency and ensure product quality with advanced predictive insights.



## Low-cost solar-powered perovskite cells

Solar-powered RFID sensors eliminate reliance on batteries, reducing maintenance costs. Operate efficiently in diverse conditions while supporting sustainability goals. Enable extended range and uninterrupted performance for smarter tracking.



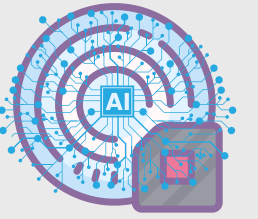
## Real-time monitoring and protection of goods

Monitor temperature, humidity, and light in real-time with IoT sensors. Protect perishable goods and ensure compliance with industry standards. Empower businesses with actionable insights to maintain product integrity.



## Transparency & traceability

Trace360 integrates blockchain for tamper-proof records and enhanced traceability. Ensure trust with transparent data accessible to all stakeholders. Simplify compliance and gain visibility across the entire supply chain lifecycle.



# Strategic Launch Plan

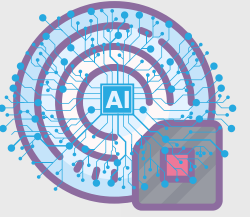
Disruption Potential & Entry Timing

## Architectural Disruption

- Integration of RFID with IoT Sensors
- AI-powered Predictive Analytics
- Blockchain Technology
- Real-time smart asset tracking

## Entry Timing

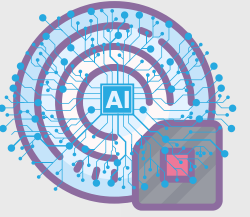
- Market Readiness
  - Solar Powered RFID
  - Sensor technology
- Competitive Timing
- First-Mover Advantages



# Strategic Launch Plan

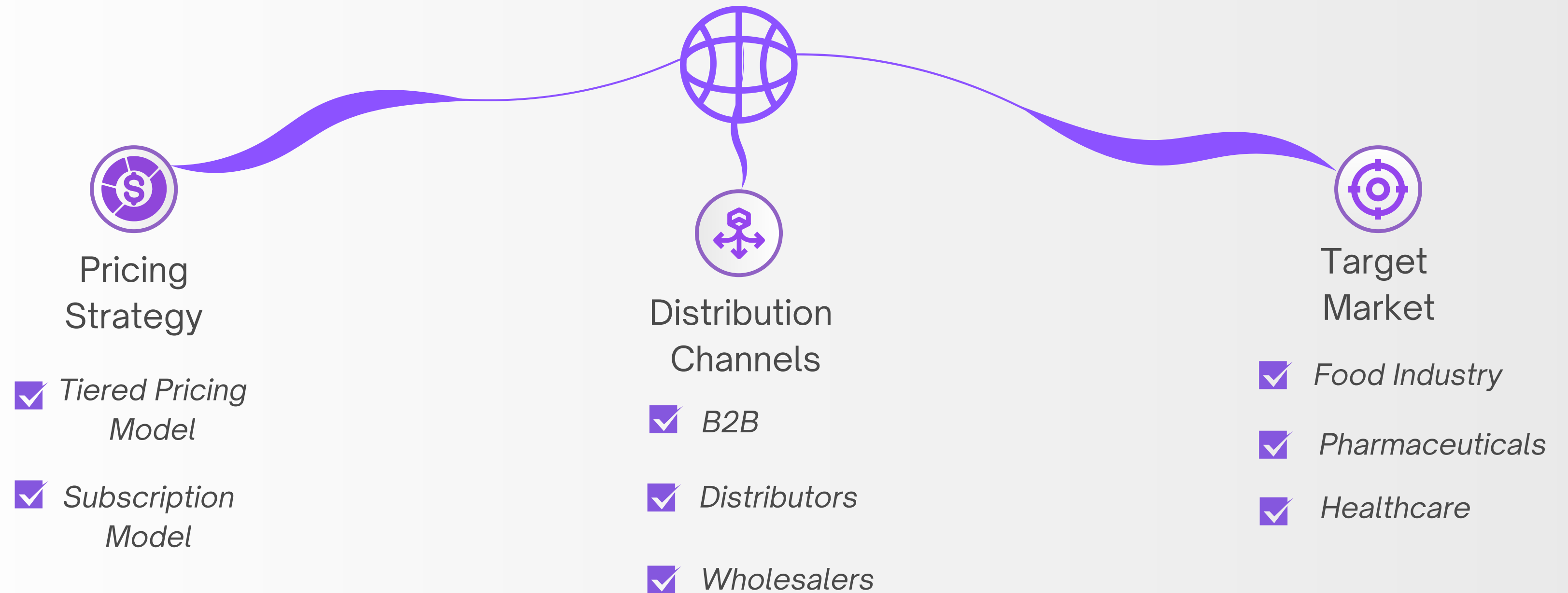
First-mover Advantage

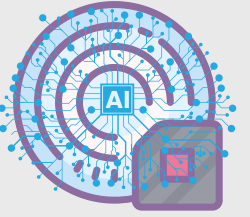
| Innovation Ecosystem Framework |      | Complementor Co-innovation |                                                                                            |
|--------------------------------|------|----------------------------|--------------------------------------------------------------------------------------------|
|                                |      | Low                        | High                                                                                       |
| Execution Innovation           | Low  | Q1: First in gets the win  | Q3: Hurry up & wait                                                                        |
|                                | High | Q2: Winner takes more      | Q4: It depends<br>Complex innovations like Trace360 integrating RFID, IoT, AI & Blockchain |



# Strategic Launch Plan

## Go-To-Market Strategy





# Strategic Launch Plan

IP - Strategy & Collaboration Strategy



IP Strategy



Integration Partnership



R&D and Distribution Alliance



Co-innovation &  
Regulatory Support



Collaboration Strategy



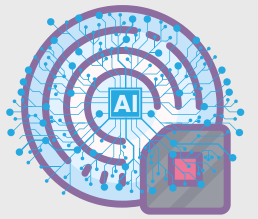
Patent Protection & Branding



Safeguarding Proprietary Assets



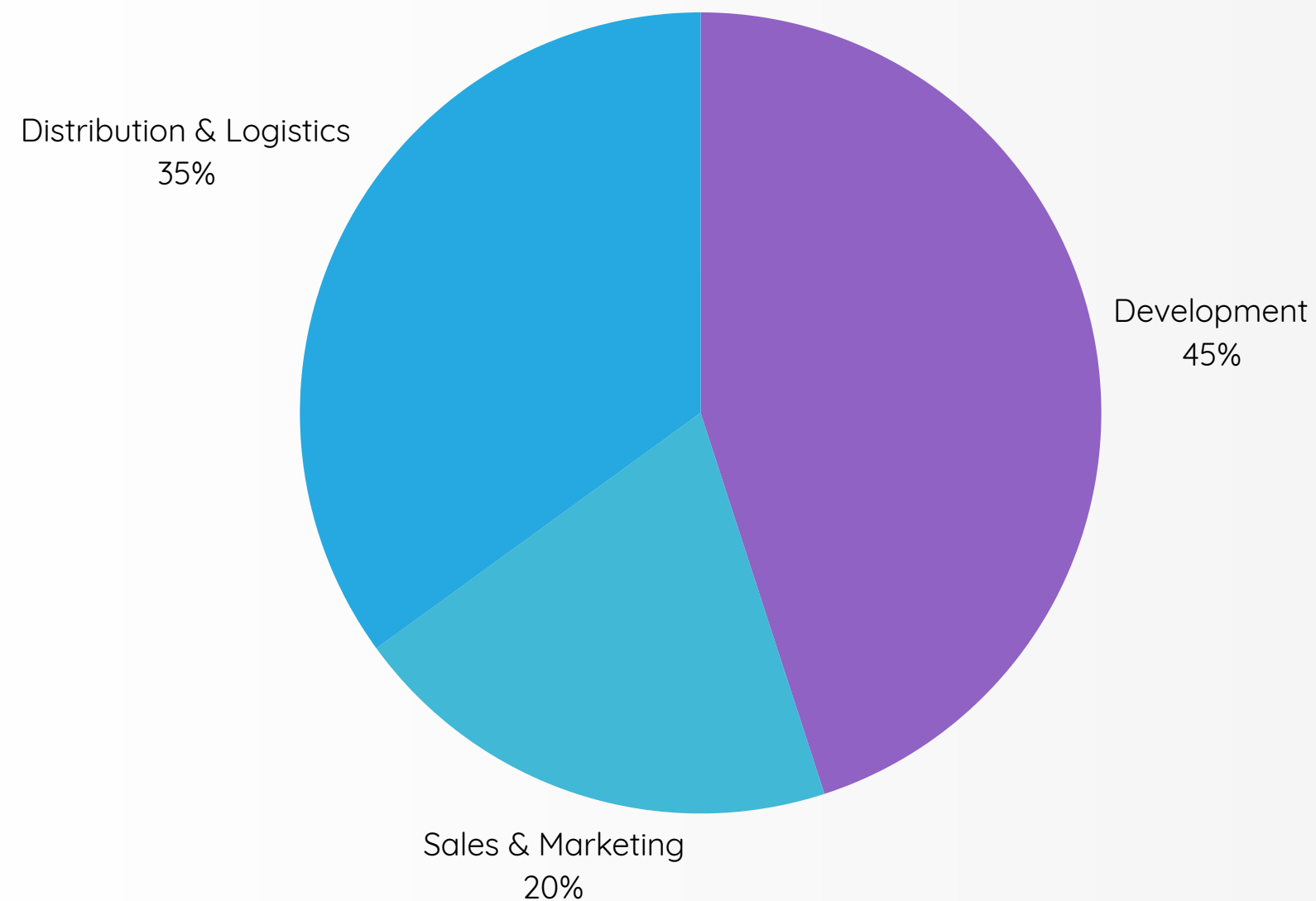
Innovation & Market Expansion



# Implementation Challenges

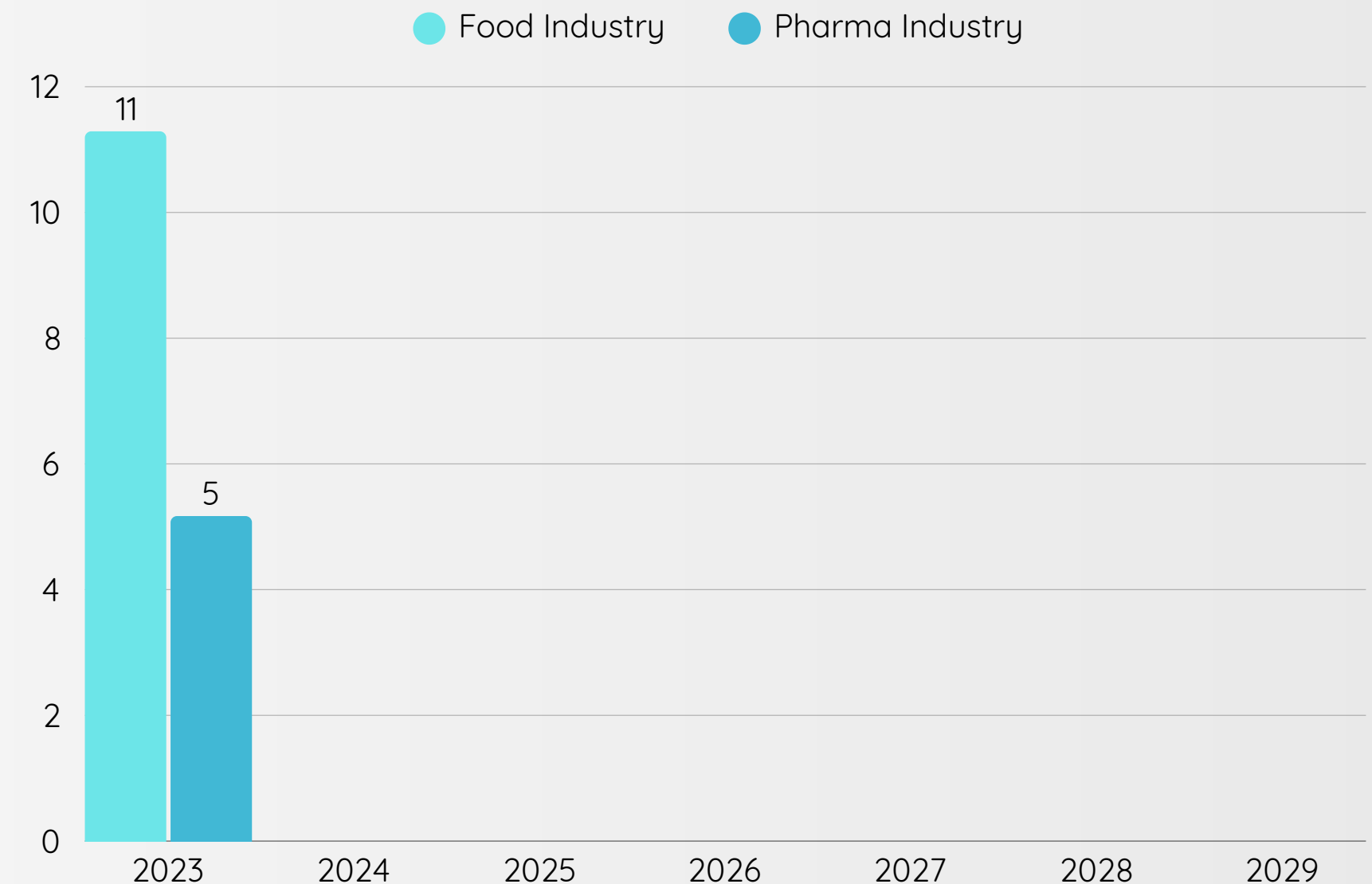
## Budget Constraints (1)

### Prototype Budget

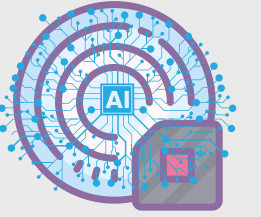


Assumption - **\$2,000,0000** prototype

### Projections (bn)



Food industry: **CAGR 7.6%** Pharma industry: **CAGR 6.7%**

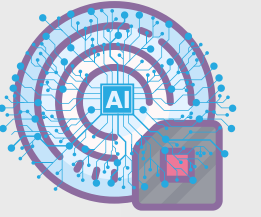


# Implementation Challenges

## Budget Constraints (2)

### Manufacturing Costs Assumptions

| Items               | Cost (\$) |
|---------------------|-----------|
| Production          | 8,865,000 |
| Sales & Marketing   | 2,500,000 |
| Salaries            | 1,950,000 |
| IPR                 | 500,000   |
| Liability insurance | 1,000,000 |



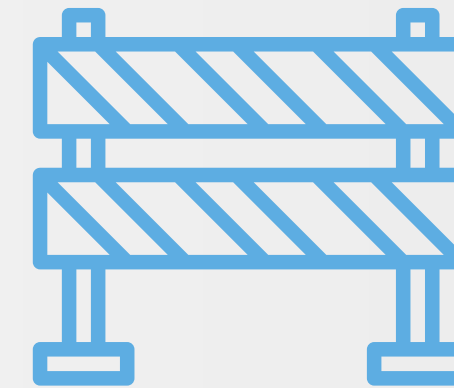
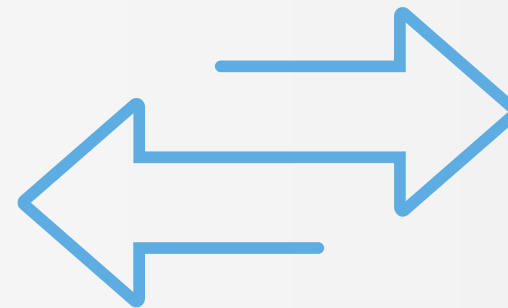
# Implementation Challenges

Regulatory Hurdles & Adoption Barriers



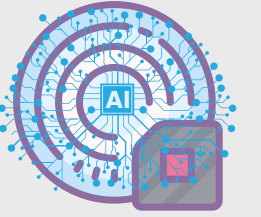
## Regulatory Hurdles

- Industry-specific regulations
- Compliance Requirements
- Electromagnetic Interference
- Regional Variations
- Frequency Allocation
- Data Volume & Integrity (Privacy Concerns)



## Consumer Adoption Barriers

- Lack of trust and communication
- Insufficient training and support
- Missing key features or services
- Opposition to change



# Bottom Line

Trace the Future with Trace360

“  
*We are not just tracking assets - We're revolutionizing supply chains. From real-time insights to secure, sustainable solutions, we're delivering precision, trust, and innovation — one asset at a time.*  
”

## Questions?