

A blue semi-transparent banner is positioned in the lower-left quadrant of the image. It contains the text 'The Nemesis & lab-go' in a large, bold, white font, with 'Anti-Counterfeiting Project' in a smaller, white font directly below it.

The Nemesis & lab-go

Anti-Counterfeiting Project

Causes

Authenticity
verification
only by Users

Poor or no User
experience

Ineffective and/
or obsolete Brand
protection tools

Damages in Europe

58.937M €

**Sales not realized due to
counterfeiting in 13 sectors**

A DOUBLE PROBLEM

There was no way
to make Customers
perceive the verification
of Authenticity
as an experience
created specifically
for them by their
trusted Brands

There was no easy,
safe and engaging
way for companies
to deal with
anti-counterfeiting
and customer
engagement...
AT THE SAME TIME!

Our Mission

Together **with lab-go**, we will **enable every Company to protect its Brands and Products** by improving **direct communication** between Producer and Consumer

Our Solution

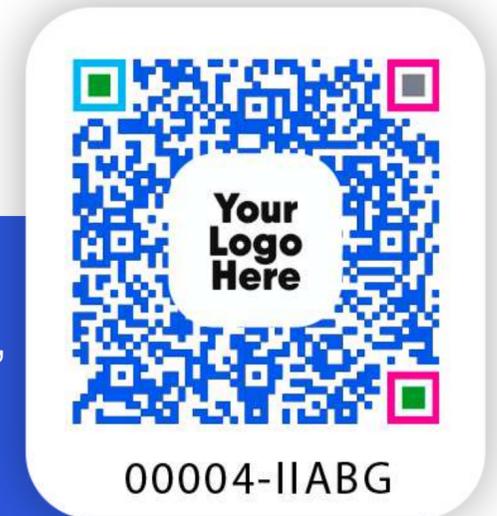
Have an **Authenticity experience directly from your trusted Brand** through The Nemesis platform, as a tool allowing Customers to **use Skins and NFTs directly within the Metaverse**





Authenticity Certification,
direct interaction with
Customers and a
comprehensive **reporting**
service to analyze the behavior of Users.

A unique technology using
a **proprietary lab-go algorithm**
for generating **chromatic QR Codes.**



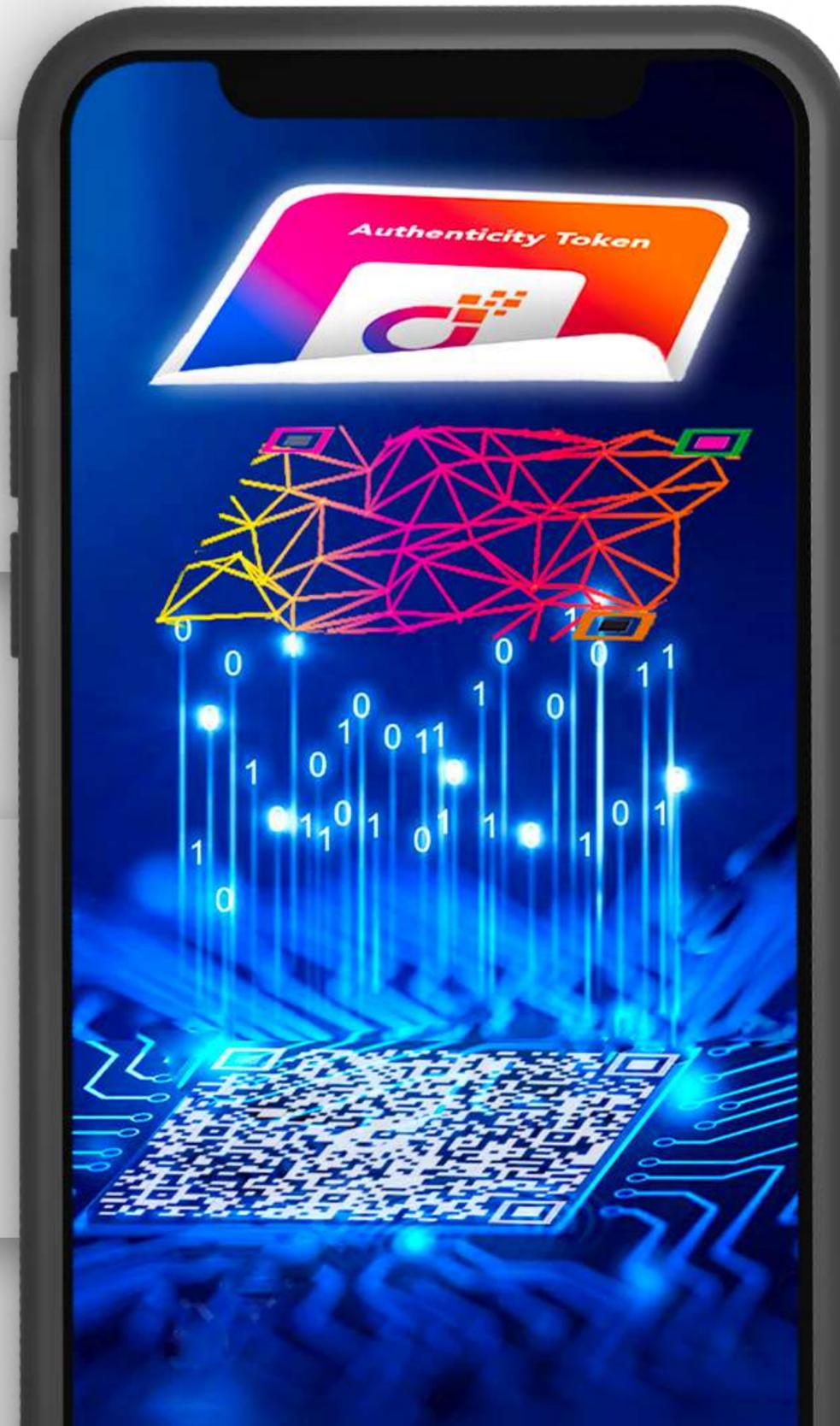
1. Covering Technology

The **covering technologies** available allow **full protection** of lab-go QR Codes.

The integrity of the protective film guarantees the End Customer that **the code associated with the Product purchased is truly unique**

3. Chromatic matching

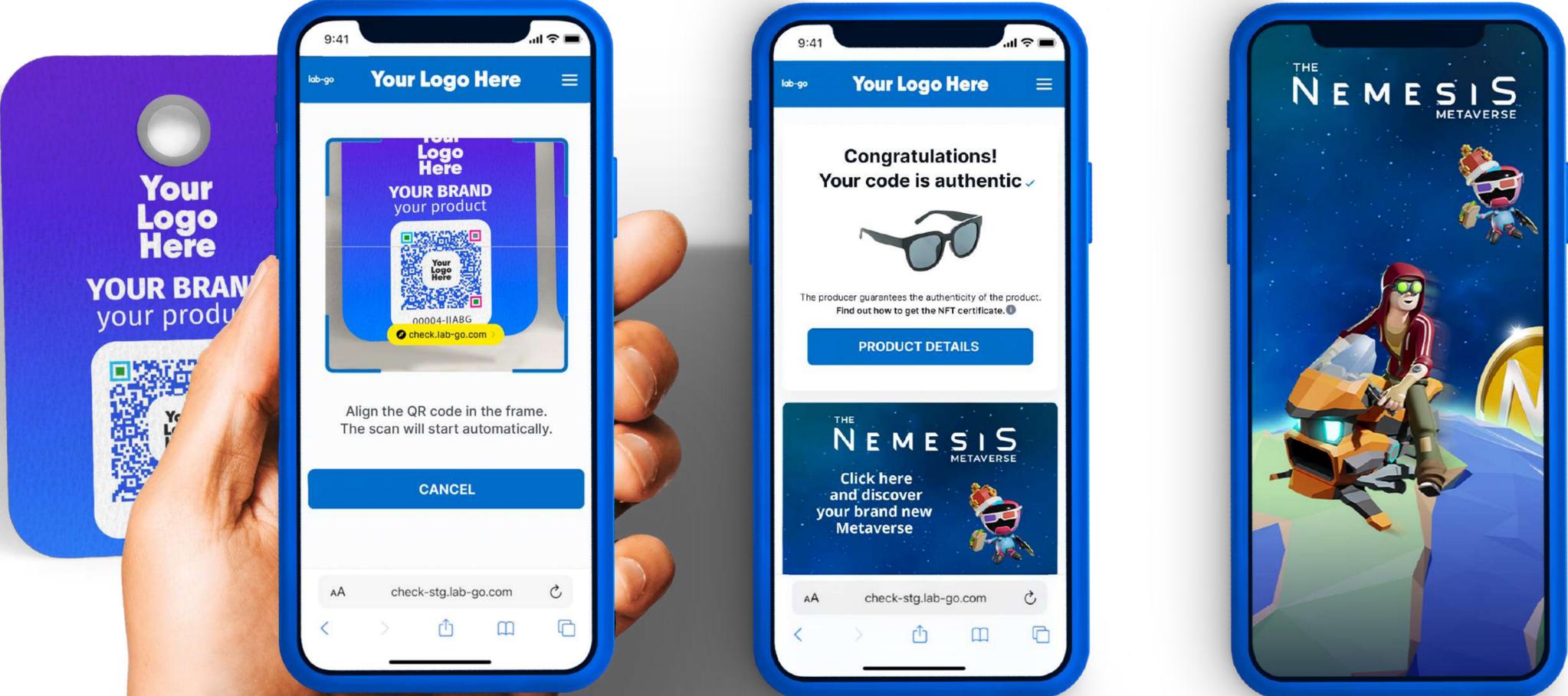
If the QR Code receives a positive response to the previous verification, there will be **a second color match in the database within the lab-go code library**. In case of positive match, a **Certificate of Authenticity** will be issued.



2. Lab-Go Proprietary algorithm

After scanning the lab-go QR code, the first thing to do is to **verify the 'dynamic' QR code** in order to identify its presence within the source database produced by the algorithm

05 Brand side – Enhancing digital customer & fan engagement through authenticity



Direct access to digital contents and promotions dedicated to Customers

Create digital copies (NFT) of Products available only through Authenticity verification

The Nemesis provides the platform allowing Brands to give their Customers access to their metaverse, and End Customers to use the created NFTs and digital goods directly in game

Code Status Management

Modify the status of all your codes in real time with the native Codes Management functionality. Enable, disable or block your codes at any time

Data Collection

All data generated by Users' interactions with lab-go **are collected and included within the Report** section

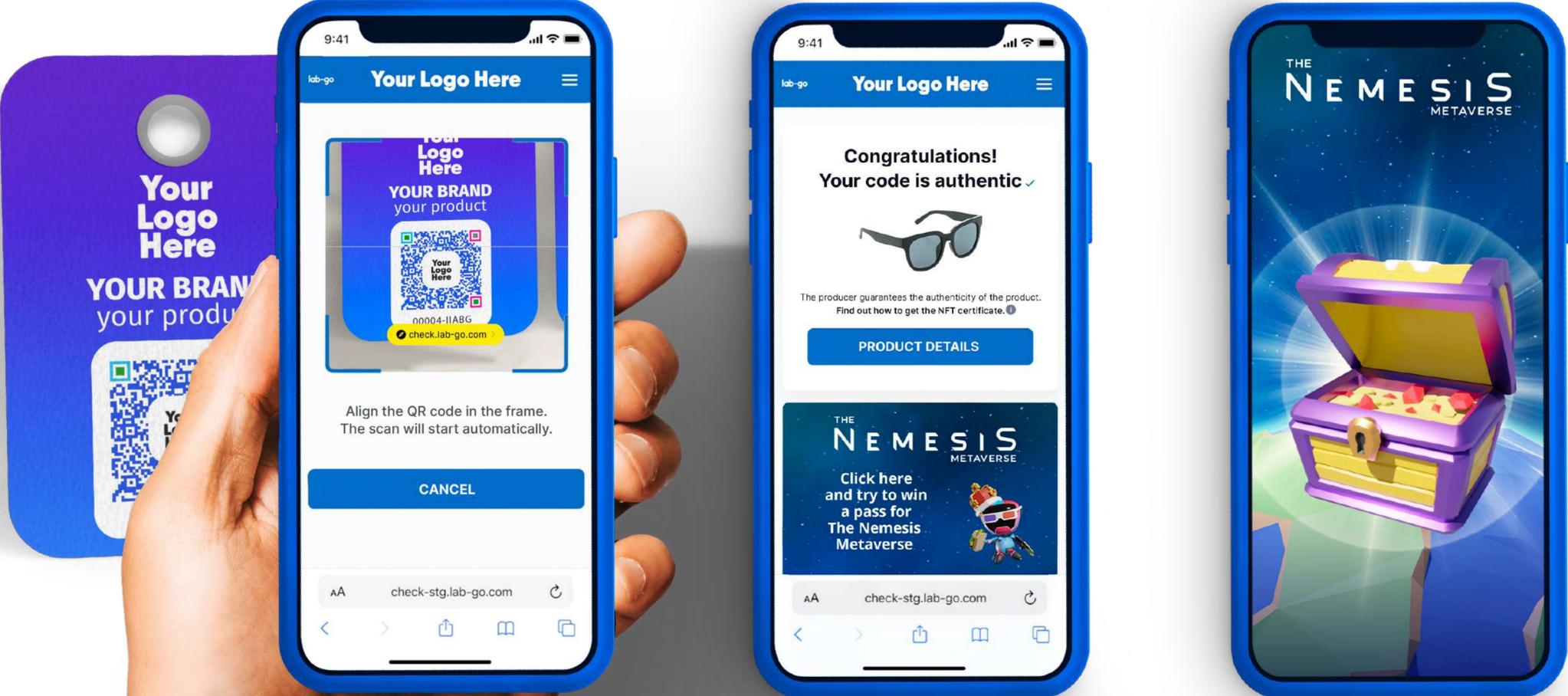
Customer/Fan Engagement

You can create **tailored promotions, campaigns and experiences** for your Customers and **monitor their performance** live

Geolocation

Track your Customers' local activities and get the best out of geolocation features

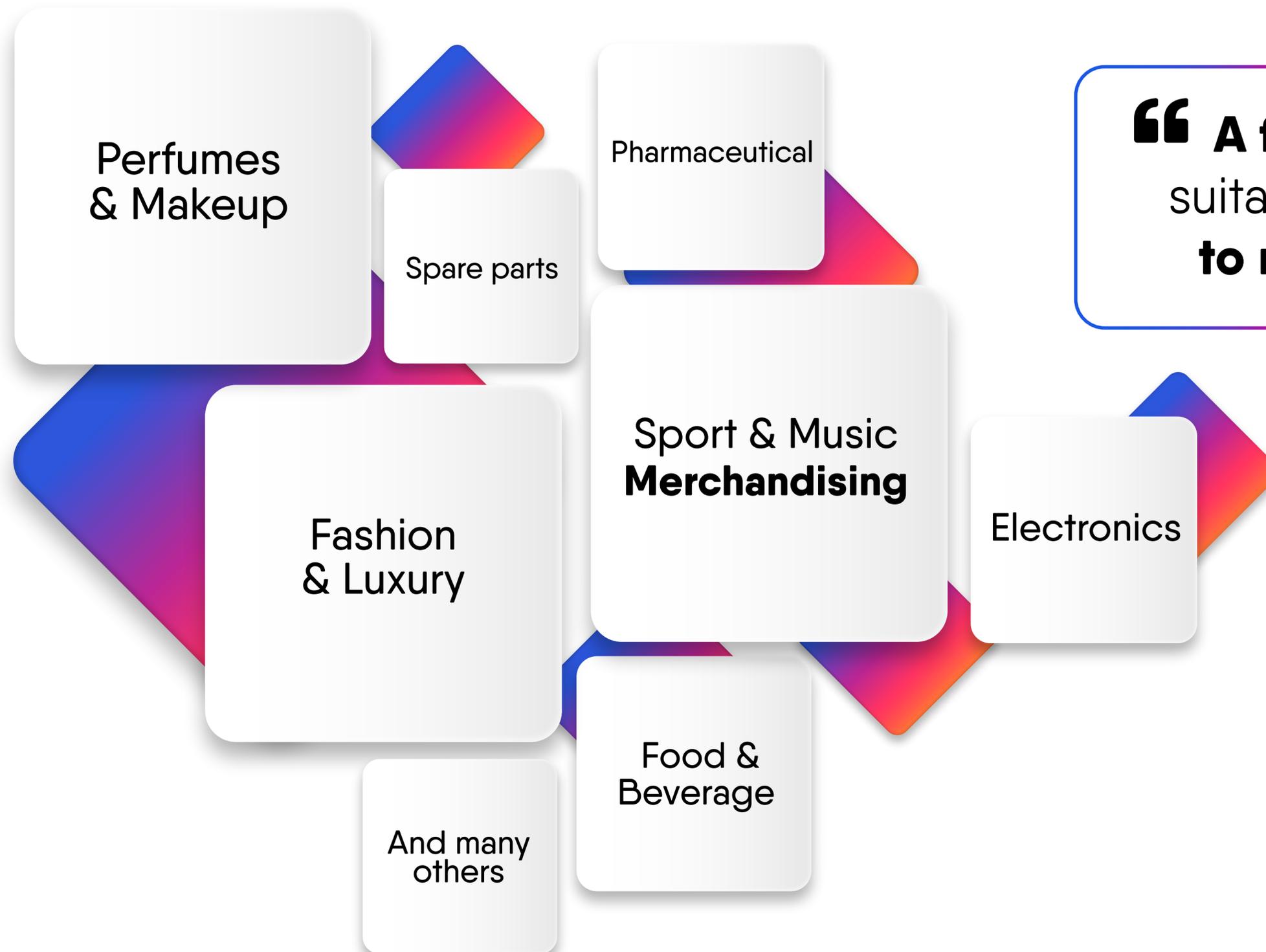
07 Customer side – Scan the QR Code and jump in The Nemesis’ platform!



Scan the Qr Code!

Complete the verification steps on the Product Authenticity Platform

Redeem your NFT and use it immediately in The Nemesis Metaverse



“ A flexible technology, suitable in different sectors to meet multiple needs ”

Easy

Verifying the authenticity of your purchase **has never been easier.** No code to enter, no personal data to communicate.
Scan the QR code with your camera to verify the Authenticity.

Safe

A **unique QR code** made even more secure by most modern technologies of covering printing.
Remove the protective film to reveal your **Authenticity code.**

A **new, modern post-purchase experience** for your customers. No longer aimed just at the pursuit of authenticity, but a **“loyalty path”** made through **promotions and digital content** created exclusively for your customers.

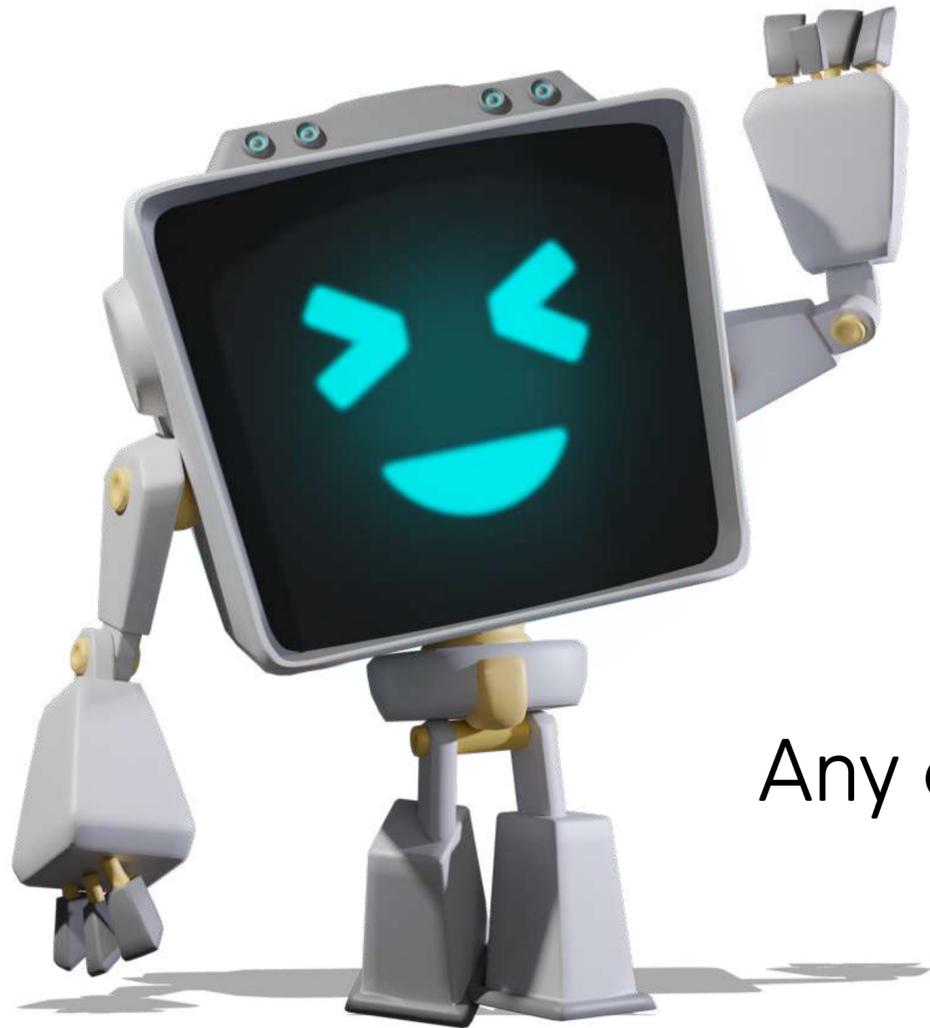
Engagement

NFT and more

Pioneering the use of **Non-Fungible Tokens (NFT)** to enable a **new digital shopping experience** with the latest **digital certification** technologies.

The convenience of using **your physical Product right away in the metaverse** as a digital good

Metaverse Ready



THANK YOU

Any question?

<https://thenemesis.io>

marketing@thenemesis.io