checkitsreal

We spend $1.7 Trillion on counterfeit products every single year
checkitsreal is here to stop this

Pre-ICO launch Friday, 1st June 2018.

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LEGAL DISCLAMER

THE PURPOSE OF THIS WHITE PAPER IS TO PRESENT THE CIRTOKEN PROJECT TO POTENTIAL TOKEN HOLDERS IN CONNECTION WITH THE PROPOSED TOKEN LAUNCH.

THE INFORMATION SET FORTH BELOW MAY NOT BE EXHAUSTIVE AND DOES NOT IMPLY ANY ELEMENTS OF A CONTRACTUAL RELATONSHIP.

ITS SOLE PURPOSE IS TO PROVIDE RELEVANT AND REASONABLE INFORMATION TO POTENTIAL TOKEN HOLDERS IN ORDER FOR THEM TO DETERMINE WHETHER TO UNDERTAKE A THOROUGH ANALYSIS OF THE COMPANY WITH THE INTENT OF ACQUIRING CIRTOKENS.

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CIRTOKEN DOES NOT ALLOW USERS TO AVOID CAPITAL CONTROLS OF ANY KIND AND DOES NOT ALLOW THEM TO INVEST IN ANY FOREIGN ASSETS.

PURCHASE OF CIRTOKENS MAY INVOLVE A HIGH DEGREE OF RISK.

BEFORE TAKING A DECISION TO PURCHASE CIRTOKENS, MAKE SURE YOU ARE ABLE TO PROVIDE REPRESENTATIONS AND WARRANTIES SPECIFIED IN THE RESPECTIVE SECTION OF THE TERMS, IN PARTICULAR THE KYC REQUIREMENTS.

THE DISTRIBUTION OF THIS DOCUMENT AND THE OFFERING AND SALE OF CIRTOKENS IN CERTAIN JURISDICTIONS MAY BE RESTRICTED BY LAW, AND THEREFORE PERSONS INTO WHOSE POSESSION THIS DOCUMENT COMES SHOULD INFORM THEMSELVES ABOUT, AND OBSERVE, ANY SUCH RESTRICTIONS. ANY FAILURE TO COMPLY WITH THESE RESTRICTIONS COULD RESULT IN A VIOLATION OF THE LAWS OF SUCH JURISDICTION.

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CIRTOKENS SHALL NOT BE OFFERED OR SOLD TO, OR FOR THE ACCOUNT OR BENEFIT OF, A GREEN CARD HOLDER OF THE UNITED STATES OR A UNITED STATES CITIZEN OR PERMANENT RESIDENT OF THE UNITED STATES (TAX OR OTHERWISE), OR TO AN INDIVIDUAL HAVING A PRIMARY RESIDENCE OR DOMICILE IN THE UNITED STATES (TAX OR OTHERWISE), INCLUDING PUERTO RICO, THE U.S. VIRGIN ISLANDS OR ANY OTHER POSSESSION OF THE UNITED STATES. IF YOU ARE ONE OF THE FORESAID, YOU ARE NOT ELIGIBLE TO BUY CIRTOKENS IN ANY FORM AND/OR BY ANY MEANS.

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CIRTOKENS SHALL NOT BE OFFERED OR SOLD TO, OR FOR THE ACCOUNT OR BENEFIT OF, A CITIZEN OR PERMANENT RESIDENT OF SINGAPORE (TAX OR OTHERWISE), OR TO AN INDIVIDUAL HAVING A PRIMARY RESIDENCE OR DOMICILE IN SINGAPORE (TAX OR OTHERWISE).

IF YOU ARE ONE OF THE FORESAID, YOU ARE NOT ELIGIBLE TO BUY CIR TOKENS IN ANY FORM AND/OR BY ANY MEANS.

IT IS YOUR SOLE RESPONSIBILITY TO ENSURE THAT YOUR PARTICIPATION IN THE TOKEN SALE IS NOT PROHIBITED UNDER THE APPLICABLE LEGAL RESTRICTIONS IN YOUR COUNTRY OF RESIDENCE OR DOMICILE

1. Mission

We are checkitsreal. Our mission is to eradicate counterfeit products.

checkitsreal is an app-based ecosystem built on Blockchain technology to support product verification and traceability which detects and eliminates counterfeit products.

checkitsreal delivers validation tags (NFC chips, RFID, QR codes, Holograms) and verification services to all market sectors, including pharma, apparel, foodstuffs, consumer electronics, cosmetics, beauty products and toiletries.

We spend over $1.7 Trillion on counterfeit products every year.
checkitsreal is the only app available today which allows anyone, anywhere, instantly validate the authenticity of a product using their smartphone.

In a test carried out by the US Government Accountability Office in February, 42.5% of products purchased from the top 5 US online retailers were fake, including all of the cosmetics.

The checkitsreal app can be configured to identify that the product has been sold and is no longer available for purchase, protecting both the consumer and the supplier.

Don’t trust its real, checkitsreal!

2. Executive Summary

The checkitsreal platform is live.

checkitsreal has active clients, and the client list is growing daily.

checkitsreal is founded and backed by an amazing team of very serious and highly experienced entrepreneurs, security specialists and technology geniuses. Every member of our senior team has more than twenty years' experience in their specialist field.

We take a very direct, no nonsense approach to business. We have a passion for and enjoy what we do.
The checkitsreal model is brilliantly simple, with two global patent's pending.

We generate a unique tag for every single product. The type of tag we use depends on the requirements of the manufacturer.

We use QR codes for mass produced products, including sun cream, cosmetics and baby food. For other products we use a proprietary hologram which (for example) is used in clothing, sports shoes, and perfume. We also use NFC (near field communications) chips which can be imbedded into products, like designer handbags, electronic goods, watches and high value pharma products.

Each checkitsreal tag is unique, containing code which only our app can read. The hologram and NFC chips are impossible to copy, with the NFC tag having additional security features due to its two-way communications capability.

The consumer simply scans the checkitsreal tag using their mobile device.

Our app verifies if the tag is a genuine and then extracts the product details from our blockchain database. If the code is valid, the details of that product are displayed on the mobile device, allowing the consumer to validate the authenticity of the product.

The two brands

checkitsreal has two separate brands, both of which use the same technology architecture.

checkitsreal is our ubiquitous brand, applying to all products.

Our **verifymymeds** brand is specifically for medicine. Whilst the technology is basically the same, we take a slightly different approach with verifymymeds. Fake meds are a 110$ billion annual industry and one million people lose their lives each year as a result of counterfeit medication. We are on a mission to reduce that number.

verifymymeds

- Focused exclusively on eliminating counterfeit medicine
- Smaller app and off-line use
- App records no data from the device to preserve anonymity
  Conforms to FDA, DSCSA and GxMP standards

checkitsreal

- Ubiquitous solutions which can apply to any product
- Extendable app to deliver additional functionality
- Records data from device
- Gives each user their own ID and QR code for auto registration purposes

How the CIRTokens work

Checkitsreal's customers are product manufacturers. We have customers from almost every sector, including pharma, electronics, apparel, foodstuffs, luxury goods and infrastructure.

Manufacturers engage with us to implement our solution into their production process. We deliver these services and software to manufacturer, along with a continuing supply of checkitsreal tags. These tags can be QR codes, BFC/RFID chips, holograms or indeed a combination of all.

Manufacturers pay for our services, software and tags in CIRTokens. This is a specific utility token which we have created which is based on the Ethereum ERC20 token standard.

We will issue a finite number of CIRTokens which will be continually bought and sold in the market.

When a manufacturer wishes to pay us, they purchase CIRTokens from the market. They transfer these tokens to us, as payment for our software, services and tags. checkitsreal then resells these CIRTokens back to the market to exchange for FIAT currency, which we use to pay our own business and staff costs.

This continual buying and selling of CIRTokens will create a very healthy level of market liquidity.

Importantly this liquidity is linked to the purchase of checkitsreal technology. As checkitsreal grows, and we sell more tags, software and services, the demand for CIRTokens will increase.

Increasing business led demand, coupled with a fixed number of CIRTokens in circulation, will we expect lead to an increasing value of CIRTokens over time.

3. Value Proposition
For the Manufacturer

Every single manufacturer has concerns pertaining to counterfeit products. For some manufacturers this is their number one issue, none more so than in the case of counterfeit medication.

Counterfeit medication costs the pharmaceutical industry 110$ billion annually in lost revenues. Eclipsing that number is the staggering statistic that up to one million people die annually directly as a result of counterfeit medication (source: WHO).

This issue isn't restricted to pharmaceutical companies. Manufacturers of spare parts for machinery, land vehicles and aircraft also face major challenges with counterfeit parts creeping into their supply chain.

Every single manufacturer has one thing in common. They all want to eliminate counterfeit products.

There have been many attempts to address these issues. Everything from RFID tags, holograms, 'call to validate' codes, chemical testing, UV light testing and beyond has been used. Whilst each of these solutions has their own advantages, the primary issues preventing mass adoption of them has been a combination of cost to deploy and usability for the end consumer.

An effective anti-counterfeit solution must be A) easy to deploy; B) cost effective; and C) easy for the consumer to use.

checkitsreal and verifymymeds offer precisely this solution.

The cost associated with deploying checkitsreal tags is almost zero, as typically manufacturer is already printing bar-codes or holograms on the packaging. NFC chips are very inexpensive, with the relative cost of product to the cost of the chip being, again, almost zero.

The integration process (the product data being linked to the checkitsreal tag) is very simple. It's highly secure and scalable, all based on blockchain technology, with the addition of our own patented secret sauce!

It's simple and free for the consumer to use.

The functionality of checkitsreal can easily be extended to address other business problems or indeed to provide an additional Return on Investment for the manufacturer.

checkitsreal ID

During the checkitsreal app setup, the user can enter in their details (email address, phone number, home address, etc.) into the app in order for the app to generate their very own checkitsreal tag and encrypted ID. This ID can be used for a variety of tasks, including auto sign-in for other apps and for verifying the identity of the user for other purposes.

Product Registration and After Sales Marketing

Every manufacturer wants to connect with their end customers. Manufacturers typically offer incentives (e.g. an extra guarantee, special promotional offer) to encourage consumers to register their product. This process usually involves accessing a website and entering in user details. The typical take-up rate for these registration processes is between 5%-15% (source contentmarketinginstitute.com).

With checkitsreal this is a 'one tap' operation. The customer simply scans the checkitsreal tag, the app verifies that it is a genuine product and will give the customer the option to automatically register their product with a single tap, and hence avail of the promotional offer. This significantly increases the customer take-up rate, providing a host of information for the manufacturer.

The customers ID information is automatically sent to the manufacturer's CRM system along with the product information.

The product information is also recorded on the customer's checkitsreal product dashboard. This dashboard provides instant links to related services (e.g. I want to get my washing machine serviced) and can be used to provide product information in the event of an insurance claim.

checkitsreal will hold significant information on the product purchase preferences across its customer base.

Grey Market / Export Controls

checkitsreal assists manufacturers to ensure that their products are sold via their authorised supply chain.

The retailer scans the item when selling to the final customer, and the customer does likewise to obtain an extra guarantee period and to register their ownership. In this instance the manufacturer has point to point visibility of the product through their supply chain, right up to the customer sale. This assists the manufacturer in maintaining their export control process and the integrity of their retail supply chain.

For the Consumer

It couldn't get any simpler for the consumer.

Download and install the app and then scan the product. That's it.

Our app will A) verify that the checkitsreal tag is a legitimate checkitsreal code; B) unencrypt the data and check the unique code against the blacklist; C) retrieve the product details from our blockchain database; D) display the product information directly to the consumer on their device.
This process takes less than one second from scan to display of the item data.

checkitsreal has many security features built in, including the ability of the solution to work whilst not connected to the internet.

Utilising the checkitsreal ID feature and automatic product registration, the customer benefits in securing additional product warranties, cash back offers and other promotional benefits from an easy to use, one tap, registration process.

Consumers often don't want to install the manufacturer's apps on their devices, as this is yet another user ID and password to be remembered. The checkitsreal ID feature automates the customer sign in process, so that the customer is taken straight into the app functionality with no user credential challenge. This process is protected against unauthorised use and is also patent protected.

For the Token Investor

A healthy and consistent demand for tokens is essential to promote liquidity in the market and to ensure that the asset value of the tokens increases consistently.

The checkitsreal (CIR) Token is the only means by which a manufacturer can purchase a checkitsreal checkitsreal tag.

The amount of available CIRTokens is finite.

Our business plan for checkitsreal predicts that we will issue 10 million checkitsreal tags in 2018,100m in 2019 and 500m in 2020. The 2020 number represents only a tiny fraction of the addressable market.

The entire issue of CIRTokens will have to be traded twice in 2018, just to address the demand for manufacturers. In 2019 the entire stock of issued tokens will be traded five times, with this increasing to twenty times in 2020.

This demand for CIRTokens will be generated by the manufacturing community alone. This activity will likely be multiplied by four when trading activity is included.

Our prediction is that in 2020 1 billion CIRTokens could be traded, meaning that every single CIRToken in issue could be bought and sold 80 times over twelve months.

This level of demand is unprecedented, and is business driven.

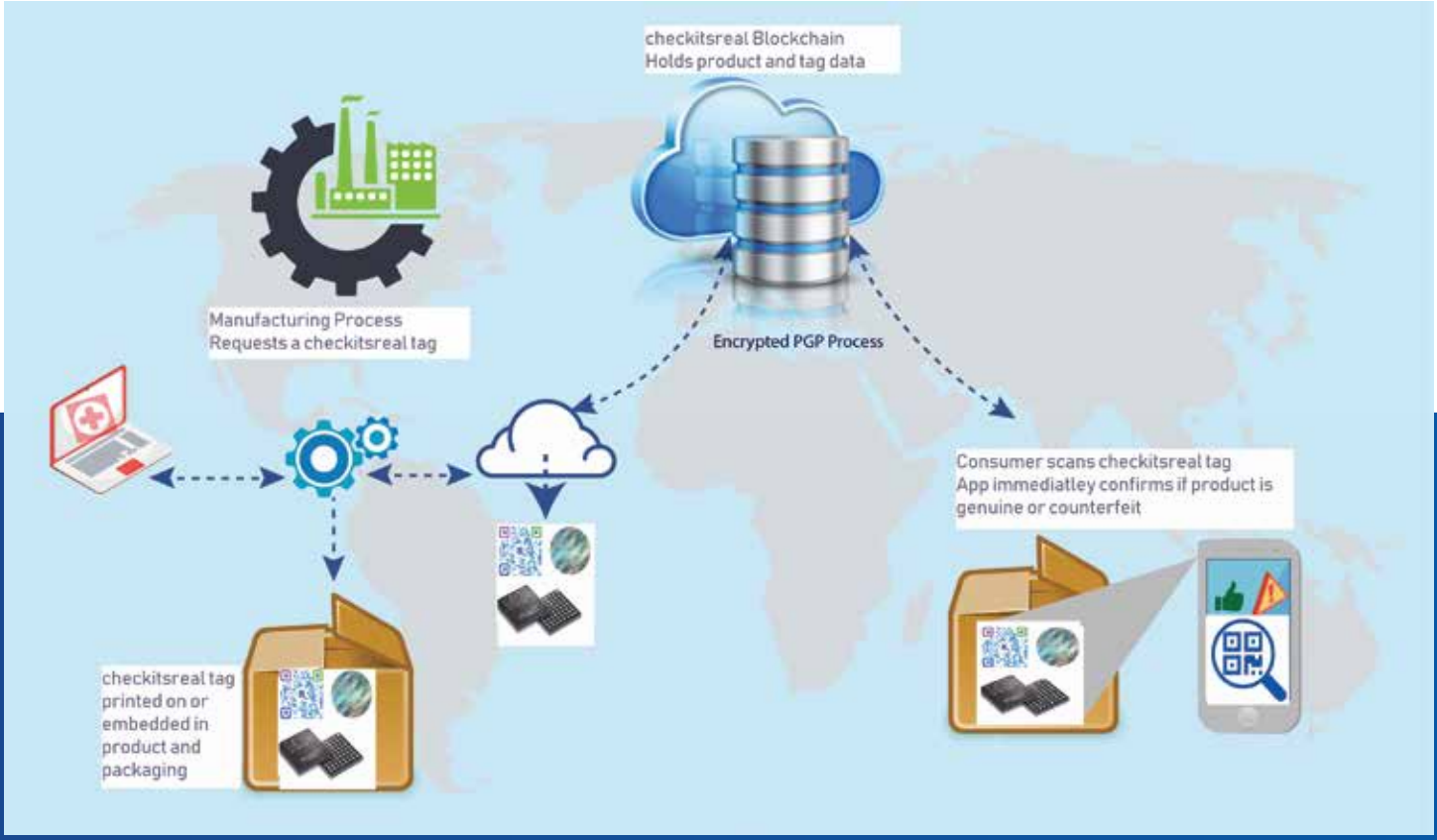
This creates a demand driven win win for investors and indeed checkitsreal. checkitsreal will itself be a major trader of CIRTokens (as we get paid by clients in CIRTokens for our checkitsreal tags). The greater the value of the tokens then the more capital is available to the company to fuel its continuous growth and expansion.

This growth obviously will increase demand and the cycle will perpetuate.

Year	No. CIR QR Codes Issued	No. CIRTokens traded to fulfil this demand
2018	10m	50m
2019	100m	250m
2020	500m	1 Billion

4. How it works

The checkitsreal business model is elegant in its simplicity. The process is detailed below.



We send checkitsreal tags (QR codes, holograms or NFC chips) to our registered clients.

The tags themselves are unique, in that each code is destined to be associated with one single item.

Multiple codes (each unique) may be used for the same item. As example, a packet of medicine may have a unique QR code on the box, another unique QR code on the product leaflet (inside the box) and a third unique QR code printed on the foil packaging of the medication blister pack.

Our tags can carry many data items pertaining to each product. As example, we can carry product expiry dates, storage instructions or indeed the product record can later be appended within the blockchain database with additional information, as may be the case whereby a manufacturer issues a product recall notice.

checkitsreal tags can form part of the supply chain process for the manufacturer and the point of sale process for the retailer.

When a consumer is looking at a product, they simply scan the checkitsreal tag using the app on their mobile device.

The mobile app performs several verification steps, and then displays the product information associated with that specific tag to the consumer on their device (assuming it is a valid checkitsreal tag).

The consumer then visually validates the product information from the app against the physical product to make the determination.

Literally a mountain of fake meds – on their way to being destroyed in China

checkitsreal performs several checks to ensure that codes are not duplicated. One of these is the auto-lock feature. Once a product is sold, and (as in the example above) if the codes on the insides of the package are scanned, the QR code is auto-locked. The QR code can be scanned any number of times from the purchaser's device, and will come up valid each time, but if that same code is scanned by any other device it will come up as invalid.

There are many other parameters which are used by our app to validate the authenticity of the codes and we use several AI algorithms to assist in this process.

Fraudsters make their money by mass producing counterfeit products.

checkitsreal makes it uneconomic for the fraudster to produce a counterfeit of any product which is protected by a checkitsreal tag.

5. The checkitsreal team

An excellent business idea is just that, an idea. You need the right team to make it a success.
The checkitsreal team is simply amazing, with expertise drawn from many industries.

Charlie Sherlock, Founder and CEO.

Charlie has led and / or been involved in six separate software start-ups in Dublin, Tel Aviv and California, with successful exits in same totalling 115$m.

Charlie has been in IT for all his working life and has held many senior global commercial positions, with a focus on inventing solutions and bringing them to market.

https://www.linkedin.com/in/charliesherlock/

Christopher Karatzinis, Co-Founder and CIO.

With over 25 years software experience, Christopher has been a founding director of three technology solution companies.

Christopher is regarded as one of the top technologists in Ireland and is a recognised expert in all areas of software development, blockchain and cyber security.

https://www.linkedin.com/in/christopherkaratzinis/

Martin Wickham, COO.

A former CIO of Esat Telecom and BT, Martin, a Six Sigma black-belt, is recognised internationally for his strategic vision and his ability to build highly effective technology groups who deliver.

Martin acts as mentor to many international CIO's and COO's. His international experience includes senior positions in Apple, Gateway and Ascend/Lucent.

https://www.linkedin.com/in/martinwickham/

John Hand, SVP, Architecture and Technology.

John's prior role was as Head of Global Data Architecture and Information Services for HSBC.

John has been responsible for delivering 100$m+ projects into 70 countries and has managed up to 4,500 IT Professionals at any one time. His expertise on technology scaling, performance, payments systems, network architecture, commercial negotiations and standards are a significant addition to the team.

https://www.linkedin.com/in/john-hand-5017b551/

Liz Sherlock, CFO.

Currently CFO for Cruatech, Liz's prior financial experience was primarily in the financial services world, with previous senior roles in Ulster Bank, Bisys and Bank of Ireland.

https://www.linkedin.com/in/liz-sherlock-b077b883/

Sales and Marketing Team

Ron Immink, VP Corporate Communications.

Ron is entrepreneur-in-residence for Sustainable Nation and has worked all over Europe and the USA with a variety of clients, including the Irish government, EBRD, ILO, OECD, Arizona State University, DCU, UCD, ICM, RBS, Allianz, Deloitte, AIB, Bank of Ireland, Primark, Enterprise Ireland, Ulster Bank, HP and many more. His books focusing on entrepreneurship and strategy have been best sellers in both Ireland and the UK.

https://www.linkedin.com/in/ronimmink/

Sean Honan, Director, Marketing.

Sean is currently a Director of LinkedGrowth, an independent Digital Marketing firm.

Sean has over 15 years' experience of defining and running digital marketing campaigns across multiple digital channels.

https://www.linkedin.com/in/sean-honan/

Gavin McWhirter, UK Market Advisor.

Formerly a senior advisor with Enterprise Ireland, Gavin has over 20 years sales and marketing experience in the UK across multiple business verticals.

https://www.linkedin.com/in/gavinmcwhirter/

Georgia Tzampazi, Customer Services and Compliance Director.

Prior to joining checkitsreal, Georgia was responsible for providing 24x7 global customer support for Microsoft, Compisol and Saasplex.

https://www.linkedin.com/in/georgia-tzampazi-2b8a2817/

Blockchain and Technology Team

Michalis Pelekanos, Blockchain Architect.

With over 15 years' experience in technology architecture, Michalis is a recognised expert in Blockchain technology and is a lead consultant to several cryptocurrency providers.

https://www.linkedin.com/in/michalis-pelekanos-02498226/

Stratos Zolotas, Director IT Systems, Networks and Security.

Having started his IT career in Telecoms in 1998, Stratos has been involved in deploying a multitude of complex IT architectures. In addition to his IT roles, Stratos is a part time lecturer and mentor on cyber security.

https://www.linkedin.com/in/stratos-zolotas-ba1a6126/

Advisors to the Board

George El Aily, Strategic Advisor.

George is one of the foremost businessmen in Lebanon and is the holder of multiple global patients.

George is the founder of a number of international telecommunications and medical companies, including Kleos and Spectronite.

https://www.linkedin.com/in/george-el-aily-59066510/

Simon Cocking, Strategic Advisor.

Simon is a company founder, writer, journalist and digital marketing advisor. Simon is currently the no. 1 'People in blockchain' listed on ICObench and has been involved in over 70 ICO's to date.
Simon is a founder of several international companies, and is frequently invited to deliver keynote speeches at major blockchain and cryptocurrency events.

https://www.linkedin.com/in/simon-cocking-20540135/

6. Company progress to date

2017

May
- Idea genesis
- Initial team established

June
- Research
- Patent application development process

July
- verifymymeds MVP developed

Aug
- Initial Blockchain established

Sept
- verifymymeds v1.0 launched on Play Store
- Initial Blockchain and IT team come on board

Oct
- Patent Pending Status granted by UK Patent Office
- verifymymeds company established (Ireland)

Nov
- verifymymeds.com live
- App v1.2 released

Dec
- Blockchain v2 released
- verifymymeds app v2 released
- Head of Customer Support recruited

2018

Jan

- John Hand joins as SVP Technology and Architecture
- Sean Honan joins as Campaign Director
- Decision to ICO ratified by company board of Directors
- First major customer order secured from KLEOS
- Gavin McWhirter joins as UK Market Advisor

Feb

- Liz Sherlock joins as CFO
- Martin Wickham joins as COO
- Simon Cocking joins as Strategic Advisor
- George El Aily joins as Strategic Advisor
- checkitsreal.com launched
- checkitsreal app v1.0 released on Play Store
- Second patent applcation submitted

Mar

- ICO Preparation
- Launch apps on iTunes
- Further enhance team

April

- Invite-only ICO launch
- Secure additional customers
- Prep for Pre-ICO

7. Market Overview

Sadly, it is a fact that in certain instances crime does indeed pay.

$1.7 TRILLION

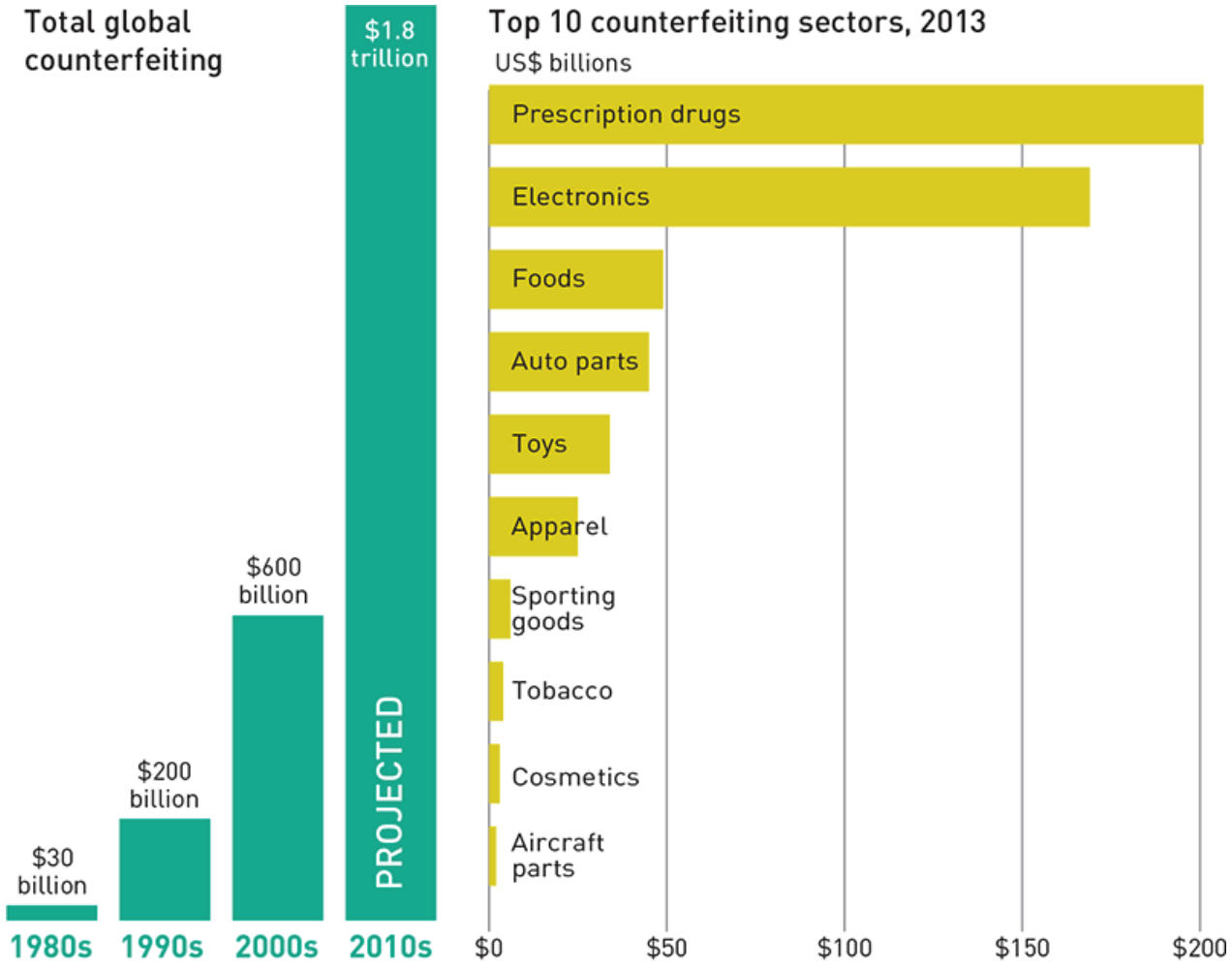
The estimated global trade in counterfeit goods in 2015; more than the entire GDP of Australia

fake watches being bulldozed 10,000 in Eastern Europe

One of the most 'faked' items in the world - the high end Swiss watch. This is a major industry in itself, costing legitimate manufacturers tens of billions of Dollars every year.
It is estimated that the ratio of fake to genuine watches produced annually is 10:1 for certain Swiss brands.

A Law Enforcement Officer walking on mountains of counterfeit medication in Bejing

The pharmaceutical industry is one of the most affected by counterfeit products.
It is estimated that %10 of all medication in the world today is counterfeit.
Up to %50 of medication purchased online is fake. 67 million US citizens bought prescription drugs online in 2016.
1,000,000 people die each year due to counterfeit medication



Source: NetNames, "The Risks of the Online Counterfeit Economy," 2016; NetNames, "Counting the Cost of Counterfeiting," 2015; Strategy& analysis

8. Competitive advantage

checkitsreal is a patent pending solution which embodies several proprietary technologies to ensure that our codes cannot be manipulated and that the data held in the checkitsreal Blockchain is accurate. The checkitsreal solution is designed to be ubiquitous and can be used with any form of product. checkitsreal costs the manufacturer almost nothing to deploy and the solution is completely free for the consumer.

checkitsreal functionality can be extended to drive additional revenue opportunities.

The inclusion of the checkitsreal ID feature is highly compelling for manufacturers.
This feature, and the checkitsreal auto-product registration process, ensures that the take-up rate for product registration is considerably increased, delivering significant up/cross sell opportunities for manufacturers.
The checkitsreal ID and auto-product registration features are encompassed in the solution patents and are totally unique to checkitsreal.

9. ICO

Key facts and figures

CIRToken is a utility token which is used to purchase checkitsreal QR codes.

ICO Hard Cap	20,000,000$

Total Number of CIRTokens Issued	200,000,000
Total CIRTokens available in ICO	60,000,000
CIR assigned to Advisors, Bounty etc.	10,000,000
CIR assigned to Company Exec Team	10,000,000
Company Reserve Pool	120,000,000

Invite Only

CIR Price	$0.15
CIR allocated to Invite Only issue	9,000,000 (%15)

Pre-ICO

CIR Price	$0.20
CIR allocated to Pre-ICO issue	15,000,000(%25)

ICO

CIR Price	$0.30
CIR allocated to ICO Issue	36,000,000 (%60)

Final CIR Price	$0.40

Key Dates

6th April – 20th April	Invite Only Issue
1st June – 15th June	Pre-ICO Issue
Fri 6st July – Fri 27th July	ICO

Dates are provisional and subject to change.

Future CIR Issues

checkitsreal commit to hold the remaining CIRTokens which are in the Company Reserve Pool for a minimum of 2 years from the initial Pre-ICO date.

The company commit that it will not issue more than %10 of the remaining coin balance in the Company Reserve Pool in any twelve month period.

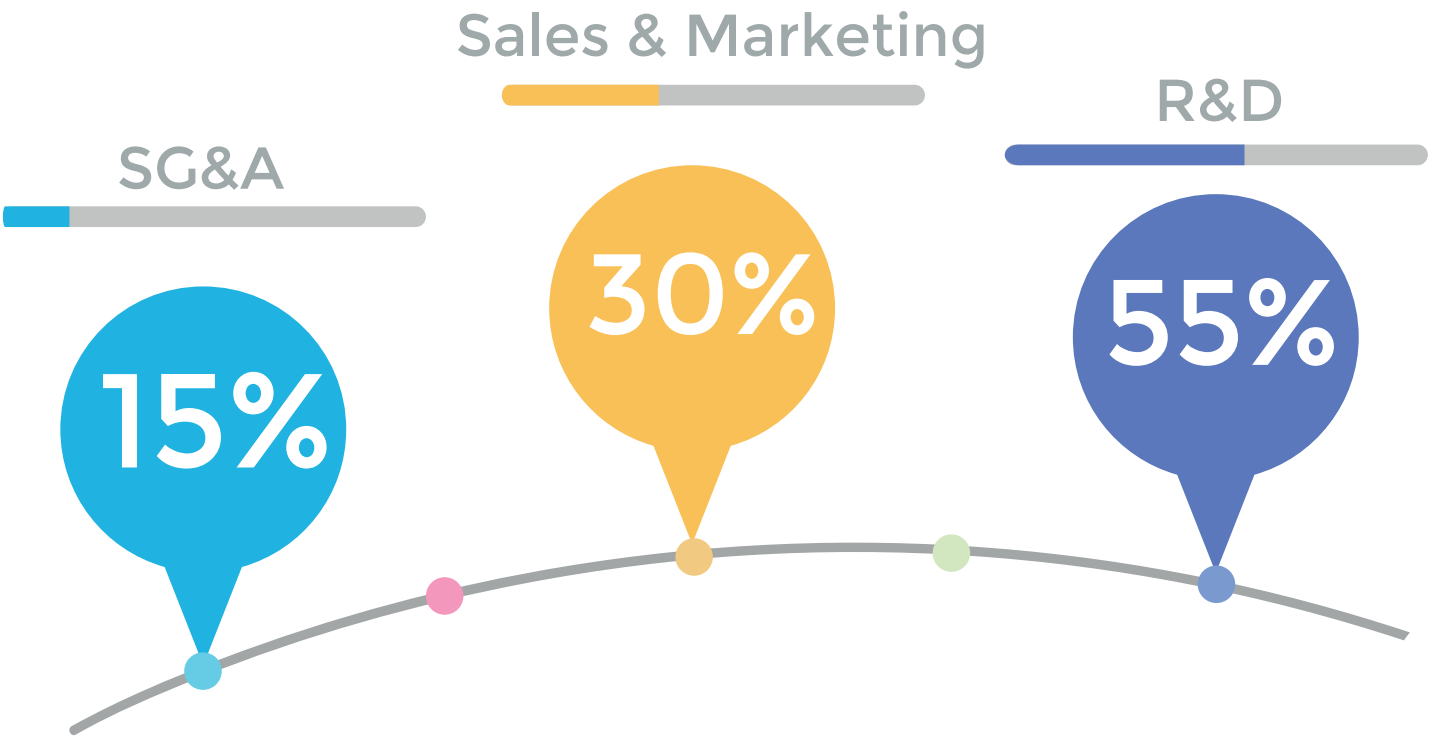
KYC

checkitsreal take our KYC responsibilities very seriously.

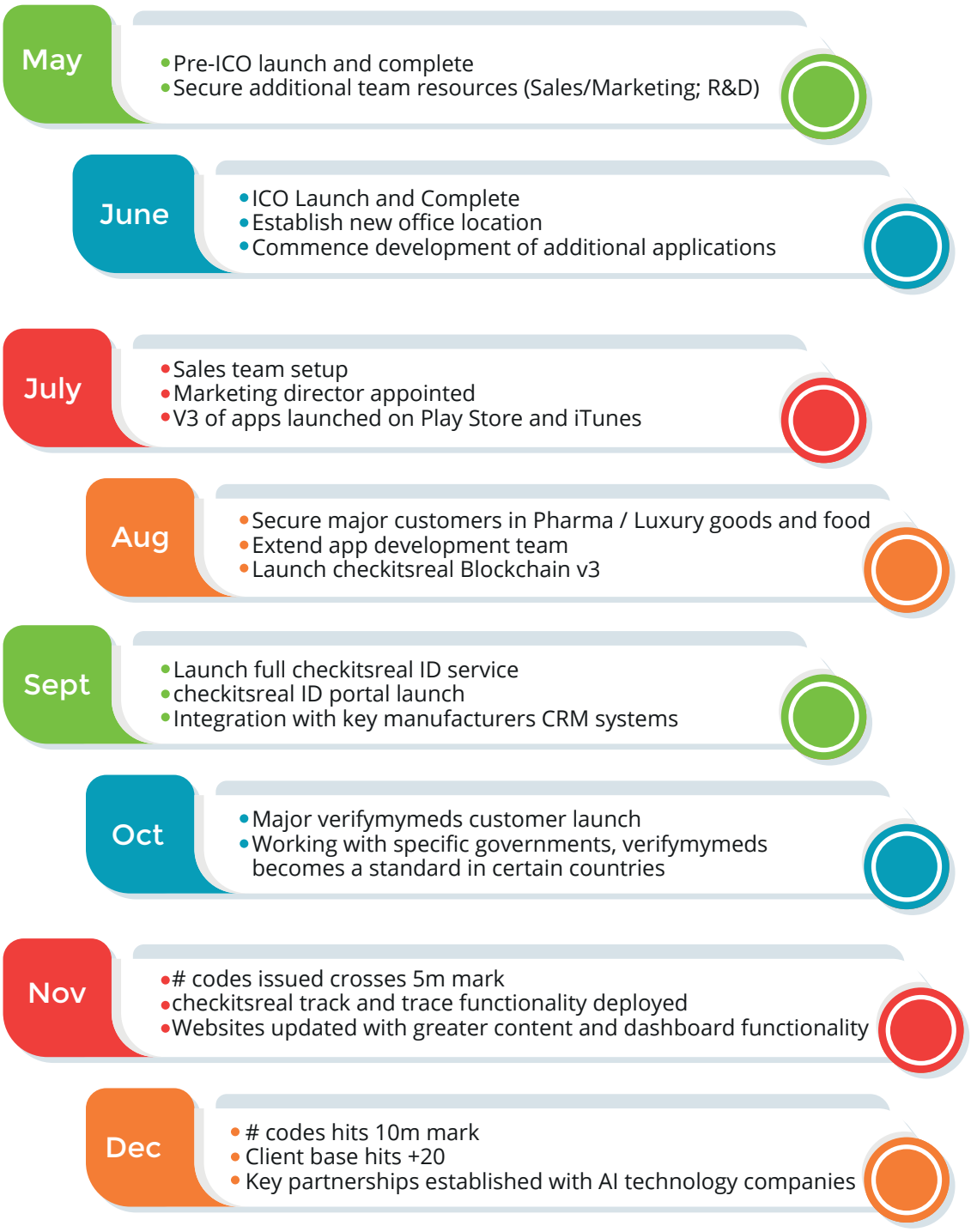
Any potential investor who seeks to register to purchase CIRTokens will be subject to KYC checks carried out by the company during and after the registration process.

Investors who are resident in countries which, at time of ICO, are not allowed by local law to participate in the ICO should not do so.

Use of ICO Funds



10. Roadmap – 2018



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