Presentation to Hyperledger

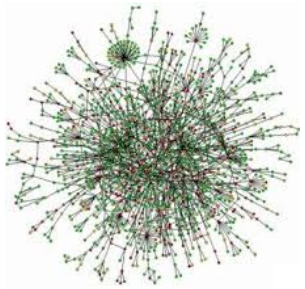
January 2021

ABOUT US

- Founded in 2018 in Italy – raised around an international team
- Business solutions leveraging Blockchain technology for digital Supply Chains
- State of the art technology
- Tested in production
- Special attention to scalability, security and ease of use
- Working and assisting customers remotely from day 1
- Backed by Gellify (www.gellify.com) and Azimut (www.azimutliberaimpresa.it/)

THE CHALLENGE AND THE OPPORTUNITY

Today's Supply Chains

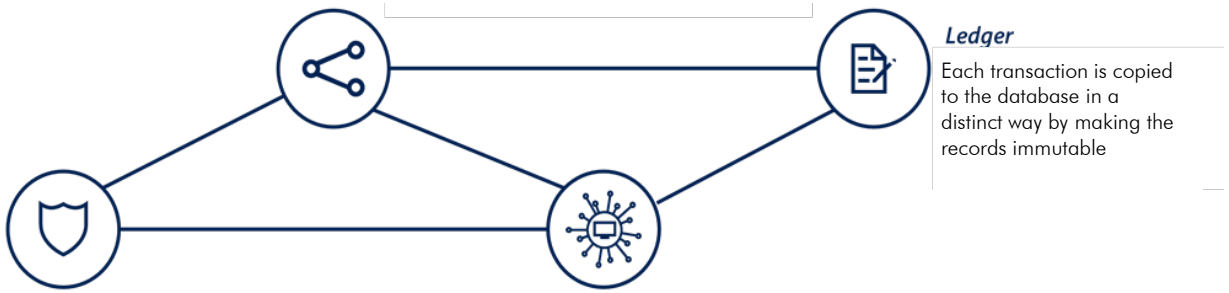


Complexity

Regulatory and compliance requirements

Data segregated in multiple systems

The Blockchain promise



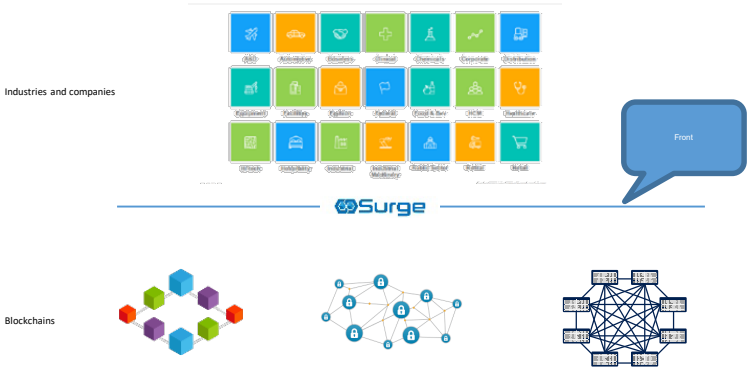
OUR IDEA AND SOLUTION

An advanced Supply Chain collaboration solution based on Blockchain technology

Collaboration

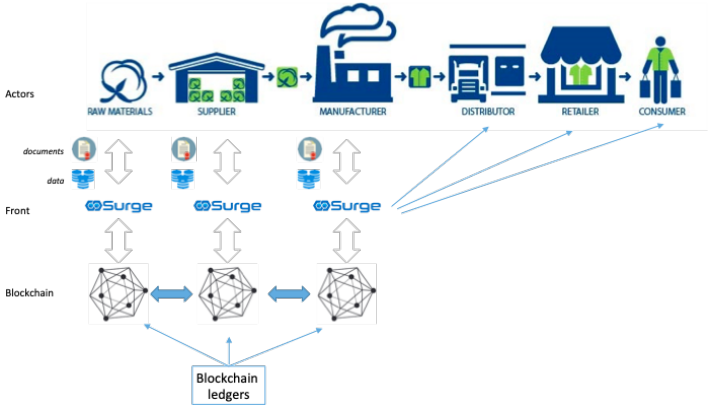
We enable workflows across companies

Connection



We gather data and build a unique "source of truth" inside the blockchain

Integration



Front, our software, enables integration across companies and workflows

PRODUCT CENTRICITY

We put the product at the center and provide the solutions to create an integrated product available for all partners in the Supply Chain in a secure way

THE BUSINESS SOLUTIONS

TRACEABILITY

- Manage data and documents for merchandise
- Collaborative contribution to an aggregated, rich info set

TRACKING AND PROVENANCE

- Track products and batches across the Supply Chain

COMPLIANCE AND SUSTAINABILITY

- Manages certifications, materials, compositions and regulation requirements

BUSINESS BENEFITS

We have created a Collaborative data management solution enabling companies to work together in order to

Reduce time to market

Increasing product compliance with specifications and reducing reworks and revisions

Reduce costs

Dramatically cut low value added activities in data management processes

Improve margins

Reduce cost of the overall Supply Chain thanks to more efficient processes across companies

TRACEABILITY EXAMPLE

Other SC layers

- Specs
- Materials
- …

Components and raw materials

- Materials used
- Provenance
- Composition
- Certifications (FSC, CITES,…)

Eyewear skus

- Technical characteristics
- Certificates (Drop ball test, Opti Test, ISO, ANSI, ANSZ….)

Consumers

- Read QR code of the frame (or RFID / NFC)
- Retrieve all the characteristic of the frame and of the materials used from BC
- *Get digital product identity*

PROVENANCE AND TRACKING

Farming → Processing → Tanning → Cutting → Manufacturing → Producer

Farming	
Company:	Farming s.r.l.
Blockchain unique id :	ABCD-100-126
Manufacturer unique id :	800-100-124
Blockchain reg. date:	06/02/2019

Processing	
Company:	Processing s.r.l.
Blockchain unique id :	WEF-100-126
Manufacturer unique id :	300-100-124
Blockchain reg. date:	06/02/2019

Tanning	
Company:	Tanning s.r.l.
Blockchain unique id :	OAX-100-126
Manufacturer unique id :	700-100-124
Blockchain reg. date:	06/02/2019

Cutting	
Company:	Cutting s.r.l.
Blockchain unique id :	CTTAA-100-126
Manufacturer unique id :	200-100-124
Blockchain reg. date:	06/02/2019

Manufacturing	
Company:	Manifattura s.r.l.
Blockchain unique id :	OIR400-100-105
Manufacturer unique id :	400-100-105
Blockchain reg. date:	09/02/2019

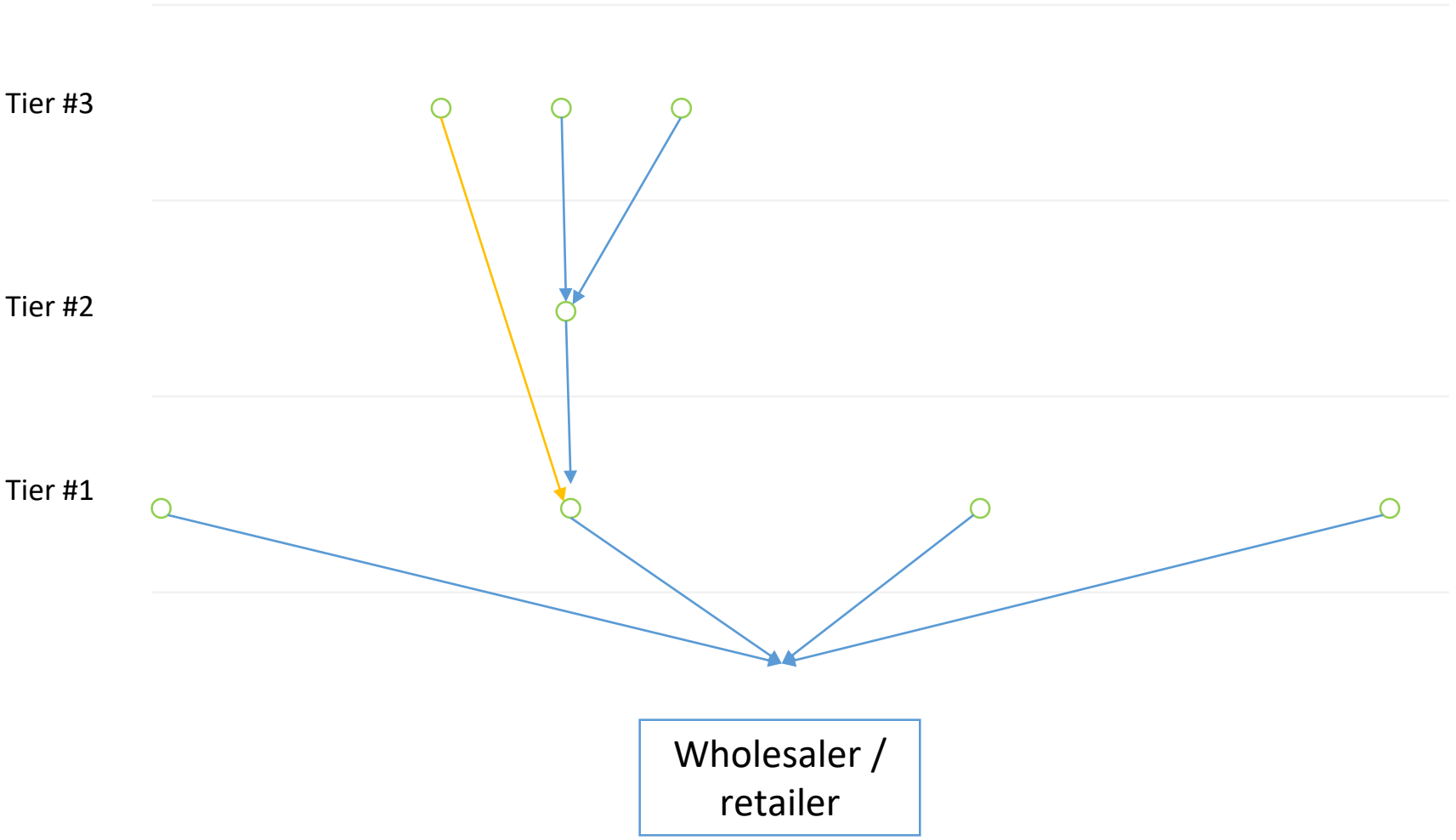
Tracing a bag

Style:	550130 0V10G 1000
Blockchain unique id:	EXXG-OAX-1434
Validated by Blockchain	14/02/2019
Manufactured by Manifattura s.r.l.	OIR400-100-105
From Leather patch:	CTTAA-100-345
From Tanned leather:	OAX-145-126
From Hide:	WEF-123-102
From Live Stock:	ABCD-112-001

Borsa a mano Arli in pelle misura grande

Style	550130 0V10G 1000
Color	Red
Composition	01 - Leather
Size	01 – Large
Blockchain verified	YES
Blockchain verification date	14/02/2019
Bloclkchain unique identifier	EXXG-OAX-1434
Gucci unique identifier	400-100-105

SUPPLY CHAIN COLLABORATION SCENARIOS



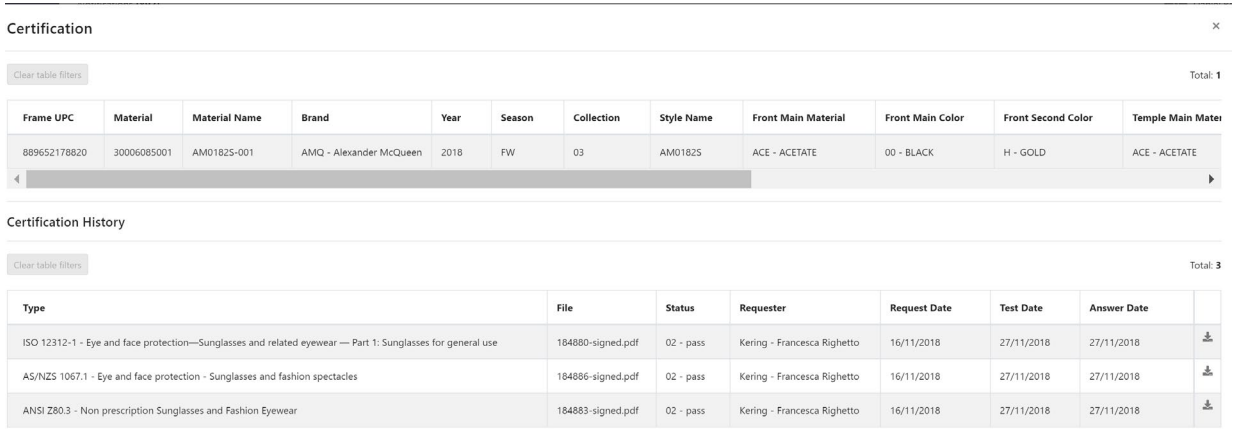
HIGHLIGHTS
• Manage data and documents across layers of Supply Chain
• Support simple and complex scenarios
• Create value for all partners providing rich and secure information

INTEGRATED VIEW OF THE MERCHANDISE

HIGHLIGHTS

- Enriched information is presented through dashboards
- Integration of data, documents and pictures
- Security policies to manage access

DOCUMENT MANAGEMENT



Certification

Clear table filters

Total: 1

Frame UPC	Material	Material Name	Brand	Year	Season	Collection	Style Name	Front Main Material	Front Main Color	Front Second Color	Temple Main Mater
889652178820	30006085001	AM0182S-001	AMQ - Alexander McQueen	2018	FW	03	AM0182S	ACE - ACETATE	00 - BLACK	H - GOLD	ACE - ACETATE

Certification History

Clear table filters

Total: 3

Type	File	Status	Requester	Request Date	Test Date	Answer Date
ISO 12312-1 - Eye and face protection—Sunglasses and related eyewear — Part 1: Sunglasses for general use	184880-signed.pdf	02 - pass	Kering - Francesca Righetto	16/11/2018	27/11/2018	27/11/2018
AS/NZS 1067.1 - Eye and face protection - Sunglasses and fashion spectacles	184886-signed.pdf	02 - pass	Kering - Francesca Righetto	16/11/2018	27/11/2018	27/11/2018
ANSI Z80.3 - Non prescription Sunglasses and Fashion Eyewear	184883-signed.pdf	02 - pass	Kering - Francesca Righetto	16/11/2018	27/11/2018	27/11/2018

HIGHLIGHTS

- Documents are linked to merchandise
- Several classification and versioning options are available
- Document requirements can be rule-based depending on business requirementes

OUR SOLUTION : HIGH LEVEL TECHNICAL ARCHITECTURE

Engine & Repository

Libraries and configuration

Offchain file management

Authentication

Key management

API

Blockchain

API

API

Gateway

Front	
Identity management	Workflows
User and machine interface (web, ftp,...)	Notification
Blockchain integration	Reporting
Field & Data mapping	Caching

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Identity management	Workflows
User and machine interface (web, ftp,...)	Notification
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Distributed architecture
One company one instance
Instances are independent but are centrally managed by the Engine component

API

Files

API

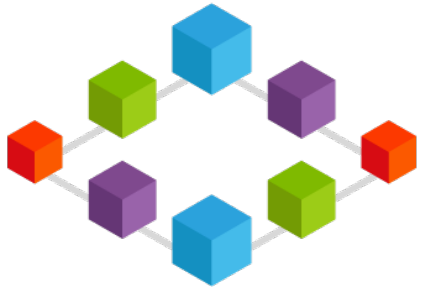
Files

Customers

Legacy systems and data

FRONT

Blockchain / Core services



API

Front

Surge Front

Identity management	Security
User and machine interface (web, ftp,…)	Notification
Blockchain integration	Reporting
Field & Data mapping	Caching

Distributed architecture
One company one instance

User and machine gateway to blockchains, functionally enriched business oriented

API

Files

Customers

Business users
Legacy systems and data

OUR BUSINESS MODEL

Software

- A Cloud subscription is all that is required to operate. No installation. 100% browser based

Professional services

- Blockchain use case and business scenario identification
- Process design
- Implementation and development

Support

- User support and system maintenance

Run

- Delivery and maintenance of Blockchain and Surge software solutions

CORE VALUES

- Investment protection: no custom development our software product is constantly improved and evolved.
- Risk: We have a success stories in starting small and supporting projects of increasing size and complexity
- No dead-ends: we have already managed complexities which may lead to project failures. Reasonable UI and UX, security, performance, BC node architecture, software stability and integration have become our key success factors
- Company reliability: our partners trusted us with funds and support us on a daily basis. Surge is part of a large and resilient ecosystem

Many Thanks for Your Attention !