

# Tracifier

Certificate Verification as a service!

<http://tracifier.com/>

Presenters: Mina Kordi, Jako Kordi

[Mina.kordi@tracifier.com](mailto:Mina.kordi@tracifier.com)

[Jako.kordi@tracifier.com](mailto:Jako.kordi@tracifier.com)

ORACLE  
for Startups



# Agenda:

- Introducing the team & Advisors
- Fraud problem in food & CPG industry
- Tracifier solution overview & benefits
- FDA strategies for the smarter food safety
- Use Case with GALAB Laboratories GmbH
- Document and process flow using Tracifier Blockchain
- Technical architecture on Oracle Blockchain Platform
- Tracifier solution demo

# Introducing The Team

We have generated €5m  
annual revenue on food  
manufacturing and export  
during three years from  
2012-2015

Mina Kordi  
CEO and Co-founder



International Marketing  
and business consultant  
with six years experience

[mina.kordi@tracifier.com](mailto:mina.kordi@tracifier.com)

Jako Kordi  
COO and Co-founder



Food technologist and quality  
control manager with ten years  
relevant experience

[Jako.kordi@tracifier.com](mailto:Jako.kordi@tracifier.com)

# Advisors

Joost Volker



EMEA Blockchain Domain  
Leader at Oracle



Mark Rakhmievich



Senior Director, Oracle  
Blockchain Product Manager



Dr. Jürgen Kuballa



CEO and founder of GALAB  
Laboratories GmbH



## Trusted by:





# \$50b

Annual global business of food fraud

## The Problem

Fraud in products and certificate impact the food sector

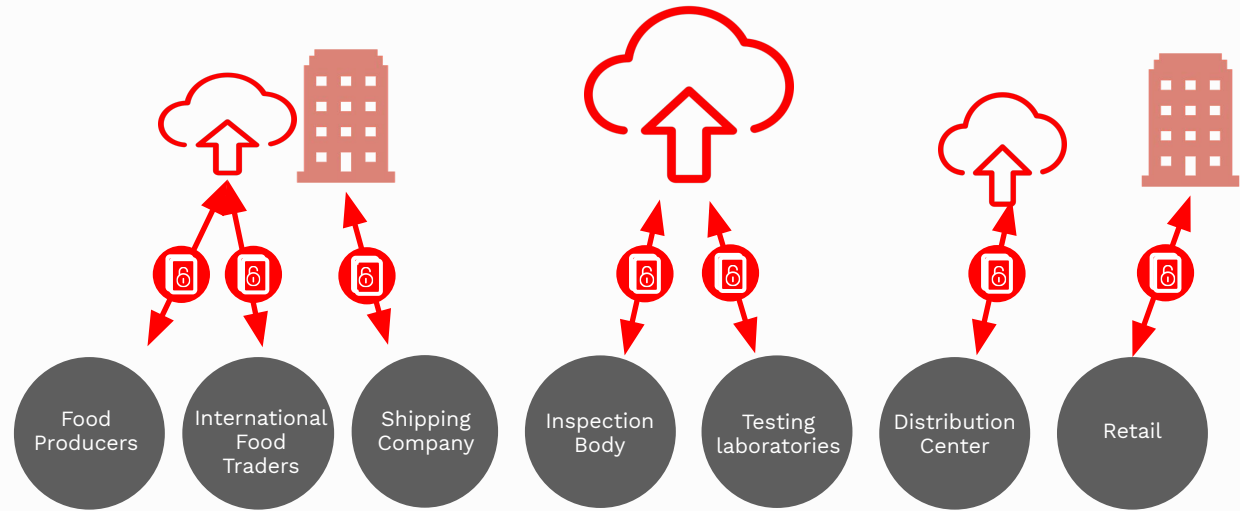
# \$10m

Direct cost of food recall for one product for manufacturers

# 5% Lose

Companies lose 5% of their annual gross revenues to Fraud

A **disconnected** supply chain network makes it **easy** to fake paper-based documents



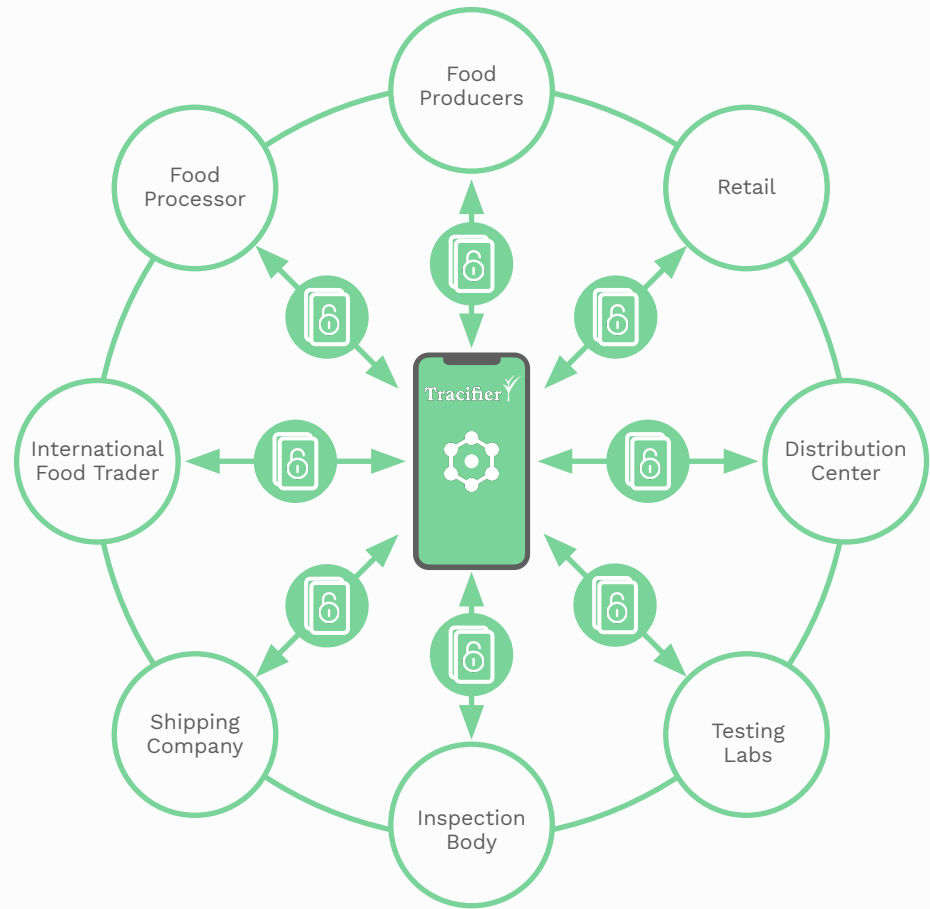
**82%**

of global companies were impacted by product and certificate fraud in 2018—2020

# The Solution

Tracifier turns the stacks of documents across many siloes into an intelligent network that identifies the transferred documents and triggers corresponding actions

- Distributed ledger technology
- Encrypted for confidentiality
- Immutable and non-repudiable
- Maintained via smart contracts



Tracifier creates a single source of documents — Accessible to stakeholders via a simple user app

# The Benefits

## Faster, smarter, and more efficient food supply chain process



40%

reduce processing costs by at least using Smart contract and deliver a real-time view of positions.



\$14m

save annual hidden costs on duplicated communication for medium sized companies.



38%

more revenue for food suppliers due to speed of communication with customer



# FDA strategies for the smarter food safety

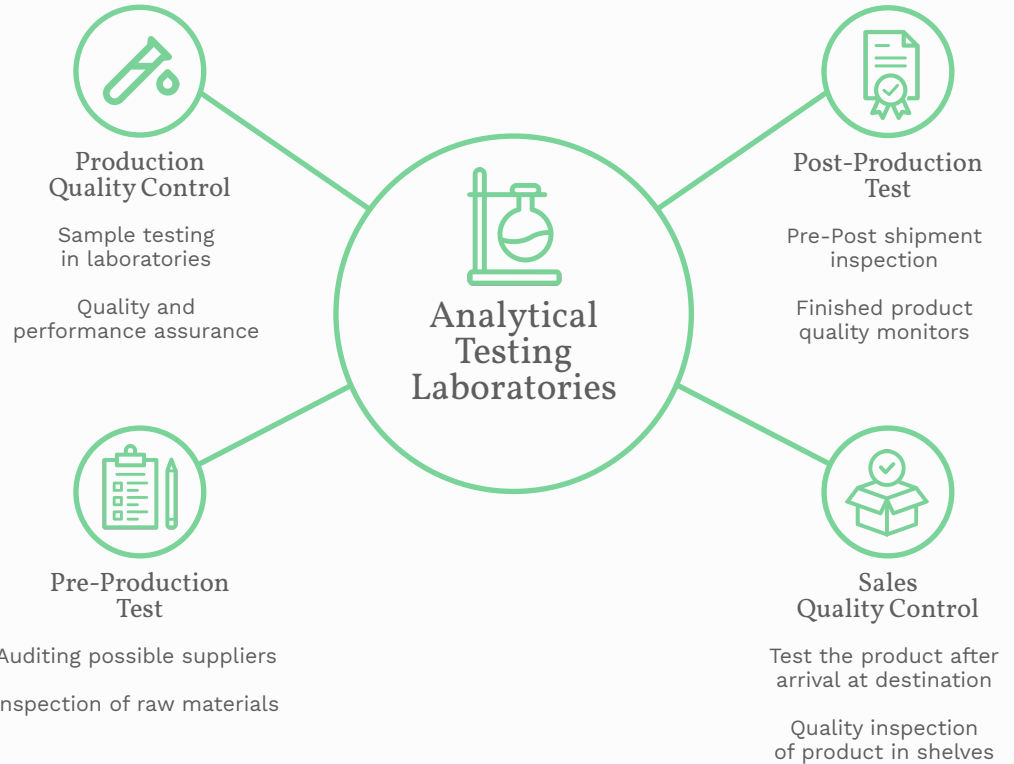
- **Food Defense**  
Mitigation strategies to protect food against intentional adulteration
- **Food Safety Modernization Act (FSMA)**  
Preventing intentional adulteration from causes wide-scale harm to public health

Four foundational pillars of the recent FDA Blueprint for the New Era of Smarter Food Safety :

- Tech-enabled Traceability
- Smarter Tools and Approaches for Prevention and Outbreak Response
- New Business Models and Retail Modernization
- Food Safety Culture

# We start by tracking food certification at analytical testing laboratories

Laboratories are the trust anchors in the food production chain and partnerships with them are key to growth





\$17.4b

Value of food certification market until 2023

Instant  
Market  
Growth

13,389

Accredited testing laboratories in EU

2060

Accredited testing laboratories in Germany

# GALAB Laboratories GmbH

Galab Laboratory GmbH, located in Hamburg, is the biggest independent service laboratory for external quality control. GALAB analyse and evaluate food, industrial products, biopharmaceutical products or the environment for substances or contaminants.

## Toward Laboratory 4.0

GALAB aims to use the blockchain technology:

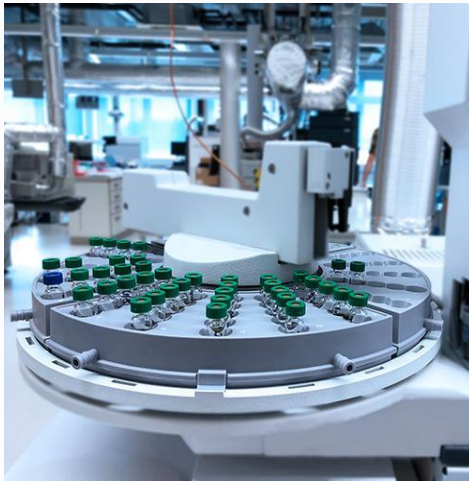
- To detect and kill frauded Testing Certificates in the market
- To speed up communication with customers in real time
- To enable faster action on safety concerns with surgical-like precision food recalls



# Two main service in focus



Analytical  
Testing  
Certificates



Testing product  
and release quality  
certification



Sampling and  
Inspection  
Services



Sampling is the  
taking of a  
representative  
sample from a batch  
according to a  
specified procedure.

# Analytical Testing Certificates



Testing products and releasing  
quality certification



# Sampling and Inspection Services



Sampling

QS-Pallet

Homogenized  
sample

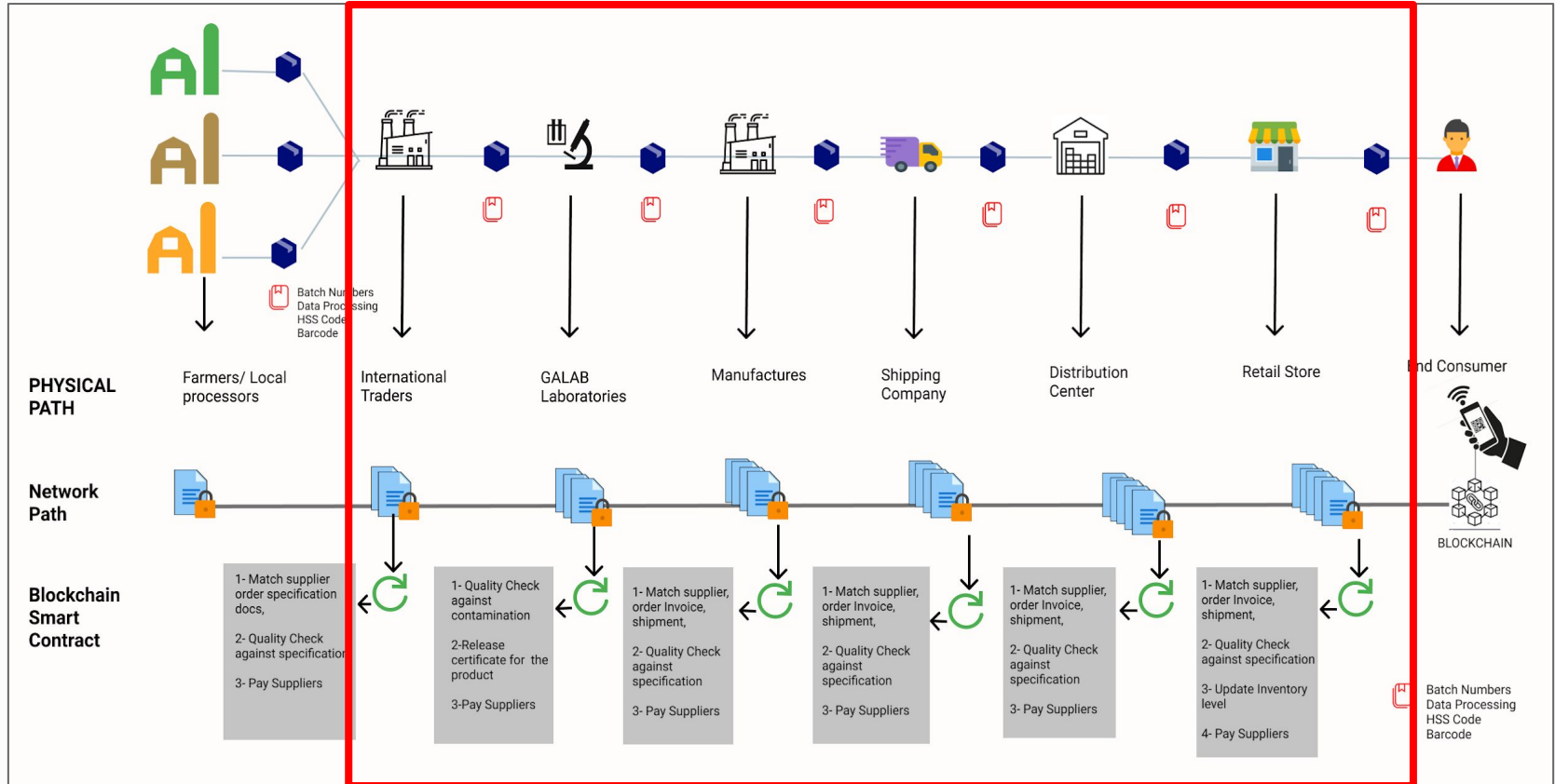
Securing the  
sampled lot

Shipping of  
samples

Sampling Report

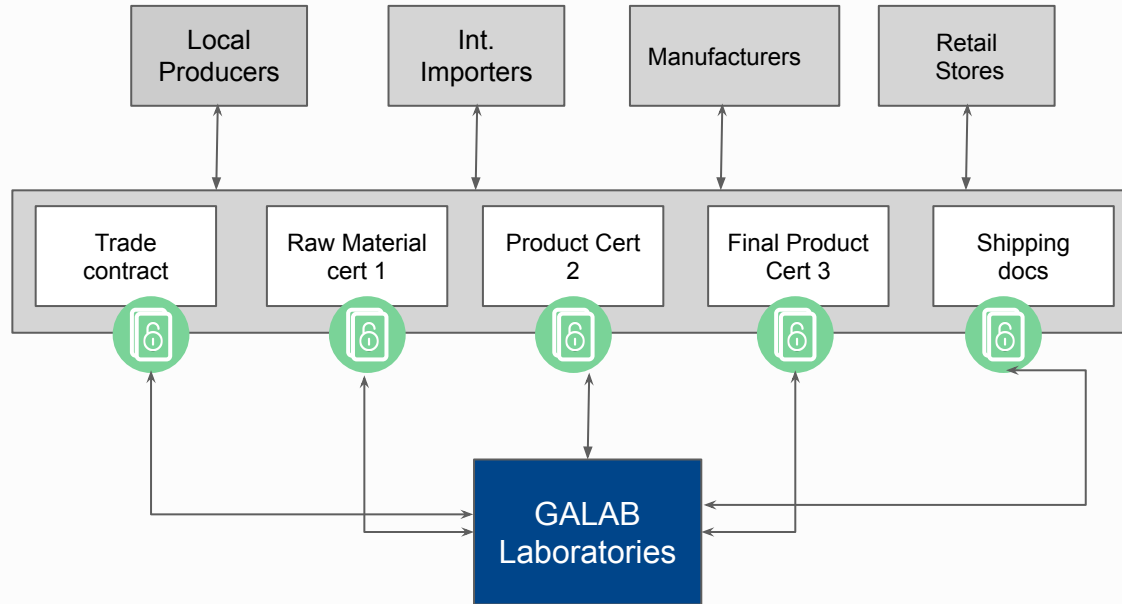
Sampling is the process of taking a representative sample from a batch according to a specified procedure.

# The Ecosystem of the GALAB Consortium





# Documentation Process flow using Tracifier Blockchain Solutions



## Blockchain:

Near real-time updates of documents.

Cryptographic proof of trust replaces intermediaries.

Shared & transparent data access.

Automated and tamper-proof audit of all data

# The Technology:

Simple. Swift. Secure.



Tracifier is built around a blockchain core, powered by  
**Oracle Blockchain Platform**

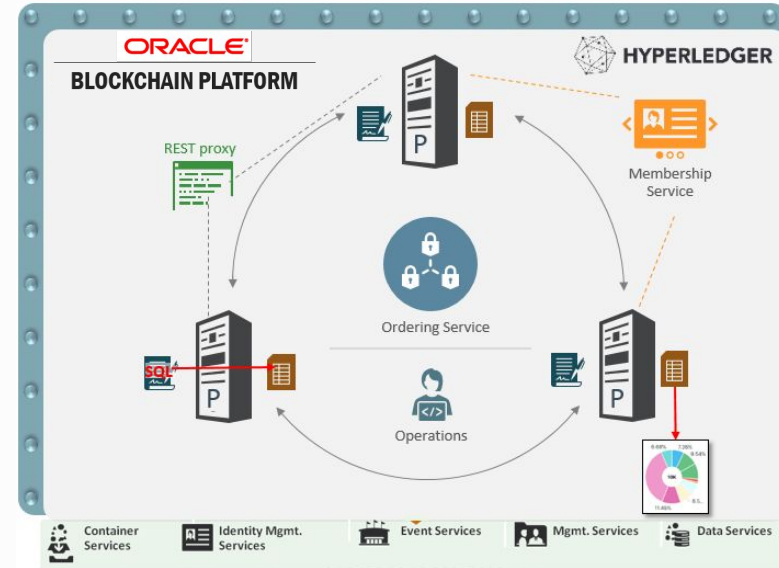
Hyperledger Fabric addresses the resiliency, flexibility, scalability, performance and confidentiality challenges by separating the transaction flow into three steps:

- execute a transaction and check its correctness, thereby endorsing it,
- order transactions via a (pluggable) consensus protocol, and
- validate transactions against an application-specific endorsement policy before committing them to the ledger

# Deploying on Oracle Blockchain Platform

Pre-assembled, managed service. Rich integrations. Enterprise production-ready.

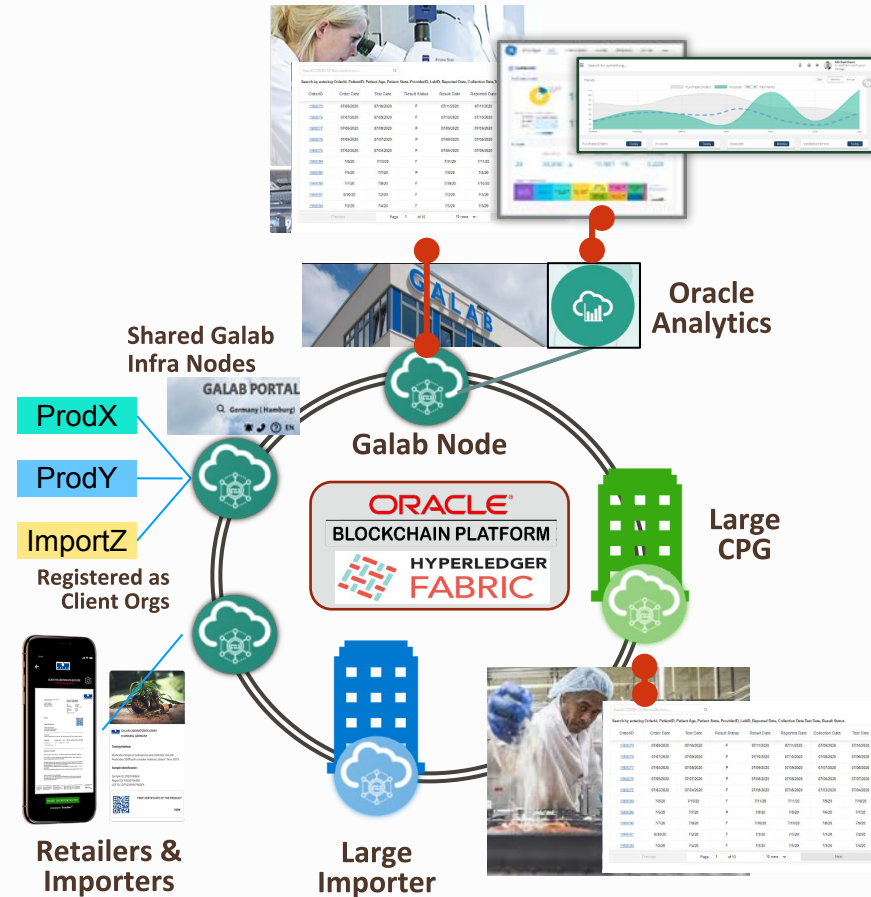
- Simple and quick deployment in the Cloud, On-Premises, or hybrid
- Oracle-managed or customer-managed options
- Interoperable with 3<sup>rd</sup> party Fabric nodes
- API Gateway for REST-based and Event-driven, bi-directional integrations
- Many enterprise adapters for rapid connection with Oracle and 3<sup>rd</sup> party ERPs
- Integrates with Analytics/BI for real-time dashboards and visualizations of on-chain data
- Dynamic scalability and built-in HA
- Strong security and simplified member on-boarding



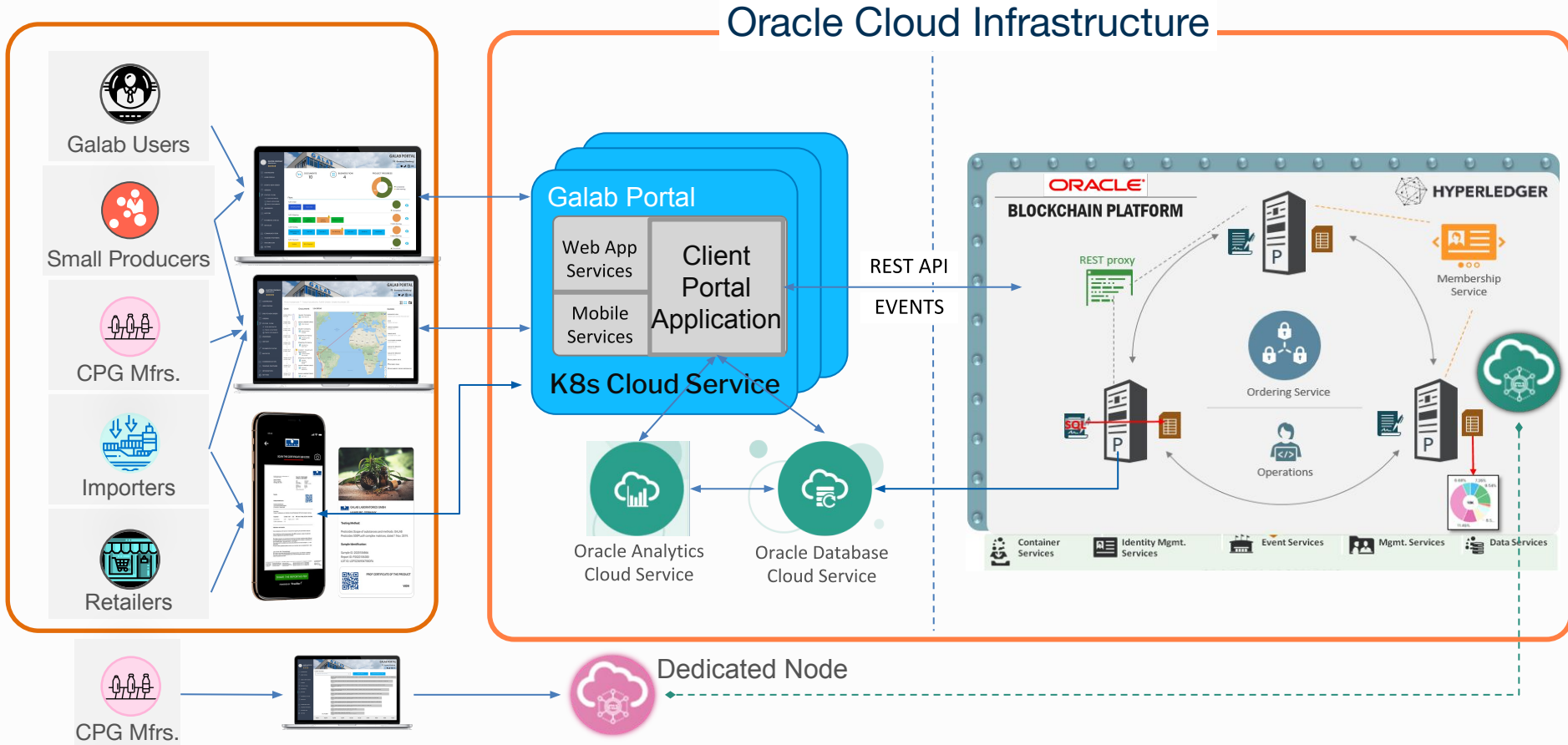
# Tracifier Network Architecture:

## Flexible Enterprise Blockchain Network

- Dedicated and shared nodes
- Portal-based registration and on-boarding of smaller producers and importers using Oracle Identity Management
- Mobile and Web-based front-end
- Using channels to isolate
  - Certification order tracking, samples, and fulfillment
  - Certification issuance and verification linked with reports

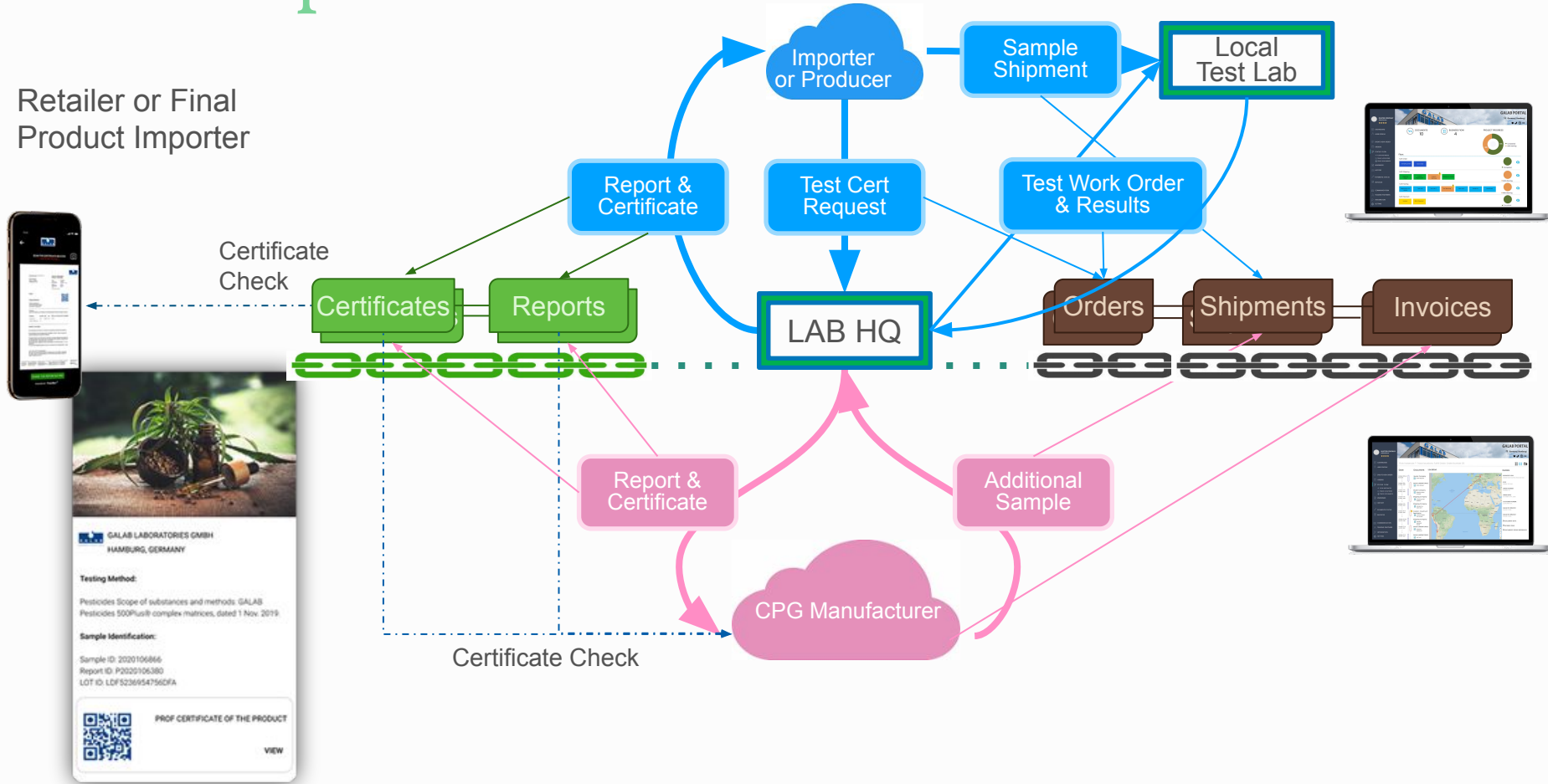


# Tracifier Application Architecture



# Tracifier process flows

Retailer or Final Product Importer





# Tracifier

Certificate Verification as a service!

[mina.kordi@tracifier.com](mailto:mina.kordi@tracifier.com)

[tracifier.com](https://tracifier.com)