

SMART PACKAGING  
(QR-CODE, NFC, RFID)



ANALYTICS &  
INSIGHTS



UNIQUE PRODUCT  
IDENTITIES



API FOR  
DEVELOPERS



REAL-TIME DATA  
MANAGEMENT



MOBILE APP  
(1-CLICK DATA EXCHANGE)



# MARQYT

brand protection

## SIMPLE SOLUTION TO COMPLEX TASKS

Platform for protecting brands from counterfeiting  
and falsification based on Blockchain system

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**MARQYT** is an innovative project based on the capabilities of blockchain technology, which is designed to solve the problem of counterfeit products in the production and consumer markets.

**Main objective of the project** is to reduce the number of counterfeit goods, thereby increasing the profitability of original productions and clearing the market of low-quality counterfeit products.



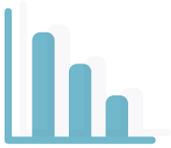
Using the application **MARQYT**, the producer or the manufacturer will be able to enter certain information about its product in the blockchain in a few clicks. Furthermore, the product is assigned a unique code, which, in contrast to GlobalTradeItemNumber, will store all the necessary information about the product, and not only about its commodity item. A unique encrypted product identification code can be applied to, and marked on, the goods in any convenient technological way for the producer or the manufacturer, including in the form of **QR-code**, **NFC stickers**, and **RFID** label tags. In addition, other means applied for automatic identification can be used as such technologies, namely: optically recognizable identifiers (barcodes, DataMatrix), online tools and facilities for tracking, localization and position fixing while using the active RTLS label.

It is impossible to forge or change the information entered in **MARQYT**, and the consumer can easily check it. In order to do the foregoing, it is necessary to scan the unique code printed on the product in our application. Thus, **MARQYT** solves the problem of communication between a major manufacturer/producer or brand and an ultimate consumer, excluding the possibility of selling counterfeit product while posing it as the original one.

Multifunctionality of the platform makes it possible to enter and integrate almost any data. Therefore, in addition to authentication and verification, it is possible to get detailed information about the content, ingredients, guarantees, instructions for use and other information provided by the specifics of a particular product.

Counterfeit is a specific mass phenomenon of the market economy, the problem of which is relevant for almost all the spheres of production business. The foregoing is essentially an adulteration, or a falsification, and the sale of products under the guise of reputable brands.

*Principal catalysts for the growth of counterfeit volume are the following:*



Presence of a deficit, unsatisfied consumer demand



Desire of suppliers, commercial intermediaries and resellers to make more profit



Low level of real income of the population



Lack of direct communication of the consumer with the producer/manufacturer due to marketing or other reasons

The more business sphere is subject to the influence of these factors, the more circulated counterfeit it involves. Therefore, profitability of investment in the business sphere is reduced due to the above mentioned fact, while demand for a quality product remains, and the counterfeit volume continues to increase.

### 2.1. Industry of counterfeit goods

According to official data of the press service of the Organization for Economic Co-operation and Development (OECD), the turnover of imported counterfeit products was estimated at 461 billion dollars in 2013. Actual counterfeit turnover has increased by **80%** since 2008. According to the data published in 2016 in the memorandum of the International Criminal Court, cumulative annual turnover of imported counterfeit products will amount to 1.9-2.81 trillion dollars by 2022, excluding economic and social costs. According to the analytical reports of the OECD<sup>1</sup>, it can be argued that this problem is relevant for both the secondary and the primary market, when the consumer is confident that he/she is paying for the original product. The main supplier of counterfeit products is China, and **63.2%** of the total counterfeit

market belongs to this country. At the same time, the most diverse areas of industry can face this problem, starting from luxury goods (clothes and accessories of expensive brands) to those products, the quality of which influences the health and safety of the population (food, pharmaceuticals and medical equipment). Most falsified products come and are sold under the guise of brands from Italy, the United States and France. Thus, it becomes obvious that the production and sale of counterfeit products all over the world correspond to an actively developing industry, which can not be monitored and tracked either at the state or international levels. Moreover, in case of especially dangerous groups of goods, for example, medical products, the buyer does not know that he/she purchases a fake or counterfeit product.

<sup>1</sup><http://www.oecd.org/industry/global-trade-in-fake-goods-worth-nearly-half-a-trillion-dollars-a-year.htm>

## 2.2 Global damage caused by counterfeiting

The bulk of counterfeit products are sold through online sales on authoritative trading platforms. Companies like Amazon spend millions of dollars on combating the counterfeiting each year, but it is impossible to monitor and verify every separate deal or transaction.

According to the data of Global Brand Counterfeiting Report<sup>2</sup>, the total damage incurred by luxury brands within the framework of this

problem amounted to \$30.3 billion in 2017. At the same time, more than 57% of consumers in the USA show high loyalty to their favorite brands and tend to get the original goods in the first place. However, it became extremely difficult to distinguish between original and counterfeit products with the development of production technologies. According to approximate estimates, more than 1.5 trillion counterfeit goods were sold on the global market in 2017.

## 2.3 Impact of counterfeit products on the competitiveness of brands

Active development of technologies and trade has a positive impact on many areas of business around the world, but at the same time it involves hidden negative consequences. Manufacturing companies and brands spend the lion's share of their profits and resources on combating counterfeit products. But even after all the measures taken, the illegal market continues to grow actively.

*Threats to brand owners can be distinguished as follows:*



- Drop in sales, lower profitability and cost-efficiency of the business;
- Impossibility of the company's development, difficulties with reaching new sales scales;
- Damage to reputation due to inadequate quality of counterfeit goods sold under the guise of the original product;
- Erosion of loyalty and consumer confidence.

As a consequence, the manufacturer/producer loses the most valuable thing that is the loyalty of its customers. Buyers themselves start to prefer cheaper goods, because they were disappointed by something that they have bought before under the guise of the original product. Today, the brands are faced with the task not only to find a convenient tool for combating counterfeit goods, but also to restore communication with their potential target audience.

<sup>2</sup>[https://www.researchandmarkets.com/research/7j7l2n/global\\_brand?w=4](https://www.researchandmarkets.com/research/7j7l2n/global_brand?w=4)

*Among the most affected business areas are the following:*

Therefore, despite the presence of high consumer demand for these groups of products, the creation of an original brand in these business areas is becoming increasingly complex and unprofitable. The company should spend huge amount of funds on marketing and development of new ideas for protection against counterfeiting in order to maintain the loyalty of its customers.



Manufacture of pharmaceuticals



Food industry



Manufacture of household electric appliances



Production of clothing and accessories.

### 2.4 Main problems and challenges of the producer and the consumer

Michael Ellis, officer of the Interpol and head of the Trafficking in Illicit Goods and Counterfeiting Programme, states that counterfeit food products and medicines threaten the lives and health of people around the world. Seeking for greater profits, wholesale buyers often have no idea concerning the danger of goods that they purchase for later sale.

For example, during one of the large-scale operations - OpsenV, 10,000 tons and one million liters of hazardous products and beverages were seized. Among them there are olives colored with copper sulfate, animal meat of endangered species, and sugar covered with dangerous fertilizers for human beings.

*Other examples demonstrating the scale of the present problem faced by the producers/manufacturers and the consumers include the following:*

So, the risks for the consumer become obvious. By purchasing counterfeit, a person consumes food that has not passed any preliminary checks or verifications and does not correspond to the current quality standards. At the same time, one can recall the incident in Russia, when 72 people died as a result of the consumption of counterfeit alcohol.

However, toxic substances in such food products and beverages tend to accumulating in the body, and the negative consequences of their consumption do not always manifest immediately. Therefore, it is impossible to underestimate the harm of a counterfeit product on the world market. The most dangerous form of counterfeiting, adulteration and falsification today is fake pharmaceutical products that can not only prove ineffective, but also cause health damage.

In 2016, Forbes reported in one of its publications that, according to its research, up to 80% of Italian olive oil on the shelves of the US stores is an adulteration

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Oceana, international organization for the protection of the oceans, has published the report according to which 33% of fish and seafood sold in the US has fake labels or marking. The foregoing leads to the fact that people buy a product of unknown and unregulated origin disguised as a premium product

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According to the report of the EU's Intellectual Property Office, losses related to counterfeit wine and other alcoholic beverages amount to 1.2 billion euros annually

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Up to 70% of wine that is sold in China is also an unlicensed adulteration.

According to the report<sup>3</sup> of the World Health Organization for November 2017, the share of counterfeit medicines on the world market was 10.5%. This indicator demonstrates and confirms not only the fact that people are wasting money on inefficient pharmaceutical products, but that they are constantly at risk with their health, taking medicines with an unidentified content.

Since 2013, the WHO has received 1,500 applications that testify to the use of substandard and counterfeit medicines. The medicines to cure malaria and antibiotics are most susceptible to falsification. 42% of reports and notifications are from the African countries, 21% of applications came from the United States and 21% - from Europe. But most cases remain unregistered, because the figures indicated above are only the "tip of the iceberg".

Medicines/pharmaceutical products correspond to the group of goods that has a high value in, as well as impact on, preserving the health and lives of people. Counterfeit, and as a consequence, substandard and non-conforming medicines can lead not only to the tragedies of individual families, but also to the

development of global resistance of disease pathogens or precursors to any medications.

The research was based on more than 100 scientific papers and reports from 88 countries. Thus, from 72,000 to 196,000 children per year can die from pneumonia as a result of treatment with counterfeit pharmaceutical products. The counterfeits in Africa cause 119,000 deaths from malaria per year and the expenses for medical care due to ineffective treatment in the amount from 21.4 to 52.4 million dollars.

The MARQYT project offers a new approach to solving such an urgent and serious problem for the participants of the pharmaceutical market. Due to the capabilities of the decentralized system of MARQYT, any participant in the trade chain can trace the movements and check the originality of the goods in just a few clicks. The foregoing should protect the producers/manufacturers of medicines against financial and reputational risks, protect the distributors and retailers from buying counterfeits, and it will also allow the ultimate buyer to verify the originality of the product.

### 3.1. Business goals, objectives and role of MARQYT in business.

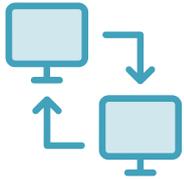
#### Control over the sales chain through the example of pharmaceutical industry

Using MARQYT, manufacturing companies will be able to track the movement of their products up to the sale to the final consumer. Manufacturers and producers registered in the system have the opportunity to enter information about their products in the Blockchain, and it will be then impossible to change or forge it. Such a solution is optimal and prompt one, because any physical methods of marking without reference to the global network are falsified today, and it is practically impossible to trace them.

The manufacturer/producer will be able to integrate the MARQYT system at almost any stage of production. Appropriate marking of the packaging of the goods costs considerably cheaper than the expenses for identifying counterfeit, losses due to illegal sales and reducing customer loyalty. Thus, the producer/manufacture will have the opportunity to check the data on the medical product at every stage of selling, and, as a result, the reputation of a company will be protected from the interference of counterfeit products.

<sup>3</sup><http://www.who.int/en/news-room/detail/28-11-2017-1-in-10-medical-products-in-developing-countries-is-substandard-or-falsified>

Ecosystem of MARQYT



Integration

We can integrate on any step of manufacturing process



API access

We provide access to API to write data into blockchain



Client Interface

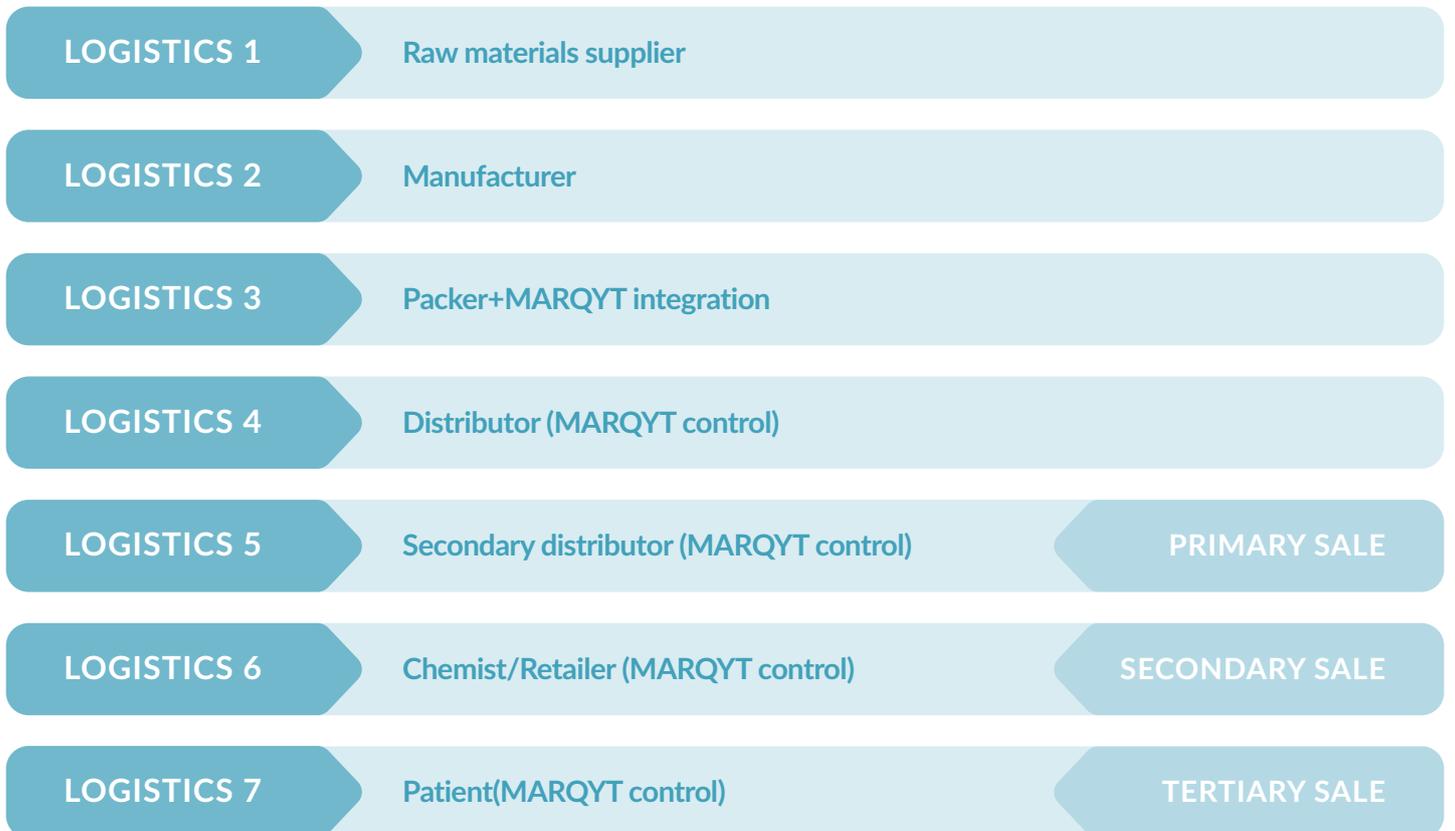
Your customers will have easy user interface to validate



Track user

You will have analytics to Big Data of how users interact with you product

Due to the integration of opportunities of Blockchain and IoT sensors, RFID and RTLS label tags, it will be possible to check not only information about the manufacturer/producer, but also about the storage and transportation conditions of a particular medical product at any stage of the delivery. There will be an opportunity to monitor critical violations and make the necessary adjustments to the temperature or light regime of storage to avoid making the product unfit for consumption or out of use.



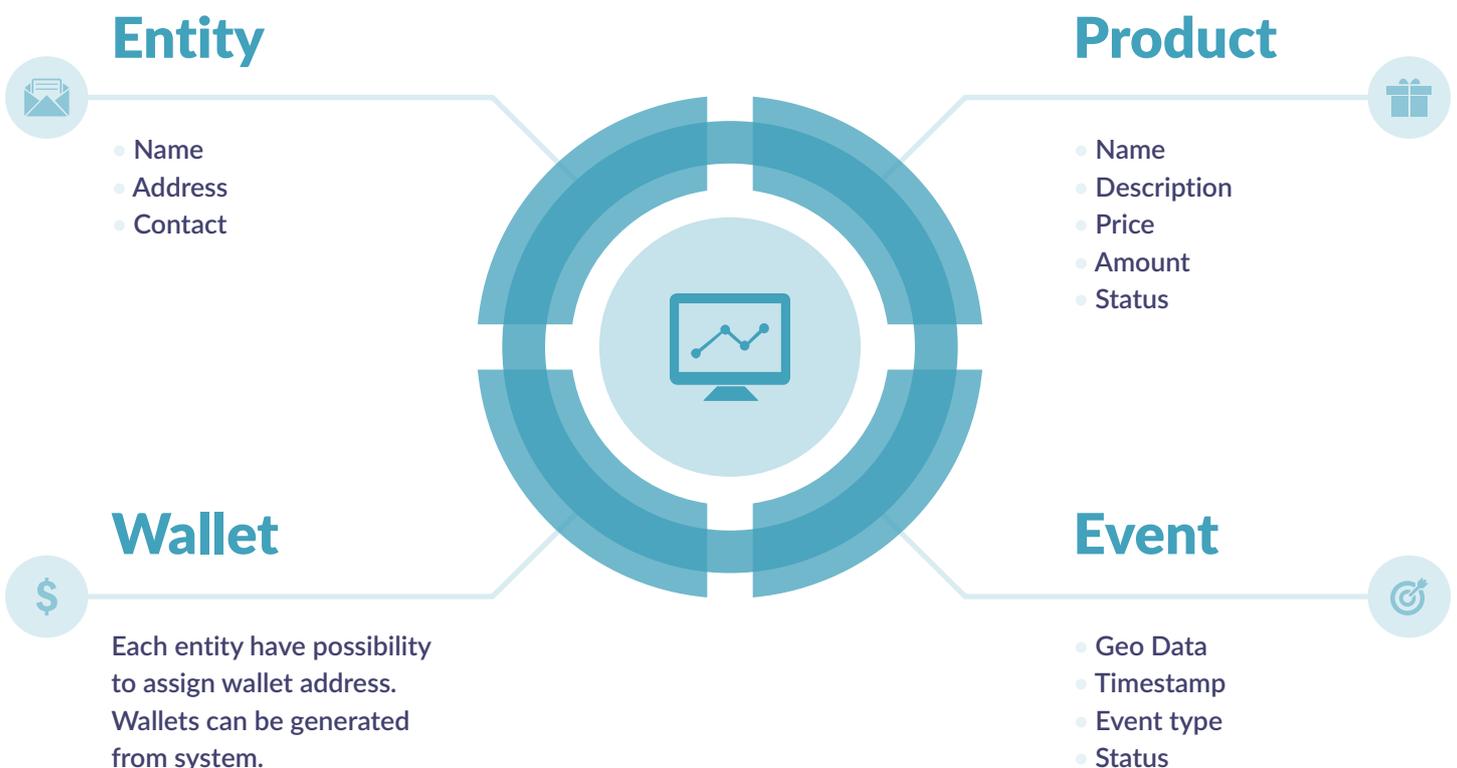
### 3.2. Marqyt framework has 2 solutions:

1. Standard, "ready to use" framework – designed by us for manufacturers & distributors as basics product management tool.
2. Integration platform, API – designed for developers to make it customly adjustable.

Platform will give a possibility to create API key, that will give a possibility to authorize in MARQYT ecosystem. After authorization developer will be able to create their own products and operate using blockchain technology to save important information and process adoption for their product.

Below is basic schema of classes integrated into ledger and included into our framework.»

*Marqyt allows developer to create their own products using our framework. Below is basic schema of classes integrated into ledger and included into our framework.*



\*Ecosystem demo ca\* be checked at [www.marqyt.io](http://www.marqyt.io)

### 3.3. Relevance of MARQYT's tools and demand for them in the industry

MARQYT will help companies reduce costs to combat counterfeiting, which is the first argument in its favor. In addition, it has also an ethical role in the pharmaceutical sphere of business, when the company cares about ensuring that its client receives a quality and effective product.

#### *Dangers of falsification in pharmaceuticals:*

- inconsistency of the dosages declared on the packaging with regard to the real ones;
- complete discrepancy with the declared contents and ingredients;
- content of toxic and potentially hazardous substances.

#### *The main reasons for the falsification of pharmaceutical products are the following:*

- 1 Insufficiently effective application of the current legislation.
- 2 Absence of the national regulatory authority for pharmaceutical products or lack of its powers and authority, financial and human resources.
- 3 Excessive multi-stage medicine promotion scheme in the pharmaceutical market; presence of a large number of intermediaries and high prices.
- 4 Ineffective cooperation between the national regulatory body, the customs service, law enforcement and judicial authorities.
- 5 Opportunities for improving the illegal production of medicines.

### 3.4. Business opportunities and perspectives with the implementation of MARQIT platform

Ecosystem of MARQYT, which is designed to prevent the possibility of counterfeiting, reduce the cost on combating it, control the storage and transportation conditions of the original pharmaceutical product, if necessary, is characterized by such advantages:



- protection of brand reputation;
- reduction of costs for combating the counterfeiting;
- increase in the level of sales of the original products and, as a consequence, the revenue growth;
- availability of resources for growth, access to larger markets;
- possibility of product control at all stages of delivery;
- direct communication with the client regarding the properties of the medicine and medical claims;
- possibility of increasing the volume of online sales, avoiding the counterfeiting.

**MARQYT** is an IT project aimed at suppressing counterfeit products in the world trade. Any company can connect to the system by purchasing MRQ tokens. They will be necessary for the further use of the system and entering the necessary data on the output product in the blockchain.

### 4.1. Key Advantages over Competitors

Apart from the fact that MARQYT provides opportunities to prevent product counterfeiting, blockchain partners will have access to the ready-made functionality for optimization and control of the assets. This functionality will be especially relevant for major companies and enterprises with a large number of employees, office machines and equipment, and inventory. Due to our development of EasyTag, the project partners will be able to indicate their assets in the database in one click, maintain their records and receive high-quality analytics in one click. More information about the project can be found at <http://easytag.me>.

#### ***MARQYT will have an obvious advantage over its competitors in the IT market in the following aspects:***

- It will be able to solve the problem of an international scale that is relevant for all areas of the manufacturing business;
- Ease of use for both the manufacturer/producer and the ultimate consumer; it is suitable for both large corporations and small niche productions;
- It ensures 100% protection against falsification/adulteration at minimum production costs (marking/labeling);
- It will work with clients around the world and support the projects of its clients throughout all the time of cooperation;
- It will ensure a responsible approach of retailers and distributors to cooperation, eliminate fraudulent interventions in the chain of sales;
- It will become an additional marketing tool - a guarantor of quality;
- It will allow not only to enter data about the product into the database, but also to control the conditions of its storage after the outlet from the production facilities;
- It will give the manufacturer/producer the opportunity to post information about points of sale and the availability of original goods in the public domain.

## 4.2. Algorithm of the programme

In order to create a new cell in the MARQYT database for a specific product and record data about it, the following application layer protocol for data transfer will be used:

### Product card example:

```

1  {
2    "name": "<product_name>",
3    "list_id": "<assigned_product_ids>",
4    "total_amount": "<amount_delivery>",
5    "delivery_id": "<location_id>",
6    "cordinates": ["<latitude>", "<longtitude>"],
7    "fraud": "<true_or_false>",
8    "date_shipped": "<date>",
9    "status": "<current_sale>"
10 }
```

### Request for product identification:

```

1  {
2    "id": "<product_system_id>",
3    "key": "<prod_unique_key>",
4    "secret": "<prod_unique_secret>"
5  }
6
7
8
9
10
```

**Information reading by the subsequent participants of the sales chain occurs according to the following HTTP GET method:**

`https://<domain>/api/product?id={string}&?tenant`

**id** (*string*) – of product manufactured.

**tenant** (*string*) – optional tenant name to create device for. Default is tenant from authentication token.

response http body: on success

### Example of output information:

```

1  {
2    "name": "<product_name>",
3    "list_id": "<assigned_product_ids>",
4    "total_amount": "<amount_delivery>",
5    "delivery_id": "<location_id>",
6    "cordinates": ["<latitude>", "<longtitude>"],
7    "fraud": "<true_or_false>",
8    "date_shipped": "<date>",
9    "status": "<current_sale>"
10 }
```

**Example of the request to delete data from the current cell:**

Delete property with id (HTTP DELETE):

```
https://<domain>/api/product?id={string}
```

query string:

id (string) – product to retrieve.

response http body: on success Http.Ok

**Example of token authentication:**

Authenticate(HTTP POST):

```
https://<domain>/api/token?key={string}&secret={string}
```

“token”: generates authentication token used for the rest of controller access. All Http requests will provide same json response body on success Http.Ok

```

1  {
2    "resultCode": "<result_code>",
3    "subCode": "<sub_code>",
4    "tokenValue": "<token>",
5    "tenants": ["<tenant_1>","<tenant_2>..."<tenant_N>"]
6  }
7
8  "resultCode":
9      Ok - success, token granted.
10     Failed - request failed.

```

Example of a token:

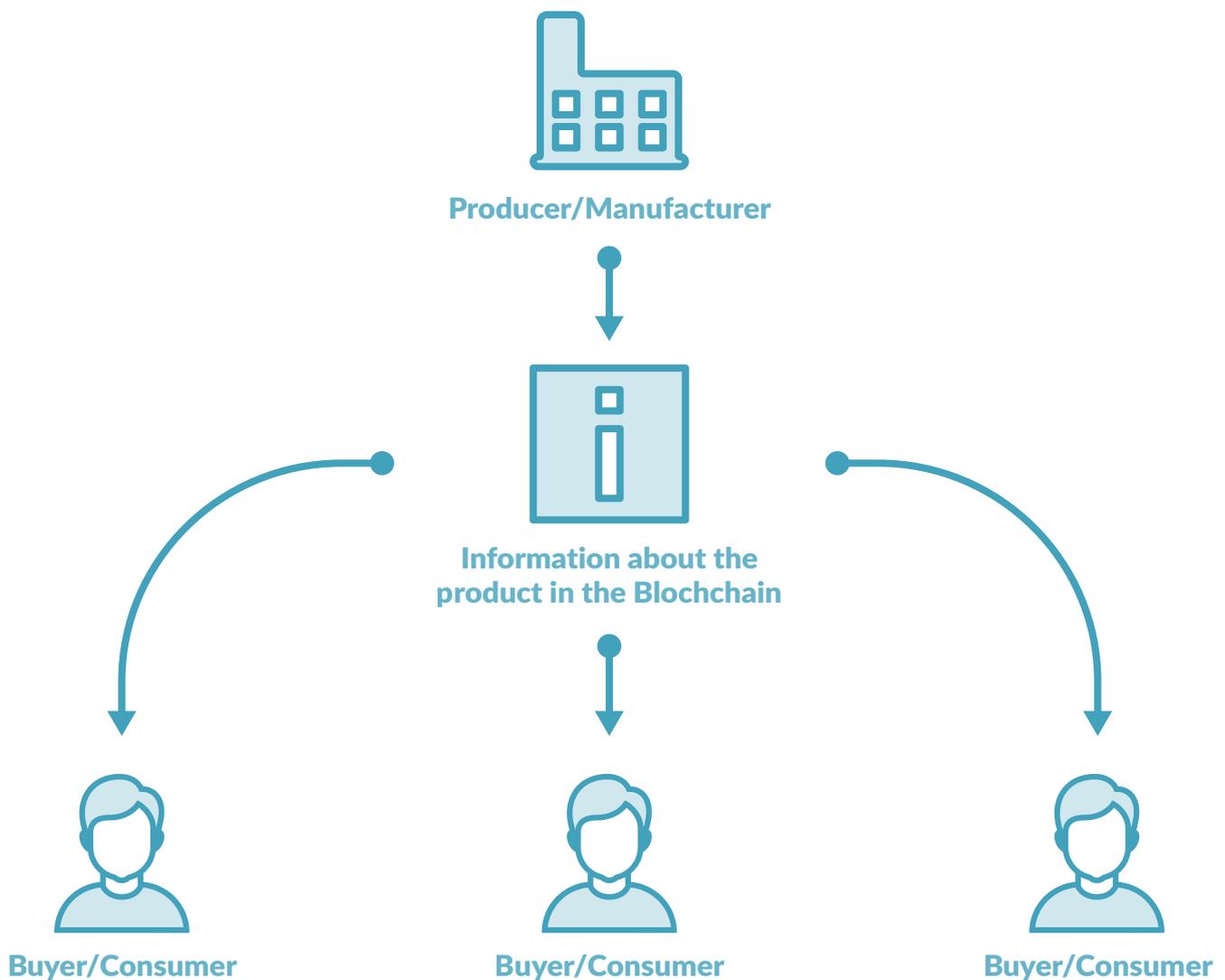
```

1  {
2    "tokenValue": "0Q644NQwXR53D%2fzZo1K8nmXiweNE20oY%3d"
3  }

```

### 4.3 New methods of interaction between the producer and the customer

**MARQYT** is a kind of guarantee of the quality of the goods that the producer/manufacturer provides to its customers. At the same time, the system acts as an intermediary in the communication of both parties. The producer/manufacturer or the distributor will be able to add data about the place of delivery of the goods, so the consumer will have the opportunity to be aware in advance where the original products are located. He/she can create a request in the mobile application, and it will automatically show where it is possible to buy the requested product.



It is physically and practically impossible to forge a unique code that is assigned to a particular product item, because this code is automatically removed from the Blockchain after selling, and all "copies" will be recognized as a counterfeit. Thus, only the producer or the manufacturer will be able to enter data into the product card in order to be subsequently considered and analyzed by the ultimate buyer.

MRQ tokens will be an obligatory element for using the MARQYT system. Investors will be able to purchase them during ICO for the value set according to the terms and conditions or after its completion at the market price.

### 5.1. Overview of the platform for token sale



Ethereum is one of the most popular blockchain systems with open source code. Its functionality allows to create and further manage new decentralized applications. The tokens issued on the basis of Ethereum apply the ERC20 standard, so they can be used by third parties.

Smart contracts (on which Ethereum is based) allow the implementation of a variety of software solutions, including identification of users, data accounting systems, crowdfunding services and ICO.

### 5.2. Technical characteristics of the token

Total amount of MRQ tokens to be issued on the Ethereum platform will be 100,000,000. The value of one token will be 0.07 USD. In the course of pre-sale, investors will receive a bonus of 20% of the volume of purchased tokens. Bonus programme does not apply to the second stage of ICO.

#### *The investor will be able to receive a profit from participation in MRQ ICO in two ways:*

- Sell tokens on the stock exchange - the value of the token will change proportionately with the level of development of the company; upon completion of the token sale in course of ICO, the tokens will be sold at the market price;
- Use MRQ token to pay for the services of the company MARQYT.

### 5.3. Functionality of MRQ token

MRQ token will be used exclusively within the MARQYT project. In order to register any object (goods, product or asset), it is necessary to use a certain number of MRQ tokens. For this purpose, tokens are purchased during ICO, acquired on the stock exchange or provided by MARQYT in rare cases. The token remains attached to the object forever. By purchasing MRQ token, the client reserves the "place" for the objects in the MRQ contract. The number of tokens required to register an object is set by MARQYT. It can depend on the value of the object, the

level of protection and the value of token at the time of registration.

Buyers of products protected by MARQYT have the chance to obtain MRQ token when authenticating the goods. The token can be used to obtain discounts on future purchases.

In case of completion of the cooperation, the objects can be deleted from the system. In this case the tokens are returned to MARQYT with the possibility of subsequent selling to, or implementation by, the other clients.

MARQYT's ICO is a means of attracting investment for the implementation of a decentralized project to combat counterfeit products.

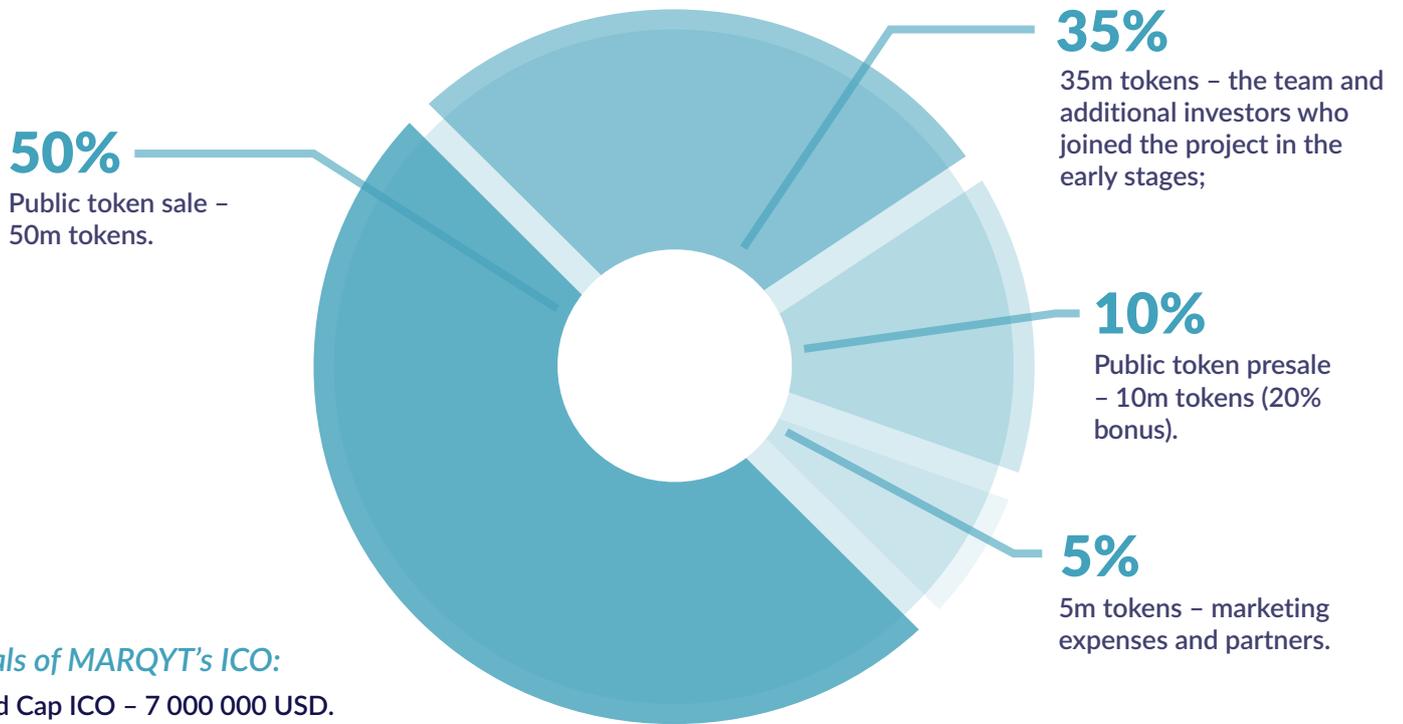
### 6.1. Investment profitability, cost effectiveness and payback of MARQIT

*The MARQYT project is a promising investment base for the following reasons:*

- The platform is based on the already operational functionality of asset management – EasyTag;
- Utilizing Microsoft cloud in order to build powerful solution;
- Quick payback due to high demand for anti-counterfeiting services around the world, therefore, while operating on the international market, the company will quickly replenish the funds invested in it;
- High profitability and cost-effectiveness – the main resource of the company will be the knowledge and skills of its team to be profitably sold on the market. Independent development of the software necessary for the activity of the company will allow minimizing the expenses for the development of the company;
- Uniqueness – MARQYT service will combine the simplicity of its interface, ease of use and advanced blockchain technologies. Thus, using the software of MARQYT, consumers will have the opportunity to solve the problem of counterfeiting and secure themselves from low-quality goods in a few clicks. Manufacturers and producers will be able to prevent the falsification or adulteration of their products.

6.2. Goals of ICO to be held by MARQIT

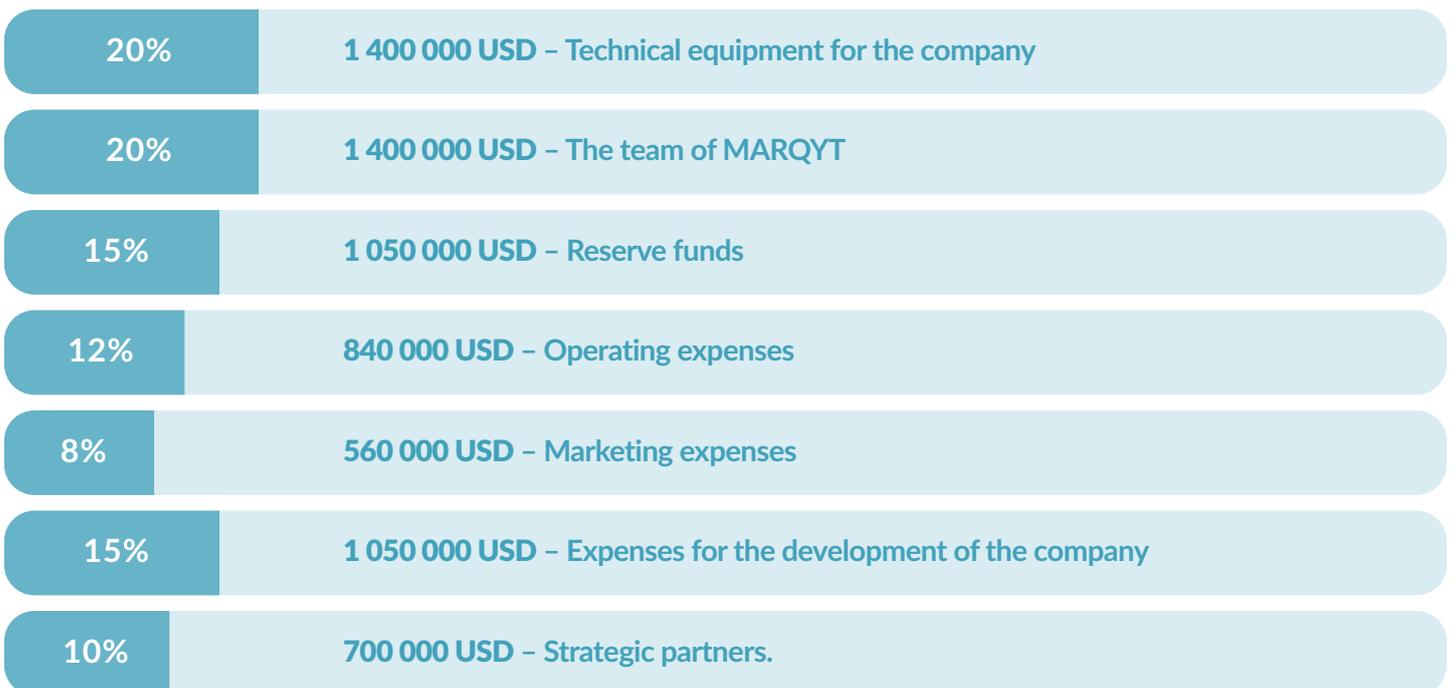
ICO of MARQYT will be held in two stages, namely: public presale and public sale. 60% of the total number of tokens issued will be presented for ICO:



Goals of MARQYT's ICO:  
Hard Cap ICO – 7 000 000 USD.

6.3. Allocation of collected funds

The collected funds will be distributed as follows:



Q3/4 2017

Development of a web interface of version 1.0 for producers/manufacturers, namely: entering the product into the database, the product overview, the functionality of depot/ warehouse; creating a mobile application that can communicate with the support service of the manufacturer/producer via API.

Q1 2018

Preparing for ICO and developing a platform for integrating Blockchain's capabilities into the project

Q2 2018

Development and integration of an appropriate smart contract into the project

Q3 2018

Start of pre-ICO

Q4 2018

Implementation of loyalty programmes and bonuses for active users. Public presentation of the first version of the project.

2019

Creation of cryptowallet inside the system. Global market launch of the platform

2020

Publication of the framework for developers to implement their projects



## Nikita Manija

CEO & Lead Blockchain

CEO of ITG group. In charge of smart reinvestment and start up scale up. Business development expert. 7 years experience in M&A and angel investment. Leader and motivator of the project has 8 years of combined experience in the development and management of large-scale projects.



## Mihails Frolovs

Mihails Frolovs - CEO & Senior Developer, Software Developer.

He has 8 years of combined experience in the development and management of large-scale projects. Main Expertise (c#, objective-c, Java), Microsoft Azure Expert



## Rolands Zoloyedovs

Software Developer, Blockchain Engineer and Community manager.

Software Developer with five years of experience. He is engaged in the development of software based on Python, React JS, and the development of software for Internet acquiring.



## Kirils Ponomarenko

COO

As a M.Sc. of Social Sciences in International Economics, alumni of SPB state university in PR, and Bachelor's degree awarded in Logistics he combines both technical and social knowledge. He has 7 years experience in international logistics and supply chain optimization, lean management and Kaizen system implementation; 5 years of scaling up startups, marketing and project management.

MRQ tokens are not, and do not correspond to, income, capital, shares or royalties, and also the rights to capital in the company that issues them. MARQYT does not issue securities for sale, does not provide for options, does not distribute shares or assets. Any information obtained from the website of MARQYT, its blogs, pages in social networks and from the present WhitePaper does not contain offers of financial services, and is not a prospectus for the issue of securities.

MARQYT's activity is the development of an innovative product using advanced technologies; therefore, the result may not always correspond to the stated expectations described in public documents or on the website of MARQYT.

The information contained in the present document, as well as the information provided on the website of MARQYT and other information resources, is not a guarantee of profit. The present WhitePaper and the information outlined in it are intended for informational and introductory purposes only.

