



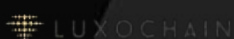
# LUXO

# LUXOCHAIN

The first blockchain platform for companies  
that certifies the authenticity of valuable goods

v. 4.0

Lugano, Sept 22, , 2022





Luxochain is a Swiss-based company, born in 2017, with world-class expertise on leveraging **blockchain technology and product certification**, to deliver **sustainability, reputation and authenticity** in the luxury market.



**Our mission is to ensure ownership of real products**, tracing goods on the blockchain, from raw material up to the distribution chain, providing **Certificates of Authenticity and Passports of goods**, to protect Brands and Customers, guaranteeing purchases of authentic goods.

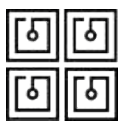


Today, we are here to bring to life our mission, together with our business partners and global leaders in the commercialization of RFID UHF & NFC technologies, combined with NFTs, for the luxury, fashion, and apparel markets.

## WHAT WE DO: SYNCHING TOGETHER 2 WORLDS

### PHYSICAL

### DIGITAL



1. Using electronic tags, such as **NFC** combined with **RFID** or **UNIQUE HOLOGRAMS**.



2. Insert tags into each product, ensuring supply chain efficiency for manufacturer and traceability of the entire story of the product for shoppers.



3. Registration of the product tag tied to the product in the **Blockchain** and creation of the **product NFT token**. When the product is purchased, the NFT will be transferred to the customer's Luxochain Wallet.



4. Final shoppers will be able to scan the tag (**NFC-RFID** or **Unique Hologram**) with **Luxo Wallet**, visualize the **NFT** to verify authenticity, and store it in their **Luxo Wallets**.

# 1 PLATFORM, 2 WORLDS, 3 CHALLENGES SOLVED: KEY BENEFITS FOR BRANDS

LUXOCHAIN

LUXO



## How to Reduce Business Losses

**Anti-counterfeiting:** thanks to the unique 1:1 link between physical product and digital certificate.

**In-store operation:** warranty status, product return, product loss, addition of crypto-payments and Alipay.

**Real-time Sales (sell-in, sell-out data):** for stores and resellers, warehouse and secondary market transactions. This can be applied on on-line and off-line transaction.



## How to Improve Traceability

**Supply chain efficiency:** monitoring of suppliers, subcontractors and licensees, certified on the blockchain, cross-country tracking and payment.

**Full integration:** fully integrated with existing company ERP systems.

**Sustainability:** blockchain explorer to verify complete product history from raw materials to sustainability.

**Sustainability Roadmap for 2020**



## How to Create Ownership

**Guaranteed purchase:** buying the product and its digital certificate of ownership, registered on the Blockchain (in-store, e-commerce, resellers, StockX, etc), reduction of paper guarantees, simpler payment and cross-border.

**Consumer Profiling (on/off-line):** 1:1 relationship with final user after on/off-line purchase and in the secondary market: "what, when, where" each user has bought.

Key Benefits for brands

# EASY TO USE: 3Cs: "CLICK, CHECK & COLLECT" KEY BENEFITS FOR CONSUMERS

LUXOCHAIN

LUXO



**Click** to open the Luxochain Wallet Application;



**Check** the authenticity of the product through NFC;



**Collect** the NFT as "Unique Digital Certificates" in your wallet!

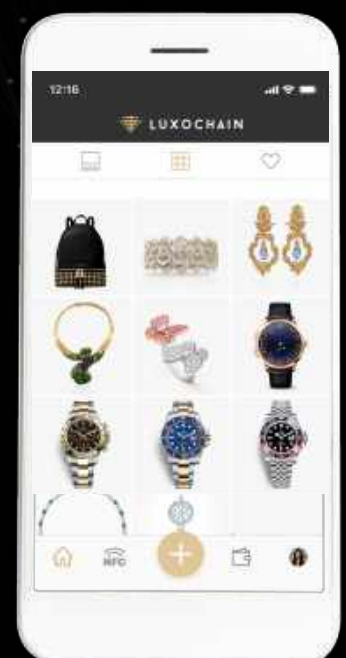


During this process, a shopper can see the details of a product, such as its general description, video usage, e-commerce links, colors, materials, history, manufacturing details, and all previous property transfers.



**Easy to use:** "Click, Check, & Collect" your NFT, Digital Certificates of Authenticity using Luxochain solution.

What could be better for uniquely identify each of your Luxury product?







## LUXOCHAIN FOUNDERS



**NATALE CONSONNI**  
FOUNDER



**DAVIDE BALDI**  
FOUNDER & CEO



**ROBERTO GORINI**  
FOUNDER



**ALFREDO MALGRATI**  
FOUNDER



**Davide Baldi: Founder & C.E.O.**

Entrepreneur, venture capital, several years of experience into a management consulting firm, blockchain enthusiast since 2016.

Graduated in Psychology at Padua University and specialized in business management and organization, experience in multinationals and in entrepreneurial companies. Lives in Lugano, Switzerland, since 2014.

Co-Founder & CEO at Luxochain.io

Partner: at [Iconium – Blockchain Ventures](#), [blockinvest.io](#), [ibooster.io](#).

[Linkedin Davide Baldi](#), [Twitter Davide Baldi](#)



**Natale Consonni: Founder**

Founder and President of ICQ, Quality Certification Institute, Owner and President of IISG, Italian Toy Safety Institute, with over 500 employees worldwide, companies sold to the multinational UL ([www.ul.com](#)) in 2013.

In the following years, he became Vice President and CEO worldwide of the consumer product division, specializing in product management, quality control, management, business development. Strong business development professional, Doctor of Engineering specialized in chemistry at MIP-Politecnico di Milano.

Previous experience: President and founder of Venture & Creation. Member of the Board of Directors of COMO VENTURE, an investor in start-ups. Vice President and General Manager Responsible Sourcing (RS), Registrar and Consumer Products of UL, Underwriters Laboratories INC.



**Roberto Gorini: Founder**

Innovator, an entrepreneur with over twenty years of experience. He graduated in economics, and he got thousands of hours of experience as a trainer and coach for numerous courses and conferences. He is a blogger, public speaker, economics scholar, and author of the books Matrix Economy (2014), Crypto Economy (2016), and Chaos Economy (2020).  
[Ceo of Noku Project.](#)

[www.robertogorini.com](#)



**Alfredo Malgrati: Founder**

Graduated in Business Administration at Bocconi University, many years of experience in Ernst & Young, today an entrepreneur with over 300 employees in family businesses; for 25 years CEO of Vimoter SpA and Eurotubi Europa, ambassador of "made in Italy" in the metalworking sector, awarded among the top 500 Italian companies.

Passionate about finance, innovative technologies, and blockchain, he is a convinced supporter of the combination of the old economy and digital technologies.





## LUXOCHAIN TEAM



MARCO GUARDUCCI  
CTO



FEDERICO VIGANÒ  
COO



MARCO RUFFA  
HEAD OF LUXURY MARKET



DAVIDE ZUCCHETTI  
MARKETING MANAGER



ELISA LAEZZA  
CUSTOMER MANAGEMENT



LORENZO RIGATTI  
STRATEGICAL PARTNERSHIP



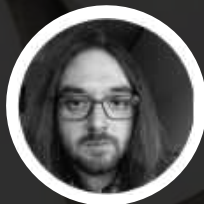
GUIDO MENGONI  
STRATEGICAL PARTNERSHIP



FEDERICA FONTANA  
SOCIAL MEDIA MANAGER



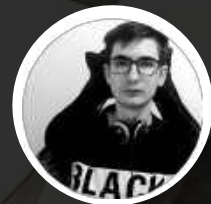
CRISTIANO CANTELLI  
SENIOR DEVELOPER



ANDREA NARDI  
SENIOR DEVELOPER



FABIO PACCHIONI  
SENIOR DEVELOPER



MARCEL BUJOR  
SENIOR DEVELOPER



NAOR ADNO  
BUSINESS DEVELOPER



MARCO BARCHETTI  
MARKETING SPECIALIST



VALERIA MONTINI  
ADMINISTRATION MANAGER



GIANMARCO CARUSO  
DIGITAL PM AND UX/UI DESIGNER



LUCA IAVARONE  
PROJECT MANAGER



LORENZO CALZONE  
PROJECT MANAGER



FILIPPO LERDA  
HEAD OF ENTERTAINMENT MARKET



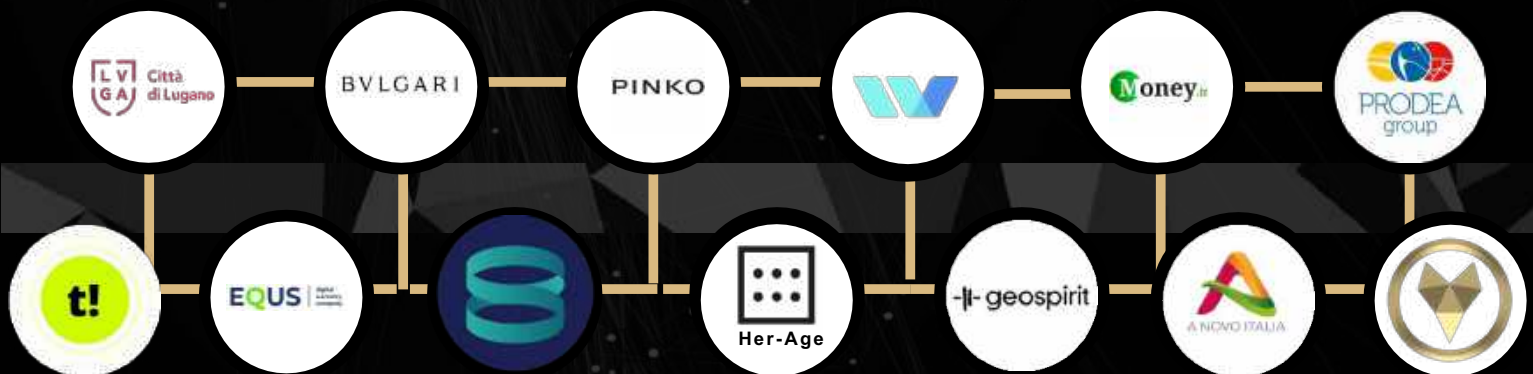
ALESSANDRO DURBANO  
HEAD OF ENTERTAINMENT MARKET





## LUXOCHAIN CUSTOMERS

Application industries we are serving are Luxury & Fashion, Art, Public Institutions, Media & Press Agencies, Automotive, Valuable goods, details into our press-release



## LUXOCHAIN ADVISORS



## LUXOCHAIN BUSINESS PARTNERS



# LUXO PRESS

the Cryptonomist

COINTELEGRAPH

COINTELEGRAPH

CISION

YAHOO!  
FINANCE

TEDx

THE BELL

ANSA

alanews.it

MarketWatch

GAMBERO ROSSO

Forbes

The  
Economist

YAHOO!  
FINANCE

BUSINESS  
INSIDER

BusinessTimes

WASHINGTON  
BUSINESS JOURNAL

EUROBSIT

THE BELL

FORTUNE

HM  
HedgeMaven

Seeking Alpha<sup>α</sup>

ANSA

LOS ANGELES  
BUSINESS JOURNAL

ANSA

interlogica

Financial  
COURIER

Oltre

#assodigitale.it

CORRIERE DEL TICINO

#assodigitale.it

CryptoNinjas

Bitcoin & Blockchain Guide

adnkronos

finanzen.net

BLACK CHAIN INNOVATION

WSJ

COINTELEGRAPH

Italia Oggi

tio

affaritaliani.it

ticinonews

Money

RSI NEWS

Fintech Advisor

BITCOURIER

Money

FORTUNE

the Cryptonomist

AMERICAN PRESS

Investing

the Cryptonomist

FORTUNE

bits.media

BTOMANAGER

ME

her  
age

fashion

laRegione

#ASSODIGITALE

COINTELEGRAPH

L\*3

Luxury & Finance

CISION

volksfreund

Le Lézard

wallstreetonline

tio

the Cryptonomist

TGCOM 24

affaritaliani.it

ME

Forbes

adnkronos

Money

Money

MarketWatch

Seeking Alpha<sup>α</sup>

9NEWS

American Press

UK TECH NEWS

mycryptotax

mycryptotax

M

## USE CASES: BULGARI, watches and jewels

LUXOCHAIN

LUXO

# BVLGARI

<https://www.bloomberg.com/press-releases/2022-06-28/temera-luxochain-and-polygon-are-pleased-to-announce-the-collaboration-with-bulgari-newera-high-jewellery-emeralds-rubies-and>

<https://www.benzinga.com/pressreleases/22/06/n27882219/temera-luxochain-and-polygon-are-pleased-to-announce-the-collaboration-with-bulgari-newera-high-jew>

[https://www.marketwatch.com/press-release/temera-luxochain-and-polygon-are-pleased-to-announce-the-collaboration-with-bulgari-newera-high-jewellery-emeralds-rubies-and-nfts-2022-06-28?mod=search\\_headline](https://www.marketwatch.com/press-release/temera-luxochain-and-polygon-are-pleased-to-announce-the-collaboration-with-bulgari-newera-high-jewellery-emeralds-rubies-and-nfts-2022-06-28?mod=search_headline)

<https://www.2luxury2.com/the-new-era-high-jewellery-is-a-combination-of-emeralds-rubies-digital-twins-and-ultra-precious-nfts/>

<https://finance.yahoo.com/news/temera-luxochain-polygon-pleased-announce-070500344.html?guccounter=1>

<https://coindesk.cc/temera-luxochain-and-polygon-are-pleased-to-announce-the-collaboration-with-bulgari-new-era-high-jew-107782.html>

<https://www.blockchainconsortium.ch/notizie/blockchain/luxochain-e-bulgari-insieme-per-i-nuovi-gioielli-nft-che-rivoluzionano-il-metaverso/>



## USE CASES: PINKO, Recycle collection, Meta Love Bags

LUXOCHAIN

LUXO

# PINKO

<https://www.fashionmagazine.it/market/il-debutto-a-parigi-a-viva-technology-pinko-si-inoltra-nel-metaverso-e-lancia-la-prima-collezione-di-nft-meta-love-bag-109798>

<https://cryptonomist.ch/2021/03/15/reimagine-pinko-sulla-blockchain/>

<https://www.money.it/Pinko-moda-circolare-collezione-Reimagine-blockchain>

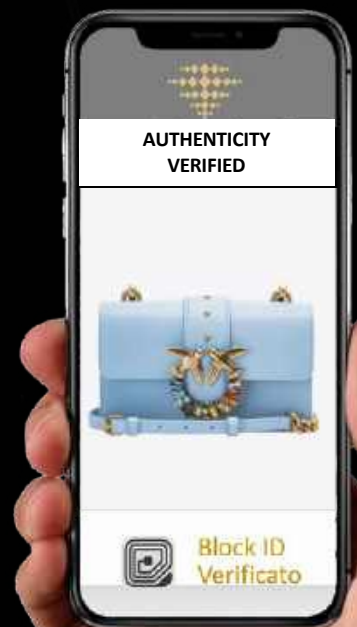
<https://www.milanofinanza.it/news/pinko-entra-nel-metaverso-con-meta-love-bags-202206161519135035>

<https://finanzanow.com/nft-pinko-lultima-new-entry-nel-metaverso/>

<https://www.mffashion.com/news/livestage/pinko-entra-nel-metaverso-con-meta-love-bags-202206161519135035>

[https://www.adnkronos.com/anche-pinko-entra-nel-metaverso\\_39CiqiDauqSBmgIYIOOpQ3](https://www.adnkronos.com/anche-pinko-entra-nel-metaverso_39CiqiDauqSBmgIYIOOpQ3)

<https://thecoin.news/articles/pinko-entra-metaverso-lanciando-suoi-primi-nft-meta-love-bag-1655364111453>





## MY LUGANO

We have created a booking system for admission to the city's public facilities which today includes about 300 public and private businesses throughout the Lugano area. (info on <https://my.lugano.ch>). By joining the App, citizens can receive 10% or 5% cashback in LVGA tokens, issued by the City of Lugano, regulated by FINMA, to be able to spend again within the My Lugano circuit.

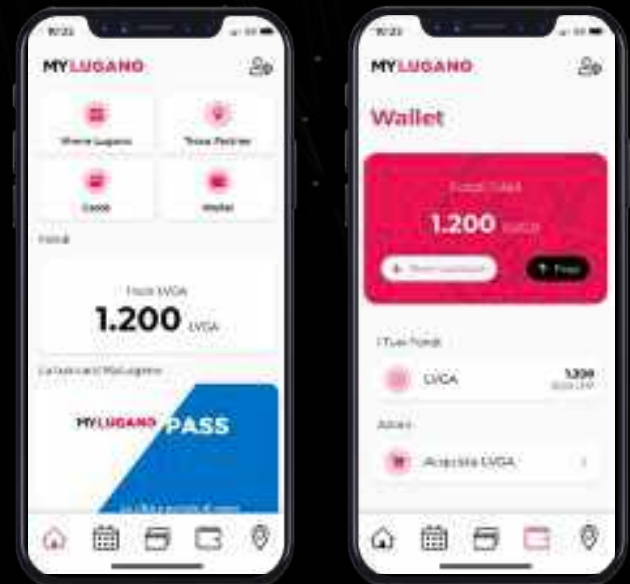
Everything is blockchain-based, secure, simple to use and on a human scale. Each transaction is tracked on the blockchain and helps the local economy without any kind of speculation. A concrete application of technology to help both citizens and municipal shops, in a transparent and easy to use way. This innovation could be applied by any large commercial chain or other public bodies.



## MY LUGANO INFRASTRUCTURE



+20.000 Users and +300 shops are using My Lugano App to permit admission to the city's public facilities throughout the Lugano area.





## VIRGO

Together with our partners, Temera, Var Group and PwC, we have created a platform for the production chain, which can monitor the entire supply chain, from raw material to the finished product.

<https://www.prnewswire.co.uk/news-releases/virgo-the-new-sustainability-reputation-amp-authenticity-platform-dedicated-to-fashion-amp-luxury-899253465.html>

<https://www.ledgerinsights.com/blockchain-luxury-counterfeit-prevention-pwc-var-virgo/>

<https://www.corrierenazionale.it/2019/10/30/virgo-difende-autenticita-made-in-italy/>



## WHAT IS VIRGO?

A unique collaboration among international leaders to provide sustainability, reputation, transparency and authenticity to the market.

Temera, PwC, Luxochain and Var Group, four leaders on the international scene, are contributing towards creating the first integrated, safe and transparent solution for tracking the value chain and certifying the authenticity of luxury goods, from the acquisition of the raw materials, to production, logistic dispatchment then sale of the goods, up to ownership changes on the second-hand market.

Virgo is an open, modular solution capable of integrating multiple technologies, from RFID (UHF & NFC) to different Blockchain, keeping a totally 'technology-agnostic' approach. The platform allows brands and customers to monitor the entire lifecycle of the product; it can be integrated with existing ERPs, aiming at ensuring maximum flexibility and user-friendliness for each actor involved, with focus on the user experience for brands, suppliers and end consumers.



The screenshot displays the Virgo system interface, which is used for managing and tracking production orders. The interface is divided into two main sections: a Timeline and a Traceability Graph.

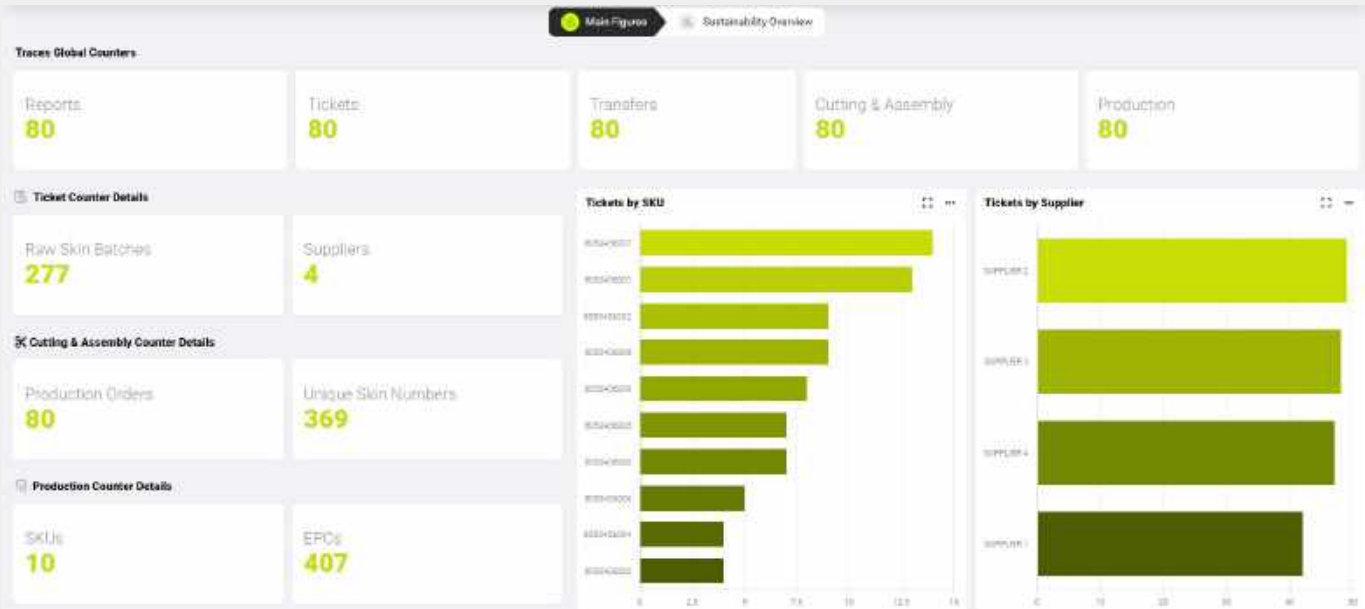
**Timeline:** This section shows a horizontal bar representing the production timeline. The bar is divided into segments representing different stages of the production process: Cutting & Assembly, Production, Ticket Creation, Transport, and Report Creation. The timeline spans from 19/03/2018 to 19/04/2018. Navigation buttons for Search, Validation, Composition, and Detail are visible at the top.

**Traceability Graph:** This section shows a flow diagram illustrating the traceability of production orders. The graph starts with four input nodes on the left, each representing a different production order (e.g., "Order Number 123456789"). These nodes flow into a central node labeled "Ticket Number 123456789". From this central node, the flow continues to a node labeled "Report 123456789". Finally, the flow splits into four output nodes on the right, each representing a different production order (e.g., "Order Number 123456789").

The screenshot displays the Virgo application interface. At the top, a navigation bar includes links for Search, Validation, Composition, and a highlighted 'Detail' button. Below this is a 'Timeline' section showing a horizontal bar chart with segments for different stages: Cutting & Assembly, Production, Ticket Creation, Transport, and Report Creation. The timeline spans from 15/05/2018 to 10/06/2018. Below the timeline, there is a list of reports. The first report is 'Report: \$170' with details like 'Batch Number: 1405/19'. The second report is 'Ticket: K0V04R7A5' with details like 'Batch Number: 6893/19'. The third report is 'Transport Document: 4134' with details like 'Transport Doc: 4134'. The fourth report is 'Online: YJQ0X' with details like 'EPC: E285669400'. The fifth report is 'KJVJC' with details like 'Number: 1875134662634297'. The interface is clean and modern, with a white background and blue accents.

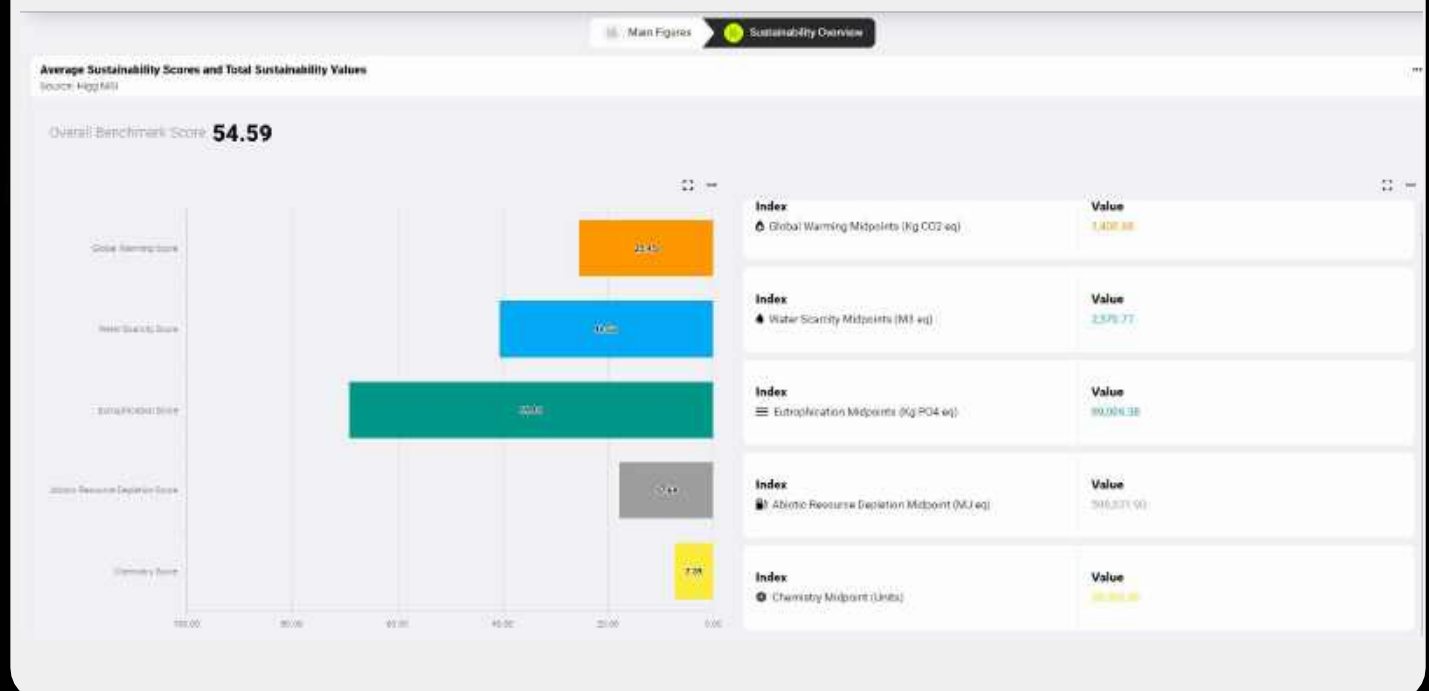


## ❖ General supply chain overview



Virgo | © All rights reserved Copyright

## ❖ ESG scoring (in the sample Higg MSI)



# LUXO MOBILE APP

«Luxo» and «Virgo» Apps, respectively used for certifications of finished products or supply chain traceability, allow manufacturers to self-certify each batch, using the best of different technologies, from RFID UHF and NFC up to certification on to the blockchain. They allow companies and customers to monitor the entire life cycle of the product, which can be integrated with existing ERPs, aimed at maximum flexibility and ease of use by each actor involved, with a focus on user-experience for brands, suppliers and end consumers. The aim is to protect the reputation of companies, creating fingerprints for each product, providing new analytics, improving the loyalty process. With our system, available for IOS and Android, any buyer, before making a purchase, can check the authenticity of each product with their smartphone and receive, at the time of purchase, the corresponding certificate of authenticity and ownership, registered in blockchain.



# LUXO ECOSYSTEM



We combine products with their own unique NFTs, such as Digital Certificates of Authenticity, registered on the Blockchain, secure, readable, and transferable by any smartphone. The product's NFT becomes its authenticity passport, with a guarantee of non-duplicability thanks to the underlying technology.

Luxochain offers a service to end consumers, protecting them in the purchase of their products. At the same time, Luxochain works alongside the luxury brand, providing them a transparency, loyalty, and couponing system towards their customers.

LUXO is the token on which Luxochain ecosystem is based. Luxochain allows you to safely create, receive, storage and send Digital Certificates of Authenticity and Ownership of your Luxury goods.

Using our services, which can be purchased with the Luxo tokens, Brands can certify sustainability, traceability, ad authenticity of their products, improving their reputation.

Application industries we are serving are luxury & Fashion, Art, Public Institutions, Media & Press Agencies, Automotive, Valuable goods, > details into our press.



0xd39a2cecb2657e125ba6a5c98ad2f6b6d7e8...

Smart Contract Address

Etherscan [↗](#)

**\$ 0.10**  
Price at Launch

**80,000,000**  
Circulating Supply

**1,000,000,000**  
Total Supply

**\$ 8,000,000**  
Market Cap at Launch

LUXO is the token of the Luxochain ecosystem.

In order to guarantee the security of your luxury goods, we combine products with their own unique NFT, such as Digital Passport of Authenticity, registered on the Blockchain, secure, readable, and transferable by any smartphone.

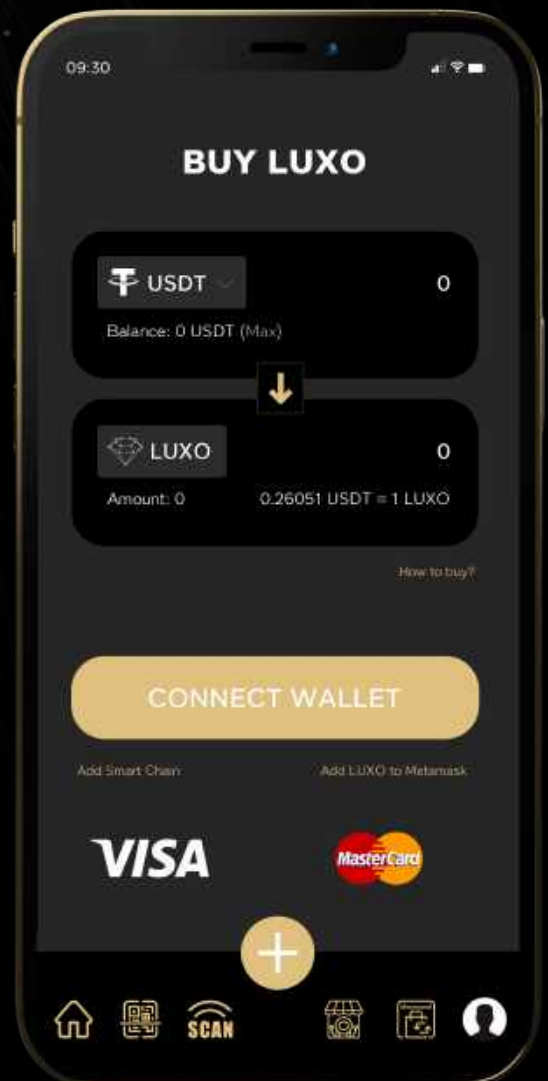
Luxo allows you to safely create, receive, store and send Digital Certificates of Authenticity and Ownership of your Luxury goods.

Using our services, which can be purchased with the Luxo tokens, Brands can certify sustainability, traceability, and authenticity of their products, improving their reputation.

With Virgo Wallet, the App provided to the market from Luxochain, available for iOS and Android, any consumer, before a purchase, can verify the authenticity of each product, in store, on-line, or in second hand market, verifying with the smartphone the information written into the product's NFT on to the blockchain, simply approaching to the product itself.

In the stores, on-line or in second-hand market, customers will be able to scan the code and ascertain the authenticity of the product and verify the official images, the most important information and details before purchasing, such as brand, model, size, history, and verify their origin and materials, consult the manufacturer's information, and see if there were any previous owners.

Application industries we are serving are Luxury & Fashion, Art, Public Institutions, Media & Press Agencies, Automotive, Valuable goods, details into our press-release.



[DOWNLOAD LUXO WHITE PAPER](#)





## Ecosystem

● Private Investors Pre Seed

10%

● Strategic Round

2,5%

● Private Sale

7,5%

● Market Maker

12%

● Listing

5%

● Company Reserve

20%

● Reserve for Business Dev. & Alliance

3%

● Reserve for Liquidity pool

10%

● Reserve for Validator Nodes

10%

● Reserve for Sustainability

10%

● Team Bonus & Benefits

3%

● Advisors

2%

● Founders

5%

# ROADMAP

## START



LUXOCHAIN



**JUL 2017**

Start Investment from Founders

**SEP 2017**

Draft Development of New FPA Technology

**DEC 2017**

Luxochain is Founded

**FEB 2018**

Start integration between Blockchain, NFC & FPA



**OCT 2018**

Start Testing with Luxury Brands



**JUN 2018**

Release Beta App mobile and Wallet for Android



**APR 2018**

Start Presale Family and Friends



**MAR 2018**

Beta Luxochain Wallet



**DEC 2018**

Release Beta App mobile and Wallet for iOS



**APR 2019**

Release Android and iOS App and Go to Market



**MAY 2019**

Luxochain Becomes Part of Virgo Project



**JAN 2020**

First POC with Brands

## 2021-2025



**DEC 2020**

First Year of Profit, with Positive EBIT



**JAN 2021**

Launch Luxochain Blockchain



**FEB 2021**

Starting International development



**OCT 2021**

TGE of LUXO Token



**MAY 2022**

NTFs realized for Italian Luxury Brands



**APR 2022**

Listing in Major exchanges



**MAR 2022**

Luxo token Sale



**JAN 2022**

Second year in profit, with positive EBIT



**JAN 2023**

International Branches Development



**FEB 2023**

Closing on others Major Exchange



**JAN 2023-25**

Turnover, Margin and Partnership Growth, Execution of BP



**DEC 2025**

Joining with international Firm



## LUXO WALLET



For more information, discover Virgo Wallet on [iOS](#) or [Android](#), that allows you to:

- Create your NFTs in a simple and freeway, by importing or taking photos from your mobile.
- Receiving, safekeeping and sending NFTs and Digital Certificates of Authenticity and Ownership.
- View previous transactions of your luxury item before purchasing it.
- Scan and read NFC or QR Code of products, representing NFTs of goods before purchasing it.
- Claim the NFTs of you purchased goods from Brands.
- Synchronize your contact list.
- Reporting the event of theft or register a lost object and assign a prize for finding it.
- Receive privileges and rewards from your most loved brands.



Download on the  
App Store



GET IT ON  
Google Play

## LUXOCHAIN EXPLORER



## LUXOCHAIN NODES







Polygon



Iconium - Blockchain Ventures



Swiss Crypto Advisors



Next Generation Fund



Poseidon NFT Fund



Arcanum Capital

If you have come to read this content, up to this point, there is probably a reason.

You are the right person to get on board with us in this fascinating adventure.

Everyone wants to be sure of what they are buying.

Luxochain, changing tomorrow, today.

Learn more about Luxochain at: [www.luxochain.io](http://www.luxochain.io)

Learn more about Luxo token at: [www.luxo.io](http://www.luxo.io)



©2022 Luxochain SA

LUXOCHAIN

## Contact

Luxochain SA  
via Pretorio 20  
6900 Lugano  
IDI/IVA CHE-423.313.110  
[info@luxo.io](mailto:info@luxo.io)

## Menù

Home  
Ecosystem  
Team  
Buy Luxo  
Terms of Use  
Connect  
Wallet

## Social

[Twitter](#)  
 [Instagram](#)  
 [Facebook](#)  
 [LinkedIn](#)  
 Official Channel  
 Group