



StopTheFakes



StopTheFakes.io, a decentralized service for detection of counterfeits and infringements of your intellectual property

PROBLEM

According to the Organization for Economic Co-Operation and Development, the counterfeit market is **over \$461 billion**, and the International Chamber of Commerce estimates that it will reach **\$2.81 trillion by 2022**. The losses suffered by holders of intellectual property rights from computer piracy are difficult to estimate.

CURRENT SITUATION

The public bodies and right holders spend huge sums on the detection of infringements of intellectual property rights, but to no avail. Fakes producers act quicker and are better organized! You'll be surprised to know that only one out of ten clandestine enterprises are localized and shut!

As a result, consumers obtain low-quality products, the environment is polluted, governments get less tax revenues, the number of jobs goes down, and right holders lose from 20% to 70% of their legal profits!

Our solution

StopTheFakes.io is a service allowing its users to detect violators of intellectual property rights, producers and distributors of counterfeit goods and pirates anywhere in the world!

Governments and Right Holders will no longer have to spend enormous amounts of money searching for smugglers!

The army of Doers is ready for work! Doers are remunerated for every recorded infringement! All they need to do is take a picture or make a video or a screenshot on their smartphone or PC.

In 12 to 16 months, detection of large numbers of infringements will allow access to the Big Data system for an additional analysis of the data collected in order to work in a proactive manner and to predict infringement patterns.

Technology

Using Ethereum-based Blockchain technology, we can guarantee the inalterability, authenticity and integrity of the infringements detected by Users, as well as the compliance with the rules by all users of the service.

Our use of the Interplanetary File System (IPFS) will allow us to store large amounts of data in a decentralized and independent manner!

STFCoin is the only method of payment on StopTheFakes.io. Users can purchase it with cryptocurrencies (on our service or at stock exchanges) or with fiat currencies (we will issue invoices in compliance with all the EU regulations, since our headquarters will be located in **Prague, the Czech Republic**).

SPECIFIC EXAMPLE OF HOW OUR SERVICE WORKS



Film studio

A film studio released a movie and presented its premiere in movie theatres. Pirates brought a video camera to the movie theatre, made a screen copy of the movie and uploaded it free of charge to their website. Suppose, 100 pirates throughout the world uploaded the pirated film to 1,000 websites. If as few as 1,000 users visit each of these sites, the filmmakers will lose some 1,000,000 viewers daily. Given that the ticket is priced at \$25, half of which goes to the right holder, the film studio will lose \$12,500,000 daily.

With StopTheFakes.io, companies will have to spend as little as \$24,000 to detect 1,000 websites. Thousands of people all over the world will be involved in the search.

The film company will earn extra \$12,476,000 in just one day.



Cosmetics producer

The company produces a wide range of cosmetic products under their own brand. These products are put on the market of a European country. The budget for the advertising campaign is \$500,000. Money is spent on the opening of an official representative office and the development of the dealer network. Sales have just begun, but it turns out that this widely promoted brand is actively counterfeited and sold in small shops at low prices.

Suppose, the producer estimated to sell his products at \$1,500,000. Offenders sell counterfeit low-quality products under the same brand but at half price. Losses amount to half of the estimated sum.

With StopTheFakes.io, the company will pay as little as \$2,450 to locate 50 retail locations selling counterfeits. Consequently, the company will earn extra \$747,550.

Investors

Technology enables us to stand up to pirates and counterfeit producers. In the past, the cost of locating infringements was too high, and right holders had to turn a blind eye to and put up with the sale of counterfeited brand products. Today, however, we can win. Our team developed a unique system that puts the latest technologies, such as Blockchain and decentralized networks, at the service of the law.

Criminals make right holders throughout the world lose over a billion of dollars per day. Our simple and effective solution will allow right holders to stop losing money. Big brands, world-famous producers and small entrepreneurs will all be able to get more profits.

Blockchain technology has so far been used to circumvent the bans imposed by government watchdogs, but we use it to help law enforcement agencies and big corporations.

Join us, let's together change the world for the better and create a new industry!