ThingD

A blockchain-based authentication platform
for physical and digital assets

thingd.com

BEFORE

Slide 1:

THING DIGITAL

Thing D

A blockchain-based authentication platform for physical and digital assets

thingd.com
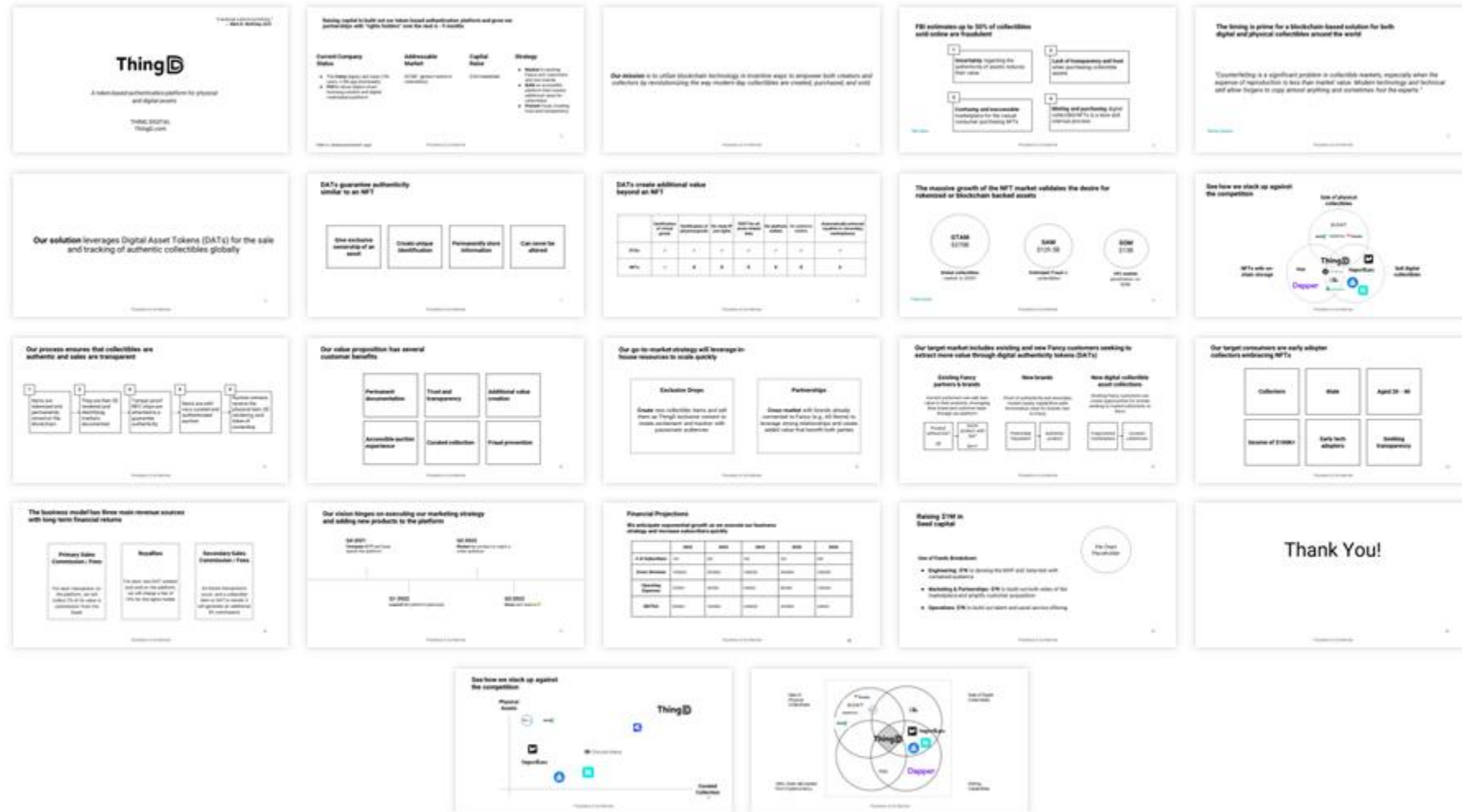
Slide 2:

Raising pre-seed capital to build a MVP token-based authentication platform and establish initial market validation

Current Company Status

- The **Fancy** legacy user base (7M users, 2.5M app downloads)
- **PDS's** robust digital smart licensing solution and digital marketplace platform

ADDRESSABLE MARKET[1]

$370B[1]

(global market in collectibles)

Capital Raise

$500K

Investment

Strategy

- Capitalize on the rapid growth of NFT based collectibles with a unique hybrid solution.
- Accelerate time to market with PDS's blockchain-enabled API platform.
- Cross market to legacy Fancy users who fit our target demographic.

2 [1] Refer to "Addressable Market" page

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Slide 3:

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Our mission is to utilize blockchain technology to revolutionize the way collectibles and luxury items are created, purchased, and sold.

Slide 4:

The timing is prime for a blockchain-based solution for physical collectibles and luxury goods

01 Forbes estimates there are 200M global collectors and a market value of $370B

02 Modern technology and technical skill allow forgers to copy almost anything

03 FBI estimates up to 50% of collectibles and luxury items sold online are fraudulent

04 NFTs have educated the market on how tokenization can create an immutable record of authenticity and provenance

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Slide 5:

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Our solution leverages Digital Authenticity Token (DATs) for the sale and tracking of authentic collectibles and luxury items globally

We make it possible for consumers to access product history and proof of authenticity – from sourcing to sales, through second-hand markets

Slide 6:

DATs guarantee authenticity similar to an NFT

Give exclusive ownership of an asset

Create unique identification

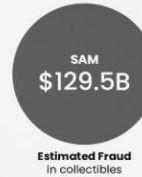Permanently store information

Can never be altered

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Slide 7 — DATs create additional value beyond an NFT

	DTAs	NFTs
Certification of virtual goods	✔	✔
Certification of physical goods	✔	✘
On-chain IP use rights	✔	✘
SSOT for all asset related data	✔	✘
On-platform wallets	✔	✘
Automatically enforced royalties in secondary marketplaces	✔	✘

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Slide 8 — The massive growth of the NFT market validates the desire for tokenized or blockchain backed assets

GTAM $370B
Global collectibles market in 2020[4]

SAM $129.5B
Estimated Fraud in collectibles

SOM $13B
10% market penetration on SOM

8 — [4]Tech Crunch — Thing D

Slide 9 — See how we stack up against the competition

Sale of physical collectibles

GOAT
stockX FARFETCH Fanatics

NFTs with on-chain storage

PERSONAL DIGITAL SPACES
Mintbase
Dapper
Kalamint
ThingD
SuperRare

Sell digital collectibles
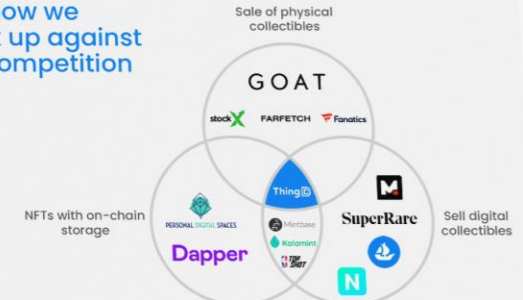
9 — Thing D

Slide 10 — Our process ensures that collectibles are authentic, and sales are transparent
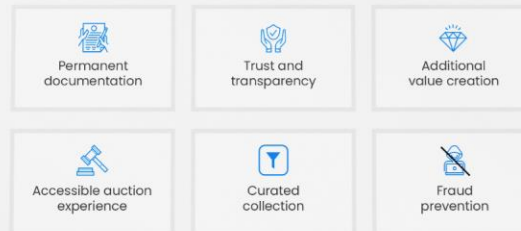
01 Items are tokenized and permanently stored on the blockchain

02 They are then 3D rendered and identifying markers documented

03 Tamper-proof NFC chips are attached to a guarantee authenticity

04 Items are sold via a curated and authenticated auction

05 Auction winners receive the physical item, 3D rendering, and token of ownership

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Slide 11 — Our value proposition has several CUSTOMER BENEFITS

- Permanent documentation
- Trust and transparency
- Additional value creation
- Accessible auction experience
- Curated collection
- Fraud prevention

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Slide 12 — Our go-to-market strategy will leverage legacy Fancy assets to scale quickly

Exclusive Drops
Create new collectible items with strategic partners and sell them as ThingD exclusive content to create excitement and traction with passionate audiences

License
Partner with brands and "rights holders" to use ThingdD technology to sell goods through 3rd party locations such as eBay and Shopify.

Cross-Market
Tap into our 7M legacy users who used to view Fancy as the place to find high-end collectibles and luxury goods

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ThingD Creates Value

Partners & Collectors

Proof of authenticity and secondary market royalty capabilities adds tremendous value for rights-holders and collectors

Product without DAT	Same product with DAT
$X	$X+Y

Benefits for Collectors

- Proving authenticity & ownership of goods
- Accessing product history information
- Strengthening rights holder relationships through enhanced transparency

Benefits for Brands and Rights Holders

- Building collectors trust (with no intermediaries)
- Protecting markets against counterfeiting, controlling second hand markets

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Our target consumers are early adopters who have already embraced blockchain and NFTs.

Collectors	Male	Aged 20 - 40
Income of $100K+	Early tech adopters	Seeking transparency

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The business model has three main revenue sources with long-term financial returns

Primary Sales Commission/Fees	Royalties	Secondary Sales Commission/Fees
For each transaction, we will collect 2% of its value in commission from the buyer	For each new DAT sold, we will charge a fee of 15% to the brand or rights holder	As future transactions occur, and a ThingD DAT is resold, it will generate an additional 5% commission
01	02	03

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Our vision hinges on executing our marketing strategy and adding new products to the platform

Oct 2021 Nov 2021 Dec 2021 Jan 2022 Feb 2022 Apr 2022 Jun 2022 Jul 2022 Aug 2022 Sep 2022

Close Seed Funding

Begin engineering

MVP Launch

eBay connector

Beta Launch of ThingD.com with exclusive drops

Surpass $1M in revenue

Surpass $5M in revenue

Initial partner development (awareness)

Begin partner onboarding

Initial marketing and public awareness

Marketing expansion

Close A Round

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Raising $500K in Pre-Seed capital

USE OF FUNDS BREAKDOWN

$300K

Engineering:
to develop the MVP and beta version with contained audience

$100K

Marketing & Partnerships:
to build-out both sides of the marketplace and amplify customer acquisition

$100K

Operations:
to build out talent and scale service offering

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Thank You!

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Thank You!