



# RADICAL TRANSPARENCY

**Transparency brings trust and  
Radical Transparency creates connection**



# CHALLENGES



## Regulations

Regulations like Anti-slavery laws, producers responsibility or digital product pass are coming aggressively

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## Climate Targets

By 2030, the fashion industry alone has to cut carbon emissions by half

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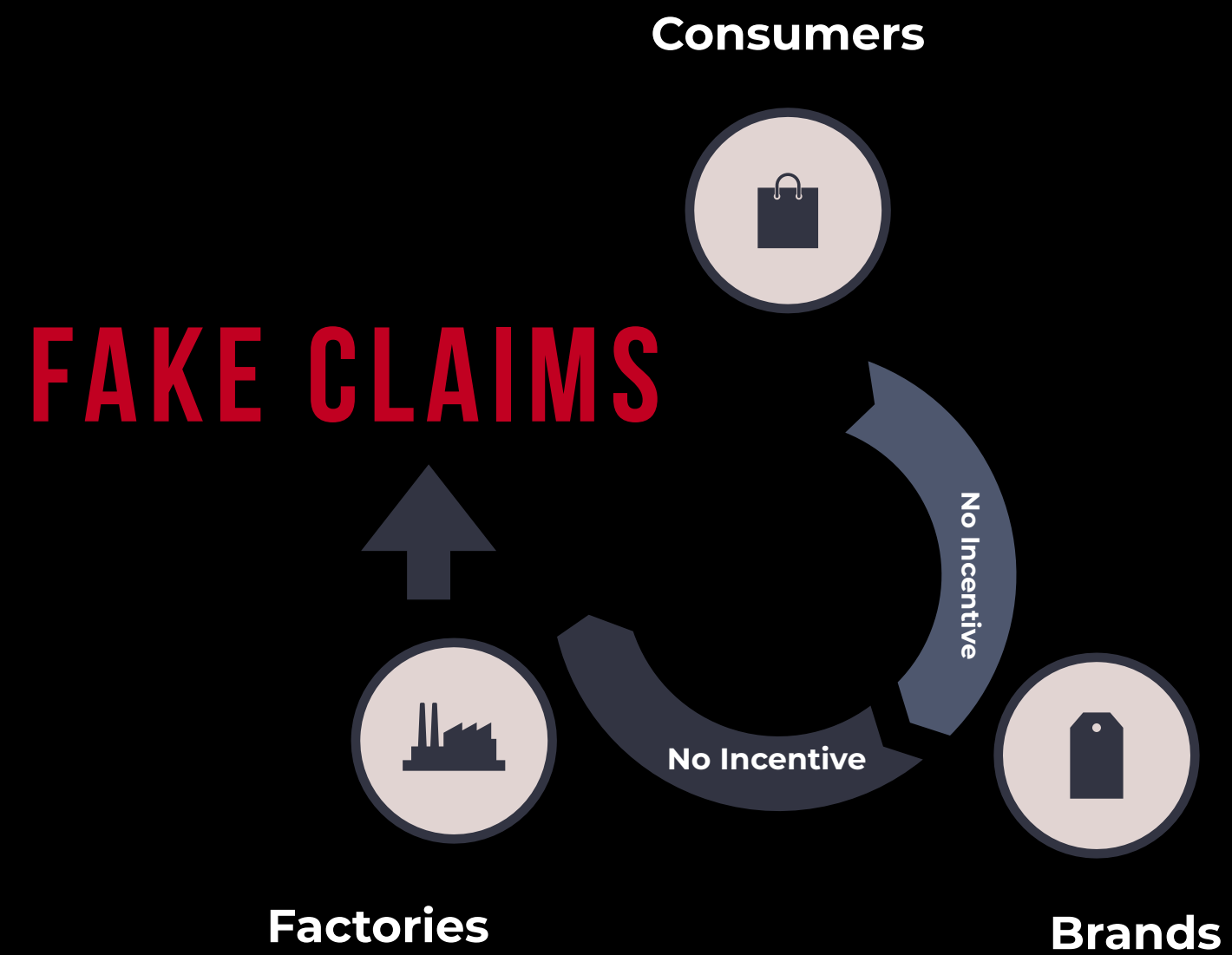


## How to choose

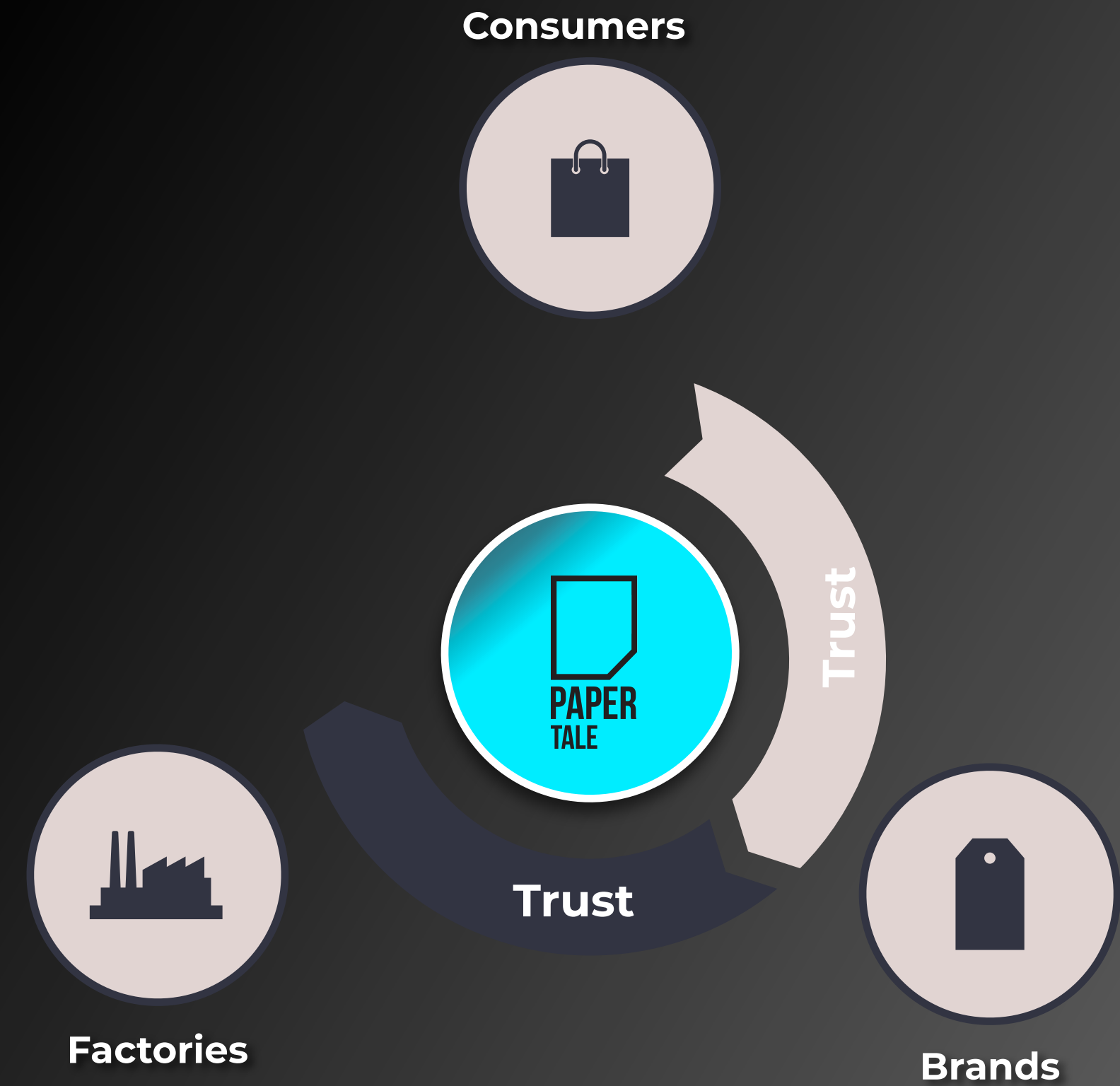
Consumers are demanding more for sustainable products but they don't know how to choose as a result of Green-Washing.

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Current business mode is not working because everybody is only screaming for sustainable products but nobody wants to offer incentives



BROKEN BUSINESS MODEL



REGENERATIVE  
BUSINESS





# SOLUTION

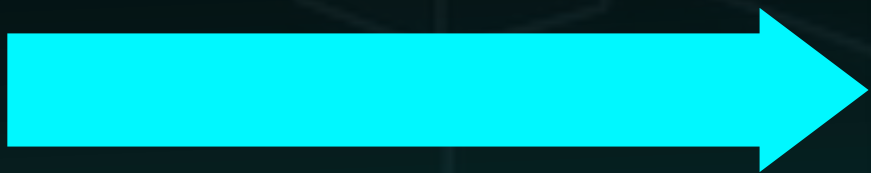
**At PaperTale**, a team of researchers, textile engineers & technology engineers came up with a unique technology solution that is built on the principles of radical transparency & harnesses the power of **blockchain** to create trust.

It proposes a new **regenerative business** model which offers incentives to consumers, brands, and factories to transform into sustainable businesses.



# SUPPLY CHAIN ON BLOCKCHAIN

through a verification system

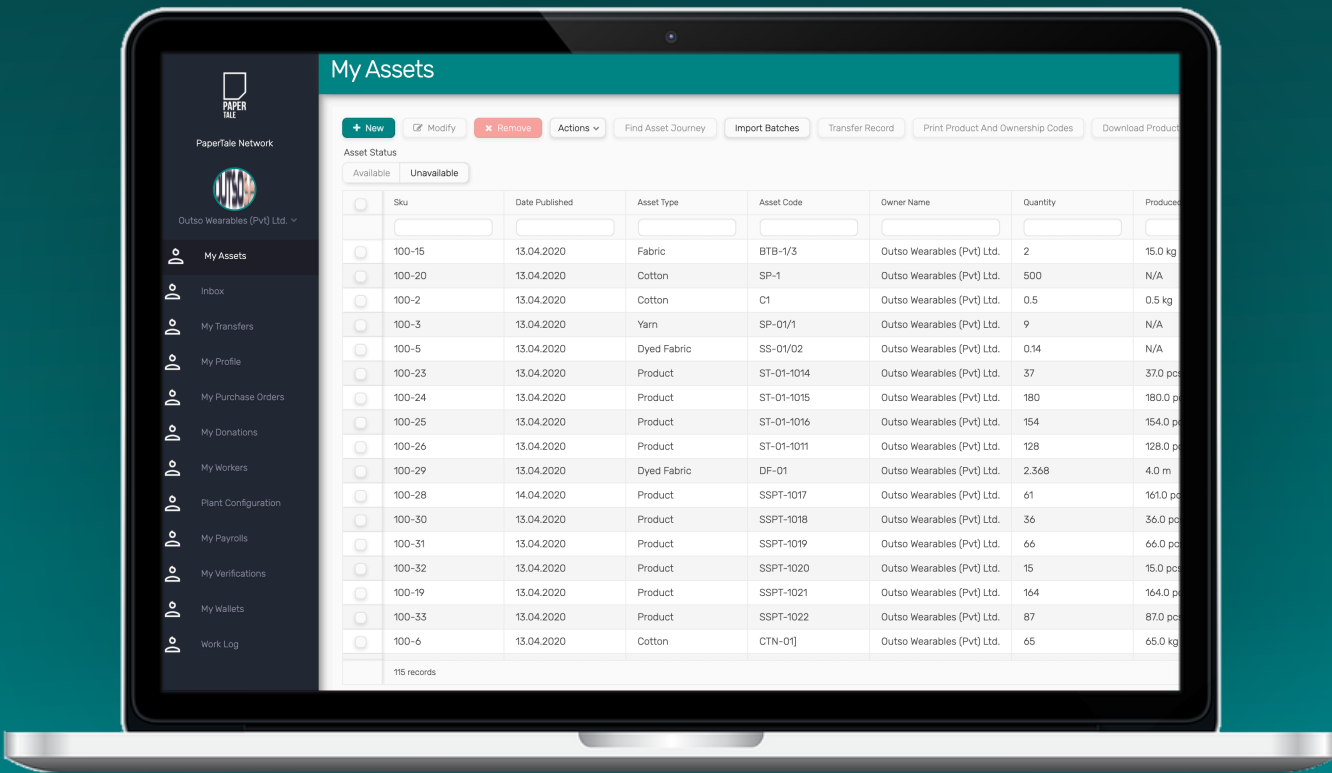


VERIFIED DATA

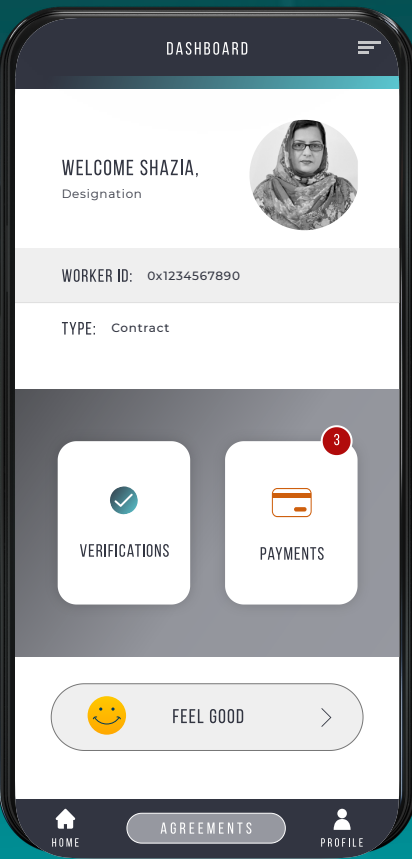
1

2

3



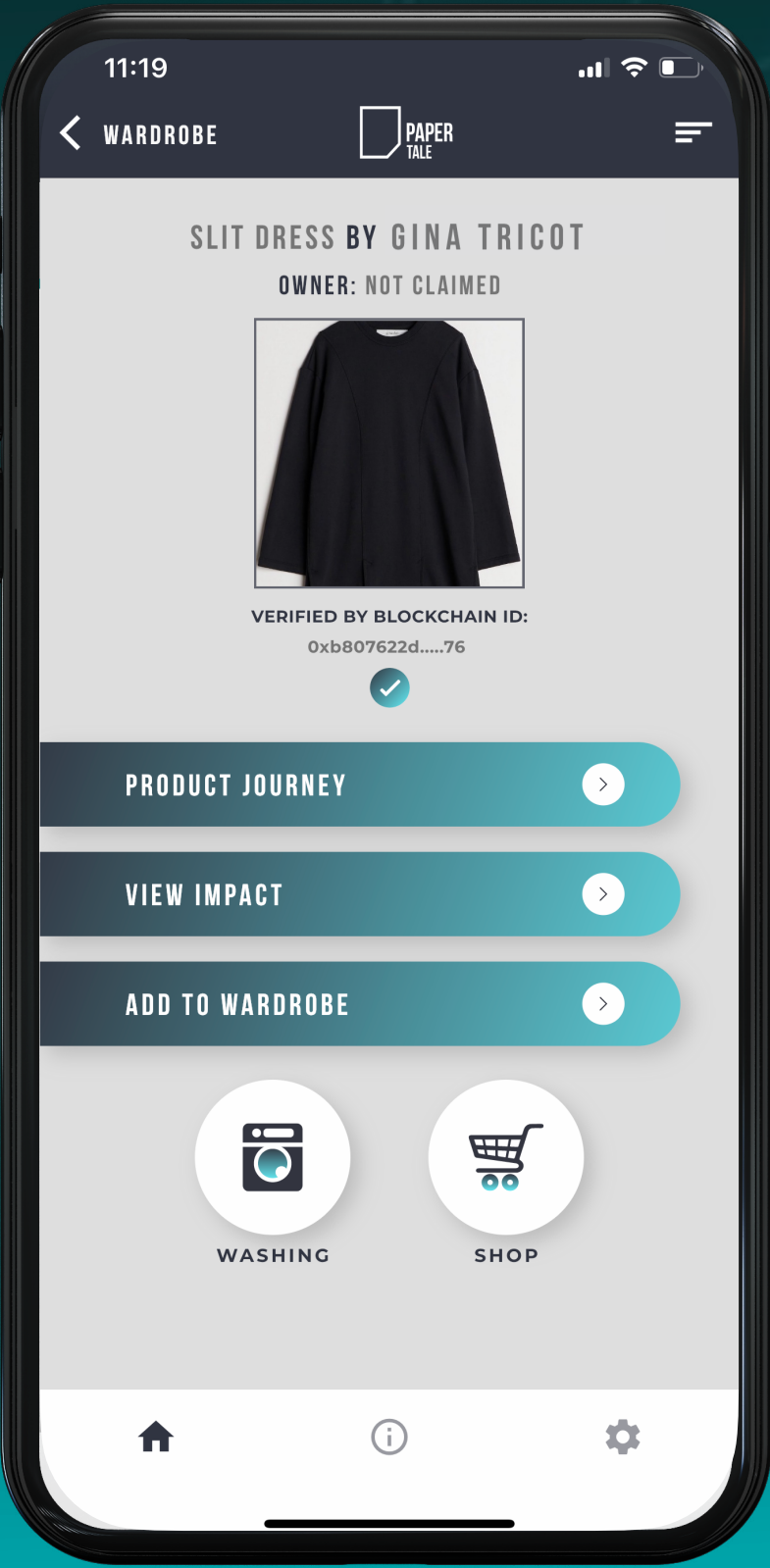
Cloud based Platform



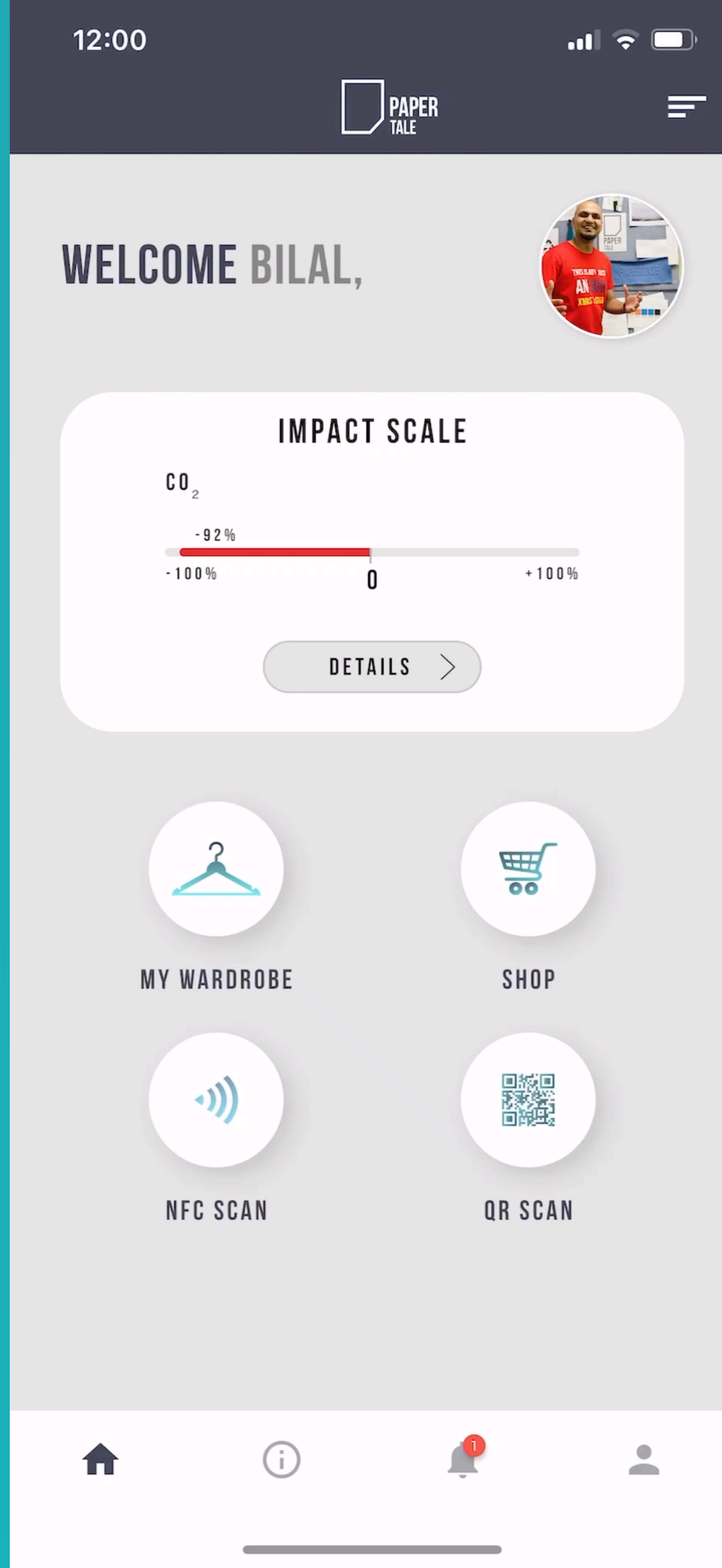
Supply chain app



Data verification matrix



Consumer App

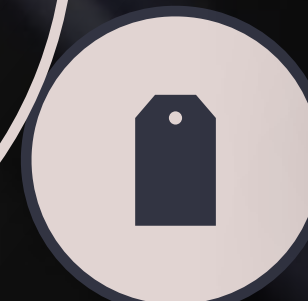


**SUSTAINABLE  
ETHICAL  
AUTHENTIC**



# VALUE PROPOSITIONS

GOOD FEELING  
**EMPOWERMENT**  
SUSTAINABLE LIFE STYLE



BRAND LOYALTY  
**BRANDING**  
INCREASED REVENUE

BRANDING  
**REGULATORY DEFENCE**  
CONSUMER BEHAVIOUR DATA





# **CHALLENGES** **OPPORTUNITIES**

- 1. Blockchain is too complex?**
- 2. Supply chain is too complex?**
- 3. Transparency equals responsibility?**



THANKS