



CROWDSOURCING BP

MARKETING-BASED SECURITY

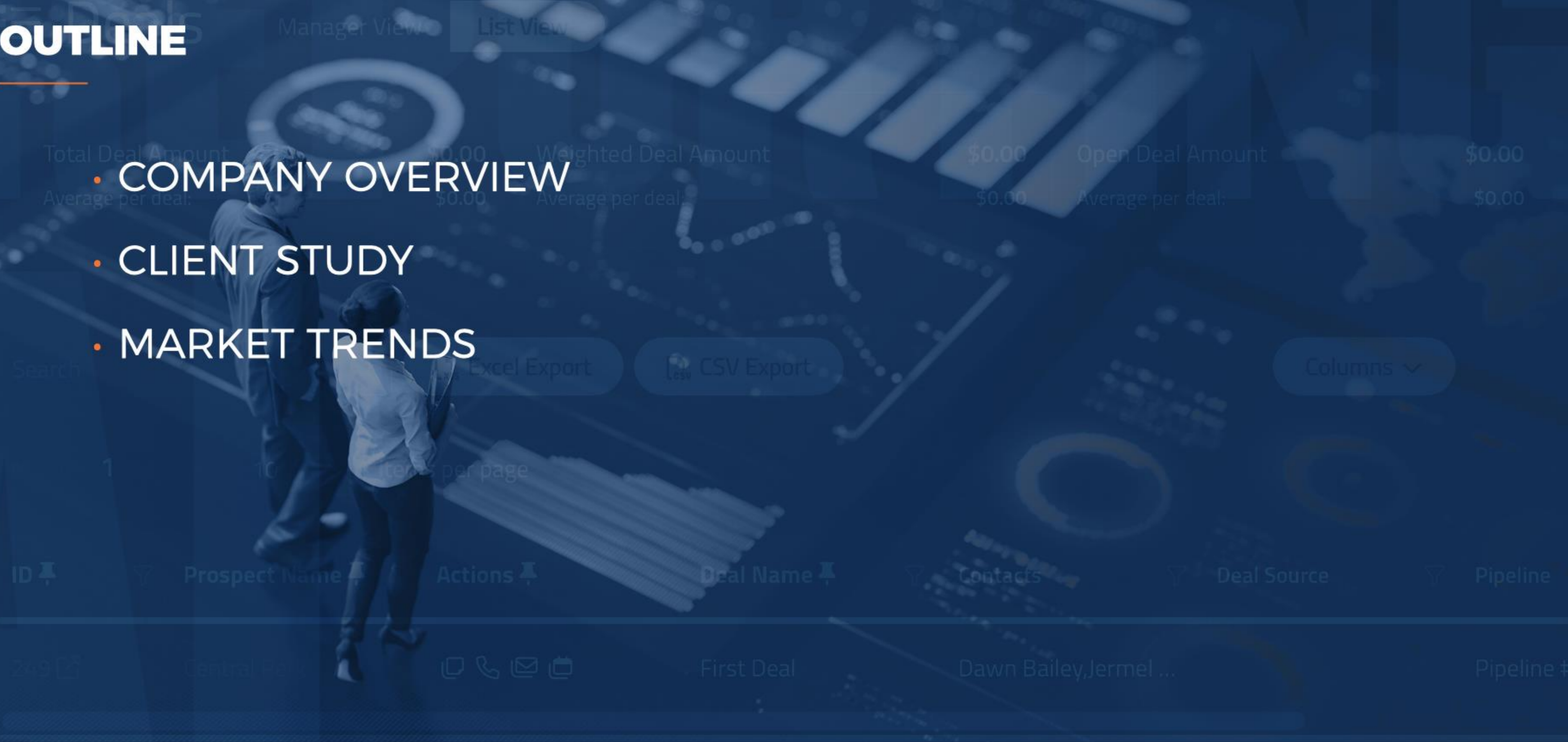
 **Octane5**[™]

EMPOWERING BRANDS TO IMPROVE THE WORLD



OUTLINE

- COMPANY OVERVIEW
- CLIENT STUDY
- MARKET TRENDS



CONSUMER FIRST AUTHENTICATION SOLUTIONS

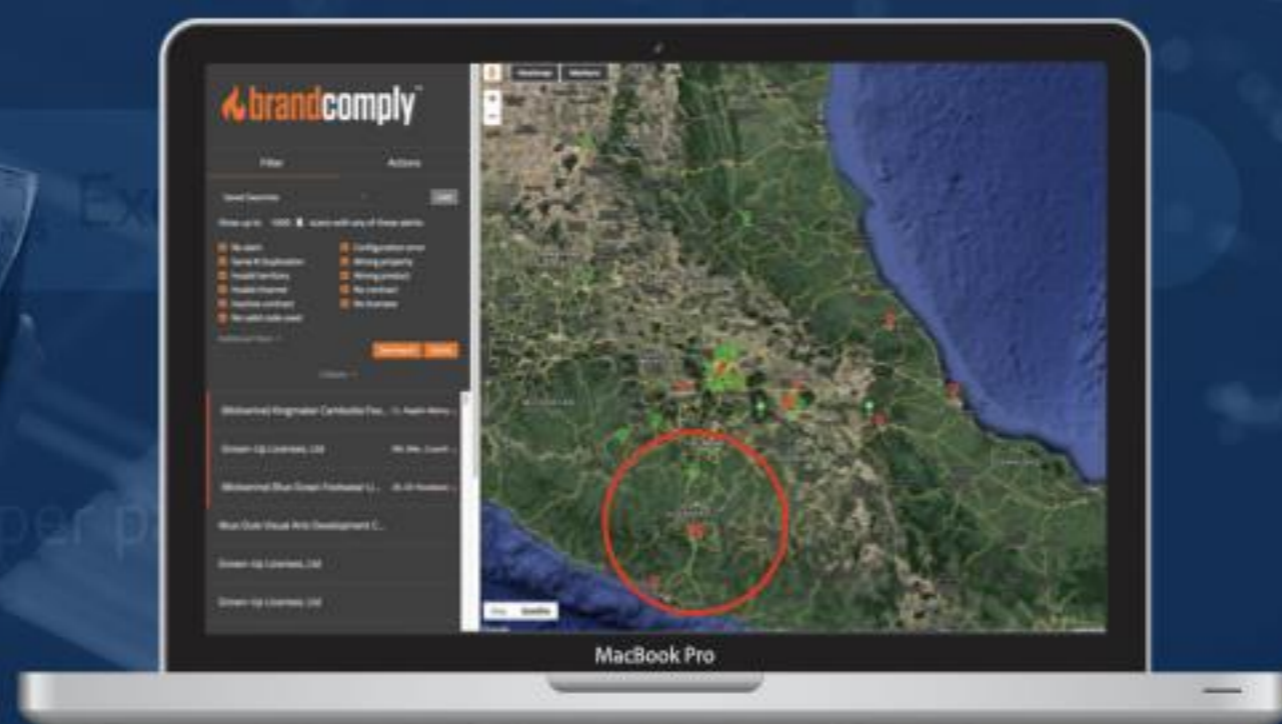
MICRO-OPTIC PRODUCT AUTHENTICATION DEVICES

Average per deal:



TRACK AND TRACE A.I. ANALYTICS

Average per deal:



CONSUMER ACTIVATION

- REWARDS PROGRAMS
- DEPUTIZING CONSUMERS
- TRENDS ANALYSIS



activate™





MAJOR LEAGUE BASEBALL

THE MARKET: ASIA

CHALLENGE:

- HIGHEST MARKET FOR COUNTERFEITS
- HOLOGRAM HIGHLY COUNTERFEITED
- NO DEMAND STRATEGY (CONSUMER ENGAGEMENT)



RESULTS:

- MILLIONS OF ENGAGEMENTS
- NO CREDIBLE COUNTERFEITS
- SIGNIFICANT CONSUMER EDUCATION
- CONSUMER BEHAVIOR SHIFT

THE PRODUCTS:





THE MARKET: GLOBAL

CHALLENGE:

- HIGH END BOOT COUNTERFEITS
- DIVERSION

RESULTS:

- MILLIONS OF ENGAGEMENTS
- NO CREDIBLE COUNTERFEITS
- SIGNIFICANT CONSUMER EDUCATION



Tag with Micro-Optic Label Application

THE PRODUCTS:





THE MAJORITY [of consumers]
want to do the right thing...

[have you given them the tools to do so?]



MARKET TRENDS

- HIGHER LEVEL OF OVERT SECURITY
- EYE-CATCHING TECHNOLOGY
- CONSUMER EDUCATION
- GAMIFICATION AND LOYALTY
- WARRANTY INTEGRATION

CONTACT

Manager View

List View

Total Deal Amount

\$0.00

Weighted Deal Amount

\$0.00

Open Deal Amount

\$0.00

Average per deal:

\$0.00

Average per deal:

\$0.00

Average per deal:

\$0.00

Search

Excel Export

CSV Export

Columns

MIKE DUNN

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ID

Prospect Name

Actions

Deal Name

Contacts

Deal Source

Pipeline

249

Central

First Deal

Dawn Bailey, Jermel ...

Pipeline #1

1

10

items per page