



HAFGrow
M E D I A

Unlocking Phygital.

/phygital - (noun)

A physical plus digital item paired together

We make products smarter and engaging by connecting physical products to the digital world.

Our Patented RFID/NFC and blockchain enabled technology can deliver authentication and unique product experiences direct to consumers, fully managed by you.





Problem

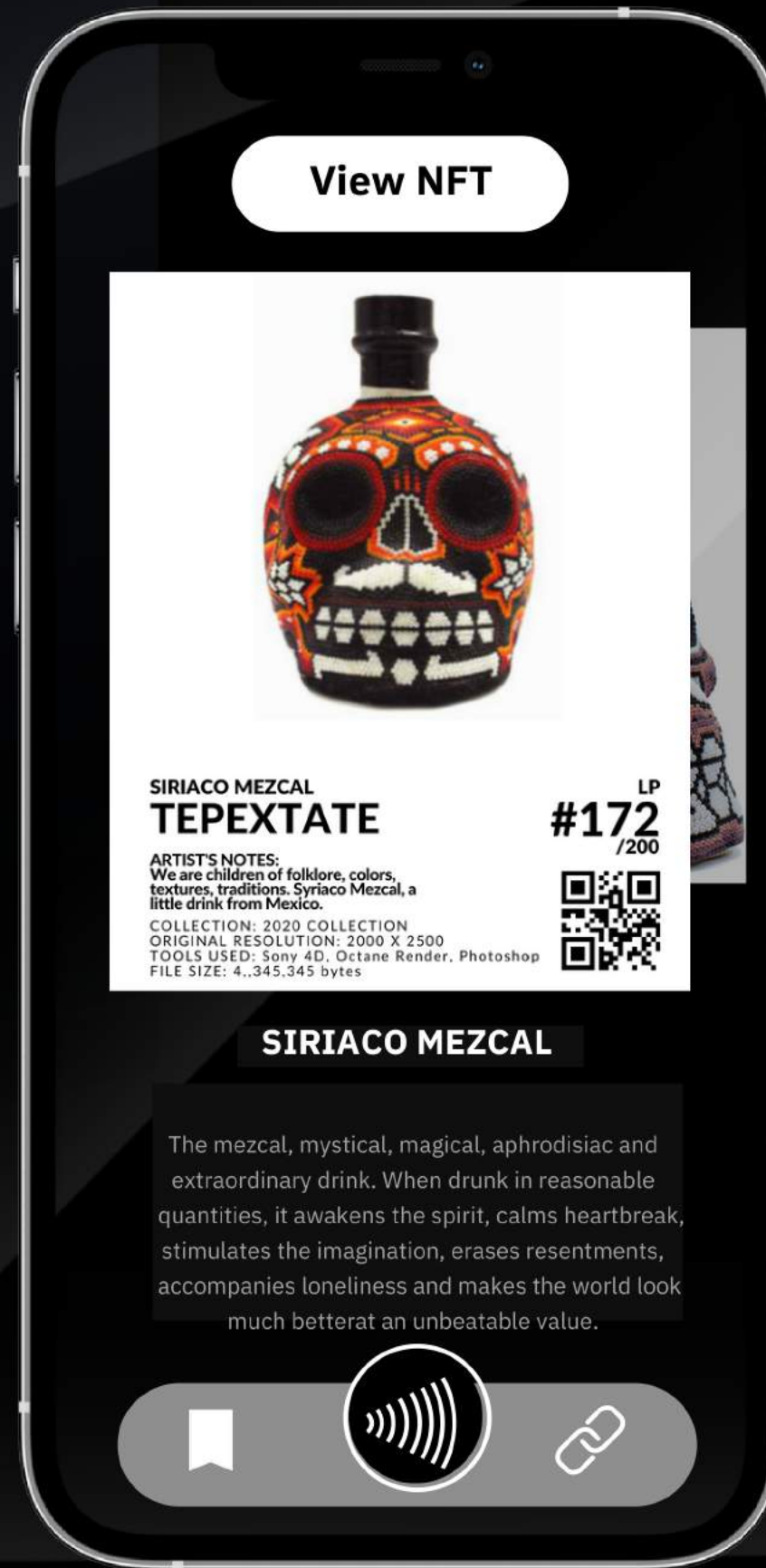
\$1.87 Trillion USD global counterfeiting problem, being addressed by various companies through simple QR Codes, scratch to authenticate codes, or even NFC (near field contact) however all have proven to be replicated with limited added benefits besides authentication.

Limited ability to market directly to consumers openly without being restricted by goliath companies. (ie Facebook, Google, Instagram)

Limited ability to collect valuable data from your products for analytics and own your data.

Solution

HAFGrow+ incorporates blockchain to take unique product IDs from NFC/RFID tags and authenticating them with a blockchain address, creating a two-part process to complete authentication.



Authentication

Each NFC/RFID chip has an UID, giving products their unique DNA. Unlike other NFC/RFID or QR solutions, duplication of our tags will still require the blockchain hash, which is hard to duplicate, resulting in a true authentication protocol.



Custom Experiences

Deliver custom content anytime and update them at your own pace to your customers to create engaging experiences.



Easy to Use Dashboard

You own your data, you control your content, fully accessible and exportable through our dashboard.



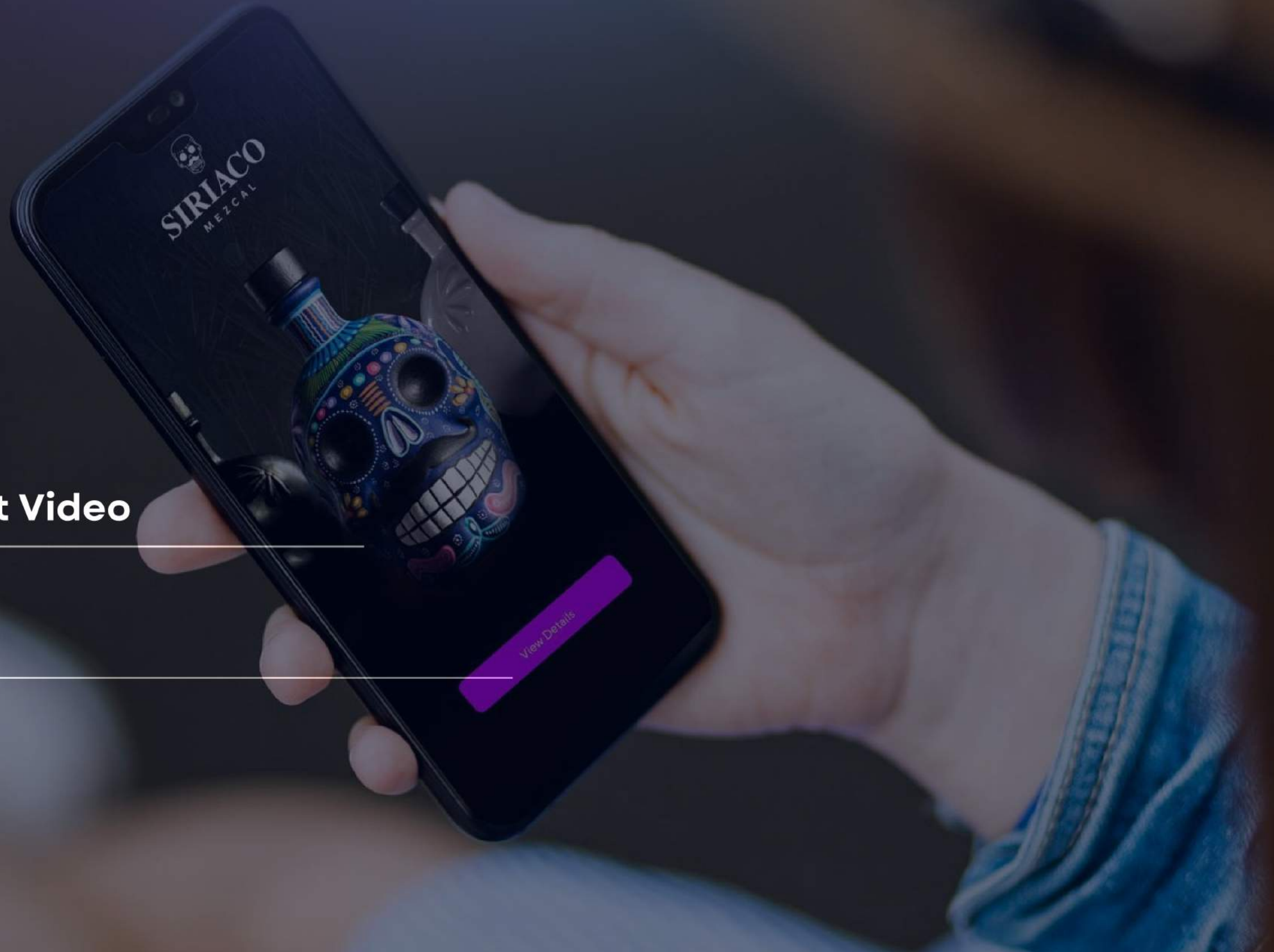
Advanced Analytics

Know when and where your consumers are engaging with your brand.

Exclusive Product Engagement & Experiences While Providing Authentication

Exclusive Content Video

Call to Action



Customizable Content with the Ability to push Live Updates

Redeem Exclusive Digital Assets or Rewards

Berify Hosted Media Gallery (Images + Videos)

Product Details

Shop / Explore CTA

Save Products
Set Alerts

User Journey

Your New Channel of Decentralized Marketing

Encourage users to come back and scan by continually updating and pushing new content and gamify your products to reward your consumers or even run sweepstakes.



Scan

Simply scan the nfc with any mobile device

Exclusive Content

Blockchain dual layer protection to authenticate

Experience

Product details, images/photos and shop direct

Reward

Reward consumers with real-time promotions, and more

Golden Tickets

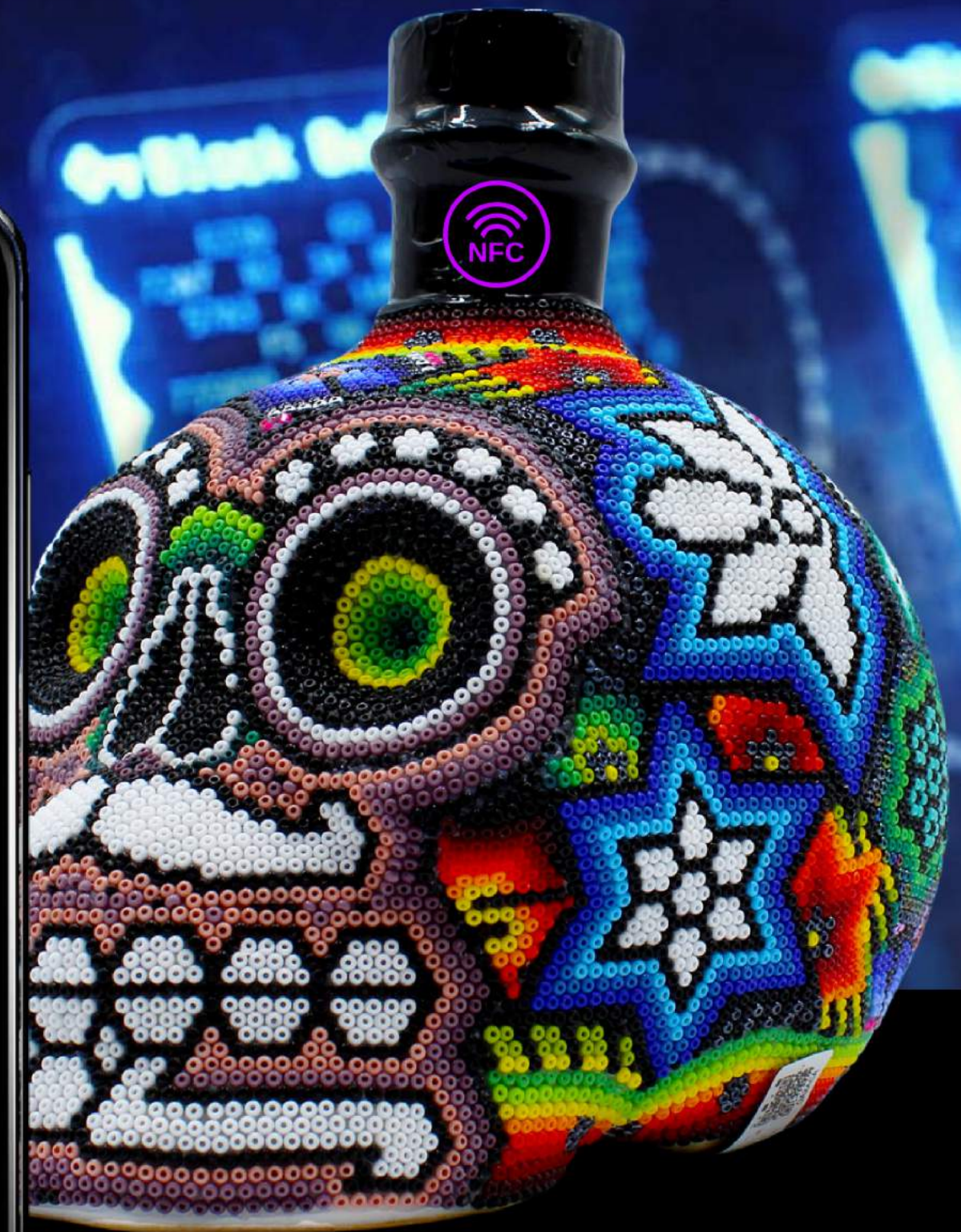
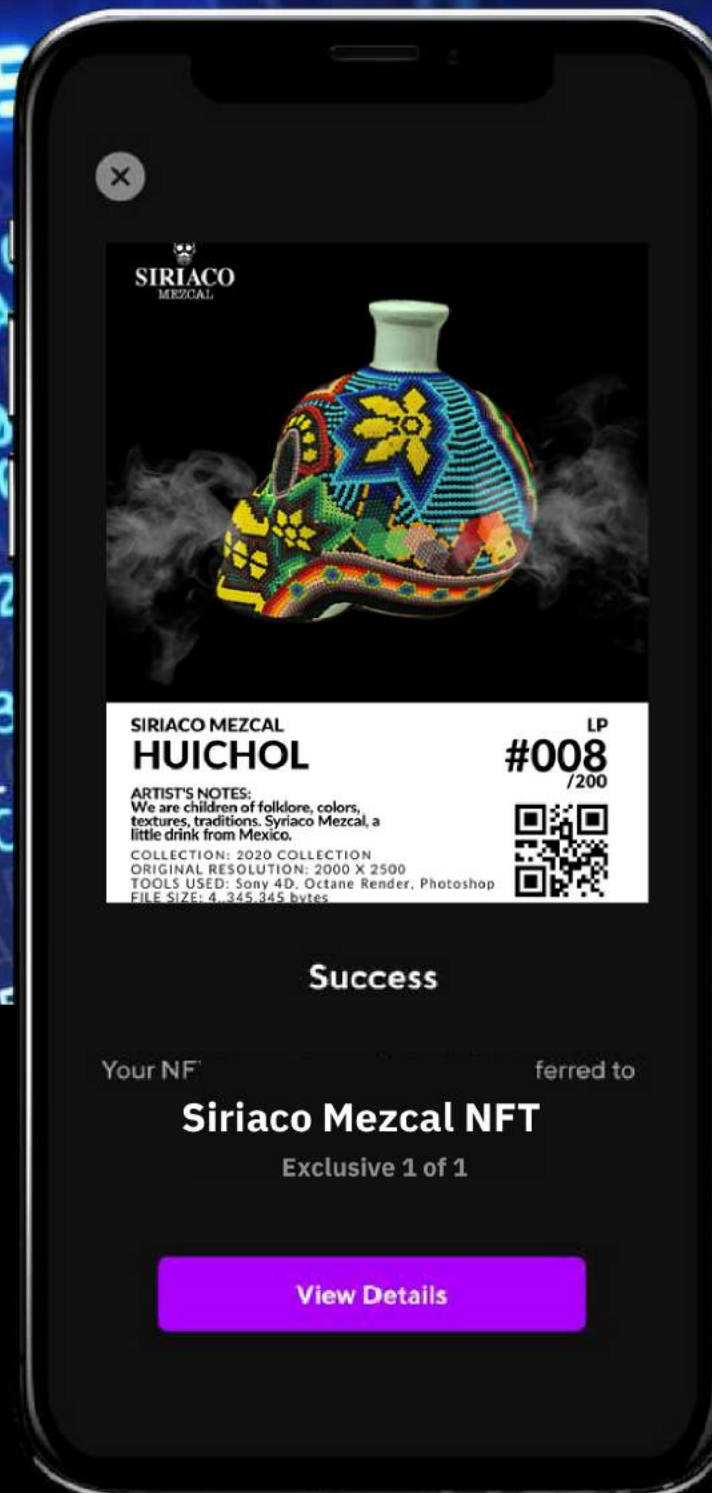
Offer Golden Ticket prizes to limited products

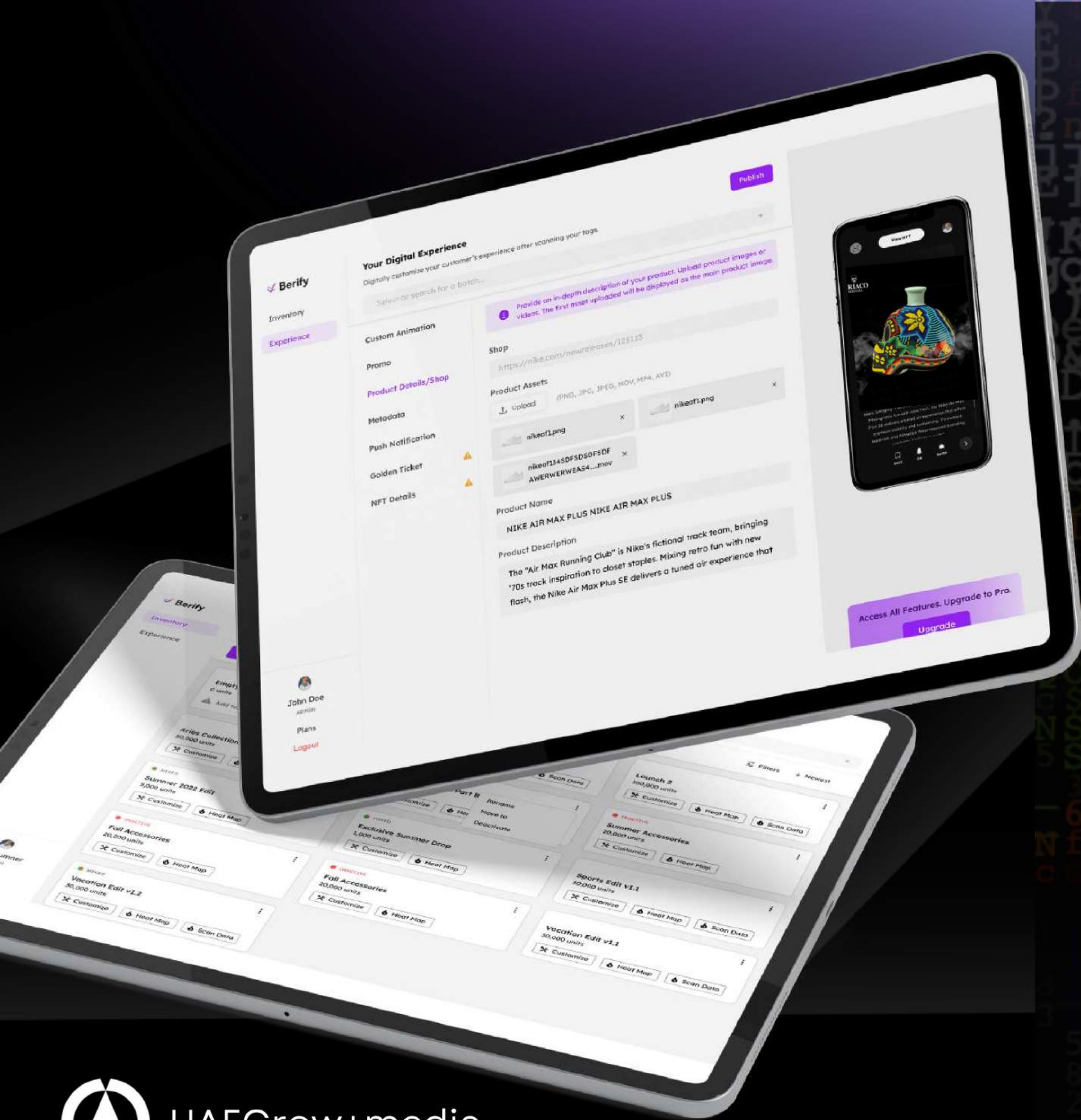


*Optional Feature - you can enable or disable this on your dashboard.

On the Blockchain

Each NFC tag is connected to the polygon blockchain enabling authentication as well as physical to digital NFT's





Easy to Use Dashboard

Simple product management dashboard allows brands to easily upload content and deploy custom experiences in just a few minutes with no training needed.

Valuable Insights

- Map of Scan Activity
- Scan Location
- Scan count per tag
- CTA Click Through Data
- Customizable Push Notifications
- Activity Logs
- Exportable Content
- And More...



92%

Engagement Rate in Recent Brand Product Deployment

Recent Customer launched a Embedded Limited Edition Apparel of 3,000 units and offered exclusive content to their growing media channel.

Customer showed a 92% consumer engagement rate with a total of 52,600+ emails collected and 331,532 site visits from the verified apparel. Location based data was then used by customer for re-marketing campaigns that drove additional revenue.

*Results may vary. Brand engagement rates depend on your content and campaign strategy.

THE LIQUOR NFT MARKETPLACE

LiQchain.io

Our Marketplace offers asset-backed NFTs directly from brand owners. The world's first direct to consumer NFT marketplace for Mezcal, Tequila and spirits.

Each NFT corresponds to a physical bottle using NFC & RFID technology on each bottle, and customers have the ability to exchange the digital version with the physical version. In simple terms, the buyer owns the NFT physical bottle, and the digital version serves as proof of authenticity, verification of ownership, and the right to redeem utility NFTs with an strategic partnerships.



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Marketplace Phase 0

- Users can choose to claim NFTs for their unique bottles
- Rarity of NFTs can be tiered (rare to common), in a collection (all of the same), or unique. Bottles with a limited or smaller production have unique NFT characteristics per bottle
- Drinking games included on the bottle (Toma Todo Tequila). The winner gets to enter their email for a prize (1 per bottle)
- NFTs can be used as keys to unlock exclusive content or trips
- Users can claim to their non-custodial Polygon wallets (i.e. Metamask)

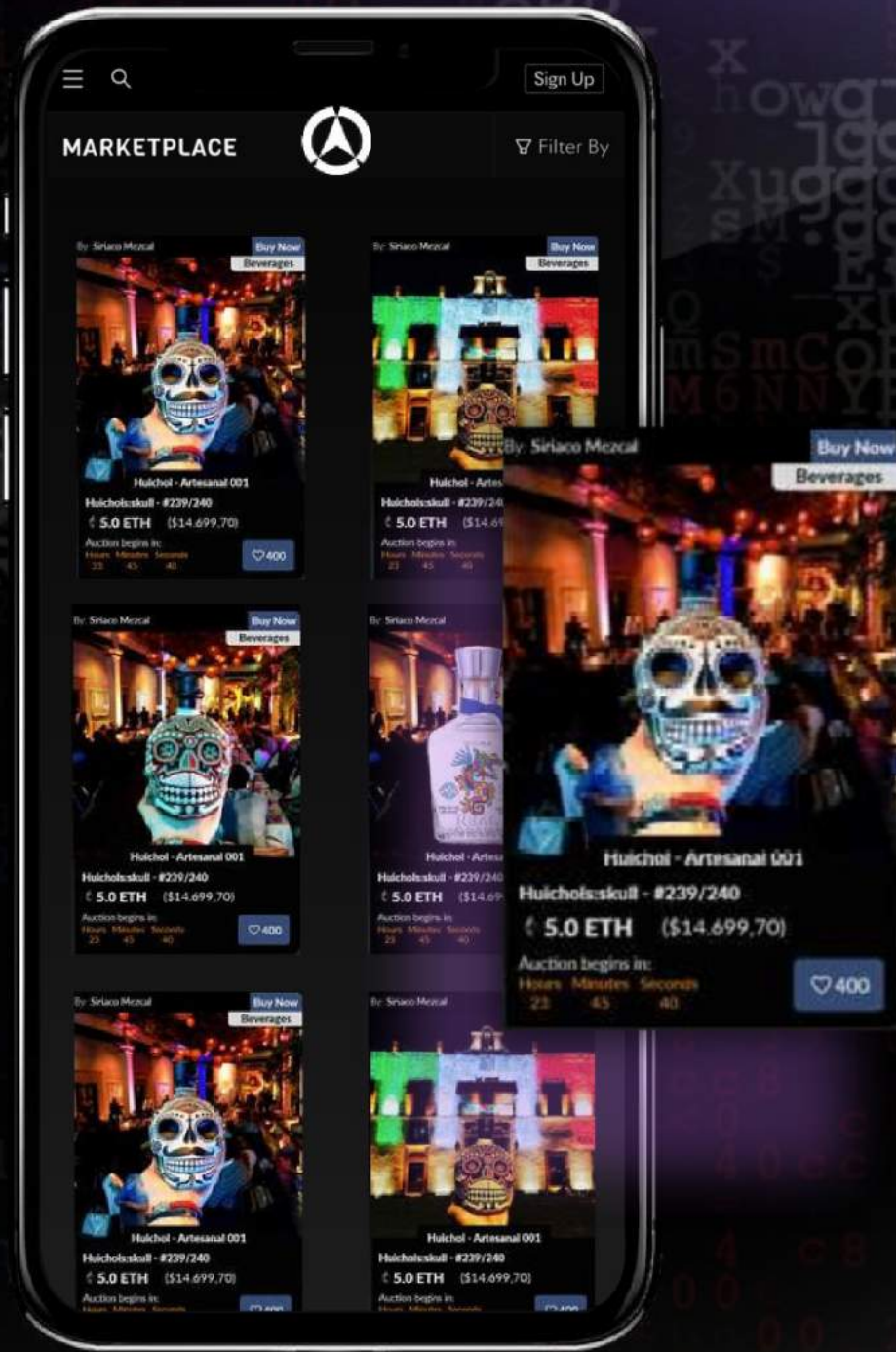




Marketplace Phase 1

- Bragging rights - Users can post their NFT collections for other users interested in the same product to show off or like (light social media interactions)
- Unlocks and NFT airdrops for loyal buyers of the brand
- Users can claim NFTs to custodial wallets automatically created for them upon user login, their profile becomes their wallet.





Marketplace Phase 2

- Users can buy and sell their NFTs within an in-app marketplace
- Pre-sale launches and POAPs for upcoming liquor production,
- Rewards in ERC-20 tokens for specific brands redeemable for special perks, merchandise, or stablecoins.



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POWERED BY  **Berify**

**Thank you
Questions?**

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