

# Dequani

Fake Detector of Top Brands and Pharmaceutical Products

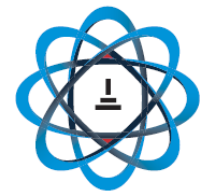
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**Dr.Ramkumar Ketti Ramachandran**

**Founder & CEO**

[krram\\_2000@yahoo.Com](mailto:krram_2000@yahoo.Com)

**+91 829006584**



Dequani Software Solutions

# Problem

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- I. Counterfeits of popular brands is a Global problem
- II. Manufacturers/ Vendors are sufferers worldwide
- III. Counterfeit medicines create dangers to the life of the patients
- IV. Legal documents are duplicated
- V. Online counterfeiting - 323 Billion USD in the year 2018.

# Market Validation – Market Size

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## PHARMACEUTICAL PRODUCTS

- I. \$934.8 billion in 2017
- II. \$1170 billion in 2021
- III. Growing rate 5.8%

## ONLINE MARKET

- I. 1.8 billion people online customers world wide
- II. 2.8 trillion U.S Dollars business
- III. 4.8 trillion U.S. dollars business prediction by 2021

# Grey Market Size

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## PHARMACEUTICAL PRODUCTS SEGMENT

- I. 1 in 10 products are counterfeits
- II. 20 % of counterfeit medicines
- III. 4.25 billion USD loss out of 15 billion USD business due to fake drugs (India)

## ONLINE MARKET SEGMENT

- I. 20% of products are fakes
- II. Toll of counterfeiting and piracy  
- \$2.3 trillion by 2022

# Solution overview

## COUNTERFEIT DETECTION SYSTEM

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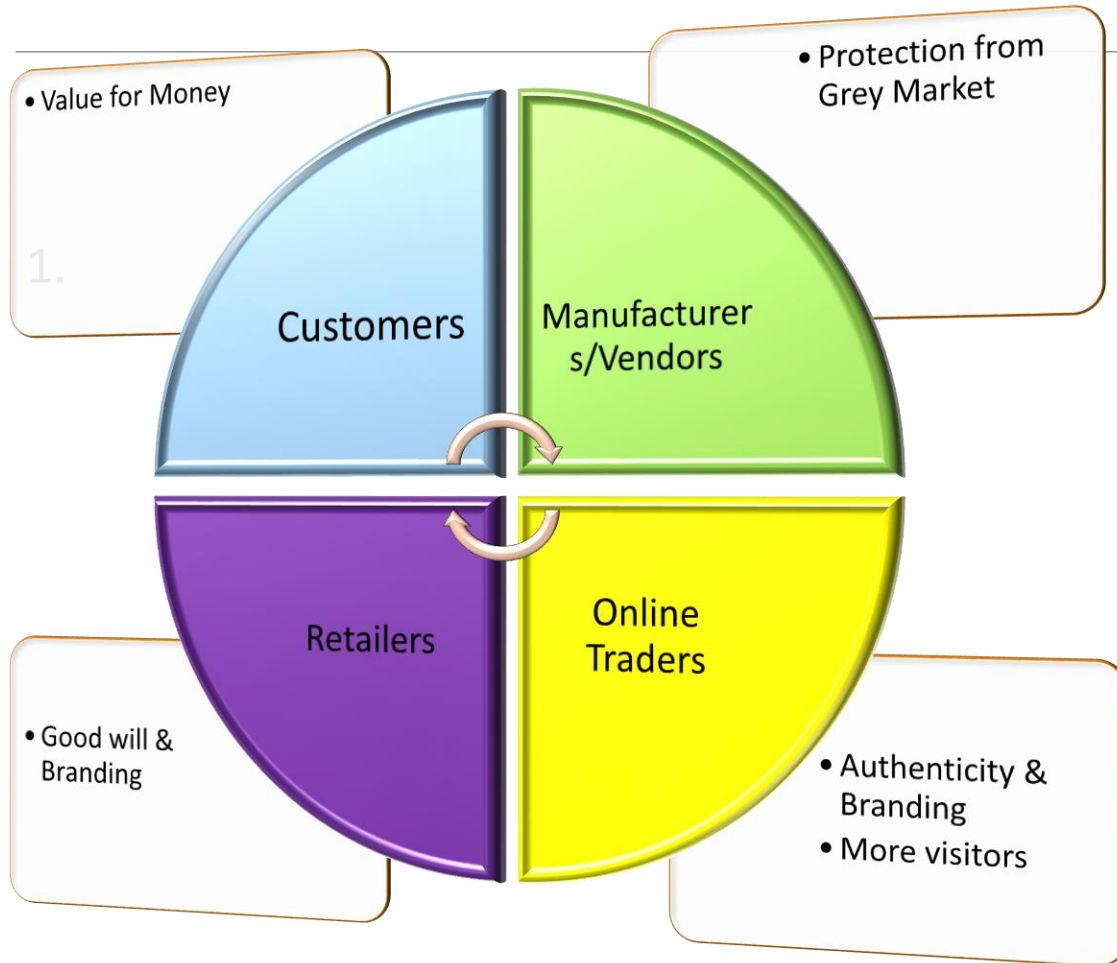


A complete Eco-System that detects the counterfeits of the top branded FMCG and Pharmaceutical products. Tailor made solution for detecting the fake products that are delivered during online shopping. The counterfeit details will be sent to the vendor in a single click.

The proposed solution is a mobile based app / a dedicated device with the cloud support to detect the fake products at any place and any point of time. It is a simple solution that can be expanded to any brands and products.

The functionality will be extended with a dedicated QR code scanner to check the originality of all legal documents such as degree certificates/passports/stamp papers/cheque leaves/demand drafts and others.

# Unique Value proposition



1. The counterfeited products of the joined partners can be detected on the spot by a simple mobile app
2. Immediate and accurate results
3. Easy to use and customize
4. Flexible model that can be expanded to any brand
5. Can save millions of dollars to Manufacturers from Grey market
6. Will save the life of consumers refraining them from fake medicines.

## Competitors – Counterfeits & Goods Returning Policies

S.No	Name	Assurance	Authentication	Customer End Verification	Counterfeits found ?	Return of Goods	Counterfeit Detection ?
1	Wallmart.com	Manual verification	Manual	No	Yes	90 days	NO
2	Ebay.com	No	Manual Complaints	Manual	Yes	5 days	NO
3	Flipkart	Yes	Yes	No	Yes	10 days	LIMITED with web access
4	Amazon	No	No	No	Yes	30 days	LIMITED with web access
5	Snapdeal	No	No	No	Yes	7 days	NO
6	Jabong.com.	No	No	No	yes	15 days	NO

# Competitors & Fake detection Procedure

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## Flipkart

1. Proactive & Reactive Discovery
2. Automatic & Manual turnpikes
3. Black listing the seller if fake products are found.
4. Seller Rating Mechanism & crowd sourced approach to detect the fake
5. Systematic background check
6. Business Registration Documents
7. A dedicated team is working to detect fakes regularly

## Amazon

1. Gets proof from sellers
2. Collecting fee from vendors ranging from \$1000 to \$1500

## E-Bay

1. Verified Right Owners Program
2. Collect fake reports from the owners

## Alibaba

1. Proactive system powered by Artificial Intelligence.
2. Uses customer reviews ,Products listings and specifications



# Business Model

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## PHARMACEUTICAL

**\$ 5,80,000**

◦ Profit First Year

Target of selling 10000 (with the profit of \$58 per machine) New QR SCAN machines to Pharmacies/Hospitals/Clinics

## MOBILE APP

1. Royalties from online shopping partners for Number of Apps installed by the end customers
2. Royalties from the vendors for the Number of Fake products discovered by the app.
3. Royalties for the data generated of fake products
4. Annual Maintenance charges for maintaining the cloud services for the vendors
5. Revenue from Advertisements

# Business Model

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## PHARMACEUTICAL

20 % Increase in sales every year

Incorporating 5 companies every year to this model

Royalties on the fake medicines discovered through this machine

Royalties on the data generated

## LEGAL DOCUMENTS SEGMENT

**\$ 58,000**

◦ Profit First Year

Target of selling 1000 (with the profit of \$58 per machine) New QR SCAN machines to Universities

Royalties on the fake certificates discovered

# Business Model –18 months

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## FOCUSED SEGMENTS

1. Government Legal documents
2. Bank documents
3. Stamp papers
4. Cheque leaves
5. Demand drafts
6. Government certificates ,appointment orders

## PROCESS MODEL

1. Developing a new QR code scanner for specific applications
2. Establishing the cloud services for various applications
3. Developing a new method of Cheque realization in a reliable way.

# Current Progress



Cloud Server Establishment  
In Progress

Proof of Concept and Mobile  
App verification  
Is completed

Patented  
Ref.No. 201711040525

# What we look for

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1. Seed Funding
2. Man power and consultants
3. Business Incubation
4. Market Survey and Analysis
5. Tech. Transfer

# Thank you....

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## Contact

Dr.K.R.Ramkumar

Ph.No. +91 8289006584 , +919444349280

Mail Id. [krram\\_2000@yahoo.com](mailto:krram_2000@yahoo.com)