

.arianee

Smart-Link connecting, owners, assets & brands.

Arianee's mission is to build the first **perpetual, anonymous and trusted record** of all the world's assets, enabling a revolutionary link between owners and brands.

Arianee aspires to become the world's leading universal protocol for the creation and transfer of **digital certificates of ownership and authenticity for objects**.

All subsequent-generation owners will manage the journey of their valuable assets through time while maintaining contact with their creators: the Smart-Link.

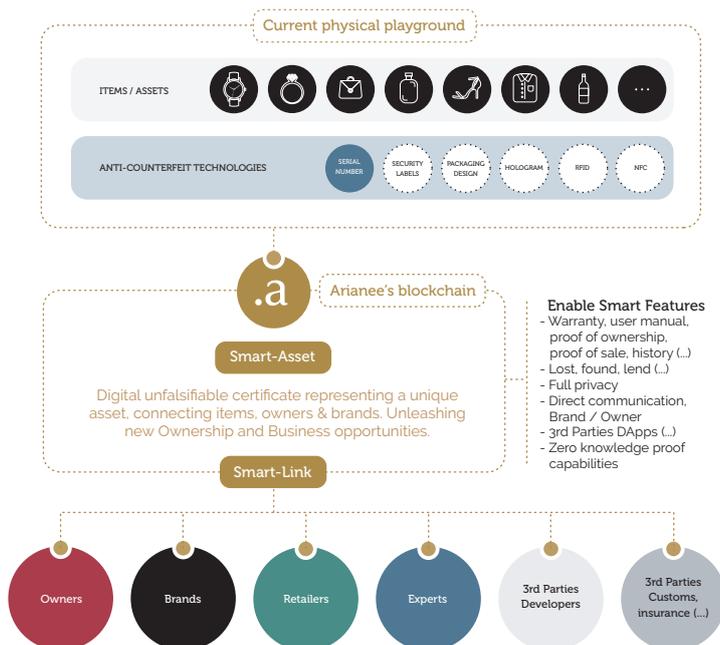
Opportunity

To preserve our most treasured items, we need safe ways to **prove authenticity, origin and ownership**. Yet, today's solutions are flawed. Certificates can be forged. RFIDs and holograms can't eliminate theft and counterfeiting. The result: trillions of dollars in value are lost annually to fraud, counterfeiting and theft.

Owners need a **simple solution to securely store their products' proof of ownership and authenticity** while maintaining complete control over this data. Brands, on the other hand, need an open communication channel with the current owner of a product. This ability to maintain direct contact with the owners of its products is a great leap forward for brands.

The Arianee solution

We see a better way to preserve value for people, brands and society. Arianee is building **the first perpetual, secure protocol for trusted digital certificates for all the world's objects**. Backed by blockchain, these **none-fongible ERC 721** records are impossible to destroy, forge or breach and capture a lifetime of product information. Arianee preserves **safe and private relationships between items, owners and brands**. We call this "the Smart-Link."



Founding team

a Arianee's founding team is made of successful repeat entrepreneurs and experts with strong luxury experiences. Because we care about execution, we gather a bold core team to ensure delivering Arianee.



Christian Jorge . Operations

Serial entrepreneur (digital & e-commerce). Cofounder and Former VP Operations at **Vestiaire Collective** the #1 Second hand luxury goods marketplace in Europe.



Emmanuelle Collet . Marketing

Marketing & Strategic project manager in Luxury market. Former international Media Project Manager at **Omega**.



Julien Romanetto . Product

Serial entrepreneur: **Overblog**, **Teads**, **Secret Media**, **CryptoFarm**. Crypto Expert & Advisor in multiple successful ICOs. Investing in crypto space since 2011.



Alexandre Cognard . Technical

Serial entrepreneur (Tech & e-commerce) cofounder and Former CTO at **Vestiaire Collective**. Used to hire and manage large tech teams.



Frederic Montagnon . Board member

Accomplished entrepreneur with 4 exited company for a total value of \$400M+. Ranked 7th largest startup investor in France. Well-known blockchain influencer involved in cryptocurrency since 2013.



Jean-Marc Bellaiche . Business dev.

Former Senior Vice President of Strategy & Business development for **Tiffany & co** with 20 years of experience in the luxury sector. He was previously a Senior Partner at the **Boston Consulting Group**.



Luc Jodet . Business architecture

Former business analyst at a Fortune 500 company turned entrepreneur (service design agency, **BUYECO** energy marketplace).



Gregory Pouy . Brand evangelist

Speaker and marketing consultant specialized in the beauty, fashion and luxury industries: **Guerlain**, **Krug**, **Cartier**, **Chanel**, **Armani**, **Vera Wang**... Teaches digital marketing at HEC, **Essec** and **Dauphine**.

Advisors

Since Arianee's inception in 2017 we are meeting a big number of amazing Experts in many fields and notorius Brands to help us to shape the protocol and be part of Arianee's governance.

We took the opportunity to compose a **board of 30 top executives and renowned entrepreneurs** from the luxury industry, the crypto and open-sources ecosystems, including **Richemont**, **Kering**, **Stratis**, **Symfony**, to name a few...