



ELECTRONIC PRESS KIT



The Swiss non-profit foundation ORIGYN uses artificial intelligence (AI) on decentralized computing to identify, authenticate and unlock the powers of ownership for objects of value.

As the first pan-industry platform built on the Internet Computer (IC), **ORIGYN** and its verticals generate new value opportunities for some of the largest consumer asset classes in the world, including art, digital media and luxury goods. Founded in Neuchâtel, Switzerland in October of 2020, ORIGYN operates globally in major technology and blockchain hubs, including its research and development division located in Manhattan Beach, California.

OUR MISSION

Our mission is to identify, authenticate and unlock the powers of ownership for objects of value. We recognize humankind's creativity as its greatest asset, and we are committed to preserving and sharing the legacy of human creations. We believe truth can be certified, and we're the first defense for customers, brands and industries to ensure the authenticity of their treasured assets.

Leadership

ORIGYN was founded by Gian Bochsler, the Swiss and fintech entrepreneur behind BITY.com, Vincent Perriard, a veteran luxury and marketing executive, and Mike Schwartz, the foremost pioneer in the creation of pan-industry economies leveraging decentralized technology.



Gian Bochsler is a veteran entrepreneur, fund manager and board member, as well as a driving force in the fintech community. An expert in blockchain technology and governance, Gian founded Bity.com in 2014 and joined DFINITY in 2016. At DFINITY, he serves as a council member and helps direct Swiss operations. As a founding partner of the ORIGYN Foundation, Gian specializes in the organization's governance model, as well as its node and token structure.



Vincent Perriard is a brand specialist with more than 20 years of experience in the luxury and fashion industries. Vincent is globally recognized as a luxury influencer, having filled diverse leadership roles with Audemars Piguet, HYT, Hamilton Watches and others. Drawing from his extensive marketing experience, Vincent spearheaded brand strategies for some of the most powerful and successful fashion and luxury brands in the world. He is a seasoned executive and entrepreneur, having founded major advisory firms in Europe. As a founding partner of the ORIGYN Foundation, Vincent leads ORIGYN Luxury and serves as an ambassador for the organization's brand and marketing practice across sectors.



Mike Schwartz is a pioneer in the creation of pan-industry economies leveraging the Internet Computer Protocol (ICP) and a global leader in the tech startup and financial sectors. Most recently, Mike created 55 Foundry and led its technology and core business functions. Mike previously directed BCG Digital Ventures' (BCGDV) business in Asia and co-founded Genos, the emotional intelligence company. Mike also led global data architecture for Goldman Sachs Funds Management in New York and is widely recognized as one of the foremost pioneers in blockchain technology. As a founding partner of ORIGYN Foundation, Mike is the head of the organization's R&D branch in Manhattan Beach, CA and directs the general technology, AI and digital media sectors of the business.

Selected Press Releases



Forbes

"Earlier this year, three watch and technology veterans teamed up to launch an all-new non-profit organization called Origyn, whose goal is to eliminate counterfeiting of luxury timepieces..."

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The New York Times

"The app, which he called a kind of Shazam for watches, would eliminate the use of markings like an engraved inscription or documents like a brand certificate in establishing authentications, the company said."

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FHHJOURNAL

"A new white knight is joining the fight against fakes. Origyn has developed a form of digital identification, thanks to which anyone can authenticate a luxury watch using nothing more than a photo and an app."

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WATCH COLLECTING LIFESTYLE

"The result is that anyone can now take a photograph of an object using a smartphone application and identify and authenticate a product, while also understanding its provenance, history, and ownership."

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Bilan

"Des horlogers cherchent depuis toujours à supprimer les contrefaçons, dont les ventes représentent un énorme manque à gagner. Des solutions innovantes viennent d'apparaître."

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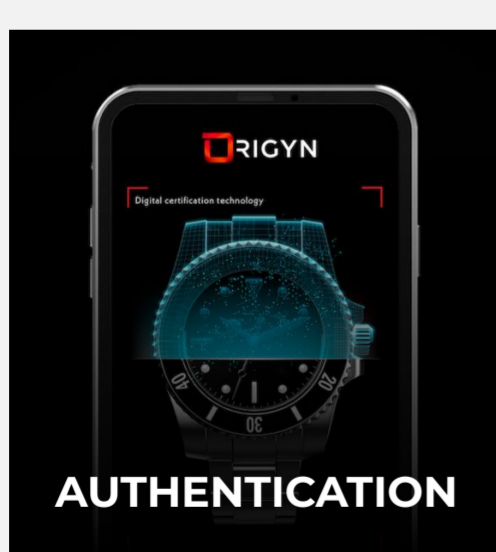


Le Point MONTRES

"...Origyn s'adresse aux marques, comme aux particuliers, qui pourront, grâce à l'appareil photo de leur smartphone et à l'intelligence artificielle de l'appli, établir, en un instant, une certification numérique de leur garde-temps."

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Use Cases



PROBLEM SOLVED:

User trust in asset value; anti-counterfeiting



A piece is certified as part of your traditional process to authenticate.

In addition to certification, a piece is certified as a part of the authentication process. In addition to certification, the item is digitized via ORIGYN (high-resolution images, AI technology and other item-specific information).



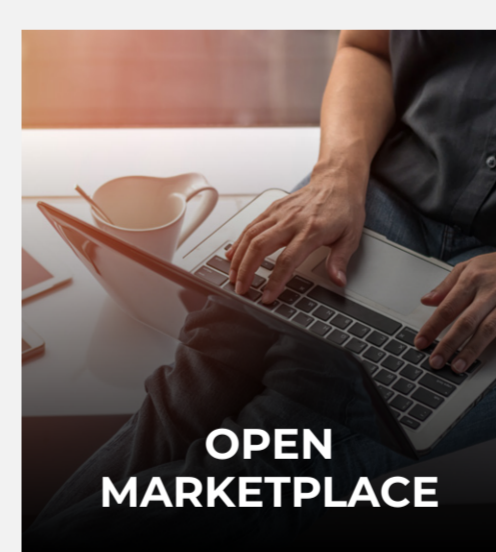
PROBLEM SOLVED:

Permanent connection between physical asset & digital certificate / NFT



A digital certificate / NFT is created and owned by creator, manufacturer or re-seller.

Digital certificate/NFT is available for user management and tracking.



PROBLEM SOLVED:

Open & secure access to a broader audience of global buyers



Pieces and their corresponding digital certificate / NFT can be sold on an open marketplace.



PROBLEM SOLVED:

User ability to secure & track digital certificate / NFT like monetary assets



NFT is guaranteed and accessed at any time.

User can manage their digital certificate / NFT and participate in the ORIGYN community experience.



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