Web3Commerce™
for Business

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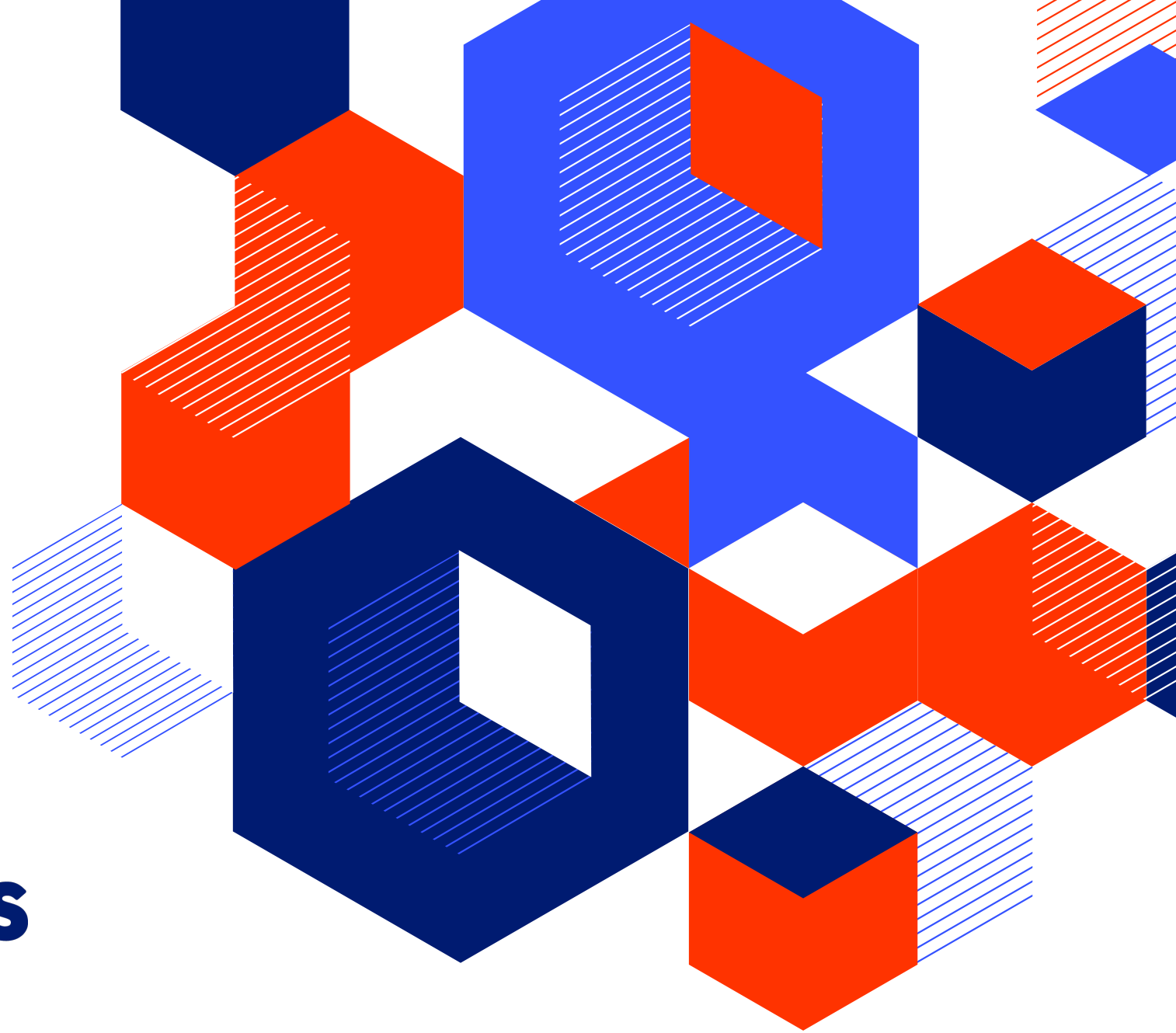
01

The
Challenge

Buyers are demanding greater visibility into purchases of all types
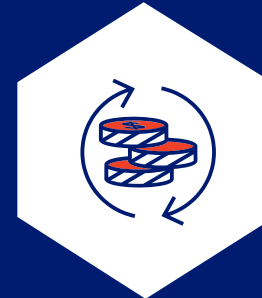
Poor Access to Key Product Data

— Data supporting product claims is siloed and untrustworthy

— No benefit to sellers from better practices

No Market Infrastructure

— Few automated markets for more complex transactions

— Transactions are complex and risky

— Costs are high due to intermediaries

Low Liquidity

— Most of the world's value is illiquid

— High settlement cost and time suppresses asset value

02

The
Solution

Tokenize assets on STRATO giving buyers key data to improve trade

Secure Access to Key Product Data

— Data supporting claims is security verified at the source and present at time of purchase

— Sellers benefit from better practices due to greater transparency

Market Infrastructure

Market infrastructure on STRATO

— *streamlines* the transaction process

— *increases* trust

— *lowers* costs

— *reduces* risk

Liquidity

— New market infrastructure brings liquidity to previously illiquid markets

— Increases asset value and ability to fairly compensate value chain
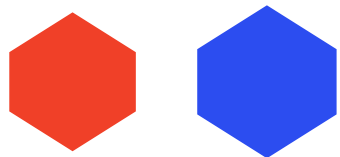
BlockApps STRATO Blockchain Architecture

The STRATO Network powers industry applications and programmable member networks all accessible via web apps, mobile apps, and command line interfaces.
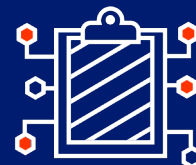
Key Use Cases

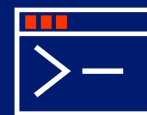**Industry Applications**

STRATO Network

STRATO Network

Ethereum Smart Contracts

Ethereum Virtual Machine, Solid VM-based smart contracts

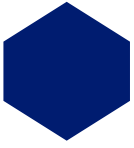## REST API and Middleware – Enterprise IT Integrations

REST APIs, connectors to many existing databases and applications

STRATO Enterprise Blockchain

Messaging protocol for creating standardized network communication

Industry Applications
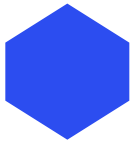
TraceHarvest

Track and trace the full lifecycle of products
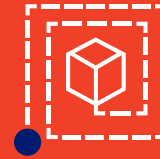
TraceCarbon

Harmonize your emissions data

NetworkGov

Provide compliance and operational efficiency
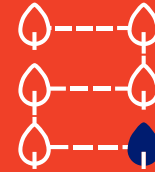
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Key Use Cases

Value Chain Traceability

Securely share key data across the entire value chain for the full lifecycle of products / assets
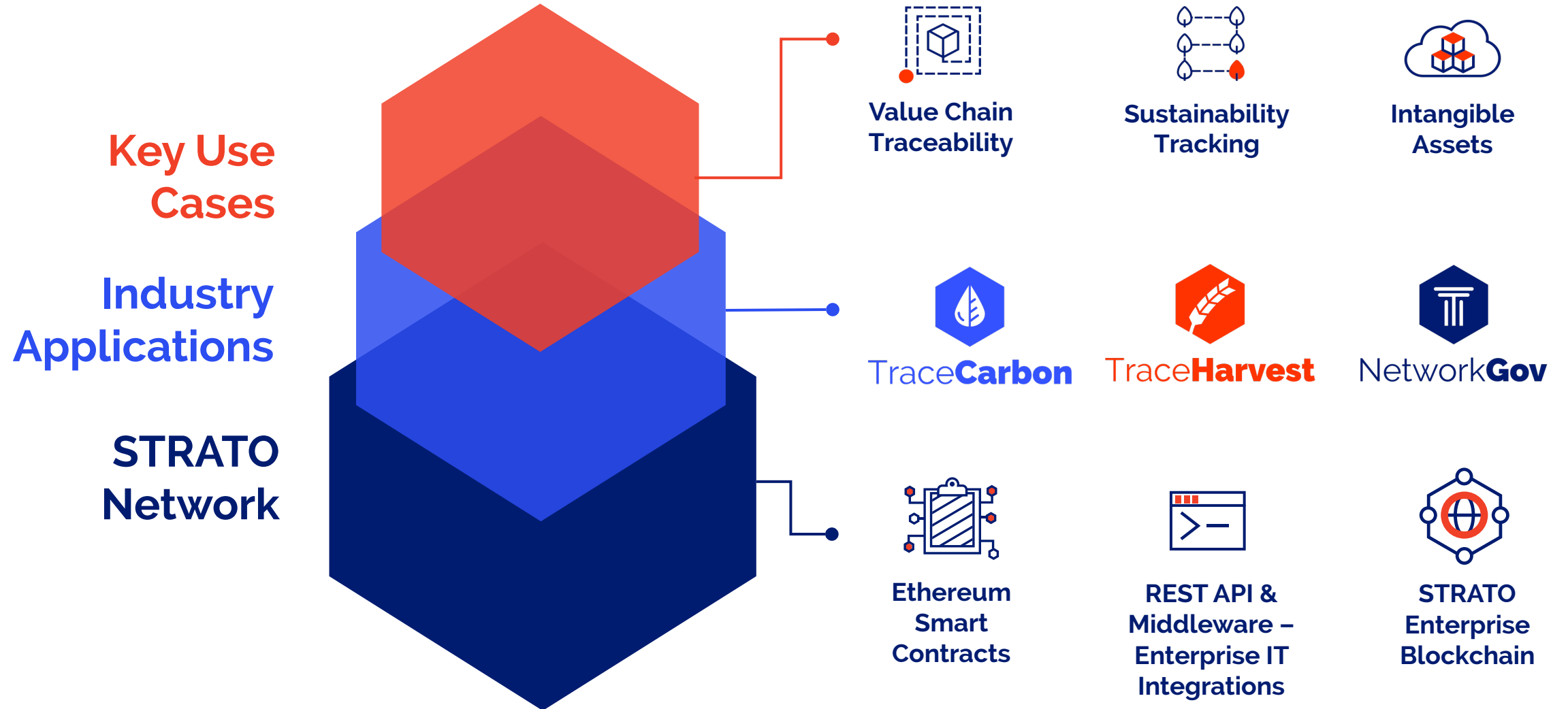
Sustainability Tracking

Automate sustainability data collection and tokenize emission and offsets for assignment and exchange

Intangible Assets

Bring trade efficiency and trust to previously non-transparent markets

blockapps

Key Use Cases

Industry Applications

STRATO Network

Value Chain Traceability

Sustainability Tracking

Intangible Assets

Trace**Carbon**

Trace**Harvest**

Network**Gov**

Ethereum Smart Contracts

REST API & Middleware – Enterprise IT Integrations

STRATO Enterprise Blockchain

BlockApps | The Solution

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Tokenizing Real-World Assets and Adding Value

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Exchange / Trade Assets

Tokenize Real-World Assets
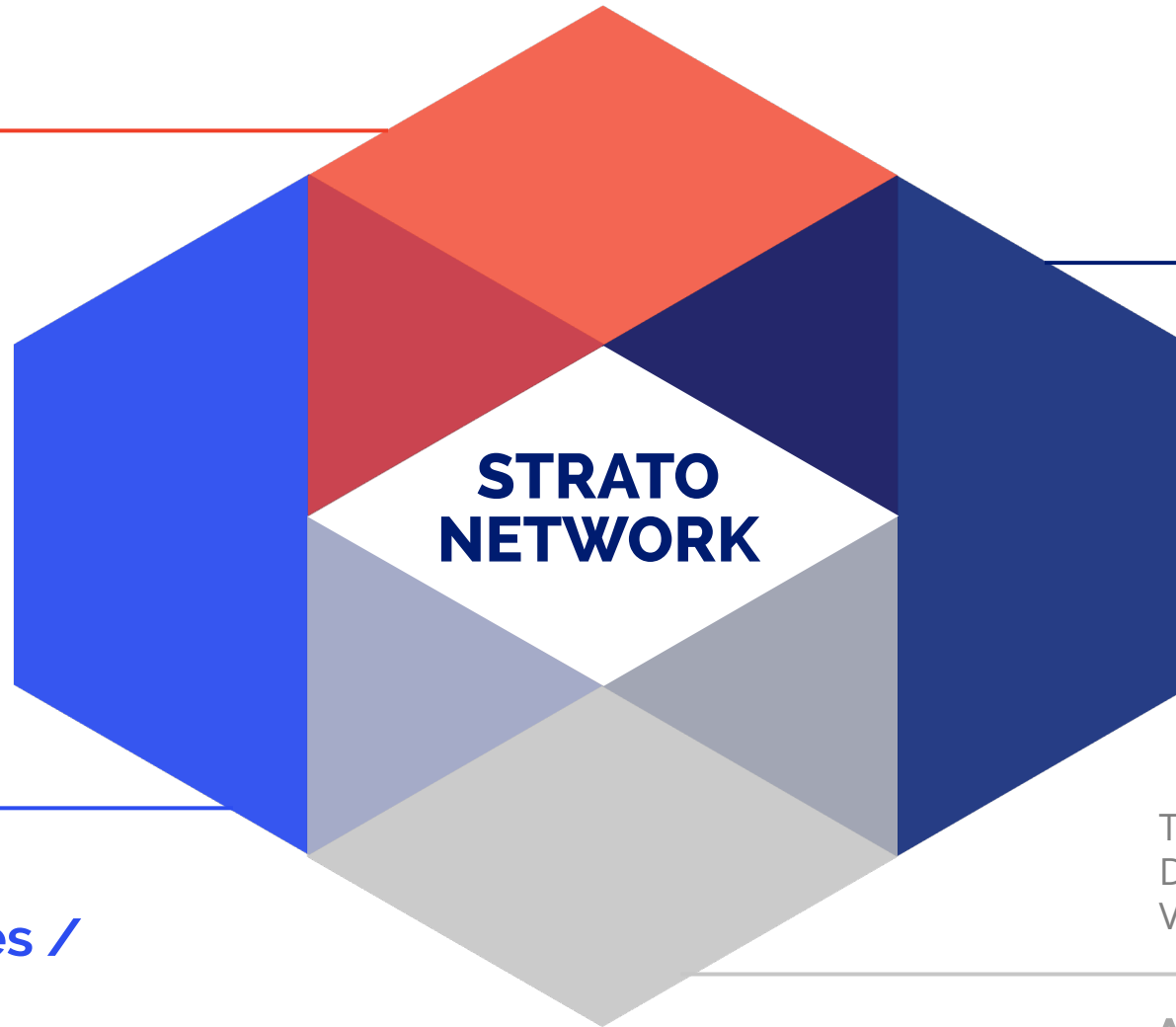
Real World Asset Framework

Transaction Components (Ownership Transfer, Unique Identifiers, Physical Location, etc)

STRATO NETWORK

Incentive Components (Participation Offers, Calculation, etc)
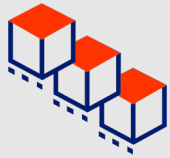
Create Value Chain Incentives / Residuals

Transparency Components (Product Details, Events, Certifications / Verification, etc)

Add Value with Transparency Data

BlockApps | The Solution

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STRATO Network Advantages

Trusted Unique Tokenized Real-World Asset

Blockchain assures buyers that each real-world asset is tokenized individually, attaching data as it exchanges hands

Verified Identities

Users must go through an identity verification process in order to write data or engage in commerce on the network

Future Proof Against Changing Standards

Data you can trust maintains in value in perpetuity even as standards converge and evolve

STRATO Network Advantages

Proven Low-Carbon Enterprise Blockchain

BlockApps STRATO blockchain has been proven with production workloads with low-energy consumption

Data Privacy and Security

Participant data remains private to only the relevant parties and is never shared with competitors

Incentivize the Entire Value Chain Dynamically

Customize incentives for all participants to accelerate program adoption