ChainCerts – The future element of Blockchain

Contents

1. Introduction

Started in 2010, App-Scoop is a home for many experienced and enthusiastic software developers and business professionals. Although we are based out of Vancouver, the seeds of our work are spread all across the world. One major factor that differentiates us is the way we perceive the worth of technology. Also, we feel any product developed with an intent of trust, creates a healthy ecosystem for creators, developers, and consumers. Our team collectively works to develop a product design that not only looks good but also provides an effortless user experience. We streamlined the entire product design process to ensure successful progression, delivery, and market acceptance on a proper scale.

App-Scoop is intrigued with the way technology has changed our perception over the years. It has heightened the value of things we own and has broadened our horizons too. Technologies such as blockchain, Non-Fungible Tokens (NFT), Artificial Intelligence, and Machine Learning, have given us a platform to express ourselves better. Take for instance blockchain – a technology that rides high on trust, has added a new dimension to business relationships. So, as the name suggests blockchain is a chain of blocks that contains information. It is a distributed ledger and once the data has been recorded in it, it is practically impossible to tamper with it. The distributed ledger technology (DLT) comes as a boon for all industries, as it provides excellent security for all online platforms. Blockchain, when used in conjunction with other technologies like the Internet of Things (IoT), AI, and ML, can restrict online frauds of counterfeit products to a great extent. Especially with NFTs, sky is the limit to explore.

On the other hand, NFTs revive the value of any possessed article, giving wings to the dreams of many artists and creators. NFTs are digital assets that are unique and cannot be directly interchanged with other assets. Every NFT, which is sort of like an autographed item, is made of metadata, which gives them their individuality. Its digital content is linked to blockchain. NFTs are a form of cryptocurrency like Bitcoin, where instead of money, they host assets like tweets, text, image, MP3, artwork, domain names, trading cards, game items, etc.

Taking our vision of technology to the next level is our latest product, **ChainCerts**. It is a platform that is created using blockchain and incorporates all the key concepts of immutability and security. Communication always plays a significant role in all worldly matters. And if our business transactions don't exude the emotion of trust, then the organization will surely crumble. Our idea of trust gave birth to ChainCerts. In short, through ChainCerts, App-Scoop envisions making blockchain-based NFT more accessible to everyday consumers. ChainCerts provides certification for collectables, artwork, music, and luxury products.

2. Abstract

ChainCerts is established on the principle of providing a digital certification of authentication whilst using blockchain-based NFT. This product's idea of allowing a trade that involves selling digital and physical items is pathbreaking. In essence, ChainCerts is a blockchain-secured digital records management tool that provides record verification to end-users, decreases issuer's maintenance costs, and lowers costs and time for verifiers. More than anything else, it provides a platform for like-minded people to connect and enjoy the fruit of this invention.

Joining the bandwagon is App-Scoop, who is always in line with the latest developments in technology. Since the past few years, we are on our toes to explore the realm of distributed ledger technology. ChainCerts is our humble effort of providing a business platform built on nothing but trust for all.

ChainCerts makes the process of issuing blockchain-secured records very convenient. These records are co-owned by the recipient of the certificate, and they have the authority to share the certificate. The verifier can independently authenticate the validity of the certificate received from the recipient with no hassle. ChainCerts' aim is to present a platform that is secure, convenient, and affordable for everyone.

Blockchain – Be part of the future

A wise person once said - the old question 'Is it in the database?' will be replaced by 'Is it on the blockchain?'. As a matter of fact, this situation is already changing, and many are a witness to it. The concept of blockchain has revolutionized the world.
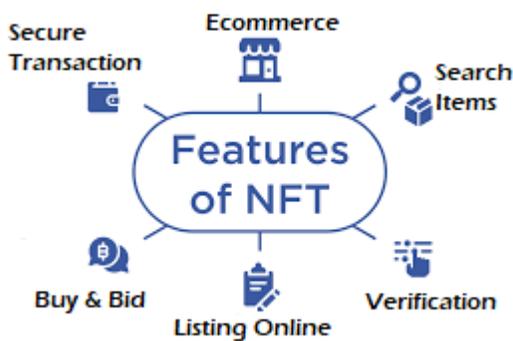

The reason why blockchain has always been a trending technology find is that it aids in verification and makes the process of traceability a clear cake walk. In today's world, these two processes have become the need of the hour. Now, let's talk numbers. Within a matter of few months, the worldwide spending on blockchain solutions is expected to reach a whopping amount of $11.7 billion. And by 2024, this market is predicted to garner a revenue of over $20 billion. These figures give us more than enough reasons to embrace this technology.

Right from the realm of medicine to the world of art, everyone is striving hard to incorporate blockchain in their operations. When they know the returns are priceless, it is imperative to integrate them. The emergence of blockchain converts any process into a secure, sellable asset. Here are some of the reasons:

a. Transparency, customer satisfaction and growth

Instead of using a central entity to manage the chain, blockchain uses a P2P network. In this, the

network participants have access to holdings and transactions of public addresses. When the participants join the network, they get a complete copy of the blockchain. In case of a malfunction where someone tries to create a block, it won't be added to the chain unless all the participants have verified it. This ensures that there is no tampering, further providing the seller and the customer with full transparency. This applies to the retailer, consumer, and manufacturer. And it goes without saying that transparency and customer satisfaction results in the business's growth.

b. Fast, accurate and authentic

Radio-frequency identification (RFID) tags, when used along with blockchain solutions, can provide increased security and traceability becomes easy. Be it a broken product, defective apparel, or a fake item, once they fall into the blockchain pattern, tracing it back to the source, identifying and minimizing/ rectifying the issues becomes an easier process.

c. Flawless cross-border payments and international reach

When you start a business, you aim to flourish it and hope that it grows beyond boundaries. With the advent of technology and social media, your product can easily catch the consumer's eye. Shipping can be taken care of, but the payment is

something that might worry you. Blockchain enables business-to-business and person-to-person payments across borders. According to a study by a global and leading company, this feature will reduce the cost of transactions by 40-80 per cent. Moreover, these transactions take place in real-time. With this, it is secure as it incurs public-private cryptography and multi-party authorisation. Now, if your product is reaching the consumer across the border, your business is bound to reach new heights of success.

The importance of NFTs

NFT sure has become the buzzword these days. Well, why shouldn't they be? Cast under the spell of blockchain, NFT allows people to buy and sell various forms of digital collectables. Although this concept is just in its nascent stages, in 2018 the market cap for global transactions of NFTs was $40.96, and in 2020 it grew manifold from $141.56 million (2019) to $338.04 million in 2020. Token-based sales have reached a new height of success in the recent past. And the launch of NFT marketplace is making dreams come true for many. The number of active buyers in 2020 has increased by 57 percent, from 51,861 in 2018.

And to top it off, in just the first two months of 2021, NFT trading volume bested $342 million, surpassing the volume of the entire last year.

The herd mentality is often frowned upon but investing in NFTs when the whole world is talking about sure is the right thing to do. For those who collect things even today–from sneakers to restaurant matchbooks–the feelings and connection to the community those tokens belong to are likely more empowering, inclusive, and invigorating than the item collected itself. They need some way to keep ownership of their collectables. That's when ChainCerts come into the picture. So, what makes NFT special?

- **Unique and authentic**
  As information about the NFT and the owner can be easily verified, it makes them unique. This is by far the most crucial feature of NFT where information is secure and legitimate.

- **Unified**
  Most tokens cannot be divided into smaller units. It is like a mark on the stone. However, if you can buy the complete cost of the item from the owner, maybe then.

- **Easy to work with**
  Marketplaces are a hub where you can buy and sell NFTs. Within a matter of minutes, you can create a profile. Buying and bidding operations are pretty simple. Not just that, due to their versatile nature, NFTs can be traded on different crypto markets. The trading opportunities are truly beneficial.

- **Open to all**
  Owing to this instant tradability nature, it can act as a host to a variety of audiences, enhancing its liquidity.

- **Transparency**
  All records of the trade - transfer, token issuance and other activities can be authenticated before getting into it.
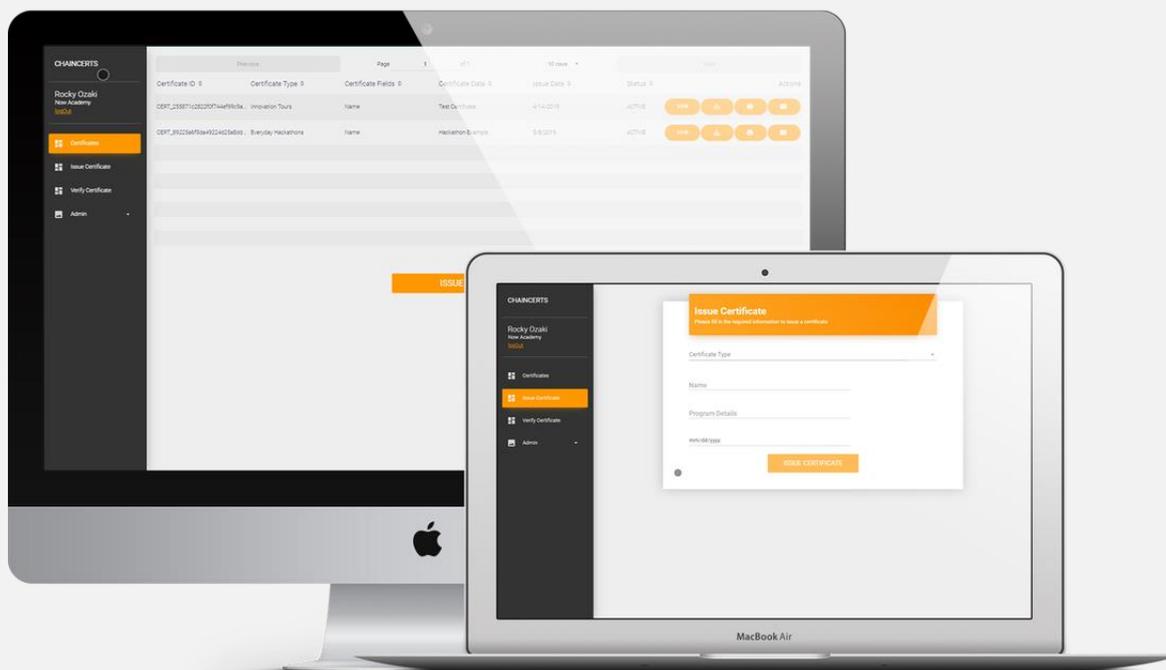
Be it giving any art the true credit or preserving any crucial document or product, the arrival of NFT that joins forces with blockchain converts an item into a bonafide form. ChainCerts rides high on the values of blockchain and NFT, giving the buyers the digital certificates of authenticity that will serve as ownership proof. Secondly, by eliminating middle-men, the transaction becomes more secure, thereby, reducing the total expenditure. We started off with only a few core industries to disrupt at first. These are art and collectables, education and training, and finance. And within no time we touched upon several other industries. ChainCerts provides customized solution for these industries while issuing secure digital certificates on blockchain in a matter of weeks. With this, ChainCerts protects its consumers against fraud and counterfeiting. In essence, ChainCerts is a platform that's built on the blockchain protocol; it's highly reliable and stable to last longer.

3. The premise of ChainCerts

ChainCerts is developed by App-Scoop with a vision of making blockchain-based NFT more accessible to everyday consumers. We built a platform that is easily comprehensible for all. Our home page has a Product option that will take you to NFT, Certificates, Verification Widget, and the Shopify app. To know us better, the About Us option will take you on a journey of ChainCerts. And to make things clear for the buyer and seller, we have a Request Demo choice which will simply clear all your doubts. You can contact us to learn more. All you need to do is fill in all the details and we will provide you with a working model of ChainCerts.

We are a customer-first organization, and we would go to any limits to provide them with a better life. This means taking the verification part very seriously. Be it the creator or the collector, we help prevent fraud by acquiring knowledge and information from both parties. This process is long as we believe it leads to creating a great foundation for all. Only when we are sure that the person behind the screen is genuine, we go ahead with further process.

ChainCerts caters to a wide range of audiences – right from an individual to a small or medium-size organization or a huge corporation. On the same lines, we have two working models – for an individual with a limited amount of NFTs and the larger organization giving them access to a plethora of options. Thus, making the implementation of ChainCerts straightforward and impactful.

4. Process for selling

1. To begin with, sign up as a creator on our webpage. Fill up all the details mentioned there. And don't forget to pick a quirky username.
2. Once you create the profile, you will be sent a passcode on your mail. Type out the passcode to enter the world of ChainCerts.
3. The storefront is quite self-explanatory. To start your journey as a creator, set up your wallet and follow the assigned steps. Within no time, the wallet will be up and running.
4. By now your account will be looking empty. To get things going, click on the 'Create Certificate' option to upload your creation. Once again fill in all the details and upload the file. This will mint your NFTs and create a 'Certificate of Authenticity' in a single step.
5. You can put up the item for selling on your online sales channels.

The above procedure comes in handy for an individual seller at a low scale. However, we even cater to the needs of individuals or companies who are looking to create their e-commerce portal for selling NFTs. To reach a wider range of audiences whilst making the transaction secure, ChainCerts provides them with a medium to excel beyond boundaries through our Shopify solution.

1. Joining hands with Shopify is a pathway to enter a new world of e-commerce. With the help of ChainCerts, organizations can sell their items through Shopify to amplify their business and reach the niche consumer as well.

2. For this, all that a company needs is a vision, ChainCerts will do the rest for you. Our diligent team will guarantee a proper working model based on the value of trust.
3. Once the storefront is created on Shopify, at the backend, the ChainCerts application will help them sell their products in the store.
4. To enhance the look and feel of the storefront, the organization can customize their page as per their convenience.
5. Once the store is set, the buyer is exposed to a sea of options where they can indulge in owning the products that mean the most to them.
6. To make the transaction smooth, the backend automatically creates the user's profile and transfers NFT to their account. This is followed by a verification mail that contains all the details. For others who wish to have a custom market-based solution, App-Scoop addresses this, considering all the requirements.
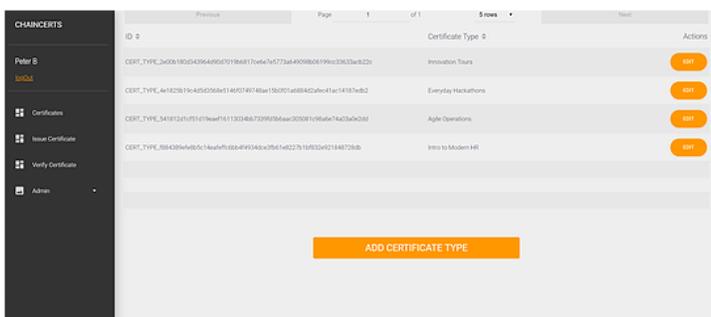
5. Process for buying

1. The buyer can purchase the product on the Shopify storefront. Upon purchase, ChainCerts will send an email to the buyer notifying them about the NFT procure.
2. The buyer will create a collector's profile. The beginning process is the same as the seller.
3. The NFT will be transferred to the buyer, which the buyer can see in his/her ChainCerts account.
4. Now the buyer can either keep it or create a sellers account to transfer the art.

6. Highlights of ChainCerts

ChainCerts aims to make transactions and certificates across industries secure. This happens by providing a certificate that is a permanent digital record of a physical or digital artwork or collectables. Each certificate is linked to a record that includes at least one image, the name of the artist or creator, artwork title, production date, medium, dimensions, edition (if relevant), current owner, URL, and a blockchain address. For us, our consumers are of the topmost priority. We developed all the features, keeping them in mind.

Other crucial features of ChainCerts are:

- A digital record management tool that is 100% powered by blockchain technology and related industry standards. This makes ChainCerts secure, reliable, and transparent.
- Both the image and Metadata is stored inside of the InterPlanetary File System (IPFS) which provides low latency, excellent data distribution and high throughput.
- To make the transaction cohesive, ChainCerts avoids the use of MetaMask and blockchain wallet. You can pay by credit card without a need to have a blockchain wallet or without a need for cryptocurrency.
- ChainCerts is developed on an open-sourced platform that is powered by efficiency, transparency, and trust. The element of fraud is eliminated as records have cryptographic signatures which are hard to impersonate.
- Recipients of the records have the right to verify them anywhere. The recipient, issuer and verifier will have a transparent system to manage the records.
- Records can be shared easily on various platforms through the application. It is a decentralized system, a system that works across places as disconnected or as far apart as planets.
- ChainCerts builds trust, empowers creators, and connects them with the buyers.
- Provides customized certificates after proper verification as per the brand's convenience.
- ChainCerts enables coherent transactions. Consumers can even use the ChainCerts verification widget.
- Our partnership with Shopify App takes this product to the next level.
- ChainCerts supports multiple blockchains such as Ethereum, Polygon, and Binance.
- Our ongoing innovations such as Blockchain Identity Integration, tamper-proof chips for physical asset certification, and others, talk highly of our intent to provide nothing but the best to our consumers.

ChainCerts is environment friendly:

- The use of Polygon technology reduces energy consumption and costs.

- ChainCerts is based on the Proof of Stake consensus algorithm which makes this deal greener.
- To reduce the impact of NFT on climate, we decided to store the NFT tokens on layer 2 of Blockchain.

Supported by the ChainCerts plugin, the Shopify storefront showcases a wide range of products, giving a buyer a plethora of options. As per the convenience of the collector, they can use any mentioned payment gateway to procure the product.

7. ChainCerts' Architecture

The design of ChainCerts is sophisticated yet quite straightforward. What forms the nucleus of this is the NFT contracts. A marketplace is known for its smart contracts, which is a self-executing contract. Each token is unique and subsequent metadata is recorded in its smart contract. It is a sort of program that runs on blockchain. And if you combine NFTs and smart contracts then the world is your horizon. A legitimate smart contract administers the deals between buyers and sellers seamlessly.

So, a smart contract is a contract that binds the buyers and sellers together. To improve the overall efficiency of the product, ChainCerts' NFT supports three blockchains namely Ethereum, Polygon, and Binance. They make sure that the deployment of smart contracts decentralized applications is built with ease, trust, and with no hindrance. ChainCerts' web application is a cloud-hosted solution. This increases server uptime, cost-efficiency, increased security, backup, and disaster recovery, and is a host to several other perks. Moreover, its enterprises security hardening with encryption. The key components of the web applications are ChainCerts verify, minting NFT, and certificate of authenticity.

The base of the ChainCerts architecture is all about Shopify. This permits one to create and transfer certificates and get certificate details.

8. Applications of ChainCerts

It takes years of hard work, determination, sacrifice for anyone to create their work. For an artist, their work is precious in the world, and for others, their documents need to be safeguarded at any cost. In such cases, a digital certificate of authentication saves you all the trouble. ChainCerts is created with the intent to meet all the needs of our consumers. It is crafted on the backdrop of our graceful solutions which is backed by the power of technology. The key advantages are anonymity, privacy, and getting decentralized proof that can't be erased or changed by anyone (third parties or governments). Your document's existence is permanently validated by the blockchain in all the cases. All previous data time stamping solutions lack this freedom. ChainCerts applications are myriad, making it one of the most powerful products of all.
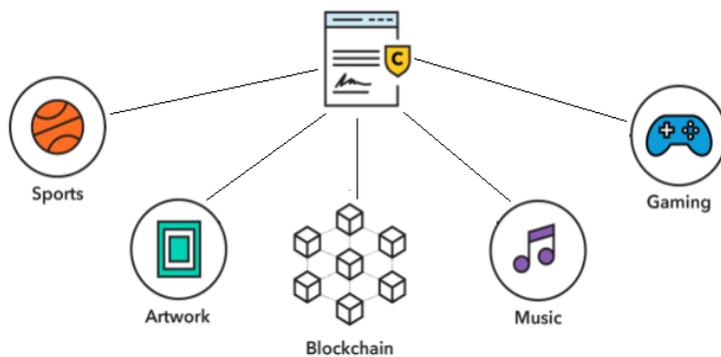
- Demonstrating data ownership without revealing actual data.
- Useful for copyrighted material, patents, etc.
- Beneficial in document time stamping. You can prove certain data exists at a certain moment. As we use the bitcoin blockchain to store document proof, you can certify the existence of your document without the need for a central authority. Use the computing power of

the whole bitcoin network to certify your data.

- Checking for the document's integrity.
- If you store proof for your document and later re-upload it, the system will assess it. It will recognize even the slightest difference made to the document. This assures you that certified data can't be changed.

9. Industry applications for ChainCerts

ChainCerts is dynamic and allows organizations to define their certificates and customize the data fields for a given certificate. **ChainCerts caters to a variety of industries:**

- **Digital art**
  Digital art is one of the most widespread applications of NFT. To add to it, NFTs provide a great deal of exposure and returns to the artists. And for the buyers, digital art can surely quench their thirst for acquiring something unique and out of the world. In totality, they are a perfect mix of creativity and technology. Before NFT, it was quite a task to ensure the authenticity of the art. However, now,

with the blockchain-based NFT, one can not only track the art but be assured of its authenticity too.

- **Luxury Brands**
  High-end goods and luxury fashion brands have realized the worth of NFTs. Gucci, a well-known fashion brand, was one of the first to launch their 3D clothing as NFT. Recently, Dolce & Gabbana launched their NFT collection too. When such high-end brands have partnered with marketplaces to launch their works, it talks highly about the worth of NFTs.

- **Insurance certificates**
  We typically focus on short term insurance certificates. For instance, if there's an exhibition where vendors are showcasing their products. Now on such a platform, all the vendors need insurance. Here the question of authenticity arises. ChainCerts verifies this document keeping the factor of trust intact.

- **Sports collectables**
  Sports is one of the most loveable beats for everyone around the world. The feeling of owning sports memorabilia is something that cannot be described in words. Be it the National Basketball Association (NBA) or the Major League Baseball (MLB) or the biggest football clubs in the world or the athletes, everyone you know is joining the gang of digital collectables. Recently, Lionel Messi, the super famous footballer from Argentina, launched his own NFT. Minted on Ethernity, Messi's NFT has created a crazy buzz around town - giving

everyone more and enough reasons to invest in sports collectables.

- **Education and training**
  Document fabrication, plagiarism and falsification are cardinal sins. They not only rob the organization of its integrity, but they can also cause serious damages if these concerns are not attended to. For instance, it requires immense skill and knowledge to pass any examination. To find an easy way, some forge the educational certificates to get a job or to get their way through anything. Such things can lead to big problems. By using ChainCerts, educational certificates and other official documents can be tamper-proofed further restoring the faith in knowledge and veracity.

10. Conclusion

The purpose of ChainCerts is to enable everyone to think beyond boundaries and open a world of possibilities. The realm of technology never ceases to amaze us. Hence, we embrace every opportunity that comes our way. A few years ago, the concept of blockchain and NFT was just a thought. Although it is still gaining fame, these technologies have changed the face of the earth. For us, ChainCerts is our priciest creation. Our team of diligent developers and creators are in constant pursuit of excellence. We constantly find ways to evolve, for which we leave no stone unturned. And by taking responsibility for our actions, we provide nothing but the best products to our consumers, who are our extended family. With ChainCerts, we envision doing the same. We wish to make this product accessible to everyone.

One of the most shining highlights of ChainCerts is getting like-minded people together on a platform that provides them with a quick way to authenticate their products and tokenize their digital assets. ChainCerts provides a cutting-edge certification service that allows you to safely secure your digital transaction on the blockchain without compromising on quality and breaching trust.

There are several reasons to join hands with ChainCerts. It is a state-of-the-art product that is abreast with the latest development in the world of blockchain, NFT, and other technologies. The certificates that we provide are of high value, giving your business the best validity, it deserves. The transactions are secure, which restores harmony. It allows you to create a marketplace for yourself which will surely change the look of your organization. This platform gives the artists a chance to reach a wider range of audiences, promotes their skills, helps them secure their assets, increases the reputation of the brand, the list is endless. We continuously develop, improve, and innovate. And we would love it if you joined our gang of ChainCerts too! Come grow your business with ChainCerts!

About App-Scoop

We are a full-service Vancouver based Digital Agency hyper focused on delivering polished Web and Mobile Solutions. We are a team of highly experienced and specialized software developers and business professionals excited to help elevate your business via custom software development.
We work with clients to develop mobile application solutions for iOS/iPad, Android platform. We pride ourselves in building smooth, robust and easy to use mobile applications and web interfaces.

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