

Product Identity Graph

Living Digital Product Passports on DUAL

The Regulatory Catalyst: EU Digital Product Passport Mandate (2027)

200M+ products annually in EU require mandatory compliance. ESPR deadline: 2027. First-mover advantage: brands adopting early gain consumer trust and regulatory certainty.

Object DNA Tokens: Live State Digital Passports

Product Identity Graph issues native DUAL tokens that maintain immutable provenance while supporting mutable state for lifecycle events. Token IS the product's permanent identity.

Core Product Features

Feature	How It Works	DUAL Advantage
Live State	Manufactured → Retail → Consumer → Recycle	Real-time updates
Provenance	Every transition verified on ledger	Tamper-proof history
Circular	Automated end-of-life routing	Sustainability embedded

Built on DUAL's Foundation

51.2M Tokens	11.6M Wallets	538M Tx
Visa, PepsiCo, Unilever	102-method SDK	Production

Market Opportunity

TAM	\$50B+	Global DPP infrastructure
SAM	\$5B	EU textiles, batteries, electronics
SOM	\$200M	Year 3 target

5-Year Revenue Trajectory

Y1	Y2	Y3	Y4	Y5
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\$300K

\$2.5M

\$12M

\$35M

\$80M

The Ask: \$2M Pre-Seed

Use	Allocation	Amount
Engineering	45%	\$900K
Go-to-Market	25%	\$500K
Compliance	15%	\$300K
Reserve	15%	\$300K

The EU mandates it. DUAL makes it programmable. The market is waiting.