Connecting People
to Products, Worldwide

Building a resilient, transparent and
sustainable ecosystem that fosters growth
and connectivity across multiple
industries businesses and markets

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Expiry Date
Jan 20, 2025
Expires in 245 days

reGenesis

35% 235K
↑ 8.56K vs last 7 days

5%
70%
25%

● In Transit
● Active
● Cleared

Digital Expiration Dashboard

Export CSV ⤓

CUSTOMIZED FILTERS

| PRODUCT PASSPORTS | DATE RANGE FILTER | CTES | KDES | UNIQUE ID |
| Milk Pack 250g ✕ | 26/1/24 - 6/2/24 ✕ | Farmer ✕ | Farm Location ✕ | NY (254178, 125478) ✕ |

Parameters

Expiration Heat Map

Expired ●
Last 7 days
394

Near Expiration ●
Last 7 days
700

Safe ●
2500

TEMPERATURE
22.5 C

HUMIDITY
17.04%

LOCATION DATA (GPS)
52.5200° N, 13.4050° E

ACTIVITY

@Alex
QR code
more

@Mia
QR code
more

@RinaMenor
QR code has been activated. View more

@CoryToms 23 mins ago
QR code has been activated. View more

@IngaV 28 mins ago
QR code has been activated. View more

@HouseHoleJohn 33 mins ago
QR code has been activated. View more

@Smith420 49 mins ago
QR code has been activated. View more

@DracoMango 1h ago
QR code has been activated. View more

@UPSDiversUS 1h ago
QR code has been activated. View more

@Alex 2 mins ago
QR code has been activated. View more

@MiaMore 9 mins ago
QR code has been activated. View more

Choose Recall Name ⌄

reGenesis+

Connecting People to Products, Worldwide

The story of reGenesis is inspired by the concept of "Mario Kart Economics"—a principle that emphasizes supporting those who need it most to level the playing field. Just as in the game, where resources are distributed to help those struggling at the back of the race, reGenesis focuses on enabling smaller players to access tools, technology, and markets usually reserved for the largest companies.

Inspired by the concept of Mario Kart Economics

The story of reGenesis is inspired by the concept of "Mario Kart Economics"—a principle that emphasizes supporting those who need it most to level the playing field. Just as in the game, where resources are distributed to help those struggling at the back of the race, reGenesis focuses on enabling smaller players to access tools, technology, and markets usually reserved for the largest companies.

Globally, small businesses and producers often lack resources but are critical contributors to the economy and supply chain. reGenesis aims to bring these smaller enterprises closer to the resources they need, providing them with technology, traceability, and market access that position them for long-term success. This approach makes reGenesis a driving force for equitable growth and sustainability across industries.

our story

connecting people
to products
worldwide

To build a resilient, transparent,
and sustainable ecosystem that fosters growth
and connectivity across multiple industries,
businesses and markets.

vision

connecting people
to products
worldwide

To connect people with products through transparent, technology-driven solutions that enhance trust, support sustainable practices, and empower businesses.
We're dedicated to creating an interconnected ecosystem that benefits all stakeholders and builds a more equitable global marketplace.

mission

our ecosystem
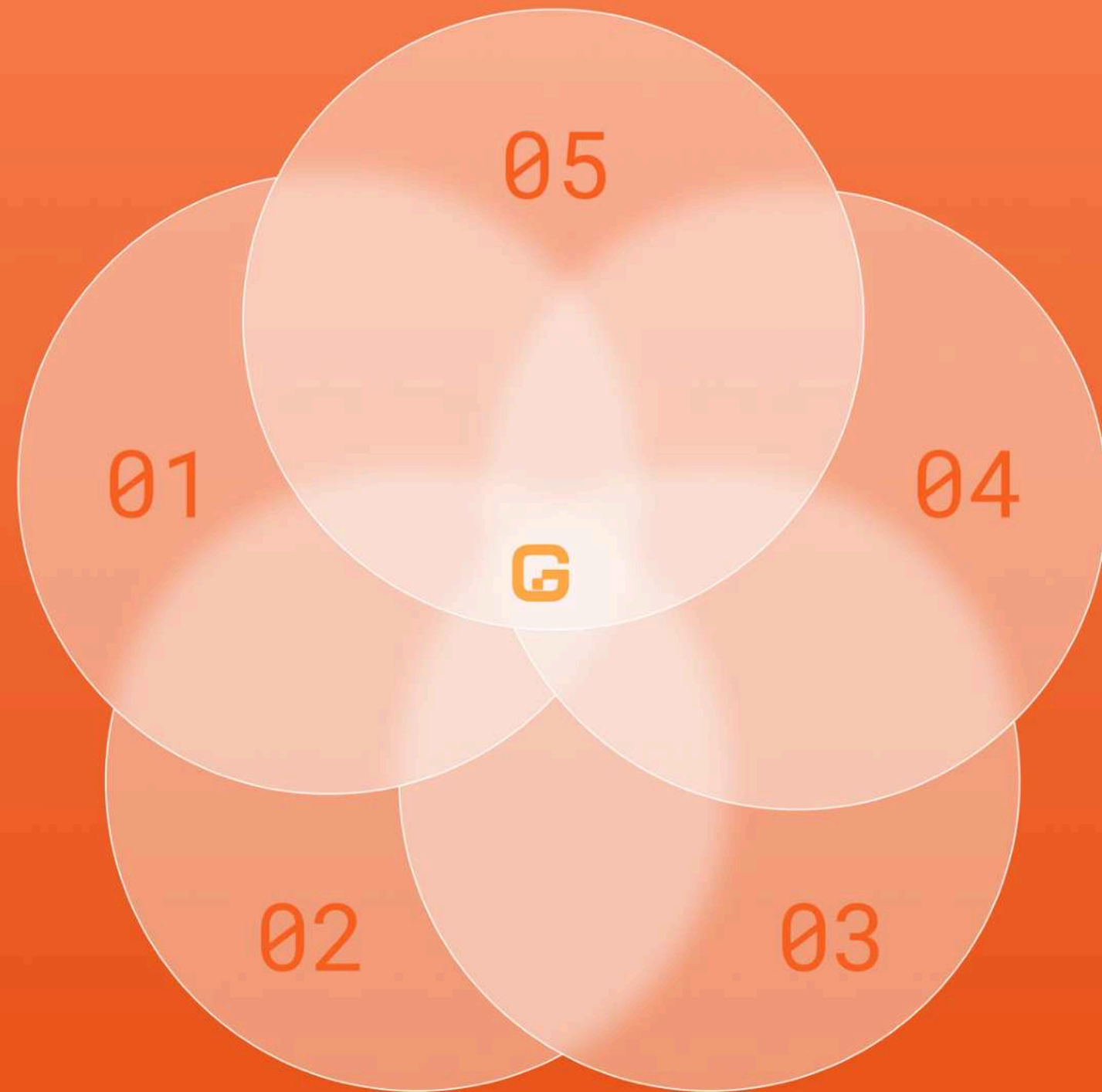
Track and Trace Platform

01

A comprehensive system for global product traceability, reGenesis enables businesses to track products from origin to consumer with features like digital expiration dates, countdown timers, and heat-mapping for recall management.

Resource Management and Livestock Applications

02

Our applications empower businesses to adopt sustainable practices, manage resources efficiently, and increase the quality of their output. In agriculture, for example, we offer DNA tracking and grading systems that enhance livestock management, creating value for global markets and strengthening consumer trust.

Collaborative Commodities Trading Platform

03

By uniting small-scale producers and businesses under one digital marketplace, reGenesis enables them to reach broader audiences and attract global buyers. This creates equitable market access and visibility for producers across industries, from agriculture to other commodities.

Investment and Development Initiatives

04

With plans to reinvest a portion of its revenue into industry-support initiatives, reGenesis aims to boost sustainable growth and development through microfinancing, infrastructure support, and other essential investments, particularly in developing regions.

Gamification and Engagement

05

To foster an engaged, proactive community, reGenesis incorporates gamification principles that reward sustainable practices and incentivize continuous improvement. This creates a supportive network and motivates users to take an active role in the ecosystem.

05

01

04

02

03

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Founder
Matt Kaercher

Experienced Innovator in Food Packaging and Agriculture
With over 18 years in a family-owned food packaging
business, Matt Kaercher developed a deep understanding
of supply chains, operational efficiency, and the critical
importance of sustainability in the food industry.

Mario Kart Meets Agriculture Drawing inspiration from the
resourceful power-ups in Nintendo's Mario Kart, Matt
envisioned a platform that distributes resources where
they're needed most—empowering underserved
communities and enhancing food safety and security
globally.

team players

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G

Co-Founder
Product Strategy & Business Development

Umer Farooq Qureshi

20+ years leading telecom, textiles, supply chain, and tech startups.

Drives sustainable growth through strategic partnerships and innovation

Co-Founder
Technology & Design Strategy

Usama Ahmad

Over a decade managing multinational design and tech projects.

Ensures the platform evolves with market needs and delivers cutting-edge solutions.

team players

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Advisor
Brand Protection Expert

Anthony Belasco

20+ years in brand protection and anti-counterfeiting across 30 countries.

Enhances platform capabilities to combat counterfeiting and build trust

Advisor
Food Security & Agritech Innovation

Dalal AlGhawas

20+ years of experience in agritech, food security, and future food technologies.

Brings global expertise to reGenesis to enhance supply chain transparency and drive sustainable innovation.

team players

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Connecting People to Products, Worldwide

Building a resilient, transparent and
sustainable ecosystem that fosters growth and
connectivity across multiple industries
businesses and markets

Designed to empower
industries, elevate
Standards, and Build
trust Globally

Empowering Through Mario Kart Economics
Reducing Inequality: Built to help less privileged
stakeholders, such as small-scale farmers and startups.
Bridging the Divide: Encourages inclusivity, empowering
marginalized communities with cutting-edge technology.

our
features

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reGenesis

Hardware Integrations

For cold storage and logistics

TX POWER
-40 dBm

BATTERY VOLTAGE (HEALTH)
3.7V (85%)

TEMPERATURE
22.5 C

HUMIDITY
17.04%

LOCATION DATA (GPS)
52.5200° N, 13.4050° E

Anti-counterfeit QR feature

❶ Hidden layer

❷ Anti-counterfeit QR feature

❸ Micro Security

Patent-Backed Innovation: Biometric Stickers & Modified QR Codes: Alerts supply chains and informs consumers with digital product passports.

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notifications

Almost Fresh — Expiry Jan 2

Safe to Use — Expiry Jan 2

About to Expire — Expiry Jan 2

Digital Expiry and Shelf Life Timer

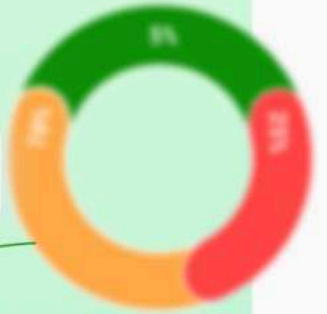Tracks recalls regionally

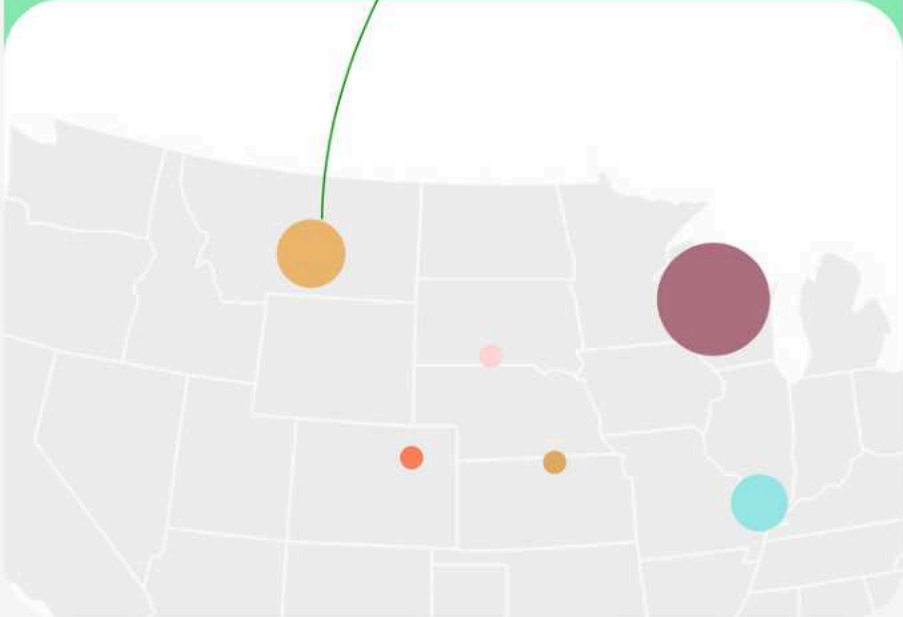## Recall Mapping System

35% 235K
↑ 8.99K vs last 7 days

CUSTOMIZED FILTERS — Choose Recall Name ∨

- Active
- Cleared

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key technological elements

QR Code Integration

- Unique QR codes for seamless product tracking and consumer engagement.

- Anti-counterfeit features to ensure authenticity and trust.

Real-Time Data Capture

- Instant data logging at every supply chain touchpoint.

- Ensures transparency and actionable insights for businesses.

Compliance with FSMA204 and Global Standards

- Aligns with FDA's FSMA204 regulations for enhanced traceability.

- GS1-compliant framework for global interoperability and industry best practices.

By combining secure digital product passports, automated data capture, and regulatory compliance frameworks, we enable businesses to streamline operations, mitigate risks, and build consumer trust. REgenesis is designed to adapt and scale, ensuring future-ready solutions for industries requiring traceability, security, and compliance."

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Implementing food supply chain level traceability

Supply Chain Activities

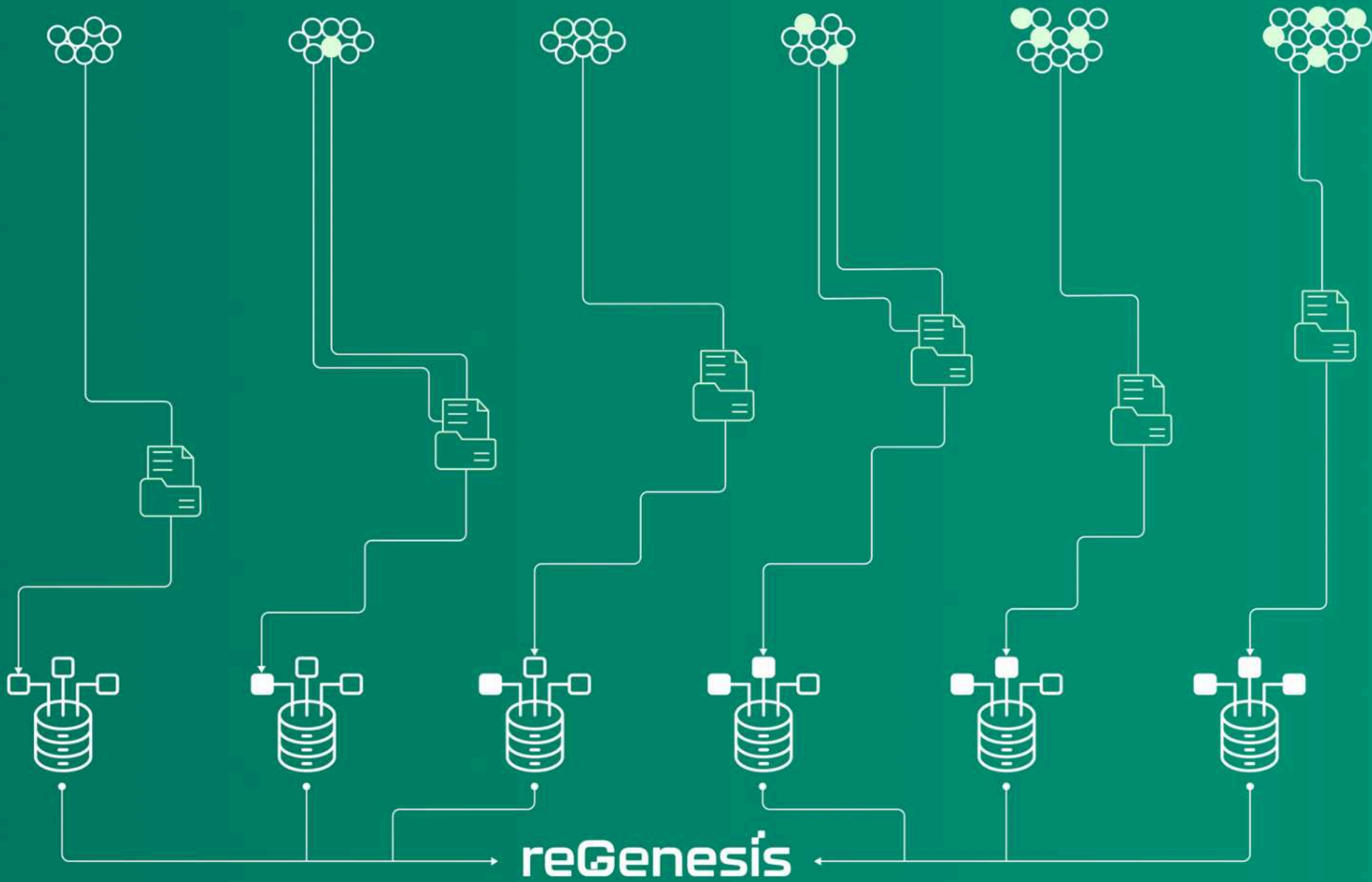Farm · Processor · Exporter · Processor to Port · Shipping / Destination Port · Port to Destination Center · Buyer Processor · Retail and Food Service · Consumer

Selecting and sharing data to build Traceability across multiple enterprise systems

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● ○ ■ Critical Tracking Events (CTEs)   Key Data Elements (KDEs)

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Target Market

reGenesis Solutions

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01
Small and Medium Enterprises (SMEs)

Industries: Agriculture, Food & Beverage, Retail, Pharmaceuticals.

Need: Affordable, scalable solutions for traceability, compliance, and brand protection.

02
Large Enterprises

Industries: Global supply chain players, FMCG, Logistics, and Exports.

Need: Advanced tools for regulatory compliance, counterfeit prevention, and consumer engagement.

03
Regulatory and Compliance-Focused Businesses

Sectors: Food safety, pharmaceutical compliance, and traceability mandates (e.g., FSMA204,EUDR).

Need: Solutions to meet stringent compliance standards and global trade requirements.

04
Social Enterprises and Cooperatives

Focus: Empowering farmers, startups, and marginalized communities.

Need: Access to transparent, technology-driven ecosystems for equitable growth.

05
Government and NGOs

Focus: Enhancing food security, reducing counterfeiting, and ensuring sustainability.

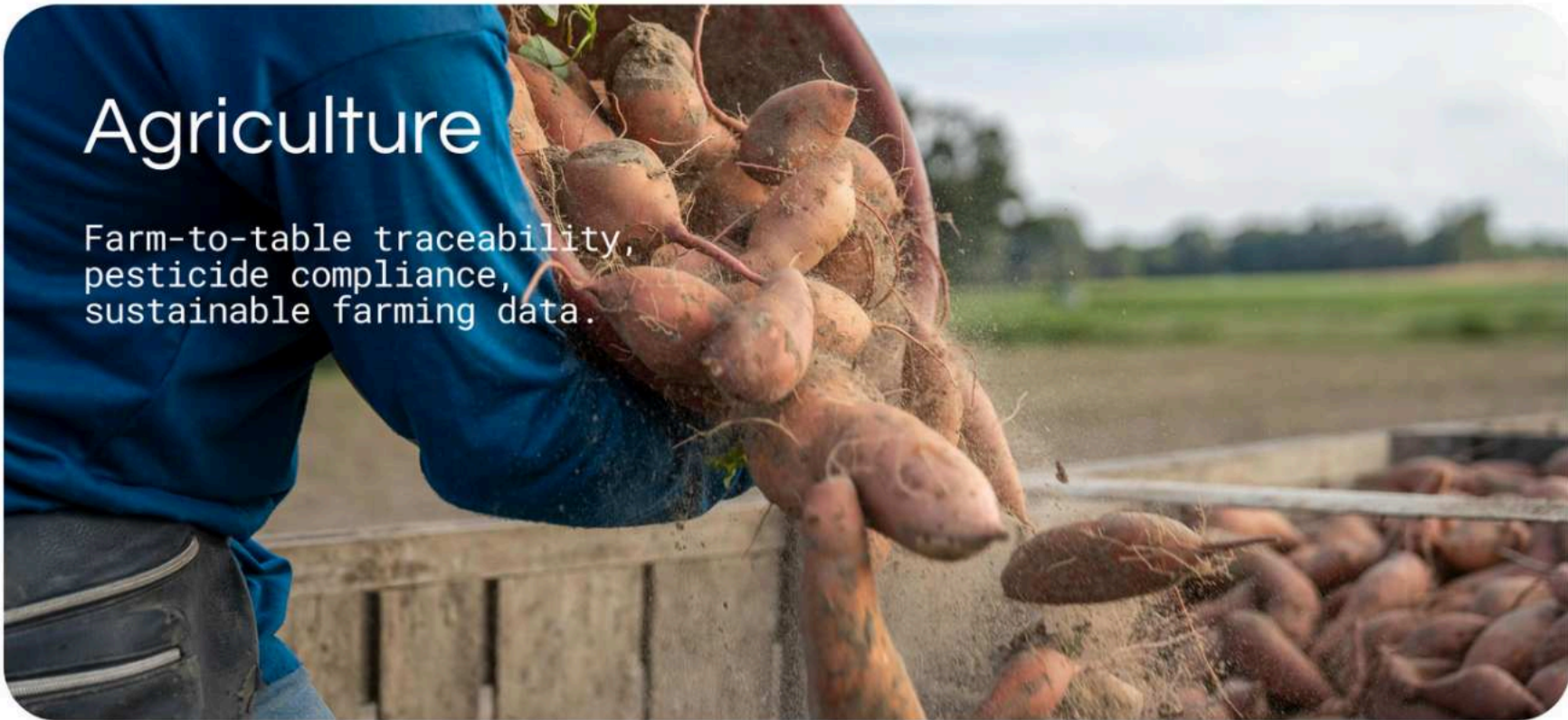Need: Traceability and monitoring systems for effective policy implementation.

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Logistics

Shipment tracking, temperature-sensitive goods, compliance with global trade regulations.

Pharma

Drug safety, regulatory adherence, counterfeit prevention.

Agriculture

Farm-to-table traceability, pesticide compliance, sustainable farming data.

Food and Beverage

Expiry tracking, cold chain monitoring, supply chain transparency.

Retail

Inventory tracking, product recalls, customer engagement through traceability.

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explore with us how reGenesis
can be part of your reality

Disclaimer:
The following visualizations of the customer engagement and tracking
journey are for **demonstration purposes only.** Designed to illustrate
the capabilities and features of the reGenesis platform and may not
reflect actual data or use cases.

case study

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retail

Inventory tracking, product
recalls, customer engagement
through traceability.

how reGenesis fulfills all requirements for fashion traceability, sustainability, and safety

CELINE

01 Audit Trail: Every event in a garment's lifecycle, from raw material sourcing to retail, is captured and linked to the product's unique QR code. This ensures complete transparency and accountability at every stage of the supply chain.

02 Sustainability Certifications: ReGenesis integrates sustainability data into its platform, allowing consumers and stakeholders to view relevant certifications (e.g., GOTS (Global Organic Textile Standard) or Fair Trade Certified) when they scan the QR code.

03 Country of Origin: The platform stores and displays Country of Origin (COO) data, ensuring compliance with labeling regulations and providing transparency to consumers.

agriculture

Farm-to-table traceability,
pesticide compliance,
sustainable farming data.

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how reGenesis enables end-to-end Cocoa traceability: from farm to processing

COCOA

With reGenesis, cocoa supply chains are empowered through unmatched transparency and traceability, ensuring a seamless journey from farm to final processing.

01   Full Transparency: Track cocoa from farmer to processing.

02   Real-Time Updates: Ensure up-to-date information at every stage.

03   Simplified Compliance: Meets industry standards (e.g., Fair Trade, EUDR).

04   Quality Control: Monitor cocoa's quality throughout processing.

05   Efficiency: Use one QR code for seamless tracking.

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G

food and beverage

Expiry tracking, cold chain
monitoring, supply
chain transparency.

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for products
worldwide

how reGenesis fulfills all the requirements, including traceability, sustainability, and food safety

01 Audit Trail: Every event, from catch to consumption, is captured and linked to the seafood's unique QR code.

02 Sustainability Certifications: Consumers can view the MSC Certification and other sustainability data when they scan the QR code.

03 Country of Origin: The COOL data is stored and displayed to ensure regulatory compliance.

04 Quota Management: The platform ensures that each fishermen and fishing vessel stays within their assigned quotas.

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Any Questions or Thoughts?
Or maybe you want to reach
ou to us?

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thank you