



SCR WAYFINDER OVERVIEW

CONSUMER-DRIVEN SUPPLY (AND EVENT) CHAIN TRANSPARENCY → the SCR Internet for Products™

SCR Technologies offers patented dual-platform solutions for Brands to engage in new ways: with Suppliers, for communicating and validating product-information requirements, via **SCR™ SupplyLens™**; with all Stakeholders, for communicating rich supply chain knowledge, SC•Kn, about *where and how* products are made, via **SCR™ ProductLens™**.

BENEFITS

Brand Information Channel –

Suppliers send (only) their tier-1 supply chain connections – ‘My Connections’ – to **SupplyLens™** platform, enabling new channel for communication. Brands use new channel to send ‘My Information Requirements’ to Suppliers (patent-pending technology).

Supplier Information Channel –

Securely and anonymously, Suppliers collaboratively propagate supply chain metrics (SC•Kn), via **SupplyLens™** platform, to verify (with auditability) that Brands’ information requirements are fulfilled – at granular product-item level (patented technology).

Consumer Information Channel –

Via **ProductLens™** platform, Brands engage with stakeholders, providing new kinds of supply chain knowledge about *where & how* products are created and brought to market. Users share with Brands and others their interests and preferences in this new knowledge.

Risk Control –

By knowing *where & how* their products are created, Brands and Suppliers better control their risks. They understand, ‘Today, there’s no place to hide.’

Product Differentiation –

By infusing their products with SCR-enabled SC•Kn at item-level, Brands and their Suppliers enhance the value of their products and services.

TRANSFORMATIONAL TRANSPARENCY

- SCR’s patented technology provides a transformational, new information-economics platform for the global economy → Revealing hidden information impounded in siloed, complex supply (event) chain environments → SCR™ Internet for Products™.
- Enterprise-facing SupplyLens™ technology exploits the hidden network (graph, topology) structure of abstract supply (event) chains to enable supply chain actors – both Brands and Suppliers – collaboratively and securely, to propagate desired metrics through their jointly-operated networks and to bind those metrics to the product-items jointly created → Information-optimization, via machine learning techniques, of supply (event) chain networks, as complex adaptive systems.
- Stakeholder-facing ProductLens™ technology expands producer network effects by adding further, powerful consumer network effects → Companies tell, and consumers (and all nature of stakeholders) learn, the Story of A Product™ at product-item level for all kinds of products and any complexity of supply (event) chain.
- SCR-enabled Supply Chain Knowledge (SC•Kn) for any nature of deeply-chained information → Risk metrics of any kind; sustainability metrics; compliance/authenticity metrics; etc.

VERSUS TODAY’S SCM & SC RISK SYSTEMS

- Blockchain-based tracking is anchored in linear-chain structures, without capacity for exploring network effects. SCR SupplyLens™ creates novel, deeply chained knowledge via deep neural networks and machine learning– and offers a new kind of *event-awareness* at a granular, product-item level: *This Product on This Shelf, Now.*

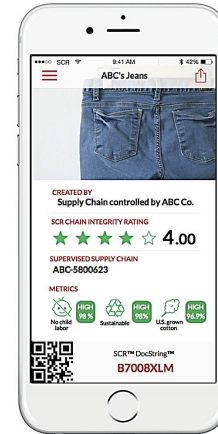
WHAT AM I VOTING FOR IF I
BUY THIS PRODUCT?

WHAT DO OUR
STAKEHOLDERS WANT?



This Wayfinder company overview refers to products created and distributed via enterprise *supply chains*, reflecting initial industrial focus of SCR Technologies, Inc. Pivoting from this supply chain domain, Wayfinder, Inc. is now centering its focus on the highly generalized form of *event chains*, addressing events and event sequences of all kinds. myWayfinder.ai

SCR™ Internet for Products™ – Mission, Purpose, Solution, Technology



- ## Technology

- For level of individual product-item, **ProductLens™** app is the tool consumers (and other stakeholders) use to access information that companies expose with SupplyLens™ → Unique **Supervised Supply Path™** → Unique product-item → *Know what I'm voting for if I buy this product.*
- Customer platform connects consumers, investors, NGOs, lenders, insurers, ratings agencies and others to Brands and Suppliers → **Core interaction** is sharing of companies' new kinds of product information in exchange for users' attention and interests in these metrics → Transforms stakeholder-interaction.
- Central asset of consumer platform is *access* by Brand and customer to each other, enabled at product-item level → New kinds of brand engagement → New feedback channel from users to Brands → People express interest in particular *Where & How* metrics about products; and make better informed purchase decisions → Companies learn much about specific consumer interests and behaviors.
- User scans product code with ProductLens™ → Pulls item-specific information from SupplyLens™ → SCR-tagging, effectively, travels with product from true origins to customer's shopping cart → Patent-pending **Supply Chain Integrity Rating™** (and other metrics) at users' fingertips.

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