

# StegaMatter

## Embedding Trust in Design

### In a nutshell

As digital transformation accelerates, so do demands for transparency, traceability, and secure product connectivity. Yet physical products still rely heavily on external labels, tags, or QR codes—solutions that disrupt aesthetics, generate unnecessary waste, and fall short of delivering integrated trust. StegaMatter bridges this gap through a unique paradigm, seamlessly embedding digital intelligence directly into product design.

### Why is our technology important?

Existing advanced solutions often involve specialized materials, complex devices, or additional manufacturing steps. This creates friction and hinders widespread adoption due to high implementation effort, cost, and limited accessibility. For context, counterfeit goods accounted for roughly 2.5% of global trade (~\$464 billion annually), with the luxury fashion and accessories sector particularly targeted (OECD, 2019).

StegaMatter provides an elegant alternative, embedding subtle steganographic features directly onto products during the design phase. Leveraging inherent visual and textural elements as intrinsic digital information carriers, our approach significantly simplifies integration, reduces material and implementation costs, and preserves aesthetic integrity. This design-oriented paradigm shift makes secure authentication intuitive and efficient.

### The benefits of our solution

- **Streamlined Integration:**

Simplifies integration by embedding directly into product designs, removing the need for specialized processes.

- **Full Lifecycle Resilience:**

Ensures consistent authentication and traceability throughout the product's entire lifecycle.

- **Intuitive Simplicity:**

Provides an accessible and user-friendly solution, minimizing training and operational complexity.

- **Design Integrity:**

Preserves and enhances the original aesthetic and functional qualities without compromising connectivity.

- **Enhanced Digital Value:**

Enables brands to leverage embedded digital intelligence, creating new customer engagement opportunities and additional revenue streams.

### Keywords

Authentication, Tangible Steganography, Digital Intelligence, Design-Driven Innovation

### Founding Team

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