CERTSIGNER

certsigner.com

Investor Document

Opportunity, business model, stage and plan

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> **Thesis:** ideas and documents have value before they are formally registered — and that is precisely when they are most exposed. CertSigner offers prior-art proof that is **fast, confidential, affordable and verifiable by third parties**, anchored in multiple jurisdictions and on blockchain.

1. Problem

- Researchers, inventors, authors, startups and firms need to prove the date of a creation before patenting, publishing or negotiating.
- Formal channels (INPI, notaries, e-Soleau) are slow, local or require exposing the content.
- Existing digital services usually depend on a single provider — if it goes offline, the proof loses strength.

2. Solution

- Registration in minutes: cryptographic hash + signed manifest + timestamp.
- Redundant deposit in 6 independent targets (USA, Europe, Russia, Bitcoin blockchain and own website).
- Original content never published; confidentiality, pseudonym and scheduled-disclosure options.
- Open verification: any party can confirm the proof without depending on CertSigner.

3. Target audience

Segment	Need
Inventors and startups	Prior-art proof before filing a patent or before investment rounds
Researchers and academia	Protection of results before publication; future integration with DOI/Zenodo
Authors, artists, creators	Proof of existence of works, scripts, music, projects
Companies and firms	Registration of technical documents, contracts, code and trade secrets
Libraries and institutions	Custody and verification of collections and institutional documents

4. Competition and positioning

Criterion	Reference competitors*	CertSigner
Number of proof sources	Usually 1 provider or 1 blockchain	6 independent targets
Jurisdictions	Mostly a single one	USA, Europe, Russia + blockchain
Content exposure	Varies	Never publishes the original
Progressive confidentiality / pseudonym	Rare	Native
Price	Market reference	~50% of the competitors’ average
Languages	Variable	PT, EN, ES, ZH, CS

* References used for pricing: Bernstein.io, e-Soleau (INPI France) and ProofStamper. Qualitative comparison, to be validated by market research.

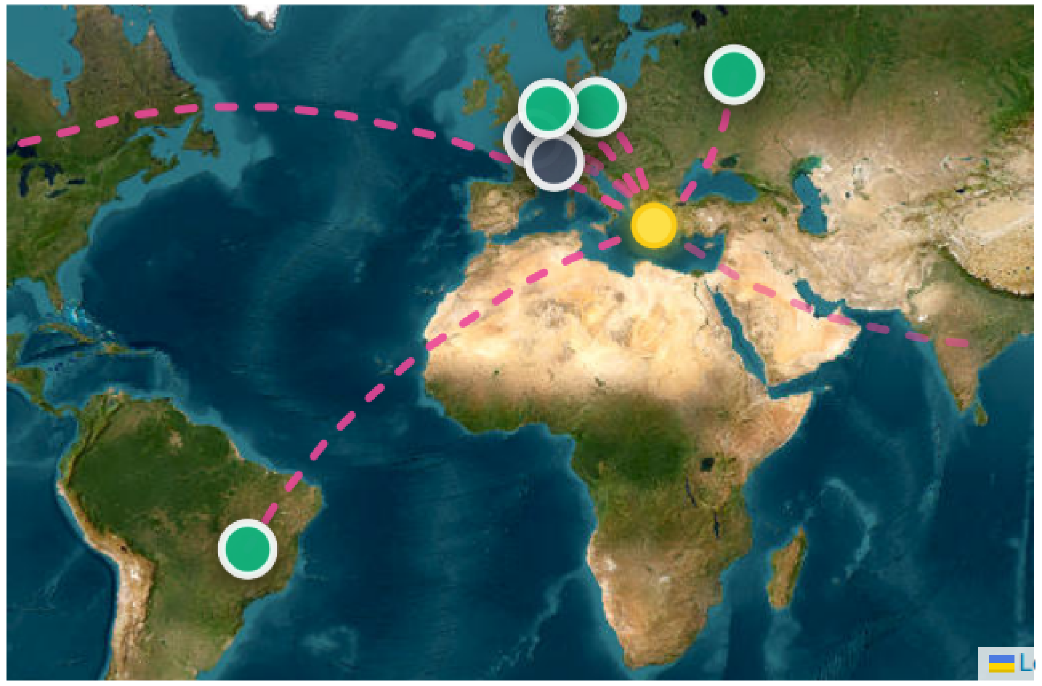
5. Business model

- **Pay per document** (single certificate) and **monthly subscriptions**; free entry plan under evaluation.
- Planned catalog of **31 items**, priced in USD, EUR and BRL, released by phase.
- Value-added services: progressive confidentiality, dynamic records, promotion, idea marketplace (sale/purchase) and associated advertising.
- Payments: Mercado Pago (Brazil, BRL) and Stripe (international, USD/EUR), with automatic routing by currency and country.

6. Traction and stage

Delivered	Detail
Product in production	app.certsigner.com and api.certsigner.com running on own infrastructure (Hetzner, Docker)
Multi-source deposit	Integration with GitHub, GitLab, Codeberg, GitFlic, OpenTimestamps and own website
Internationalization	Interface in 5 languages
Commercial layer	Catalog, multi-currency pricing, plan composition and price synchronization with automated tests
Tax layer	Brazilian tax regime module
Legal	Drafts of Terms, Privacy (LGPD/GDPR) and Refunds
Payments	Mercado Pago integrated in sandbox (Phase 0)

Working demo: Global Activation Pattern with confirmed deposits in multiple jurisdictions.



7. Launch plan (go-to-market)

Phase	Focus
Phase 0	Private testing with sandbox payments — **current phase**
Phase 1	Minimum public launch with a single product: PROD-001 Prior-Art Certificate
Phase 2	Progressive expansion of the catalog
Phase 3	International payments (Stripe) with automatic routing by currency/country
Phases 4–5	Full catalog release and advanced services (detailed in commercial spreadsheet v4)

Immediate next steps: publish pricing, plans and legal pages; connect purchase buttons to the real checkout; payment webhooks with a job queue; dynamic exchange rates; SEO; legal and accounting review.

8. Risks and mitigation

Risk	Mitigation
Legal value of the proof challenged	Multiple independent sources + blockchain + RFC 3161; clear disclaimers; validation with specialists
Removal by a provider	Redundancy across different jurisdictions; no source is a single point of failure
LGPD/GDPR vs. immutability	Only hashes and metadata are public; the privacy policy addresses the issue explicitly
Slow initial adoption	Price ~50% below average; launch with 1 product; institutional partnerships (libraries)
Tax compliance	Dedicated tax module; accounting review before full operation

9. Structure and governance

CertSigner was created by **Fabricia Carpenter Soraire** and **Luna Carpenter Pires**, both based in Brazil. The corporate structure is being evaluated among alternatives such as a standalone company with a separate website or a temporary partnership (12 months) with a partner lab to leverage the brand, with full management returning to the founders at the end of the period. The **certsigner.com** domain is already registered.

10. Investment proposal

Item	Value
Amount sought	[to be defined]
Instrument	[to be defined — e.g. equity, convertible note]
Stake offered	[to be defined]
Use of funds	Marketing and acquisition · legal validation · international expansion · infrastructure and storage
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