PROJECT INTRODUCTION

Aurivum

Where Value Becomes Verifiable

Digital Ownership & Provenance Platform for Luxury Collectibles

A blockchain-enabled platform and digital wallet for watches and luxury collectibles, giving every physical object a persistent digital identity.

Where Value Becomes Verifiable

01 / THE CONCEPT

A Digital Passport for Every Exceptional Object

AURIVUM is a specialised platform and digital wallet for watches, art, jewellery, antiques and other luxury collectibles. Each physical object receives a unique digital identity recorded on blockchain and represented by an NFT. The NFT functions as the object's digital passport: it connects the item to its evidence, provenance, ownership history and material life events.

The NFT is not positioned as a speculative collectible or a substitute for the physical item. Its purpose is functional. It provides a persistent reference through which trusted information can remain connected to the object when it is stored, serviced, insured, displayed, sold or transferred.

WHY THE NAME AURIVUM

The name combines **AURUM**, Latin for gold and a symbol of enduring value, with **ARCHIVUM**, the idea of a permanent archive. Together they express the central promise of the project: preserve what makes an object valuable and make the proof behind it enduring.

COMMERCIAL POSITIONING

The strongest description of the project is **Digital Ownership & Provenance Platform for Luxury Collectibles.** AURIVUM is not merely an NFT wallet; it is an infrastructure layer for digital passports, ownership continuity and trusted provenance.

Exceptional Objects. Enduring Proof.

02 / BRAND IDEA

The Language and Values Behind AURIVUM

PRIMARY BRAND LINE

Where Value Becomes Verifiable expresses the platform's purpose in one sentence: value becomes stronger when the evidence, history and ownership behind it can be reviewed and trusted.

BRAND PROMISE

Exceptional Objects. Enduring Proof. connects the rarity and emotional significance of the object with the permanent digital record designed to protect its story.

SUPPORTING MESSAGES

Preserve the Value. Prove the Story.
Every Object Has a Story. Make It Verifiable.
Provenance Made Permanent.
Own the Story. Prove the Original.

VERIFIABLE

Records must be supported by identifiable evidence, trusted contributors and transparent verification status. The platform should never present an unsupported claim as fact.

ENDURING

The identity is designed to remain with the object across owners, service events, valuations, auctions and generations without breaking the continuity of its history.

EXCEPTIONAL

The product is built for objects whose rarity, craft, history, cultural relevance or personal meaning creates value beyond ordinary ownership.

TRUSTED

The experience must combine privacy, permission controls, credible partners and clear accountability so collectors and institutions understand who added or verified each record.

03 / THE PROBLEM

The Object Survives. Its Proof Often Does Not.

The value of a luxury collectible depends on more than the object itself. Authenticity evidence, provenance, condition, service history, invoices, certificates, expert opinions, images and previous ownership can all influence confidence and price. Today, those records are usually fragmented.

FRAGMENTED EVIDENCE

Certificates may be lost, invoices remain in private email accounts, photographs are scattered across devices and service records stay inside disconnected brand, dealer or workshop systems.

BROKEN OWNERSHIP CONTINUITY

When an object is sold, inherited or consigned, its history is often reconstructed from the beginning. Important context can disappear between one owner and the next.

FRAUD AND RESALE FRICTION

Incomplete records make it easier to misrepresent an item's identity or history and make due diligence more expensive for buyers, dealers and auction houses.

DISCONNECTED COLLECTION MANAGEMENT

Collectors lack one trusted wallet in which they can organise their full collection, control private documents, monitor important events and prepare an item for insurance, service, valuation or resale.

LOST LONG-TERM RELATIONSHIPS

Brands and makers often lose their connection with an object and its successive owners after the first sale, limiting after-sales engagement and visibility in the secondary market.

AURIVUM is designed to keep the object, its story and the proof behind it connected.

04 / HOW IT WORKS

From Physical Object to Transferable Digital Identity

01 ADD THE OBJECT

The user adds a watch or luxury collectible to the application and creates a preliminary object profile containing its category, maker, model, reference, serial information and distinguishing characteristics.

02 UPLOAD THE EVIDENCE

The user attaches photographs, purchase invoices, certificates of authenticity, service records, condition reports and any available provenance documents. Sensitive files remain subject to permission controls.

03 CREATE A VISUAL FINGERPRINT

Where appropriate, the platform can add high-resolution macro images, a 360-degree capture or a three-dimensional model. These visual records help distinguish the item and document its condition at a specific time.

04 ISSUE THE NFT IDENTITY

A unique NFT is created as the digital passport of the item. The blockchain record identifies the token, timestamp, issuer, verification status and cryptographic references to supporting evidence.

05 RECORD OWNERSHIP AND EVENTS

The current owner is associated with the passport, and authorised events such as service, appraisal, exhibition, damage, theft report or auction consignment are added to its timeline.

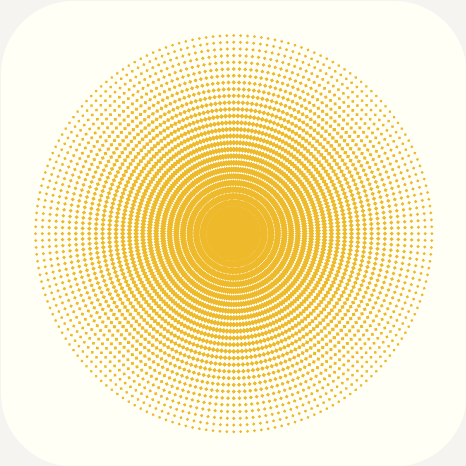
06 TRANSFER THE PASSPORT

When the physical object is sold or transferred, its digital identity moves to the new owner with the approved historical record intact. Private owner data does not automatically pass unless permission or legal requirements allow it.

The NFT moves with the object. The story does not restart with every sale.

05 / BLOCKCHAIN & OBJECT DNA

A Living Sequence of Identity and Proof



ORIGIN / IDENTITY / EVIDENCE / PROVENANCE / EVENTS / TRANSFER

AURIVUM DNA is the evolving sequence of information attached to the object. The golden centre represents the physical item. The radiating rings represent evidence and life events accumulating as the story grows. Circular continuity represents provenance moving across time and ownership without breaking the record.

WHAT BELONGS ON-CHAIN

The blockchain should store the unique token identifier, timestamps, ownership transfers, issuer and verifier references, record status and cryptographic hashes that can prove whether a document has changed.

WHAT REMAINS OFF-CHAIN

High-resolution images, invoices, personal information, certificates and 3D files should normally remain in encrypted storage. The blockchain keeps proof and references, not necessarily the confidential files themselves.

THE WALLET EXPERIENCE

Users should not need to understand blockchain mechanics. An embedded wallet can simplify keys, recovery and transfers while still allowing advanced collectors to connect an external wallet where the operating and regulatory model permits.

Blockchain preserves record integrity. Trusted verification preserves credibility.

06 / PLATFORM FEATURES

More Than an NFT Wallet

DIGITAL PASSPORT

A structured identity profile connecting the object to evidence, verification status, ownership, provenance and material events.

COLLECTION WALLET

One private portfolio through which the user can organise watches and collectibles, control documents, review value-related events and prepare an item for transfer.

PROVENANCE TIMELINE

A chronological history of origin, ownership, auctions, exhibitions, service, restoration, appraisal, damage and other events that materially affect the object.

SECURE OWNERSHIP TRANSFER

A guided process that coordinates the physical transaction with the digital passport transfer and records the change on blockchain.

3D AND VISUAL PRESENTATION

Optional 360-degree and three-dimensional object views support documentation, remote review, digital display and premium collection presentation.

COLLECTOR COMMUNITY

Curated discussions, private groups, educational content, auctions and events can connect collectors around categories, brands and shared interests.

AI-ASSISTED DISCOVERY

With user consent, the platform can analyse collection preferences, categories, budgets and engagement to suggest relevant objects, events or content. Recommendations must remain transparent and privacy-aware.

PARTNER SERVICES

Approved experts, service centres, valuers, insurers, dealers and auction houses can contribute authorised records or offer services around the object passport.

07 / MARKET VALUE

Value for Every Participant in the Object's Journey

OWNERS AND COLLECTORS

Protect the history and emotional context of a collection, manage documentation in one wallet and remain ready for service, insurance, inheritance, valuation or resale.

BUYERS AND USERS

Review organised evidence and provenance before acquisition, understand the verification status of each claim and continue the record throughout ownership.

AUCTION HOUSES AND DEALERS

Receive more complete consignment packages, reduce document-gathering friction, support due diligence and preserve the chain of evidence when an object changes hands.

BRANDS AND MAKERS

Issue digital identities at origin, connect certificates and after-sales events to the object, strengthen owner relationships and gain controlled visibility into the secondary-market journey.

EXPERTS AND SERVICE CENTRES

Attach authorised authentication opinions, service records, condition reports and restoration events with clear attribution and timestamping.

INSURERS AND VALUERS

Access permissioned evidence, valuations and condition history to support underwriting, claims, risk review and periodic appraisal.

THE MARKET

Better information continuity can reduce fraud opportunities, improve transaction confidence and make the transfer of exceptional objects more efficient.

Provenance Made Permanent.

08 / TRUST & RISK

The Blockchain Alone Cannot Authenticate the Object

A blockchain can prove that a record existed at a certain time and show how that record changed. It cannot independently prove that the physical watch, artwork or collectible is genuine. AURIVUM therefore requires a clear verification and physical-binding model.

VERIFICATION STATUS

Each claim should show its source and level: owner-declared, document-supported, expert-verified, authorised-dealer verified or manufacturer-verified. Users must be able to distinguish evidence from professional attestation.

PHYSICAL-TO-DIGITAL BINDING

The proposed model can combine serial and reference data, secure NFC or tamper-evident tags where suitable, macro imaging, 3D surface capture, service-centre activation and expert attestation. No single technique will work for every category, so the standard must be adapted by object type.

IF THE OBJECT IS STOLEN

The passport can be marked as reported stolen, supporting evidence and authority or insurer references can be added, and ordinary transfers can be frozen pending a defined recovery or dispute process.

IF THE OBJECT IS DAMAGED OR RESTORED

The identity should remain active. A dated condition event, images, expert report, repair or restoration record and resulting valuation can be added so the history remains transparent rather than being erased.

DISPUTES AND CORRECTIONS

Immutable history does not mean mistakes can never be corrected. AURIVUM should preserve the original entry while adding an attributed correction, challenge or superseding verification through a documented governance process.

09 / COMMERCIAL MODEL

Revenue, Partnerships and Market Infrastructure

PROPOSED REVENUE MODEL

Potential revenue streams include passport issuance and verification fees, collector subscriptions, B2B platform and API subscriptions, white-label programmes for brands and dealers, transfer or marketplace fees, premium 3D services and referral or service revenue from valuation, insurance and specialist partners. Final pricing and commissions must be validated through the launch pilot.

REQUIRED PARTNERSHIPS

The operating network should include watch brands and authorised dealers, independent authenticators, service centres, auction houses, resellers, insurers, valuers, secure storage providers, logistics partners, 3D and NFC technology providers, blockchain infrastructure providers and legal or compliance advisers.

INSURANCE AND VALUATION

The passport can provide permissioned evidence and condition history to an insurer or valuer. Appraisals should be issued by authorised parties, carry an effective date and remain separate from automated market estimates.

RESALE AND AUCTIONS

A resale flow can package the item's verification status, approved documents and provenance for due diligence, coordinate payment or escrow partners and transfer the passport when the physical handover is confirmed.

LEGAL POSITIONING

The NFT should be structured as a digital certificate or digital twin, not marketed as an investment or financial product. The legal framework must address KYC and AML, sanctions, wallet custody, data protection, consumer rights, intellectual property, electronic signatures, stolen-property reporting and cross-border transfers.

IMPORTANT LEGAL LIMITATION

The digital passport should not be described as legal title to the physical object unless the relevant contract and jurisdiction expressly recognise it. Jurisdiction-specific legal advice is required before launch.

10 / LAUNCH & STATUS

From Passion to a Trusted Market Platform

PHASE ONE — WATCHES AND VERIFIED ONBOARDING

Launch a controlled UAE pilot focused on watches, supported by a small number of trusted dealers, experts and collectors. Validate passport creation, evidence storage, verification status, ownership transfer and recovery procedures before expanding categories.

PHASE TWO — SERVICES AND MARKET PARTICIPATION

Add valuation, insurance, service-centre events, auction-house workflows, premium 3D presentation, collector subscriptions and community experiences.

PHASE THREE — CATEGORY AND GEOGRAPHIC EXPANSION

Expand into jewellery, art, antiques and other exceptional objects, then activate broader marketplace, partner API and AI-assisted discovery capabilities in selected markets.

OPERATING DECISIONS TO FINALISE

Before launch, the project must finalise the verification authority model, physical-binding standard, theft and dispute process, pricing and commission structure, partner agreements, insurance and valuation workflows, legal opinions and user-acquisition plan.

FOUNDER AND ORIGIN

AURIVUM was founded by **Abdullah Al Maksour.** The idea emerged from his personal passion for watches, art and collecting and from the belief that the story and evidence behind an exceptional object deserve to be preserved with the same care as the object itself.

OWNERSHIP, DEVELOPMENT AND FUNDING

AURIVUM is **100% owned by GVB.** The first phase has been self-funded by GVB. The product is in the final stages of development, while the operating and partnership frameworks described in this document are being finalised. GVB is raising **AED 1.5 million** in launch capital to complete development, strengthen infrastructure, activate strategic partnerships and bring the platform to market.