DSR PROTOCOL · TEKNOPARK İZMIR EVALUATION · CRIB SHEET FOR THE FOUR LIKELY QUESTIONS

The four questions they may ask — and the 30-second answers

Advice from a Teknopark professor: expect to be asked about your R&D and your superiority over competitors, your revenue stream, and your market size (TAM / SAM / SOM). Say the short answer in your own words; keep the three proof points for the follow-up.

Q1 Explain your R&D, and your difference or superiority over competitors.

SPOKEN ANSWER · ABOUT 30 SECONDS

DSR is an edge-cached GS1 Digital Link resolver with a secure-NFC identity engine. One code — a QR or an NTAG 424 DNA chip — resolves to a different, governed view for the shopper, the customs officer, the recycler and the brand, served from the edge, in-perimeter. Every passport is a W3C Verifiable Credential signed with Ed25519 and time-stamped under RFC 3161 — no blockchain. Competitors author passports on a central server and meter every scan; none of the platforms we track combines secure-NFC binding to the physical item, in-perimeter resolution and the independent back-up copy the law requires — and none does it without blockchain or a per-scan meter.

THREE PROOF POINTS · IF PRESSED

1. **R&D work packages (Teknopark application)**
   Resolver architecture — live. Anti-counterfeit authentication — live. Lifecycle state machine and digital twin — in development. Secure NFC (NTAG 424 DNA) behavioural authentication — in development. KVKK regional routing and ESPR/DPP modelling — in development. Cryptographic identity and in-perimeter compute — the core research package for the Teknopark term. Planned on-site team 6–7 FTE: lead architect, 1–2 resolver engineers, cryptography researcher, NFC/embedded engineer, compliance/DPP analyst, QA. Say aloud: “We are currently [X] engineers, scaling to 6–7 FTE under the Teknopark R&D plan.”
2. **Secure NFC + resolver-linked digital twin**
   NTAG 424 DNA with tamper-evident SUN/AES authentication (NTAG 213/215 for high-volume tagging). Each tap is verified by the resolver against the item’s recorded chain of custody, so clones and grey-market diversion show up in scan behaviour, location and custody signals. A patent-pending resolver identity engine; the IP is developed and held in Türkiye.
3. **Superiority you can observe in the architecture**
   Edge-cached, no-egress-fee serving — a flat, predictable cost instead of a per-scan meter. W3C VC + Ed25519 + RFC 3161 multi-witness time-stamps — no blockchain, low-carbon. Certified LCA/EPD figures captured and signed, not draft estimates. And a separate failure domain: the independent back-up Art. 10(4) requires, which an authoring platform cannot be for itself.

Who we track (battlecards on file): Aura, Eon, Arianee, ProofPass, TracePass, Spherity, Blippa, Fabacus, idpp.net and DÜPAS. The claim is about the combination — secure-NFC binding to the item, in-perimeter resolution and the independent Art. 10(4) back-up, without blockchain or a per-scan meter — not that no rival has any one of them.

Q2 What will be your revenue stream?

SPOKEN ANSWER · ABOUT 30 SECONDS

Three recurring streams on one code. First, DPP passport subscriptions tiered by live products — Free, €79, €199 and €999 a month, Enterprise from €50k a year — never per scan. Second, the independent back-up every brand must hold under Article 10(4): a flat continuity retainer plus a few cents per passport per year, sellable even where a rival runs the primary platform. Third, shopper rewards on the same QR — the commercial upside that turns a compliance cost into a marketing asset.

THREE PROOF POINTS · IF PRESSED

1. **Subscriptions tiered by live products, not scans**
   €0 Free · €79 Starter · €199 Growth · €999 Business · Enterprise from €50k a year. The bill stays flat as scans grow because our cost does — in-perimeter edge serving (see “Why the bill stays flat”).
2. **Independent back-up / continuity (Art. 10(4))**
   €3,000 flat retainer + ≈ €0.05 per passport per year at one million passports, tiering down to ≈ £0.02 at one hundred million — a fraction of the only ISO 27001-capable alternative (≈ €1.80 per passport at list), roughly 96% lower, since the lower-priced options are not ISO 27001-certified and cannot legally be the back-up. A scale / consortium line: the economics switch on from roughly 8–10 million passports.
3. **Shopper rewards on the same code — plus secure-NFC hardware**
   One system to buy and run: the promotions layer (sequential journeys, loyalty, recycling prompts) is sold alongside compliance. Where a brand wants physical authentication, NTAG tags add a hardware margin of £0.12–0.23 per unit (deck).

Two lines a Teknopark panel likes to hear

Foreign-currency inflow
Our EU and US compliance customers generate foreign-currency inflow directly into Türkiye’s technology sector — DPP revenue is earned in euro, sterling and dollars.

National benefit
DSR Protocol strengthens Türkiye’s export competitiveness: compliant, verified, EU-aligned Digital Product Passports built here — so the intellectual property, the verification and the value stay in Türkiye rather than with a foreign platform.

Q3 How big is your market?

SPOKEN ANSWER · ABOUT 30 SECONDS

The driver is a legal mandate, not a trend: from 2027 every regulated product sold in the EU needs a Digital Product Passport — batteries and textiles first. Market reports put DPP software and services at roughly $2–4 billion a year by 2030, almost all of it EU-driven. For Türkiye the exposure is concrete: $262 billion of exports in 2024, 41% of it to the EU, and about $70 billion of it in sectors squarely inside the first ESPR wave and the Battery Regulation — textiles, apparel, leather, electrics and electronics, steel and furniture — across 180,000 exporting companies.

THREE PROOF POINTS · IF PRESSED

1. **DPP spend, sourced**
   DPP software and services ≈ $1.8bn (MarketsandMarkets) to $4bn+ (ABI Research) by 2030. The wider product-identity, anti-counterfeit and traceability opportunity is sized at $30bn+ in our deck (Appendix A).
2. **Türkiye's exposure, sourced**
   180,396 exporting companies (TİM, end-2024). Exports $262bn in 2024 — a record; EU-bound $108.5bn = 41% (TİM). Sectors squarely in scope (TİM 2024): apparel $17.9bn, electrics & electronics $16.7bn, steel $16.1bn, textiles $9.5bn, furniture/paper/forest $7.9bn, leather $1.5bn ≈ $70bn (27% of exports); adding chemicals $30.8bn and automotive $37.2bn, which are partly covered (detergents, paints, tyres, batteries), takes it to ≈ $138bn (53%).
3. **The timetable**
   ESPR (EU) 2024/1781 is in force. Battery passports from February 2027 (Regulation 2023/1542); textiles in the first ESPR wave. GS1 Sunrise 2027 moves retail to 2D codes — the same QR DSR already serves.

Q4 Explain your markets: TAM, SAM, SOM.

SPOKEN ANSWER · ABOUT 30 SECONDS

All three in the same unit — annual spend on DPP compliance. TAM: the EU-driven DPP software and custody market, about $2–4 billion a year by 2030. SAM: the slice we can realistically serve — Türkiye's EU-exporting manufacturers in regulated sectors, roughly 50–95 thousand companies, about $70–145 million a year of DPP spend at a central $1,500 per company — plus the independent back-up wedge across the EU, which we can sell to brands on any platform. SOM: €35–50 million of annual recurring revenue within three years, against a base case of £14–22 million in our executive summary.

THREE PROOF POINTS · IF PRESSED

1. **TAM ≈ $2–4bn a year by 2030**
   DPP software and services, EU-mandate-driven (MarketsandMarkets; ABI Research). Back-up / continuity sits inside this budget line — the same compliance spend — so it is not added on top.
2. **SAM ≈ $70–145m a year (Türkiye primary) + the EU back-up wedge**
   Exposure anchored to TİM 2024 sector values: regulated sectors are 27% of exports (squarely in scope) to 53% (including partly-covered chemicals and automotive). Applied to 180k exporters → roughly 50–95k companies × $1,500 a year (band $500–4,000 → $25–380m). TİM does not publish firm counts by sector, so value share is the proxy — conservative for apparel and textiles, where many small exporters sit. The back-up wedge adds £0.02–0.06 per serialised passport per year — each 100 million passports ≈ £2m a year — and is additive because it is sellable where a competitor holds the primary platform.
3. **SOM — €35–50m ARR within three years**
   The target; our executive summary carries a base case of £14–22m and a bull case of £32–52m over three years. Roughly: a consortium-led share of Türkiye's exporters plus the first EU back-up contracts.

TAM / SAM / SOM — one unit: annual spend on DPP compliance

TAM — **≈ $2–4bn / yr by 2030**
EU-driven DPP software, custody and services (MarketsandMarkets; ABI)

SAM — **≈ $70–145m / yr + back-up wedge**
Türkiye's exporters in regulated sectors (50–95k × $1,500; TİM 2024 sector values) + Art. 10(4) back-up across the EU

SOM — **€35–50m ARR in 3 years**
Target · base case £14–22m, bull £32–52m (executive summary)

Where does the back-up market sit?

Inside the TAM, not on top of it. The independent copy is paid for from the same DPP compliance budget, so adding it to the TAM would double-count. It is, however, a separate wedge of our SAM: we can sell it to brands whose primary platform is a competitor's — which is why the SAM reads "Türkiye primary + EU back-up".

Sources and basis. TİM 2024 foreign-trade statement (exports $262bn; EU $108.5bn, 41%; 180,396 exporters at end-2024). MarketsandMarkets DPP market report (≈ $1.78bn by 2030); ABI Research (> $4bn by 2030). DSR executive summary and pitch deck (SOM base and bull cases; $30bn+ wider opportunity; NTAG hardware margin). DSR continuity cost model and pricing note (back-up rates). TİM 2024 sector export values (apparel $17.9bn; electrics & electronics $16.7bn; steel $16.1bn; textiles $9.5bn; furniture/paper/forest $7.9bn; leather $1.5bn; chemicals $30.8bn; automotive $37.2bn). Teknopark İzmir R&D application (work packages, personnel plan). Competitor claims rest on the battlecards on file. Remaining proxy: exporter exposure uses value share because TİM does not publish firm counts by sector. Forward figures are illustrative targets, not guarantees.