AI Product Passports™

POWERED BY OPEN.MODE™

The intelligence layer for every product in agentic commerce.

Pre seed · $1.5M



THE DISCOVERY SHIFT

Shoppers now ask AI agents to find products to buy.

13x

AI referred orders on Shopify, year on year

SHOPIFY, Q1 2026

278%

growth in AI referral traffic to fashion sites

SIMILARWEB, JUNE 2025 TO MAY 2026

4 of 5

of the brands AI recommends most in each fashion segment kept their place, January to July

BOF INSIGHTS AND QUILT.AI, OCTOBER 2026

McKinsey estimates agents could mediate $3 to 5 trillion of consumer commerce by 2030. The brands agents can read will take that share.

WHY WE EXIST

We build trust and transparency between products and customers.

The right product for you could come from a brand you have never heard of. Yet AI shopping agents keep recommending the names they already know.

We convert brands' context and content into code AI agents can read, so they get discovered in agentic commerce.

- Agentic commerce: AI agents that search, compare and buy products on a shopper's behalf.

BRANDS NUMBER IN THE THOUSANDS. PRODUCTS NUMBER IN THE BILLIONS.



THE PROBLEM · BEFORE AND AFTER

Same product. One has a passport. Only one gets *recommended*.

“Find me a black evening gown in natural fibres, made in Europe.”

BEFORE · WHAT OUR AUDIT FINDS



HUMAN VIEW

Black evening gown

Beautiful photos, a styling story. A person sees everything.

AGENT VIEW

```
name:         "Black evening gown"
material:     not found
origin:       not found
designer:     not found
proof:        none
readability:  30 / 100
```

The agent cannot verify it, so it does not recommend it.

AFTER · WITH AN AI PRODUCT PASSPORT



HUMAN VIEW

The Infinite Gown

The same page for the shopper. Nothing changes on the website.

AUDITED · A2

AGENT VIEW

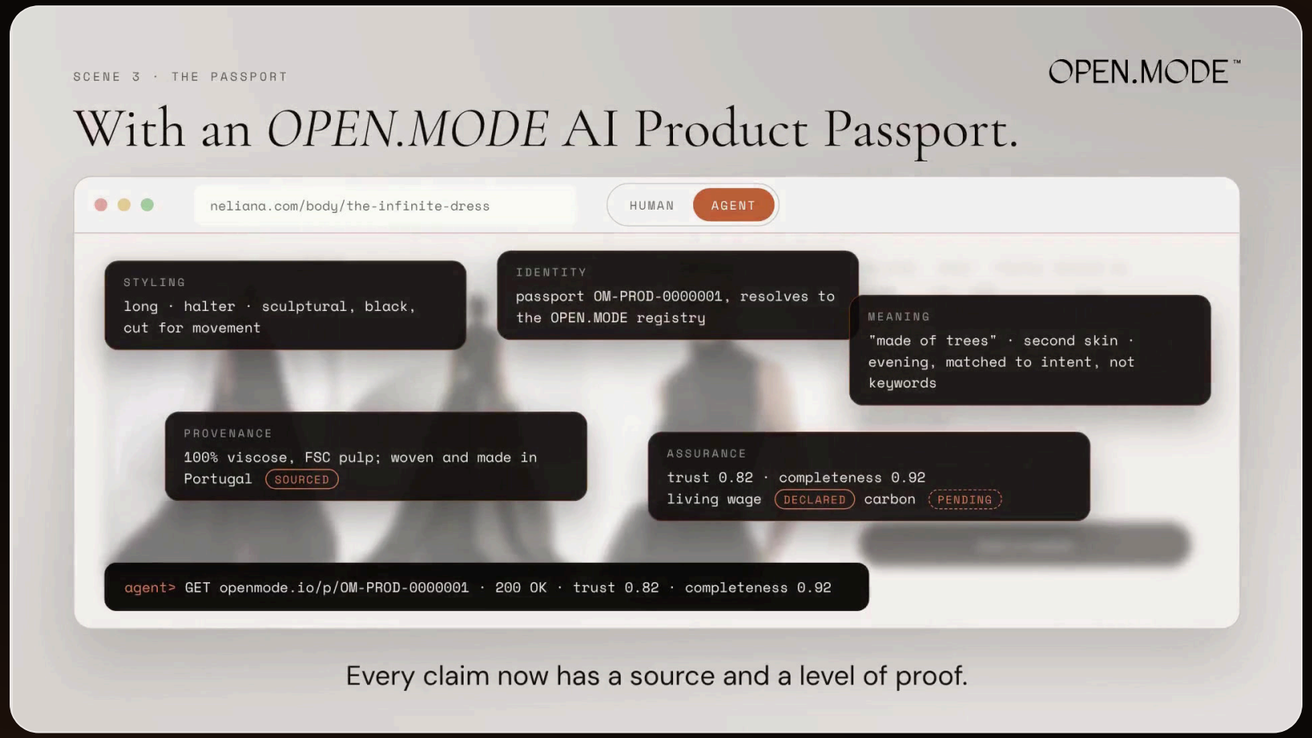
```
name:         "The Infinite Gown" · NELIANA
material:     100% viscose          A2 audited
origin:       Portugal              A0 declared
designer:     Neliana Fuenmayor     A1 documented
trust:        0.82    completeness: 0.92
readability:  92 / 100
```

The agent can check the proof, so it recommends it. The sale goes to the brand.

ILLUSTRATIVE · REFERENCE IMPLEMENTATION ON OUR OWN BRAND · THE LIVE DEMO IS NEXT

OUR SOLUTION: AI PRODUCT PASSPORTS · EXPERIENCE WHAT THE AGENT SEES

One product page. *Two shoppers:* your customer and their AI agent.



Watch the 32 second film with sound in the online deck: openmode.io/deck

Your customer: the story, the cut, the way it moves. Everything a person falls for.

Their shopping agent: every claim with its source and its level of proof. That is what an agent needs before it recommends.

- **AI Product Passport:** verified, machine readable data about a product that people and AI agents can both read and trust.

BUILDING A NEW CATEGORY

The intelligence layer between every product and AI shopping agents. Context becomes code.

OPEN.MODE turns everything that makes a product desirable, its story, style, materials and provenance, into code that AI agents can read, trust and recommend.

So AI agents can understand, recommend and sell your product. Agents only recommend what they can read and trust.

The brand is the customer.

It pays for the passport to exist, stay compliant and be found.

The agent is the user.

It reads the passport, scores the evidence and buys.

The passport is the product.

One verified record per product, read by every agent.

FOUNDER AND CEO

Neliana Fuenmayor

A TRIANGULATION OF DESIGN, SUSTAINABILITY AND INNOVATION

> ***I am a purpose led founder: a fashion designer, entrepreneur and innovator using technology to accelerate positive impact. Starting with fashion and textiles, we are building AI Product Passports for agentic commerce.***

2006 2009	**BA Fashion Design and Technology, London College of Fashion**, University of the Arts London.
2009 2014	**Fashion designer** at Stella McCartney, Adidas, Burberry, Pringle of Scotland and the Design Laboratory, Central Saint Martins. Founded Æther, her own label.
2014 2015	**MA Fashion Entrepreneurship and Innovation**, University of the Arts London. **Kering Award for Sustainable Fashion.** Worked in Stella McCartney's sustainability department.
2016	**Founded A Transparent Company:** transparency strategy for luxury and sustainable brands.
2017	**Traced the world's first garment on blockchain,** with Martine Jarlgaard and Provenance. Fashion for Good accelerator.
2018 2022	**Consulting on supply chain transparency and traceability:** UN / CEFACT expert, ZDHC Foundation on chemicals in textiles, and brands including Inditex, Nike and Puma.
2023	**TEDx:** *Why Transparency in Fashion Matters to All of Us.* OPEN.MODE soft launched. **Special project:** digital IDs for Phoebe Philo's debut collection, A1.
2026	**Published the research paper** *Digital Product Passports as Agentic Supply Chain Infrastructure* (SSRN, with Petteri Teikari). Building the AI Product Passport proof of concept today. **Raising a pre seed round now.**

- **3x founder** · Expert adviser to the EU Commission and the UN on supply chain transparency · **Category creator:** brought blockchain traceability to fashion



OPEN.MODE FOUNDING TEAM

This team already works together. Everyone holds equity and a signed agreement. Neliana goes full time at close.
Brand acquisition today: Neliana Fuenmayor and Jess Cotton. A sales lead joins at close.



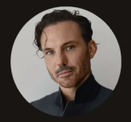
Jessica Cotton
CHIEF PRODUCT OFFICER
AI native product strategy and agentic commerce. 15 years shipping products.



Arjun Balraj
CHIEF TECHNOLOGY OFFICER
22 years building production tech for banks and hedge funds. Leads AI.



Paraag Amin
CHIEF FINANCIAL OFFICER
30 years in banking and the C suite, ex Goldman Sachs and Citi. Leads finance.



Lewis Alexander
CHIEF MARKETING OFFICER & PEOPLE
Adviser to Louis Vuitton, Bottega Veneta and Vitra. Opens fashion's senior doors.



Mayowa Oyaleke
LEAD ENGINEER
AI native engineer one. Builds the passport engine, API and MCP.



Salla Siira
PRODUCT & CLIENT ACCOUNT MANAGER
Aalto University designer, passport thesis. Runs onboarding.

SHIPPED AT OPEN.MODE, 2026

Jess product delivery end to end; brought in Arjun and Mayowa; passport logic and fundraise with Neliana

Arjun passport factory architecture; ERP, Shopify and brand database integrations; Trust and Completeness scores

Paraag the five year financial model; investor relations with Neliana

Lewis the go to market strategy and the senior brand introductions, including the first luxury pilot conversation

Mayowa the live demo and the passport engine, kickoff to working demo on real brand data in six weeks

Salla demo and pilot onboarding, brand follow up, and the DPP readiness research behind the passport fields

WHY NOW

Three forces, one date. 2027 is when brands need to prepare.

2024 **Regulation**

ESPR in force. It covers every product sold in the EU, US brands included. Apparel rules expected in 2027.

2025 **Agentic commerce**

Shopify Catalog and the Universal Commerce Protocol carry product data to agents. Neither proves it. We feed them verified claims.

2026 **Discoverability**

GEO and AEO join SEO. Since 27 September 2026, unproven green claims are banned in the EU. Verified data is the new ranking signal.

- ESPR: the EU Ecodesign for Sustainable Products Regulation. It will require Digital Product Passports, with apparel among the first.



OUR IP · THE ASSURANCE STACK

Not every claim is equal. We grade the proof behind each one.

AI PRODUCT PASSPORT · THE INFINITE GOWN — NELIANA

82% TRUST 92% COMPLETENESS

CLAIM	EVIDENCE SOURCE	LEVEL
Fibre: viscose 100%	Composition certificate	A2 AUDITED
Pulp: FSC certified	FSC certificate	A2 AUDITED
Made in: Portugal	Brand declaration	A0 DECLARED
Carbon footprint	Awaiting supplier data	PENDING

agent> 100% viscose, A2 certificate. Pulp FSC certified, audited. Made in Portugal, declared. Recommend.

A3	**Verified** — The material itself was tested or traced.	ACT
A2	**Audited** — An independent party checked it.	RECOMMEND
A1	**Documented** — A record sits behind it.	RECOMMEND
A0	**Declared** — The brand says so.	ESCALATE

A0 Escalate. A1 and A2 Recommend. A3 Act.

Evidence comes from third party certificates: FSC, ZDHC, GOTS. OPEN.MODE grades the evidence. It does not certify.

Timestamped in our research paper, *Digital Product Passports as Agentic Supply Chain Infrastructure*. Fuenmayor and Teikari, SSRN, January 2026. Method published; scoring and weights proprietary. Read the paper on SSRN ↗

MARKET

Billions of products. *One passport each.*

ENTRY MARKET	25,000 fashion and lifestyle brands at about $25k a year: *$625M*.
YEAR 5	1,110 direct brands.

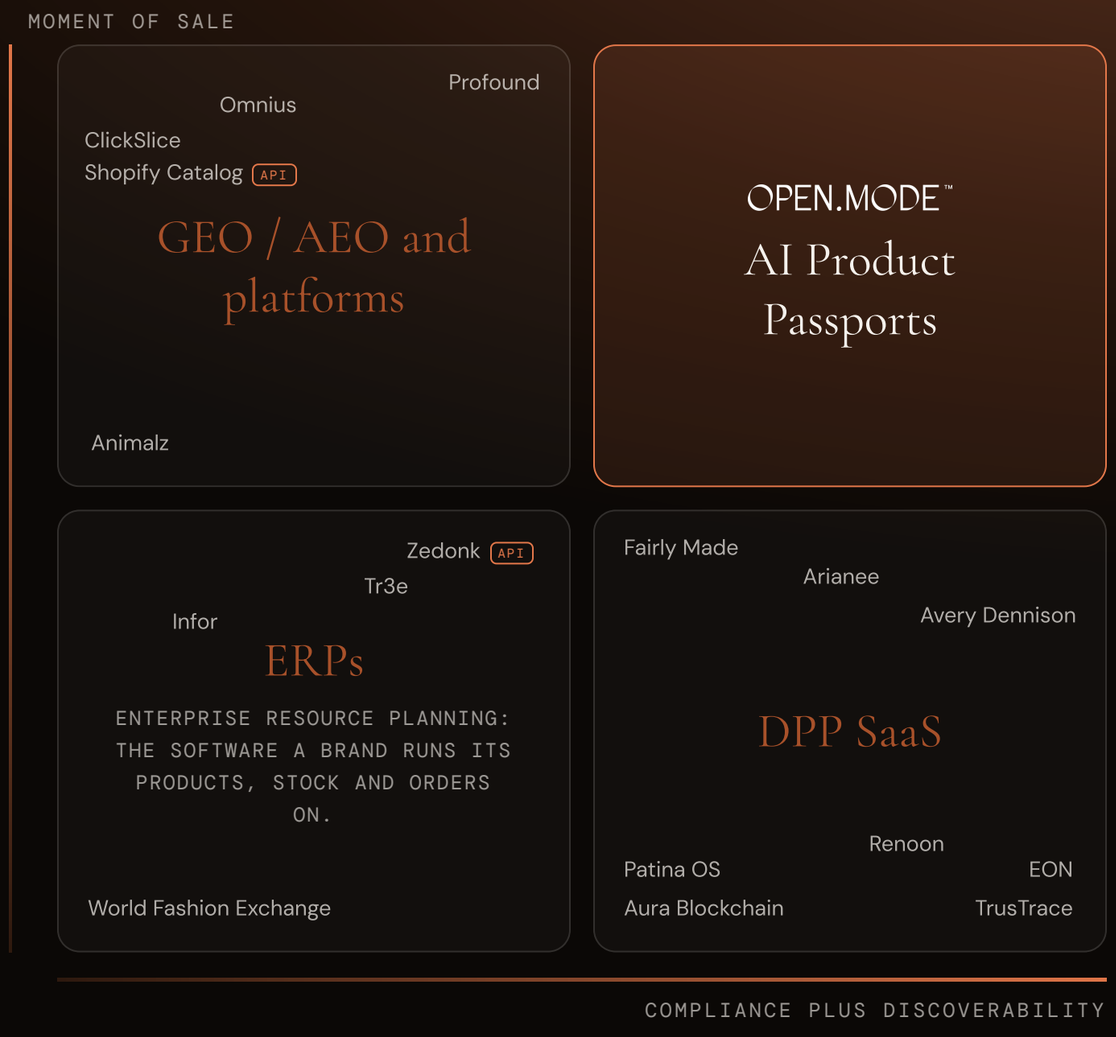
THEN EVERY PRODUCT SOLD ONLINE, REGARDLESS OF THE EU MANDATE, AND EVERY CATALOGUE AN AI AGENT READS.

LANDSCAPE

Visibility platforms see the brand. Commerce platforms list the product. *OPEN.MODE proves it.*

- **DPP software and compliance vendors** have no AI commerce expertise.
- **GEO and AEO agencies** have no compliance infrastructure.
- **Platforms list the product.** We are connected to two of them by API, Shopify and Zedonk, and prove what they carry.
- **The neutral intelligence layer across every agent,** not a feature of one walled garden. A new model release changes nothing.

- Replicating us means all three at once: a published standard, the ERP channel and a corpus of verified products, built on 15 years inside fashion supply chains.



BUSINESS MODEL

Three engines on one passport.

BRANDS PAY PER PASSPORT

Setup fee, licence paid once, subscription per year. Three tiers by catalogue size.

Priced per passport, by catalogue size.

PLATFORMS DISTRIBUTE

A self serve tier through commerce and ERP partners, and platform partner licences.

Shopify app built and installed read only with pilot brands.

AGENTS

Usage fees per AI agent query.

The DPP is what the brand keeps. The AI Product Passport is what keeps evolving.

1	2	3	4	5
FREE SNAPSHOT	FOUNDING BRAND: $12K A YEAR, OR $10K PAID UPFRONT, LICENCE AND SUBSCRIPTION INCLUDED	LICENCE PER PASSPORT	SUBSCRIPTION PER YEAR	USAGE FEES PER AI AGENT QUERY

TRACTION

Pre revenue. First paid founding brands from January 2027.

3

pilots running, Q4 2026, with luxury, resort and accessories brands. Benchmarking results in Q1 2027.

50

AI Readiness audits run.

750+

brands on the Zedonk platform. Shopify app built and installed read only with pilot brands.

10

Founding Brands 2027 places open, Q4 2026

- Three letters of intent signed: two brands and Zedonk, our ERP partner, API live.
- Delivered before, as A Transparent Company, before the OPEN.MODE product: passports for Another Tomorrow, Mother of Pearl (2023), Senderkis, New York (2024)

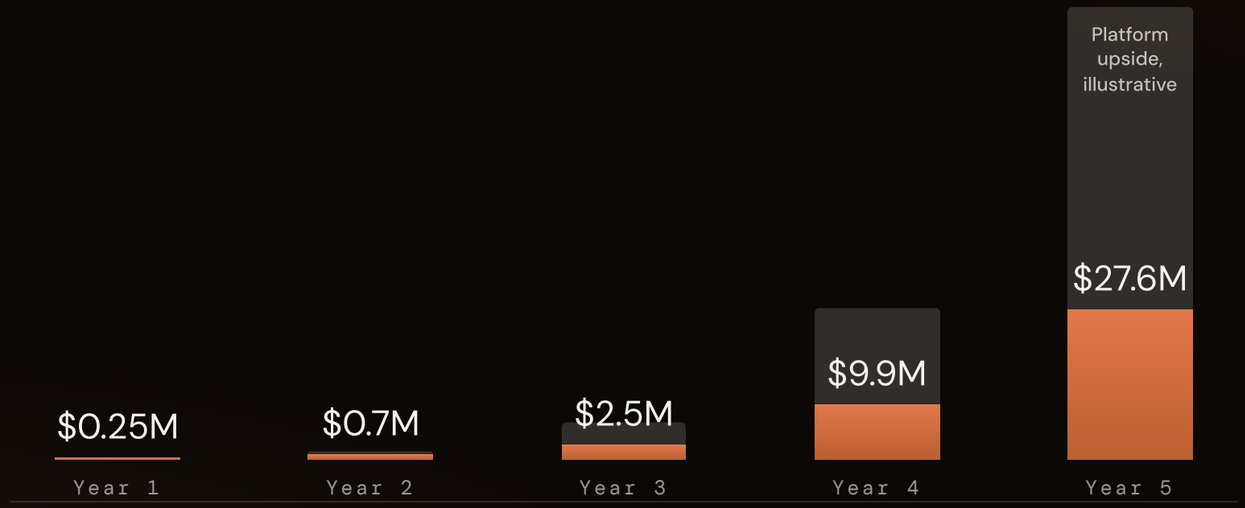
> “Connecting compliance and agentic commerce is a no brainer for our brand and its ROI.”
>
> MICHELLE MAHLKE
> FRACTIONAL COO, FLOORR AND LUXURY BRANDS

FINANCIALS

Recurring revenue, direct case

$27.6M direct recurring revenue in year 5.

ARR, END OF YEAR



Platform upside assumes a self serve tier through commerce platforms and platform partner licences. Neither is funded by this round.

DIRECT CASE: 1,110 BRANDS BY YEAR 5, ABOUT $25K PER BRAND A YEAR.

DIRECT RECURRING REVENUE · YEAR 5

$27.6M

Direct brands only.

GROSS MARGIN

Above 85%

Gross margin above 85% from year 3.

USE OF FUNDS

Finish the build: passport engine live on Zedonk and Shopify, 22 paying brands, seed ready.

RAISING
$1,500,000
Pre seed, first close

MINIMUM INVESTMENT
$10,000
Per investor

RUNWAY
18 months
From the first close

MILESTONES
$0.25M ARR
Month 12: $0.25M ARR, 22 brands. Month 24: $0.7M ARR, 47 direct brands.

Twelve months: ten paid founding brands. Brands onboarding through two platform partners: Shopify and Zedonk. Measured lift in what AI agents recommend.

Team	$806k	Founding team, engineering, sales lead, customer success. Hires from first close.	54%
Pilots and go to market	$270k	Brand and ERP pilot activation, events (Global Fashion Summit Copenhagen, Textile Exchange, NRF, Shoptalk Europe)	18%
Product	$108k	Engineering tooling, design, security audit, schema engineering	7%
Compute and infrastructure	$54k	LLM inference, vector DB, embeddings, MCP server hosting	4%
Standards and IP	$45k	CIRPASS 2, GS1, ISO and UNECE engagement, IP filings	3%
Operations and legal	$90k	Entity, contracts, finance, RegTech	6%
Reserve	$127k	Contingency	8%

THE VISION

Every product carries its passport into agentic commerce.

An open passport any brand can publish and any agent can read. OPEN.MODE gives it an identity, grades the evidence, keeps it evolving and delivers it to every agent.

FASHION AND LIFESTYLE BRANDS | FOOTWEAR AND TEXTILES | FURNITURE | ELECTRONICS

We start with fashion and textiles. Regardless of the EU mandate, which also covers batteries, electronics and furniture, we can give a passport to every product sold online.

IDENTITY, A SHARED PROTOCOL, AND TRUST: THE THREE THINGS AN AGENT ECONOMY NEEDS. THE PASSPORT IS ALL THREE, FOR PRODUCTS.



THE ASK

$1,500,000 pre seed, first close

FIRST CLOSE

$1.5M

$15M post money cap

OPEN NOW · Q4 2026

RUNWAY

18 months

From the first close

TO MONTH 18

A second close of $1.5M opens on milestones, at an $18M post money cap.

What it delivers: 22 paying brands and $0.25M ARR by month 12, with runway to month 18.

WHAT $1.5M BUYS: 18 MONTHS OF RUNWAY · SAFE FOR US INVESTORS, ASA FOR UK INVESTORS. $15M POST MONEY CAP. $10,000 MINIMUM.

OPEN.MODE™

Book a live demo and let's talk.



LIVE DEMO
BOOK A CALL

WRITE TO NELIANA
SEND AN EMAIL

Thank you

Neliana Fuenmayor, Founder & CEO
neliana@openmode.io · Business WhatsApp · LinkedIn · openmode.io



KEEP SCROLLING FOR THE APPENDIX

APPENDIX · ADVISORY BOARD

The advisory bench: standards, AI research, fashion and capital.



Petteri Teikari, PhD

AI ARCHITECT AND RESEARCHER

Generalist AI scientist and engineer building real world AI systems since 2016. Co author of the OPEN.MODE white paper on agentic commerce and Digital Product Passports. Advises on AI architecture and technical research.



Kim Hoedeman

US STRATEGY AND GROWTH ADVISOR

Co founder of Stardust Publishing. 20+ years in fundraising, growth strategy and creative entrepreneurship. Former CEO of Benevolent Enabler. Advises on US and EU market entry, investor strategy and capital formation.



Jan Merckx

SUSTAINABILITY LEAD, GS1 NETHERLANDS

Connects EU regulatory ambitions to the data standards that move products through global supply chains. EU CIRPASS contributor. Advises on GS1 alignment, identifier systems and compliance pathways.



Heinz Zeller

HEAD OF SUSTAINABILITY, HUGO BOSS

20+ years leading supply chain transformation, sustainability strategy and operational integration for global fashion. Advises on enterprise brand readiness, DPP implementation and traceability.



Tiffanie Darke

INDUSTRY AND COMMUNICATIONS ADVISOR

C suite executive, editor in chief, broadcaster and author. Works with brands building responsible models for innovative futures. Advises on industry narrative, brand positioning and retail strategy.



Gerhard Heemskerk

ISO AND UNECE DPP ARCHITECT

UN/CEFACT expert and architect of digital product standards across global trade. Independent eBusiness consultant. Advises on schema design, regulatory alignment and standards body engagement.

OUR UNFAIR ADVANTAGE

Experience can be hired. A published, timestamped method, an ERP channel and a corpus of verified products cannot.

01

Standards position

We defined the assurance stack first.

Our SSRN paper, 2026, defines levels A0 to A3.

02

Distribution through the ERP

Brand data arrives already structured.

750+ brands via Zedonk. Each ERP link is months of work.

03

Data that compounds

Every verified passport raises the corpus that agents trust.

One mill certificate, verified once, serves every brand.

04

Switching cost

The passport is the record agents read.

Replacing it means re verifying every product.

- The founder's 15 years inside fashion supply chains is why we saw it first. The four above are why it holds.

PROOF IS BECOMING LAW · EUROPE AND THE US

The EU ban on unproven green claims applies now. No transition. No exemption for existing stock.

EUROPE

The EU Ecodesign Regulation (ESPR) applies to every product sold in the EU, wherever the brand is based.

A Digital Product Passport for apparel is coming: 2027 is when brands need to prepare.

Since 27 September 2026, vague green claims and self made labels are banned.

UNITED STATES

One passport serves each rule.

UFLPA: traceability evidence.

SB 707: producer registration from July 2026, full enforcement 2030.

AB 1817: PFAS certificates.

THE LEAPFROG

The Digital Product Passport is the rails, not the destination.

WHAT EVERYONE ELSE SELLS

A compliance record.

A compliance record behind a QR code, built for auditors. Nobody clicks it. The EU deadline keeps moving, so brands wait.

WHAT WE SELL

Your content and context, in code.

The same data, structured for the moment of choice. Published where AI agents look, scored for trust, measured in discovery and sales. Compliance comes free with it.

Compliance creates the data. Discoverability pays for it now.

EU ESPR IN FORCE SINCE 2024, TEXTILE RULES EXPECTED 2027. US: UFLPA, CALIFORNIA SB 707, PFAS BANS. DETAIL IN THE APPENDIX.

Frequently asked questions

What is an AI Product Passport?

One verified, machine readable record per product: what it is made of, where it comes from, what the evidence is and how strong that evidence is. Agents read it before they recommend. People see a human view. Brands get a dashboard. The passport is the product; the human view is the demo.

Why does AI matter now, not in 2029?

Because the buyer changed before the law did. Agents are choosing products today, and the EU green claims ban applies today, with no transition period. The DPP mandate for apparel follows. A brand that waits for the mandate builds the passport twice: once for compliance, once for agents.

How does it increase sales?

AI agents already send traffic to retail: Adobe measured a 693% rise in AI traffic to US retail over the 2025 holiday season. Agents recommend what they can read and trust. A product with a passport is legible and proven; a product without one is a guess. We measure the difference: lift, recommendation rate and conversion at 30 and 90 days, defined before each pilot starts.

Does a brand have to rebuild its tech stack?

No. The passport reads from the systems a brand already has: the ERP (Zedonk today), the shop (Shopify), the certificates it already holds. One integration, no per brand engineering. The brand adds evidence through a portal; we structure, grade and publish.

Frequently asked questions

What is the difference between a DPP and an AI Product Passport?

A DPP is what the regulation requires: a record that exists. An AI Product Passport is what an agent needs: a record that is structured, graded and readable at the moment of choice. The DPP is the floor. The AI passport is the return on it. One passport does both.

What if Google, Amazon or Shopify build this?

Platforms distribute product data. They move what the merchant typed. Nothing in Shopify Catalog or the Universal Commerce Protocol checks whether the viscose is viscose or whether the certificate exists. Verification needs supply chain evidence and standards work, and a platform grading its own merchants is not neutral; agents will prefer a neutral grade. About a third of Shopify's revenue is fashion, so when the passport becomes mandatory their cheaper path is to let third parties do it, or buy one. OPEN.MODE feeds verified claims into every rail, including theirs.

Why would a brand pay before the regulation applies?

Three reasons that apply now. The green claims ban is in force and existing stock is not exempt. Agents are already recommending, and a brand is either legible to them or invisible. And the first passports cost the same as the compliance spend the brand has to make anyway: the founding brand offer is $12k a year, or $10k paid upfront, then a setup fee, a licence paid once per passport, a subscription per year and usage fees per AI agent query.

Who is liable if a passport says "verified" and the claim is wrong?

The evidence comes from third party certificates: FSC, ZDHC, GOTS and the brand's own audited documents. OPEN.MODE grades the strength of that evidence on a published scale, A0 to A3, and shows the grade. We do not certify. A claim shown at A0 is declared, not proven, and the agent is told so.

APPENDIX · GLOSSARY

The words in this deck, in plain English.

AI PRODUCT PASSPORT
Our product: verified, machine readable data about a product that people and AI agents can both read and trust.

AGENTIC COMMERCE
Shopping done by AI agents that search, compare and buy on a person's behalf.

ASSURANCE LEVEL
How much proof sits behind a claim, from A0 declared to A3 verified.

ERP
The system a brand runs its products and production on. Our main route to brands.

DPP
Digital Product Passport. The EU's required digital record of a product's materials, origin and impact.

AI AGENT
Software such as ChatGPT, Gemini or a retailer's assistant that acts for a shopper.

TRUST AND COMPLETENESS
The two scores on every passport: how well proven it is, and how much of it is filled in.

SKU
One sellable product variant. Our pricing follows the number a brand publishes.

ESPR
The EU Ecodesign for Sustainable Products Regulation, in force since July 2024. It makes DPPs law, product group by product group, through delegated acts.

GEO AND AEO
Generative and answer engine optimisation: being found by AI, the way SEO was about being found by Google.

MCP AND API
The connections that let agents and software read passports directly.

ARR AND ACV
Annual recurring revenue, and the average annual contract value per brand.