

In-Class Activity: Scan & Verify — SOLUTIONS

Digital Finance – BSc Course

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Supply Chain | 15 min | Groups of 2–3

Instructor note: Bring 5 products to class (e.g. coffee, chocolate, bottled water, t-shirt, phone charger).

Task: For each product, trace the supply chain as far as you can using only the information on the packaging, QR codes, or the brand’s website. Score each product on the Trust Gap Scale.

#	Product	Step 1: Retailer	Step 2: Distributor	Step 3: Producer / Origin	Score (1–5)
1					
2					
3					
4					
5					

Trust Gap Scale: 1 = Zero idea where it comes from 2 = Country of origin only 3 = Company + country 4 = QR code / website with details 5 = Full verifiable chain (farm to shelf)

Findings:

Which product scored highest? What made it traceable?

Which product scored lowest? What information was missing?

How would blockchain-based provenance change the lowest-scoring product?

Would you pay 10% more for a product with a score of 5? Why or why not?

Answer Key Typical results: coffee/chocolate often score 2–3 (country of origin, maybe a fair-trade logo, but no verifiable chain). Products with QR codes linking to batch-level data score 4. Almost nothing scores 5 today – that is the market gap blockchain provenance targets. Key insight: “organic” and “fair trade” labels are *claims*, not *proofs*. A blockchain timestamp at each step (farm → processor → shipper → retailer) turns claims into cryptographically verifiable records. The 10% premium question reveals willingness-to-pay for trust.