**3.0 – The Verified Classic Vehicles solution to the current situation:**

* Verified Classic Vehicles mission statement is to create a unique, dynamic, standardised and universally scalable solution, so setting a new benchmark for collecting and preserving the provenance of a classic car across its entire lifetime.
* By creating a standard and universally scalable solution this will allow all potential buyers, irrespective of their geographical location, to be able to compare two or more classic cars of the same marque and model together and to make a better informed decision. In turn this will speed up the buying process.
* By enabling the succession of owners throughout the lifetime of the classic car to create and store the information digitally and to have it universally accessible on a wide range of devices makes the classic car more desirable and valuable.
* As an alternative to a membership model where the sequence of owners would pay a recurring annual fee to add the provenance of the classic car it would be possible for an established, successful organisation within the classic car market to provide this service.
* As the lifetime of a classic car can be 50+ years and assuming it changes hands on average every 5 years this one vehicle has 10 selling opportunities. In addition the person selling their classic car may well buy a replacement.
* If an established, successful sales organisation within the classic car market were to offer the Verified Classic Vehicles service in house for collecting and collating the information of provenance they would be able to use the accumulated information to their commercial advantage by being able to match buyers and sellers together, which is how they would Profit from Provenance.

**3**