



onor

THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

**TOGETHER WE
ELEVATE
COMMODITIES
THROUGH
VERIFIED IMPACT**



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

The truth beneath the sweetness

The global cacao industry is thriving but the people and land behind it are not.

The commodities market — and cacao in particular — suffers from deep, systemic issues that affect every level of the supply chain. These issues aren't abstract. They are visible, urgent, and solvable. Here's the reality:



Soil depletion and unsustainable farming



Low wages and unfair labor



Invisible Communities, Forgotten Voices



No guarantees of quality or ethics



Lack of traceability and trust



Price speculation and volatile markets

**A BROKEN SYSTEM
HIDES BEHIND
EVERY SWEET BITE
AND IT'S TIME TO
EXPOSE IT.**

EXPLOIT. IGNORE. PROFIT.



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

The truth beneath the sweetness



Soil depletion and unsustainable farming

Over 60% of the world's cacao is grown by smallholder farmers using outdated or intensive monoculture systems. These methods often lead to:

- **Declining yields and unstable harvests**
Farmers need more land to produce less — and face greater risk every season.
- **Increased use of agrochemicals**
Increased use of agrochemicals
- **Accelerated erosion and deforestation**
To compensate for exhausted land, forests are cleared and ecosystems collapse.
- **Reduced bean quality and market value**
Poor soil leads to lower-quality cacao, rejected batches and shrinking incomes.



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

The truth beneath the sweetness



Low wages and unfair labor

Despite producing a commodity valued at billions, most cacao farmers live in poverty. This imbalance isn't just unethical. It's unsustainable.

- **Below-living wages for essential work**
Producers earn a fraction of what's needed for basic needs, despite growing a globally traded commodity.
- **Lack of legal protection or benefits**
Without contracts, insurance or social security, workers remain vulnerable to exploitation and abuse.
- **No voice in the value chain**
Producers have no leverage in price negotiations and no participation in how value is distributed.
- **Child labor and unsafe environments**
In the absence of oversight, exploitative practices persist, including child labor and unsafe, informal working conditions.



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The truth beneath the sweetness



Invisible communities, forgotten voices

Cacao-producing communities are the foundation of a global industry — yet they remain largely unseen, underrepresented, and excluded from decisions that affect their lives and land.

- **No representation in supply chain decisions**

Producers are rarely consulted on market standards, pricing or sustainability claims that define their future.

- **Lack of visibility in the global narrative**

Farming communities remain unnamed, uncredited and disconnected from the product's success.

- **Limited access to basic / public services**

Many communities lack clean water, health centers, schools and transport.

- **Disconnected from consumer awareness**

There's no direct link between consumers and farmers, keeping empathy and accountability out of the equation.



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

The truth beneath the sweetness



No guarantees of quality or ethics

Despite rising consumer demand for ethical and sustainable products, most commodities still circulate through opaque systems with no objective proof of quality, origin or labor conditions.

- **Unverified sustainability claims**
Many ethical claims lack field verification, allowing misinformation to spread.
- **No standard for what “premium” means**
Premium prices rarely reflect real quality or benefit producers.
- **Disconnected certification and real impact**
Most certifications ignore true impact on people, land and communities.
- **No real-time traceability**
Without blockchain, certifications can be outdated or easily manipulated.



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The truth beneath the sweetness



Accelerated erosion and deforestation

As soil fertility drops, farmers are forced to clear more land to survive. Forests are cut, biodiversity collapses, and once-productive regions turn fragile and exposed. This environmental debt grows silently and fast.

- **Expansion at the cost of forests**
Farms grow outward, destroying tree cover to offset declining yields and soil exhaustion.
- **Permanent loss of fertile land**
Topsoil washes away, leaving degraded ground that can't regenerate without major intervention.
- **Biodiversity declines with every clearing**
Species disappear as ecosystems collapse under constant agricultural pressure.
- **No incentive to preserve nature**
Producers lack the tools and support to farm regeneratively, so short-term survival wins.



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The truth beneath the sweetness



Reduced bean quality and market value

Soil degradation, poor practices and lack of support directly affect bean quality.

Lower quality means lower prices and in many cases, rejection from premium markets.

- **Weaker flavor and lower consistency**
Nutrient-poor soil and poor fermentation reduce bean quality and uniformity.
- **Higher rejection rates from buyers**
Substandard beans don't meet export standards and are frequently discarded.
- **Producers miss out on premiums**
Without traceable quality, farmers are excluded from high-value markets.
- **Unsustainable race for volume over value**
To survive, producers focus on quantity — sacrificing quality in the process.

**The industry
needs a reset.**

**That reset
is called Onor.**



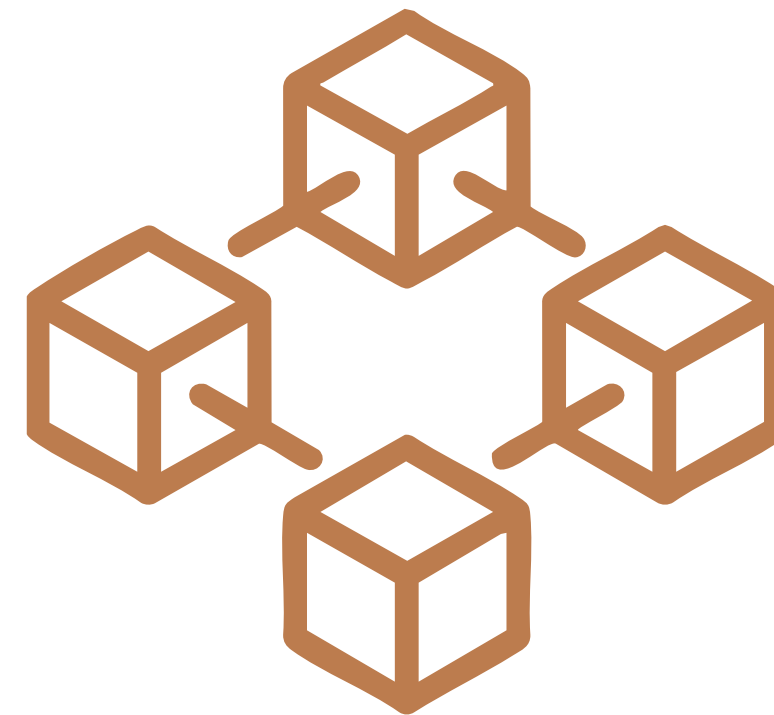
THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

Onor is a Hybrid Certification



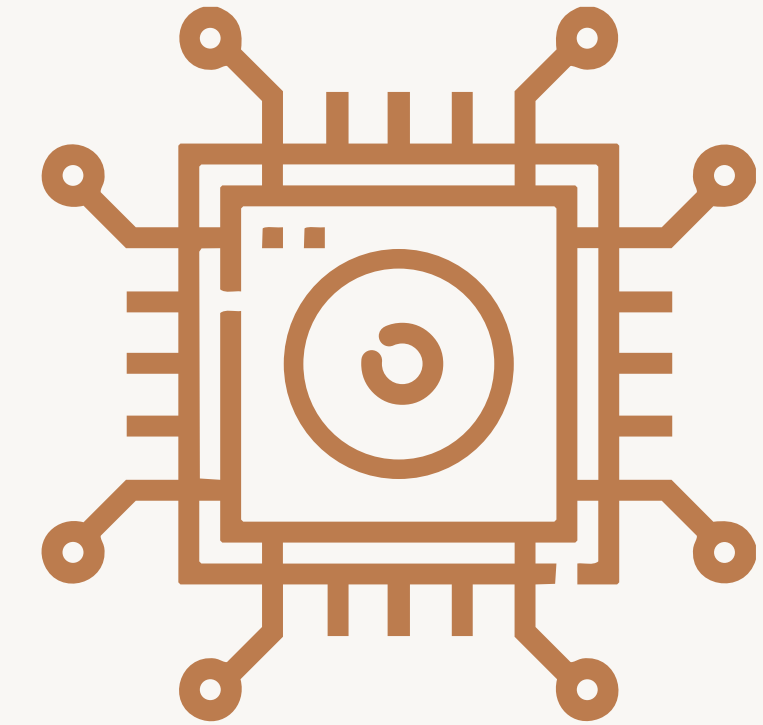
Human-Verified

Real Eyes, Real Insight



Blockchain-Backed

Verifiable, Tokenized, Immutable



AI-Analyzed

Intelligence with Purpose



Human-Verified

Certified experts visit farms and production sites to evaluate product quality, environmental practices, and the well-being of farming communities.

Ethical and labor condition review

Physical / Analytic product inspection

Environmental impact assessment





Blockchain-Backed

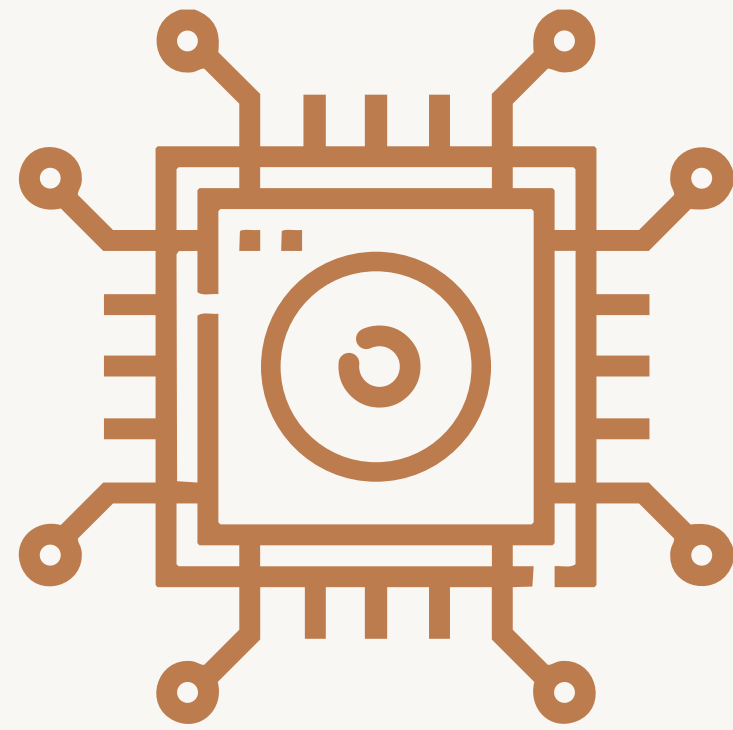
Behind every Onor-certified product lies a transparent, tamper-proof record.
Secured by Hedera Hashgraph

Secured and time-stamped on Hedera Hashgraph

One token per certified batch

Public auditability through Mirror Nodes

Smart contracts for automated trust flow



AI-Analyzed

With AI-Analyzed, Onor goes beyond human observation.
Using machine learning to validate, detect, & optimize the certification process.

Cross-verification of human data

Predictive insights for quality & sustainability

Fraud detection and anomaly alerts

Adaptive learning with each new certification





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

A Physical & Analytical Inspections

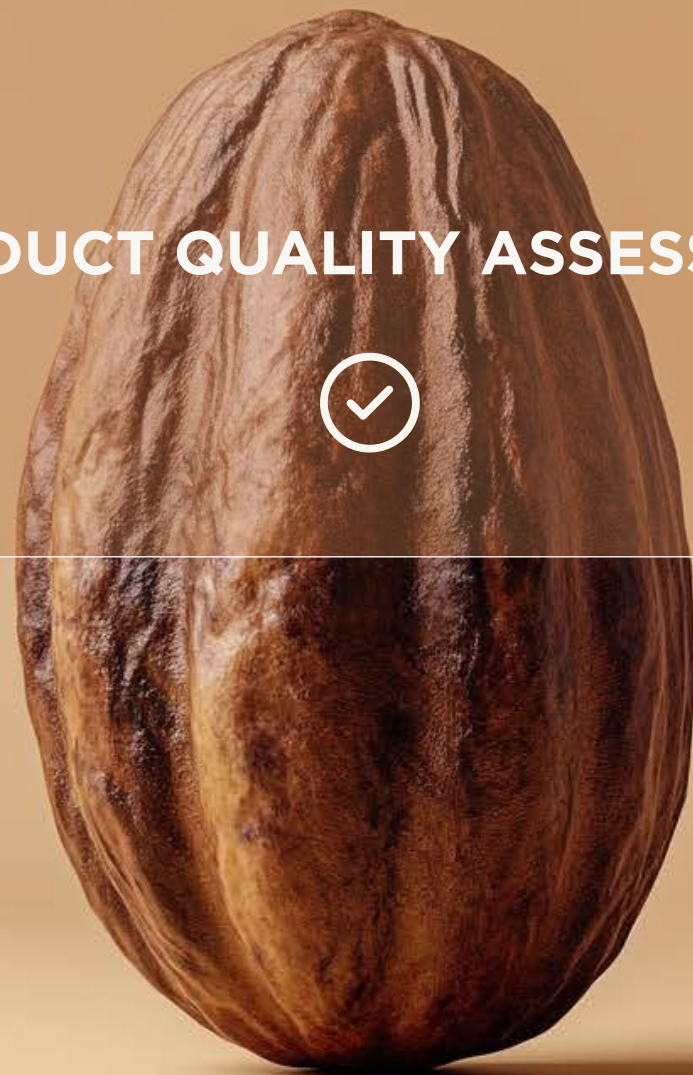
Onor design and execute a rigorous, on-the-ground inspection system led by certified professionals. These inspections go beyond traditional quality checks by incorporating a 360° review of not only the agricultural commodity itself, but also the ecosystem of the origin and the social well-being of the farming communities.

ONOR VERIFIES COMMODITIES DIRECTLY FROM THE SOURCE

QUALITY, ORIGIN AND COMPLIANCE

WHAT IS INSPECTED?

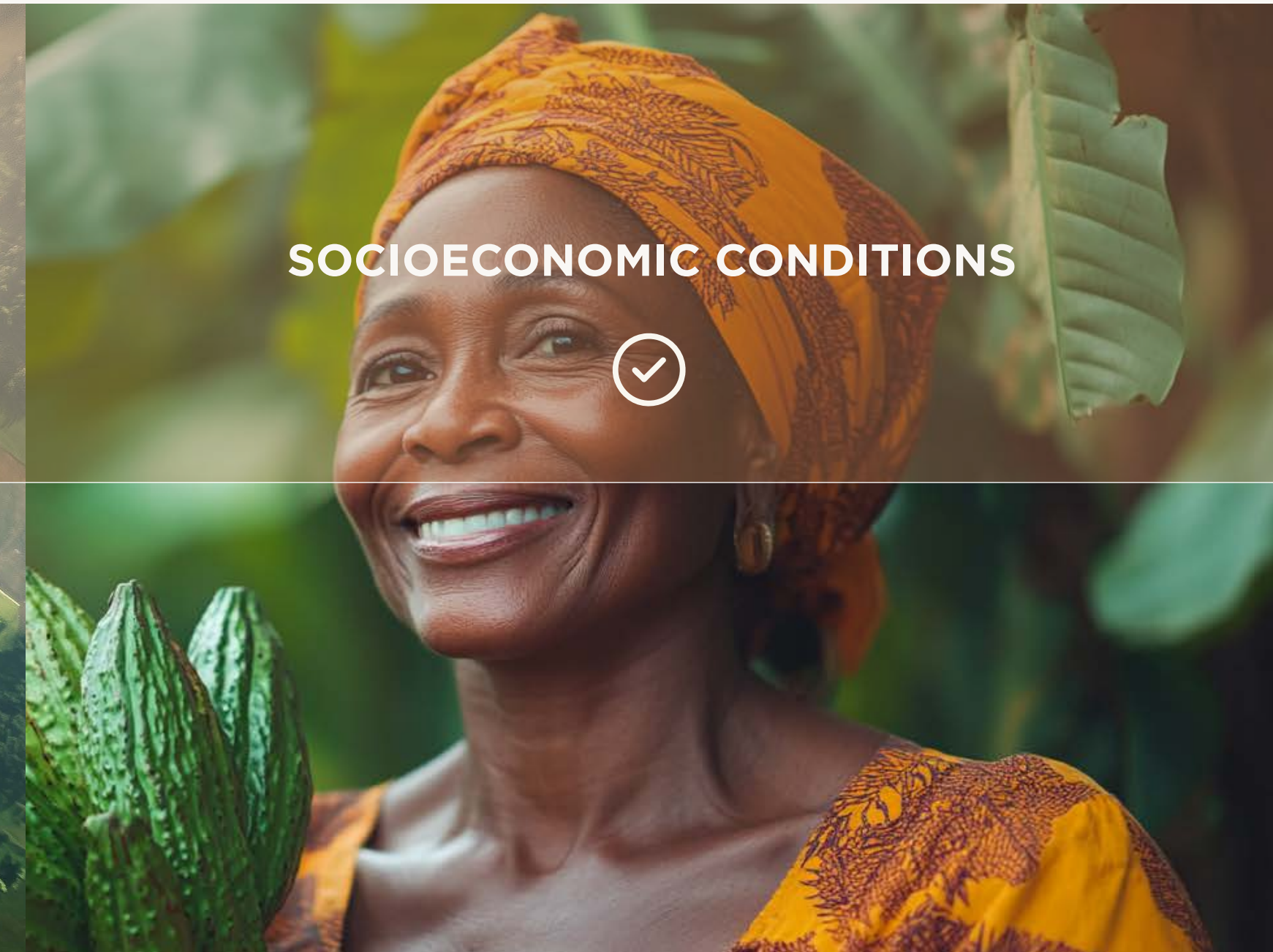
PRODUCT QUALITY ASSESSMENT



ENVIRONMENTAL SUSTAINABILITY



SOCIOECONOMIC CONDITIONS





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Physical & Analytical Inspections

A1 Product Quality Assessment

Onor's Product Quality Assessment is executed by certified field professionals using standardized protocols and mobile tech tools. It includes:

A1.1 Physical Condition Analysis

Color, size, texture, moisture content, defects, uniformity.
Detection of mold, pests, or contamination.

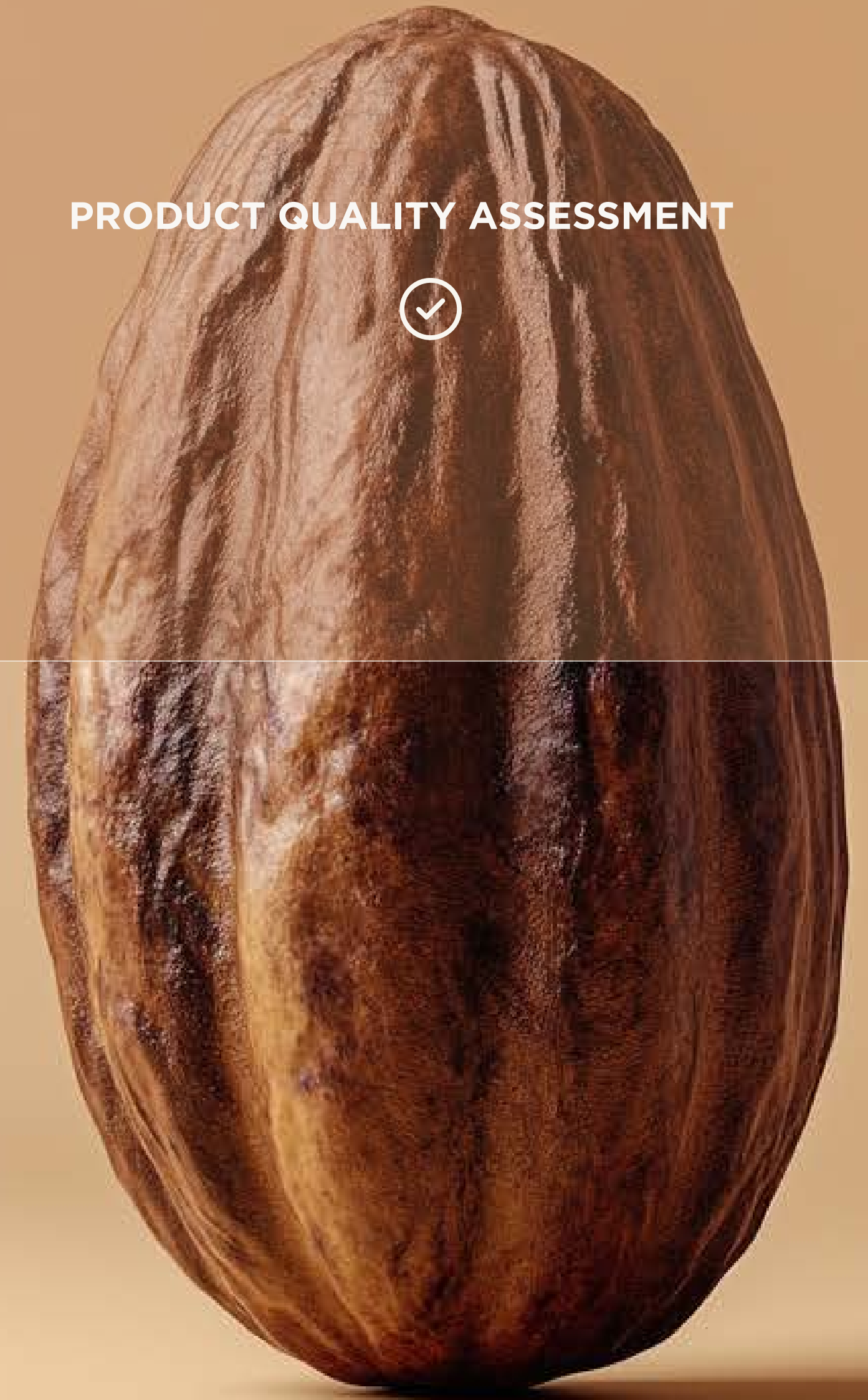
A1.2 Analytical Testing

Measurement of biochemical markers:
pH, fermentation levels, sugar content, polyphenols, theobromine.

A1.3 Authenticity Validation

Optional DNA or batch origin validation for high-value commodities.
Geo-verification via blockchain to avoid mislabeling.

PRODUCT QUALITY ASSESSMENT





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

Physical & Analytical Inspections

A2 Environmental Sustainability

Design to determine the ecological impact of commodity farming and its alignment with sustainable land use.

A2.1 Soil & Ecosystem Health

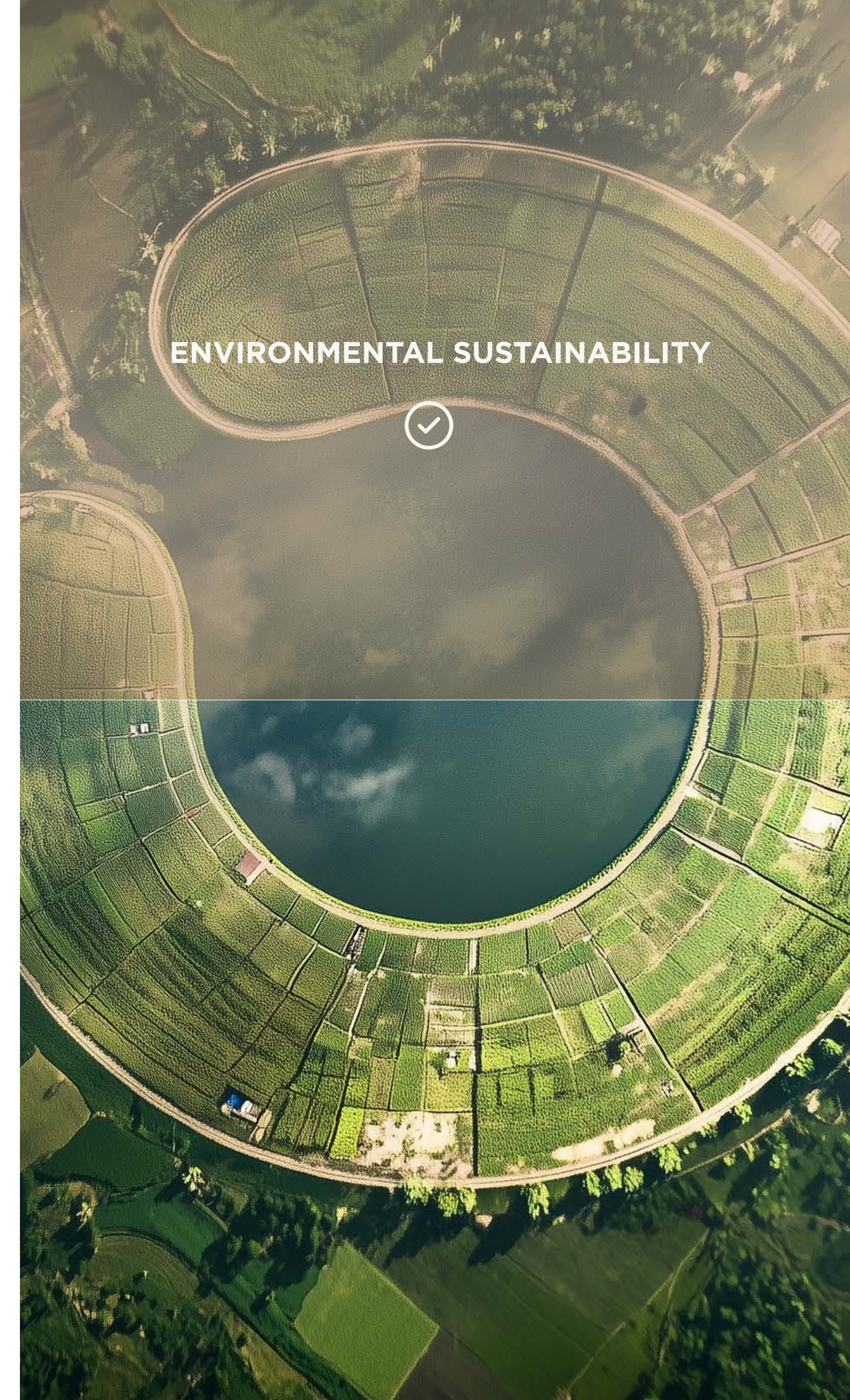
Inspects the physical condition of the soil
Reviews farming techniques

A2.2 Water Use & Resource Management

Verifies the source of irrigation water (rivers, wells, rainwater collection)
Reviews irrigation methods and their efficiency

A2.3 Agrochemical Impact & Land Integrity

Conducts an inventory of all agrochemicals used
Inspects storage facilities and handling practices for safety compliance
Satellite comparison and on-site verification of land use history.





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Physical & Analytical Inspections

A3 Socioeconomic conditions

Onor ensures that certified commodities are not only high in quality, but also produced under fair, ethical, and sustainable human conditions.

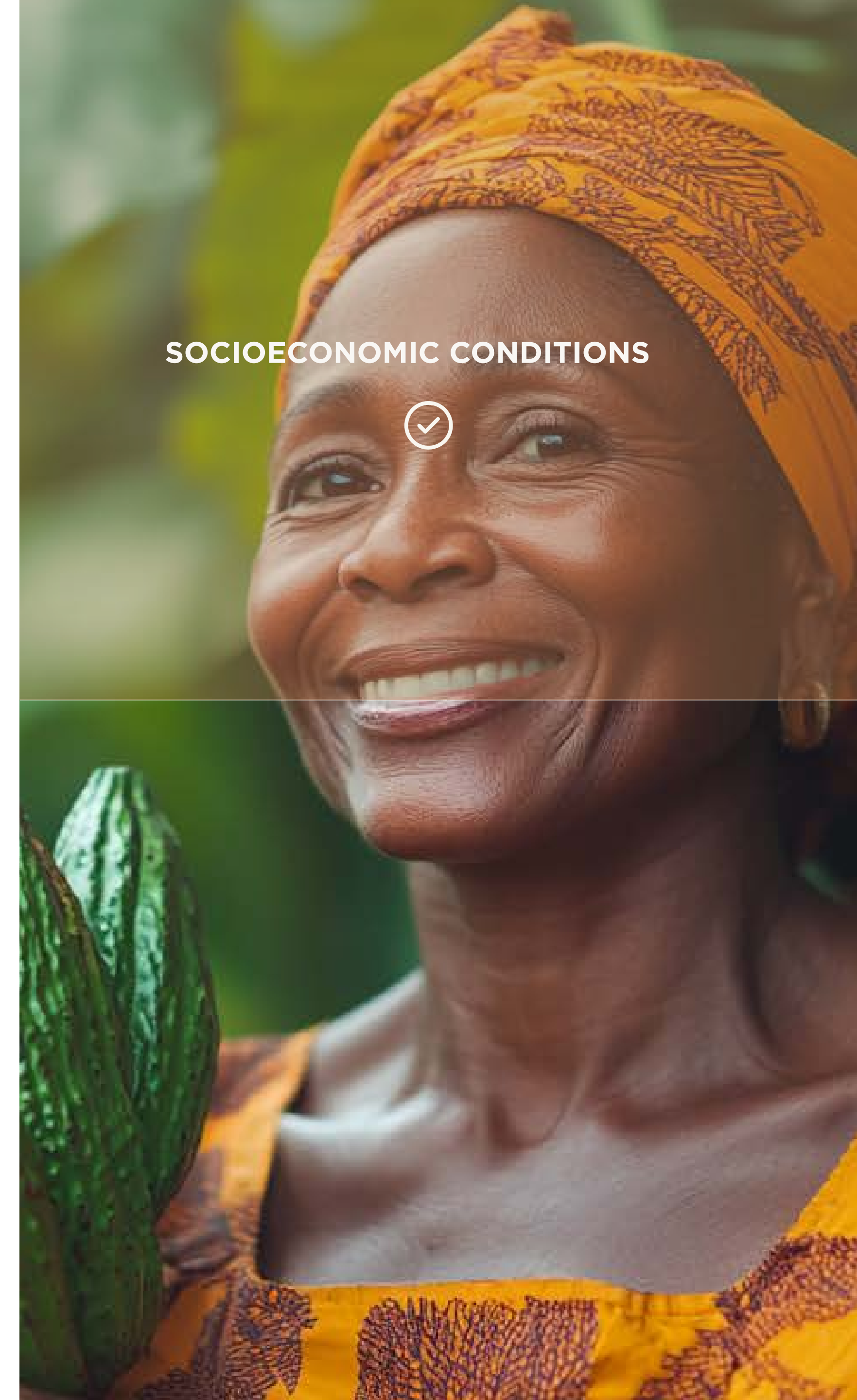
A3.1 Assessment of Labor Conditions & Worker Well-Being

Verifies that working conditions are safe, lawful, and free from exploitation.
Assesses wage levels relative to regional living wage benchmarks.
Observes health and safety practices in the workplace.
Visual inspection of working tools, clothing, and safety infrastructure.

A3.2 Community Access to Basic Services & Development

Evaluates the community's access to clean water, healthcare, education, and transportation.
Identifies gaps in infrastructure and their effect on farming performance and well-being.
Visits to nearby clinics, schools, or community centers.

SOCIOECONOMIC CONDITIONS

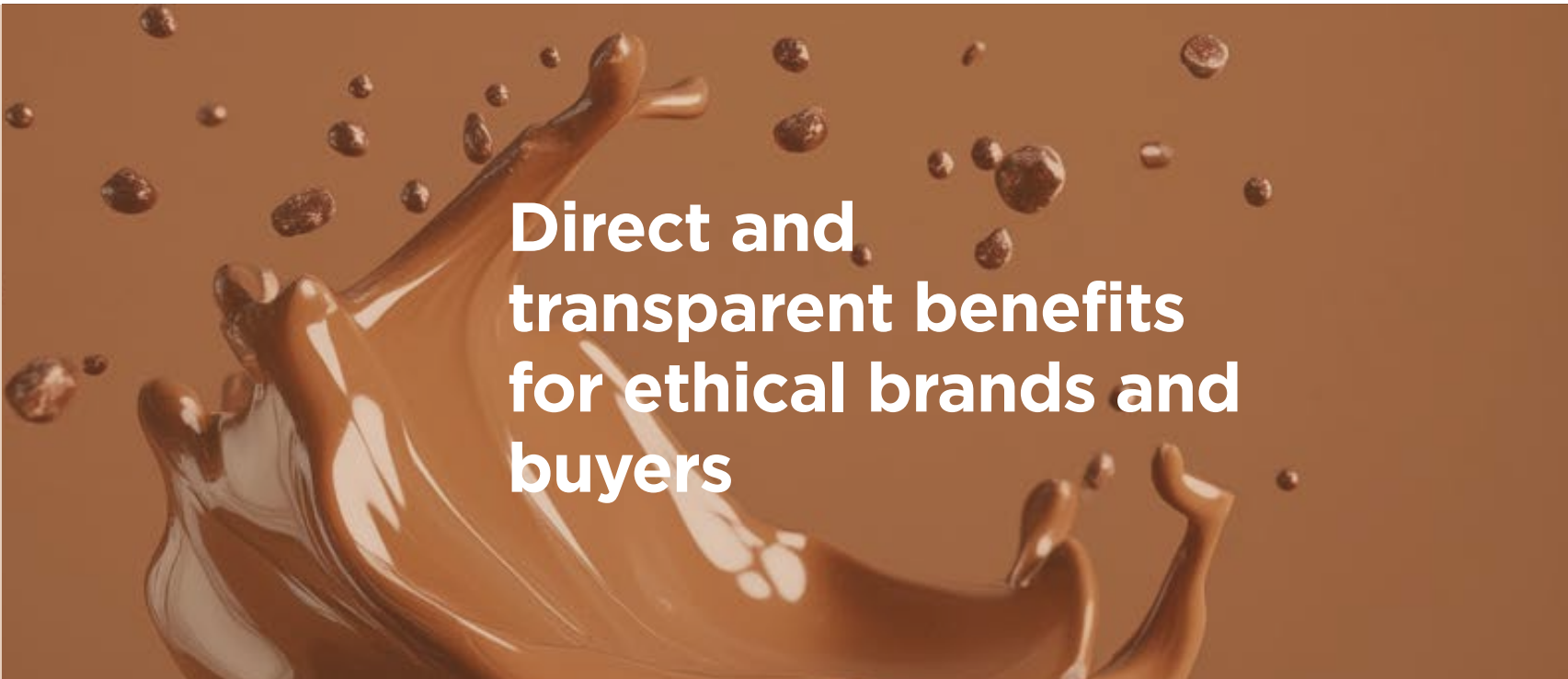




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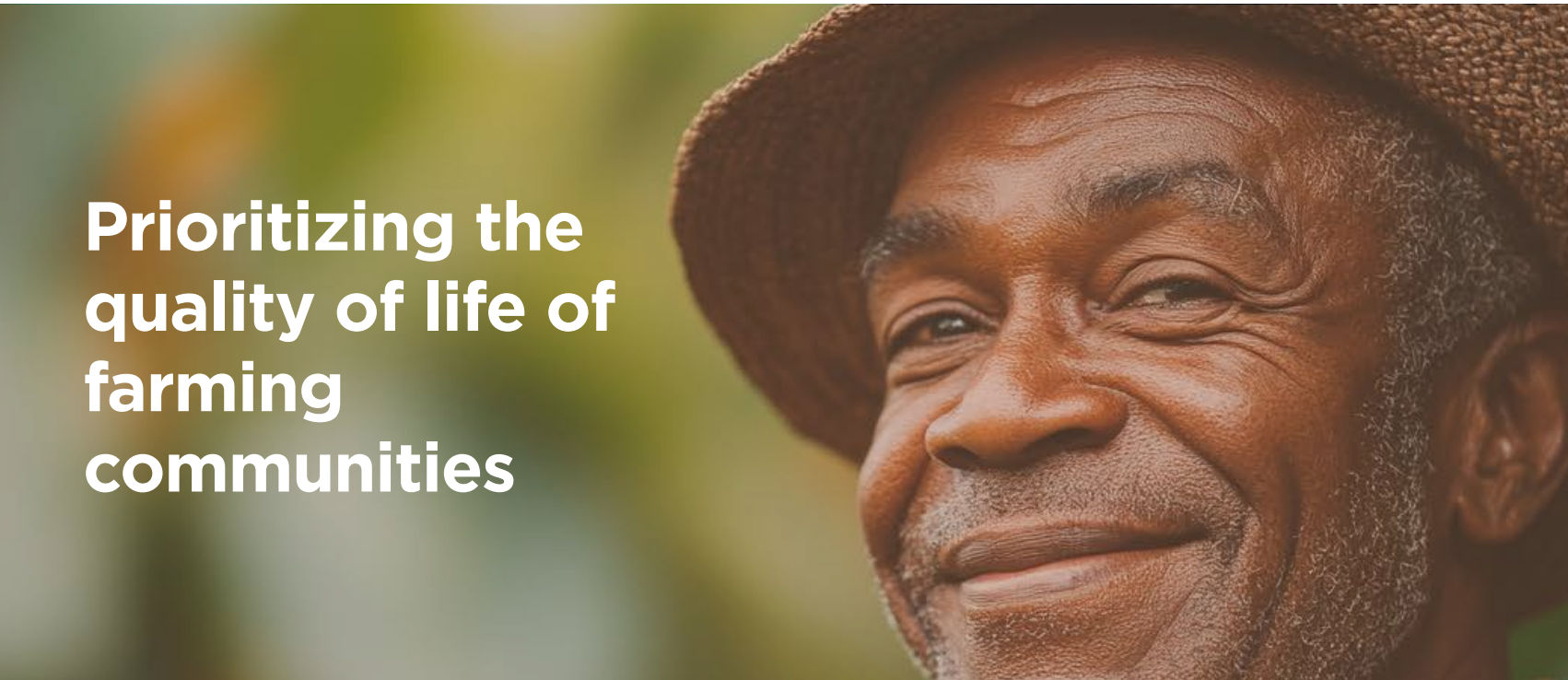
Physical & Analytical Inspections



Direct and transparent benefits for ethical brands and buyers



Restoring balance where agriculture meets the earth



Prioritizing the quality of life of farming communities

95% Audit-readiness thanks to live blockchain-stored inspection data.

38% Improvement in brand reputation through verified ESG alignment and transparency.

35% Boost in premium price willingness for certified commodities.

35% improvement in soil regeneration through practices recommended during inspection.

40% Reduction in harmful agrochemical usage thanks to environmental scoring and sustainable incentives.

50% Decrease in deforestation risk through on-site land-use verification and enforcement.

30% income increase through direct access to premium buyers who demand certified and ethical commodities.

60% Reduction in dependency on intermediaries, empowering cooperatives and individual farmers.

45% Improvement in local education and health metrics (in pilot regions) tied to reinvestment from token incentives.



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

B Tokenization with Hedera

Digital Assets for Real-World Impact

Tokenization in **Onor** is not a speculative layer. It is a functional, secure and purpose-driven tool designed to transform agricultural certification into a dynamic, verifiable, and valuable asset.

ONOR CONVERTS CERTIFIED BATCHES INTO DIGITAL TOKENS

CERTIFY. TOKENIZE. TRANSFORM

HEDERA CONSENSUS SERVICE



HEDERA TOKEN SERVICE



HEDERA SMART CONTRACTS





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

Tokenization with Hedera

B1 Hedera Consensus Service

With HCS, **Onor** creates a public, immutable log of every event in the certification process. Building global trust at scale.

Every key action is securely timestamped and cryptographically verifiable.

- Each action (inspection result, AI confirmation, token issuance) is submitted as a message to the Hedera network.
- HCS assigns a consensus-based timestamp and publishes it to a public stream.
- These events are mirrored on external nodes, enabling full auditability for all actors.
- Each certified batch links to a QR code that displays this verifiable timeline to buyers and consumers.

HEDERA CONSENSUS SERVICE





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

Tokenization with Hedera

B2 Hedera Token Service

Onor's vision is the transformation of certified agricultural commodities into secure, digital assets.

Using **Hedera Token Service**, Onor issues a unique token for every certified batch, turning products like cacao into verifiable, traceable, and tradable tokens anchored on the Hedera network.

- Once a batch passes physical inspection and AI validation, Onor generates a unique token
- Each token includes metadata — origin, date, producer ID, quality score, ESG rating — secured by HCS.
- Every token is linked to a scannable QR on the physical product, granting instant access to its blockchain record.

HEDERA TOKEN SERVICE





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

Tokenization with Hedera

B3 Hedera Smart Contracts

Hedera Smart Contracts execute automatically when predefined conditions are met, ensuring trustless, secure, and real-time operations across supply chains.

Brings automation, fairness, and efficiency to every interaction across the certification ecosystem

- Automatically rewards producers with bonus tokens when sustainability benchmarks
- Locks tokens between buyer and producer until delivery conditions are confirmed
- Triggers token minting or burning based on product status
- Compiles certification milestones, emissions data, and ESG indicators

HEDERA SMART CONTRACTS





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

B

Tokenization with Hedera

Decentralized infrastructure of verified value

Onor's mission to bring transparency, fairness, and sustainability to agricultural certification demands a technology that is secure, scalable, fast, and energy-efficient.

B4 Secure Documentation with Hedera File Service (HFS)

All inspection reports, community assessments, and environmental records are stored securely using HFS, linked to certification IDs and QR codes.

B5 Global Visibility with Mirror Nodes

Mirror nodes allow **Onor** to share real-time certification records with external systems, brands, NGOs, or regulators — without compromising security.



0.0001\$

AVERAGE PER TRANSACTION

0.000003KWH

AVERAGE PER TRANSACTION

1,145,064

TRANSACTIONS IN THE LAST 24 HOURS

0.0001\$

TOTAL MAINNET TRANSACTIONS



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

C Artificial Intelligence

Digital Assets for Real-World Impact

Tokenization in **Onor** is not a speculative layer. It is a functional, secure and purpose-driven tool designed to transform agricultural certification into a dynamic, verifiable, and valuable asset.

ONOR EMPOWERS CERTIFICATION THROUGH AI AGENTS

LEARN. VALIDATE. EVOLVE

DATA VALIDATION
ANOMALY DETECTION



GRADING & QUALITY
FORECASTING



MARKET INTELLIGENCE &
OPPORTUNITY MATCHING





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

Artificial Intelligence

C1 Data validation - Anomaly detection

Onor's certification system integrates an AI-driven layer of data validation and anomaly detection that reviews all inputs collected during physical inspections, community assessments, and environmental scoring

- Onor's AI analyzes every input and compares it with historical benchmarks, contextual norms, and internal consistency.
- It automatically detects unusual patterns, potential fraud, or inconsistencies.
- The system sends alerts to internal validators or pauses token issuance if issues are detected.
- Buyers, auditors, and consumers access AI-verified certification via QR codes — gaining transparency, confidence, and compliance assurance.

DATA VALIDATION - ANOMALY DETECTION





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

Artificial Intelligence

C2 Grading & Quality forecasting

Onor's grading system uses a combination of AI models and field-based data to assign a standardized quality score to each certified batch of commodity.

Also it leverages historical trends and environmental inputs to forecast future quality potential, helping producers, buyers, and markets make smarter decisions.

- Uses inspection data to compute a multi-factor quality grade, tied to certification and token metadata.
- Integrates AI forecasting models to predict how current practices, climate trends, or soil health will affect future yield or quality.
- Forecasts risk or improvement areas for future certifications.
- Recommends adjustments to improve grading (e.g., drying time, fermentation practices, agrochemical reduction).

GRADING & QUALITY FORECASTING





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

Artificial Intelligence

C3 Market intelligence - Opportunity matching

Onor integrates AI-driven market intelligence to analyze supply, demand, pricing trends, and ESG preferences across global markets.

The system recommends ideal commercial opportunities for each certified batch and producer, helping close the gap between verified quality and market access.

- Monitors commodity trends, buyer requirements, sustainability premiums, and regional trade dynamics in real time.
- Identify high-potential producers for pre-financing or incentive programs.
- Tracks price fluctuations and ESG incentives by commodity type.
- Scores and ranks potential market channels for each certified producer.

MARKET INTELLIGENCE
OPPORTUNITY MATCHING





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D How It Works | The Certification Process



**For Farmers &
Producers**



**For Brands
& Consumers**



**For Onor
Certification**



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

How it works?

D1 For Farmers & Producers

D1.1 On-site Inspection Request

A producer, cooperative or local association applies for **Onor** certification.

D1.2 Physical & Analytical Inspection

Certified professionals visit the farm to evaluate:
Product quality - Environment - Socioeconomic factors

D1.3 AI Review & Data Validation

Onor's AI checks for inconsistencies, flags anomalies, and confirms data integrity across all inspection inputs.

D1.4 Certification Decision - Digital certification

D1.5 Optional Token Creation - Certified commodity





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How it works?

D2 For Brands & Consumers

D2.1 Sourcing Certified Batches

Brands or buyers search for **Onor**-certified producers with transparent quality and ESG credentials.

D2.2 Access to Certification Data - QR code

Through a secure portal / QR scan, they view: *Origin, authenticity, Farm practices, Social and ambient impact.*

D2.3 Purchase & Integration

Brands integrate the certified batch into their supply chain, marketing claims or ESG reporting.





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

How it works?

D3 For Onor Certification

D3.1 Data Capture - Timestamped Verification

All inspection findings are uploaded digitally at the moment of audit.

D3.2 AI & Smart Contracts Activation

Data is validated by AI; smart contracts determine certification approval or hold.

D3.3 Digital Storage & Tokenization

Certified reports are stored with Hedera File Service, and tokenization (via HTS) is triggered if applicable.

D1.4 Global Visibility - Digital certification

Mirror nodes make certification data public, traceable and interoperable with external platforms.





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

E The opportunity behind Onor

Trust infrastructure for sustainable markets

Onor creates opportunity where it matters most — at the origin. By verifying quality, sustainability and ethics directly in the field, it enables inclusive trade and regenerates trust across the value chain.

ONOR TURNS CERTIFICATION INTO AN INVESTABLE ASSET

CERTIFY. DIGNIFY. MULTIPLY

CORE BENEFITS



BRAND POWER



STRATEGIC PARTNERS





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

The opportunity behind Onor

E1 Core Benefits

Built to Deliver Verified Advantage

From higher margins for producers to full ESG traceability for buyers, **Onor** creates shared wins where others just audit.



Up to 35% higher income for certified producers

Certified producers gain access to premium markets, transparent pricing and direct buyer relationships. That means better margins and faster payments.



Real-time auditability and ESG compliance

Our blockchain-backed system ensures every data point is verifiable and accessible. Brands, investors and regulators can track sustainability metrics.



Modular design, scalable across geographies and commodities

Whether it's cacao in Ghana, coffee in Colombia or cotton in India, Onor adapts. Its modular certification and traceability system can be tailored by region, crop or community.

CORE BENEFITS



Intelligence,
transparency and
impact come
together to generate
real-world value
across the chain.



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

The opportunity behind Onor

E1 Core Benefits



Trust at Origin

Inspections, AI, and blockchain build unmatched transparency and traceability.



Premium Market Access

Producers gain up to 30–35% higher value for certified commodities.



Compliance-Ready

Aligns with ESG, EU Deforestation Law, Carbon Credits, and more.



High Impact

Improves lives, protects ecosystems, and elevates product integrity.



Differentiated Through Intelligence & Technology

Combines AI, physical inspections, and blockchain in one unified protocol.



Scalable & Modular

Built on the Hedera ecosystem to scale globally, token by token.



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

The opportunity behind Onor

E2 Brand Power

Consumers want honesty. Retailers want traceability.

With **Onor**, every certified product is a door to your brand's ethics, transparency and human connection. The new luxury isn't exclusivity. It's truth you can trace.



Custom QR Campaigns with Emotional Storytelling

With Onor, your packaging becomes a portal. A simple QR code connects consumers to the people, places and practices behind what they're buying.



Digital Experiences That Show Your Real-World Impact

From microsites to interactive maps and mobile dashboards, we help you showcase your ethical impact with clarity and creativity.



Premium Positioning Through Visible Ethical Leadership

The **Onor** seal is more than validation — it's a signal of trust, quality and leadership. And in a market overwhelmed by noise, visibility with integrity is the sharpest edge you can have.

BRAND POWER



**Authenticity,
emotion and ethics
combine to strengthen
brand loyalty across
conscious global
markets.**





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

The opportunity behind Onor

E2 Brand Power



QR Transparency Campaigns

For ethical brands that want to tell the full story of their certified cacao, coffee or tea.



Data-Driven Impact Reports

Certification dashboards for partners and CSR communication.



Certified by Onor Seal

Licensing and visibility as a brand enhancer for traceability-led businesses.



Web Experience for Consumers

Interactive microsites connected to QR codes with producer profiles, impact metrics and environmental data.



Sustainability Activation Kits

For retailers or partners to engage audiences around traceable, ethical sourcing.



Co-branded Campaigns

Collaborative content with certified brands highlighting their verified sourcing journey.



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

The opportunity behind Onor

E3 Strategic Partners

Co-Building the Future of Ethical Trade

We partner with logistics firms, governments, fintechs, agritechs and institutions to expand what's possible.



Alliances for Sustainable Agricultural Improvement

We collaborate with agri-input companies and soil health innovators to elevate commodity quality, regenerate land and improve farming resilience natively.



Collaborations in Regenerative Commodity Models

We co-develop smart certification systems for impact-driven partners. From carbon-linked tokens to agroforestry traceability, bringing circular models to life.



Institutional Pilots and Public Policy Innovation

Onor works with governments and organizations to build scalable, transparent tools for ethical trade. Together, we prototype the infrastructure of a fairer economy.

STRATEGIC PARTNERS



Technology,
collaboration and
purpose align to build
scalable systems for
ethical and regenerative
commodity trade.



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

The opportunity behind Onor

E3 Strategic Partners



Traceability-as-a-Service

Enable brands and platforms to integrate Onor's certification layer into their own supply chains.



Carbon & Impact Tokenization

Create tradable assets linked to regenerative practices and verified impact.



Marketplace Integrations

Connect Onor-certified commodities to e-commerce, DeFi and B2B platforms.



Supply Chain Infrastructure Partnerships

Collaborate with logistics, agritech, and compliance platforms to complete the certified ecosystem.



Research & Academic Alliances

Collaborate on sustainability impact studies and AI development for agriculture.



Pilot Programs with Governments

Co-develop national standards or incentives based on the Onor protocol.



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

F How Everyone Wins | Across the Ecosystem





THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

How everyone wins | Across the Ecosystem

F1 For Farmers & Producers

- 32%** Average increase in income for producers with certified batches, compared to non-certified market rates.
- 78%** Of producers report faster access to premium buyers within 3 months of certification.
- 62%** Reduction in product rejection due to improved quality standards and AI-based recommendations.
- 2.6x** More likely to receive regenerative or impact-based incentives when tied to tokenized certification.
- 85%** Of certified producers gain direct traceability via QR codes — increasing visibility and buyer trust.



**EMPOWERING
PRODUCERS
THROUGH VERIFIED
FAIRNESS**



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

How everyone wins | Across the Ecosystem

F2 For Investors

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**EMPOWERING
PRODUCERS
THROUGH VERIFIED
FAIRNESS**



THE SMART CERTIFICATION FOR ETHICAL COMMODITIES

How everyone wins | Across the Ecosystem

F3 For Certification System

- 32%** Average increase in income for producers with certified batches, compared to non-certified market rates.
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**Onor is the
future of fair trade.
Be part of it.**



onor

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<https://onorcertified.com>