BLOCKCHAINS

REIMAGINE EVERYTHING. EMPOWER EVERYONE.

Vocabulary

block·chain

A digital record of transactions. The name comes from its structure, in which individual records, called blocks, are linked together in a single list, called a chain. Each interaction added to a chain is validated and time- and date-stamped, preventing the information from ever unknowingly being manipulated, cheated, or hacked.

ec·o·sys·tem

A personal digital universe of trusted interactions, transactions, and engagements between a human being and their cohorts, or systems, machines, and/or things for a specific reason.

pro·sumer phi·los·o·phy

An approach to business that prioritizes protecting the individual over corporate profits.

trust

The attested-to verification and confirmation of proof needed to establish the credible digital identity of an individual, things, and devices.

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Blockchains

Empowering and protecting individuals in the digital world

Prosumer philosophy

Digital customer experience focused

Identity-first

Mobile-first

Dedicated to standards and interoperability

Triple Bottom Line Business Model

Society

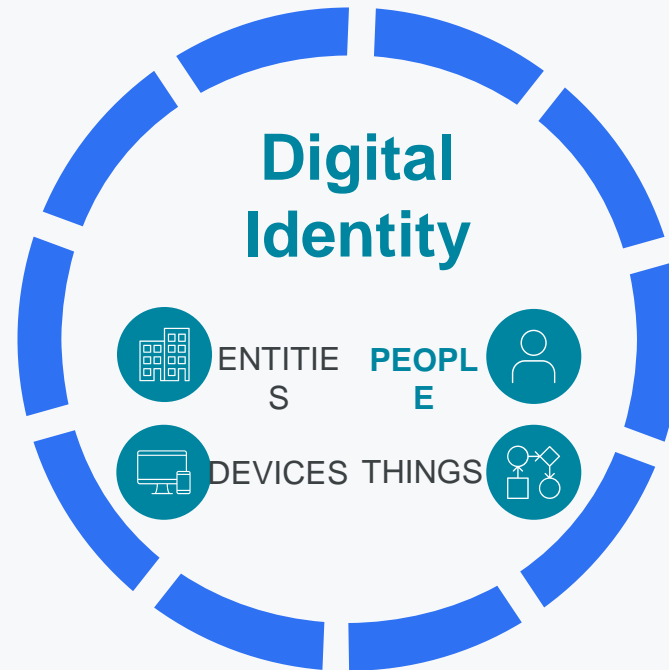Environment

Economics

Triple Bottom Line Business Model

SUSTAINABILITY

Society

Environment

Economics

Digital Identity

ENTITIES **PEOPLE**

DEVICES **THINGS**

HEALTHCARE
For users to access insurance, treatment, to monitor health devices, wearables; for care providers to demonstrate their qualifications

CRITICAL RESOURCES
To monitor devices and sensors transmitting data, such as energy usage, air quality, traffic congestion

FINANCIAL SERVICES
To open bank accounts; to carry out online financial transactions

TELECOMMUNICATIONS
For users to own and use devices; for service providers to monitor devices and data on the network

FOOD AND SUSTAINABILITY
For farmers and consumers to verify provenance of produce; to enhance value and traceability to supply chains

Digital Identity

ENTITIES   PEOPLE

DEVICES   THINGS

E-GOVERNMENT
For citizens to access and use services; file taxes, vote, collect benefits

TRAVEL AND MOBILITY
To book trips; to go through border control between countries or regions

SOCIAL PLATFORMS
For social interactions; to access third-party services that rely on social media logins

EDUCATION
To access services; to demonstrate academic credentialing for enrollment

E-COMMERCE
To shop; to conduct business transactions and secure payments

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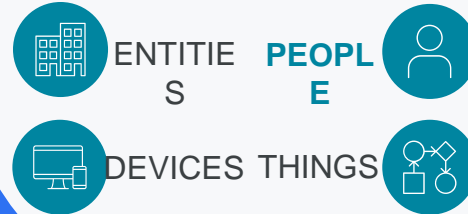**FOOD AND SUSTAINABILITY**
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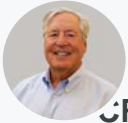**HEALTHCARE**
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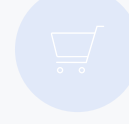For farmers and consumers to verify provenance of produce; to enhance value and traceability to supply chains

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What's the Problem?

Today's digital identity solutions prioritize the protection of the company over the individual's basic human right: own their personal identity.

Perceived deliberate misuse

Security failures

Technology failures

What's the Solution?

Decentralized <u>blockchain-based</u> digital
identity that
<u>prioritizes the protection of the</u>
individual.

Return control and
ownership of personal
data to the prosumer
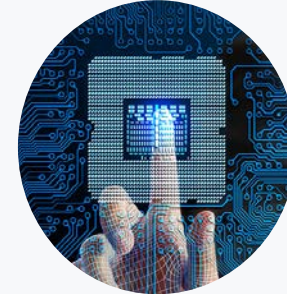
Protect user privacy

Value Proposition: Enable Trust in the Digital World

TRUST in IDENTITY

Make relevant identity data digitally available that is required to build trusted relationships between businesses, individuals, and things.

TRUST in DATA

Establish trust in data and value exchanged between identities for use as the basis of digital business processes.

TRUST in TRANSACTIONS

Foster multi-party business models by providing services to monitor, coordinate, and settle interactions between identities.

Value Proposition: Enable Trust in the Digital World

DIGITAL IDENTITY

Ownership   Verifiable Credentials   Services Platform

Digital ID

Decentralized IDentifiers (DIDs)

ID App:
Biometric single sign-on
Attestation framework

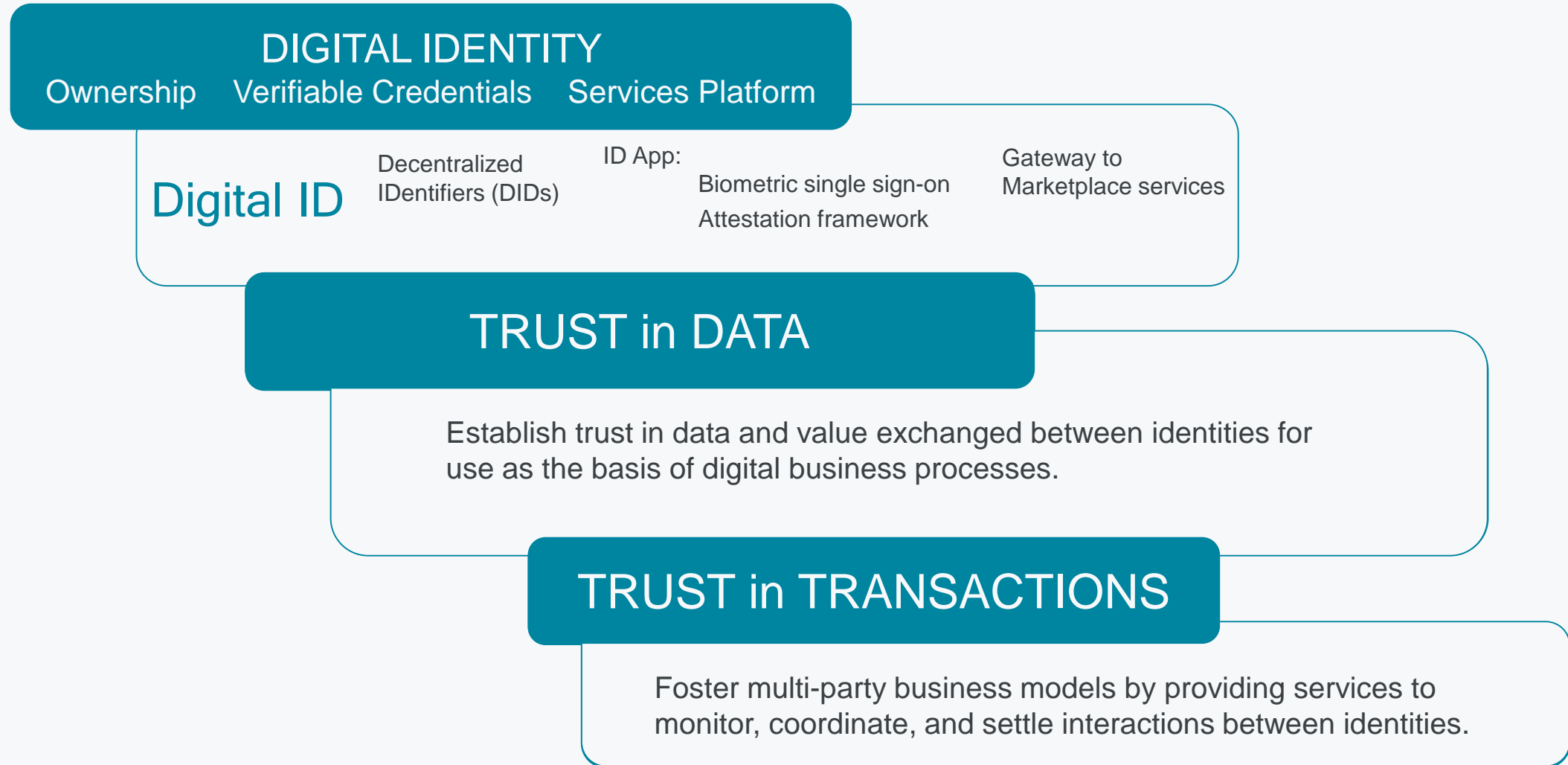Gateway to Marketplace services

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DIGITAL ASSETS
Storage   Controlled Engagement   Transfer Value

Digital Wallet
Digital ID
Cryptocurrency
Digital assets
Secure key management tool

Storage Vaults
Custodial managed keys
Hot/cold storage
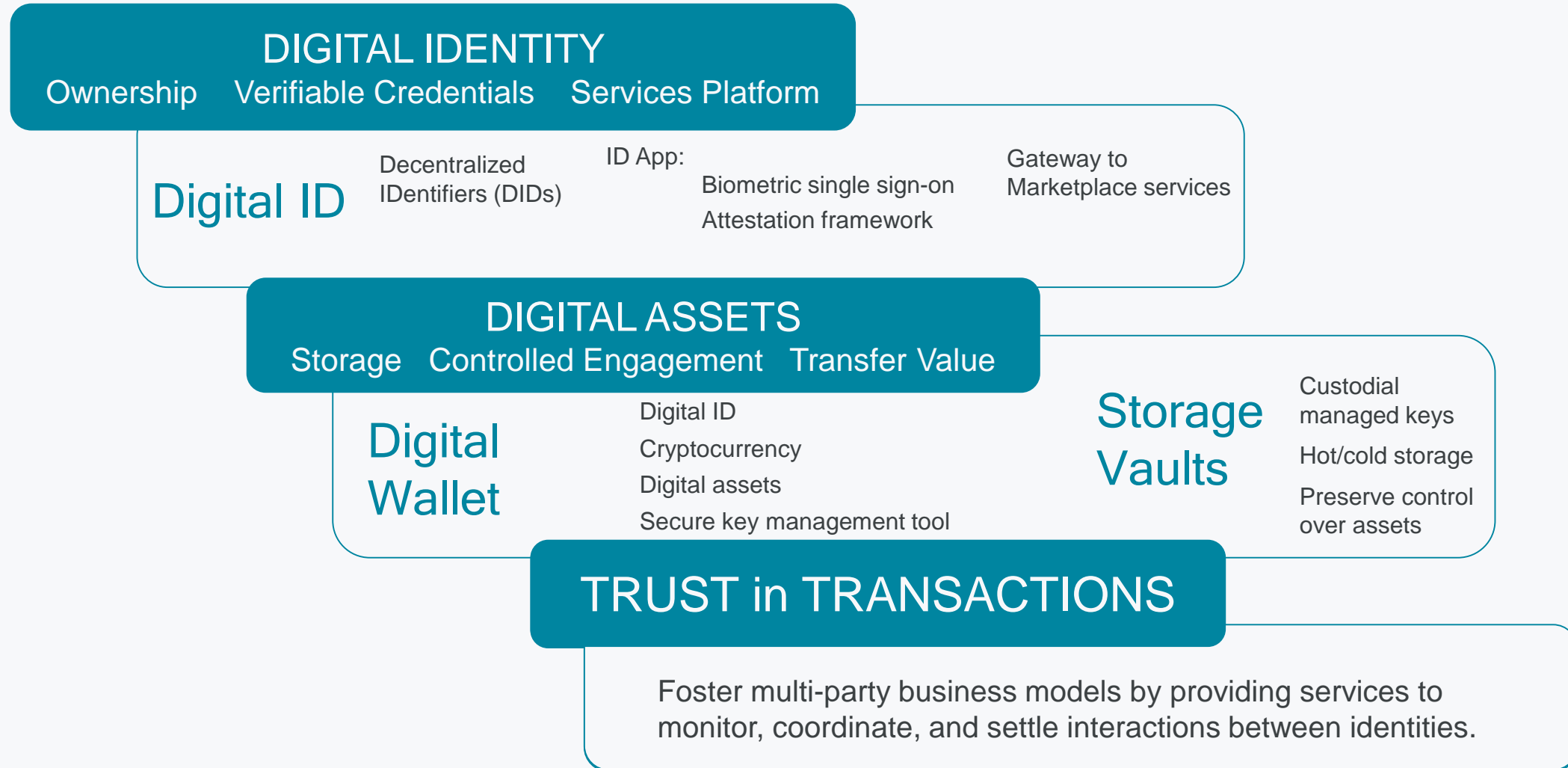Preserve control over assets

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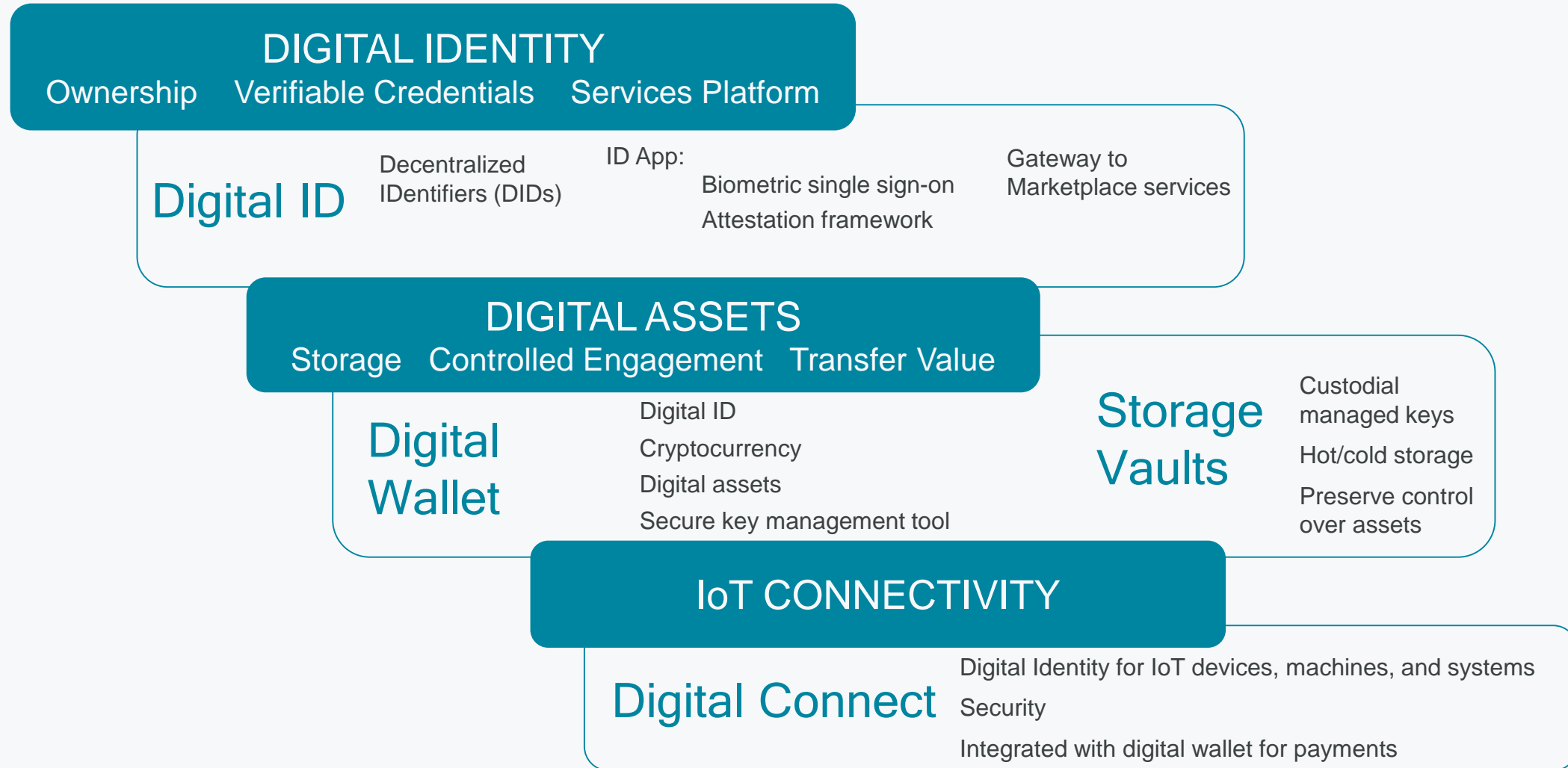
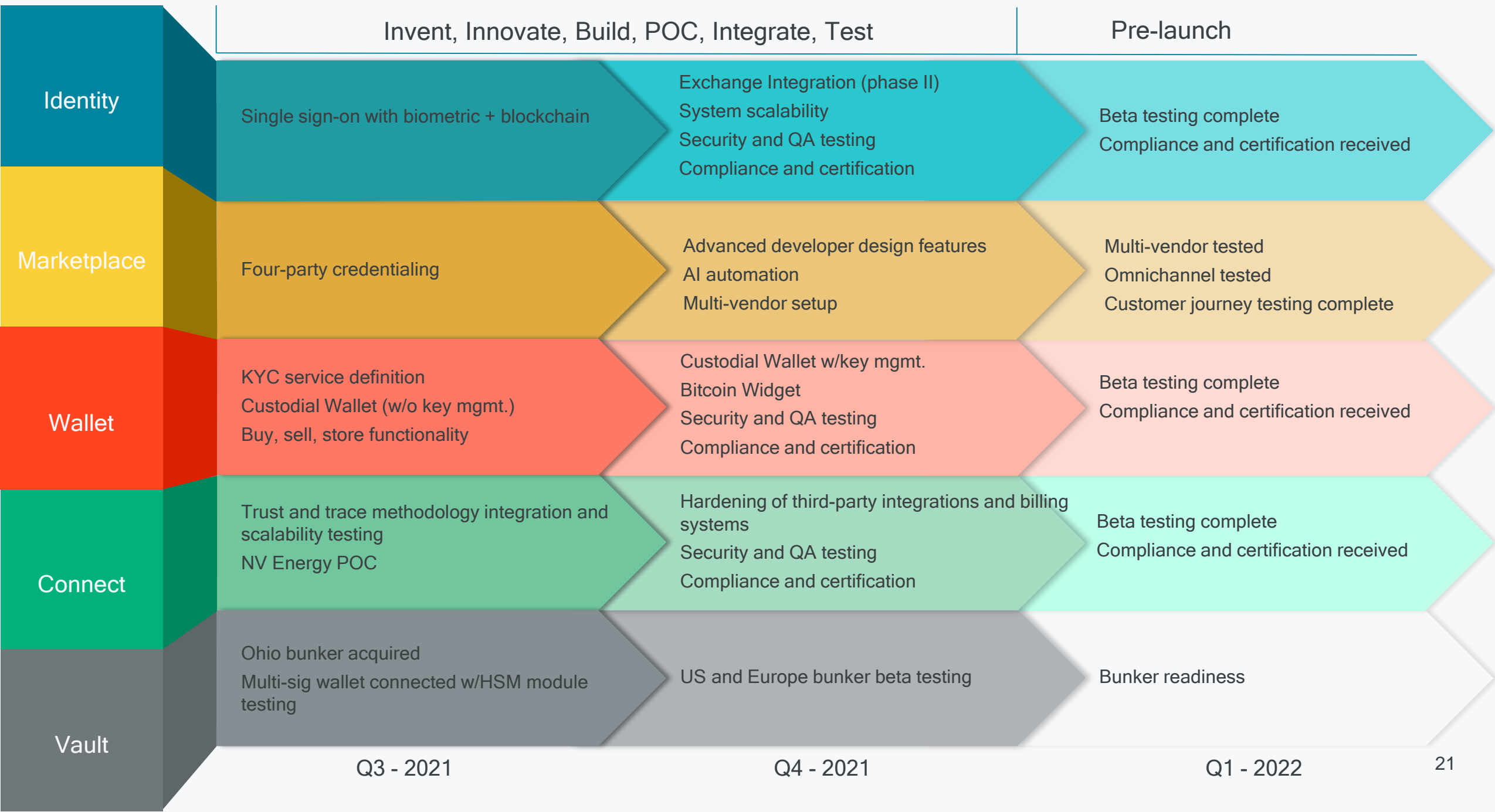# Value Proposition: Enable Trust in the Digital World

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Digital assets
Secure key management tool

Storage Vaults
Custodial managed keys
Hot/cold storage
Preserve control over assets

IoT CONNECTIVITY

Digital Connect
Digital Identity for IoT devices, machines, and systems
Security
Integrated with digital wallet for payments

Collaboration Community/POC Highlights

Commitment to Global Standards & Interoperability

Competitive Landscape

Competitor	Blockchain DID	IoT Connect	Open SDK	Digital Wallet	Blockchain-based Marketplace	Blockchain-based Real World Showcase	Blockchain Infrastructure Solutions	Vaults	Prosumer	Enterprise
Blockchains	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Consensys (MSFT)	✔	✔	✔	✔		✔	✔			✔
IBM	✔	✔	✔	✔			✔			✔
Evernym	✔	✔	✔	✔			✔			✔
Jumio	✔	✔	✔	✔			✔			✔
Intel	✔	✔	✔	✔						✔
Okta	✔	✔	✔	✔						✔
Cisco	✔	✔	✔	✔			✔			✔

This is **Blockchains**

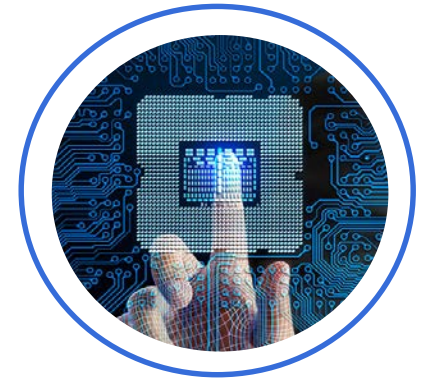Holistic blockchain-based digital identity

Let your customers trust that you value their personal data

No need to rip and replace!

Dedicated to interoperability and the global standards

Empowering and protecting individuals in the digital world

Thank You