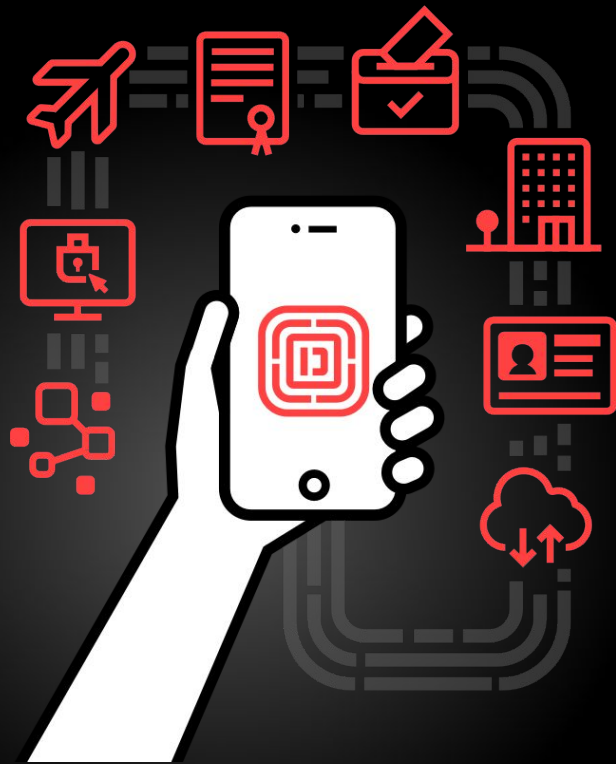




RECLAIM YOUR DIGITAL IDENTITY WITH
CONVENIENCE, SECURITY AND PRIVACY

lifeID is the open-source, tokenized,
blockchain protocol and platform for
self-sovereign identity



In 1995, Yahoo jumpstarted the modern internet by identifying and indexing the content of the world wide web. Today, 23 years later, almost every American and half the world uses the internet.

But there is a huge problem preventing the internet from working for everyone... the problem of owning and controlling our **Digital Identities**.

lifeID solves this problem with a revolutionary approach to self-sovereign digital identity

The lifeID Protocol and Platform



The New Yorker - July 5, 1993

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What's Wrong with Digital Identity?

PROBLEM #1

Identity theft and fraud are costing BILLIONS

Centrally stored personal data are honeypots for hackers & liabilities for organizations

Businesses need to prepare for GDPR compliance and penalties

This occurs because users don't control their digital identities for themselves.

16.7M

Individuals were affected by ID theft in 2017

8%

Of online retailers annual revenue spent to prevent and manage fraud

4%

Of a company's global revenue could be fined for violating GDPR

\$16.8

Billion stolen last year using identity fraud

PROBLEM #2

Identity in the online world

Current **username and password** methods simply **DON'T WORK**

Security is a major concern, but not fixed yet

Censorship is a global problem

Self-sovereign identities give users password-free access with convenience, security and privacy

130

Number of accounts associated with one email

27

Average number of passwords per person

37%

Of people forget their password weekly

47%

Of U.S. adults had their information exposed by hackers in 2014

58%

Discouraged from creating a new account due to a password

2

Factor authentication does not fix password risks

PROBLEM #3

Identity in the real world

Physical identification cards are
cumbersome and out of date



Self-sovereign identities allow
users to identify themselves
without physical ID cards

\$22

Average cost to replace ID
card on college campus

1000

Purses or wallets are
lost or stolen every 2
minutes in the US

110 hours

The time most people spend
replacing credit and debit cards
from lost/stolen wallet

How **lifeID** Solves Digital Identity for Business, Institutions and Users

lifeID for Business & Institutions



1. De-risks centralized identity data liability, e.g. Yahoo, Equifax, Experian, Target...
2. Enables faster, cheaper, more trusted user onboarding
3. Drastically reduces fraud prevention costs
4. Solves GDPR compliance for identity
5. Increases efficiency and reduces costs by replacing repetitive transactions with established, re-usable verified claims

lifeID for Users



1. Finally eliminates usernames & passwords
2. Eliminates repetitive transactions using established, re-usable verified claims
3. Enhances data privacy by reducing shared information to the minimum required per transaction
4. Replaces physical identification cards with lifeID-powered apps
5. Enables opt-in data sharing to monetize personal data

Market Size



Spent on Password Managers Annually



Identity and Access Management Systems



Spent on Physical Identity Cards (US)



Total IoT Market for device identities

lifeID Protocol & Platform

Tokenized, open-source identity protocol, SDK and biometric app to easily establish, manage and access your identity in your digital and physical world

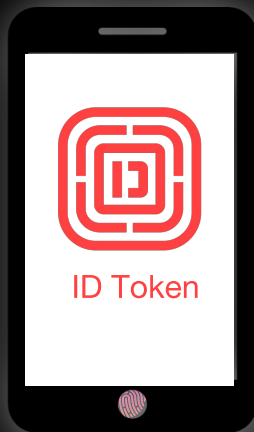
1. lifeID Identity Protocol
2. lifeID Web 2.0 Bridge Layer
3. lifeID Mobile App
4. lifeID SDK
5. lifeID ID Token

lifeID Platform



lifeID

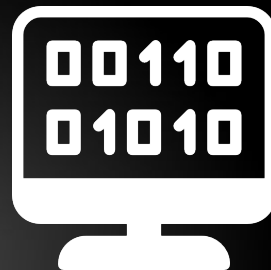
Identity Protocol + SDK



lifeID App with biometric verification



Digital World



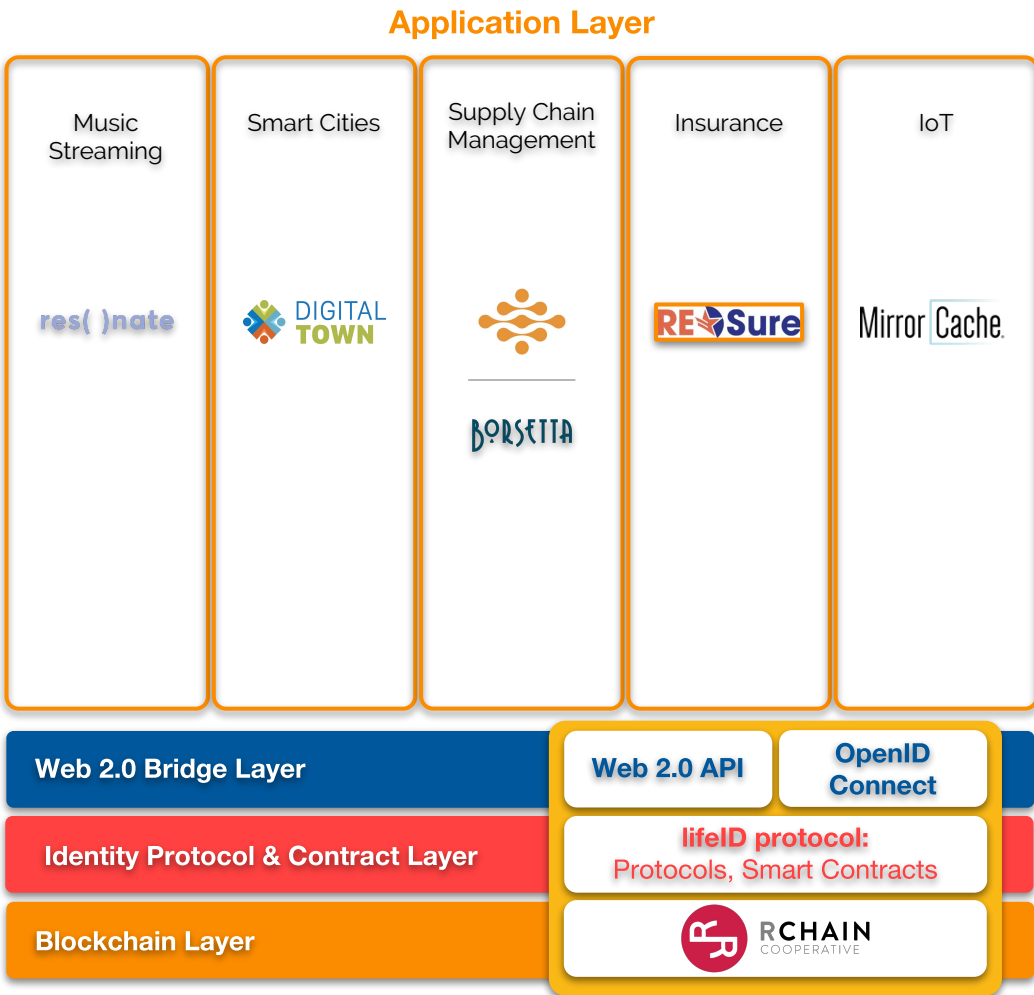
Physical World



lifeID Open Ecosystem

lifeID is the identity layer of a robust, growing RChain ecosystem of B2C and B2B solutions

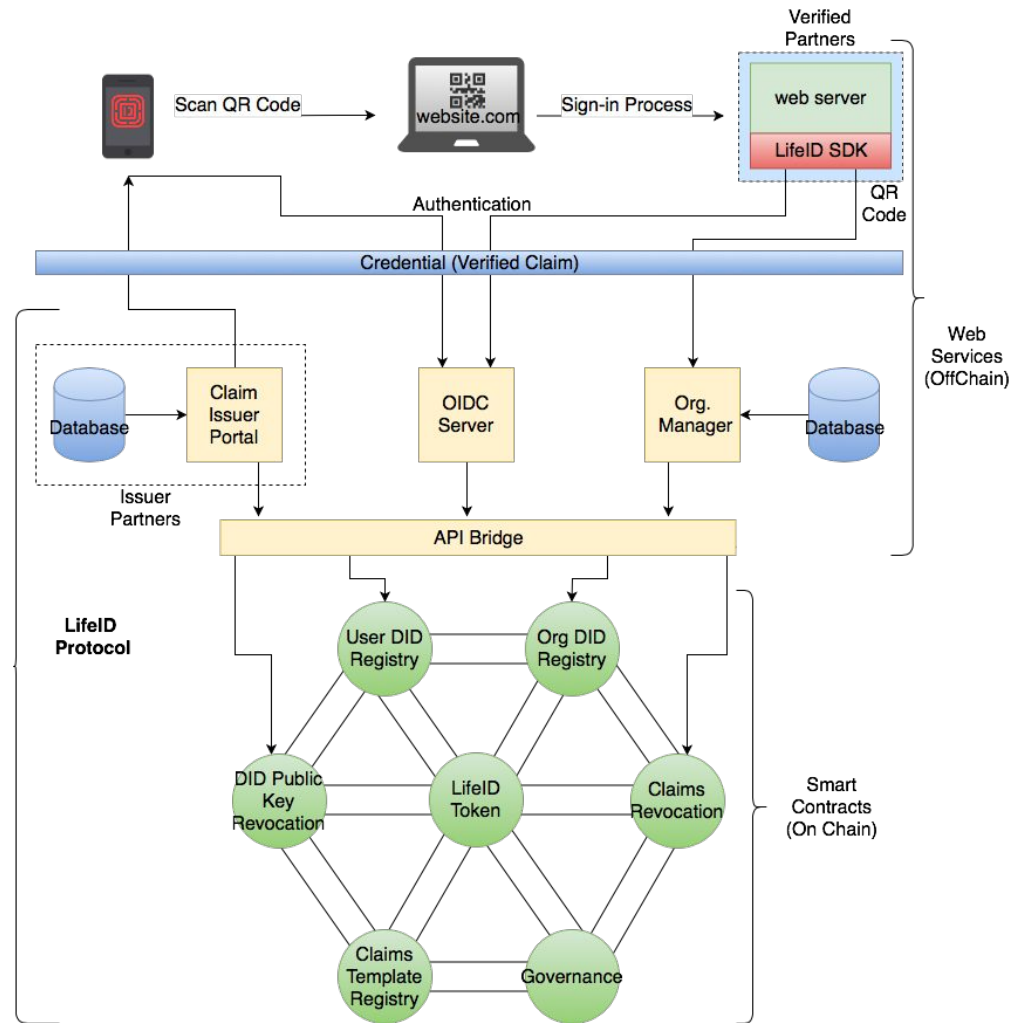
The goal of the protocol is to be the turnkey self-sovereign identity solution for global identity



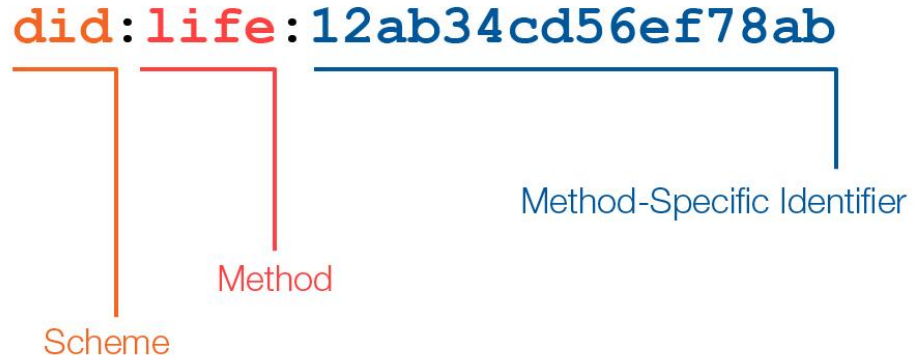
How the lifeID Identity Protocol Works

- lifeID Protocol & Platform Architecture
- Decentralized Identifiers
- Token Value Flow
- Web 2.0 to 3.0 Bridge
- New User Onboarding
- Mobile App Alpha

lifeID Platform Architecture

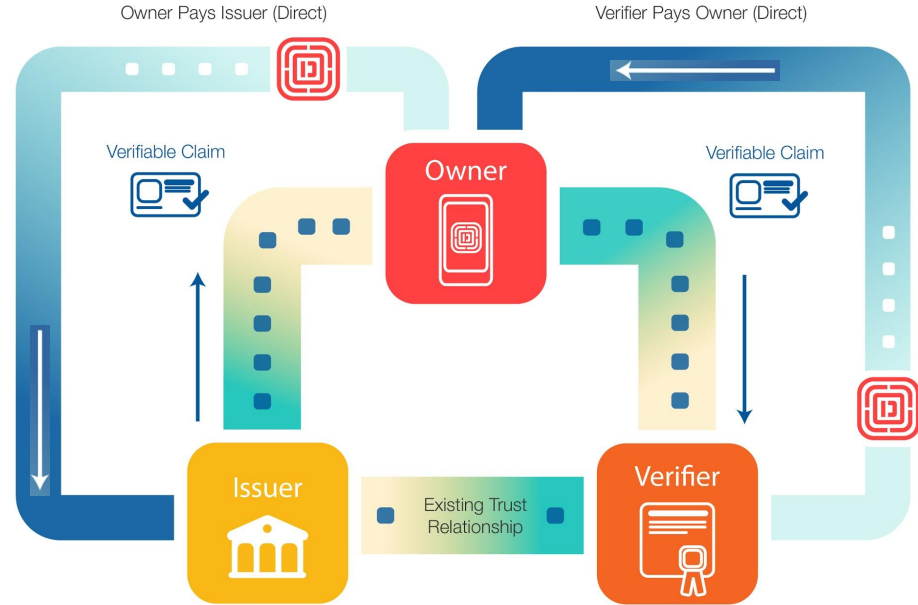


Decentralized Identifiers (DIDs) are the foundational standard for Decentralized Identity

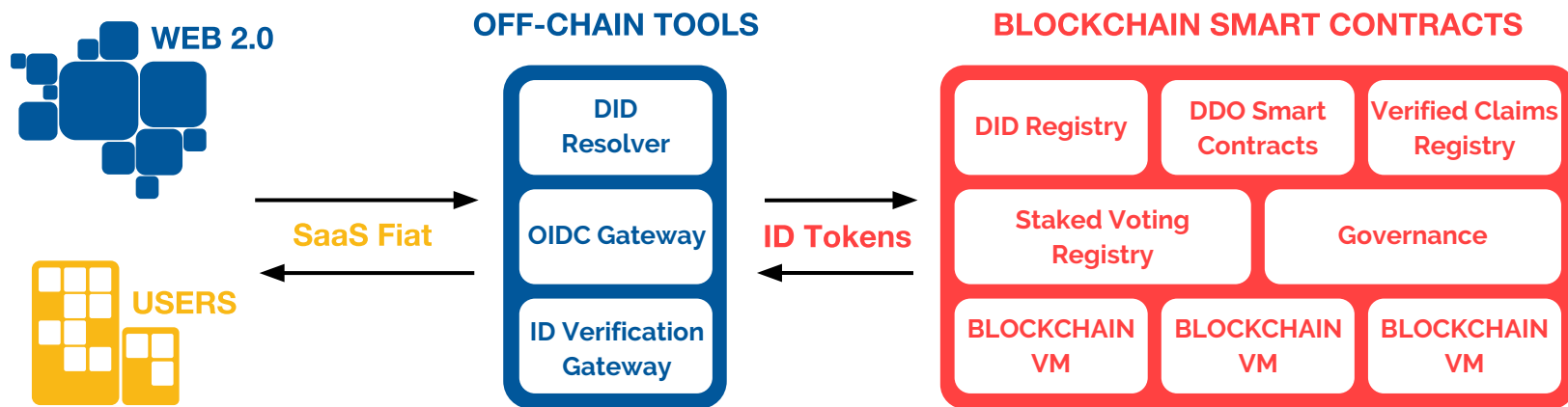


lifeID is **one of a few** organizations shaping the DID specification standard for decentralized identity

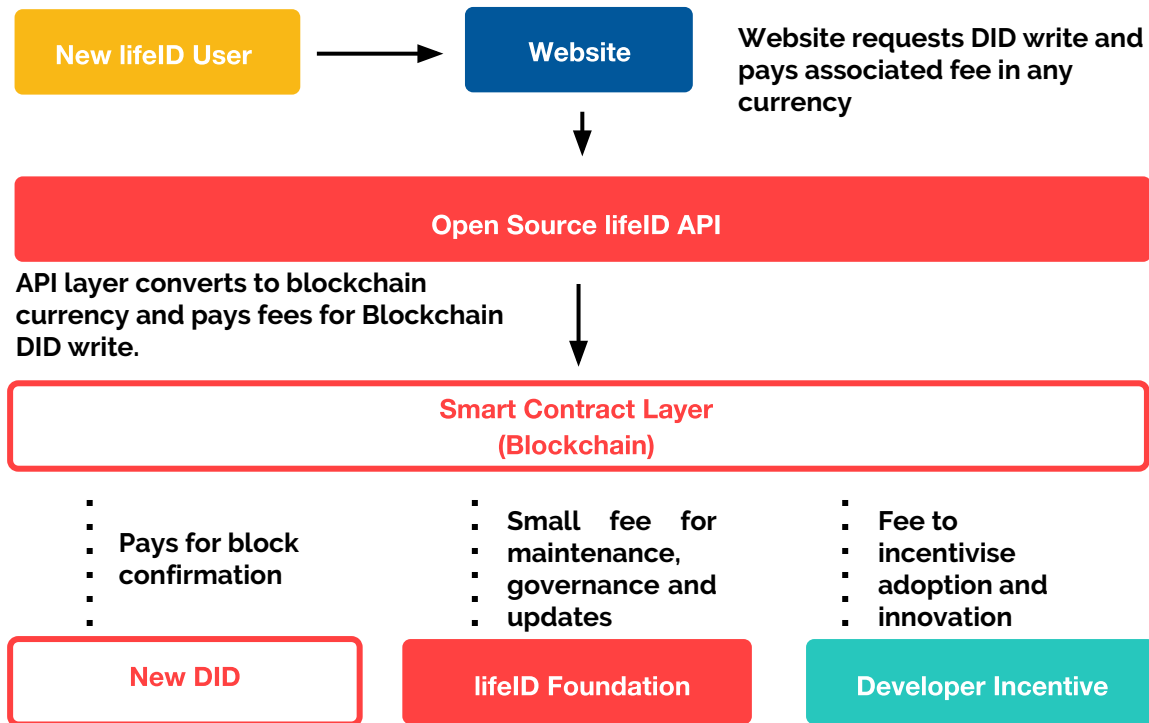
Token Value Flow: Verified Claim Transaction



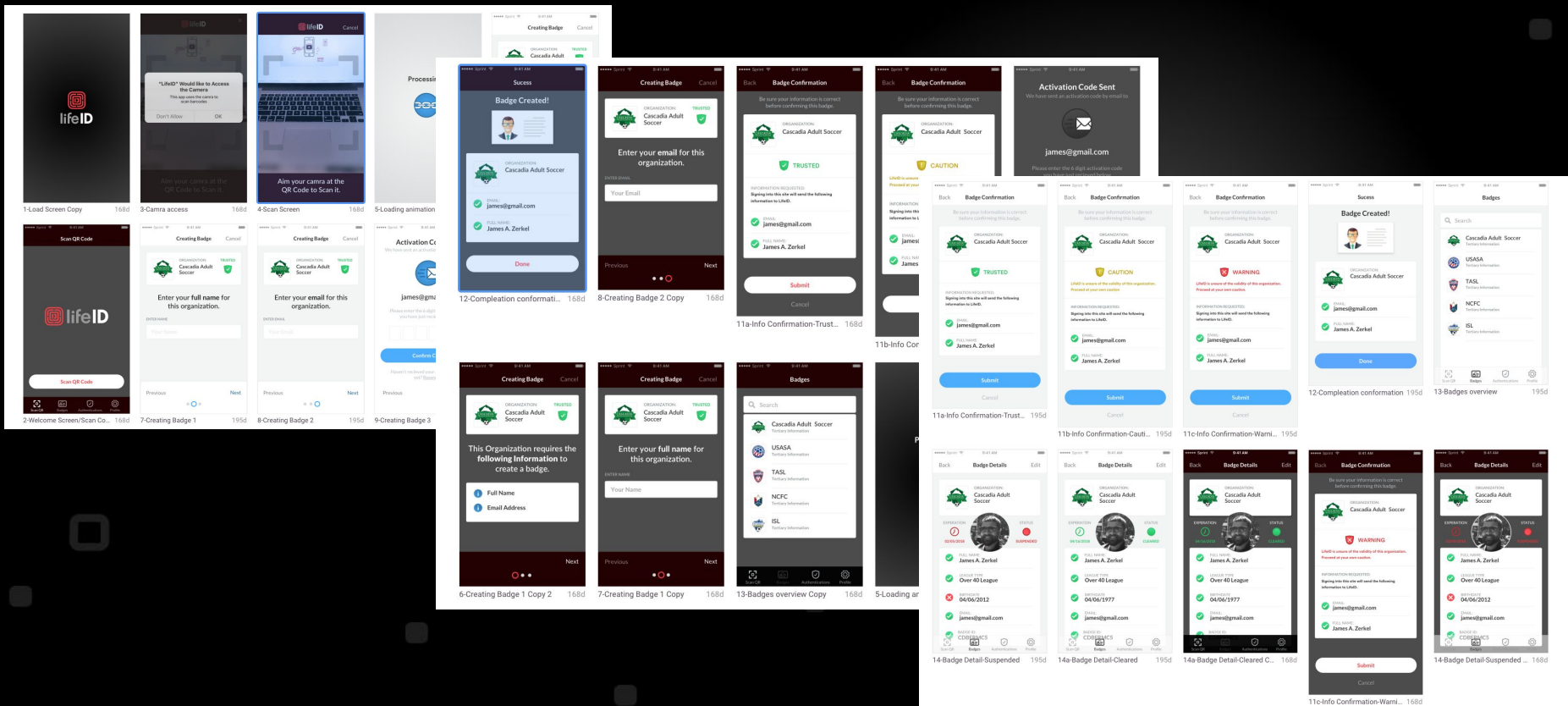
Bridging Web 2.0 Users to Web 3.0 Blockchain-based Identity



New User Onboarding



lifeID Mobile App Alpha



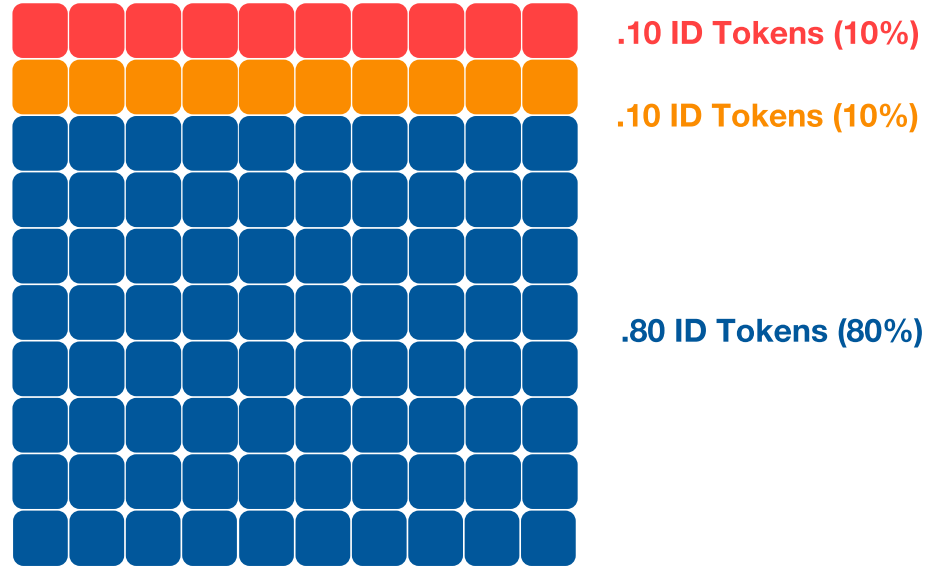
lifeID Foundation Business Model

Identity Network Protocol

Transaction Fees

lifeID Protocol Transaction Fee Schedule

The lifeID Foundation will be funded by token transaction fees distributed to participants as incentive for using and building apps on the lifeID Protocol & Platform



lifeID Foundation



Underlying Blockchain
Transaction Cost



Software Developer

Protocol Tokenomics

Why **lifeID** is designed with a native ID Token
Tokens are used for

- Paying for the lifeID Identity Protocol Service
- Participating in lifeID Protocol Platform Governance
- Staking ID Tokens to Access the Identity Service

- Tokens are a requirement for decentralization
- Tokens capture the value of the protocol as the network grows
- Tokens incentivize network effects and stabilize user volatility

*"A blockchain solution without an **economically valuable token** reduces to a centralized system or database."*

- Dhruv Bansal, Unchained Capital

Value of Native Tokens

TCP/IP & SSL Protocol Analogy



TCP/IP & SSL created by researchers, not companies

- TCP/IP & SSL are the foundations of the internet, unlocking untold economic value
- Open-source with global volunteers maintaining the code
- **But without a native token, value accrues to companies** like Google, Facebook, Amazon, etc. that build on top of these protocols, **not to the protocol creators and maintainers**

In an open-source, tokenized protocol model, a large chunk of the economic value accrues to the protocol creators and contributors.

Value of Native Tokens

The Ethereum Analogy



CURRENCY: Native Tokens are the network currency

- Access to network is paid in the native Ethereum token, Ether
- Contributors are paid in native Ethereum tokens
- Ether are easily converted to other assets via exchanges

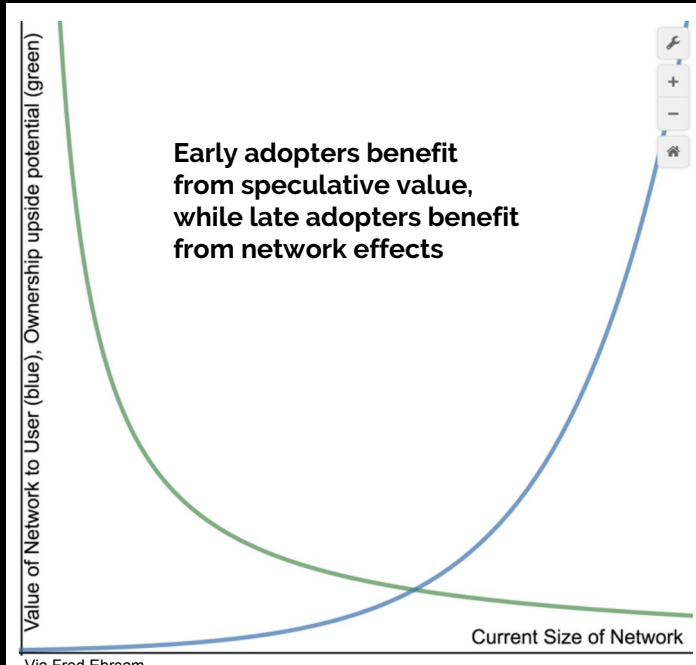
COORDINATION: Native Tokens act as economic incentive that benefits all network participants

- Ethereum can be thought of as a “corporation” that hires workers (miners) in competition for the block reward
- Blockchains use native tokens to incentivize participants (“hire workers”) around the world
- Token networks remove internal network competition, aligning network participants towards network growth and token appreciation

Native Tokens embody powerful incentive features with profound implications for human coordination & economics

Native Tokens

Incentivize Network Effects



- **Native Tokens**
 - ◆ Capitalize future platform growth
 - ◆ Accelerate adoption via feedback loops
 - ◆ Reduce user-base volatility
- **Token price increases non-linearly** with platform productivity and network size
- **Tokenized models produce explosive growth** of user base after an initial period of dormant adoption
- **Tokens derive value as an asset with limited supply that users hold to derive value only available with the protocol.** In other words, the value is in the transactions exclusive to the network, i.e. lifeID Identity Protocol transactions

ID Token Supply

Mechanisms for Managing Scarcity & Value

Staking

Users and organizations stake ID Tokens to participate in governance & to access web 2.0 gateways

Lockup & Vesting

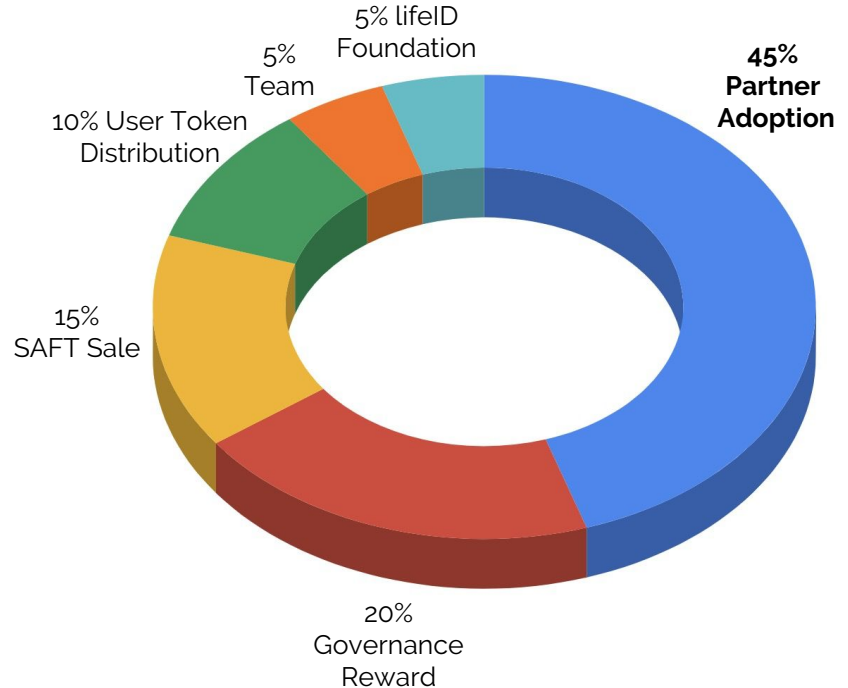
Team: 12-month lockup (equal monthly unlocking)

Governance Reward: 72 months (equal monthly vesting)

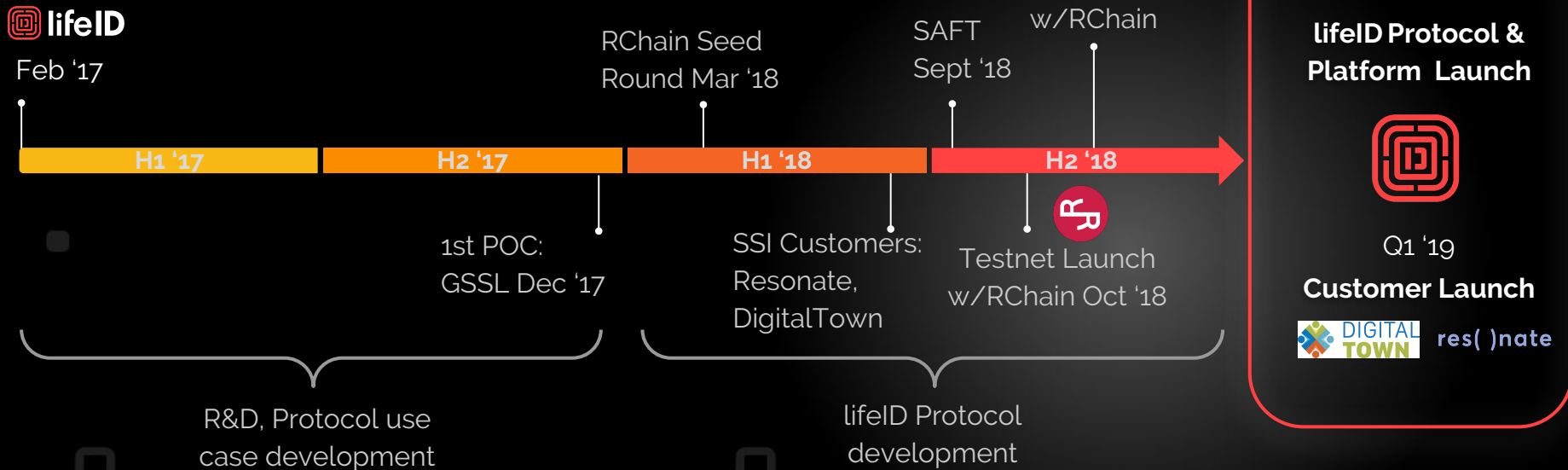
lifeID Foundation: 72 months (equal monthly vesting)

Partnership Adoption: 48 months (equal monthly vesting)

Total ID Tokens: 1 Billion

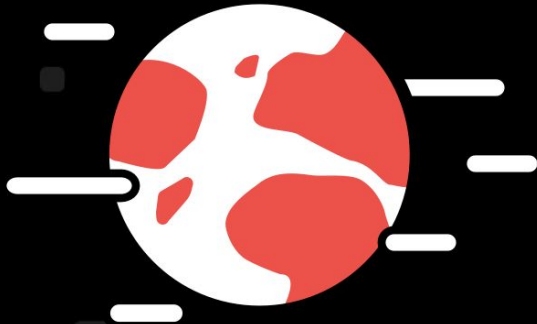


lifeID Timeline & Traction





**The future of
global identity**



Global, National & Regional Identity

We are working with partners & customers to make the lifeID Identity Protocol central to large segments of economic activity across sectors

- Web Authentication for global platforms
- International coops, clubs and community networks
- Identity for Voting systems
- Identity for end-to-end Supply Chains
- Global identity ecosystems for music, agriculture, smart cities, insurance, finance
- Developing-world use-cases: unbanked, refugees, emergency management, etc.

Comparison of **lifeID** to Current Solutions

					
Tokenized Protocol	✓	✓	✓		
APIs for Web 2.0 Integration	✓			✓	✓
Open-Source	✓		✓		
Public, Permissionless blockchain	✓				
PII Ownership & Portability	✓		✓		
User-owned and governed platform	✓				



Chris Boscolo
CEO & Chief
Architect
`/chrisboscolo/`



Jon Ohrt
Lead Developer



Tyler Boscolo
COO



Seth Bailey
Full Stack Developer



Joshua Shane
CMO



Alex Ortiz
Chief Blockchain
Evangelist



Claire Kantner
UX Designer



Arman Sayyadi
Developer and
Mathematician



Thank you!