

# CHOICE iD: Redefining Digital Identity for the Trustless Web

A decentralized identity and reputation protocol designed for verifiable, privacy-preserving, and inclusive human data on-chain.



# The Problems

## IDENTITY IS THE ACHILLES HEEL OF WEB3

No interoperable standard for identity across platforms and chains

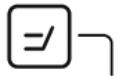
Lack of verifiable, privacy-preserving reputation systems stalls decentralized innovation

Marginalized groups are excluded by legacy credentialing systems

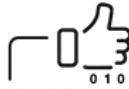
Over 90% of users worry about how their data is stored, and 20–33% abandon onboarding due to friction. Identity fragmentation and centralization risk undermine the vision of a truly user-owned web.

# The Solution: CHOICE-iD

**CHOICE-ID: SELF-SOVEREIGN IDENTITY AND MODULAR, VERIFIABLE REPUTATION FOR WEB3 AND BEYOND.**



Verifiable credentials for real-world & Web3 identity (education, experience, social proof)



On-chain reputation that evolves with human interaction



End-to-end privacy with ZKPs and selective disclosure



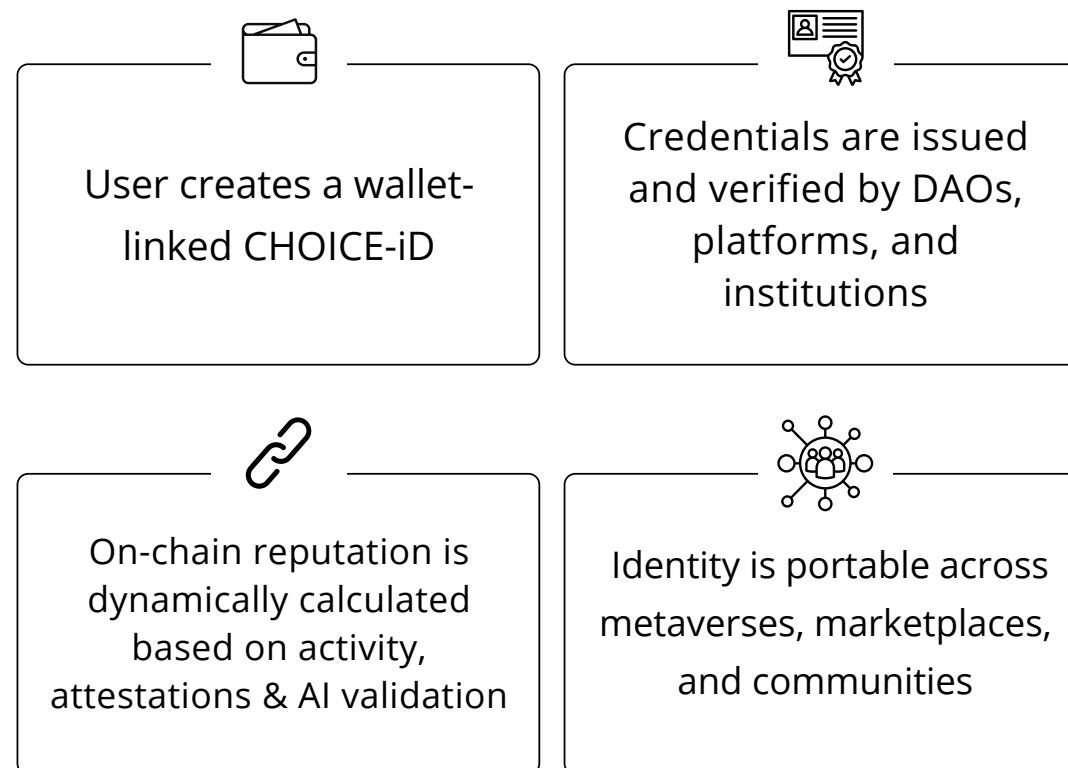
Designed to accelerate adoption across diverse, decentralized ecosystems

Powered by:

DID & VC standards  
Zero-Knowledge Proofs  
On-device AI & AR/XR interfaces

# Product Demo / Visual

## HOW CHOICE-ID WORKS



# Market Opportunity

**POSITIONED AT THE INTERSECTION OF IDENTITY, AI, AND WEB3**

**4.2B+**

Internet users need secure  
digital identity.

**\$70B+**

Market for decentralized and  
digital identity by 2030.

**\$20B+**

Spend projected on AI-integrated  
credentialing and background  
verification.

CHOICE-iD targets:

DEI/HR tech

Web3 platforms

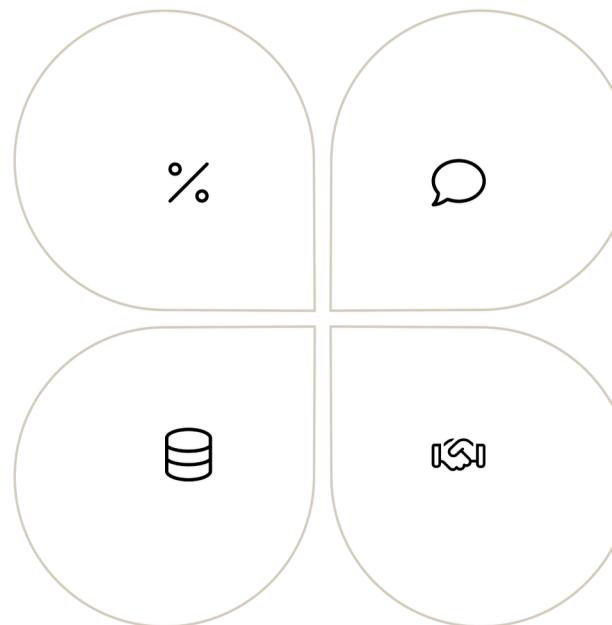
Education & credentialing

Reputation-based access in DeFi, DAOs, and gaming

# Business Model & Monetization

## MULTI-LAYER MONETIZATION STRATEGY

**Transaction Fees**  
0.5–1% fee per on-chain credential update.



**AI & Analytics Add-ons**  
Custom intelligence modules for partner platforms.

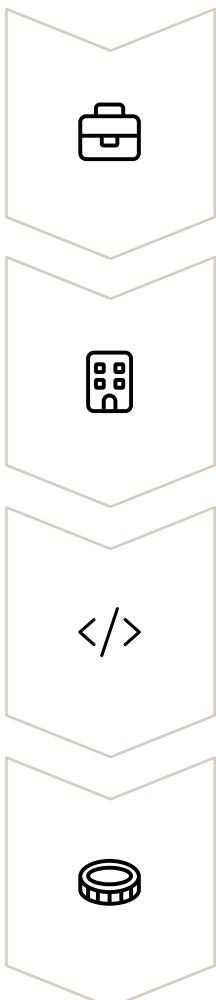
**SaaS & Credentialing**  
\$10–\$100/mo per institution for credential issuance & identity APIs.

**Protocol & Token Economy**  
Native token for staking, curation, governance, and credential assurance.

**Marketplace Revenue**  
5–10% commission on placement, hiring, and DAO bounties.

# Go-to-Market & Ecosystem

## STRATEGIC ENTRY + SCALABLE ADOPTION



Leverage reputation to enable job matching, DAO voting, and social access.

Start with values-aligned DAOs and digital credentialing partners.

Integrate with platforms already issuing badges, certificates, and roles.

Open-source modules and token incentives for developers and node validator.



# Competitive Landscape

PLATFORM	DID COMPLIANCE	REPUTATION ENGINE	PRIVACY-FIRST	AI/AR READY
CIVIC				
WORLDCOIN				
BRIGHTID				
CHOICE-ID				

# Team & Vision



**ALEXANDER ALEKSASHEV-  
ARNO**  
Founder of CHOICE  
Human-Centric Researcher



**BART VAN MAARSEVEEN**  
AI engineer with deep  
learning & blockchain  
expertise



**DR. MARTHA BOECKENFELD**  
CEO, EX-Metaverse  
Academy, global speaker on  
tech & inclusion



**CHRISTOPHER SICURELLA**  
Community Council  
AI Artist

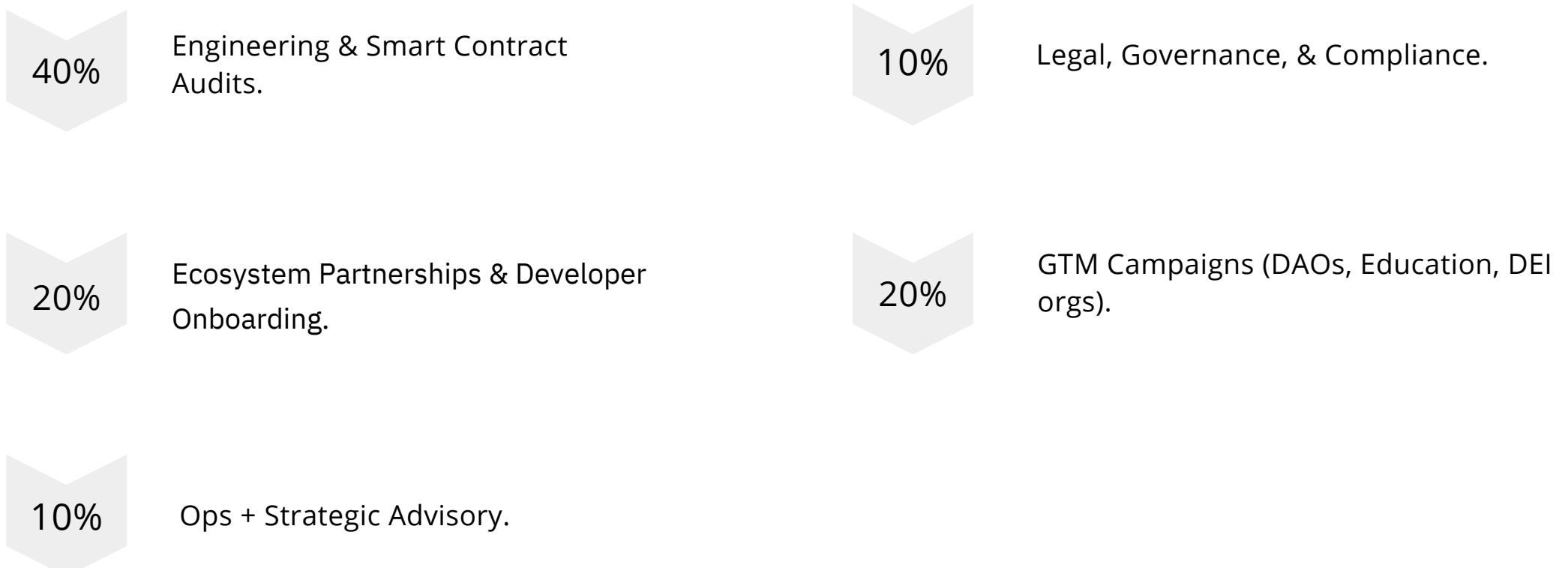


**HEMILLY RODRIGUES**  
Growth Partners  
Treasury Council

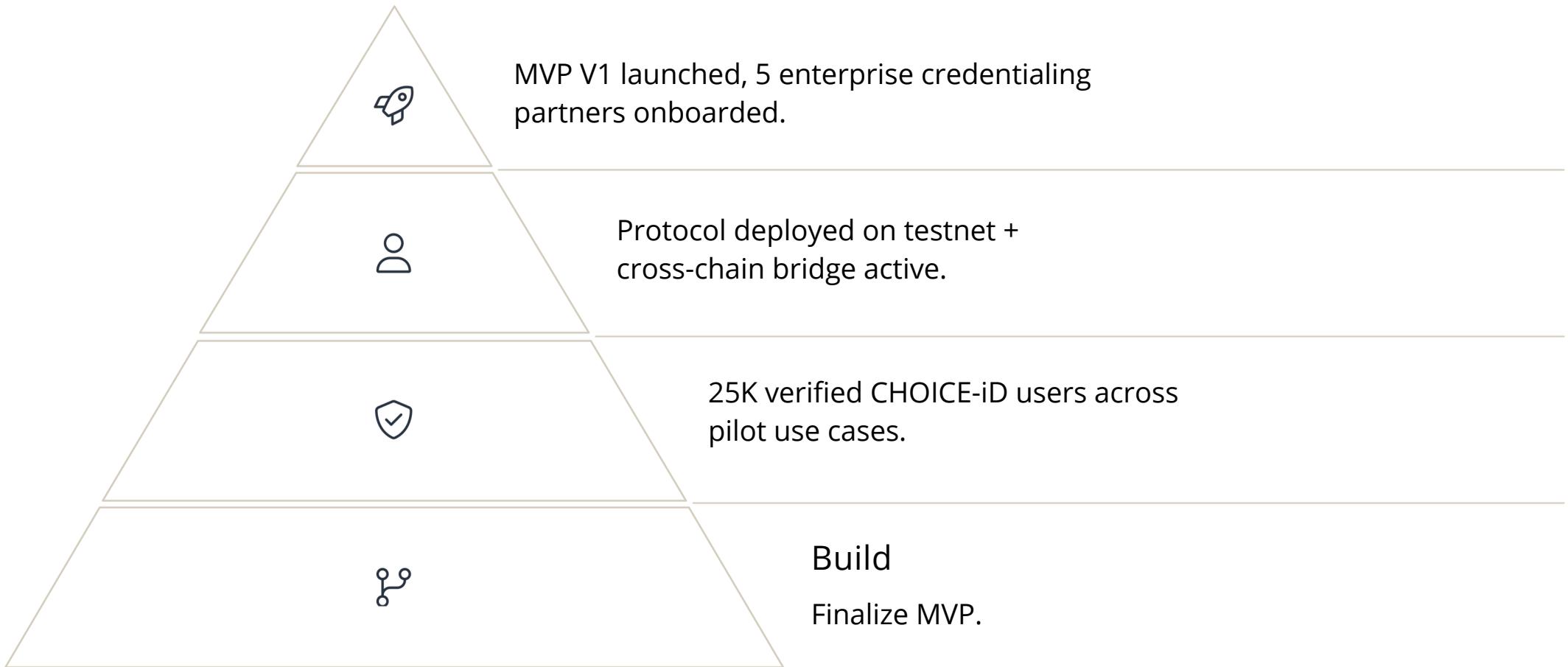


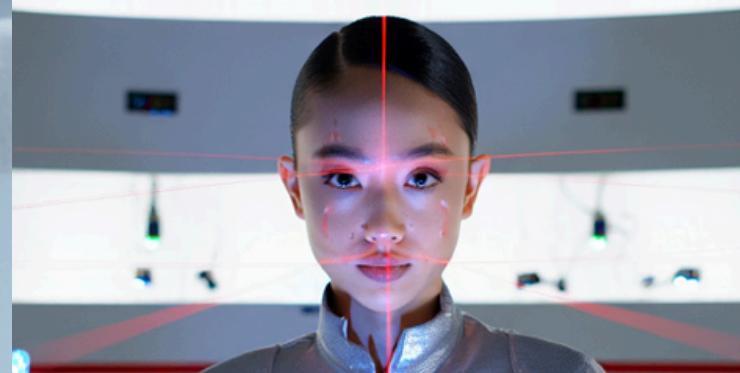
# Roadmap & Use of Funds

**RAISING \$750K PRE-SEED TO BUILD AND LAUNCH CORE INFRASTRUCTURE**



# Milestones (Next 18 Months)





# Join Us Early

We're looking for angel investors who share our vision: a more just and trustworthy digital world.

Your support will help us build the core protocol, foster adoption, and empower communities from the ground up.



**CHOICE iD** Introducing CHOICE iD: A Decentralized Identity & Reputation System for the Future of Web3 We're thrilled to share CHOICE iD, a solution designed to empowe&

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[www.choice.love](http://www.choice.love)



**CHOICE is Phygital Foundation that focus on culture of Diversity & Inclusion**

We're building a decentralized society culture that fosters a Safe Space that is inclusive for all, regardless of gender, sexual or ethnic identity, physical or mental&