



SELFKEY

SELF SOVEREIGN BLOCKCHAIN IDENTITY

VER. 16 NOVEMBER, 2017



SelfKey

SelfKey is a blockchain based digital identity system that allows individuals and companies to truly own, control and manage their digital identity, and instantly and securely access Citizenship and Residency by Investment, Fintech Products, Financial Services, Company Incorporation, Coin Exchanges, Token Sales and much more...

Partners



Industrie&Co

Smart Contract Audit



passports.io

CA | ComplianceAsia

incorporations.io

bankaccounts.io

flagtheory.com



LIGHTHOUSE PARTNERS LTD.



App Security Audit



Team (1)

Growth



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Vision & Founder
Founder Of KYC-Chain



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Product Manager
Product Manager with skillsets in Growth Marketing



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Former Mgmt. Consultant



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ANGELINE F. QUINCO
Community Management
Research & Data



DREW WHITE
Video & Animation
Makes The Abstract concrete



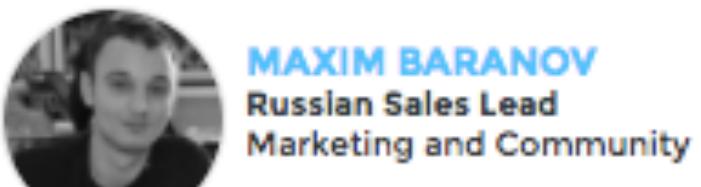
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Project Management



SUSANA NAKATANI
Customer Support & Community Management



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Recruiting Lead



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Russian Sales Lead
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Research & Data



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Engineer
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CHRIS SKINNER
Voted one of the top five most influential people in Financial Services information security.



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VIRGIL GRIFFITH
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UNYARUT SUKONTANIT
Chief Introduction Officer
K2 Venture Capital



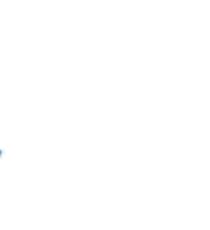
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Innovation, Ideation, Market
Japan Based Consultant



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European Region Lead



SEP ALAVI
Icon Partners
Introductions & Strategy



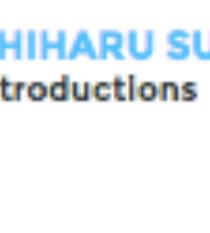
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Immigration Investment Advisor



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Advisor
Data Driven Growth



SANDRO CAZZATO
Introductions
UBS Project Manager



CHIHARU SUZUKI
Introductions

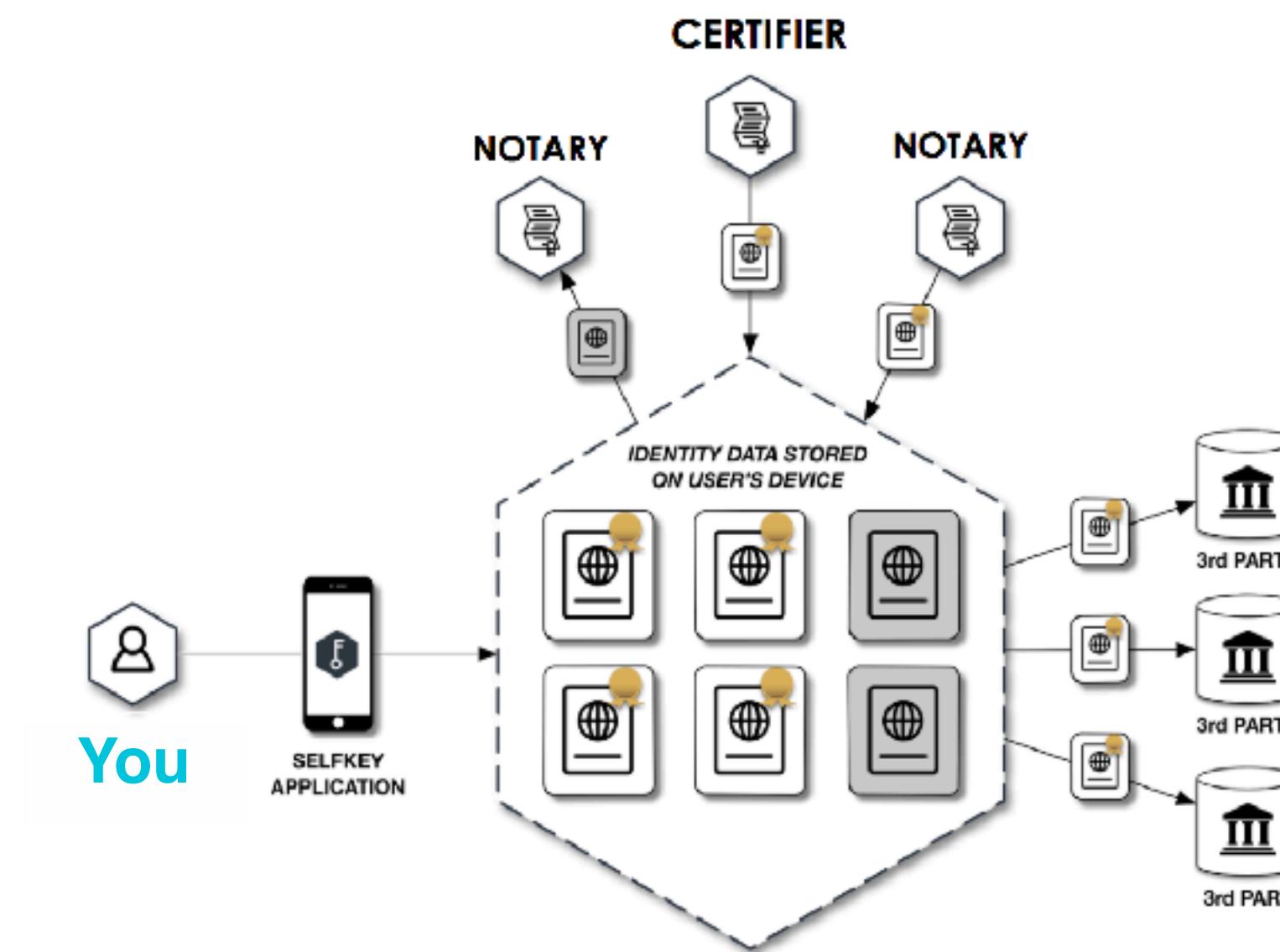
Executive Summary

- ✓ Enables Self-Sovereign ID, the concept of putting users at the center of the identity management process
- ✓ Enables the SelfKey Ecosystem, including a marketplace using the native token “KEY” to transfer value

SelfKey is a decentralized identity system that includes:

- the not-for-profit SelfKey Foundation
- a technology stack with a free and open source identity wallet for the identity owner
- a marketplace, available at launch with real products and services
- a protocol and API built with modular microservices for KYC
- a native token (KEY), a crypto asset (utility token) that enables the SelfKey Ecosystem to interact in an efficient, digital manner.

KEY is critical to enable interactions, and is used to fuel the SelfKey Ecosystem.



Self-Sovereign Identity (SSID)

SelfKey enables SSID – you can truly own and control your data. Store identity data on your personal device and share it securely without a central repository.

Your data is stored on **your device** and NOT in a database. Only the hash is stored on the blockchain

What Standard Chartered Bank says about SelfKey Tech:

"Documents that identify us in the physical world... will [someday] no longer be necessary. A business trip or vacation would be a seamless experience, where passport control may no longer be required, and banking services such as overseas transfers and the opening of accounts will be a breeze because of more robust and trustworthy 'know your customer' (KYC) processes..."

"We have started a project with fintech firm KYC Chain [Founder of the SelfKey Foundation], to improve our client onboarding process. The project... can recognise and verify identities of clients in a reliable and fuss-free way".



Michael Gorri

Standard Chartered Group
Chief Information Officer



How you could use SelfKey Tech

Sharing your identity with third parties – like banks – when registering for a new product could be:

- faster,
- more hassle-free,
- more private,
- more secure.

SelfKey Technology could reduce your exposure to identity theft risk.

The Market

SelfKey is focused on the Asian market: a digitally-inclined consumer base that uses fintech products.

This market is ripe for introducing our universal digital identity product.

Asia is a large, yet growing market

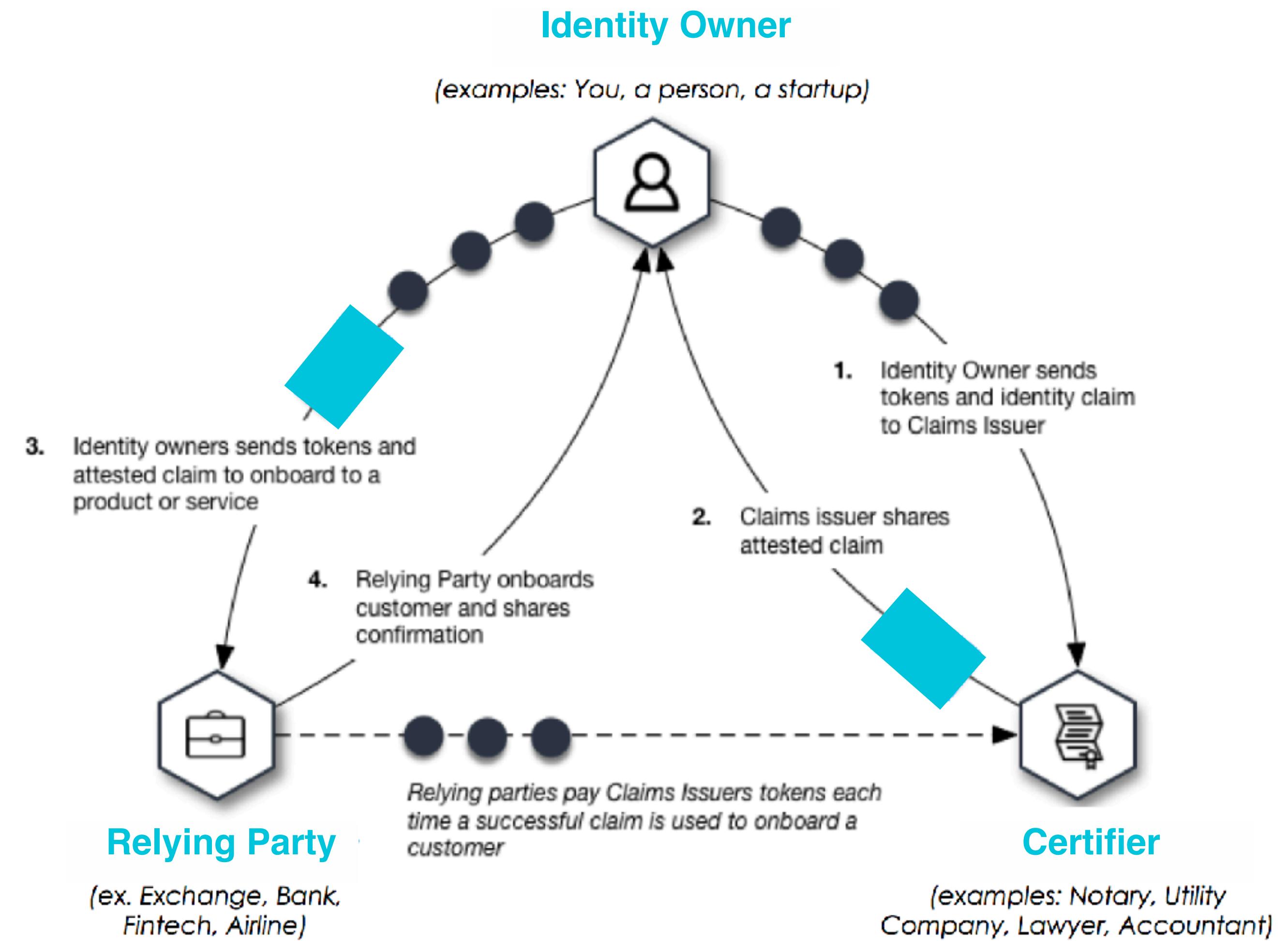
- **3 of the 4 largest markets for Ether are in Asia (Korea, Japan, China).**
- **High mobile phone penetration** makes Asia ready for mass scaling of digital services.
- **Hundreds of millions unbanked Asian consumers** lack access to traditional means of banking and fintech products.
- **Asia is slowest major region in the world to sign up for a bank account** (28 days on average).

Asia is fintech centric

- **Asia has surpassed US and the UK for total Fintech investment (\$1.2B USD in Q3 2016).**
- **Asia leads the world in average financial services products per person** (Compare: Taiwan average is 13.7, UK is 6.5).
- Asia's large emerging market segments means **greater opportunity for new finance-centric customer acquisition** (19 percent greater acquisition on average for emerging markets compared to mature markets).

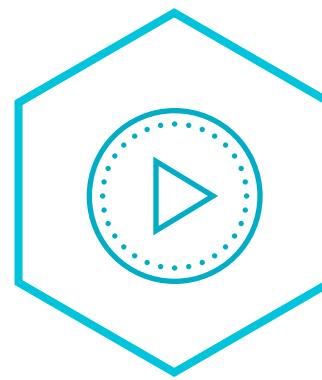
The KEY Economy

The SelfKey Ecosystem is a digital end-to-end identity network, powered by the native token KEY. Participants will have to purchase & stake KEY for actions within the network



Using KEY Tokens

Using KEY, opening an account in the jurisdiction of your choosing will be simple:



1. Create Your Digital ID

Download the SelfKey identity wallet application, and upload relevant ID attributes



3. Browse and Select Marketplace Products

Browse the marketplace for the checking account of your choosing in the jurisdiction you prefer



5. Finalize Onboarding

Confirm applications details and submit to the provider of your choosing



2. Verify Your Identity

Request verification of your ID attributes within our ID ecosystem using a KEY token



4. Auto-Complete Digital Application

Complete online application using verified ID attributes in your Wallet

Using KEY Tokens: Identity Wallet

You will be able to upload Identity Attributes to the SelfKey Identity Wallet application, and share those attributes with providers on the SelfKey Ecosystem

Identity Owners:

Store and Verify Identity Attributes

Upload traditional ID attributes, like passports or birth certificates, or digital attributes, such as social media profiles to your Identity Wallet. Your Identity is private, and is shared only with consent. You will need KEY to pay to verify your ID.

Securely Share Your Identity

Share your ID attributes with third parties when you apply for products and services. Minimize or eliminate paperwork. You will need KEY to securely send your Identity

Companies:

Management & Governance

The SelfKey Network will offer services to aid company management, such as stock transfer ledger services. Management may also complete bank account applications, and efficiently set up new subsidiaries. "One click incorporation." You need KEY for these company management services..

Demo: alpha.selfkey.org

Using KEY Tokens: Identity Wallet

The Identity Wallet will have cross compatibility with MyEtherWallet, being able to store ETH, KEY and any other ERC-20 token.

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Save Your Private Key

7vb771084161e9d3ea060960717c757304*62ad3724aa589303e973a294763b2

PRINT PAPER WALLET

Do not lose it! It cannot be recovered if you lose it.
Do not share it! Your funds will be stolen if you use this file on a malicious/phishing site.
Make a backup! Secure it like the millions of dollars it may one day be worth.

SAVE YOUR ADDRESS

Verify Your Identity

STEP 4
Upload Your Passport

Your Passport:
(Min. file size:
1000x300px)

Connecting your Passport
This is stored locally

ID Wallet Checklist

If you're not ready, you can do this later.

- ✓ Full Name
- ✓ Email Address
- ✓ Phone Number
- 4 Passport
- 5 National ID
- 6 Utility Bill

Next Step I'm not ready

Demo: alpha.selfkey.org

Using KEY Tokens: Identity Wallet

The dashboard displays the following information:

- SelfKey (KEY)**: 852.62781 (USD: \$051.44)
- Ethereum (ETH)**: 2.6789 (USD: \$051.44)
- KYC Tasks**: December 2017 (Completed: 12, Outstanding: 23, Upcoming: 7, Progress: 50%)
- My Crypto**: A donut chart showing a total value of \$14,238.09 across four tokens: OmiseGo (OMG), Basic Attention Token (BAT), Golem (GNT), and Augur (REP).
- Alerts**: An action required alert for the Zilliqa Token Sale: Proof of Address Required! (11/24/2017) and a notification for Subscribed to Zilliqa Notifications (11/24/2017).

The interface shows:

- Reminders**: Zilliqa Sale Starts Tomorrow (24 notifications) and Subscribed to Zilliqa Notifications (11/24/2017).
- Transactions**: Sent 1 ETH (\$460 USD) to Zilliqa.
- Upcoming ICOs**: Three entries for Finom (FIN) ICOs, each with details like Project Type: Token, Platform: Ethereum, Website: Open, Category: Finance, Total Supply: 425,000,000, and a View button.

Demo: alpha.selfkey.org

Using KEY Tokens: Marketplace

The SelfKey marketplace connects individuals to immigration, financial, digital assets and other services, without sacrificing privacy. You need KEY to utilize the marketplace.

Identity Owners:

Access products and services

Get access to services related to: Passports, Residency, Bank Accounts, E-Wallets, P2P Loans, Gold or Precious Metals, Money Transfer Services, Coin Exchanges, Incorporation of Companies, LLC's, Foundations, Trusts, Insurance, & more

Evaluate your options and pay

Compare competing offers from providers, view the details of their offers, and review community feedback. Seamlessly pay with KEY.

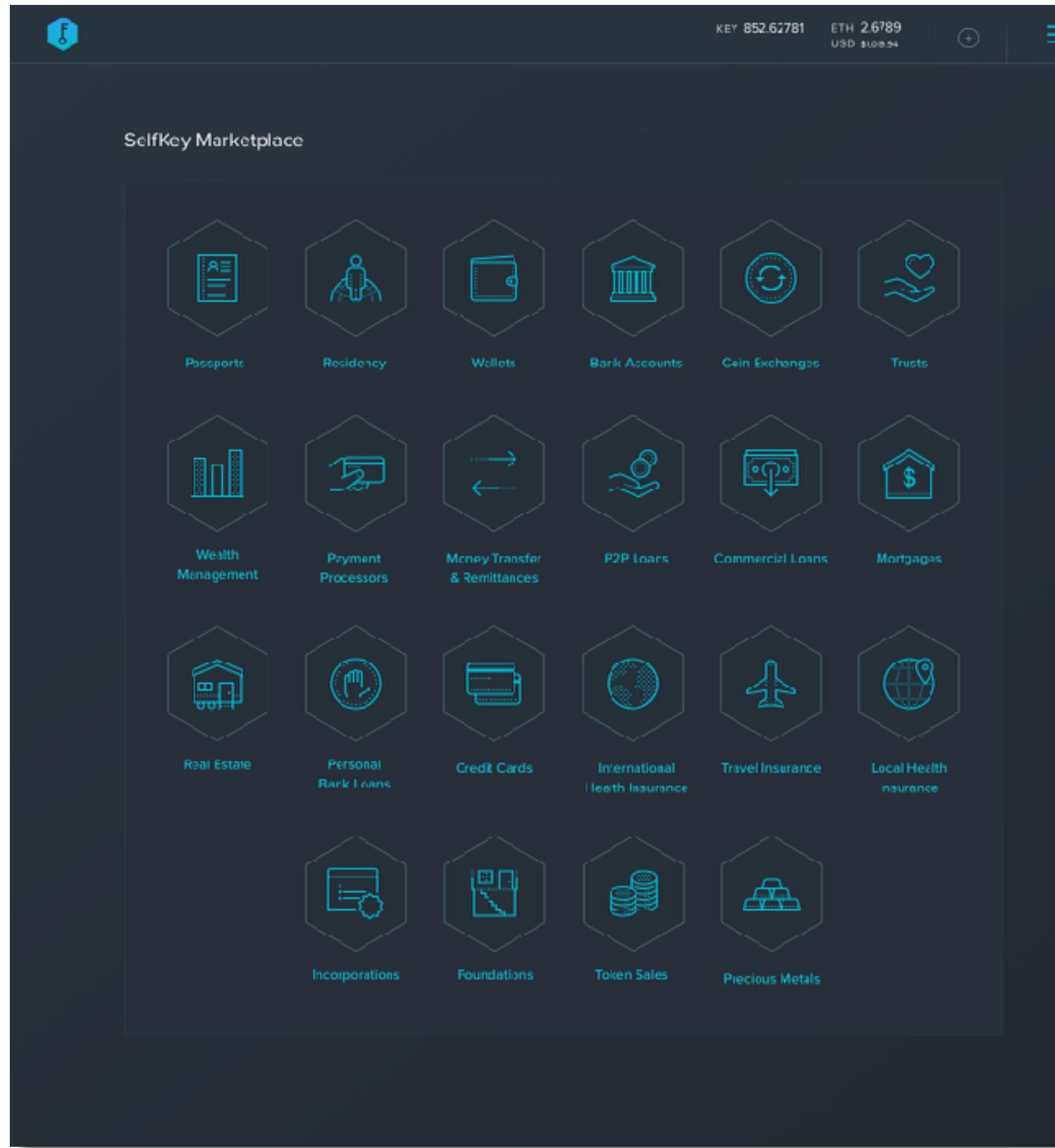
Relying Parties:

List products

List product offerings and share promotions and incentives. Service providers will need to “stake” KEY to be listed in the marketplace.

Demo: alpha.selfkey.org/marketplace

Using KEY Tokens: Marketplace



The screenshot shows a search results page for "Residency". At the top, it displays account information: KEY 852.62781, ETH 2.6789, and USD \$104.94. Below this is a navigation bar with a logo, a search bar, and three menu icons. The main content area is titled "Residency" and includes a search bar with placeholder text "Where" and filters for "Investment Amount" and "Time to Obtain". A table lists residency programs from four countries:

Country	Program	Type	Time to P.R.	Time to Cit.	Best For	Inv. Type	Inv. Amount	Min. An. Income	Taxes
Andorra	Residency w/o gainful activity	temp. residency	-	20	investor	real estate	€400,000	€36,692.20	10%
United Arab Emirates	Residency w/o gainful activity	temp. residency	-	20	investor	real estate	€400,000	€36,692.20	10%
Argentina	Residency w/o gainful activity	temp. residency	-	20	investor	real estate	€400,000	€36,692.20	10%
Chile	Residency w/o gainful activity	temp. residency	-	20	investor	real estate	€400,000	€36,692.20	10%

Demo: alpha.selfkey.org/marketplace

Using Key Tokens: Network Benefits

Group	Existing ID Management	SelfKey
Relying Parties	<ul style="list-style-type: none">● Time-consuming client onboarding due to regulatory requirements● Poor and disjointed customer experience● Unable to import client data● Extremely expensive● High cost to be internationally compliant● Inefficient and complex paper-based and manual processes	<ul style="list-style-type: none">✓ Quickly onboard Identity Owners✓ Excellent customer experience✓ Quickly and easily request additional customer details✓ Leverage economies of scale✓ Internationally compliant✓ Automated processes that re-uses KYC data
Certifiers	<ul style="list-style-type: none">● Do not monetize certifications (i.e. – Utility Companies)● Unable to revoke claims● Unable to quickly grant claims	<ul style="list-style-type: none">✓ Can now monetize certifications✓ Revoke certifications✓ Quickly grant certifications that are time bound and verifiable
Identity Owners	<ul style="list-style-type: none">● Do not own or control identity● Repeatedly perform same manual onboarding processes● Multiple authentication devices● Hard to share information● Overshare information	<ul style="list-style-type: none">✓ Transparent identity management✓ Maintain full consent and control✓ Authenticate multiple services with one key✓ Share minimum information to avoid oversharing

Using KEY Tokens: One Click Token Sale KYC + Payment

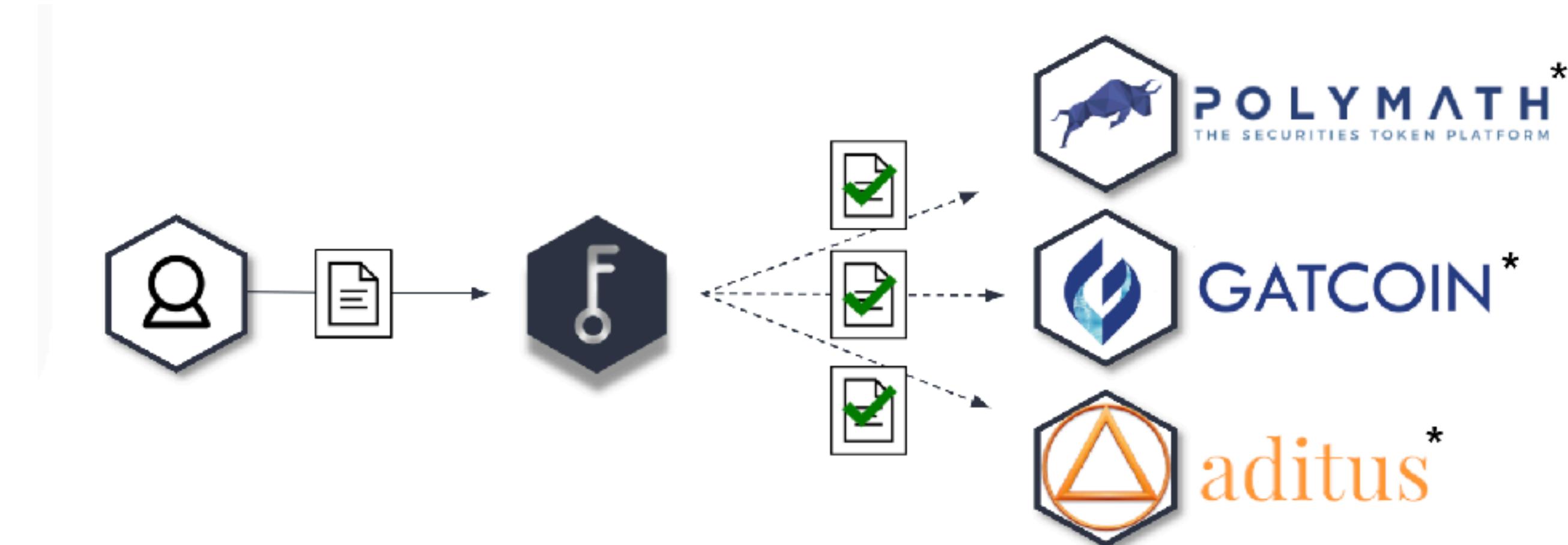
SelfKey is powering the identity and KYC processes for Token Distribution Events (TDEs).

SelfKey Users

- Convenient KYC processing
- One-time application for multiple TDEs
- The Identity Wallet supports ETH and any ERC-20 Token, enabling one-click onboarding to Token Sales.

SelfKey Partners

- Scalable KYC compliance for token sales
- Give users option for SelfKey single sign-on
- Simple validation of user data, checks against various industry watch lists



*current partners with signed contracts

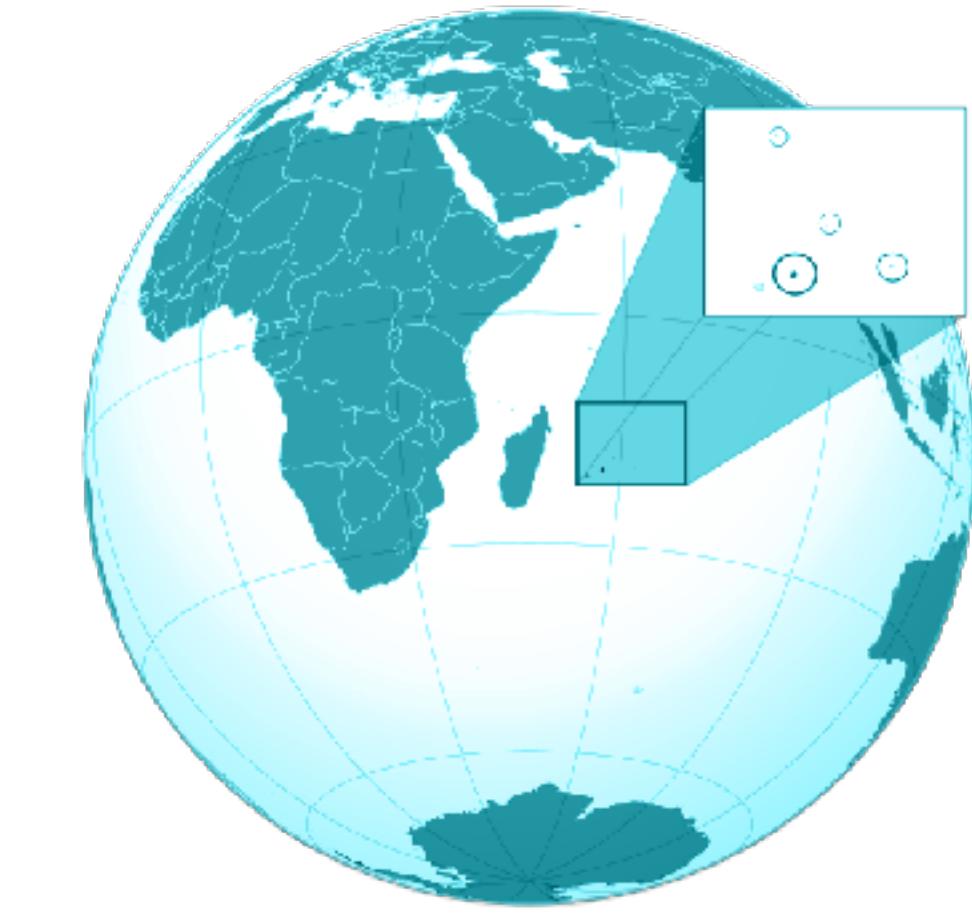
Regulatory Sandbox License

The SelfKey Foundation has obtained the Regulatory Sandbox License (RSL) from the Board of Investment of Mauritius.

In a time when there is government uncertainty in the blockchain space, **SelfKey has established a solid foundation to grow long term, under the official licensing of a government agency.**

The RSL allows SelfKey to develop the SelfKey Identity Wallet with a greater level of regulatory certainty, in line with our mission to allow individuals to truly own and control their digital identity.

Being approved by the Mauritius BOI, reaffirms our project's potential and positions us under the scrutiny and monitoring of a regulator, which can help us to meet established milestones.



Mauritius is the largest international financial and business hub in the Indian Ocean. Mauritius has been referred to as "Ethereum Island" and is becoming an international hub for blockchain startups.

History

2012 Frustrated by redundancy in KYC of Corporate Services Businesses

2013 Work begins on KYC/ Digital ID Whitepaper

2014 Self-funded research and development begins

2016 Accenture FinTech Lab, SuperCharger Accelerator and angel round for KYC-Chain

2017 Public Announcement of work with Standard Chartered

2017 KYC-Chain donates B2C wallet code to SelfKey Foundation, releases White Paper and opens to public.



Nov 2017
Private Sale
Started

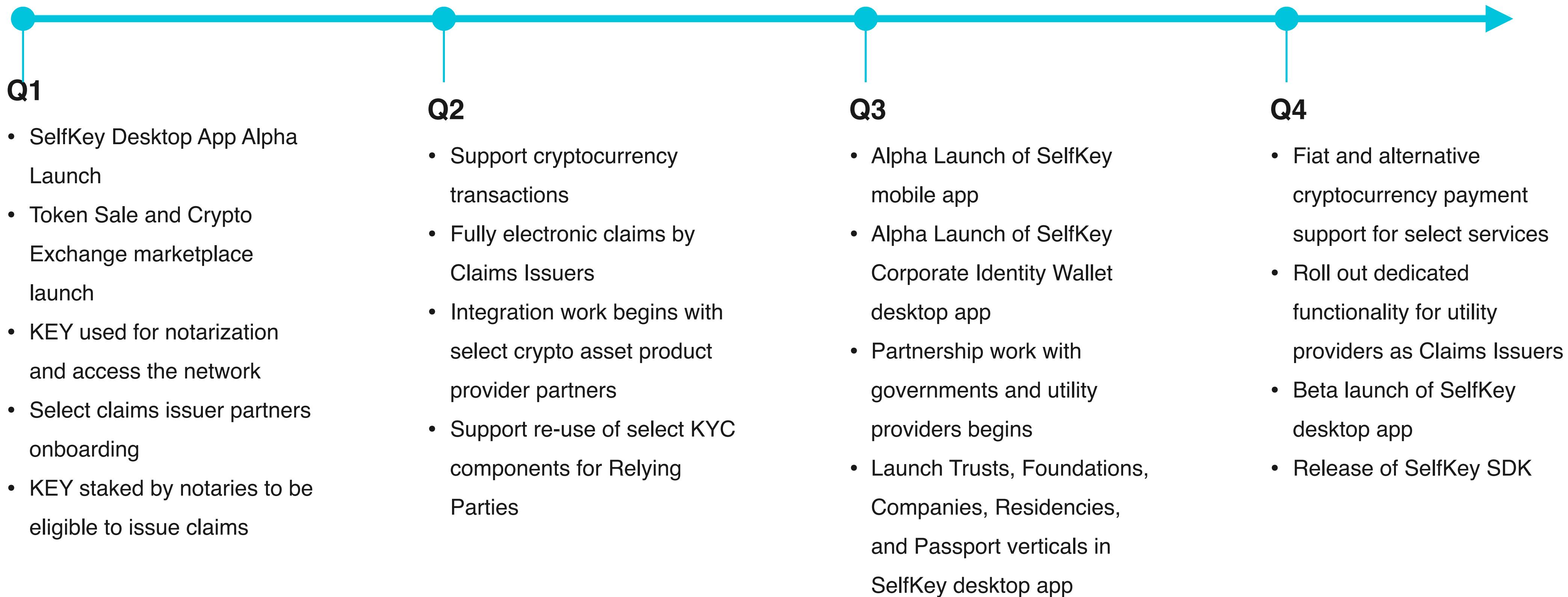
Dec 2017
Private Sale
Ended

15 Dec 2017
Public Pre-Sale
Started

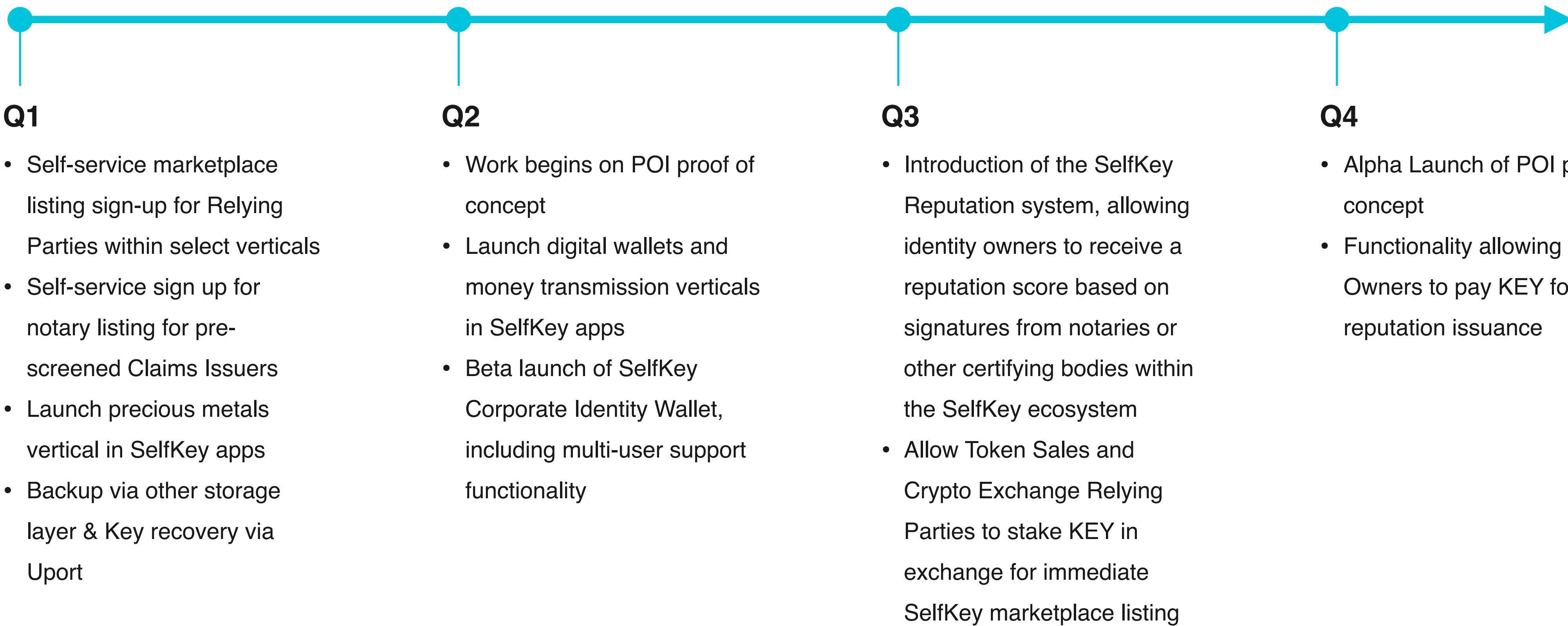
20 Dec 2017
Public Pre-Sale
Ended

14 Jan 2018
Public Token Sale
Started and Ended

Roadmap2018



Roadmap2019



Token Sale

The SelfKey Token Sale sold **\$21,740,000** worth of KEY tokens.

The support and feedback was spectacular. After more than 50,000 whitelist applications, the Public Token Sale sold out in just 11 minutes.

Private Sale	November 15 to December 14	US\$7,974,978.35
Public Pre-Sale	December 15 to December 19 (4 days ahead of schedule)	US\$7,828,443.94
Public Sale	January 14 (Sold out in 11 minutes)	US\$5,936,577.71
Total Token Sale		US\$21,740,000

Exchanges

Just 12 hours after the SelfKey Token Sale, **Kucoin** listed KEY on its exchange platform. After 5 days, Hong Kong based **Gatecoin** and the 1st exchange by ETH trading volume **OKEX** added KEY/ETH and KEY/BTC markets. Currently, KEY is already listed in two other exchange platforms: **TIDEX** and **Lykke**.





SELFKEY

SelfKey.org

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This communication does not purport to be all inclusive or to contain all the information that a prospective purchaser may desire. See the Terms of Token Sale, Whitepaper, and KYC Policy for more information.

This communication contains and incorporates by reference certain statements relating to future events, intentions, beliefs, expectations, and predictions for the future. Words or phrases such as “will likely result,” “are expected to,” “will continue,” “is anticipated,” “we believe, we expect, estimate, project, may,” “will,” “intend,” “plan,” “believe,” “target,” “forecast,” “would” or “could” (including the negative variations thereof) or similar terminology are based on the current expectations of the SelfKey Foundation. There are a number of risks and uncertainties that could cause actual results to differ materially from these forward-looking statements.