

**TRUEPIC Boldline Accelerator Application Submission**

**November 17, 2017**

Name of Organization: **TRUEPIC**

Full address and postal code: **TRUEPIC Inc, 369 Mesa Way, La Jolla, CA 92037**

For profit or not for profit: **For Profit**

Industry affiliation (ie. Health care, aviation, energy): **Technology and Imagery**

Links to LinkedIn profiles (preferable):

1. [Jeff McGregor, CEO](https://www.linkedin.com/in/jeffreymcgregor/)
2. [Mounir Ibrahim, VP Strategic Initiatives](https://www.linkedin.com/in/mounir-ibrahim-2965464/)
3. Jason Lyons, Lead Engineer and Co-Founder

Has your organization partnered with the U.S. Government? Describe.

* We are yet to partner with the U.S. Government, but hope to do so soon. We have been in discussions with In-Q-Tel around strategic investment conversations for the past six months and have also met with USAID, OTI, and OFDA. We also attended the Office of Partnerships Block Chain Conference in October.

What stage is your partnership business plan (new idea, existing program going to scale):

* TRUEPIC has two mobile applications available for download on the iPhone and google play stores, and various commercial relationships & contracts. TRUEPIC is currently being used in over 100 countries, however, we are planning to scale our technology and develop strategic partnerships that will deliver it to millions of users all over the world. We are actively seeking partners to scale our tech.

 Proposal Information:

Problem Statement (250 words max): Describe the problem you are trying to solve and any relevant background information. Address the impact and innovation potential of your idea given the status quo.

* The advancement of technology and proliferation of the smartphone has empowered societies to document, monitor, and report on events all over the world. This phenomenon has proven powerful and is evidenced by the role that technology played in the Arab Spring, western elections, and documentation of atrocities in war zones. However, the same dynamics have also empowered negative actors seeking to mislead the public or blur the realities on the ground in any given area – particularly non- permissive environments. As a result, images and videos taken around the world can no longer be trusted and confirming authenticity takes significant time and resources. The U.S. Government encounters this problem daily. For example, when funding or monitoring agencies receive progress updates from implementers in the field, it is nearly impossible to verify the time, date, and location of the images/videos. In addition, most breaking news is done via social media with crowdsourced images and videos, the inability to authenticate stories and images slows USG responses to urgent crises like chemical weapons use in Syria. In the private sector, online peer to peer commerce is quickly replacing traditional markets and nearly all of it is reliant on images of products being sold. eBay is a great example of peer to peer sales; however, unauthenticated images allows negative actors to defraud consumers daily.

Idea (250 words max): What is the core concept for the partnership?  How will working in a partnership obtain the outcome that is required?  How does this align to U.S. interests?

* TRUEPIC developed a ground-breaking application that can help instantly authenticate and verify images and videos taken at point of creation.  The technology immediately saves the image or video's metadata along with a time, date, and geolocation stamp. TRUEPIC also runs several proprietary tests to ensure authenticity and can register the image to the block chain - furthering its ability to ensure the veracity of photos - within seconds. The end product is a photo or video with a date, time, and geolocation stamp that is searchable on TRUEPIC’s secure servers. This has dramatic application in the private and public sectors.
* Our goal is to establish TRUEPIC as the leader in image authenticity, establishing the right partnerships will be critical to our end goals. TRUEPIC will provide the technology and our partner provides a network or platform for which we disseminate the technology. Together, it will grow end users and establish authenticated images as a necessary part of modern transactions.
* TRUEPIC’s goals closely align closely with U.S. interests because authenticated images allow U.S. policy makers to react rapidly to significant events around the world, natural disasters, or the spread of disease. Most reactions to these crises occur after images and pictures are verified- which can take time. This will also help significantly cut down on fraud. Authenticated images will be a significant cost saver for the U.S. Government because it will allow USAID, the DoD and other funding agencies a low cost and trustworthy way to monitor development projects around the world.

 Resource Requirements (250 words max): Describe what is needed to implement your idea (resources, stakeholder buy-in, legal requirements, etc.). Address the feasibility of your idea.

* Our primary need is to significantly expand stakeholder buy-in. Boldline Accelerator will be a great opportunity to help us get significant stakeholders like Human Rights Watch, USAID, FBI, or Amnesty International acquainted with TRUEPIC and set the foundation for collaboration.
* Our idea is definitely feasible and is already working, our biggest obstacle is finding the right partners to pilot, launch and scale our technology. Resources are also an on-going need, we’re actively deploying engineering & capital resources to improve the speed and security of our technology.

Best Potential Partners (250 words max): Describe ideal partners (from 2-10) or types of partners that would make for a successful partnership.

1. USAID/OFDA
2. Department of Defense
3. Human Rights Watch
4. FBI
5. International Red Cross
6. eBay
7. Amazon
8. Airbnb
9. Amnesty International
10. Media outlets

Ideal End State (150 words max): Describe what success will look like with the implementation of your idea. Address the impact of your idea and its innovation potential.

* Implementation of our idea will be realized when organizations that rely on images are regularly using TRUEPIC technology to authenticate images and eliminate fraud. However, as a first step we see Boldline Accelerator helping us with stakeholder buy in and forging solid partnerships that will help take TRUEPIC to the next level. Pilot programs with organizations like USAID, Human Rights Watch, or others will give us the momentum and social proof we need to further scale this technology.
* We see a direct correlation between this accelerator, our growth model, and advancing USG interests.

Thank you very much for considering our application.

Sincerely,

The TRUEPIC team.