WHITE PAPER
OCTOBER 2017
V 3.0

SMART IDENTITY™ TOKEN SALE

Identity Authentication With Privacy on the Blockchain

TOKENS.AUTHENTICID.CO

AUTHENTICID

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The blockchain is part of the history of the Internet. It is at the same level as the World Wide Web in terms of importance, and arguably might give us back the Internet, in the way it was supposed to be more decentralized, more open, more secure, more private, more equitable, and more accessible.

WILLIAM MOUGAYAR, THE BUSINESS BLOCKCHAIN

WATCH OUR EXPLAINER VIDEO

Table of Contents

Smart Identity is the New Money

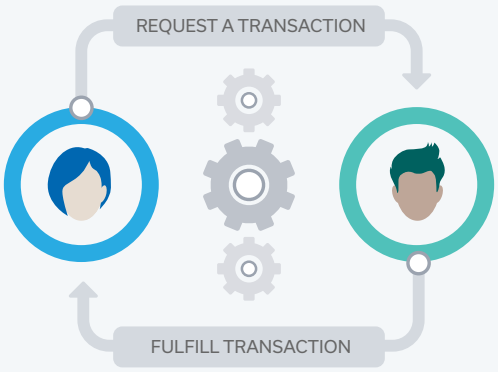
Identity and payments are changing profoundly as blockchain projects transform the concept of both. The AuthenticID Smart Identity platform enhances both security and privacy of global transactions.

AuthenticID's Smart Identity Platform is dynamic and flexible providing the optimal level of proven identity authentication. Smart Identity enhances your privacy, security and control of your personally identifying information.

> "A key aspiration of blockchains is to become a dial tone for trust-based services."
>
> William Mougayar,
> The Business Blockchain

Trust is Dimensional

All transactions involve some degree of trust and reputation which are dynamic and contextual. This fundamental principle exists both on and off the blockchain and can be illustrated by the Identity Trust Flywheel. The value, reliability, and completeness of a transaction are based upon the level and authenticity of trust. Government and industry cooperatives such as FIDO in the U.S. and others internationally are developing consensus methods, standards, and qualifications for automated processes to allow reliable non-human trusted systems. These qualified automated trusted systems will quickly act as the fly wheel to drive the AuthenticID automated identity paradigm.



The level and authenticity of "identity trust" drives the flywheel.

Core Elements of Identity Trust

SMART IDENTITY

- Smart Identity Contracts
- Optional Oracle Integration
- Optional User Authentication

BLOCKCHAIN: TRUSTED COMPUTING

- Decentralized Consensus
- Proof of Work/State
- Smart Contracts

While the blockchain provides for a decentralized trusted approach to all its transactions, its ability to interact with off chain systems, as well as real people or identities is limited in today's iteration. The notion of identities of people, businesses, and machines is absent from the blockchain in any meaningful way beyond the use of private/public keys. There are many use cases that require additional authoritative information (e.g., Smart Oracle data sources) or authenticated confirmation from a person that is party to a transaction.

Blockchain's Reach is Global

By 2050, the global population is expected to be nearly 10 billion. That is billions of individual identities that will interact multiple times per day based upon the principle of Identity Trust.

AuthenticID's Smart Identity Platform links and binds anything with a unique identifier (UID) including billions of Internet of Things (IoT) devices that need identity authentication and audit recording. The Smart Identity Platform will support many different use case applications impacting every industry.

Our vision is to bring trust back to the Internet – from the first mile to the last mile - to improve the integrity of all identity-related transactions to reduce friction, increase on-boarding efficiency and reduce risk.

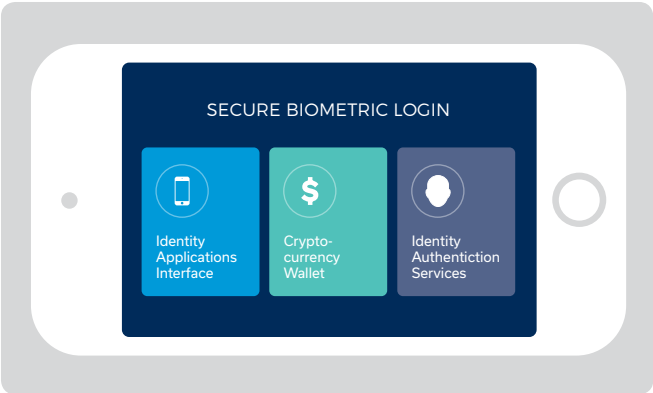
Our Smart Identity Platform

Today, we have *first-mile* technology to verify a person's real-world identity and determine if that person is present in the context of a particular transaction/interaction. Our machine learning algorithms compare a person's ID against a global library of government-issued ID documents from 192 countries – including over 3,400 identity document types.

In 10 seconds or less, we can conduct an identity authentication using our platform:

1. Detect if an ID document is genuine or has been tampered with. Fraudsters can't simply grab an ID off the Internet, swap headshot photos and pretend to be someone else. We can detect paper substitutes or digital images captured on a monitor. For us, the actual physical ID document must be used to pass an identity authentication.
2. Use biometrics and device-related factors to determine if the person whose picture is on the ID document is actually present. Facial recognition, liveness detection and other methods are key components.
3. Combine these factors as a trusted party to generate an Identity Trust Score to compare with business logic that automatically executes as a smart contract to ensure cryptographic compliance.

This capability already exists and is available today as a centralized off chain API and will be the basis for AuthenticID's Smart Identity Platform.



As blockchains become more widespread, and doing business with strangers in the sharing economy becomes more prevalent, identity authentication needs to not just be automated – it needs to be driven by situation-specific business rules with specific business logic (smart contracts in the blockchain world). Rules for whether someone is old enough for a transaction, or whether they can be trusted to rent a room for the night need to be automated and affordable. That is where the AuthenticID vision is aligned with where the market and the needs are going.

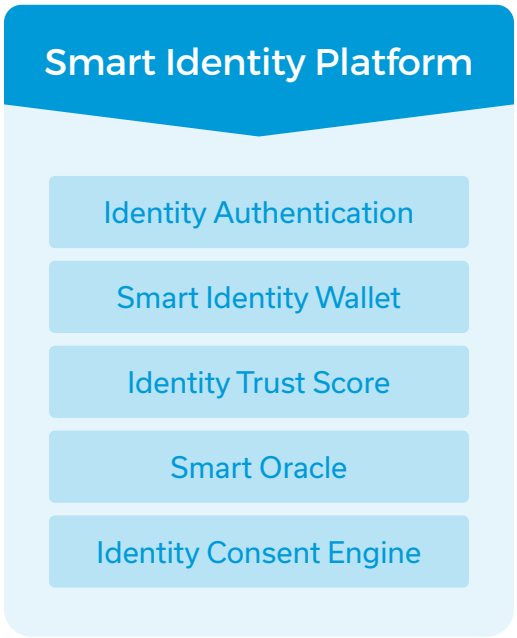
Components of the Smart Identity Platform

The Smart Identity Platform is an enabling technology fueled by Identity Trust that will support distributed applications as the blockchain is more broadly adopted.

Identity Authentication

The first component of the Smart Identity framework - or what we like to refer to as the first mile of our framework - is Identity Authentication. This component is about identity proofing who you are. While AuthenticID has an automated way, we do this with our CatfishAIR Identity Platform, this can also be done manually or with other automated or semi-automated KYC (Know Your Customer) systems.

This layer is authoritatively bound to our Identity Authenticator component described further below. This system maintains the core principles of trust, self-sovereign control, and anonymity of the blockchain. To be clear – AuthenticID ATHAU tokens are blockchain agnostic as long as there is a smart contract like mechanism in place for applying logic to the blocks.



Smart Identity Wallet

Our Smart Identity Wallet technology manages the identity-related interactions for each authenticated user, but does not reveal the identity to the requesting sites or parties to the transaction.

While this somewhat complicates the management of what will someday be billions or even trillions of public keys (since each Wallet may associate with many keys), it protects the Smart Identity Wallet holder's confidentiality.

Our Smart Identity Wallet solves this problem while also transforming a user's mobile device into an Identity Authenticator with secure biometric login that can be used to support any Smart Identity interaction so that a person is empowered to control, in whole or in part, what aspects of their identity and reputation are required to conduct a transaction or blockchain application – whether or not it involves cryptocurrency.

Even more powerful is the application of the Smart Identity Wallet as the user interface for a wide range of identity-related applications. Imagine being able to link authenticated identity to certified life experiences for a next generation blockchain-enabled resume, or as a consent manager for sensitive data such as healthcare records or income tax filings.

Identity Trust Score

AuthenticID currently offers an Identity Trust Score that provides dynamic real-time insights and identity intelligence that is reflected in a dynamic trust level scoring to inform the identity requestor or Relying Party whether the identity trust level of the person, business, or device is sufficient (pass/fail) for them to move forward with a particular interaction based on their particular business rules and regulations. This Identity Trust Score is powered by many different authoritative data sources that are blended together by the proprietary logic of our Identity Decisioning engine to generate a result.

Smart Oracle

Our Smart Oracle integrates off chain, third-party data verification services that represent a broad ecosystem of third-party data that can be integrated as decisioning inputs into our system for determining identity authentication and add value to identity decisioning. Our existing Smart Identity Platform is designed to be agnostic to all data inputs and serve as a gateway for third-party identity-related entities.

Identity Consent Engine

Identity Consent is the use of an external secure device that is connected to an authenticated identity that can authenticate a user's acceptance or denial of a transaction with biometrics.

This method offers self-sovereign privacy control for end-users and an excellent way to turn identity into a much more multi-dimensional tool. In authenticating an identity, many pieces of information can be associated with that identity, such as: name, age, address, government ID, location/time, etc.

Human-in-the-Loop Identity Consent Model

We are providing a mechanism via our Smart Identity Wallet technology to create a human authentication loop that allows individual identities to accept or deny blockchain transactions, or provide consent to the use of their Personally Identifiable Information (PII).

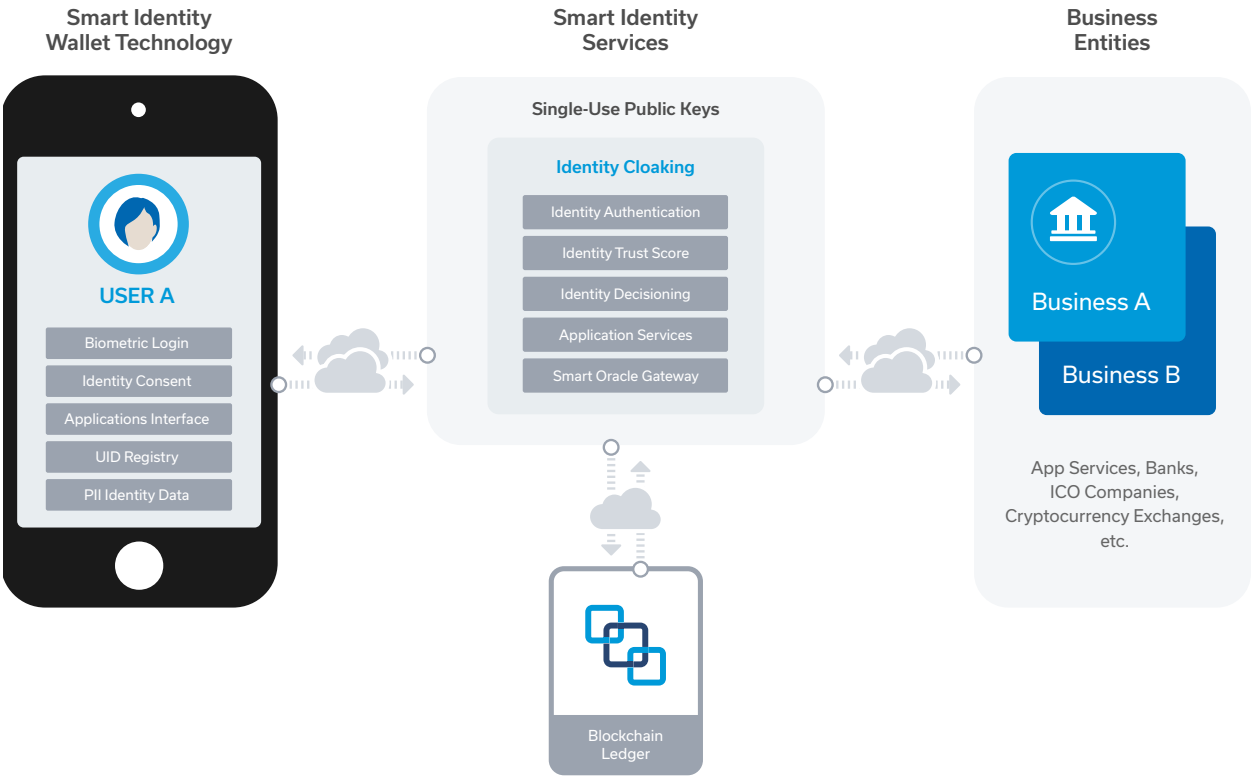
Involving real-time human consent to blockchain transactions is important for any of the following reasons:

Regulatory Compliance: Various regulatory and compliance regulations and/or processes may require the express consent of the individual identity.

Brand Preference: An individual brand or company may require the express consent of the individual identity for brand reputation, safety, or liability reasons that are beyond regulatory compliance requirements.

Personal Trust: Individual identities may demand their own control and express consent of a transaction to be comfortable with participating in the transaction.

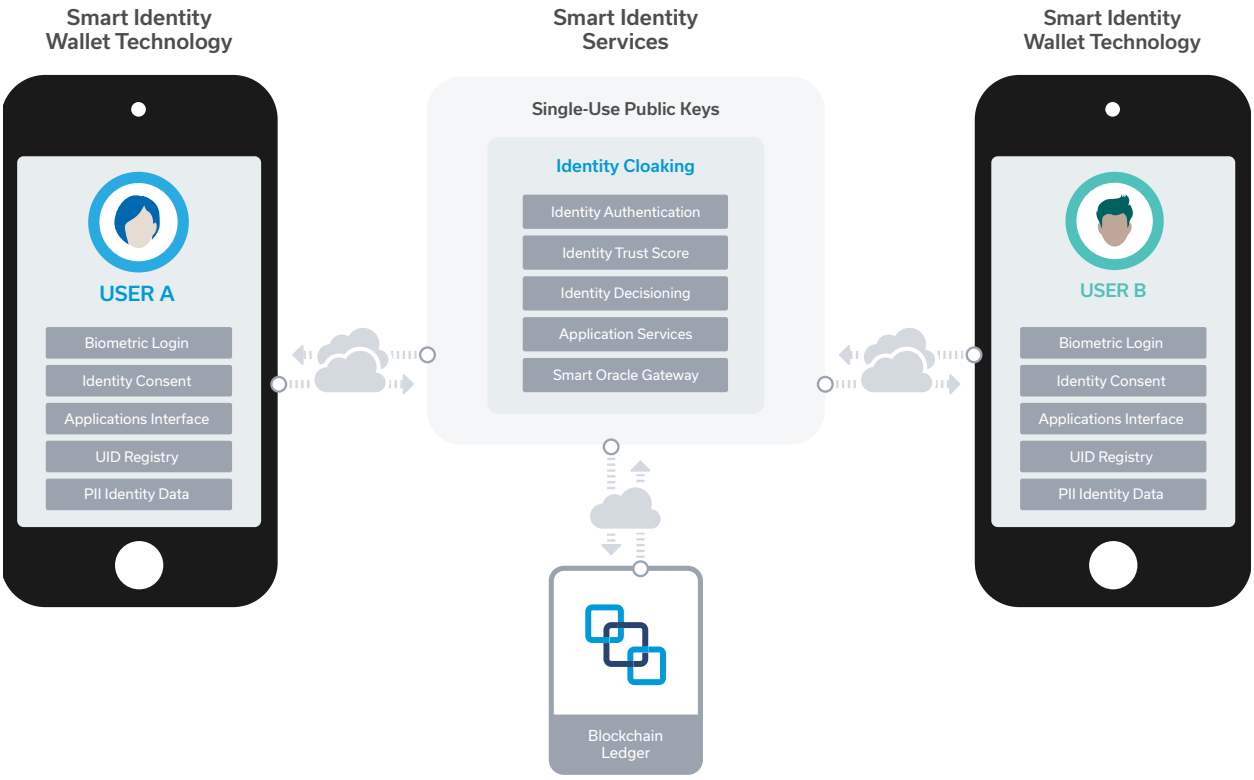
The following diagram illustrates the interaction of our Smart Identity Wallet with various businesses or third-party services, and the role our Smart Identity Platform play in facilitating trusted identity-related interactions that allow privacy and personal identity control by the end user:



Our Smart Identity enrollment process has clear benefits for each participant in the system that align across all participants for maximum impact, and like machine learning, increases in value with each transaction as overall identity authentication friction is reduced for both users and services while bringing trust back to the Internet and identity data control back to each individual or real identity.

Peer-to-Peer Use Cases

Our Smart Identity Wallets also allow end users to interact peer-to-peer with users to authenticate other individuals, and/or receive a real-time Identity Trust Score, for use cases such as hiring a home professional or nanny, screening for online dating, or peer to peer buy/sell transactions with services such as Craigslist or eBay.



For Peer-to-Peer transactions, the Smart Identity Wallet interacts with our Smart Identity Platform in a similar way as illustrated for the peer-to-peer illustration above.

Our Spectrum of Services

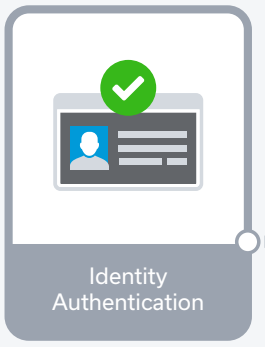
Today, AuthenticID believes that it provides the fastest, easiest, and most reliable way to verify real-world identities across the Internet with automated identity and trust verification. We call this the "first mile" of identity authentication that every KYC process, biometric service, or blockchain application requires.

"First Mile" authentication refers to the process of confirming a person is who they say they are, using a government issued ID and a selfie and some complex machine learning software. Banks and healthcare organizations have been manually doing First Mile authentication for years. Now everyone can do it anywhere they are on a mobile device, in as little as ten seconds based upon AuthenticID's core technology that it has been selling to large global enterprises for years.

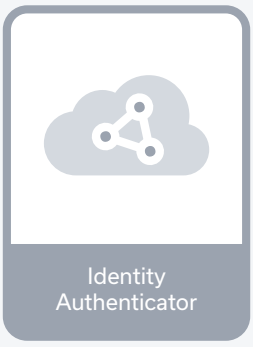
The initial Smart Identity Wallet registration of an end user has the most friction for both the end user and business customer because it requires ID document scanning and a selfie. Thereafter, there are additional services available via our single API to provide ongoing identity authentication support for all types of use cases.

The following is the spectrum of API services supported by our Smart Identity Platform:

1. Identity authentication for onboarding
2. Validation of identity-related transactions
3. Ongoing identity trust services



Paid service used to enroll new users by way of our Smart Identity Wallet or our API integrated into third-party apps



Free service of the Smart Identity Wallet that allows for requests of ID data for identity authentication to the next customer PLUS other verification requests

FREE

Identity Authenticated
# of Authentications
Jurisdiction
Legal Age

FREE API call via single-use public key that can be used for pre-authentication screening service

PAID

Device Reputation
Social Reputation
Watch List Screening
Registry Verification

PAID API call via single-use public key

Blockchain Use Cases Made Frictionless

Current internet transactions have a tremendous amount of friction and require a time-consuming process to sign-up for an account, participate in ICOs, or transact cryptocurrency on exchanges. AuthenticID significantly reduces this friction through the Smart Identity Platform, unlocking benefits such as faster onboarding (seconds versus existing standard processes that can take minutes if not days) and higher customer conversion and retention rates as a result. Improvements our existing customers experience today using our off-chain identity authentication process.

As the pace of coin offerings increases with more individuals and businesses participating, blockchain projects need a fast, reliable and inexpensive way to verify real-world identities remotely across the Internet with automated identity verification and KYC (Know Your Customer) and AML (Anti Money Laundering) compliance.

AuthenticID, currently enables automated identity authentication from 192 countries worldwide. Our user-friendly dashboard and identity decisioning engine quickly and automatically verifies identities based on customer-defined business rules.

Below are some important use cases with high user friction that AuthenticID's Smart Identity technology will solve:

USE CASE #1 - JURISDICTION SCREENING

ICO offerings require compliance with local regulatory agencies. Currently, some ICOs claim they are only open to non-US investors, but there is no way to verify that a buyer is not in the US. Investors in an ICO often want to remain anonymous when buying blockchain tokens, and issuers want to comply with local buyer protection laws.

Today, AuthenticID remotely verifies in real time the residence location associated with a buyer. With our planned Smart Identity technology, residence location for a buyer that has previously been authenticated with our Smart Identity technology can be easily verified. The smart contract processing for a token sale would ask for this information via a free AuthenticID API call before accepting a purchase or as an initial KYC screening process.

AuthenticID's Smart Identity creates value for each authenticated participant by reducing friction and reducing compliance cost for each subsequent transaction.

USE CASE #2 - CRYPTOGRAPHIC CURRENCY EXCHANGE SIGN-UP WITH KYC COMPLIANCE

Kraken is a good example of a cryptocurrency exchange, although all exchanges we tested have the same cumbersome on-boarding process. Kraken first requires customers to create an ID using email verification with the usual password, captcha, and email response link. Then to actually use the exchange for crypto-only services, further verification is required including name, date of birth, country and phone number (Tier 1 - crypto only) service level. For fiat currency deposits and withdrawals (Tier 2), customers need to provide address verification documents, and for any substantial currency holdings (Tier 3), Kraken requires a government issued ID, confirmation photo, social security number and utility bill. All of this is a very arduous and sometimes multi-day process for both the customer and Kraken.

AuthenticID's Smart Identity streamlines this process. All ATHAU token owners are previously authenticated. You consent via biometric unlocking to securely transmit your private information required by Kraken or any exchange or bank to perform KYC compliance checks. AuthenticID's first-time identity authentication process is simple and fast and reduces much of the customer onboarding required by exchanges and other financial blockchain endpoints.

USE CASE #3 – FIAT / CRYPTOCURRENCY BANK TRANSACTIONS WITH KYC COMPLIANCE

All deposits of fiat (standard) currency into a bank account from an Exchange require a multi-step process, starting with a wire transfer as well as the Tier 3 identification process as seen with Kraken above. In addition, periodic identification verification is required for ongoing KYC compliance.

This use case is similar to Use Case #2 above, except AuthenticID can allow the bank account number and transfer protocol across multiple Exchanges for a single user to be cryptographically stored on each user's device along with their other PII data, removing friction and keeping the user in control of their identity-related data.

Again, this service implies that a user has authenticated with our Smart Identity technology and authorized such procedures.

USE CASE #4 – IDENTITY CONSENT

Ability for individual identities to authoritatively accept or deny their consent related to sensitive use cases such as Credit Bureau consent or healthcare record or procedure consent.

This is accomplished with a smart contract that sends a cryptographic message to an end user that has previously authenticated with our Smart Identity technology, providing them with the option to accept or deny the consent request with easy to use biometric authentication that is linked to their authenticated identity via a one-time use cloaked public key.

Of course, the blockchain byproduct of any of the above use cases is the ability to have an immutable and irrefutable transaction log recorded to the blockchain that can be easily viewed by BOTH sides of the transaction – creating absolute transparency and authenticity to these transactions in a manner that also protects personal identity.

This type of service is important for compliance with new data protection laws such as GDPR.

CHANGING REGULATORY ENVIRONMENT

Currently the blockchain and its extensive infrastructure is highly self-regulated and accordingly reliant on smart contracts connected directly to the blockchain itself without significant government regulation. As AuthenticID continues to provide its authentication services both onto as well as independent of the blockchain, it expects to see added compliance requirements and industry regulation as cryptocurrency is exchanged for fiat currencies or when compliance requires disclosure and verification not otherwise required under the blockchain smart contracts. AuthenticID will continue to attempt to meet each and every regulation and compliance and trust requirement as such evolve in this growing and complex interface between traditional transactions and those conducted on the blockchain.

Smart Identity Platform Development Priorities

AuthenticID's Smart Identity Platform is an enabling technology that will support a wide variety of distributed applications for the blockchain. The ATHAU token sale provides funds to be used to primarily offset the cost of fulfilling redemption of tokens for services as well as costs associated with the development of blockchain-enabled services.

Fortunately, we start with an existing identity authentication platform with APIs and SDKs for document authentication and biometrics that is available today to support enterprise customers around the world.

Existing Platform Services

Today, we provide Identity Authentication and Identity Trust Scores as a centralized off-chain oracle-based service for identity verification. We monetize this service on a per transaction basis via metered API calls paid by enterprise customers who signed a licensing agreement.

Platform Components to be Built

With several components already available as part of our Identity Authentication platform, we plan to build new capabilities and extend existing services to the blockchain. Here are our currently anticipated priorities:

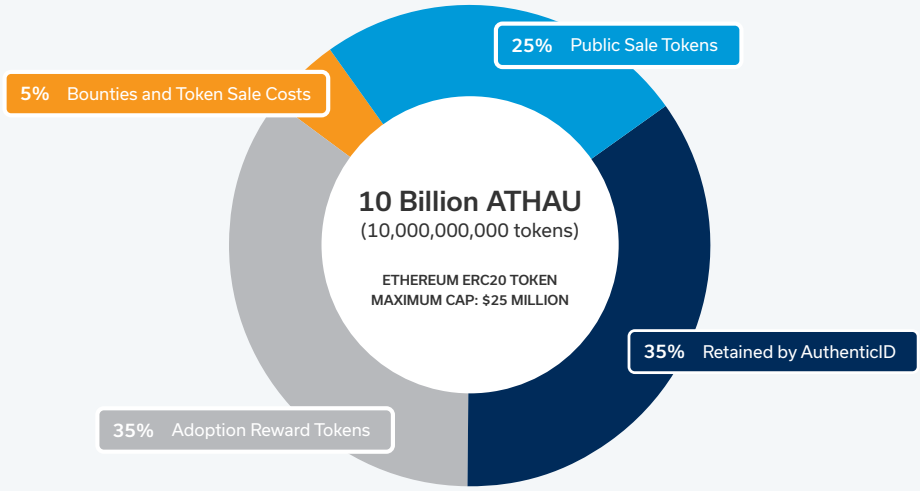
1. Smart Identity Wallet
2. Smart Oracle (extend to blockchain)
3. Identity Consent Engine

Smart Identity Token Sale

The details of the ATHAU Token Sale are explained in the following sections.

What is an AuthenticID token?	The ATHAU token rewards individuals, affiliate partners, and businesses to authenticate identities on the blockchain. Each token functions as a 20% discount coupon when converting it to AuthenticID service credits.
How our Services Work:	AuthenticID provides a range of identity authentication services to support identity-related transactions on and off blockchains.
Token Symbol:	**ATHAU**
Total Supply:	10,000,000,000 (10 billion) tokens including all bounties (see below).
Decimal Places per Token:	18 (eighteen) decimals (1.000000000000000000).
Number Tokens for Sale in Initial Offer:	2,500,000,000 (2.5B) tokens ($25 million token value) will be offered in the initial Token Sale. Any unsold tokens will be burned.
Initial Rate:	Price per token is $0.01 USD. AuthenticID reserves the right to increase the token price.
Crowdsale Min / Max Purchase Quantities:	Minimum purchase is 100,000 tokens. Maximum purchase is 999,999 tokens during the crowdsale if purchased with ETH.
Smart Contract:	Recorded on Ethereum blockchain, ERC20 compliant and available for review on GitHub.
Coins Accepted:	ETH, BTC
Exemption from Registration:	ATHAU token offering is exempt from US SEC registration under Rule 506(c) of Regulation D.

TOKEN SALE STRUCTURE & DISTRIBUTION



The five percent (5%) Bounties allocation of 500,000,000 ATHAU tokens for the founders, development team, and advisors will be restricted from resale until one year after the Token Sale End Date, and will be structured as restricted token grants and awarded based on the following release schedule:

Fifty percent (50% or 250,000,000 tokens) will be distributed six (6) months after Token Sale End Date

Twenty-five percent (25% or 125,000,000 tokens) will be distributed nine (9) months after Token Sale End Date

Twenty-five percent (25% or 125,000,000 tokens) will be distributed twelve (12) months after Token Sale End Date

Additional Facts

Maximum cap on public token sale
$25 million

Purchase methods accepted
BTC, ETH and USD wire transfer

Token type
Ethereum ERC20 token

All of the 3,500,000,000 ATHAU tokens retained by the Company will be restricted from resale for one or two years as follows: 50% (1,750,000,000 tokens) until twelve (12) months after the Token Sale End Date, and the balance (1,750,000,000 tokens) until twenty-four (24) months after the Token Sale End Date.

TOKEN SALE BONUS SCHEDULE

Depending on time of purchase, ATHAU tokens may qualify for a 15% bonus that will decrease per the table below (so if 100,000 tokens are paid for, the buyer would receive 115,000 tokens in the first week – per the table, and so on):

TOKEN BONUS AMOUNT	15%	10%	5%	NO BONUS
TIME PERIOD	Week 1	Week 2	Week 3	Week 4

TOKEN REDEMPTION RIGHTS

Each ATHAU token will function as a twenty percent (20%) discount coupon when converting it to AuthenticID service credits used for API calls or services both on and off the blockchain.

The conversion value for each ATHAU token will be set by the market price for the ATHAU tokens at the time of conversion. Once redeemed by the Company, fifty percent (50%) of the ATHAU tokens that are redeemed will be restricted from resale for two (2) years from the date of redemption.

Affiliate Incentive Program to Earn ATHAU Tokens

We are incentivizing the blockchain community to recruit and sign-up new customers in return for earning ATHAU tokens.

Therefore, our affiliate incentive model is similar to gas for the blockchain or to an affiliate marketing program – the network community can earn tokens by promoting adoption as well as enriching the trust data file for each identity which benefits the entire blockchain community.

For individuals who use the Smart Identity network to approve consent requests to share their identity data, they will earn AuthenticID service credits that can be used for peer to peer transactions managed through our Smart Identity Wallet.

TOKEN INCENTIVE ALLOCATION MODEL FOR IDENTITY ACQUISITION

Of the total 10 billion ATHAU tokens created, 3,500,000,000 tokens, or 35% of all tokens, will be allocated to the Incentive Affiliate Program.

These tokens will be allocated between the efforts of enrolling new Smart Identity Wallets as well as contributed Identity Trust services and data.

The Incentive Affiliate Program has also been designed to support reaching a critical mass of up to 1 billion registrations. Early adopters are rewarded at higher levels to drive network efficiencies.

ATHAU tokens can be redeemed for AuthenticID service credits.

MANAGEMENT & DISTRIBUTION OF INCENTIVE TOKENS

The ATHAU incentive tokens will be held by AuthenticID and distributed via smart contract to affiliate partners as a reward for enrolling new Smart Identity Wallet authenticated users.

For tokens earned by individuals who use the Smart Identity network to approve consent requests, they can redeem tokens for AuthenticID service credits that can be used for peer to peer transactions managed through their Smart Identity Wallet.

A portion of the incentive tokens may also be distributed to partners who contribute added value to our Identity Trust services and data. The number of incentive tokens distributed for enhancing our Identity Trust services and data are made on a case-by-case basis by AuthenticID.

ROADMAP & TIMELINE

The following timeline summarizes the planned release month for the availability of identity-related-services that are linked to our current and future ATHAU token sales. The release schedule depends on the amount of ATHAU tokens sold in the ATHAU Token Sale, and AuthenticID reserves the right to change or accelerate the schedule.

PHASE ONE	PHASE TWO	PHASE THREE	PHASE FOUR
January 2018	**April 2018**	**July 2018**	**September 2018**
Smart Identity Developer Program	**Smart Identity Wallet**	**Premium Smart Oracle Service**	**Identity Consent Engine**
Dev platform to support open source extensions and apps	Register Smart Identity Wallets and access initial free identity trust services	Access to paid or premium Identity Trust services	New identity consent service for expanded use cases

Team

AUTHENTICID CORE MANAGEMENT

Our executive leadership have collectively pioneered the identity authentication and biometrics industries.

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Executive Chairman

Blair Cohen
Chief Evangelist & President
linkedin.com/in/blair-cohen

Jeff S. Jani
EVP & COO
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Richard A. Huber Jr.
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VP of Finance & Admin

Jon Busey
InfoSec Director

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Andy Singleton
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PARTICIPATION IN THE ATHAU TOKEN SALE

In addition to our current customers, we plan to initially extend the token sale to anyone interested in AuthenticID and the cryptocurrency community.

CONTACT INFORMATION

For the ATHAU token sale, please visit our website at tokens.authenticid.co, send mail to info@authenticid.co or call our corporate or sales offices as listed below:

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+1 844.656.1780
info@authenticid.co

Sales

+1 844.656.1780
sales@authenticid.co

Token Sale Website: tokens.authenticid.co

Company Website: www.authenticid.co

Twitter: @authenticid

LinkedIn: AuthenticID

Vimeo: www.vimeo.com/authenticid

Reddit: /r/AuthenticID

Steemit: @AuthenticID