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LIFESCORE NEXUS

“Your Legacy, Skills, and Identity - Verified and Immutable”

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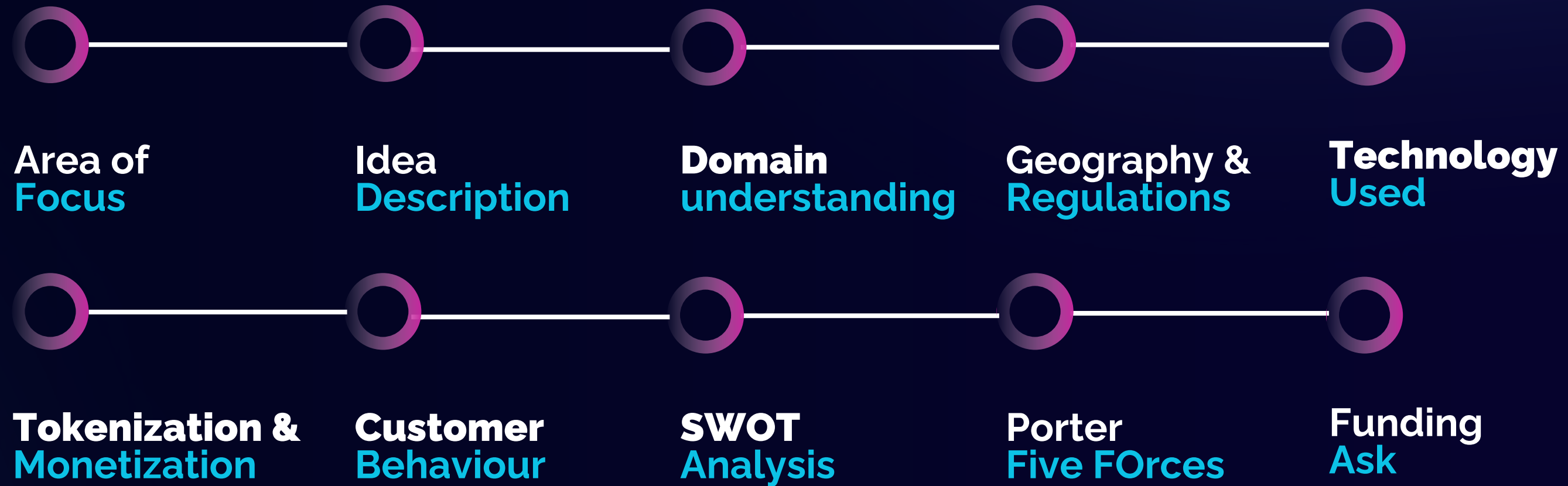
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Meeting Agenda



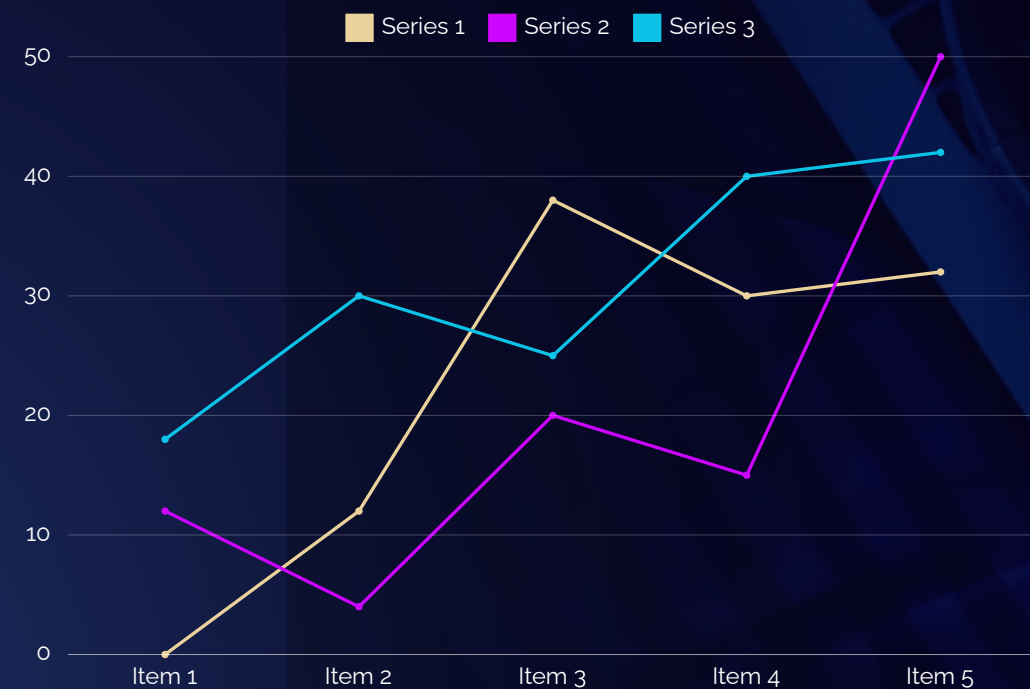


Area of Focus

Purpose of The Presentation

Area of Focus

"Our Focus: Revolutionizing Identity and Credential Verification with Blockchain."



Why this Focus Area

- Addressing Fragmentation in Verification Systems
- Increasing Demand for Privacy and Data Ownership
- Enhancing Trust and Accountability
- Supporting CSR and Social Impact Reporting

Strategic Objectives



Idea Description

*"A Unified Platform for
Identity, Credentials, and
Contributions."*



Specific Idea

A unified platform integrating identity, skills, and social impact into a secure, verifiable profile.



Value Proposition

For Users: Recognize and reward social contributions.

For Organizations: Simplify ESG reporting and reduce verification costs.



Key Features

Zero-Knowledge Proofs (ZKP) for privacy.

Soulbound NFTs for credentials.

Social Impact Tokens (SITs) for contributions.



key Differences

Blockchain-backed transparency.

Tokenized incentive systems.

Scalable, privacy-preserving solutions.



Domain Understanding

01

Value chain Pain Points

02

Value Chain Disruption by LifeScore Nexus



Value Chain VS Pain Points

Stakeholder	Current Process	Pain Points
Job Seekers	Submits CVs, certificates, and credentials to employers	Submits CVs, certificates, and credentials to employers
Employers	Manual background checks via HR teams or agencies	High cost, long delays, risk of forged credentials
Universities	Issues paper-based or PDF certificates	Risk of forgery, high administrative burden
NGOs	Manually track volunteer hours and CSR contributions	No centralized proof, CSR reporting issues
Governments	KYC verification for banking and social schemes	Repeated KYC, privacy risks, slow service delivery



Disrupting the Value Chain

Current Process	Disrupted Process (LifeScoreNexus)
Manual KYC Checks	Instant KYC via Zero-Knowledge Proofs (ZKPs)
Multiple Verifications	One-time verification via Soul NFT
Paper-Based Certificates	Credential NFTs (Immutable & Tamper-Proof)
Delayed CSR Reporting	Live CSR & Social Impact Tracking



Geography & Regulation

- Initial focus on India with plans to expand to Southeast Asia and Africa.
- Compliant with India's Personal Data Protection Bill.
- Plans to meet GDPR standards for international expansion.





Regulatory Landscape

Regulatory Body	Role	Relevance to lifeScore Nexus	Key Document
RBI	Payment regulation	SIT Token payments, transaction fees	RBI Guidelines
MeitY	Digital identity compliance	Aadhaar, DigiLocker integration	MeitY Guidelines
SEBI	Tokenized assets	SIT token classification, staking regulation	SEBI Guidelines
Data Protection Authority	Data privacy	Personal data protection, PDP Act	Data Protection Act



System Overview



**User
Identity
(Soul NFTs)**



**Life Score
System (Impact
Verification &
Rewards)**



**Credential
Verification
(Degrees, Skills, &
Certificates)**



**Proof-of-
Action (PoA)
Verification**



**Data Privacy,
Access Control,
and Sharing**



User Onboarding & Soul NFT Creation



Technical Flow

- Registration & Verification
 - Sign up via Aadhaar, PAN, email, or WalletConnect; ZK-SNARKs ensure secure ID validation.
- Soul NFT
 - Mint a unique, non-transferable soulbound NFT (ERC-721) for one-person-one-profile.
- Data Privacy
 - Personal data is encrypted on-chain with ZK-SNARKs for complete privacy.



Interlinked Systems

- Blockchain: Mints the user's Soul NFT on Polygon.
- API Gateway: Manages requests from users to the blockchain.
- ZKP Engine: Verifies user identity while preserving privacy.

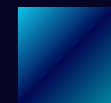


Life Score System (Impact Verification & Rewards)



Technical Flow

- Submission & Validation
 - Users upload proof (photos, geolocation). Chainlink Oracles and AI validate it with NGO support, logging verified actions on-chain.
- Rewards
 - Validated actions earn SIT tokens (ERC-20) for rewards, donations, or staking.



Interlinked Systems

- Oracles: Data from geolocation (Google Maps API), timestamps, and NGO approvals feed into the validation system.
- Smart Contracts:
 - Life Score Contract tracks the user's contributions.
 - Token Contract issues SIT tokens upon successful validation.
- IPFS: Proof files (like images and PDFs) are stored on IPFS.



Credential Verification (Skills, Degrees, & Certificates)



Technical Flow

- Certificates
 - Universities or employers issue verifiable credentials as soulbound NFTs.
- Onboarding
 - Users upload or integrate certificates via edtech platforms.
- Verification
 - Verified credentials are minted as Credential NFTs and linked to LifeScore profiles.



Interlinked Systems

- Soul NFT: The Credential NFT is linked to the user's Soul NFT for identity linking.
- Verifiable Credential Contract: Issues and validates certificates on-chain.
- API for Universities & HR: Provides APIs for employers and universities to validate and issue degrees.



Proof-of-Action (PoA) Verification

Technical Flow

- Submission
 - Users submit proof (photos, geolocation, timestamps, IoT data) via the LifeScore Nexus app.
- Verification
 - Proofs are validated using Chainlink Oracles, geo-tracking, AI, GPS, and timestamps.
- Logging
 - Validated proofs are stored on-chain, updating the user's Life Score.

Interlinked Systems

- AI Validator: AI image recognition checks photo validity.
- Oracles: Timestamp and location proof validation using Chainlink Oracles.
- IPFS: Stores images, proof files, and receipts.



Sharing, Access Control & Privacy



Technical Flow

- Profile Sharing
 - Users share LifeScore via QR code/URL, controlling visibility and data.
- Privacy
 - ZKPs prove credentials without exposing details.
- Requests
 - Employers/NGOs request data; users approve/reject via API.



Interlinked Systems

- Soul NFT: Access requests are linked to the user's self-sovereign identity.
- API Gateway: Handles incoming requests for verification from HR platforms.
- ZKP Engine: Proves that a credential exists without revealing full details.



Tokenization

01

Overview of the
Tokenomics
System

02

Tokenomics
Design

03

Token Utility &
Use Cases



Tokenization Design

Category	Allocation(%)	Amount(SIT)	Vesting Period
Rewards & Incentives	40%	400M SIT	Distributed over 5 years
Staking & Liquidity	20%	200M SIT	Locked liquidity pool
Team & Founders	15%	150M SIT	2-year vesting,6 month cliff
Investors & Seed Round	10%	100M SIT	For partner incentives
Community Treasury	5%	50M SIT	Controlled by DAO governance
Total Supply	100%	1 Billion SIT	Fixed supply, no inflation



Monetization Strategy- company cost

Action	Cost per Transaction	Components
Access API	₹2,000/month	Subscription fee
Verification Requests	₹10-₹20 per check	Credential check (API fee)
Employer Credential Check	₹20-₹30 per request	Oracle fee + API validation



Breakdown Of User Cost

Action	Cost per Transaction	Components
Submit Proof of Contribution	₹1-₹3	Gas fee + Oracle validation
Request Verification	₹5-₹10	Oracle fees + API fee
NFT Mint (Skill/Certificate)	₹20-₹30	Minting gas fee (Polygon)
Verification of Skills	₹10-₹20	API fee for skill check

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Customer User behaviour



Target user and Payers

Job seekers, universities, NGOs, and corporates.



Value Proposition

For Users: Showcase verified social and professional impact.

For Organizations: Streamline hiring and ESG reporting.





Sustainability & Growth Model

01

Blockchain Scability

02

Energy Efficiency

03

Incentive Driven

04

Strategic Partnership

05

Regulatory Compliance

01

Development & Early Adoptions

02

Market Penetration

03

Geographic Expansion

04

Community & Ecosystem
Development

05

Long-Term Vision



Existing Competitors

Features	LifeScoreNexus	LinkedIn	Goodwall	GiveTrack
Impact Tracking	Social contributions, volunteering, donations ✓	No social impact tracking ✗	Limited social impact ✓	Donations tracking only ✓
Credential Verification	Skills, degrees, work experience ✓	Basic skills, endorsements ✓	Limited ✓	No verified skills ✗
Self Sovereign Identity	Soul NFT + ZKPs for privacy ✓	Centralized profile management ✗	No self sovereign ID ✗	No identity verification ✗
Tokenization & Rewards	SIT tokens for verified actions ✓	No tokenized rewards ✗	No tokenization ✗	No rewards system ✗



Size of the Market

Apply the two ways to size the market - top down or bottom up. Some sizing jargons are TAM, SAM, and SOM.

\$75.6 Billion

Total Available
Market (TAM)

48.6 billion -Digital identity solutions.

\$11 billion -redential verification.

\$16 billion-social impact tracking
(CSR-activities).

\$11.7 Billion

Serviceable Available
Market (SAM)

\$6.7 billion -digital identity solutions in
India.

\$1.5 billion -credential verification.

\$3.5 billion -CSR and social impact tracking.

10%-15% of SAM

Serviceable Obtainable
Market (SOM)

\$1.17 billion to \$1.755 billion in
India by 2026.



Market & Strategic Analysis

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Strengths

- *First mover advantage*
- *Innovative Feature*
- *Scalability*
- *Tokenized Incntive system*
- *Wide applicability*

W

Weaknesses

- *Market Education*
- *Regulatory Compliance*
- *User Dependency*
- *Resource-Intensive*

O

Opportunities

- *Expanding Digital Identity Market*
- *CSR & ESG focus*
- *Emerging Markets*
- *Partnerships and Integration*

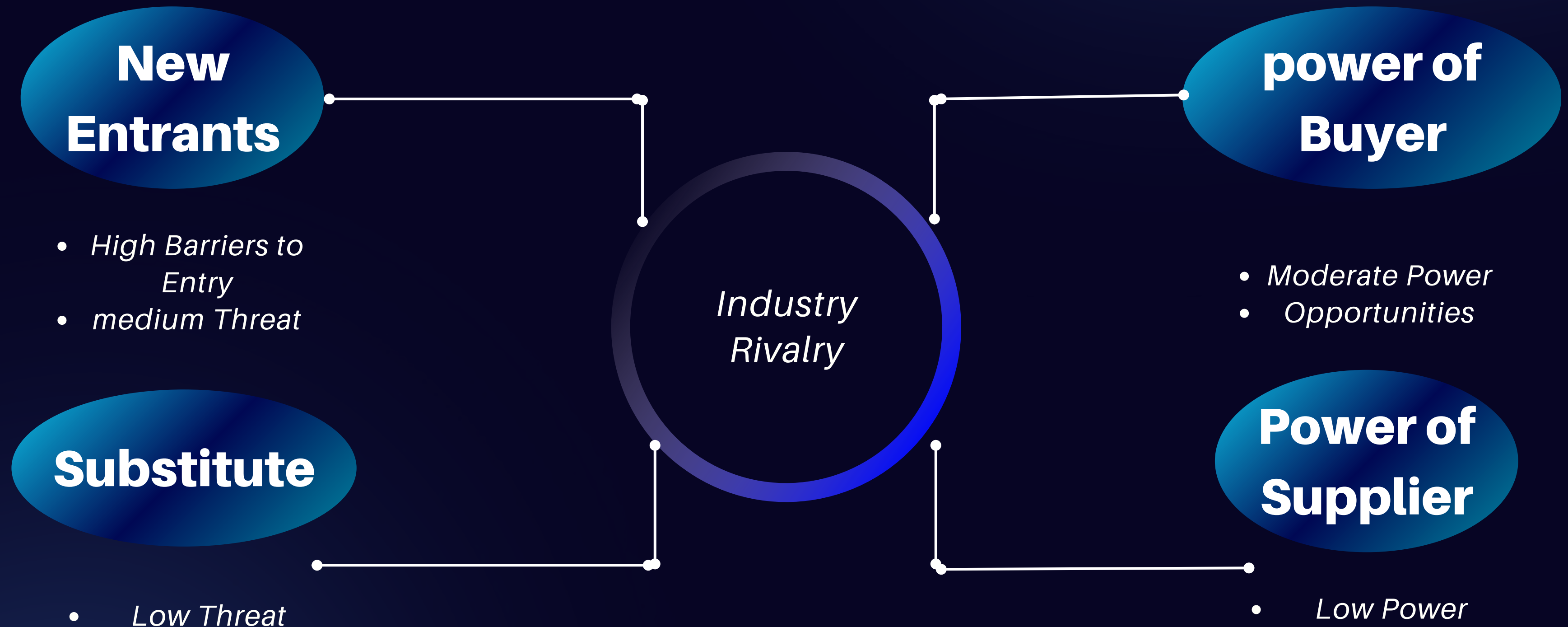
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Threats

- *Regulatory Changes*
- *Competiton*
- *Technological Risk*
- *user Trust Issues*



PORTER Analysis





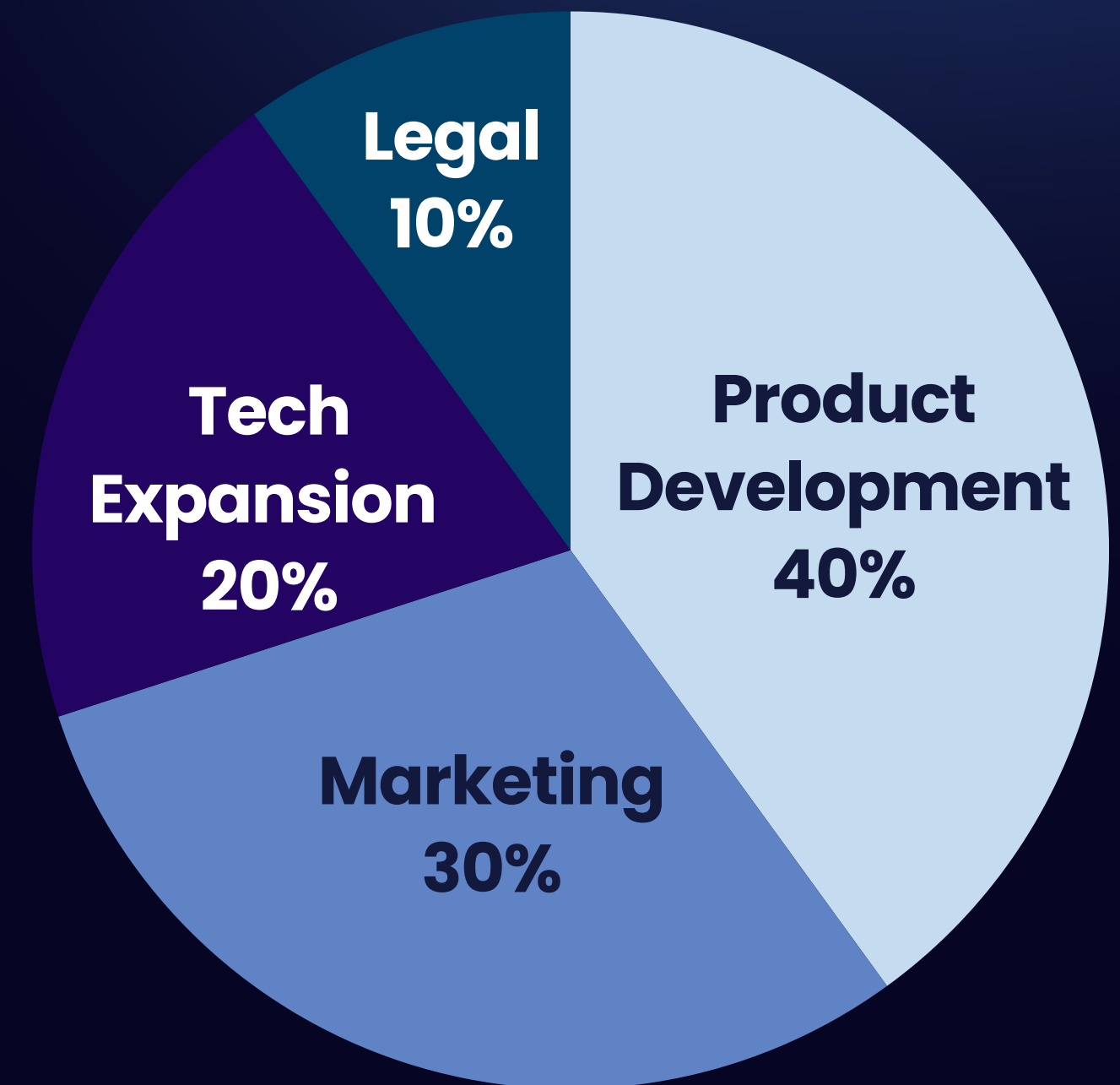
Funding Ask

₹5-₹10

Crore

The funding will be received from investors

Year	Revenue	Expenses	Profit
Year 1 (Launch)	₹1.5Cr	₹3.0Cr	-₹1.5Cr
Year 2 (Growth)	₹10Cr	₹6.0Cr	₹4Cr
Year 3 (Scale)	₹25Cr	₹12Cr	₹13Cr





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