

Bringin South America on-chain

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QuarkID



Hard facts

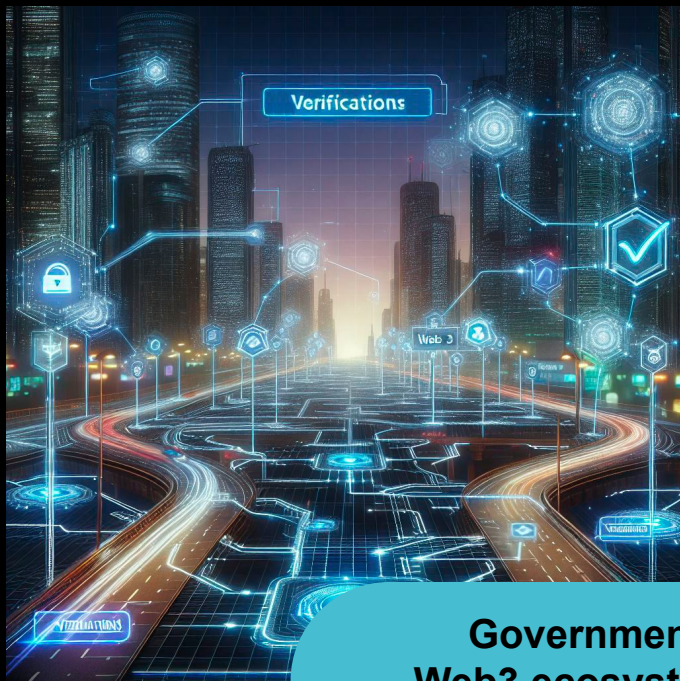
1. A self sovereign identity protocol
2. Open source (Apache 2.0)
3. A Digital Public Good enrolled in the Digital Public Good Alliance
4. **Oct 21st launched in Buenos Aires City (3m inhabitants)** 165k+ new IDs created in less than one month.
5. **80 mill+ users in the confirmed pipeline:**
 - a. **Three Cities** in Argentina & Mexico
 - b. **Four States/Provinces** in Argentina & Mexico
 - c. **Two Pilot Projects** with National Governments (Argentina & El Salvador)
 - d. **Two major Banks** (Macro & Santander) and one Telco (Telmex)

And the journey has just started....

Why did Buenos Aires start the QuarkID journey?



1. The government should pay the friction necessary to create a public highway of verified trust...
2. ...making it available to everyone without any government oversight...



3. ...giving users control over how, when, what and with who they share personal information

**Governments + Startups =
Web3 ecosystems that generate
prosperity and innovation**

Key decisions we needed to make

1

Decentralized
vs.
Centralized

2

**Open, non
permissioned**
vs.
**Private,
permissioned**

3

Open source
vs.
Proprietary

QuarkID's Tech stack

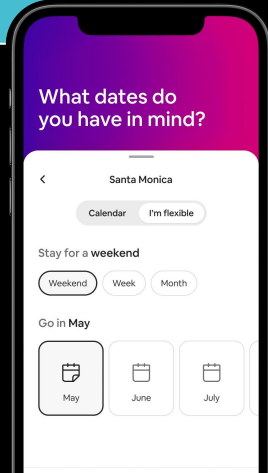


Each user with a Digital Identity in QuarkID will have a ZKSync account via native account abstraction

The evil dilemma: sacrifices are to be made

Amazing
UX +

*Centralized
Web 2*



Impossible
UX -

*Decentralized
Web3*



If anybody notices they are using a Web3 app,
the project will fail to gain adoption.

UX rules the game

The evil dilemma solution



**Self custodial
open source
identity wallet**

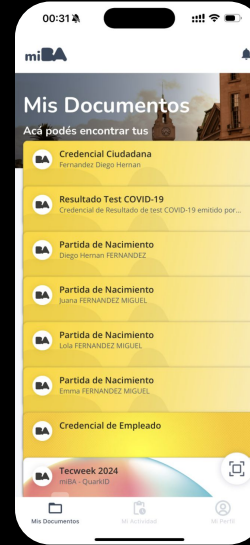


**Custodial web 2
app operating on
decentralized
railways**



Let's give users the choice

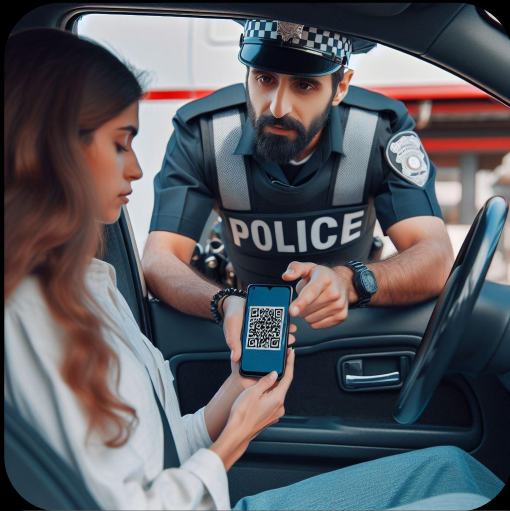
It's always the use case.....



...they buy use cases that solve problems.

**Technology is a means to an end,
not an end in itself**

We need to solve real world problems to have real world adoption

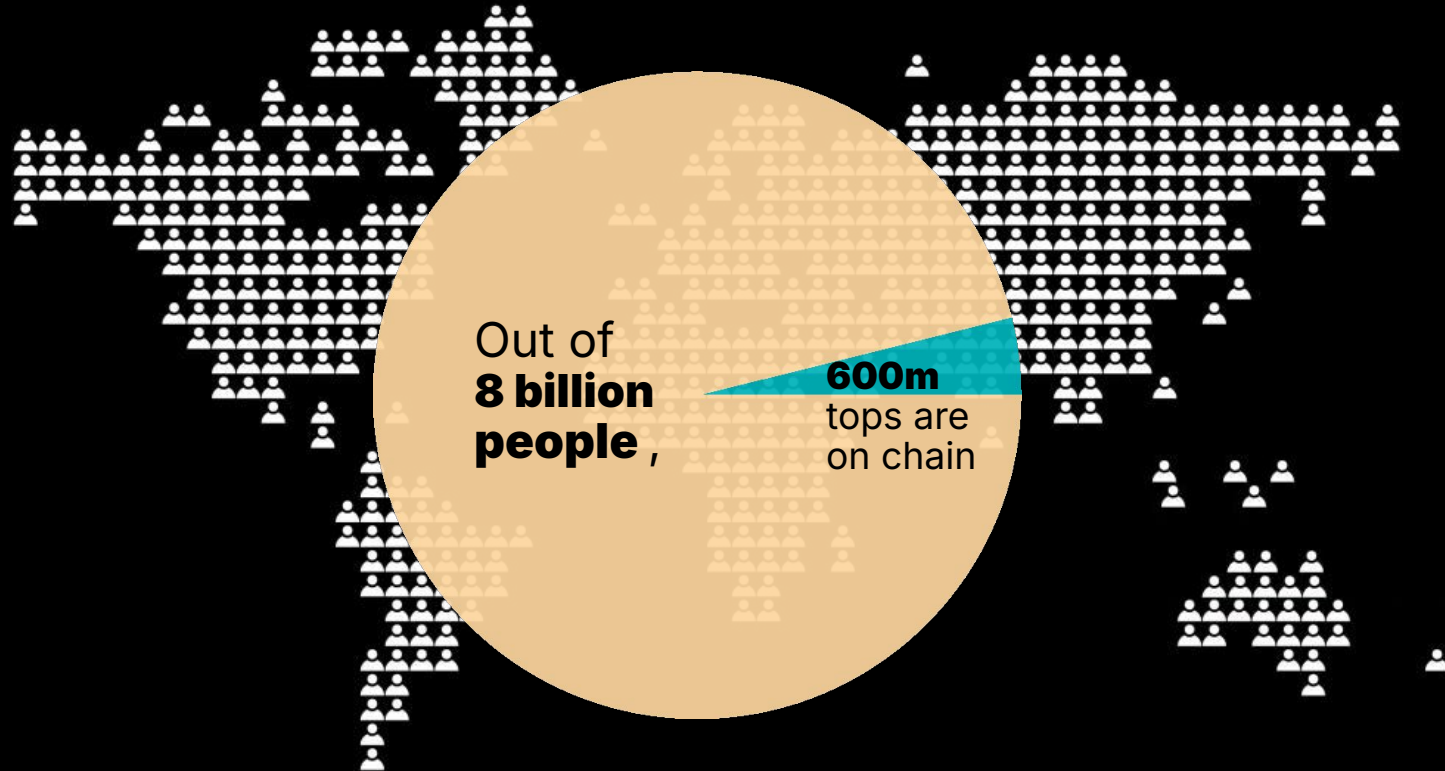


Use case 99%

- Ethereum as a security layer
- ZKSync providing selective disclosure via ZKproofs
- Native account abstraction
- Users control their information not institutions

Tech 1%

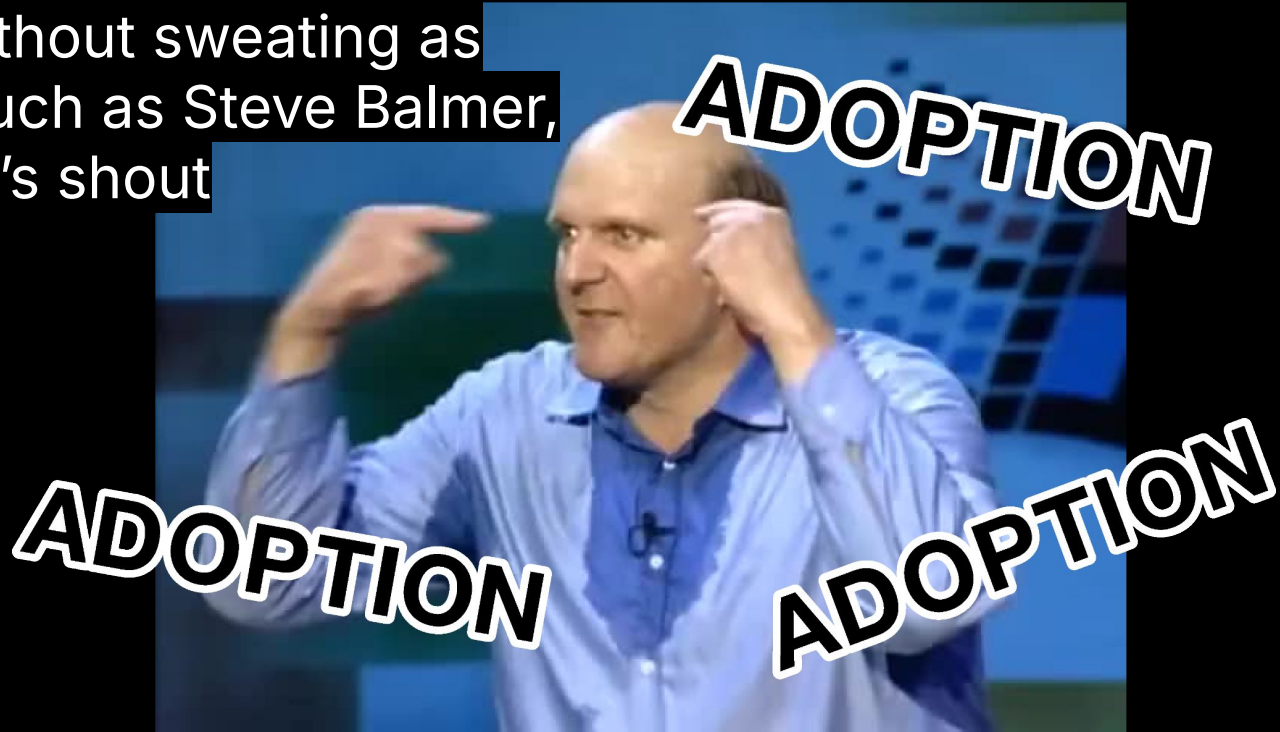
How do we get billions of people on-chain using Ethereum as the security layer



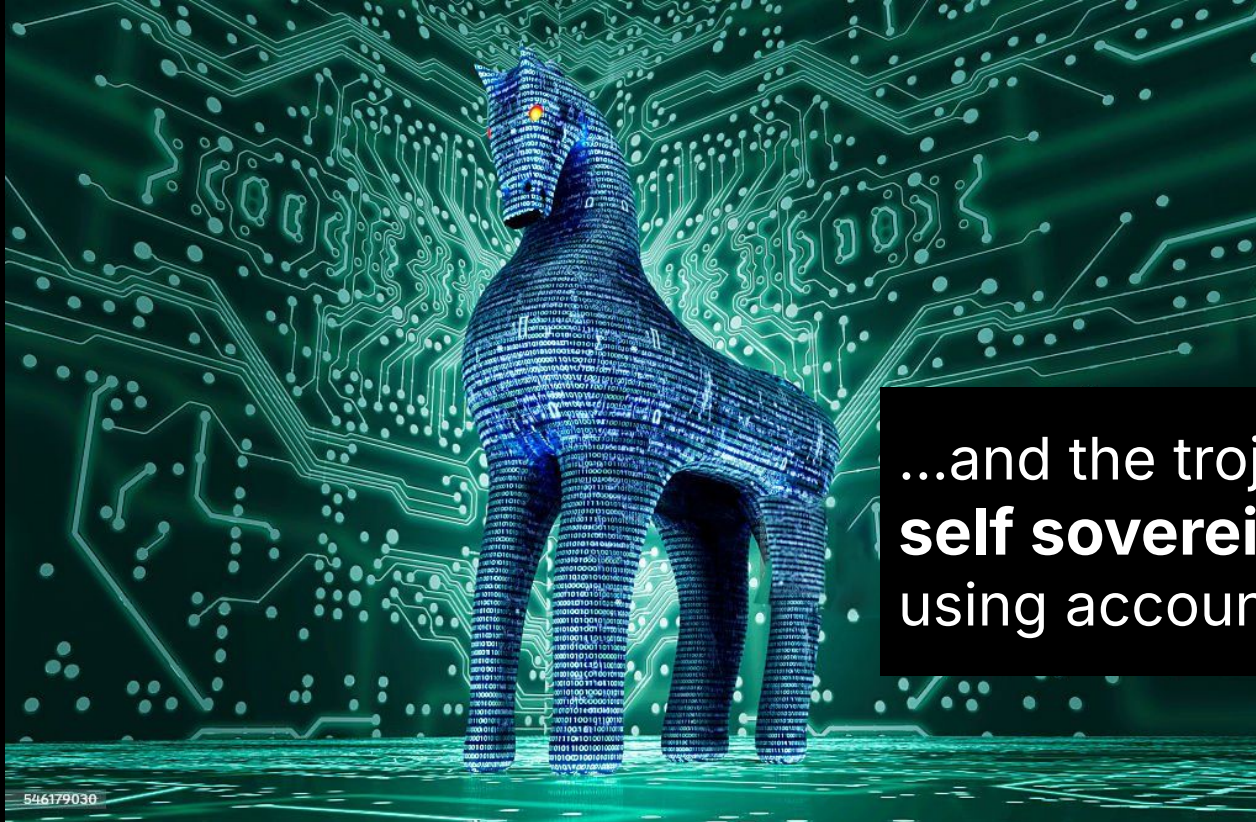
The QuarkID mission: adoption adoption adoption



without sweating as
much as Steve Balmer,
let's shout



And if we want to gain adoption
we need to trojan horse the system...



...and the trojan horse is
self sovereign identity
using account abstraction

Reverse Adoption Lifecycle: Governments and Institutions have a crucial role



1. Governments can help create the necessary highways of decentralized trust
2. We, as an industry, should help governments and institutions achieving that goal
3. There are "champions" of this vision out there, let's find them and leverage them



**A decentralized,
non permissioned,
open-source future
is possible, and
we need to build it
with governments
and institutions,
not against them**

Thanks!

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in /dhfernandez

www.quarkid.org