



# Abstract Wallets and Chains through Profiles

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PROGRESS OVER THE LAST 2 DECADES

# The Generations of the Web



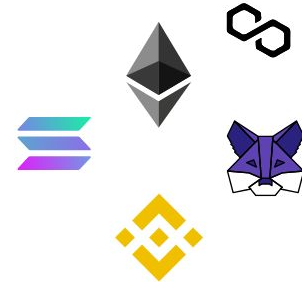
## Web1

Read-only  
Static



## Web2

Read-Write  
Interactive



## Web3

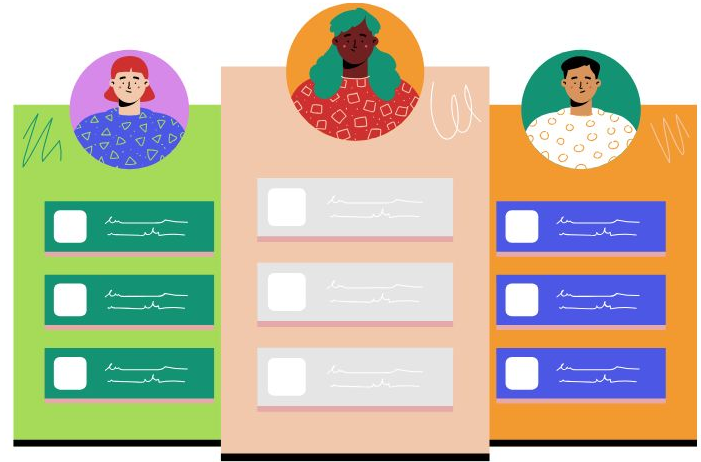
Read-Write-Own  
Ownership economy



# Profiles: A key component of Web2

Web2 Profiles:

- **Identify** users within a platform
- **Contextualize** interactions
- **Personalize** experiences
- **BUT Siloed** inside walled gardens



# Profiles **Identify** your Personas



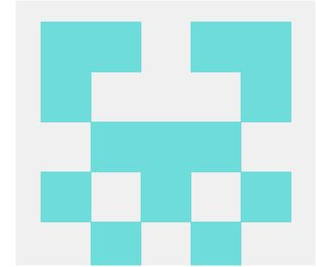
LinkedIn

- Engineer
- CEO
- Blockchain Writer



Facebook

- Traveller
- Mom
- Bollywood lover



GitHub

- Solidity & typescript dev
- HSMs and web3



# Profiles **Contextualize** your interactions



**Fictional Person 1**

44.8k followers

This new blockchain upgrade will  
solve all the tx issues



**Fictional Person 2**

26 followers

This new blockchain upgrade will  
solve all the tx issues



**Context and Reputation changes the trust and validity of content**





# Profiles **Personalize** your experiences

## Curation

Show the user what they are most likely to enjoy

## Recommendation

Recommend users what they are most likely to interact with

## Discovery

Enable users to easily discover what they want to be a part of

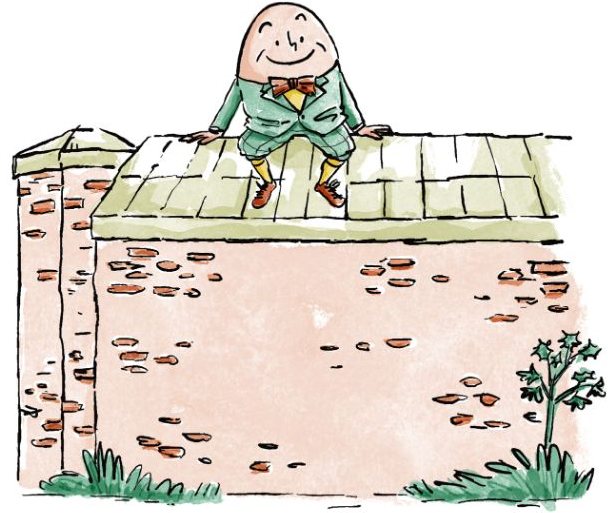
Tailored experiences **increase user retention** on a platform





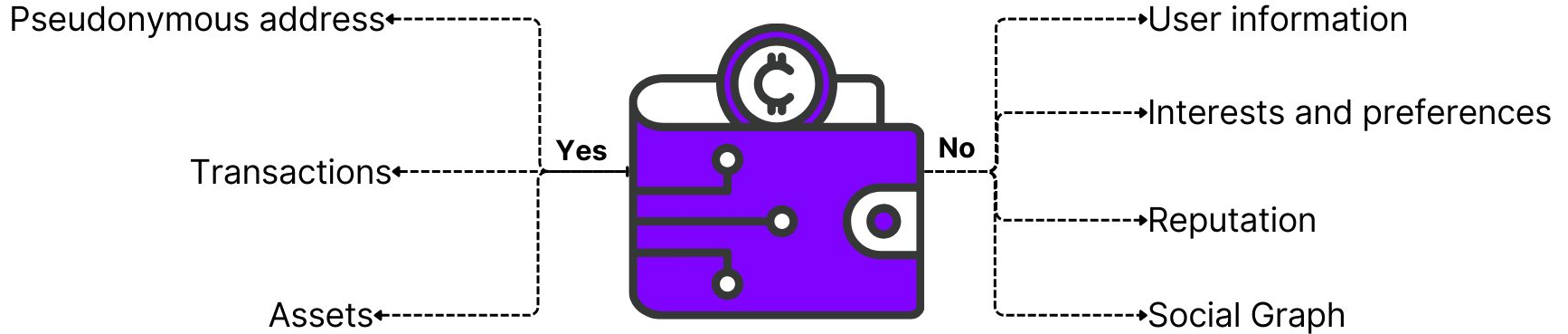
# Profiles **Silo** your context

- **Limited** to one platform
- Can be **censored**
- Can be **deleted**
- No true **ownership**
- **All things that web3 can solve**





# The Anatomy of a Web3 Wallet



**Wallet lacks everything that can enable creation of engaging platforms**







# Fragmentation further aggravates the problem

- **Liquidity, user and data fragmentation**
- No way to link different profiles and/or wallet addresses
- No network effects due to fragmentation
- Difficult to get the full picture

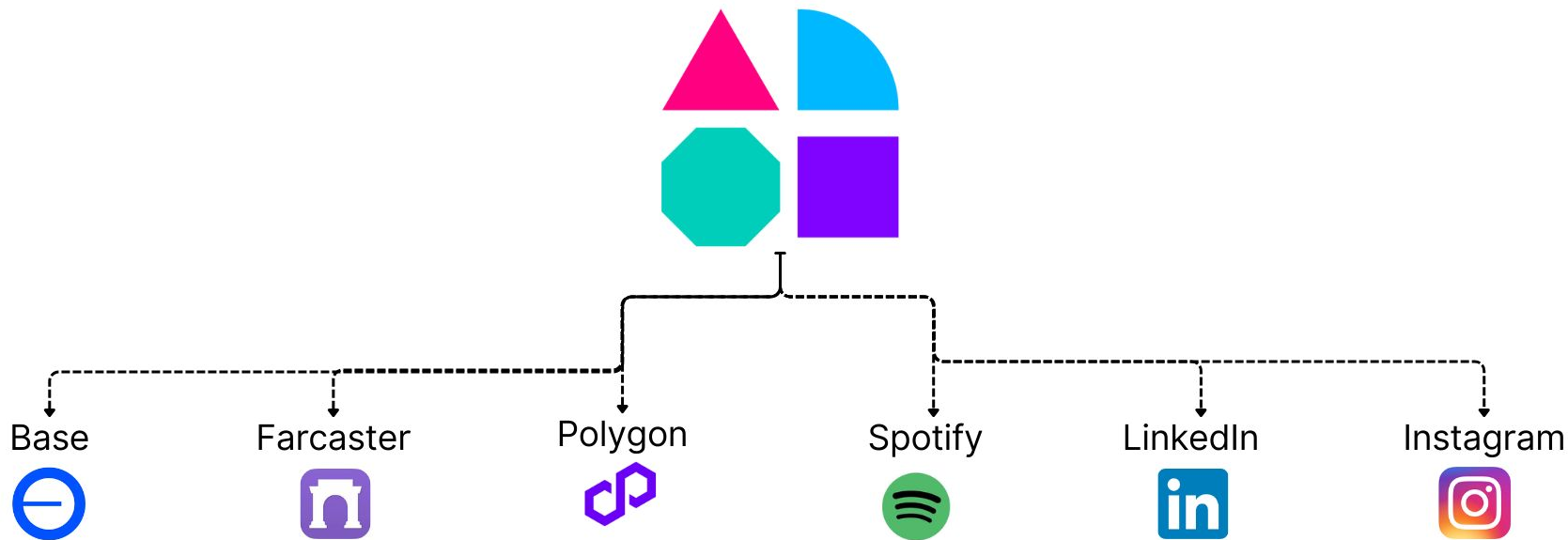


Fragmentation makes it impossible to know what the user needs





# Profile as an Abstraction on Wallets and Chains

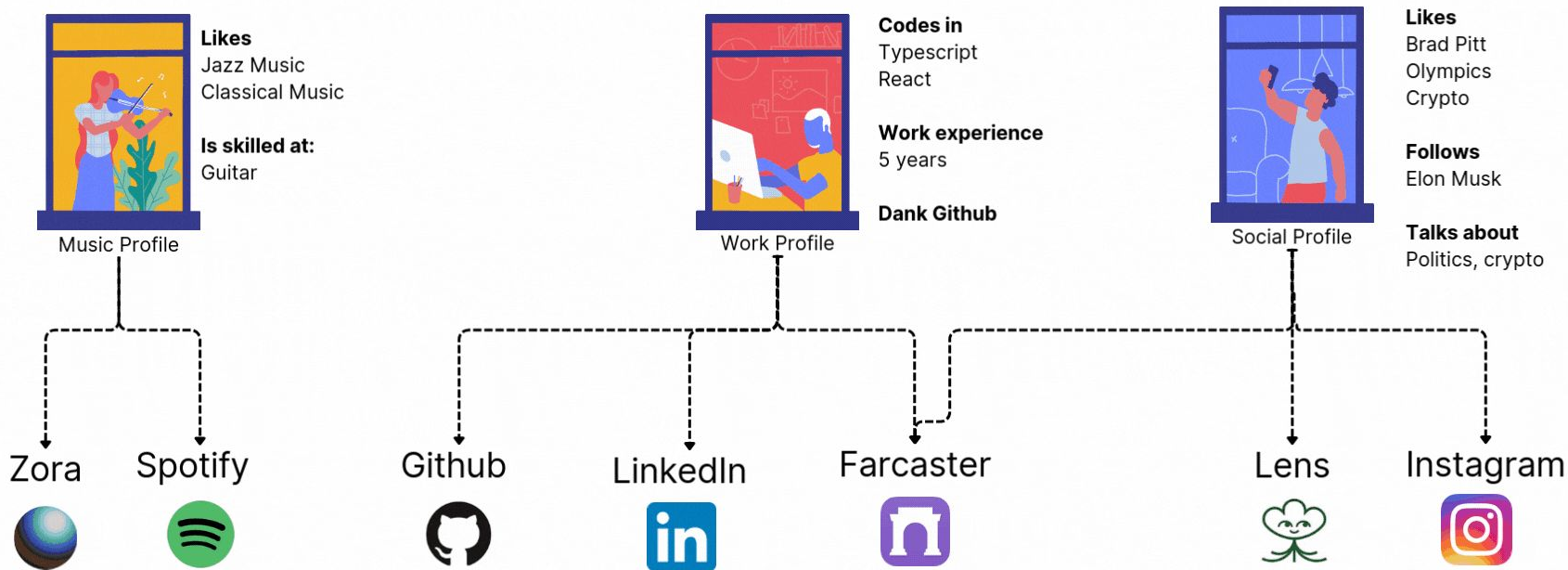


**Data-rich, Self-Sovereign, Interoperable profiles**



MAKE PROFILE THE UNIT OF INTERACTION

# Create Once, Use Anywhere



Self-Sovereign Profiles - an abstraction that users already understand

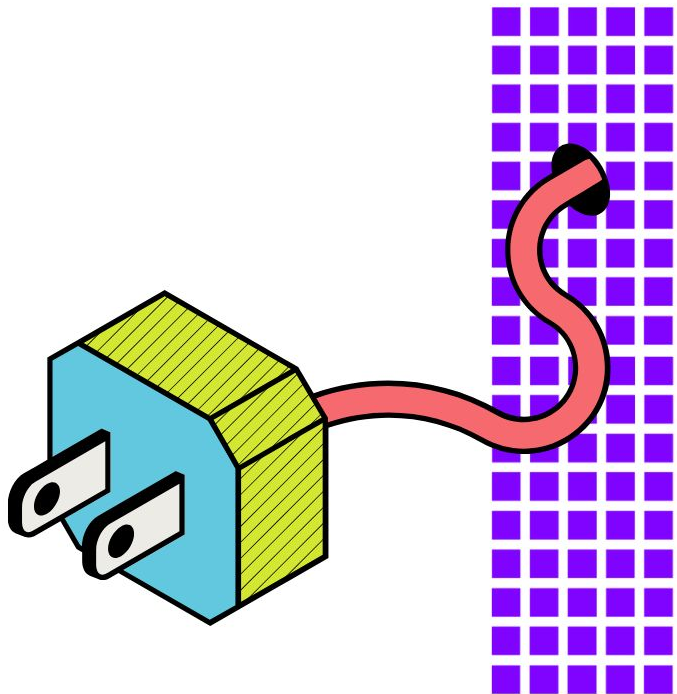


# Smart Profiles

Features:

1. **Wallet and Chain abstraction**
2. **Aggregated context:** from web2 & web3
3. **Unified social graph**
4. **Interoperable:** Use on any blockchain
5. **Self-custodial:** True profile ownership
6. **Plural:** Use different profiles for different contexts
7. **Privacy first:** User decides which data to reveal

Powered by the **Open Context Layer**





# Thank you!

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**X** [@identityonchain](https://twitter.com/identityonchain)

