

**Cold Bears**

**Decentralized P2P identity**

 **Solana Grizzlython**

 **@ColdBears\_Club**

# About

Cold Bears is a brand that builds tools for the novice crypto user. Our ethos is to keep it simple. Usability is our USP.

- Cold Bears is an experimental brand.
- The first product from Cold Bears is a decentralized P2P identity service.
- The team is made up of experts in blockchain, finance and digital art.

# Team



**ColdSol**

Lead developer



@ColdSol\_Crypto



ColdSol#2636



**ColdFluff**

2D/3D artist  
& graphic  
designer



@ColdFluff



ColdFluff#0633



**Zwettie**

Business lead  
& developer



@Zwettie\_DWeb



zwettie#4782

# Decentralized P2P identity

- **Problem:** Identity and reputation are becoming increasingly important in the world of crypto as the number of bots participating in mints and other activities ruin the experience for the average user.
- **Solution:** With an on-chain P2P identity users can build a reputation in a decentralized manner. The reputation can be utilized by on-chain Solana programs to assess credibility before allowing them to participate.

# Cold Bears identity

- Cold Bears has built a decentralized identity service using the Solana blockchain for the identity program (open-sourced) and an xNFT application as the UI.
- With a Cold Bears identity users can build an on-chain reputation, vouch for other identities, participate in Proof of Online events and receive cool rewards.
- Cold Bears identity will be open-sourced for full transparency. This aims to encourage re-usability in other projects.

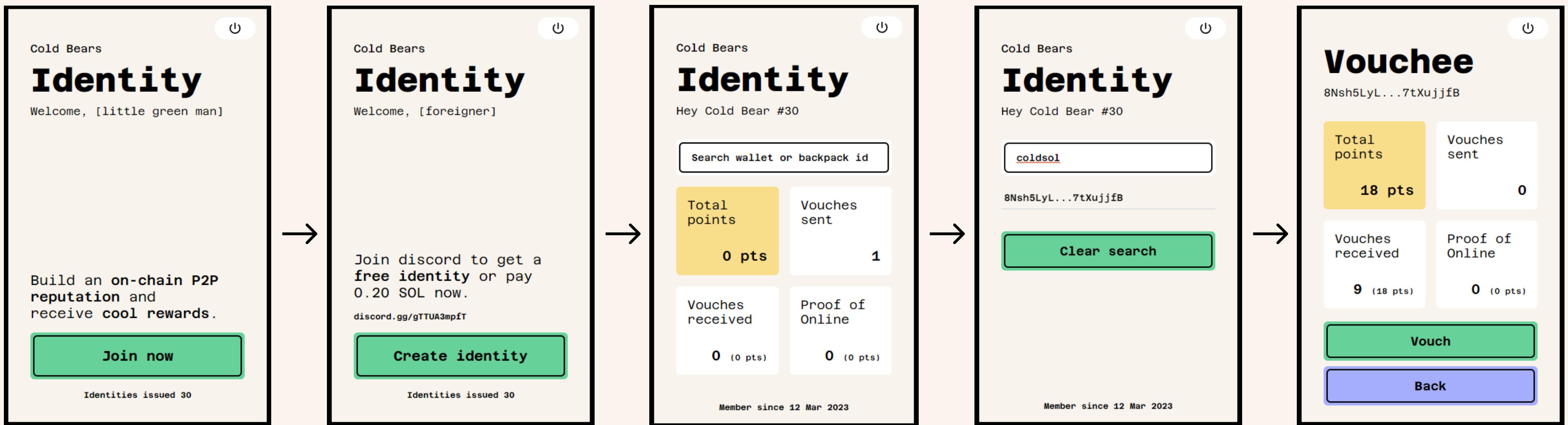
# Identity - xNFT application



## xNFT application

<https://www.xnft.gg/app/>

Gv2krv2hdmtMfZSUujc2w2hh1eGGec2TQ6Z24SNcXYhG

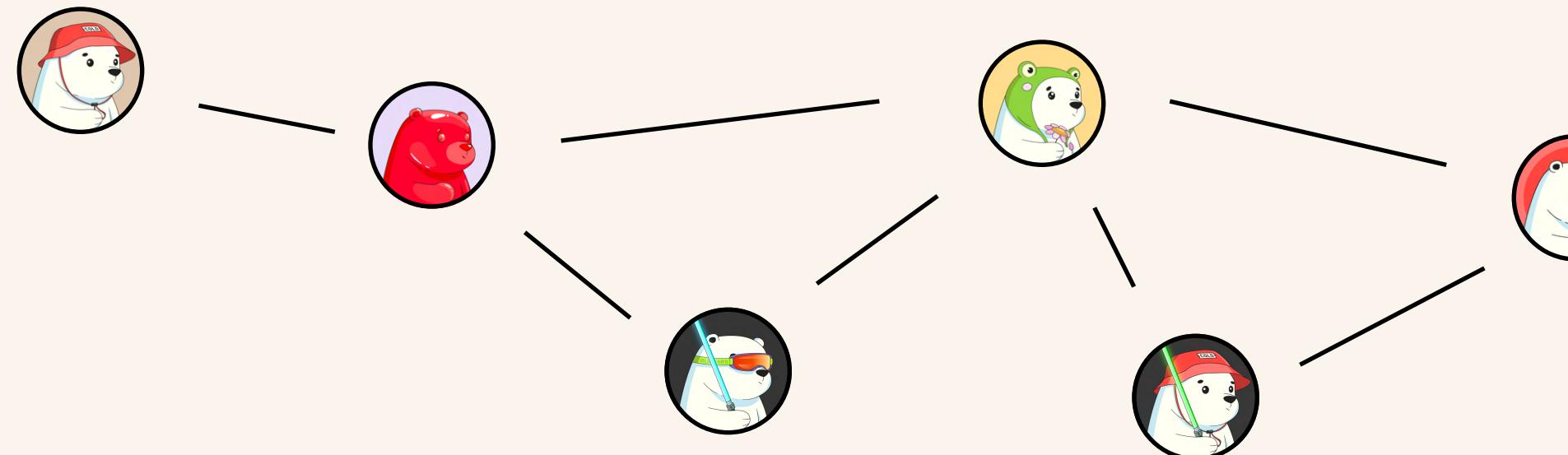


# Identity - Solana program

- Anyone with a Solana wallet can create an identity through the xNFT app.
- To reduce potential abuse ex from mass creation of identities, creating an identity cost a small amount of Solana.
- With an identity you can do the following:
  1. Vouch for other identities
  2. Participate in Proof of Online events
- An identity has the following on-chain attributes:
  - Total points
  - Vouches received
  - Vouches given
  - Proof of Online completed

# Identity - vouching

- If you know someone with an identity you can vouch for them to increase their score (reputation). You can only vouch once per identity and you can't vouch on yourself.
- Each vouch will add some points to the vouched total score and it will be reflected immediately in the Cold Bears app.
- To vouch only a small network transaction fee must be paid. It's free of charge. We at Cold Bears do not profit from identity vouches.



# Identity - Proof of Online

- To track the activity of our identity users we will be creating "Proof of Online" events for the identity holders.
- Cold Bears incentivises their identity holders to participate by offering rewards. A reward can be anything from identity points, cool NFTs, fungible-tokens and more.
- The Proof of Online event is time limited. When the time is up it will no longer be possible to participate in the event and the reward is therefore no longer claimable.

# The strategy

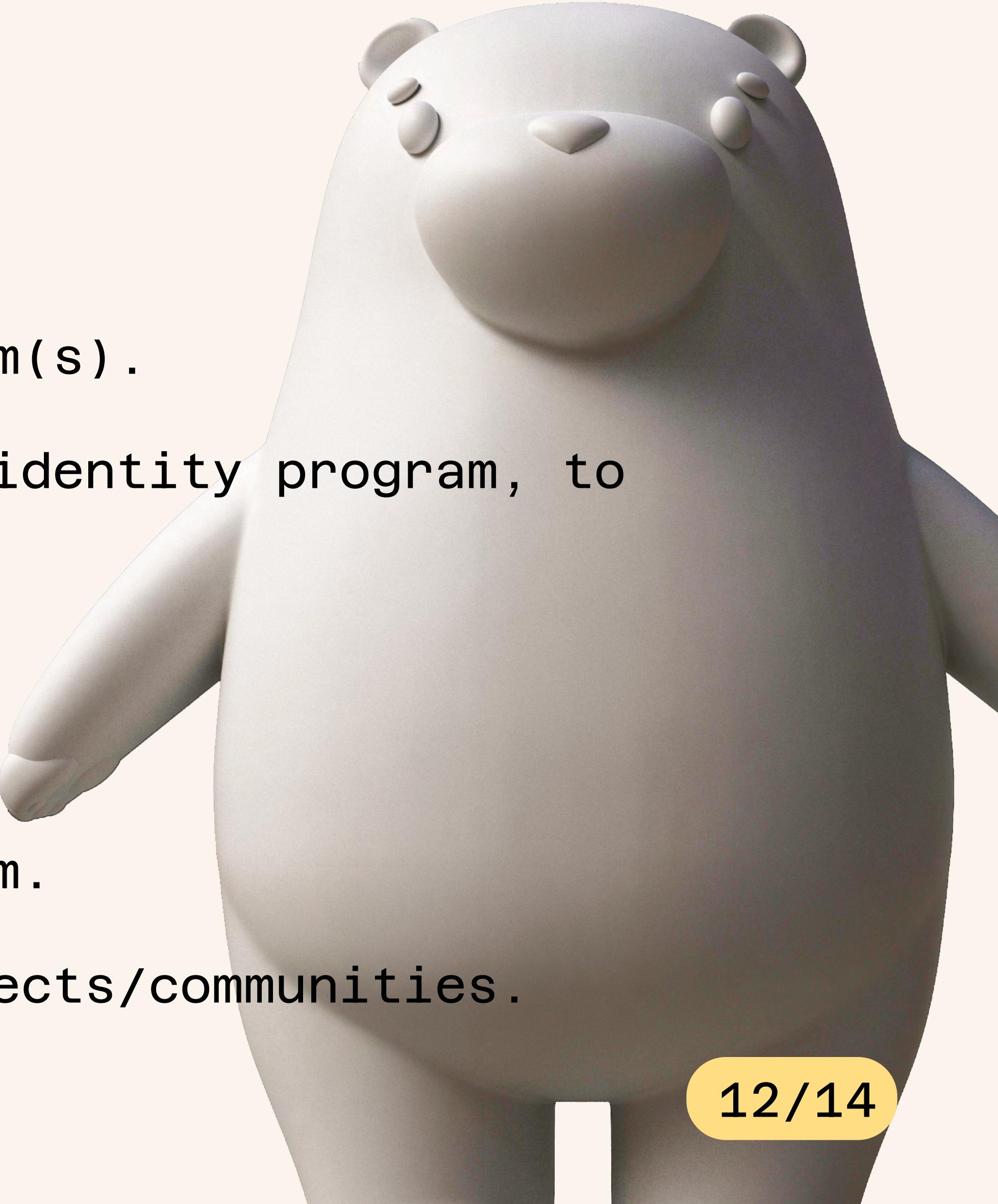
- Cold Bears on-chain P2P identity is just the beginning of the journey towards creating a fully decentralized bot/spam-free eco-system. By leveraging the trust and transparency that our identity will provide, we can create a truly unique user experience that is built around validated identities.
- We believe a hands-on approach is required to succeed with the identity service and that is why future Cold Bears products will be the ones pilot-testing the identity service.

# Go-to-market strategy

- Cold Bears identities are made available for free for a fixed time through discord for verification purposes.
- Once a critical mass of users is reached, identities will no longer be issued through discord. Identities will only be available for purchase through the xNFT app.
- Integrate identity with social media platform(s).
- Launch identity reward platform.
- Launch the NFT collection and make a limited number of pre-mints available to identities with the highest reputation. The remaining mints for the NFT collection will be made available for verified identities.

# Roadmap

- Continuously build on the brand identity.
- Integrate identity with social media platform(s).
- Explore the possibility of a layer 2 of the identity program, to detect and prevent malicious behaviour.
- Launch the identity reward platform.
- Launch the Cold Bears 3D NFT collection.
- Continuously iterate over the identity system.
- Explore collaboration with other Solana projects/communities.



# Conclusion

Our on-chain P2P identity service is a fully decentralized and secure solution that is unmatched by our competitors. With a peer-to-peer rating system and validated identities, we create a transparent and trustworthy environment for building reputation and accessing exclusive products and services. Our expertise in blockchain technology and decentralized identity positions us to potentially revolutionize the industry and empower individuals and communities. We believe that our product can become the market leader in crypto identities.

Thank you for considering us.



## **xNFT application**

[`https://www.xnft.g/`](https://www.xnft.g/)

`Gv2krv2hdmtMfZSUujc2w2hh1eGGec2TQ6Z24SNcXYhG`

## **Identity program repository**

[`https://github.com/coldbears/cold-bears-identity-program`](https://github.com/coldbears/cold-bears-identity-program)

## **Twitter**

[`https://twitter.com/ColdBears\_Club`](https://twitter.com/ColdBears_Club)

## **Discord**

[`http://discord.g/gTTUA3mpfT`](http://discord.g/)

