

CardChain

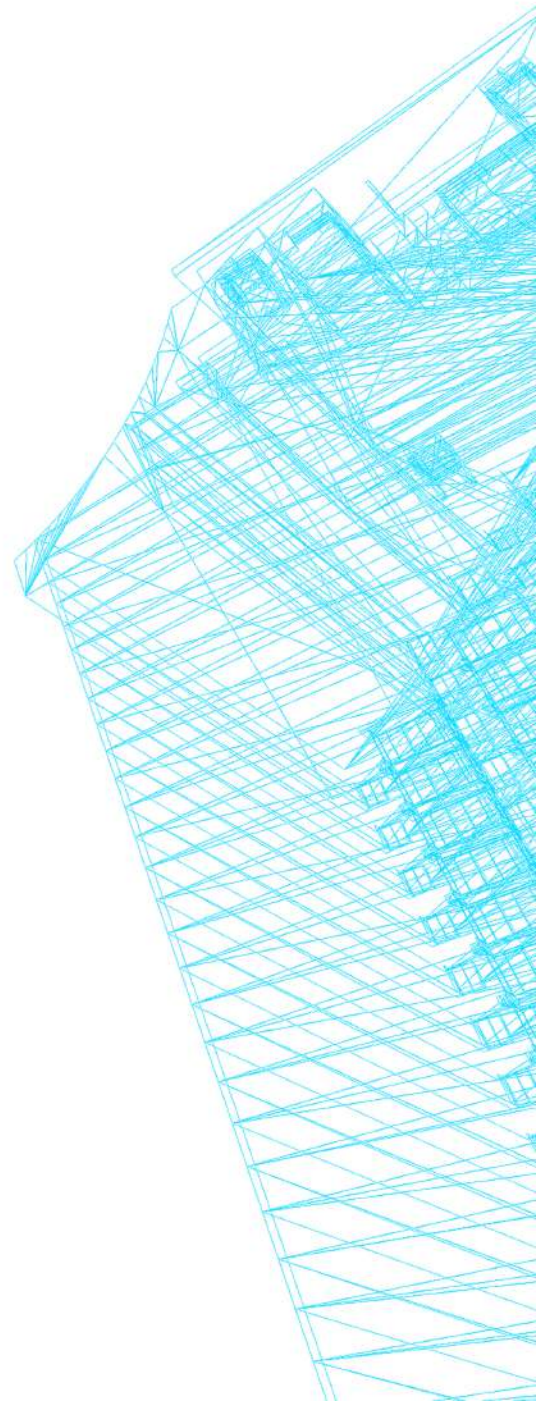
A blockchain-based
digital business card solution

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Blockchain Competition

BUSINESS CARD

may seem old fashioned but it is still essential!



WHY BUSINESS CARD IS IMPORTANT?

- Easier and faster to exchange information
- Facilitating networking
- First impression of you and your company
- Showing that you are prepared, making you look more professional



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A man in a dark suit and white shirt is holding a white business card. The card has a quote in bold black text. The background is white.

**You will never get
a second chance
to make a first
impression**

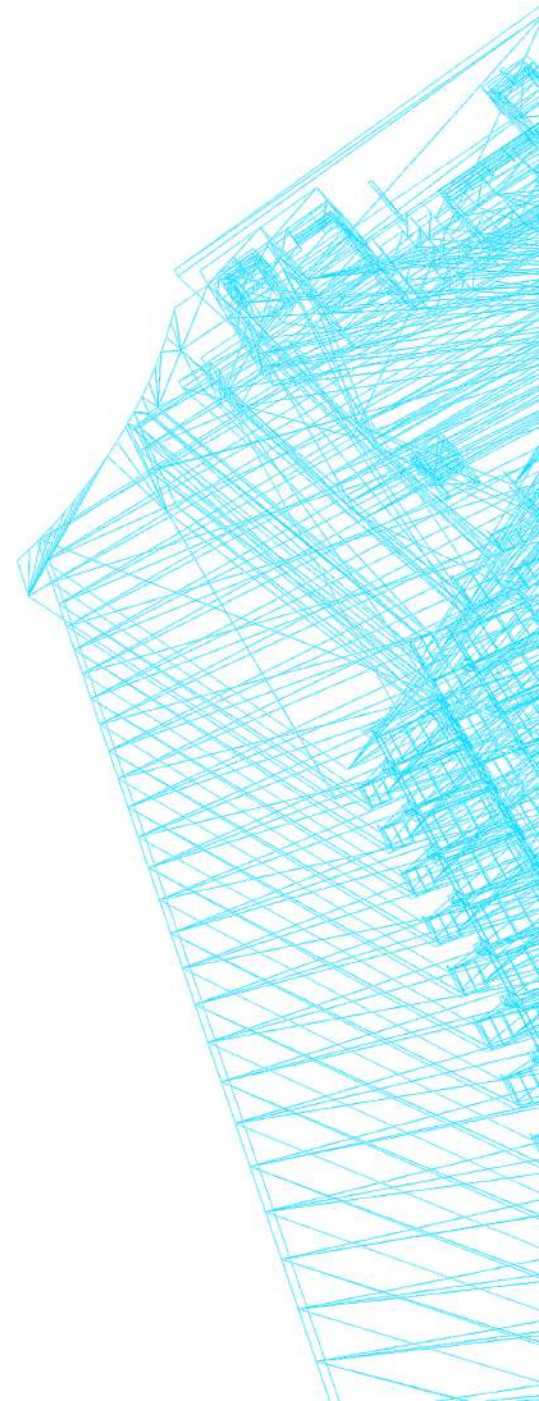
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BUSINESS CARD

is NOT a perfect tool.



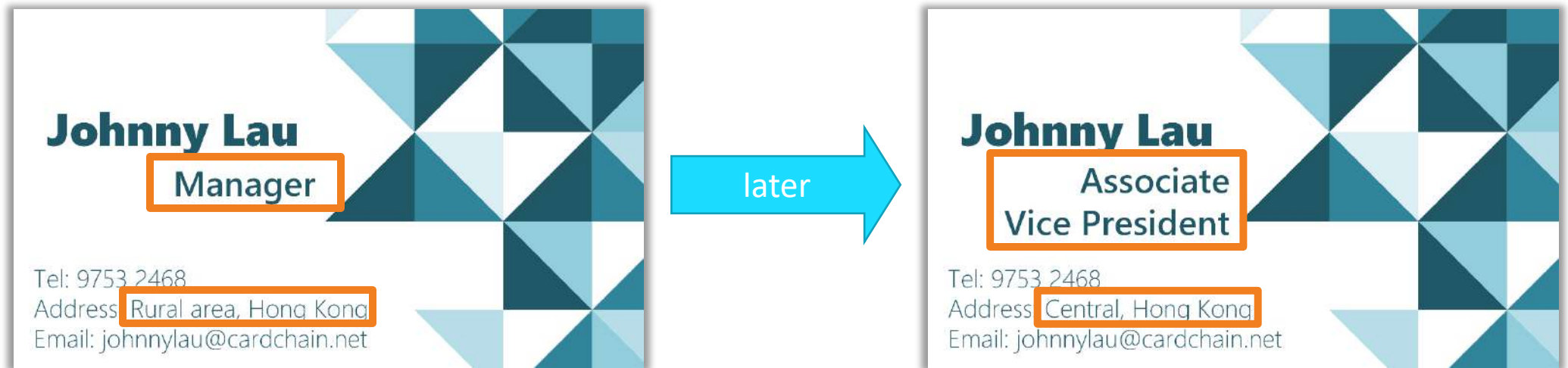
WHAT IS THE PROBLEMS OF BUSINESS CARD?

- Is the business card real?



WHAT IS THE PROBLEMS OF BUSINESS CARD?

- Is the information up-to-date?



WHAT IS THE PROBLEMS OF BUSINESS CARD?

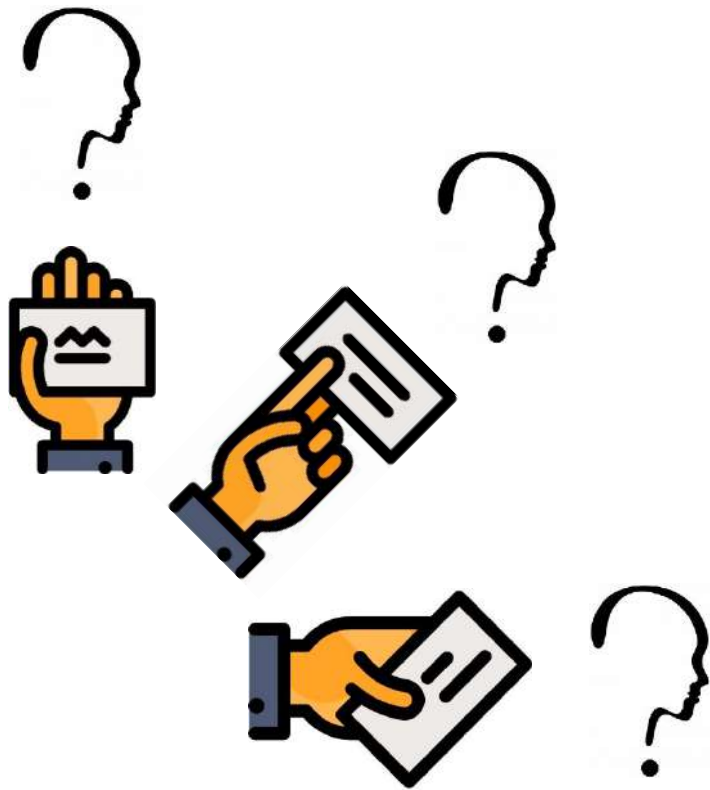
- Different roles, different cards?

Team Leader	Consultant	Event Organizer
Executive Committee Member	Volunteer	Part-time Student
Tennis Amateur	Photographer	Travel Hobbyist



WHAT IS THE PROBLEMS OF BUSINESS CARD?

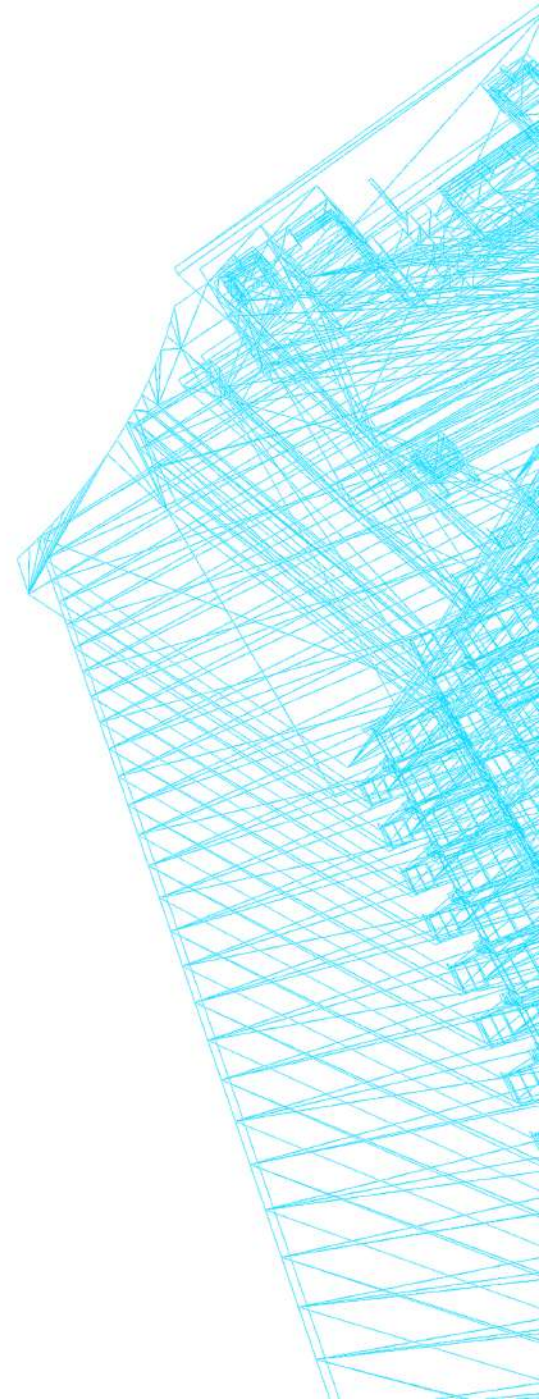
- Who got my business card?



Who
Got
My
Card?

CardChain

is a new digital business card solution.





CORE IDEAS OF CardChain

The design of CardChain focuses on

- Privacy
- Content Verification
- Multiple business cards for the same user

PRIVACY

- Privacy is a big concern
 - Business card contains card owner' s private information
 - Need to meet the privacy standard in different countries
 - EU General Data Protection Regulation (GDPR)



PRIVACY

- Card owners should have the right to control their own data
 - Monitor who can access the business card
 - Update the content of the card
 - Send the card to card recipients
 - Erase and delete any business cards



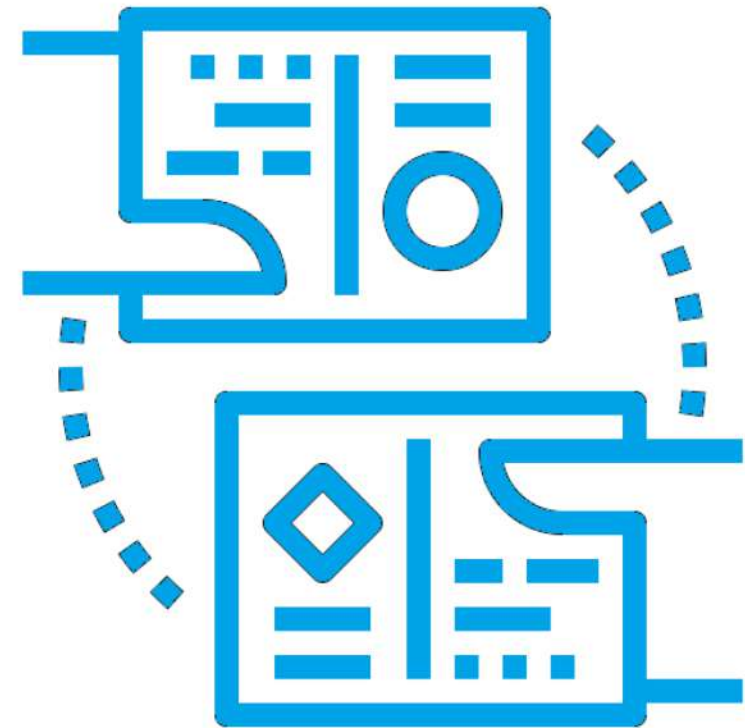
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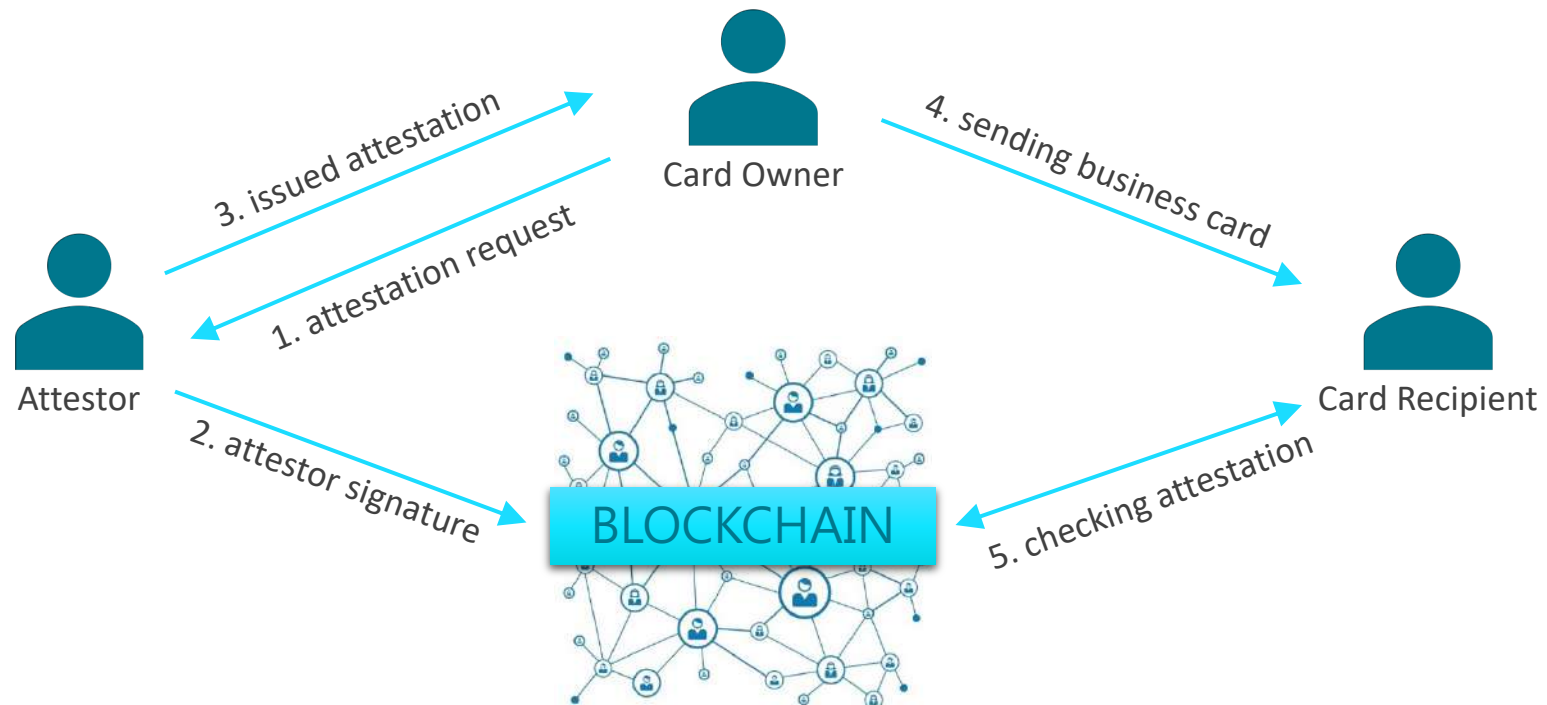
PRIVACY ... AGAIN

- No private data on the blockchain
 - Not even encrypted data
 - Data on the blockchain is immutable. If data are compromised, they will be leaked out forever.
- Only hashed value and public key are on the blockchain
 - Blockchain helps to verify the data on the card



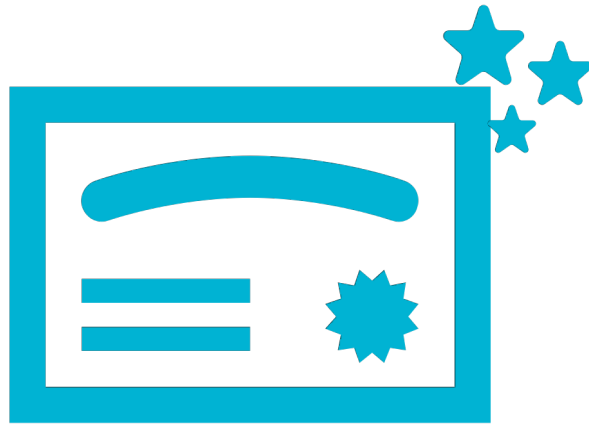
CONTENT VERIFICATION

- Two types of attester – Trusted vs Normal
 - Any users can be normal attester
 - Only accredited users can be trusted attester

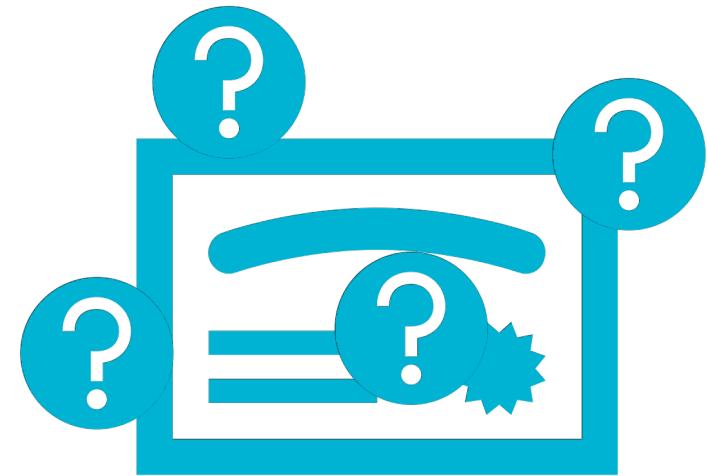


CONTENT VERIFICATION

- Card recipient can check if the digital business card is verified and how it is verified.



Verified by
Trusted Attestor – ABC Company



No verification

MULTIPLE CARDS

- Multiple cards can be used for the same card owner

