Prove It
Connecting digital identity and the real world

Question - What is the size of the address space?

Address: A 160-bit code used for identifying Accounts.[1]

2^{160} is roughly $1.46 * 10^{48}$

[1] Wood, Gavin. Ethereum: A Secure Decentralised Generalised Transaction Ledger. Homestead ed. 2014.

Which roughly looks like...

1,461,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000

one **quindecillion**, four hundred sixty-one **quattuordecillion**

...math is cool

Problem - How can you demonstrate you are who you say you are?

- Identity is a fundamentally hard problem
- Modern reputation systems such as FICO are centralized
- Consumers in emerging markets are disenfranchised from these systems as they require significant infrastructure
- Users may experience Denial of Identity by service providers if their accounts are disabled or removed

Our Goal - Stickiness for your Public Address

- Resistant to service provider fraud
- Probabilistic confirmation of a human behind the account
- Light weight user experience
- Flexible user controlled attestations
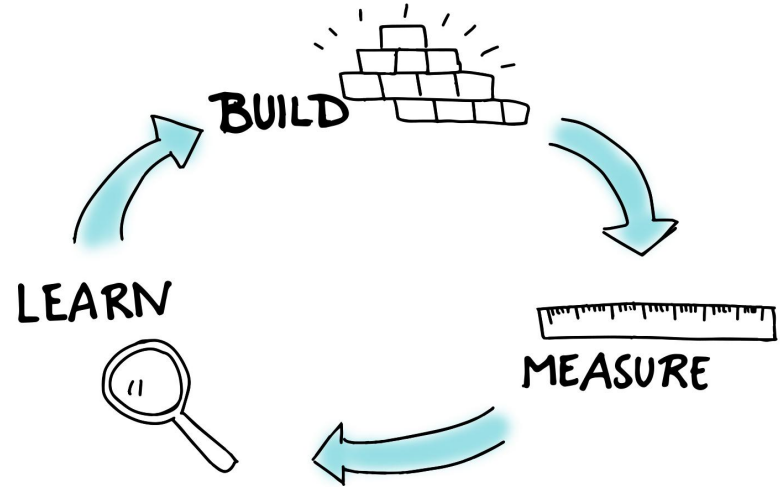
Many ways to skin a cat

- Building a web of reputation is going to be an evolutionary solution
- Not a one sized fits all solution
- Many different approaches - uPort attestations as an example
- Our view is that registries are a fundamental building block of the ethereum ecosystem
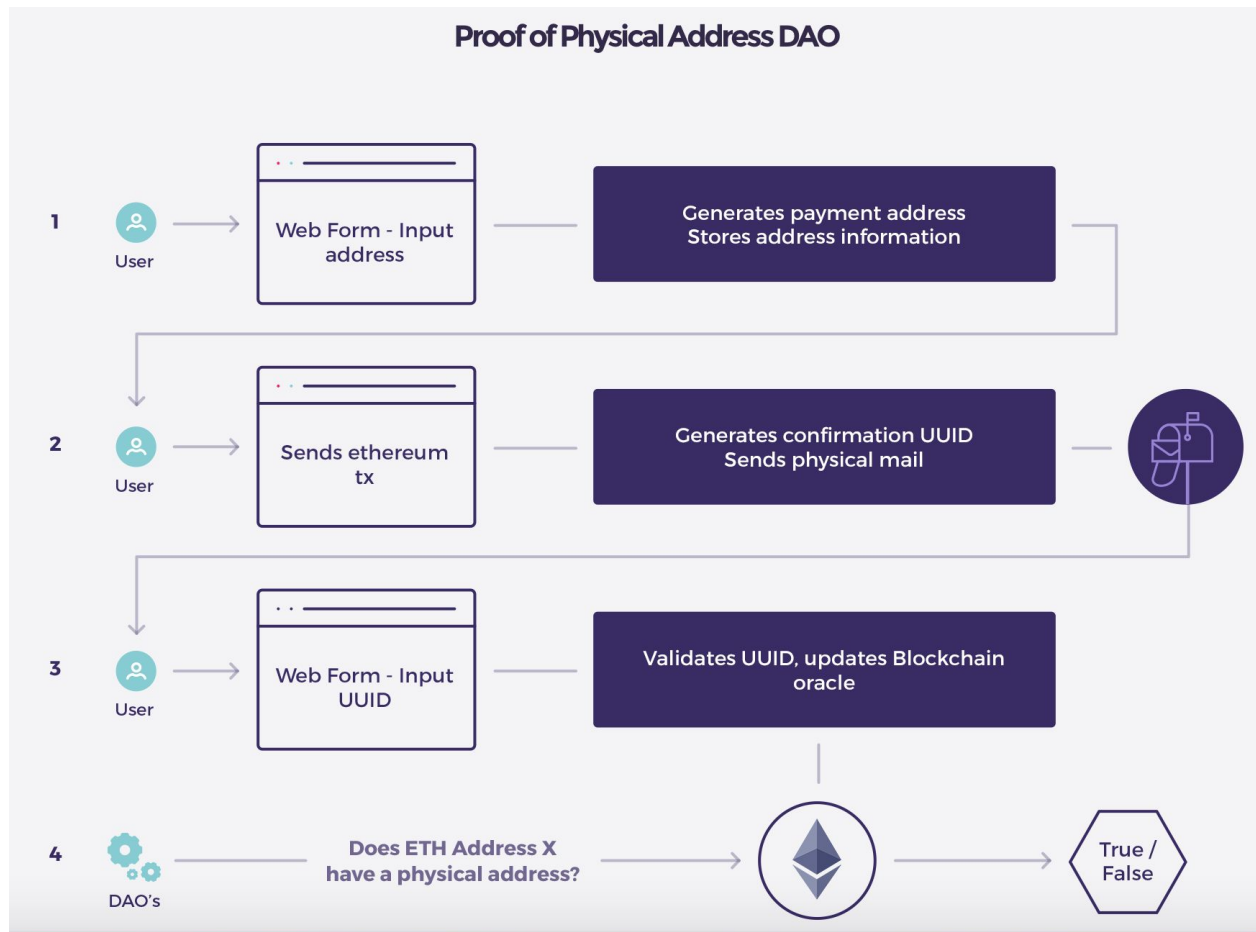
Our Approach

Given the immature nature of the blockchain identity market the viability of an attestation platform may not become apparent for some time.

Our focus is to build, gain feedback, and iterate on that feedback. We seek to validate the viability of the platform by the traction we receive in production.
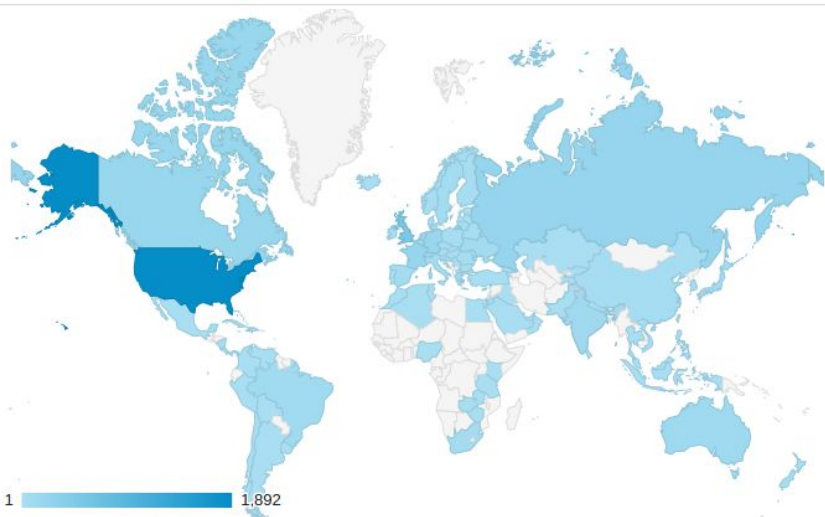
Proof Of Physical Address

The First Component

Proof of Physical Address DAO

1. User → Web Form - Input address → Generates payment address. Stores address information

2. User → Sends ethereum tx → Generates confirmation UUID. Sends physical mail

3. User → Web Form - Input UUID → Validates UUID, updates Blockchain oracle

4. DAO's → Does ETH Address X have a physical address? → True / False

- ➢ Over 300 submissions worldwide
- ➢ Purely organic traffic
- ➢ World wide interest
- ➢ Submissions from 24 countries
  - ○ Including Liberland!

Roadmap

- More "**Proof of**" Services on the way
- Working with the DApp Ecosystem
    - uPort Badge Integration
    - EtherLoan Integration
    - SafeMarket Integration
- Infrastructure improvements
- MVP of a platform API

Thank you!

@ililic