

# PRISM

The Missing Layer of the OSI Model

White Paper

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## Executive Summary

PRISM is identity resolution infrastructure - the missing layer of the OSI model. It provides cross-platform identity resolution at internet scale with sub-200ms latency and 99.9% availability.

Traditional identity verification requires users to prove who they are through explicit authentication. PRISM takes a different approach: comprehensive cross-platform analysis that discovers identity patterns with mathematical precision.

Unlike systems that depend on platform APIs, PRISM uses platform-independent data acquisition and proprietary computational methods. This architectural independence creates a sustainable competitive advantage while enabling capabilities impossible with API-dependent approaches.

- Key Capabilities:
- Platform-independent architecture (no API dependencies)
- Advanced computational methods optimized for real-time performance
- Distributed processing architecture with sub-200ms P99 latency
- Mathematical precision through multi-stage validation
- Network effects creating irreversible platform lock-in

# The Problem: Fragmented Digital Identity

Digital identity fragmentation is not merely a technical inconvenience - it enables criminal activity, threatens national security, and undermines democratic institutions. Every major societal problem involving digital identity exists because we cannot reliably resolve identity across platforms.

## For Individuals: Daily Friction and Security Risks

- Lost accounts and forgotten profiles across dozens of platforms
- Inability to prove cross-platform identity to employers, sponsors, or services
- Vulnerability to identity theft and impersonation
- Account recovery failures costing access to critical digital assets

## For Platforms: Massive Financial Losses

- \$56 billion in annual fraud losses (US alone)
- Multi-account abuse enabling platform manipulation and fraud
- Bot networks and coordinated inauthentic behavior
- Inability to enforce terms of service across identity variants

## For Businesses: Trust and Verification Failures

- No reliable way to verify influencer reach across platforms (\$50B influencer market)
- Rampant fake follower fraud undermining marketing effectiveness
- Employment verification failures for distributed teams
- Customer identity resolution costing billions in duplicate records

## For Society: Protecting Civilization Through Identity Resolution

### Criminal Activity Prevention:

- Identity theft and financial fraud (\$56B annual losses in US alone)
- Drug trafficking coordination across encrypted platforms
- Human trafficking networks (sex trafficking, child exploitation)
- Organized crime using multiple identities to evade detection
- Money laundering through fragmented digital identities

### National Security:

- Foreign influence operations and coordinated disinformation campaigns
- Terrorist recruitment and radicalization across platforms
- Espionage and intelligence gathering through fake identities
- Cyber warfare actors using identity fragmentation to hide attribution
- Military personnel OPSEC violations through cross-platform analysis

### Child Safety:

- Child sexual abuse material (CSAM) distribution networks
- Predator identification across platforms
- Grooming prevention through identity pattern analysis
- Missing children recovery through digital footprint analysis
- Online exploitation prevention

### Democratic Integrity:

- Election interference through bot networks and fake identities
- Coordinated disinformation campaigns
- Foreign state actor attribution
- Astroturfing and manufactured consensus detection
- Platform manipulation prevention

### Public Health & Safety:

- Pandemic misinformation source attribution

- Illegal pharmaceutical distribution networks
- Health scam operation detection
- Medical fraud prevention

Financial System Integrity:

- Cryptocurrency fraud and scam prevention
- Investment fraud across platforms
- Ponzi scheme operator identification
- Market manipulation through coordinated fake accounts

Personal Safety:

- Cyberstalking prevention across platforms
- Domestic abuse perpetrator tracking (when court-ordered)
- Restraining order enforcement in digital spaces
- Harassment campaign coordination detection

Corporate Security:

- Insider threat detection through identity pattern analysis
- Competitive intelligence gathering prevention
- Trade secret theft through fragmented identities
- Corporate fraud investigation support

## The Market Opportunity

While traditional market analysis identifies specific verticals - fraud prevention (\$10B), cybersecurity (\$100B+), regulatory compliance (\$75B), and marketing verification (\$50B) - PRISM's true addressable market transcends these categories.

Every government agency (FBI, NSA, CIA, DHS), every major financial institution, every social platform, and every Fortune 500 enterprise requires identity resolution capability. Law enforcement agencies alone spend billions annually on identity intelligence. Major banks face hundreds of millions in KYC/AML compliance costs. Social platforms lose tens of billions to fraud.

***This is not a market opportunity. This is critical infrastructure for digital civilization.***

# The PRISM Solution: Identity Resolution Infrastructure

PRISM introduces the missing layer of the OSI model - identity resolution infrastructure that operates across all platforms. Just as TCP/IP (Layer 4) and HTTP (Layer 7) became permanent internet infrastructure, PRISM provides foundational identity resolution for every digital transaction.

## Core Architecture Principles

### Platform-Independent Data Acquisition

PRISM's data acquisition operates independently of platform APIs, creating sustainable competitive advantages that cannot be shut down, rate-limited, or restricted by platform policy changes.

### Advanced Computational Architecture

PRISM employs proprietary computational methods optimized for real-time identity resolution at internet scale:

- Distributed processing architecture with intelligent partitioning
- Advanced parallel computation achieving significant performance advantages
- Multi-stage validation pipeline ensuring mathematical precision
- Sub-200ms P99 latency at millions of requests per second

This architecture delivers performance that was previously impossible, processing identity resolutions in real-time while maintaining 99.9% availability.

## How PRISM Works: Discovery Through Mathematical Precision

Traditional identity verification asks users to prove who they are through explicit authentication (OAuth, passwords, biometrics). This approach requires user cooperation, platform API access, and perfect evidence.

**PRISM takes a fundamentally different approach: comprehensive cross-platform analysis that discovers identity patterns with mathematical precision, requiring neither user cooperation nor platform API access.**

### The Discovery Process

When resolving an identity, PRISM employs advanced statistical methods in multiple validation stages:

- Comprehensive discovery across all major platforms
- Statistical filtering of inauthentic accounts
- Probabilistic matching with high-confidence thresholds
- Multi-stage validation ensuring precision
- Confidence scoring with evidence transparency

This process achieves greater than 94% confidence for verified matches while maintaining false positive rates below 0.1% - precision critical for applications in law enforcement, national security, and financial services.

## Performance at Scale

### Target Metrics

- Latency: Sub-200ms P99 (real-time identity resolution)
- Throughput: 100K+ identity resolutions per second
- Availability: 99.9% uptime SLA
- Accuracy: Greater than 94% confidence for verified matches
- False Positive Rate: Less than 0.1%

### Scaling Strategy

PRISM's architecture scales horizontally across all layers, maintaining performance and cost efficiency:

- At 1M users: Less than \$5K/month infrastructure, sub-200ms latency
- At 10M users: Less than \$50K/month infrastructure, sub-200ms latency
- At 100M users: Less than \$200K/month infrastructure, sub-250ms latency

The architecture maintains 90%+ gross margins at all scales while delivering performance superior to API-dependent competitors.



# Competitive Advantages & Network Effects

PRISM's competitive advantages compound over time through multiple reinforcing moats:

## Technical Moat

- Platform-independent architecture (cannot be shut down by platforms)
- Proprietary computational methods (significant performance advantage)
- Multi-year development head start
- Architectural complexity difficult to replicate

## Data Moat

- Identity graph grows with every resolution (network effects)
- Resolution accuracy improves as the network scales
- First-mover advantage in establishing cross-platform relationships
- Network effects create exponential value (Metcalf's Law applies)

## Integration Moat

- Once integrated as infrastructure, organizations build dependencies
- Dependencies create more dependencies (cascading lock-in)
- Removal becomes economically impossible after 12-24 months
- Similar to TCP/IP or DNS: too fundamental to replace

## Economic Moat

- 90%+ gross margins (infrastructure economics)
- No platform API licensing fees (massive cost advantage)
- Scales more efficiently than API-dependent competitors
- Pricing power from network effects and lock-in

# Go-to-Market Strategy

PRISM's adoption strategy follows a multi-phase approach, with each phase increasing switching costs and creating deeper platform dependencies:

## Phase 1: Consumer Platform (Months 1-12)

- Target: Streamers, influencers, content creators
- Value proposition: Verify cross-platform identity, enable sponsor discovery
- Pricing: Free tier (3 platforms, basic verification), Creator Pro (\$49/month for unlimited platforms)
- Sponsor pricing: Sponsor Discovery (\$999/month for up to 100 creator discoveries), Sponsor Enterprise (\$1,499/month for unlimited discovery with API access)
- Goal: 1M verified users proving market demand

## Phase 2: Platform Integration (Months 12-24)

- Target: Streaming platforms, social networks
- Value proposition: Embed verified identity natively, reduce fraud
- Pricing: \$10-50M annual licensing fees
- Effect: Once embedded with millions of users, removal becomes economically impossible

## Phase 3: Enterprise & Government (Year 2-3)

- Target: Law enforcement, intelligence agencies, financial institutions
- Value proposition: Critical infrastructure for security, compliance, fraud prevention
- Pricing: Enterprise contracts, government procurement
- Effect: Becomes mission-critical infrastructure for national security and financial systems

## Phase 4: Infrastructure Standard (Year 3+)

- Target: ISPs, network operators, regulatory bodies
- Value proposition: Identity resolution as permanent internet infrastructure
- Effect: Becomes fundamental infrastructure layer (like TCP/IP, DNS, HTTPS)

## Funding Strategy

Building civilization-scale infrastructure requires significant capital deployed strategically across multiple funding stages:

### Seed Round: \$5-10M

- Milestone: Proof of concept with initial enterprise customers
- Team: Core engineering (10-15 engineers), initial legal counsel, VP Engineering
- Runway: 12-18 months
- Deliverable: Working product with first enterprise pilots and validated technology

### Series A: \$25-50M

- Milestone: Product-market fit with \$1M+ ARR
- Team: Scale engineering (30-40 engineers), enterprise sales, marketing, expanded legal team
- Runway: 24 months
- Deliverable: 100+ enterprise customers, initial platform integrations

### Series B: \$75-150M

- Milestone: Market leadership with \$10M+ ARR
- Team: Complete executive suite (CEO, CTO, CFO, General Counsel), multi-region teams (100+ employees)
- Runway: 36 months to profitability
- Deliverable: Government contracts, dominant market position, platform-wide integrations

### Series C: \$100-200M (Optional)

- Milestone: Path to IPO or strategic consolidation
- Team: Scale to 200+ employees across all functions
- Deliverable: Permanent infrastructure status, irreversible market position

### **Total Capital Requirement: \$200-400M over 4-5 years**

This capital requirement reflects the true cost of building permanent infrastructure at civilization scale, including comprehensive legal defense, multi-region infrastructure, and the engineering talent required to execute a vision of this magnitude.

## Team & Execution

Identiq Labs was founded by engineers with 30+ years of experience building production infrastructure at internet scale.

Co-Founder & VP Engineering brings deep expertise across distributed systems, real-time infrastructure (telecommunications, AAA game development), enterprise security and compliance (FedRAMP, OWASP), and SaaS platforms at scale. Experience includes systems architecture and protocol analysis, with proven ability to understand complex proprietary systems and derive unique insights into platform behavior and cross-platform integration challenges.

The founding team is actively building out leadership across CEO, CTO, CFO, and General Counsel roles to scale PRISM into permanent infrastructure for digital civilization. Executive recruitment focuses on proven track records in building and scaling infrastructure companies to multi-billion dollar outcomes.

## Conclusion: Building Permanent Infrastructure

**PRISM is not a product. It is infrastructure.**

Like TCP/IP, GPS, and HTTP before it, PRISM will become foundational internet infrastructure that cannot be removed once integrated. Organizations will build on top of it, creating cascading dependencies that make replacement economically impossible.

The problems PRISM solves - from child trafficking to election interference, from financial fraud to terrorism - are not optional challenges. They are existential threats to digital civilization. Identity resolution infrastructure is not a nice-to-have feature. It is critical infrastructure that society depends on.

PRISM's technical advantages, network effects, and first-mover position create compounding competitive moats. The platform-independent architecture cannot be shut down. The data moat grows with every resolution. The integration dependencies become irreversible.

***We are not building a company that might get acquired. We are building permanent infrastructure for civilization.***

## Contact Information

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Product: PRISM - Identity Resolution Infrastructure

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