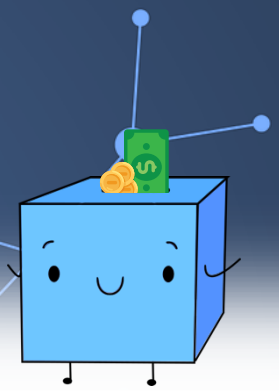
BlockID™



BlockID now powered by Blocky!

Blocky is a prototype designed with the idea of bridging issues that affect both consumers on a personal level as well as clients on a large scale by creating a blockchain network that benefits all parties the more it is used.

The Problem

Knowledge is power. Every day campaigns aimed at harvesting your personal information for the sole purpose of monetary gain surround. These campaigns record your every action from internet, shopping, travels, and more constantly building portfolios that are impossible for you to trace. This constant surveillance creates a counter issue for commercial enterprises and now it's a battle of who knows what and how much are they willing to pay for it. The battle of privacy is one such only a single victor will remain.

The Solution

Knowledge is power, but no one ever said that it has to be a monopoly. BlockID is a prototype meant to address two issues:

1. The continuous regulation of privacy and data by governments
2. The lack of freedom in the big battle of data

BlockID wants to separate the unknown from this equation by creating a blockchain consisting of regulators, consumers, and set contracts for the consumer to monetize the distribution of their information from the comfort of your couch. IBM and other regulators can quickly build secured portfolios of consumer information that the individual can choose to sell in exchange for part of the profits made from their identity.

How It Works - the Consumer, Client and IBM

Structure - A blockchain consisting of Consumers, Clients, Service Providers and Regulators.
Consumers - Individuals who want to track and sell their personal information
Clients - Data companies who purchase personal information from consumers
Service Providers - The group hosting the blockchain (**IBM)**
Regulators - Agencies (**IRS**) that audit the use of the Blockchain

Next Steps

- As an added feature, Watson could be taught to validate user info to assist against abuse, flagging inconsistent data.
- The AI could be trained to assist companies in querying data.
- This would be its own individual service in the process and would not alter the standard network at all.