

# Scuba Diving Credentialing System

Batch 2, Group 9  
Jonathan Austin  
Tan Woon Kok  
Leonard Chia

## Vision & Mission



**VISION:** To bring convenience and security to all scuba divers and build the sports and tourism community through integrity, transparency, sustainability.



**MISSION:** Offer a permanent, trackable, and transparent SCUBA Diving certification system moving trust from 100s of agencies into the sports community via a trusted peer to peer network of stakeholders.

## Top Level Problem

### Issue

Sports certification and registration bodies, how they track their amateurs and professional sportsperson and credential them.

### Importance

Integrity of sport community, welfare of amateur and professional, extend brand and reach of the sportsperson, credible growth of sport.

### SCUBA

200+ diver certification agencies are organizations which issue certification of competence in diving skills under their own name, and which train, assess, certify and register the instructors.



## Use Case PADI Certification Agency



27,000,000 certs

137,000 divers++

6,000 dive centres

139 countries

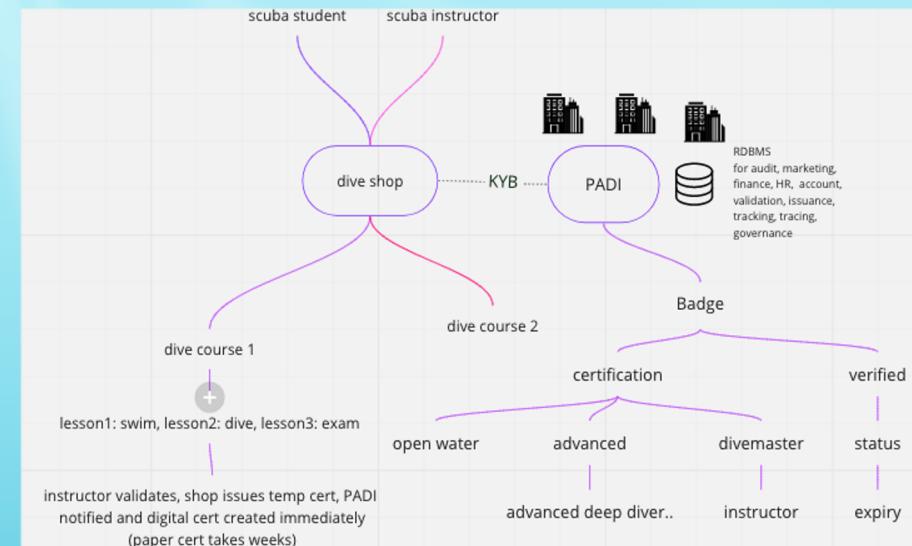
## Problems Statements

1: Verification of Individuals cert status if they lost / fake their cards.

- Current Solution: Paper & digital cards easily lost over the years.
- Effectiveness: Can be searched on centralised DB usually at HQ authorised level, and not if one is presenting credentials across the certification agencies.

2: Validation and cert issuance of divers by the agencies, shops, instructors.

- Current Solution: The process is digitised but manual and different across all certification agencies.
- Effectiveness: Inefficient and has-to comply to every countries PDPA laws for record keeping.



## Proposed Solution

### Benefits

-  **Recognize Achievement**
-  **Illustrate Growth**
-  **Incentivize Behaviour**
-  **Verifiable & Secure**

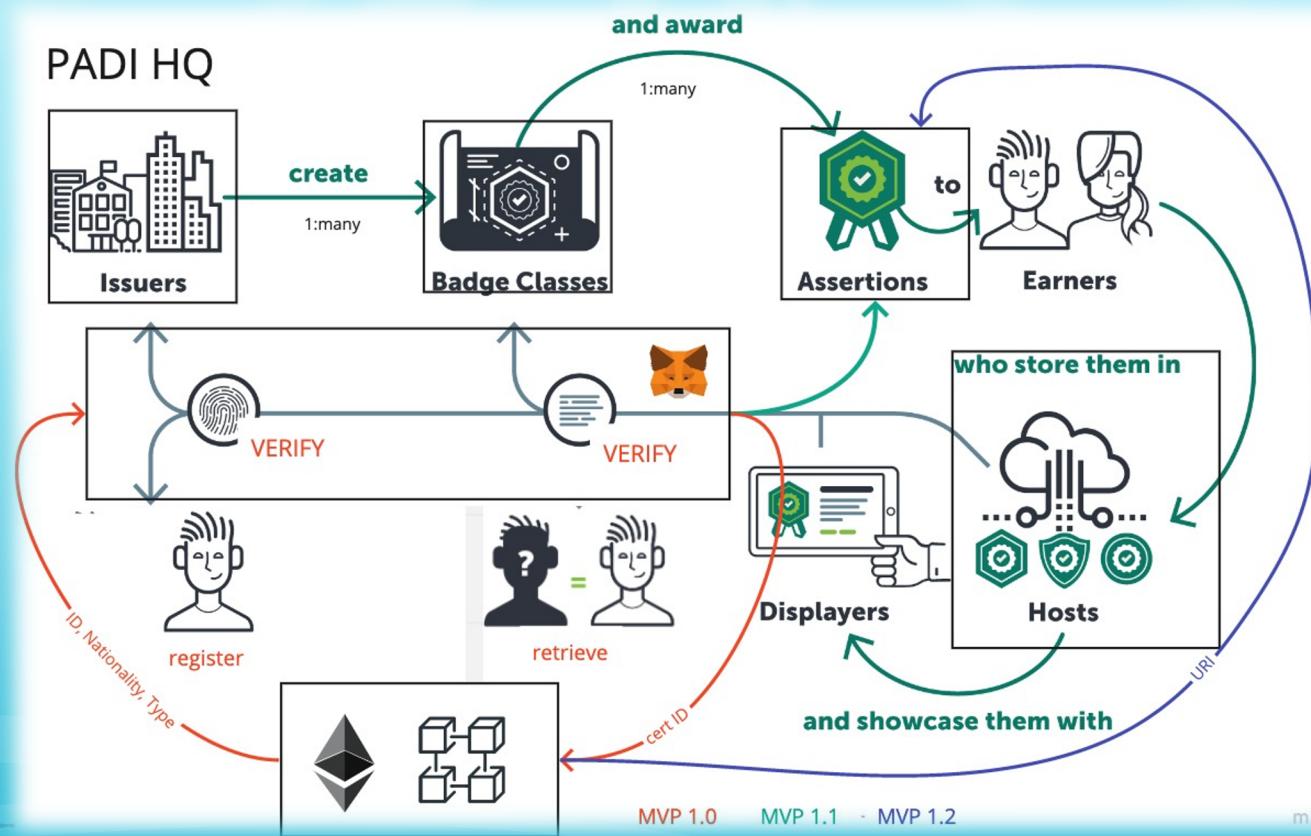
### Divers

Validate ones' identity instantly.  
 Share and keep track of ones' achievements.  
 Recognition for ones' efforts, get work, meet people. Loyalty 'tokens'.  
 Welfare for their health, safety in the sport to bring it up a level.

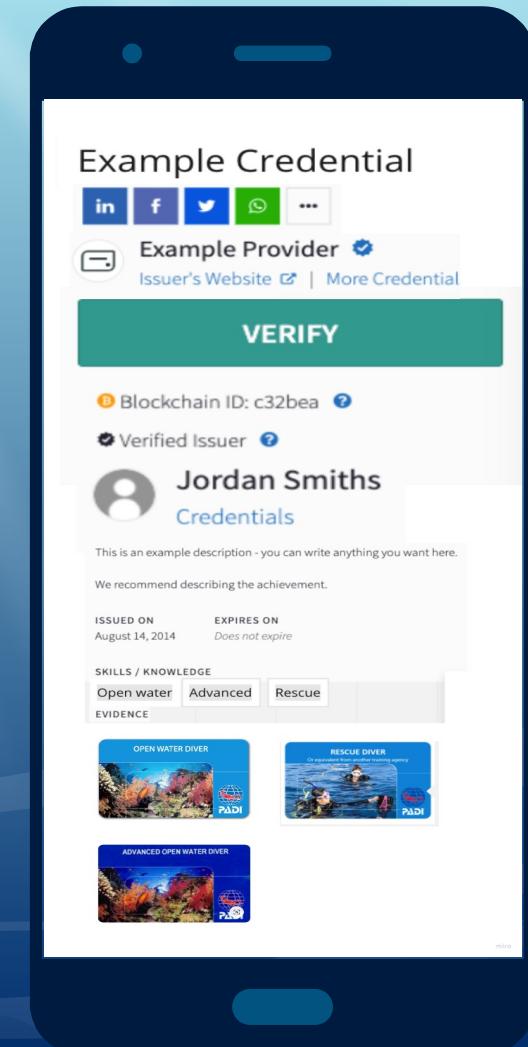
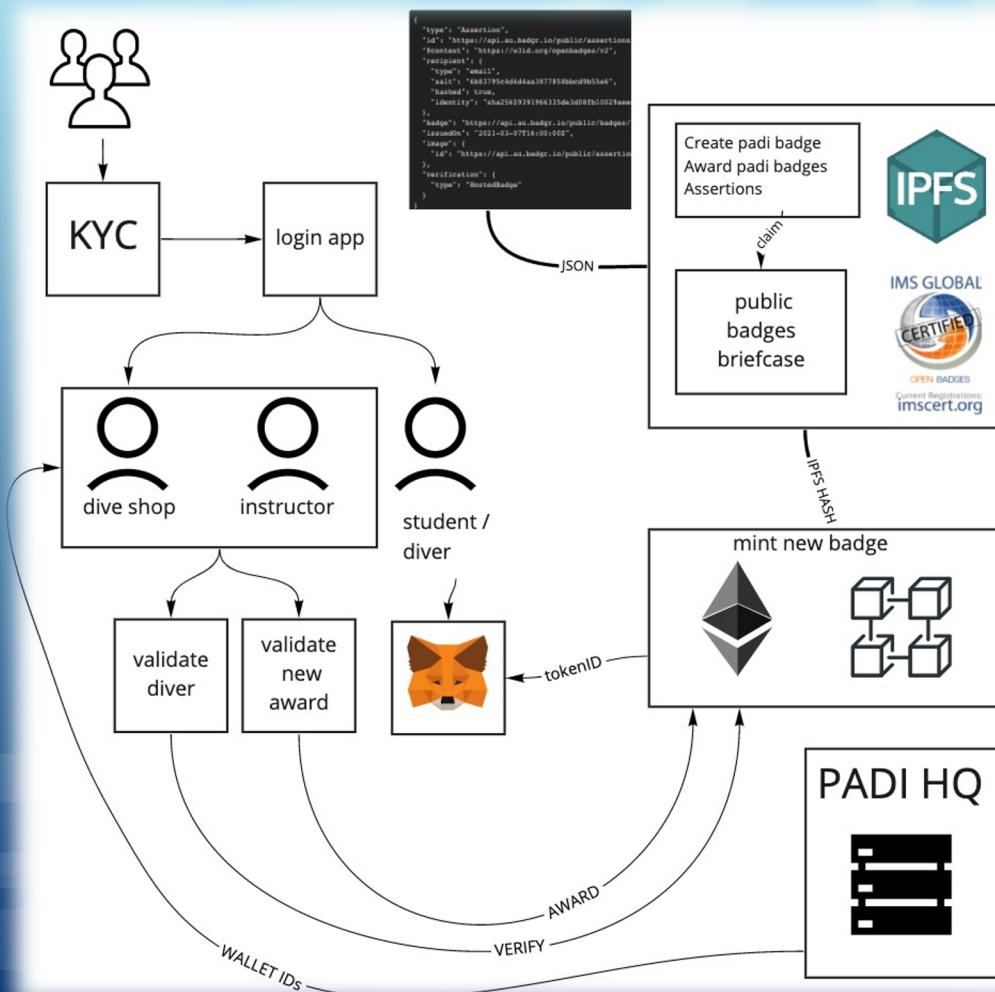
### Agencies

Social sharing tools create brand ambassadors.  
 Add links to badge details to drive website traffic.  
 Badge and profile views generate brand awareness and loyalty.  
 Keyword and skill searches .  
 Track badges issued, earned, and viewed. Identify leading influencers..

## MVP 1.x Partial De-Centralized



## MVP 2.0 fully De-Centralized Peer-Peer



## LASIC Principles For Sustainability

### Low Margin



Cost of issuance is low.  
Certificate issuance is faster.

### Asset Light



Decentralised system.

### Scalable



Able to accommodate multiple users, agencies.

### Innovative



Blockchain technology, using imsert standards, accommodate PDPA and GDPR.

### Compliance Easy



Certification industry's environment is regulated to an extent but not tightly. This give us a higher chance of a successful implementation.



# Thought for the un-badged athlete

There are other use cases where athletes achievement goes unrecognized allowing under achievement and exploitation.

Bringing transparency and ownership via a peer to peer approach will increase inclusivity, fairer rewards and sustainability.

# Live Demo

MVP 1.0



Thanks!

Any questions?