

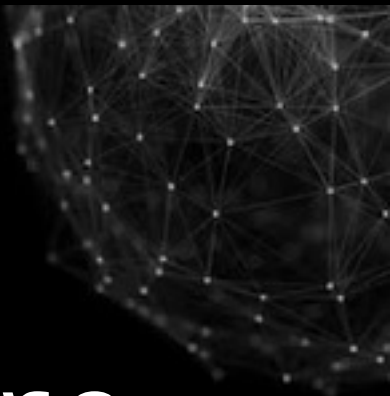
# Noosphere Technologies

Digital Trust Infrastructure for the Authentic Internet

Authenticity | Trust | Provenance

Built on

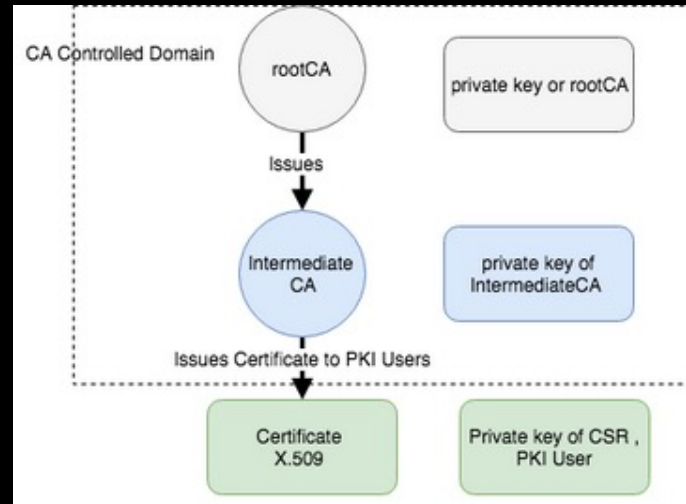
Public Key Intelligence™



Existing trust infrastructure  
is inadequate for  
the emerging adversarial AI-  
driven threat landscape.

# Today's trust infrastructure

- **Cryptographic verification** is the bedrock of the internet
- Web sites are made **cryptographically secure** with SSL
- **Digital Certificates** identify web site provenance
- "Trust" provided by **Web public key infrastructure (PKI)**



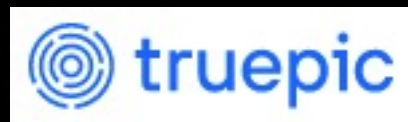
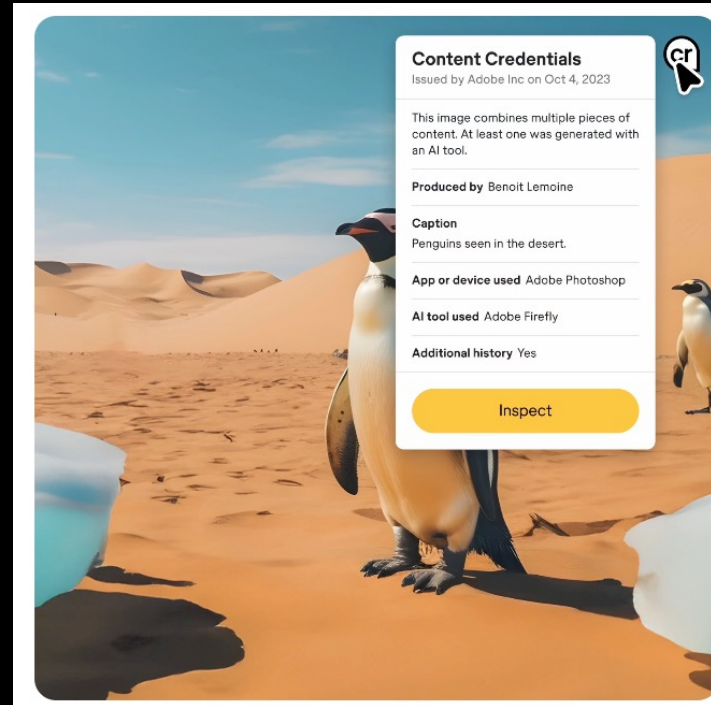
Conveys that a web **site** has:

- Integrity
- Confidentiality
- Authenticity

... and is Trusted

# Content authenticity

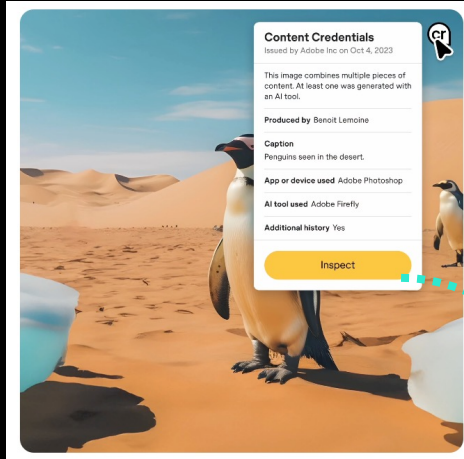
- Digital assets are made cryptographically secure with **Content Credentials**
- Uses Digital Certificates to identify **asset origin**
- Lacks equivalent Web **public key infrastructure (PKI)**



Conveys that web **content** has:

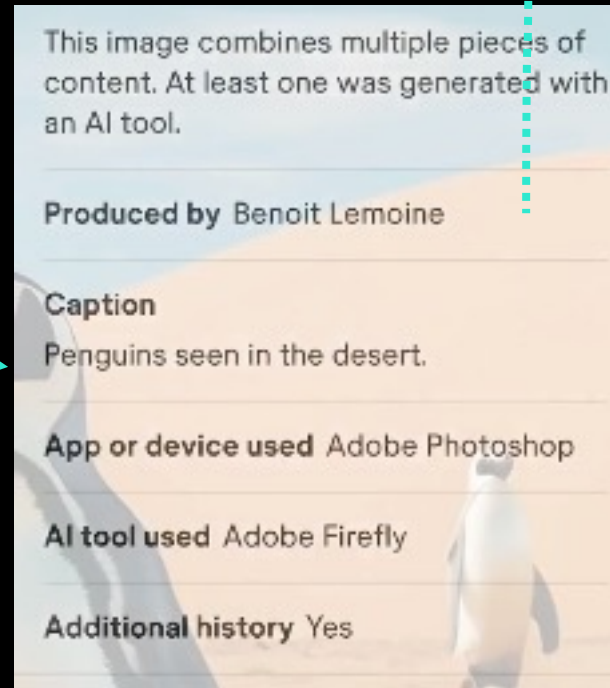
- Integrity
- Authenticity
- Provenance
- ... Cannot convey Trust

# Content authenticity



Users can drill down on metadata – Information about creators, processes, and tooling.

Who is this? Do they belong to an organization that I trust?



Is this creator/publisher associated with an **organization** that I trust?

# Content authenticity lacks digital trust



Content Authenticity

Web PKI Trust

Content Credentials are bound  
to **apps** and **devices** —  
Not to **human** or  
**organizational identities**

People trust humans and  
organizations,  
**not apps and devices**

Traditional Web PKI cannot solve the trust problem for Content Credentials!



Our bright idea:

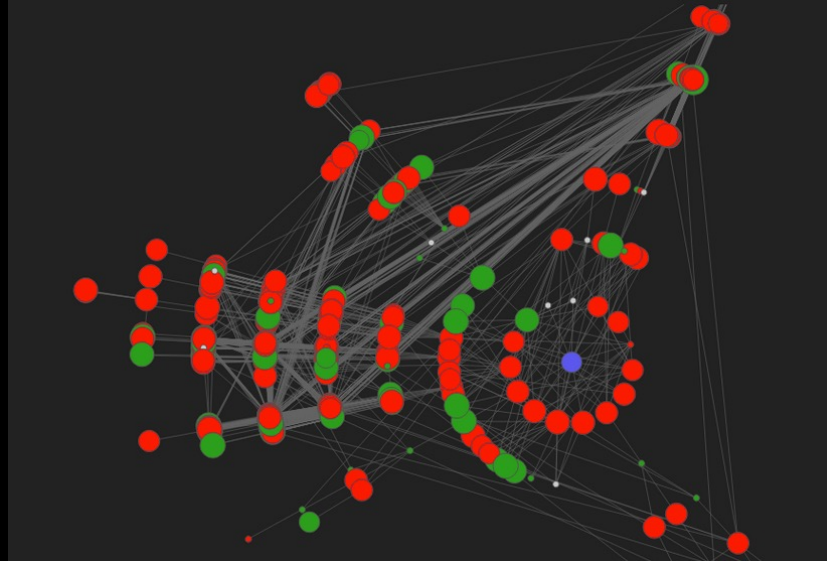
Build SSL, not for web *sites*, but for  
web *content*. . .

. . . without the complexity of PKI\*

*\* Easier said than done!*

# The Noosphere Solution

- Generates Trust Graphs from easily curated **trust policies**
- Creates flexible **trust ecosystems** with easy opt in/opt out
- Uses **Digital Certificates** to identify content provenance/origin
- Binds assets with Content Credentials to organizations on Trust Graph.



- Simple
- Cheap
- Decentralized
- Flexible

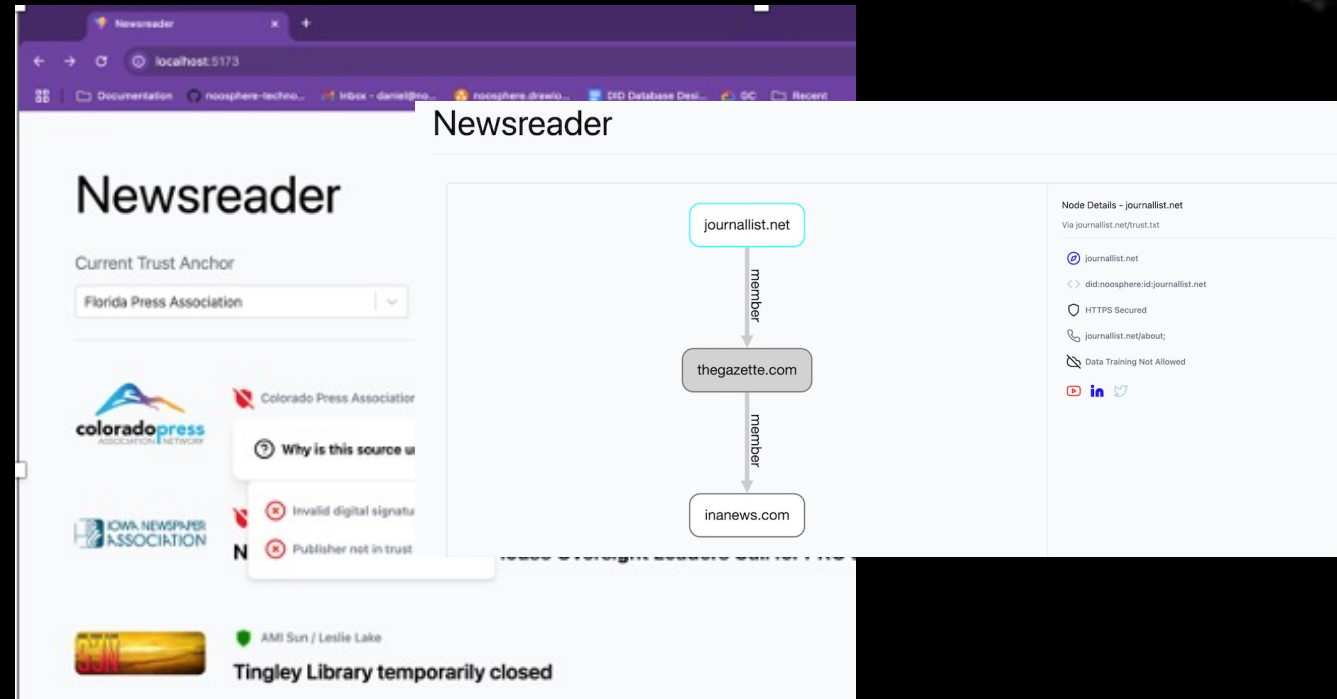
Let's replace certificate authorities with Trust Graphs. . .



# Trust UX for the Authentic Internet

Demo on request!

- Applications can expose **trust context** and implement **guardrails**.
- Apps use **trust anchors** to determine whether content is trusted by the user.
- End users gain **transparency** and **control** over trust settings.
- **Trust scores** can be computed from **metadata** – defined by a variety of **professional organizations**, such as Journalism Trust Initiative, Cloud Native Computing Foundation, etc.



An example application UX that calls Noosphere APIs to enrich **trust context** for any digital artifact

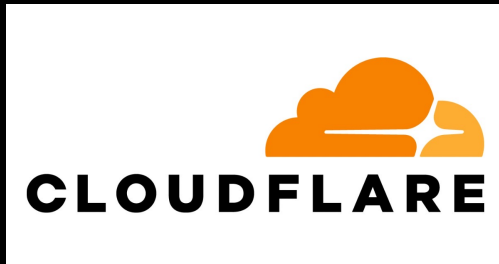
# Benefits of Noosphere



- Enables apps and platforms to make trust decisions at runtime
- Protects users against “AI-generated slop”
- End users have full control over what content sources are trustworthy to them
- Easy for users and organizations to opt-in and opt-out of trust ecosystems
- Fully interoperable with C2PA-compliant solutions such as Adobe, Cloudflare, TruePic

# Adoption is spreading

"We have SSL for website certificates, and we have DKIM for e-mail. Cryptographic verification of information is a cornerstone of the internet. It hadn't existed for content, and now it does. Now it's just up to all of us to help drive adoption."



Cloudflare becomes the first major content delivery network to implement Content Credentials

-- February 3, 2025

# Noosphere Offerings



## For producers

Seamlessly onboards publishers and creators to trust ecosystems.

Turn-key C2PA compliance.

'Plug-and-play' key and certificate management.

User-friendly tools for managing trust policies.

Creators, influencers, and publishers

## For consumers

Exposes public/private APIs for validating trust.

Hides complexity of Trust Graph processing and metadata collection.

SDKs and CLIs for easy integration across apps and platforms.

App developers, search engines, and social platforms

# Investors recognize the need

**\$250M** invested in 16 startups in our space since 2023\*

Incumbent valuations are skyrocketing :

- **May 2024:** CyberArk acquires PKI company Venafi for **\$1.5B**
- **June 2024:** Keyfactor grew from **sub-\$10m ARR to over \$100M ARR** in less than five years and hit a **\$1.3B** valuation

Incumbents recognize the strategic opportunity :

- “Identity and provenance become the foundation for content authenticity.”  
“Verified identity will become the foundation of how we can trust the source and authenticity of content.”



- DigiCert Unveils CEO Predictions for Digital Trust in 2024

\*<https://news.crunchbase.com/media-entertainment/disinformation-fighting-startups-vc-investment/>

# Noosphere Team



**Andrew Brown**

*Founder, CEO*



**Hans Granqvist**

*Interim CTO*



**Daniel Zellmer**

*VP, Engineering*



**Jeff Hantin**

*Trust Protocols Lead*



**Jeff Lancelle**

*Distributed Systems Lead*



**Loren Hart**

*PKI Lead*

Seasoned team with deep tech backgrounds at Sun, Verisign, Oracle, Apigee, Netflix, LinkedIn, Datadog.  
Broad experience implementing industry trust & identity standards: WS-Security, XKMS, SAML, OAuth.  
This is our second startup together: [First startup acquired by Verisign.](#)

# Angels & Advisors



**Christopher Seiwald**

Founder | CEO  
Perforce Software



**Mingliang Pei**

Distinguished Engineer | Chief Architect  
Verisign | Symantec



**Ajay Nigam**

CEO/CPO  
Symantec, Everbridge, Verisign, Brightpoint



**Ed Horst**

VP | Corp Strategy | CMO  
Perforce Software | Amberpoint



**Cynthia Dunlop**

Author | Ghostwriter | Content Wrangler  
Parasoft, Tricentis, ScyllaDB  
Co-author: “Database Performance at Scale”  
Proprietary & Confidential



**Wright Bryan**

Digital innovator | Strategist | Editor  
NPR

# Project Status and Plan

2022

2023

2024

2025

## Proof-of-Concept

Built in partnership with Carnegie-Mellon Computer Science Dept.  
Requirement gathering with industry leaders  
3-month Capstone project  
Prove out core capabilities



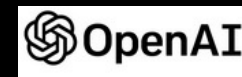
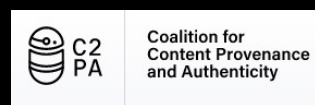
## Formation

Raise Bootstrap Angel  
Form C-Corp  
Technical Advisory Team  
Build out industry ecosystem  
Intensive UX Design  
Requirements Gathering



## Design & Implementation

Recruit core eng team  
Join C2PA and CAI  
Implement core systems  
Deploy to AWS (startup credits)  
Bring on BizDev Advisor



## GTM

Raise seed funding  
Operationalize Trust Graph  
Partner with publishers and CMS providers  
Release Digital Authenticity Platform  
Launch developer portal  
Founder-led sales  
**First paid pilot**





# Thank You!

Contact: [andrew@noosphere.tech](mailto:andrew@noosphere.tech)

Andrew Brown, CEO & Co-founder

<https://www.linkedin.com/in/andrew-brown-478a68/>