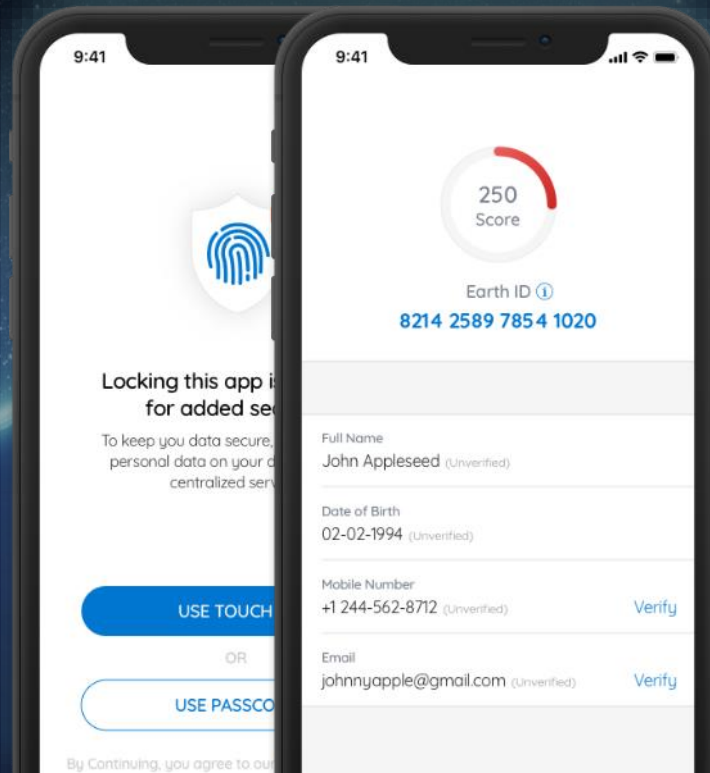




# One Earth. One ID





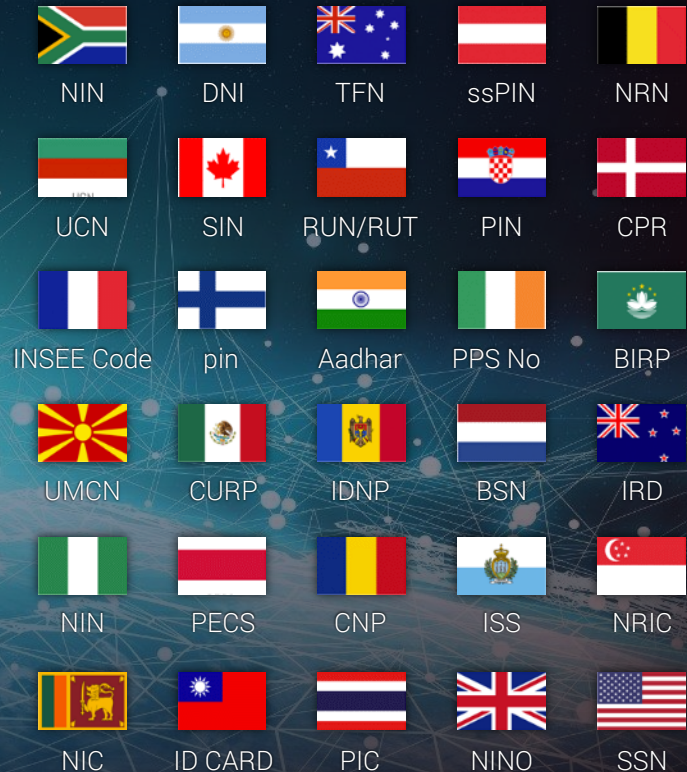
# ABOUT US

**MyEarth.Id** team is working towards a vision of providing Universal Identity to all Human Beings on Earth; providing seamless access to Global Services, in a secure and borderless way.

MyEarth.Id is registered in London, UK and has a team of industry leaders and experts, spread across US, Europe, India and expanding.

## OUR MISSION

- Reducing Identity Thefts and Frauds through the Power of Cryptography and Distributed Ledger (DLT) Technologies
- Simplifying the process of validating Human Identity through the use of a Universal Identity Mechanism
- Reducing the Cost of maintaining Identity using a Global Platform





# WHAT IS IDENTITY THEFT?

**Identity theft**, according to the Federal Trade Commission, “occurs when someone uses your personally identifying information, like your name, social security number or credit card number, without your permission, to commit fraud or other crimes.”

## WHAT INFORMATION COULD BE STOLEN?



Financial  
Information



Personal  
Information



Insurance and  
Medical Records



Biometrics & Login  
Credentials

## WHAT ARE THE IMPACTS OF IDENTITY THEFT?

### FINANCIAL

The financial hardships that may be caused by identity theft can last for months or years after your personal information is exposed

### EMOTIONAL

Identity theft is often a faceless crime that can trigger a host of emotional reactions

### PHYSICAL

If someone is using your name to commit crimes and law enforcement arrests you, that's a highly stressful event

### SOCIAL

Whether you rely on social media for your profession or use it to stay in touch with friends and family, hackers could damage your reputation or put your job on the line



# TOP DATA THEFTS IN 21ST CENTURY



1.1 billion records breached  
January 2018



At least 87 million records breached  
March 2018



Personal Info of 57 million users  
and 600,000 drivers exposed  
Late 2016



77 million Sony's PlayStation  
Network accounts hacked  
April 2011



92 million records  
breached  
June 2018



3 billion user accounts  
2013-14



145 million users  
compromised  
May 2018



340 million records  
breached  
June 2018



76 million households and  
7 million small businesses  
July 2014



Personal Info of 143 million  
consumers  
July 2017



150 million records  
breached  
May 2018



Credit/debit card information and/or contact  
information of up to 110 million people  
June 2018



500 million+ customers  
2014-18





978 million

adults across the world who have been victims of cybercrime

Americans are the most likely targets of identity theft

(791 million cases in 2016)



\$2 billion

Losses due to account takeovers, which are the fastest growing sector of identity theft, with a massive 61% increase across 2015



Use of social media increases chances of identity theft, with those using sites like Facebook, Snapchat, and Instagram 46% more likely to have their identity stolen

## MORE WORRYING IDENTITY THEFT STATISTICS

- The number of identity theft reports increased by **37%** between 2014 and 2016
- **87%** of people have left their personal information exposed at some point when using online bank accounts, emails, or other important apps
- **52%** of small business don't invest anything in cyber theft security, and 31% don't take any active precautions at all against cyber theft
- In the UK, 500 identity fraud cases are reported every day
- Credit card fraud represents **33%** of identity theft cases in the US
- **40%** of data taken during data breaches in 2016 was personal financial data



# PROBLEMS WITH EXISTING SOLUTIONS



Prone to  
Identity Thefts  
and Associated  
Frauds



Costly &  
Complicated  
Solutions



Centralised  
Storages, Prone  
to Hacking



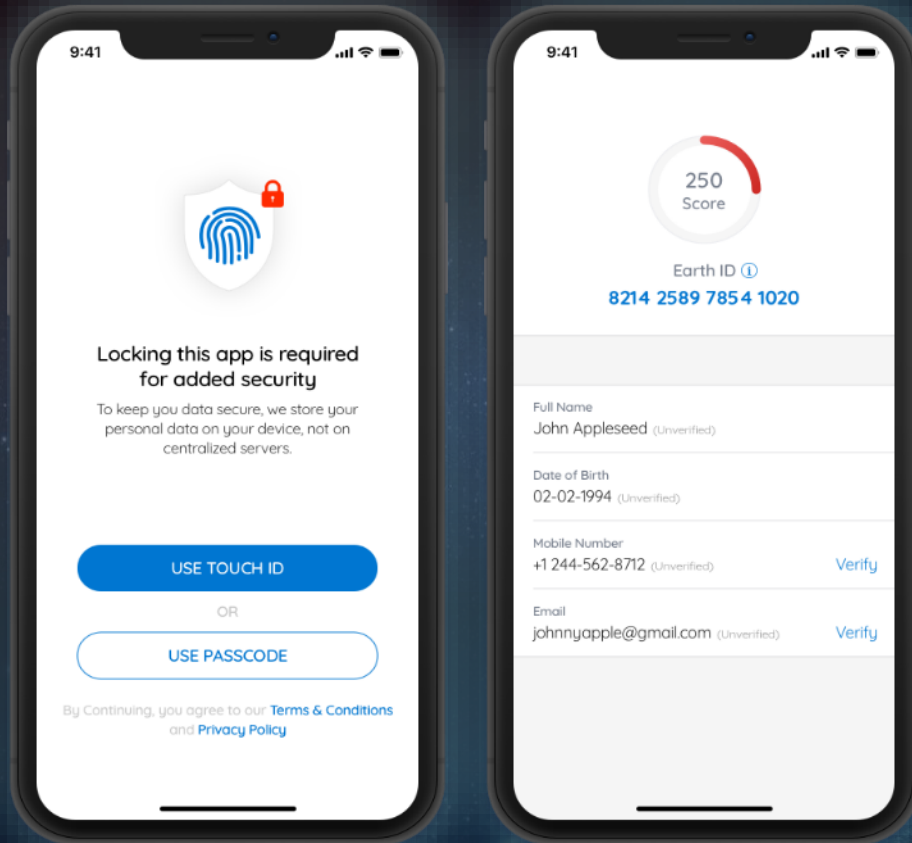
Lack of  
Border-less  
Identity



Lack of  
Reliability  
Quotient



# THE SOLUTION: EARTH ID



## EARTH ID

- Decentralised Identity Management Solution, using Cryptography and Distributed Ledger Technologies
- Universal ID providing a border-less access to Global Services
- User controlled access to Identity Information reduces unauthorised access.
- Digital ID Wallet aggregating User's Vital Records across Industries
- Cost effective and hassle-free validations of Identities.
- Revenue Sharing (with Users) and Pay-Per-Use Business Model

## TRUST SCORE

- Proprietary ID-Scoring mechanism, reflecting the strength of User's Identity
- Empowers service providers to adjust access to services, based on Trust Score
- Trust Score driven User Benefits & Rewards

# KEY ASPECTS

## Security



Information is Stored and Secured using Cryptography and DLT

## Self-Sovereignty



User Owned and Controlled Identity

## Digital ID Wallet



Storage & Aggregation of User's Vital Records

## ID Scoring



Trust Score Incentivises Good Behaviour  
Organisations can offer Benefits/Rewards

## Borderless



Universal ID allows Seamless access to Global Services

## ID Monetisation



Users Earn while Using Earth Id Platform (Revenue Sharing)

## Cost Effective



Pay-Per-Use Model Optimizes the Overall Cost of Identity Management

## Sybil Resistance



One Earth, One ID

## Privacy



Selective, Permission Based Information Sharing

## Reimagine

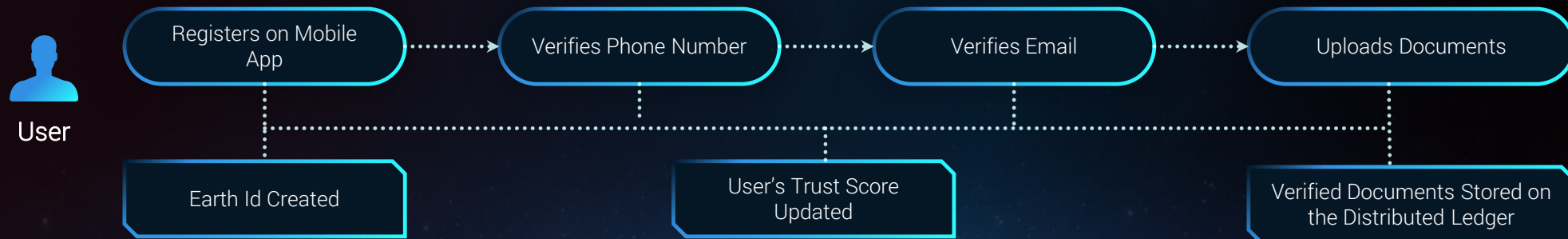


Organisations can innovate their business models using Trust Score

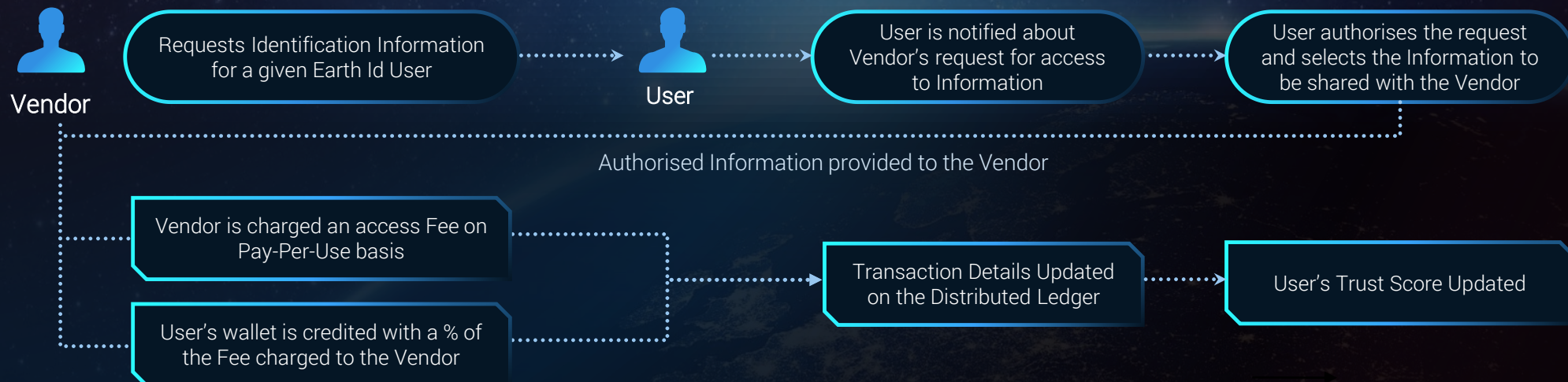


# HOW DOES EARTH ID WORK?

## User Registration

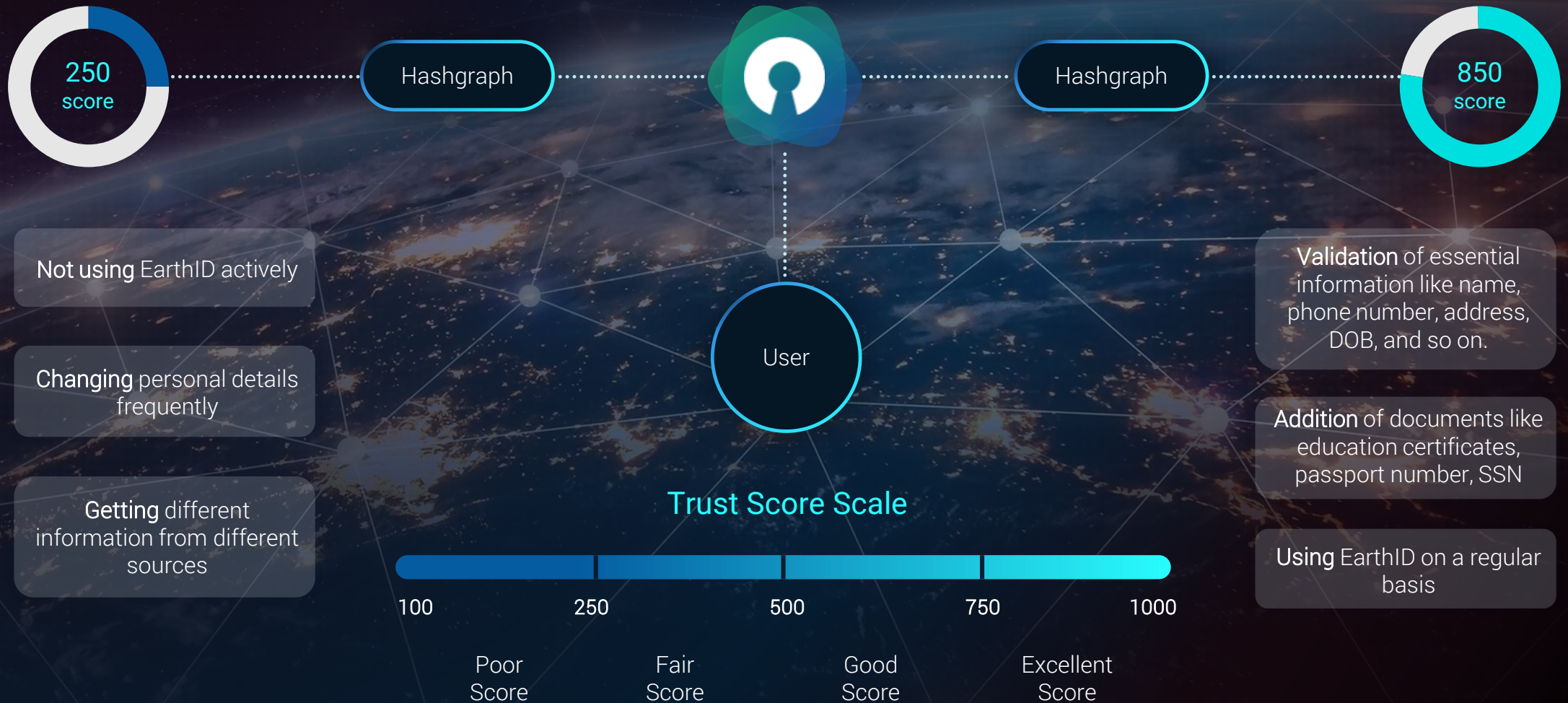


## Information Request by the Vendor





# HOW DOES TRUST SCORE WORK?





# INDUSTRY USE CASES



## Vital Records

- Removing silos of identity and vital information
- Aggregation of Vital Records, like birth certificate, health records, education etc, across different systems and platforms



## Education

- Access management to educational resources
- Validation of qualifications and credentials



## BFSI

- Banking & Finance - account & loans
- Trading platforms
- Insurance information and products
- Anti Money Laundering



## KYC

- Validation of Customer Information while Onboarding



## Travel and Hospitality

- Car rentals across the globe
- Flight booking and check-ins
- Hotel booking and check-ins



## Healthcare

- Global Access to Health records
- Access to Insurance records



## Social Platforms

- Profile creation & seamless logins
- Controlling anti-social behaviour through Trust Score



## Visa and Immigration

- Access to Vital Records
- Access to travel records
- Borderless flow of information



## Retail

- Validating identities of users and vendors
- Preventing frauds using Trust Score



## Small Medium Enterprises (SME)

- Cost Efficient Solution for SMEs



## Utilities Service

- Council, Energy, Water



# COMPETITION



We think of our competitors as:

**Competition Today**, challenging us to drive Innovation and Perfection

**Partners Tomorrow**, helping us onboard every Human Being on Earth

	EARTH ID	COMPETITION	ADVANTAGE
Business Model	Pay Per Use	Various	Cost effective for Partners ▼
Identity Quotient	Trust Score	-	Proprietary ID Scoring Mechanism
ID Monetisation	Revenue Sharing With Users	-	Better Value Proposition for Users
Storage	Blockchain/DLT	User's Device	Highly Secured, No dependency on User's Device Capability
Underlying Platform	Hashgraph (4 <sup>th</sup> Generation Blockchain/DLT)	Early Blockchain Platforms	Faster, Fairer, More Secure & Stable
Data Regulations (Like GDPR)	Complaint	-	Users are in complete control of their information



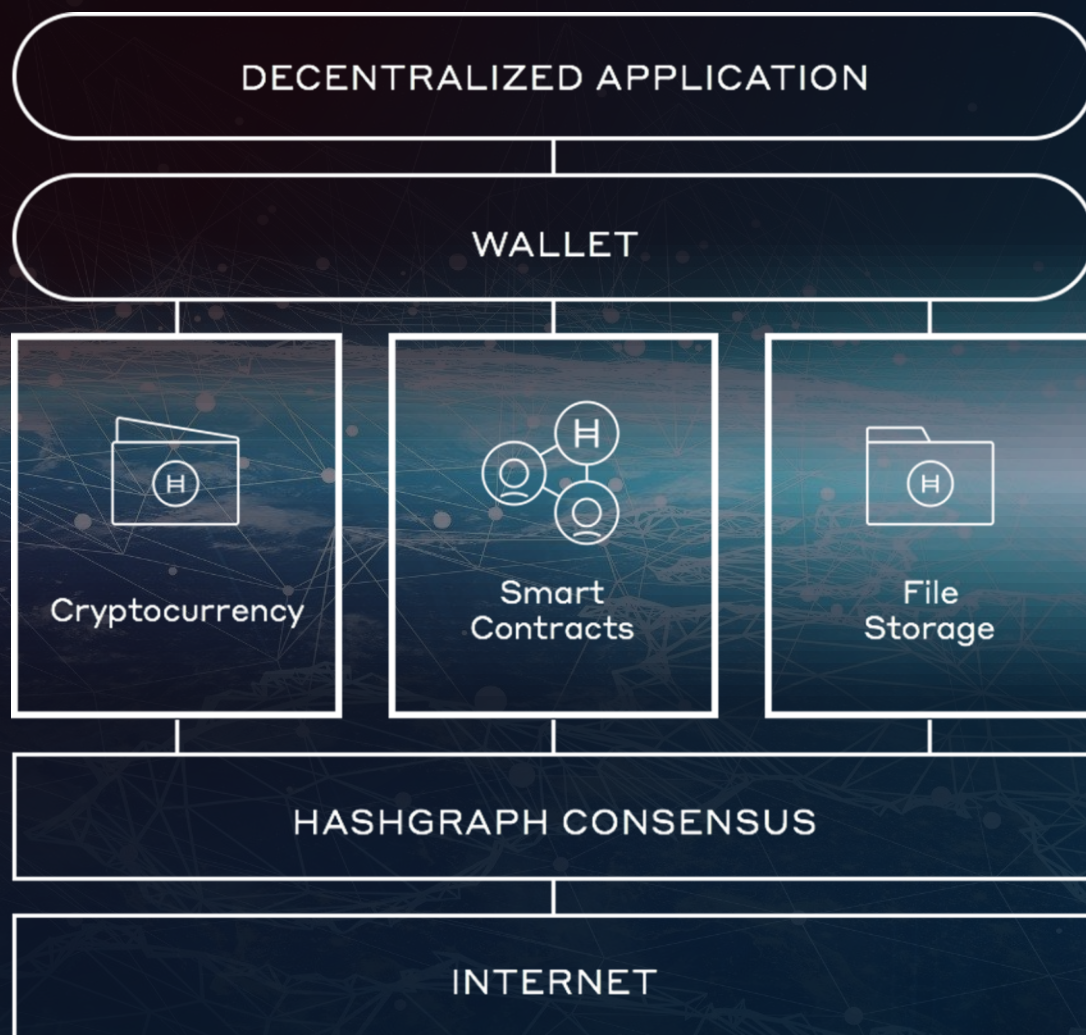
# HASHGRAPH – 4TH GENERATION BLOCKCHAIN/DLT



2009-2013	Transfer of digital currency	Bitcoin and altcoins
2013-2015	Record ownership of things: land, stock, music	Blockchain
2015-2016	Complex agreements between buyers and sellers (smart contracts)	Ethereum
2015- Present	Fair matching of buyers/sellers to execute contracts; distributed applications	Hashgraph

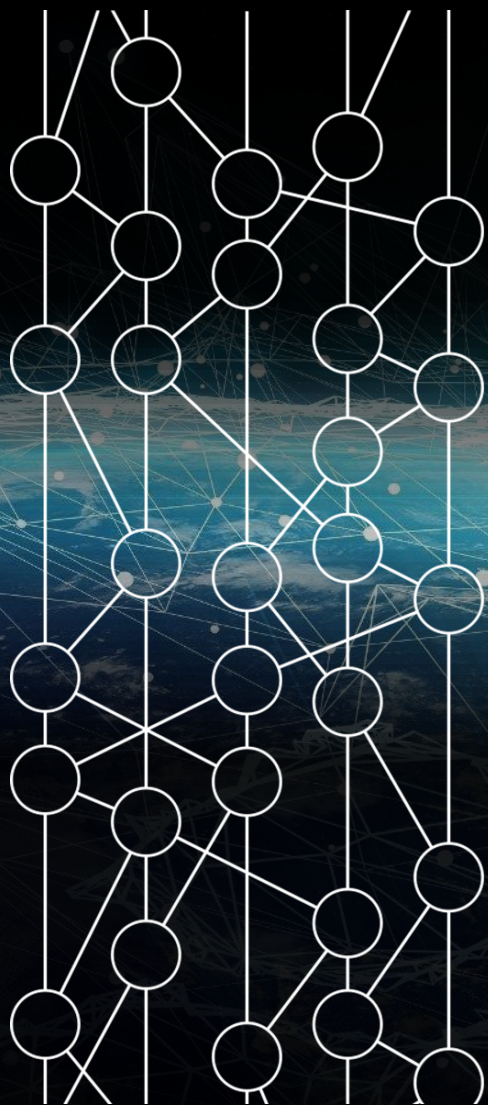


# HASHGRAPH ARCHITECTURE





# HASHGRAPH - CONSENSUS AND GOVERNANCE



Built on a directed acyclic graph (DAG), using novel protocols including gossip about gossip and virtual voting

Doesn't require proof-of-work (POW)

Patents on gossip about gossip and virtual voting are held by Swirlds Inc., allow preventing of network forks

Governance is maintained by a council of known and reputable global enterprises and organizations, committed to the support and evolution of a stable, predictable public ledger infrastructure with millions of public nodes.





# ADVANTAGE HASHGRAPH



## FAST

Achieve fast, low-latency transactions with guaranteed finality in seconds, not minutes or hours. The Hedera network can process transactions at an order of magnitude faster than blockchain alternatives.



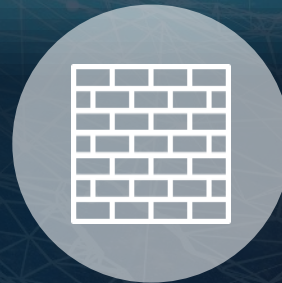
## FAIR

Count on fair access, timestamps, and transaction ordering that can't be manipulated by malicious nodes.



## SECURE

Deploy on a network with best-in-class asynchronous Byzantine fault tolerant security that's proven resistant to DDoS and Sybil attacks.



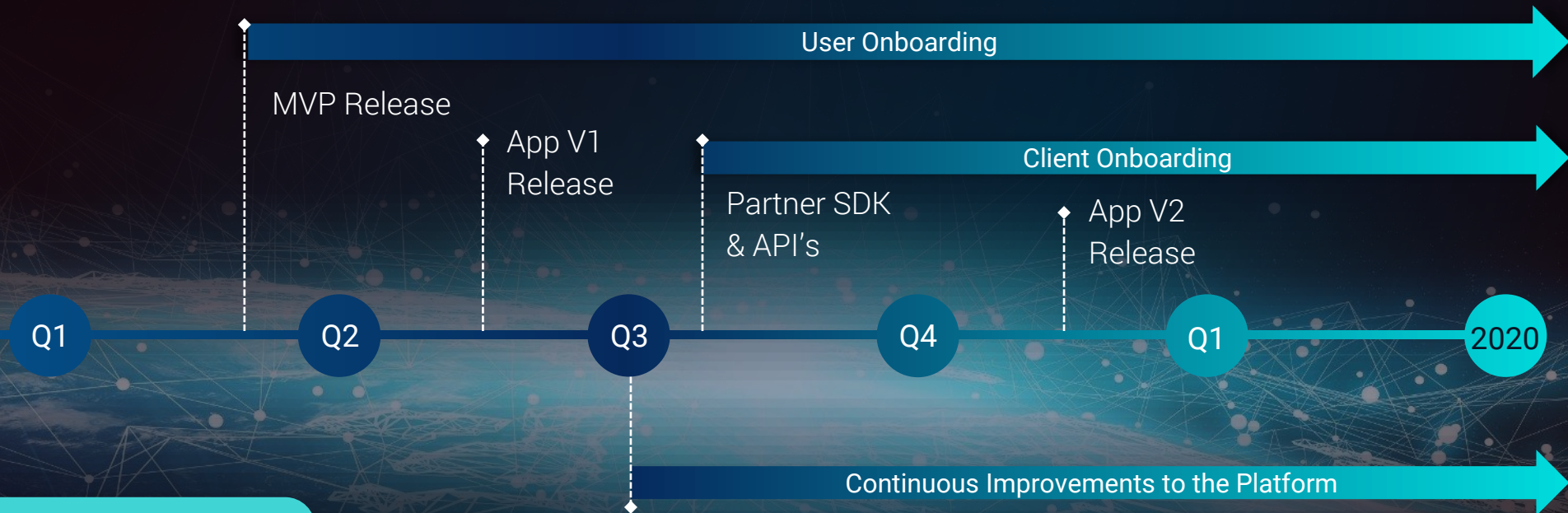
## STABLE

Use a reliable network governed by term-limited enterprises with no authorized forks, and the ability to meet local and global data regulations.





# ROADMAP



## PROGRESS TILL DATE

- ✓ \$100K pre-seed invested
- ✓ Business Entity registered in London, UK
- ✓ Whitepaper, Solution Architecture
- ✓ Web Portal, Video and other content
- ✓ Mobile App Design
- ✓ Strategic Collaboration with Hedera Hashgraph
- ✓ Globally distributed team of Industry Experts



# THE TEAM



**Shiv Aggarwal**  
Chief Executive Officer

Shiv Aggarwal is a technology entrepreneur with focus on improving human lives through power of technology. Shiv has more than 15 years of technology industry experience, having worked with global brands across Europe, India and US.



**Sharat Chandra**  
Chief Sales Officer

Sharat has been actively working in Blockchain industry and has advised many blockchain start-ups and token offering. Sharat is an author, keynote speaker, blockchain educator and overall a brand name in and outside Indian blockchain industry.



**Jillian Godsil**  
VP Marketing

Named as one of the 50 Most Influential Women In Blockchain, Jillian keynotes and chairs blockchain events around the world. She has her own radio shows on Dublin City FM and East Coast FM



**Rahul Asati**  
Chief Architect

Rahul is an expert at building and driving software products in diversified industries. He is an award-winning Hashgraph Ambassador, and seasoned architect with a deep understanding of various technology platforms and domains.



**Vishal Dharmawat**  
DLT/Hashgraph Expert

Vishal specializes in Product Ideation, Blockchain, Distributed Ledger (DLT) including Hashgraph and others, Smart Contracts, Crypto Exchanges and other niche front end technologies.



**Gaurav Bansal**  
Advisor

Managing Director at Essex Lake Group, Gaurav is a Strategic Consultant with over 15 years of expertise in Financial Services Sector





# One Earth. One ID

For more information, please visit

**<https://myearth.id>**

Students interested in volunteering for our global  
ambassador program should email us at

**[future@myearth.id](mailto:future@myearth.id)**





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APPENDIX – Blockchain /  
Distributed Ledger Technology



# WHAT IS BLOCKCHAIN?

**Gartner.**

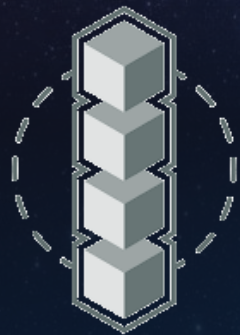
*Blockchain is a type of distributed ledger in which value exchange transactions (in bitcoin or other token) are sequentially grouped into blocks. Each block is chained to the previous block and immutably recorded across a peer-to-peer network, using cryptographic trust and assurance mechanisms. Depending on the type of ledger and implementation, transactions can include programmable behavior.*

**FORRESTER**

*A concept consisting of methods, technologies and tool sets to support a distributed, tamper-evident and reliable way to ensure transaction integrity, irrefutability, and non-repudiation. Blockchains are write-once, append-only data stores that include validation, consensus, storage, replication, and security for transactions or other records.*



*Blockchain is a distributed ledger technology that allows creation, validation and encrypted transaction of digital assets to happen and get recorded in an incorruptible way.*



Blockchain is a distributed ledger of transactions, repeated in an identical copy in multiple nodes



Cryptography is used to ensure that copies are identical and no transaction is duplicated, and to enforce specific permissions for reading the data stored



Blockchains order and validate the transactions in the ledger to achieve the necessary consensus according to different models and rules



Transactions represent a transfer of information between two or more addresses within the network: these can represent business entities to IoT devices



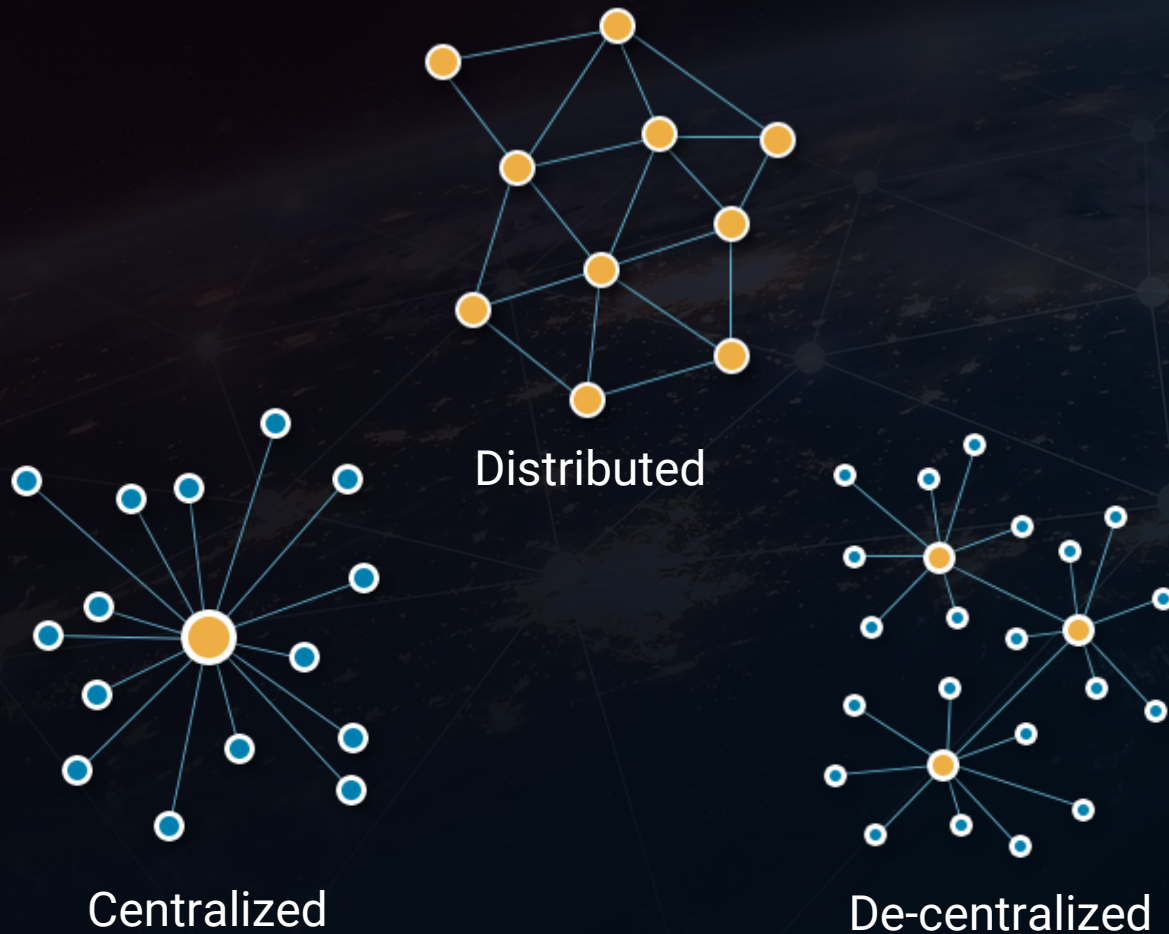
Blockchains can either be implemented within the same company or in a public network: public, consortium and private blockchains



There is no need for the intermediation of any single, central authority



# DISTRIBUTED LEDGER TECHNOLOGY (DLT)

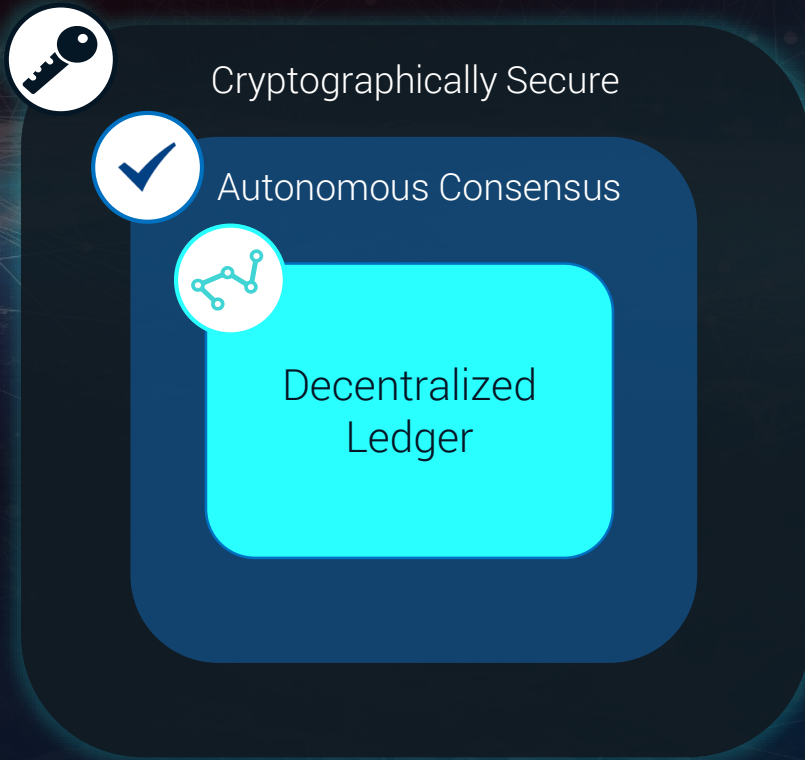


A distributed ledger is a **consensus** of replicated, shared, and synchronized digital data, geographically spread across multiple sites, countries, or institutions.

There is **no central administrator** or centralized data storage.



# BLOCKCHAIN TECHNOLOGY ATTRIBUTES



## Access

Open network; anyone can add blocks and review the Blockchain from inception



## Open Source

Technology is freely available to anyone



## Trust

Allows individuals and businesses to transfer value and information via an identified address



## Anonymity

Allows anonymous exchange of digital assets and data



## Real Time

Blocks can be verified and added to the Blockchain in near real time



## Safe-keeping

Maintains life-cycle asset, contract and data ownership without physical possession





# BLOCKCHAIN VALUE DRIVERS



## Immutability

- Open or permissioned network options
- Permanent and immutable record
- Single source of truth, replicated across all nodes



## Automation

- Network self-validates all ledger entries
- Smart contracts automatically enforce business rules
- Near-real-time data and transaction processing



## Cost Reduction

- Elimination of intermediary transaction fees
- Reduction in operational costs related to exceptions and reconciliation



## Auditability

- Provides a real time track and trace audit trail
- Improve business, operational, and regulatory reporting



## Decentralized

- Assets are tied and controlled by their owners rather than institutional custodians
- Exchange of information with pre-agreed consensus mechanism validation instead of third-party



## Security

- Public-key encryption provides record-level security of data
- No single point of failure – network is resilient against attacks on individual nodes