SelfKey is a blockchain based digital identity system that allows individuals and companies to truly own, control and manage their digital identity, and instantly and securely access Citizenship and Residency by Investment, Fintech Products, Financial Services, Company Incorporation, Coin Exchanges, Token Sales and much more...
Executive Summary

✔ Enables Self-Sovereign ID, the concept of putting users at the center of the identity management process
✔ Enables the SelfKey Ecosystem, including a marketplace using the native token “KEY” to transfer value

SelfKey is a decentralized identity system that includes:
• the not-for-profit SelfKey Foundation
• a technology stack with a free and open source identity wallet for the identity owner
• a marketplace, available at launch with real products and services
• a protocol and API built with modular microservices for KYC
• a native token (KEY), a crypto asset (utility token) that enables the SelfKey Ecosystem to interact in an efficient, digital manner.

KEY is critical to enable interactions, and is used to fuel the SelfKey Ecosystem.
Self-Sovereign Identity (SSID)

SelfKey enables SSID – you can truly own and control your data. Store identity data on your personal device and share it securely without a central repository.

Your data is stored on your device and NOT in a database. Only the hash is stored on the blockchain.

What Standard Chartered Bank says about SelfKey Tech:

“Documents that identify us in the physical world... will [someday] no longer be necessary. A business trip or vacation would be a seamless experience, where passport control may no longer be required, and banking services such as overseas transfers and the opening of accounts will be a breeze because of more robust and trustworthy ‘know your customer’ (KYC) processes…”

"We have started a project with fintech firm KYC Chain [Founder of the SelfKey Foundation], to improve our client onboarding process. The project... can recognise and verify identities of clients in a reliable and fuss-free way”.

Michael Gorriz
Standard Chartered Group
Chief Information Officer

How you could use SelfKey Tech

Sharing your identity with third parties – like banks – when registering for a new product could be:

• faster,
• more hassle-free,
• more private,
• more secure.

SelfKey Technology could reduce your exposure to identity theft risk.
The Market

SelfKey is focused on the Asian market: a digitally-inclined consumer base that uses fintech products. This market is ripe for introducing our universal digital identity product.

Asia is a large, yet growing market

• **3 of the 4 largest markets** for Ether are in Asia (Korea, Japan, China).

• **High mobile phone penetration** makes Asia ready for mass scaling of digital services.

• **Hundreds of millions unbanked Asian consumers** lack access to traditional means of banking and fintech products.

• **Asia is slowest major region in the world to sign up for a bank account** (28 days on average).

Asia is fintech centric

• **Asia has surpassed US and the UK** for total Fintech investment ($1.2B USD in Q3 2016).

• **Asia leads the world in average financial services products per person** (Compare: Taiwan average is 13.7, UK is 6.5).

• Asia's large emerging market segments means **greater opportunity for new finance-centric customer acquisition** (19 percent greater acquisition on average for emerging markets compared to mature markets).
The SELF Key Ecosystem is a digital end-to-end identity network, powered by the native token KEY. Participants will have to purchase & stake KEY for actions within the network.
Using KEY Tokens

Using KEY, opening an account in the jurisdiction of your choosing will be simple:

1. Create Your Digital ID
   Download the SelfKey identity wallet application, and upload relevant ID attributes

2. Verify Your Identity
   Request verification of your ID attributes within our ID ecosystem using a KEY token

3. Browse and Select Marketplace Products
   Browse the marketplace for the checking account of your choosing in the jurisdiction you prefer

4. Auto-Complete Digital Application
   Complete online application using verified ID attributes in your Wallet

5. Finalize Onboarding
   Confirm applications details and submit to the provider of your choosing
Using KEY Tokens: Identity Wallet

You will be able to upload Identity Attributes to the SelfKey Identity Wallet application, and share those attributes with providers on the SelfKey Ecosystem.

Identity Owners:

Store and Verify Identity Attributes
Upload traditional ID attributes, like passports or birth certificates, or digital attributes, such as social media profiles to your Identity Wallet. Your Identity is private, and is shared only with consent. You will need KEY to pay to verify your ID.

Securely Share Your Identity
Share your ID attributes with third parties when you apply for products and services. Minimize or eliminate paperwork. You will need KEY to securely send your Identity.

Companies:

Management & Governance
The SelfKey Network will offer services to aid company management, such as stock transfer ledger services. Management may also complete bank account applications, and efficiently set up new subsidiaries. "One click incorporation." You need KEY for these company management services.

Demo: alpha.selfkey.org
Using KEY Tokens: Identity Wallet

The Identity Wallet will have cross compatibility with MyEtherWallet, being able to store ETH, KEY and any other ERC-20 token.

Demo: alpha.selfkey.org
Using KEY Tokens: Identity Wallet

Demo: alpha.selfkey.org
Using KEY Tokens: Marketplace

The SelfKey marketplace connects individuals to immigration, financial, digital assets and other services, without sacrificing privacy. You need KEY to utilize the marketplace.

Identity Owners:
Access products and services
Get access to services related to: Passports, Residency, Bank Accounts, E-Wallets, P2P Loans, Gold or Precious Metals, Money Transfer Services, Coin Exchanges, Incorporation of Companies, LLC’s, Foundations, Trusts, Insurance, & more

Evaluate your options and pay
Compare competing offers from providers, view the details of their offers, and review community feedback. Seamlessly pay with KEY.

Relying Parties:
List products
List product offerings and share promotions and incentives. Service providers will need to “stake” KEY to be listed in the marketplace.

Demo: alpha.selfkey.org/marketplace
Using KEY Tokens: Marketplace

Demo: alpha.selfkey.org/marketplace
## Using Key Tokens: Network Benefits

<table>
<thead>
<tr>
<th>Group</th>
<th>Existing ID Management</th>
<th>SelfKey</th>
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<tr>
<td><strong>Relying Parties</strong></td>
<td>- Time-consuming client onboarding due to regulatory requirements&lt;br&gt;- Poor and disjointed customer experience&lt;br&gt;- Unable to import client data&lt;br&gt;- Extremely expensive&lt;br&gt;- High cost to be internationally compliant&lt;br&gt;- Inefficient and complex paper-based and manual processes</td>
<td>- Quickly onboard Identity Owners&lt;br&gt;- Excellent customer experience&lt;br&gt;- Quickly and easily request additional customer details&lt;br&gt;- Leverage economies of scale&lt;br&gt;- Internationally compliant&lt;br&gt;- Automated processes that re-uses KYC data</td>
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<td><strong>Certifiers</strong></td>
<td>- Do not monetize certifications (i.e. – Utility Companies)&lt;br&gt;- Unable to revoke claims&lt;br&gt;- Unable to quickly grant claims</td>
<td>- Can now monetize certifications&lt;br&gt;- Revoke certifications&lt;br&gt;- Quickly grant certifications that are time bound and verifiable</td>
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<tr>
<td><strong>Identity Owners</strong></td>
<td>- Do not own or control identity&lt;br&gt;- Repeatedly perform same manual onboarding processes&lt;br&gt;- Multiple authentication devices&lt;br&gt;- Hard to share information&lt;br&gt;- Overshare information</td>
<td>- Transparent identity management&lt;br&gt;- Maintain full consent and control&lt;br&gt;- Authenticate multiple services with one key&lt;br&gt;- Share minimum information to avoid oversharing</td>
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SelfKey is powering the identity and KYC processes for Token Distribution Events (TDEs).

**Using KEY Tokens:** One Click Token Sale

**KYC + Payment**

**SelfKey Users**
- Convenient KYC processing
- One-time application for multiple TDEs
- The Identity Wallet supports ETH and any ERC-20 Token, enabling one-click onboarding to Token Sales.

**SelfKey Partners**
- Scalable KYC compliance for token sales
- Give users option for SelfKey single sign-on
- Simple validation of user data, checks against various industry watch lists

*current partners with signed contracts*
The SelfKey Foundation has obtained the Regulatory Sandbox License (RSL) from the Board of Investment of Mauritius.

In a time when there is government uncertainty in the blockchain space, **SelfKey has established a solid foundation to grow long term, under the official licensing of a government agency.**

The RSL allows SelfKey to develop the SelfKey Identity Wallet with a greater level of regulatory certainty, in line with our mission to allow individuals to truly own and control their digital identity.

Being approved by the Mauritius BOI, reaffirms our project’s potential and positions us under the scrutiny and monitoring of a regulator, which can help us to meet established milestones.
History

Frustrated by redundancy in KYC of Corporate Services Businesses

Work begins on KYC/ Digital ID Whitepaper

Self-funded research and development begins

Accenture FinTech Lab, SuperCharger Accelerator and angel round for KYC-Chain

Public Announcement of work with Standard Chartered

KYC-Chain donates B2C wallet code to SelfKey Foundation, releases White Paper and opens to public.

Private Sale
- Started: Nov 2017
- Ended: Dec 2017

Public Pre-Sale
- Started: 15 Dec 2017
- Ended: 20 Dec 2017

Public Token Sale
- Started and Ended: 14 Jan 2018
Roadmap 2018

Q1
- SelfKey Desktop App Alpha Launch
- Token Sale and Crypto Exchange marketplace launch
- KEY used for notarization and access the network
- Select claims issuer partners onboarding
- KEY staked by notaries to be eligible to issue claims

Q2
- Support cryptocurrency transactions
- Fully electronic claims by Claims Issuers
- Integration work begins with select crypto asset product provider partners
- Support re-use of select KYC components for Relying Parties

Q3
- Alpha Launch of SelfKey mobile app
- Alpha Launch of SelfKey Corporate Identity Wallet desktop app
- Partnership work with governments and utility providers begins
- Launch Trusts, Foundations, Companies, Residencies, and Passport verticals in SelfKey desktop app

Q4
- Fiat and alternative cryptocurrency payment support for select services
- Roll out dedicated functionality for utility providers as Claims Issuers
- Beta launch of SelfKey desktop app
- Release of SelfKey SDK
Roadmap 2019

Q1
- Self-service marketplace listing sign-up for Relying Parties within select verticals
- Self-service sign up for notary listing for pre-screened Claims Issuers
- Launch precious metals vertical in SelfKey apps
- Backup via other storage layer & Key recovery via Uport

Q2
- Work begins on POI proof of concept
- Launch digital wallets and money transmission verticals in SelfKey apps
- Beta launch of SelfKey Corporate Identity Wallet, including multi-user support functionality

Q3
- Introduction of the SelfKey Reputation system, allowing identity owners to receive a reputation score based on signatures from notaries or other certifying bodies within the SelfKey ecosystem
- Allow Token Sales and Crypto Exchange Relying Parties to stake KEY in exchange for immediate SelfKey marketplace listing

Q4
- Alpha Launch of POI proof of concept
- Functionality allowing Identity Owners to pay KEY for reputation issuance
The SelfKey Token Sale sold $21,740,000 worth of KEY tokens.

The support and feedback was spectacular. After more than 50,000 whitelist applications, the Public Token Sale sold out in just 11 minutes.

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<td><strong>Private Sale</strong></td>
<td>November 15 to December 14</td>
<td>US$7,974,978.35</td>
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<tr>
<td><strong>Public Pre-Sale</strong></td>
<td>December 15 to December 19 (4 days ahead of schedule)</td>
<td>US$7,828,443.94</td>
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<tr>
<td><strong>Public Sale</strong></td>
<td>January 14 (Sold out in 11 minutes)</td>
<td>US$5,936,577.71</td>
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<tr>
<td><strong>Total Token Sale</strong></td>
<td></td>
<td>US$21,740,000</td>
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Just 12 hours after the SelfKey Token Sale, **Kucoin** listed KEY on its exchange platform. After 5 days, Hong Kong based **Gatecoin** and the 1st exchange by ETH trading volume **OKEX** added KEY/ETH and KEY/BTC markets. Currently, KEY is already listed in two other exchange platforms: **TIDEX** and **Lykke**.
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This communication does not constitute an offer to sell or a solicitation of an offer to buy in any jurisdiction or to any person to whom it is unlawful to make such offer or solicitation in such jurisdiction. Except as otherwise indicated, this communication speaks strictly as of the date indicated on the front page, and any lack of an update is not an indication that there have been no changes since such date.

This communication does not purport to be all inclusive or to contain all the information that a prospective purchaser may desire. See the Terms of Token Sale, Whitepaper, and KYC Policy for more information.

This communication contains and incorporates by reference certain statements relating to future events, intentions, beliefs, expectations, and predictions for the future. Words or phrases such as “will likely result,” “are expected to,” “will continue,” “is anticipated,” “we believe, we expect, estimate, project, may,” “will,” “intend,” “plan,” “believe,” “target,” “forecast,” “would” or “could” (including the negative variations thereof) or similar terminology are based on the current expectations of the SelfKey Foundation. There are a number of risks and uncertainties that could cause actual results to differ materially from these forward-looking statements.