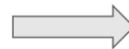
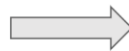


A DECENTRALIZED WORLD: THE FUTURE OF BUSINESS AND GOVERNMENT

GOAL: FREE EVERYONE FROM THE CONFINES OF CENTRAL CONTROL OF OUR IDENTITIES, DATA AND PERSONAL LIVES.

THE CURRENT PROBLEM / SITUATION:

- We are inextricably linked to the apps, devices and services that we use to enrich our modern lives
- Organizations are increasingly collecting more data on us and are profiting from it or using it against us
- Data privacy laws are being put into place to protect our rights, but it doesn't solve the problem entirely; companies still take copies of your identity data
- Central clearing houses for identity management exposes us to data breaches which can greatly affect our personal, professional and business lives
- Public sector services are not built within full view of the public, lacking transparency and accountability
- Citizens and especially communities of color are largely left out of the process in terms of building the socio-economic solutions that affect their lives



THE SOLUTION TO THESE PROBLEMS:

- Decentralized Identities (DIDs) will allow users more freedom and independence from this relationship
- Use of services like zero-knowledge proofs can limit the data shared to only what is needed (no storing PII)
- DIDs with built-in data privacy laws can receive permission from the individual to access the required info and verify the data digitally without storing it
- With decentralization, people can store the original piece(s) of identity data as a credential on their own device, cryptographically signed with their private key
- Use of DIDs and managing all data in the blockchain can allow for a transformation of our public sector
- This technology can create a new form of existence by allowing all members of society feeling discrimination or harm a chance to be the arbiters of their own fate

SOCIAL CHANGE PLATFORMS

Startup Goals (first 18 months):

- Create a fully functioning prototype of a data privacy law-compliant decentralized identity capable of data collection and self-monetization
- Publicly communicate our commitment to social impact and benefiting all communities by getting certified as a B Corp or Social Purpose Corp (WA)
- Approach impact investors and ESG* funds with a solid social impact strategy and invite investment into our business through a series of fund efforts
- Create an impactful marketing and social outreach campaign that engages our stakeholders and communities in a meaningful and productive way
- Design a social impact program that systematically breaks down barriers for communities of color by building a 'creativity pipeline' tech infrastructure

LONG-TERM GOAL: Build a diverse, profitable and sustainable business that positively impacts people of color and the planet on a global scale.

STRATEGIC
PARTNERSHIP



GOAL ALIGNMENT



GROWTH PLAN



IP, RESOURCE
SHARING



TRAINING



SYMBIOTIC
WORKING
RELATIONSHIP

BLACK LIVES LEAD NON-PROFIT

Proposed Charter (first 3 years):

- Create knowledge-sharing partnership with Social Change Platforms (S.C.P.); educational materials, videos, etc. extolling the technology benefits
- Build strong alliance with local non-profits, HBCUs civic leaders and youth organizations; offer them access to the technology, create many partnerships
- Form alliances with local and regional politicians; show them the benefits of the technology, how it can transform public life (i.e., build digital cities)
- Lobby the same politicians (in alliance with S.C.P.) about building these next-generation apps as part of creating a Public Sector Infrastructure Program
- Leverage the 'creativity pipeline' to create a public and private sector program for leveraging the tech for system buildout and ownership by the people

LONG-TERM GOAL: Educate the public on the benefits of a decentralized world, empower black youth and society as a whole by working with S.C.P. to build a world-class infrastructure to create next-generation solutions to improve our quality of life.

*Environmental, Social and Governance-based investing refers to a set of standards for a company's behavior used by socially-conscious investors to screen potential investments.