# CATALYST 2030 APPLICATION

Achievement of all SDGs via next-generation tech
and the buildout of Social Change Platforms

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# Agenda

- Goals for Catalyst Partnership

- Our Mission: A Decentralized World

- Social Change Platforms and Black Lives Lead

- From Decentralized Identities to Social Change Platforms

- Using Technology and Outreach: Partner with Government

- Catalyst 2030 SDGs: How We Can Help

- Growth Plan with Catalyst Members

- Summary, Questions and Appendix

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# Goals for Catalyst Partnership

We at Social Change Platforms feel we have the proper alignment, potential and technological abilities to vastly enhance the mission of Catalyst 2030 (Sustainable Development Goals) which is why we feel our membership is key to your success.

- The world is changing for the worse; inequality and social unrest is at an all-time high, and democracies are under threat all throughout the world
- A new wave of modern technologies in the blockchain will greatly enhance the power of the individual and increase transparency and accountability
- Citizens and consumers need to have more control over their lives; big business and government are failing them, they need digital autonomy
- Communities of color across the world are suffering the most as political and financial infrastructures are designed to do one thing: consolidate wealth and power into the hands of the few, away from everyone else
- With our technology and citizen-based approach, we can build new socio-economic systems that the people own and earn generational wealth from

## *Goals of Partnership:*

**Become a Catalyst member; align our goals with the group's goals**

**Obtain funding through Catalyst partners for technology buildout**

**Train members on its use and implementation in their areas**

**Offer it to members free so they can leverage it to achieve their goals and solve for the 17 SDGs**

**Continue to build out services and tech, offer it to members**

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# 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
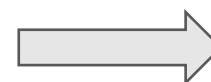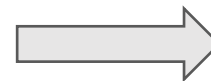
## THE SOLUTION TO THESE PROBLEMS:

- 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

# BLACK LIVES LEAD (NON-PROFIT)

## *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.

## *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.

*STRATEGIC PARTNERSHIP*

*GOAL ALIGNMENT*

*GROWTH PLAN*

*IP, RESOURCE SHARING*

*TRAINING*

*SYMBIOTIC WORKING RELATIONSHIP*

*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.

# From Decentralized Identities to Social Change Platforms

**GOAL:** build an incredibly powerful and flexible blockchain-based SaaS solution providing digital sovereignty for users and interoperability across a wide swath of industries and processes via the use of Decentralized Identities.

## LEVEL 3

**BUILD MORE TRANSPARENT, ACCOUNTABLE SOLUTIONS**

### ACCOUNTABLE POLICING PLATFORM

Build much greater trust between the police and those in the community they are supposed to serve and protect.

DID*

Officer John Smith
- Badge # 34398712
- Arrest History Report
- Training History Report
- Excessive Force Violations
- Community Involvement

Citizen notified via SMS text..

Family Members..

Govt., Civic Leaders

### ELECTION REFORM APP

Review candidates' positions, vote by phone and track how they vote using your 100% secure DID.

Candidate A: Position on Abortion: I believe...

DID*

Code: 452872

A

B    C    Candidate C: Position on Unions: workers rights are...

**Stack-ranked Voting: the most points wins.**

Candidate B: Position on Gun Rights: We need to...

① ② ③ ④ ⑤

Strongly Disagree    Strongly Agree

### PUBSEC SERVICES UPGRADE

From public housing to transportation, food stamps and education, your PubSec DID can be a great tool.

DID*

Public Housing    Diploma    Food Stamps

Decentralized Identities: see https://identity.foundation

## LEVEL 2

**APPLY PROCESS AND ANY DATA HANDLING RULES TO YOUR DIDs**

Build rules in all apps / systems via Ethereum-based smart contracts; eliminating waste, fraud or abuse.

ethereum

General Data Protection Regulation

Guaranteed Data Privacy Rights; 100% Digital Sovereignty

Transparent Banking Assets, Processes

Real Estate Processes ('Code as Law')

Healthcare, Courts, Schools (services based on data/truth)

Public Sector Services (budget accountability)

## LEVEL 1

**BUILD TECHNOLOGY BASELINE USING THE ION NETWORK AND DECENTRALIZED IDENTIFIERS**

### ION

ION is an open, public, permissionless Layer 2 Decentralized Identifier network that runs atop the Bitcoin blockchain

**Other Key Pieces:**

IPFS

mongoDB

Bitcoin Core

**What ION allows you to do:**
- Create decentralized credentials (certificates, licenses, digital docs)
- Operate on a decentralized ledger
- Build scalable, flexible DID-based services and enterprise solutions

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Learn more about ION at https://identity.foundation/ion or read this announcement on the release of ION.

### ? What are Decentralized Identities; Why Use Them?

A DID is a globally unique identifier that doesn't require any central authority for registration

Can use them to log into websites, apps (rather than privacy-invading credentials from Facebook or Google)

Traditional ID systems = centralized authorities = less control / digital autonomy
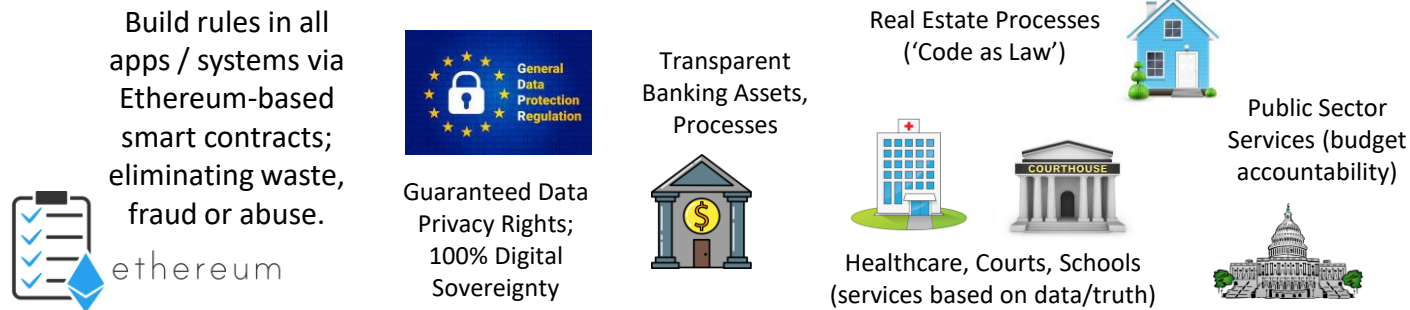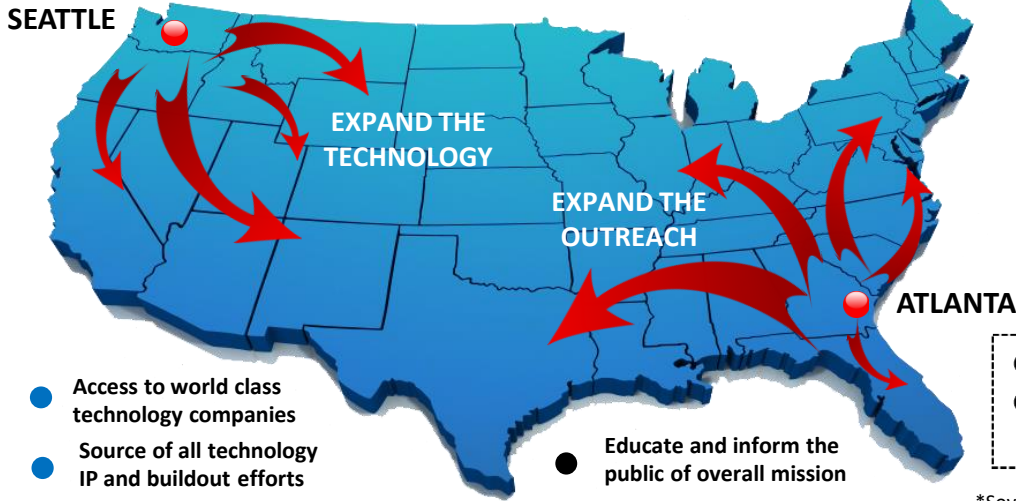
Utilizes wallets to store info surrounding your DID

*Users decide what info is shared, when and with whom*

Easily regain your ID if lost; can eliminate identity theft

Powerful extensibility; build all kinds of data handling rules

# How We'll Use It: Technology and Outreach Entities Partner with Government

**GOAL:** redefine the relationship between community, business, civics and technology by first focusing on communities of color to lead the way in building new socio-economic solutions that are 100% transparent and accountable to the people.

## Social Change Platforms

- A Social Purpose Corp; unique to WA state
- Partner with dev groups led by women of color

**SEATTLE**

EXPAND THE TECHNOLOGY

EXPAND THE OUTREACH

**ATLANTA**

- Access to world class technology companies
- Source of all technology IP and buildout efforts
- Educate and inform the public of overall mission

### BLACK LIVES LEAD

- Leads community outreach to gather app requirements
- Form strategic partnerships with HBCUs, NAACP, etc.
- Distribute shares to public; build SWFs* with revenue sharing

*Sovereign Wealth Fund: a state-run asset that's owned by citizens

## THE PLAN: CREATE AN ALLIANCE BETWEEN SOCIAL CHANGE PLATFORMS AND BLACK LIVES LEAD TO CREATE CITY AND STATE GOVERNMENT PARTNERSHIPS FOR THE PURPOSE OF BUILDING OUT APPLICATIONS THAT CITIZENS WANT IN THEIR COMMUNITIES; LED BY COMMUNITIES OF COLOR.

## HOW TO CREATE PUBLICLY-FUNDED APPS:

**1** Conduct surveys to determine what apps to build; place it on the ballot as a tax-based investment option for citizens.

**ON THE BALLOT IS A YES/NO VOTE ON BUILDING A SOCIAL CHANGE PLATFORM; ALL 'YES' VOTERS BECOME OWNERS:**

| Tax Investment Level | | Project App Name: Goal |
|---|---|---|
| A ○ | $0.125 per $1000 of your home value | The Accountable Policing Platform: to create greater accountability and transparency with the community as it relates to city policing processes. |
| B ◉ | $0.25 per $1000 | |
| C ○ | $0.375 per $1000 | |

[ YES ]  [ NO ]

Project Details | Technology Overview
Your Rights | Ownership Agreement

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**2** State-run programs allow citizens to join project groups, take an active role in buildout of the apps they vote for.

**JOIN A PROJECT WITHIN THE 'RACI' STRUCTURE:**

A
C
R
I

**R = Responsible:** leads the effort to drive the project.
**A = Accountable:** helps w/ finance, POC for its success.
**C = Consult:** provide reqmts to help build out platform.
**I = Inform:** play minimal role; informed of updates.

RACI Rules | Program Management Website

**3** All 'Yes' voters will be taxed at the level chosen; they'll receive ownership in the app (once built) via crypto-based assets.

**OWNERSHIP DISTRIBUTION MODEL FOR FUNDED APPS:**

$120 in taxes = 120 Certificate Stock Tokens in platform ownership.

DID* + Wallet

- CSTs are state-sponsored assets, tied to everyone's DID.
- Purchases of CSTs are possible post-election by everyone.
- Earn more CSTs each tax year, sell back to state at anytime.
- *DID = Digital Identity; given to all citizens. Read more here.

**4** All citizens can use, receive benefits from using the app. 'Yes' voters will earn funds from the sale of the app as it expands in use.

**REVENUE DISTRIBUTION MODEL FOR FUNDED APPS:**

App Earnings Breakdown:
- 50% for project costs
- 30% to new features
- 10% charitable efforts
- **10% revenue sharing**

DID + Wallet

- Manage CST assets, receive revenue in your digital wallet.
- Revenue distribution based on app ownership percentage.

# Catalyst 2030 SDGs: How We Can Help

**MESSAGE:** the technology and services offering that we will provide is so powerful and flexible that it can not only help various Catalyst members to achieve their goals, but it can also solve for the 17 SDGs at the same time.

### *SDG Example:*

Sustainable Development Goal 1 (SDG1) aims to eradicate extreme poverty by 2030, with 7 Targets and 14 Indicators defined and tracked by the UN.

### *How We Can Help:*

- Billions of people in poverty empowered through Decentralized Identities

- Social welfare campaigns; hand out old phones, everyone gets connected

- Using DID to obtain physical health, basic finance support (banking the unbanked); able to tie land ownership rights to a person's digital identity

- Use the tech and services to empower local governments to build the services desired by the poor; allow them to own stock in those systems

- Create a Sovereign Wealth Fund for the masses; sale of these platforms throughout the world can create billions in generational wealth per year

**1 NO POVERTY**

**Goal:** By 2030 *"ensure that all men and women, in particular the poor and the vulnerable, have access to basic services."*

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# Catalyst 2030 SDGs: How We Can Help

**How We Can Help:**

- Use Decentralized Identities to track critical health and hunger statistics; provide that data to key services in the food (and health) support sectors
- Connect local communities with critical food services in the blockchain; use the latest in AI, ML and predictive analytics to reduce hunger globally
- Use DIDs and the blockchain to track key performance metrics so groups can take action (food insecurity, malnourishment, childhood stunting)

**2 ZERO HUNGER**

**Goal:** *"End hunger, achieve food security, improved nutrition and promote sustainable agriculture."*

**How We Can Help:**

- Use DIDs to create a health profile for all mothers and infants; use it to track related KPIs for overall health, provide data to service providers
- Create partnerships to obtain end-of-life hardware devices from the West and offer them to poor nations, with DID and good-health apps built in
- Offer next-gen AI and ML services: a physical health data marketplace where people can trade their personal health data for free medical advice

**3 GOOD HEALTH AND WELL-BEING**

**Goal:** *"Ensure healthy lives and promote well-being for all at all ages (lower maternal, child mortality rates)."*

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# Catalyst 2030 SDGs: How We Can Help

### How We Can Help:

- Offer DIDs to each child, allow them to build a personal learning profile and incorporate it into their local education efforts and/or hardware give campaign so that all students are connected to a network of learning

- Create a custom learning curriculum via their interests and school needs; share it with schools, teachers and administrators to achieve the best learning outcomes for each child (share with parents and/or guardians)

**4 QUALITY EDUCATION**

**Goal:** *"Ensure inclusive and quality education for all and promoting lifelong learning."*

### How We Can Help:

- Use Decentralized Identities to both build and track the legal framework related to guaranteeing the rights of all women (non-discrimination)

- Create an automated reporting structure that tracks Key Performance Metrics related to ensuring the overall well being of women and girls

- Incorporate the DIDs for women and girls into several online services (via an app) which they can connect to for improving their quality of life

**5 GENDER EQUALITY**

**Goal:** *"End all forms of discrimination and violence against all women and girls everywhere."*

# Catalyst 2030 SDGs: How We Can Help

**How We Can Help:**

- Use DIDs and Verified Credentials to build modern apps that track the levels of clean water being consumed by communities; so that citizens can learn about clean water best practices, report issues and more

- Create a global network of local, state and national governments who share information, best practices, treatment technology, and services all to support third world countries to improve their water sanitation efforts

**6 CLEAN WATER AND SANITATION**

**Goal:** *"Achieve universal and equitable access to safe and affordable drinking water for all."*

**How We Can Help:**

- Use DIDs, digital wallets and the blockchain to build services and an app that allows for the capturing of solar energy and conversion into crypto (via plus-energy pushed back into the grid); see an example of this here

- Construct a network of best practices and services on the blockchain associated to providing communities with clean energy best practices

- Construct public sector-based clean energy services in the blockchain

**7 AFFORDABLE AND CLEAN ENERGY**

**Goal:** *"Ensure universal access to affordable, reliable and modern energy services."*

# Catalyst 2030 SDGs: How We Can Help

***How We Can Help:***

- Issue DIDs and digital wallets to all citizens with cell phones (esp. Africa); help bank the unbanked, launch education campaign for black women

- Conduct an education campaign on data self-monetization, build data marketplaces to help launch new micro economies in the blockchain

- Build a new financial industry across poorer nations; create new financial products in the blockchain that are transparent and understood by all

**8 DECENT WORK AND ECONOMIC GROWTH**
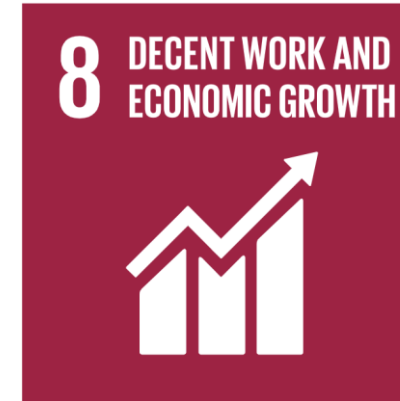
**Goal:** *"Promote inclusive and sustainable economic growth, employment and decent work for all."*

***How We Can Help:***

- Use DIDs, digital wallets and blockchain services to create educational campaigns on increasing access to financial services and new markets

- Use the blockchain and environmental tracking services required by businesses for tracking their environmental compliance commitments

- Use these modern technologies to advance developing countries and their access to innovative services for modernizing their industries

**9 INDUSTRY, INNOVATION AND INFRASTRUCTURE**

**Goal:** *"Build resilient infrastructure, promote sustainable industrialization and foster innovation."*

# Catalyst 2030 SDGs: How We Can Help

*How We Can Help:*

- Use our technology to build a 100% taxation with representation model* for buildout of new socio-economic platforms owned be the people
- Educate local leaders on creating their own financial assets and markets
- Use advanced technologies to track income inequality across all sectors
- Build a blockchain and DID-based political infrastructure that guarantees involvement of every citizen and eliminates waste, fraud and abuse

Known as a Public Sector Blockchain Tax Investment Program: see our example here.

**10 REDUCED INEQUALITIES**

**Goal:** *"Reduce inequality across various sectors and promote universal social, economic and political inclusion."*

*How We Can Help:*

- Create 'Digital Cities': issue DIDs to all citizens, manage all public sector services within it (housing, transportation, food stamps, licenses, etc.)
- Digital Cities will save millions in delivery of many public sector services
- Create an interactive urban planning management dashboard that gets citizens involved in defining next-generation solutions they care about

**11 SUSTAINABLE CITIES AND COMMUNITIES**

**Goal:** *"Make cities inclusive, safe, resilient and sustainable for all citizens around the world."*

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# Catalyst 2030 SDGs: How We Can Help

**How We Can Help:**

- Place the food industry lifecycle, from production to post-consumption, onto the blockchain so that it's tracked in real time; DIDs can match the needs of people with the means of production or excess food availability
- Use the same blockchain lifecycle analysis to track waste in real time, so that companies who violate food waste standards are held accountable
- Construct an all-of-community response with private and public sectors

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**

**Goal:** *"Ensure sustainable consumption and production patterns related to food and waste."*

**How We Can Help:**

- Create national plans to construct an 'Environmental Blockchain Grid' which involves all citizens on a national emergency response plan for the government to issue disaster response guidelines to its citizens: via DIDs
- Use that same EBG concept to enforce environmental regulations on all private and public entities; any group that's found in violation is fined
- Use that same concept to offer real-time climate action reporting stats

**13 CLIMATE ACTION**

**Goal:** *"Take urgent action to combat climate change and its impacts on populations and the environment."*

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# Catalyst 2030 SDGs: How We Can Help

### *How We Can Help:*

- Use world class AI, machine learning, predictive analytics and quantum computing services to track all marine pollution in a public blockchain

- Build an international standard for tracking all funds given to fishing companies; ending subsidies by tracking all funds in the blockchain

- Issue DIDs to all fishing vessels and enforce standards on overfishing

**14 LIFE BELOW WATER**

**Goal:** *"Conserve and sustainably use the oceans, seas and marine resources throughout the world."*

### *How We Can Help:*

- Offer non-profits and organizations monitoring land use actions the use of DIDs and blockchain data governance services to track deforestation

- Help connect to satellite and super computing monitoring services in the blockchain to protect biodiversity, natural habitats, endangered species..

- Create smart contracts that are embedded in DIDs and are designed to enforce equitable sharing rules related to use of all genetic resources

**15 LIFE ON LAND**

**Goal:**
*"Sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss."*

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# Catalyst 2030 SDGs: How We Can Help

### *How We Can Help:*

- Issue DIDs to all children and young adults coming into your country via a modern path-to-citizenship immigration system that offers services to all immigrants and protects them from abuse, exploitation and violence

- Create socio-economic systems such as policing, education, voting and all manner of public sector processes in the blockchain with DIDs issued to all citizens;  which will help eliminate all waste, fraud and abuse

**16 PEACE, JUSTICE AND STRONG INSTITUTIONS**

**Goal:** *"Promote just, peaceful and inclusive societies (while also reducing violence across the globe)."*

### *How We Can Help:*

- Use DIDs issued to all citizens and blockchain data governance to build public sector-based platforms* in that can be owned by citizens and local governments that can save the state millions in delivery of services

- Create the most transparent and accountable government structures in the history of mankind; including an app-based voting system with DIDs

- Earn billions as you sell these democracy-saving solutions to the world

**17 PARTNERSHIPS FOR THE GOALS**

**Goal:** *"Revitalize the global partnership for sustainable development (through government advancement)."*

Known as a Public Sector Blockchain Infrastructure Program: see our example here.

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# Growth Plan with Catalyst Members

We are looking to partner with various members of Catalyst to create a reciprocal and very beneficial relationship for both sides; helping us grow and you to succeed.

### *WHERE WE ARE NOW AND WHAT WE NEED:*

- A pre-startup, with plans to incorporate in WA state as a Social Purpose Corp; revolutionizing business

- We've made partnerships with resource pools, can support a funded effort to build a proof of concept

- OUR ASK: connect with Catalyst funding resources to obtain the capital required to build out the base technology and sample apps to show its potential

- OUR PLAN: create strategic partnerships with many Catalyst members, learn and align their plans with our technology capabilities, show them how to use it for building out solutions that serve their needs.

### *WHERE WE WANT TO GO WITH YOU:*

- We want to aim for 'impact at scale' across as many organizations as possible within Catalyst members

- We want to provide our technology and resources to all members, helping them to achieve their goals

- Allow our technology and services to embody the values, vision and principles for Catalyst members

- Run collaboration sessions with members to show how to use the tech and empower them to use it

- Once we have the tech baseline in place and apps built, GIVE THE TECHNOLOGY to all members so they can improve the lives of all people on earth

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# Implementation at the City, State Level

Municipalities can easily use this tech to build out a formal service by which they build these Social Change Platforms that serve the needs of their own communities.

## 1 DEFINE THE CHARTER

Outline the scope, vision of your effort; what areas do you want to solve for?

**Define the Players**
- Mayor's Office
- Att. General's Office
- Police, Voting Depts.
- Local Non-Profits
- Community Groups
- Inner City Schools

**Define the Effort**
- Scope and Vision
- Planned Tech Use
- Funding Strategy
- Implementation Plan
- Sales Growth Strategy
- Revenue Sharing

## 2 BUILD PARTNERSHIPS

Create alliances in both the PubSec and tech arenas to prepare for the planned effort.
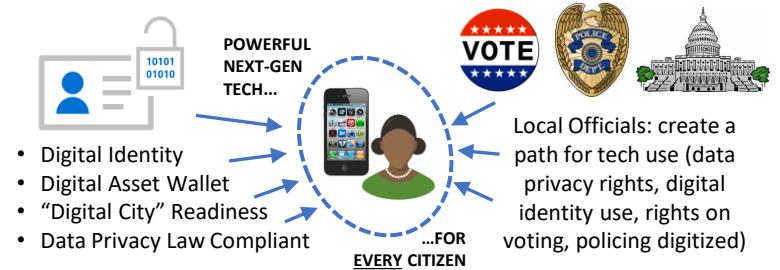
**Build a world-class infrastructure for the people to use**

Non-profits

Schools

**Build access channels for communities of color**

- Blockchain Experts
- App Developers
- Digital Identity Experts
- Data Privacy SMEs*
- User Experience Leads

*Subject Matter Experts

## 3 LAY THE FOUNDATION

Build the necessary tech, legal elements to implement in a proof-of-concept form.

POWERFUL NEXT-GEN TECH…

VOTE

- Digital Identity
- Digital Asset Wallet
- "Digital City" Readiness
- Data Privacy Law Compliant

…FOR EVERY CITIZEN

Local Officials: create a path for tech use (data privacy rights, digital identity use, rights on voting, policing digitized)

## 4 BUILD THE SOLUTIONS

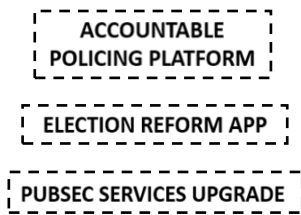Create the Social Change Platforms that you want to implement in your city.

Get world-class resource help..

..to create a knowledge baseline..

..so locals can build, own the tech.

ACCOUNTABLE POLICING PLATFORM

ELECTION REFORM APP

PUBSEC SERVICES UPGRADE

## 5 SELL THE SOLUTIONS

Offer those platforms in the cloud via a SaaS* model to other cities in your state.

**Work with professional consulting and software sales experts to offer the apps to other cities in the state.**

SEATTLE

*Software as a Service

**Create a Sovereign Wealth Fund for sharing sales with the people.**

Revenue sharing to citizens; to their digital identity wallet

## 6 WASH, RINSE AND REPEAT

Bring that model to other cities and states throughout the country for them to build.

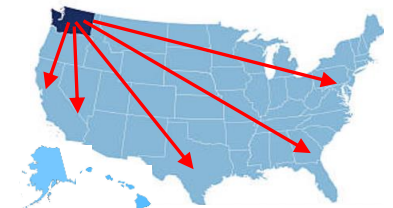**Each community can build custom 100% right-fit solutions**

Launch tech hub and non-profit group relationships.

Non-profits:
**BLACK LIVES LEAD**

Tech groups:
**BLACK IN AI**

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# Summary

BOTTOM LINE: Catalyst 2030 and its members need to know that this technology will fundamentally transform our society, economies and democracies in new ways by allowing citizens to build and own the socio-economic systems that affect their lives.

***For Catalyst members and the people they support, means the following:***

- 100% digital sovereignty and data privacy law protections for every individual
- Complete ownership of one's data; creation and ownership of their own creativity
- Elimination of waste, fraud and abuse in every public and private sector process
- A new level of transparency and accountability for all politicians, police, judges, etc.
- Dynamic form of civic involvement; create and own platforms that solve local issues
- The ability to eliminate the stranglehold on power and influence by billionaires; allowing citizens to create *and own* new socio-economic systems that work for them

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# Questions

If you have any questions or want to discuss any opportunities, feel free to reach out to us anytime.

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# Appendix: Catalyst Members We Can Help

Below are some examples of the kind of Catalyst members we can help, as our technology and list of services closely align with their mission statements.

**accountabilitylab**

**Mission:** *"A global trans local network that makes governance work for people by supporting active citizens, responsible leaders and accountable institutions. Our goal is a world in which resources are used wisely, decisions benefit everyone fairly, and people lead secure lives."*

**Help:** Create Social Change Platforms

**budgIT**

**Mission:** *"We are targeting funding for critical sectors such as healthcare and education sectors by using access to data to build engagements with citizens, thereby strengthening the demand side of governance."*

**Help:** Physical Health Data Marketplace

**P·E** Center For **POLICING EQUITY**

**Mission:** *"CPE works with municipal, state, and federal actors to collect, integrate, audit, standardize, and clean data on public safety. We then leverage these data to produce measurements not only of crime, but of justice, empowering local leaders to hold themselves accountable to the principle of equal justice under the law and fair treatment for everyone."*

**Help:** Accountable Policing Platform

**PACT FOR IMPACT**
A GLOBAL ALLIANCE FOR A SOCIAL AND INCLUSIVE ECONOMY

**Mission:** *"We aim to create a Global Alliance to promote and strengthen the Social and Solidarity Economy (SSE), the Inclusive Economy, its companies, and all stakeholders of social innovation."*

**Help:** Build a Public Sector Blockchain Infrastructure Program

**GIRL MOVE ACADEMY**

**Mission:** *"Our mission is to lead an educational and guidance movement that multiplies the opportunity for young girls wishing to change the world. Our purpose is to work for a world where all women have access to opportunities of becoming reference leaders and agents for positive change."*

**Help:** Black Lives Lead Non-Profit (focus on women)

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# Appendix: Other Capabilities with DIDs

Because this technology means a greater level of transparency and accountability on all data types moving forward, the possibilities for its application are almost limitless:

## HEALTH DATA MARKETPLACE

Build a rich data profile of your physical health that you can then monetize or exchange for personal health services; while at the same time creating a new service for all those with lower incomes.

## FINANCIAL REFORM EFFORTS

Eliminate racism and discrimination in banking via crypto-based SPDI* loans; creating lower risk products and new financial channels, capital infusions.

## DYNAMIC NEW COMPANIES

By leveraging powerful new legislation, we'll offer a community-built and owned business platform; leveraging crypto and the blockchain.

## DECENTRALIZED IDENTITIES

**YOUR DATA = YOUR INTELLECTUAL PROPERTY**

My Digital Identity; Public, Private Sectors

Decentralized Identity and blockchain data governance services will allow for unprecedented transparency and accountability.

## THE POSSIBILITIES

## SOCIAL CHANGE PLATFORMS

From Accountable Policing to Prison Reform, citizens can create localized versions of these services in their own communities to enact change.

## MUSIC AND ART MARKETPLACE

Every lyric or beat you create is tied to your digital identity (your IP); collaborate with artists, every time it's downloaded you get paid.

## PUBLIC SECTOR IMPROVEMENTS

From legislation support to election reform and other key public sector service upgrades, we can help a state save millions of dollars.

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# Appendix: Creating Key Partnerships

Our goal is to create a valuable and highly integrated model that is following our community-based approach to buildout and ownership*; with a step-by-step approach to deploying the technology in either the .com or .org environments.

## Approach Summary for University Interaction (non- and for-profit)

1. Introduction to tech, services we provide and agreement to integrate into HBCU curriculum.

2. Technology agreements on use by the schools and revenue-sharing agreements with for-profit enterprises that start from the institution.

3. Provide guest speaker appearances, inspire students to create new projects, drive innovation.

4. Support project build-out efforts with resource and delivery model support; build proof-of-concept.

5. Launch and co-manage it with HBCU, students.

Awareness effort to key HBCUs

Create deals with each school

Staff, department agreements

Buildout of great solutions

Extol benefits of the platform

Civic groups also shown the benefits; partner with us

Businesses offered option to adopt

Citizens get access to DIDs powerful tech

## Approach Summary for Politician and Civic Interaction (non-profit)

1. Introduction of tech, create public-private partnerships with local governments.

2. Teach politicians about the benefits; can save their state millions in PubSec services delivery, be the foundation for data privacy legislation.

3. Work with various civic groups to create revenue sharing to solve problems in their communities.

4. Option to offer businesses a data privacy law-compliant platform, ensure day-1 compliance.

5. Offer the tech to citizens; lift up your electorate.

*See the last appendix slide for details.

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# Appendix: How to Get Involved*

Getting involved is easy: download the app, sign up for a project, participate and earn.

## ① DOWNLOAD THE APP

Available on Android and iOS; all services in the app are free to join.

**The app is free for everyone; cancel any time.**

WWW.SOCIALCHANGEPLATFORMS.COM

## ② GET A DIGITAL IDENTITY

Take complete control of your data with data privacy law-compliant technology.

**WHAT YOU GET:**

- Digital Identity / SSI*
- Digital Wallet
- Data Privacy Laws
- Project Access
- Tech, Project Updates

**WHAT YOU CAN DO:**

- Maintain all your data
- Store Crypto Assets
- Opt-out, First right of refusal; 100% control
- Get a copy of your data

*Self-Sovereign Identity; total control your online presence.

## ③ JOIN A PROJECT

Free to join any project; can also submit new project ideas.

- ☑ Election Reform Project (Intro)
- ☐ Financial Reform Project (Intro)     **OR**     Submit a New Project
- ☑ Policing Reform Project (Intro)
- ☐ Political Reform Project (Intro)
- ☐ Prison Reform Project (Intro)      (via web or app)

1 hr. minimum credit given for all projects you join (link).
Higher ownership options for approved projects (link).

## ④ PROVIDE FEEDBACK

Provide input or other tasks on all the projects you've joined.

**Select a Project:**

| Your Projects ▼ |
| --- |
| Election Reform Project |
| Policing Reform Project |

**Actions:**

Give Feedback
Project Schedule
Email Project Lead
Sales Activity
Quit Project

*Proposed approach only; it can be implemented differently by each client.

## ⑤ BECOME AN OWNER

Shares issued to all members; 1:1 ratio of shares to hours.

Election Reform Project: 2 hours logged
Policing Reform Project: 3 hours logged

**5 project hours = 5 shares of stock issued.**

DID + Wallet

## ⑥ EARN REVENUE

When the app is sold, you are paid based on your ownership.

**Sales Activity: Policing Reform Project**

The Accountable Policing Platform; sold to city of Portland for $100,000/mo. on Mar. 12.

**My Ownership:**    3 shares = 0.00821%
**My Earnings:**      $8.21 / mo.

Rules and Bylaws  |  Project Home Page  |  FAQ

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# Appendix: Technology and App Rollout

One possible rollout approach will be funded by, and thus driven by the public; which will be driven by their donations and/or investments: known here as 'donvestments'.

**1** Everyone can download the book for **free**; donations happily accepted.

Website
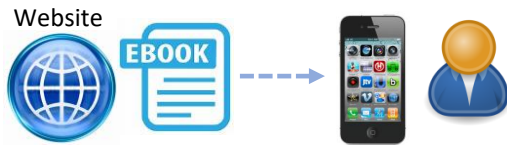
Available at www.socialchangeplatforms.com, www.deathbyabillioncuts.com or www.datamotus.org

**2** If you donate more than $5, you are eligible to try out the DID technology.

'DONVESTMENT' AMOUNT*: **$10**    DID + Wallet

☑ Amount to Donate (book)    **$5**
☑ Amount to Invest (apps)    **$5**

*You can donate along with making an investment into technology; try out the DID service when you invest $5 or more. Investment decisions are made by the community.

**3** All funds invested to the effort will be in the blockchain, visible to everyone.

CURRENT INVESTMENT TOTAL:
**$269,548.24**

AMOUNT ALLOCATED TO DATE:
**$0**

Vote to Allocate Funds
Vote on Your Favorite App

**4** The community tells us which apps they want us to build, try to win first.

**VOTE ON YOUR FAVORITE APP FOR FUNDS INVESTMENT**

Vote for a single app that you would like to see built first. When the company finds a customer they will request release of the funds from you, by simple majority vote.

◉ **A**ccountable **P**olicing **P**latform
○ **M**usic and **A**rt **D**ata **M**arketplace
○ **P**hysical **H**ealth **D**ata **M**arketplace
○ **F**inancial **R**eform **A**pp
○ **E**lection **R**eform **A**pp
○ **P**rison **R**eform **A**pp

Voting Results to Date    [VOTE]    App Concept Introductions

**5** If a customer is found, the community is asked to approve funding for the app.

**OFFERING SUMMARY:** A customer was found for the Music and Art Data Marketplace, initial estimates to build it are $5M. Do you agree to release all available funds to build it?

VOTE TO RELEASE FUNDS

◉ **YES, release the funds**
○ **NO, do not release them**

Available Funds: **$269,548.24**

[VOTE]    **My Vote:** APP

App Voting Results

**APP**: 31.8%
**MADM**: 23.7%
**PHDM**: 8.9%
**FRA**: 12.3%
**ERA**: 18.6.%
**PRA**: 4.7%

**6** Once the app is built, people have the option to try it out; using their new DIDs.

**APP BUILDOUT: MUSIC AND ART DATA MARKETPLACE**

Version 1 of the Music and Art Data Marketplace is ready for use. Read and agree to the terms and conditions for the app before sharing or placing any of your data in it.

Terms and Conditions on Use
Application Introduction
Music and Art Data Marketplace
My Data, Donations and Investments

DID + Wallet

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# Appendix: Ownership and Revenue Model

## Our mission is to share in the success with the community that makes us successful.

### THE DIFFERENT WAYS YOU CAN EARN WEALTH:

**1** Revenue sharing from direct consulting contracts we win.
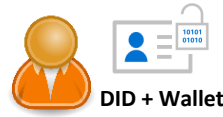
**AWARDED A $5M PROJECT**
- 50% for project costs
- 30% to new features
- 10% charitable efforts
- **10% revenue sharing**

**Placed in your digital wallet within your DID**

- $500,000 distributed via the blockchain to everyone's DID, based on seniority, use
- All funds visible to users in the blockchain

**2** Through project involvement or new project/app idea submission.

**DID + Wallet**

- Sign up for a current one or submit a new project idea
- Use the same RACI levels to determine role, involvement
- All members of the project receive ownership based on their amount of involvement

20 CSTs

CERTIFICATE

- **20 hrs. logged = 20 cert. stock tokens issued to DID.**

**3** Submit technology use idea to become your own CEO.

**SaaS Model**
(Software as a Service)

**APP**

- Submit a business proposal on licensing the technology
- Receive support for app buildout, hosting if needed
- Embed our tech into your application; leverage DID and crypto asset mgmt services

**4** Data monetization through our data marketplace apps.

- Use DID to collect data via XPath scraping, file creation
- Upload your data to various data marketplaces for offer
- Trade your data for services or discounts (self-monetize)

**XPath Files**
Social Media
Physical Health
Phone Telemetry

**Data Marketplaces**

### COMMUNITY-BASED WEALTH GENERATION:

**5** Community and civic-based groups use our technology for social advancement.

- Find and offer our services to many local non-profits
- Work with them to design social justice solutions / apps
- Trademark the solutions to offer to other non-profits throughout the country

Current non-profits

New tech non-profit

Revenue sharing oppty

**6** Create entrepreneurial pipeline through high schools and colleges (HBCUs).

Inner city schools

HBCU
HISTORICALLY BLACK COLLEGES & UNIVERSITIES

Your data = your IP

- Have a reach-out campaign with schools, teach youth about importance of digital identities, blockchain, data privacy laws
- Partner with schools, black business accelerators to lease our technology
- Create a new generation of CEOs; offer delivery framework, agile best practices and more to build generational wealth

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