



Ending document fraud with  
**blockchain powered validation**

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# 1 Executive Summary

## 1.1 Introduction

V-ID is the best candidate to become the de-facto standard solution for document fraud.

The service utilises generic and trusted principles to enable validation and verification for any digital file, of any publisher. This is possible thanks to the immutable and transparent nature of blockchain. Our clients are impressed by the ease of use and the enormous gains in efficiency.

Among the first clients who currently use V-ID are Airbus Defence & Space, the European research institute ESHRE and optical fibre supplier Vitrumnet.

The usecase we are discovering at the moment involve the following filetypes:

Diplomas and certificates

Reports

Inspection certificates

Due diligence trails

Legal documents

Audit trails

Tracking data

Goods documentation

Logistic Documents

Video footage

Photo material

The video below explains the basics of how V-ID works in 90 seconds.



*V-ID introduction video, [link](#)*

The issuing organization can register any file through the validation process of the V-ID platform, allowing each recipient to verify its authenticity within a matter of seconds and for free.

V-ID does not save a copy of a validated file and therefore easily complies with the GDPR guidelines.

V-ID is being developed by WIDIDI. Since 2008, WIDIDI employs its continually developed versatile platform, called M16, to execute software projects for their client-base. WIDIDI is specialized in secured environments, connections and communication.

Compared to WIDIDI's regular big scale projects, V-ID is a unique and scalable service. Therefore, optimal expansion of V-ID as a service requires a different approach. One of the milestones in 2018 will be to establish V-ID as a separate organization.

Funding will be generated through a large-scale Token Sale, in order to speed up development of the V-ID platform as well as facilitate market research and marketing.

Over the next 3 years V-ID will transform into a market leader in file fraud protection, just like SSL has become for secure internet connections. We are convinced that we can achieve this, knowing we have a strong team with the necessary professionals, and work together with recognized parties and individuals. Also, V-ID's progress with the current adoption and conversion gives us a good picture of the product market fit. To take the momentum and stay ahead of other initiatives, we are organising a Token Sale.

Following the Private Sale, funding will be allocated for a marketing campaign to promote the Token Sale.

The V-ID Utility Token offers a concrete added value in identifying issuing organizations, saving digital fingerprints in a smart contract and processing payments for validating.

Technical development of V-ID focuses on a broad application of fail-safe fraud prevention.



## 2 About V-ID

### 2.1 The OGSM team

The V-ID team consists of a close group of people with diverse professional backgrounds. Most team members have been working together for 10 to 15 years. The atmosphere within V-ID is very open, communicative and professional.



**Wico van Helden**  
CEO

Strategist, patient, down-to-earth, stable, flexible thinker, coach with an eye for people

25+ years management experience, Seagull Software (initial public offering 2005, sold to Rocket in 2008)



**Marnix van den Berg**  
Lead Development

Passionate, creative, solution-oriented, strong communicative skills, connecting factor

15+ years experience in project coordination, interaction design and user experience



**Pim Voets**  
Lead Concept Design

Strong empathy, focused vision, versatile creativity

15+ years experience in concept development and UX design

**Ceciel van Helden**

Lead Programming

Analytical, abstract thinker, go-getter, endless energy

15+ years experience in platform code layer, basic logic and core processing engine

**Wil van Groesen**

Lead Development

Precise, patient and relaxed nature, communicatively strong, great empathic ability

20+ years experience in databases, server architecture, performance and security

**Thijs Calkhoven**

Lead Product Management

Versatile in communication and technology, intelligent, fast learner

2+ years experience in product management, server architecture, performance and security

**Edwin van der Lee**

Lead Customer Support

10+ years experience in customer support, content creation, design and multimedia

**Bastiaan Oosterman**

Advisor

Business Dev Director  
Alterdax ALTERDAX bridges the gap between Traditional Securities and Digital (blockchain based) Securities.

**Magnus Dufwa**

Advisor

As ICO Advisor, Smart Contract Developer/auditor @blockalize.com, lead developer @ShipChain.com and NODEhaven, plus as an Ethereum solidity developer, Magnus has earned his stripes in the blockchain developers' community during the last years.

**Dr Alan Whitfield**

Advisor

Dr Alan Whitfield, CEO of Congruis Limited and of Wididi UK, is a leading Information Solutions Architect and Programme Director with a unique combination of leadership, communication, facilitation, technical and analytical skills.

**Willem-Jan Smits**

Advisor

Experienced lawyer with demonstrated experience in new technology as well as finance and restructuring. Expertises: Blockchain - Blockchain tech processes - smart contract legal framework - smart contract auditing - seed funding - pre ICO & ICO contracting - tokenization & token contracting

**Camiel Vermeulen**

Advisor

Attorney at law, Watson Law.

Characterized by a continuous drive to achieve the optimal result and to think along with the client in his processes.

V-ID is developed by WIDIDI, a software developer based in Zwijndrecht, Ridderkerk and London. WIDIDI has been developing its universally versatile M16 Platform in-house since 2008.

Based on this platform, WIDIDI has specialized in secure applications in recent years, specifically for shipping, industry, police and defense. The platform is continuously probed for potential sensitivities and cyber attacks. Independent third parties carry out the penetration tests.



Radboudumc



Gloucestershire Constabulary  
People First Policing



## 2.2 Company details

Name	V-ID
Legal form	Private Company (B.V.)
Activities	Validation and verification services (SaaS)
Primary countries	The Netherlands, United Kingdom, Belgium
Branches	The Netherlands: Stationsplein 4J, 3331 LL Zwijndrecht United Kingdom: Communications House, 26 York Street, London, W1U 6PZ
Number of employees	7

## 2.3 Solvency

The software is fully owned and independent from commercial licenses.  
WIDIDI and V-ID both operate without debt capital.

## 2.4 Motives

As society continues its digitalization process, new types of digital crime emerge. The media report on incidents such as data leaks, identity fraud, document forgery and fake news on a daily basis.

We believe one specific new technology can provide a breakthrough in the battle against these criminal side-effects. This technology, blockchain, has the potential to become one of the most important technological pillars of the modern world. For an IT company like us, the opportunity to help shape this technology with concrete applications and added value is the most exciting and important work imaginable.



## 2.5 Ambitions

“What was the standard mode of operation before V-ID?” Just like it is now difficult to imagine what the world was like prior to the internet, we believe V-ID will become an accepted and widely used element of modern digital society.

V-ID will be used by any organization that wants to fraud-protect its digital files in a fail-safe way. Comparable to how certified SSL connections are currently used for websites.

We believe that fast adoption of V-ID’s technology is possible, because it is radically different from other current fraud prevention technology. V-ID offers validation of any digital file with maximum security, optionally on site with a certified notary present, to oversee the process. Implementing V-ID is cost-effective, fast and completely non-intrusive to existing workflows.

**Any recipient can verify the file in 5 seconds, without an account, from any device with an internet browser.**

At a later stage, V-ID can focus on online identification and analysis of both individuals and companies.





## 3 The V-ID service

### 3.1 The problem

One of the downsides of the digitalization of society is the difficulty in combating fraud with digital files.



# More than 10,000 criminal cases 'may be affected' by forensic data manipulation

More than 10,000 cases "may have been affected" by alleged data manipulation at a forensics laboratory in Manchester, an investigation has found.

The alleged manipulation by individuals working at a Randox Testing Services forensics laboratory emerged earlier this year when a data anomaly in a drug driving case was reported to Randox.

Source: *ITV News*, November 2017, [link](#)

### 3.2 The solution

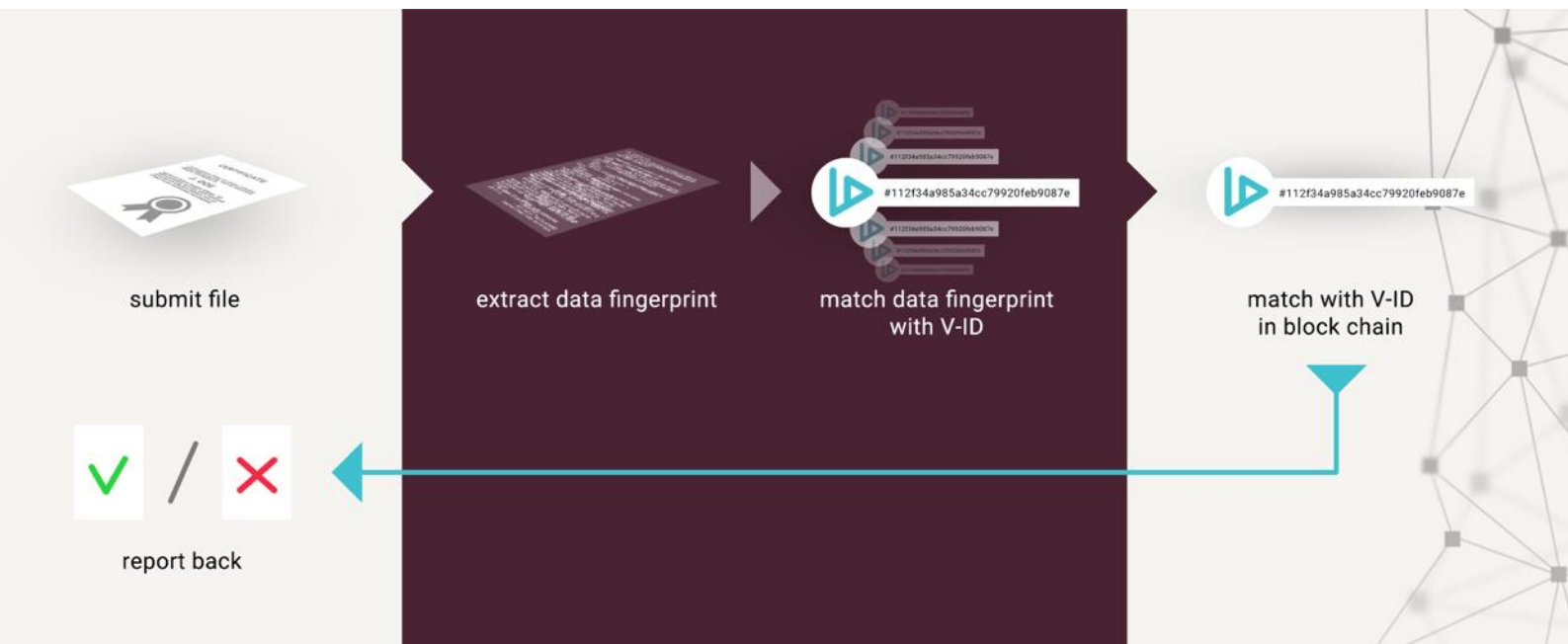
V-ID is a service that uses blockchain technology to make fraud with digital files impossible. V-ID users can be divided into two groups: creators and receivers. Once a creator registers a file in V-ID, this file's authenticity can then be verified by the recipient.

V-ID's validation process guarantees that the person registering the file actually represents the organization issuing the file. V-ID does not save a copy of a validated file and therefore easily complies with the GDPR guidelines.

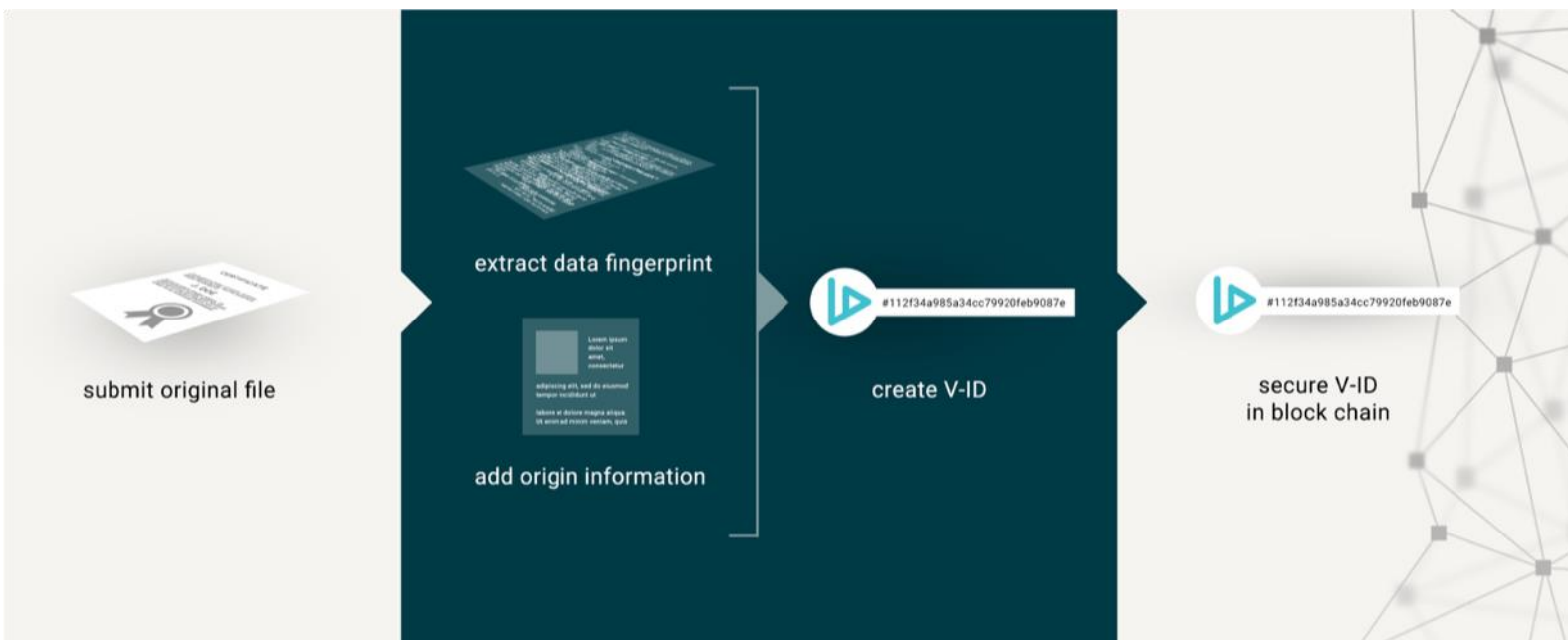
### 3.3 Verification

The recipient of the file can verify the authenticity and content of the file by entering it into the verification terminal at <https://www.v-id.org>. Once the file is verified, V-ID generates a report of the verification.

An OIC (Origin Information Certificate) is offered in PDF format. This certificate contains all the details about the issuing party, the file itself and all blockchain data such as timestamp and proof of existence.



## The validation process



Validation can take place in two ways: validation by a certified V-ID employee and self-validation.

**A transaction with V-ID tokens takes place for each validation. Due to the data connected to these transactions in the blockchain, both the validating party and the validated file are fully transparent.**

### 3.4 Validation by a V-ID employee

#### **Remote validation (level 1)**

The issuing organization submits the files to V-ID using a secure connection. V-ID then validates the files.

#### **On-site validation (level 2)**

A V-ID employee validates the files at the issuing organization's location.

#### **On-site validation under notary supervision (level 3)**

A V-ID employee validates the files on-site at the issuing organization's location, with a notary present to supervise the process.

### 3.5 Self-validation

This method allows an employee of the issuing organization to validate files at any time. V-ID appoints a wallet to the issuing organization containing a balance of V-ID tokens.

For more info on validation, read our medium articles on [https://medium.com/@pim\\_vee](https://medium.com/@pim_vee)

**Blockchain are the new fraud fighters**

A large hospital creates more than a million sensitive medical documents each month.

The documents are vulnerable to tampering, which can lead to fraud. There are also many nearly-identical versions of documents, which can cause confusion and lead to medical errors.

A new form of blockchain technology is the answer.

Source: *Venture Beat*, December 2017, [link](#)

### 3.6 State of affairs

V-ID has been in development since February 2017.

#### Technic

The V-ID promotion website has been live since March 2017 and the V-ID Verification Terminal is operational since August 2017.

A beta version of the Token Sale platform for overview and management of credits has been in operation since May 2018.

A full beta version of the Validation Platform is planned for Q4 2018.

A first version of the V-ID token was developed in Q1 of 2018 and a soft launch of this Utility Token took place in Q2 of 2018.

#### Users



V-ID is now in use at Airbus Defense & Space, Dutch college HBO Drechtsteden, fiber-optic supplier Vitrumnet and ESHRE (European Society for Human Reproduction and Embryology).

ESHRE (Belgium) uses V-ID to protect the diplomas and certificates that they assign to students in PDF format against forgery.

HBO Drechtsteden (the Netherlands) immortalizes diplomas using V-ID technology. Sander Fischer, student Entrepreneurship and professional

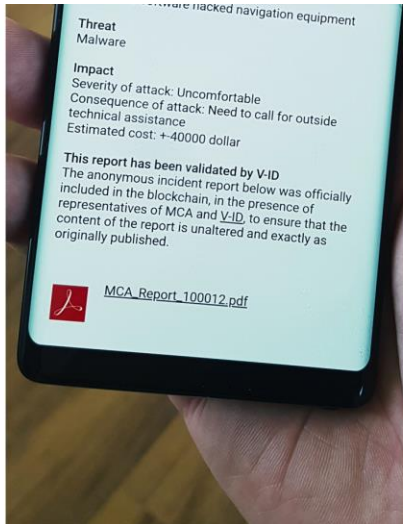
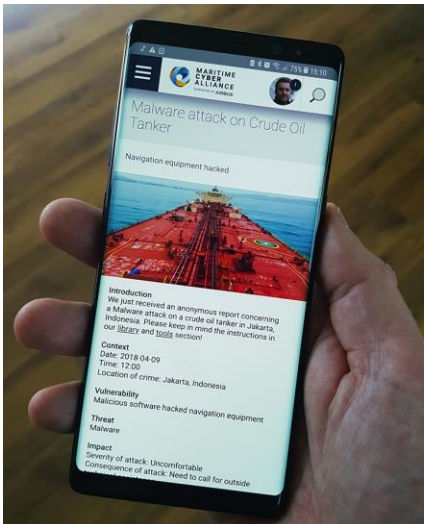
footballer at Sparta was the first graduate to own a V-ID blockchain validated diploma.

Airbus Defense & Space (France and England) uses V-ID to record notifications related to cyber threats, so that all data and times around a threat are guaranteed to be accurate.

Wildradar uses V-ID to record population data form different species of Dutch fauna.

Vitrumnet (the Netherlands) uses V-ID to immortalize contracts.

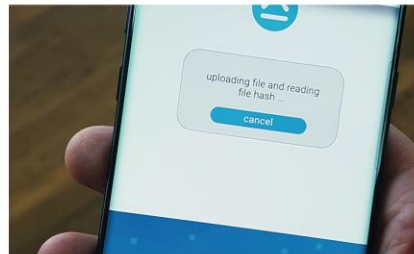
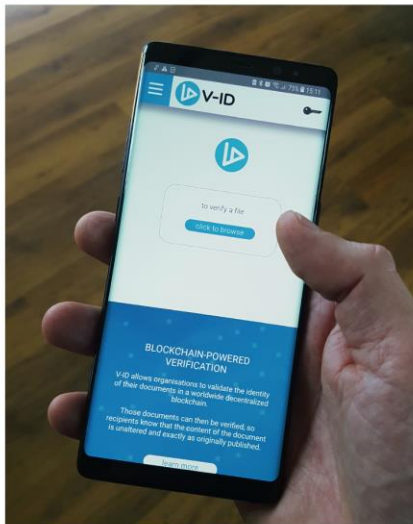
An example of the verification process of an Incident Report from the Maritime Cyber Alliance platform.



**An Incident Report from an oiltanker in Jakarta**

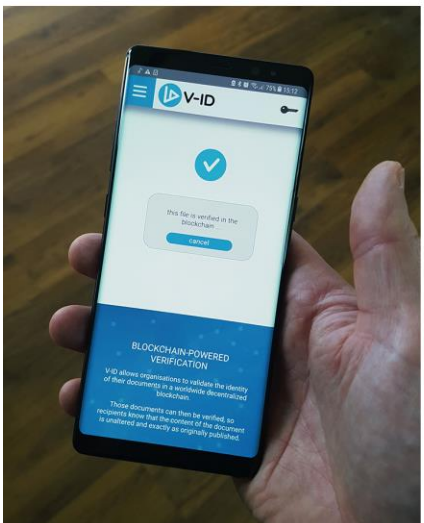
The IR is available as a PDF file.

**Step 1:**  
Download the file



**Step 2:**  
Open V-ID.org

**Step 3:**  
Check the PDF file at Verification Terminal

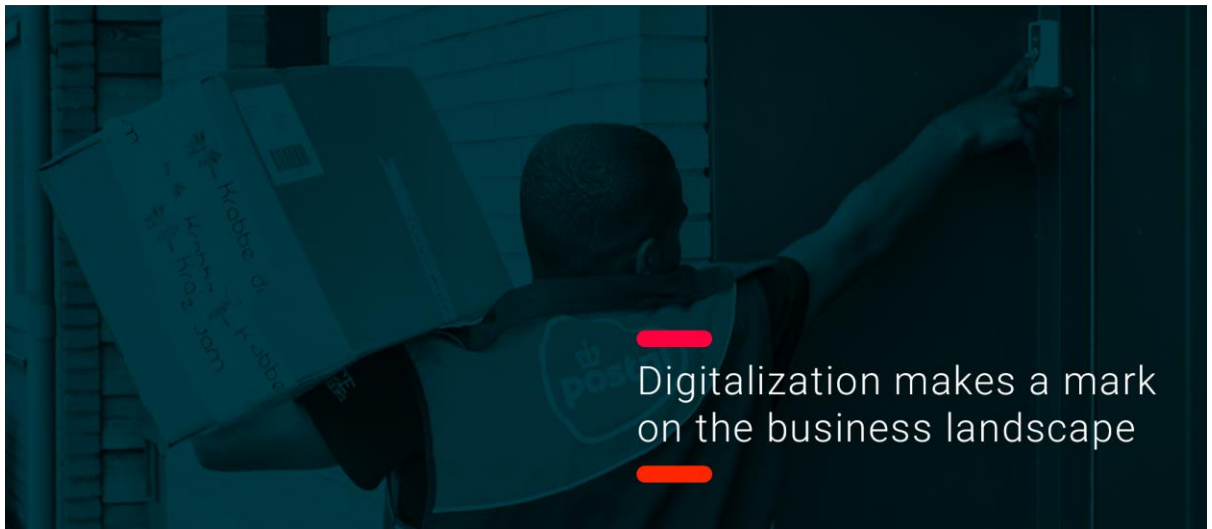


**This Incident Report is verified in the blockchain.**

The contents of this file exactly the same as the original document published by the CSO of this ship

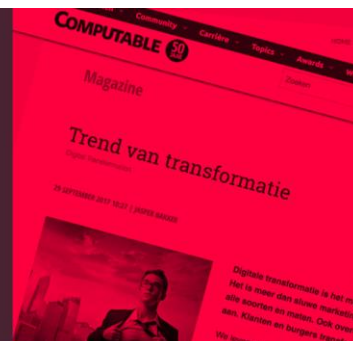
## 4 The market

### 4.1 Trends and developments



source: [CBS](#), April 2017

Digital transformation is the  
**buzzword in the ICT world**



source: [Computable](#), September 2017

On the one hand, digitalization, across the full breadth of society, is seen as the solution for saving costs and making services easier for the customer. At the same time, as a side effect, we see daily reports about explosively growing cybercrime in the media.



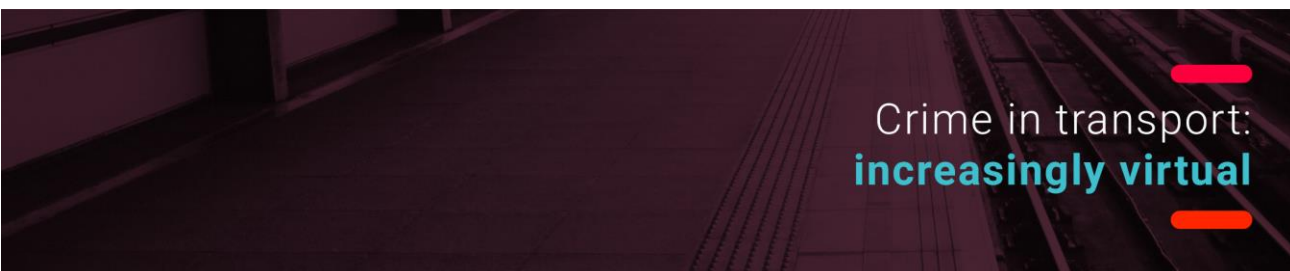


source: [Bouwmachines](#), Februari 2017

A simple Google search is enough: digitalization is the key word in almost every facet of society. In nearly every sector, digitalization is mentioned as the way to lower operational costs.



source: [SpoorPro](#), Januari 2018



source: [SVA](#), Januari 2018

This means more and more paper documents are replaced by digital documents. As a file travels from the start to the end of a process, it passes dozens of stations. Through computers, modems, network towers, internet nodes and corporate networks that are managed by different organizations, the file, or one of the copies, ends up in an environment that may or may not be secure.

This complex route creates numerous opportunities for unlawful manipulation, without the average employee, who is part of the process, being aware of it.

source: *Emerce*, November 2017



## DNB: Digitalization and cyber attacks greatest risks

The complexity of the route that a file follows is hard to reduce, but a watertight check on the contents of a file is perfectly possible.

Below are a few examples of digital files that can undergo unauthorized changes without V-ID.

- Diplomas and certificates
- Reports
- Inspection certificates
- Due diligence trails
- Legal documents
- Audit trails
- Tracking data
- Goods documentation
- Logistic Documents
- Video footage
- Photo material

Digital files can also be used in combination with V-ID to record analogue documents and objects.

- HR scans of paintings and other art objects
- Video or photo material of inventory
- Video or photo material of the state of objects and buildings



Document fraud, money laundering and the online trade in illicit goods and services are the **engines of organised crime**

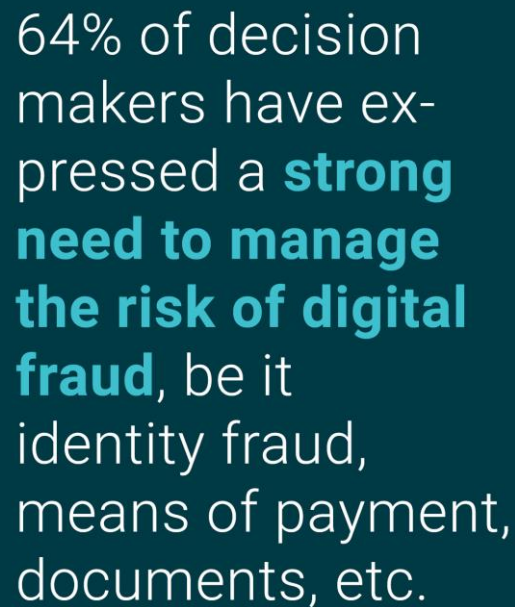
source: *Interpol SOCTA report 2017*

## 4.2 Target groups

### **Sectors**

In the following sectors, large amounts of digital files are created daily that are exposed to real risks of fraud.

- Governments
- Education
- Transport
- Healthcare
- Accountancy
- Financial services
- Heavy industry
- Factories
- Jurisdiction and legal profession
- Recruitment
- Notary
- Law enforcement
- Defence



64% of decision makers have expressed a **strong need to manage the risk of digital fraud**, be it identity fraud, means of payment, documents, etc.

source: *"Digital Technology, a Weapon against Document Fraud"* H  l  ne Mouiche, Senior Analyst at MARKESS

### 4.3 Competition

There is no de facto standard solution against document fraud.

There are a number of startups and research groups that experiment with a form of security using blockchain technology.

The Massachusetts Institute of Technology (MIT) conducted a pilot program in 2017 with 111 students, who received a digital version of their diploma alongside the physical version. In this concept, only the student can download a copy of the diploma. The concept only works through an app, and the recipients cannot check the certificate for authenticity at a later time.

Gradbase and Skillchain are two startups that focus exclusively on resumes. Both are still in the development phase and have no customers yet.

DigiSign is a project under development by a community of enthusiasts around the DigiByte coin.

It uses a digital signature for documents and records them in the blockchain via a project environment. They leave the validation process to the users. There are no customers yet, but DigiByte claims to have more than 1,000 users.

Furthermore, there is a fairly large number of commercial organizations, such as Adobe and Signix, which offer some certainty about the origin of documents with a digital signature.

However, these are one-sided, not easy to implement and not easily verifiable methods. In addition, the relevant files have to be adapted for this purpose and these "signatures" or password protections offer no real, flawless protection against changing the file.

Verification services are offered by a growing number of market parties, such as Nuffic and Trulioo. These services use methods based on human control, using knowledge, experience and sampling.

An interesting concept is Civic which offers a similar validation and verification service for personal identification (passports, etc.). Civic also bases its method on the Bitcoin protocol, the most established blockchain in the world.

#### 4.4 Conclusion

The potential market for V-ID is virtually unlimited and growing rapidly. The worldwide digitalization ensures that paper file fraud is increasingly moving to digital file fraud.

The validation service is still new and unique. Currently, there is no organization that has already won any significant market share.

V-ID provides the simplest, most scalable and most generically applicable solution.

The V-ID service approach is not market or application specific and therefore has a very large potential to scale up and thus become the de facto standard.

## 4.5 SWOT-analysis

### **Strengths**

Unique product  
Simple and scalable concept  
Widely applicable  
Proven use case  
Active, initial user base  
Sufficient liquidity  
Strong team  
Proven software platform as  
foundation (10 yr + in development, approx.  
100,000 users)

### **Opportunities**

Huge market  
Multiple sectors  
Generically applicable  
Blockchain is still new and a buzz term  
Investors Token Sale

### **Weaknesses**

Capacity  
Legacy projects (existing  
contracts)  
Limited marketing budget

### **Threats**

First signs of competition  
Chance of bad news about  
blockchain in general  
Perception of complexity  
Adoption speed unpredictable

## 5 Marketing plan

### 5.1 Product

V-ID is a service that allows companies to protect their digital files against fraud. The files are validated via the V-ID platform, after which they can be checked for authenticity at any time and within seconds.

### 5.2 Promotion

Initially, we see the most concrete possibilities within WIDIDI's existing customer base. In addition, we want to focus our market approach on early adopters. Organizations that want to take the lead and thus act as a V-ID advertising board.

Our goal is to make sure the V-ID service will become an established name with excellent brand recognition. The V-ID concept is very suitable for catchy news headlines and an aggressive marketing campaign should lead to rapid market penetration.

Overall we envision the following market approach:

- generate leads for medium to large organizations that will use V-ID; this reinforces the proposition of V-ID during a Token Sale).
- finding a solid partner to launch a Token Sale for generating the funding to further accelerate the development of the V-ID Platform, to do market research, expand marketing and scale up the organization.
- through a Private Sale, funds will be raised for the marketing campaign to promote the Public Sale.
- approach and select a partner that wants to leverage its network and expertise to make V-ID a worldwide concept.

### 5.3 Location

V-ID currently has active users (paying customers) in the Netherlands, Belgium, France and England. We have the ambition to expand the number of countries, but for now we expect the most accessible expansion within the Netherlands.



## 5.4 Price

V-ID is a new service and therefore the market prices have not yet been determined. At first, more research is needed to determine the price proposition. Whoever approaches the market for the first time has the possibility to determine the price within a certain bandwidth.

The security, but especially the news value, plays a crucial role as well. With SSL and hosting services, we see price-determining factors that we also consider to be realistic for V-ID:

- safer means more expensive
- a larger purchase, reduces the price per piece

In our first estimate, these prices can and should differ per sector and per organization.

The start-up costs mentioned, include a (physical) identification of the issuing organization and all people involved in the process.

	<b>start-up costs one-off</b>	<b>license / service costs</b>	<b>price per validation</b>		
<b>Number of files</b>			< 1.000	1.000 - 20.000	20.000 - 100.000
<b>Self-validation</b>	21.000 VIDT	10.500 VIDT per year	9 VIDT	8 VIDT	7 VIDT
<b>Validation by V-ID level 1</b>	6.000 VIDT	3.000 VIDT per year	12 VIDT	10 VIDT	7 VIDT
<b>Validation by V-ID level 2</b>	9.000 VIDT	6.000 VIDT per year 1.500 VIDT per batch	11 VIDT	9 VIDT	7 VIDT
<b>Validation by V-ID level 3</b>	30.000 VIDT	15.000 VIDT per year 3.000 VIDT per batch	12 VIDT	10 VIDT	8 VIDT

Based on the expected price per token, after Token Sale: 1 VIDT = \$ 0.20

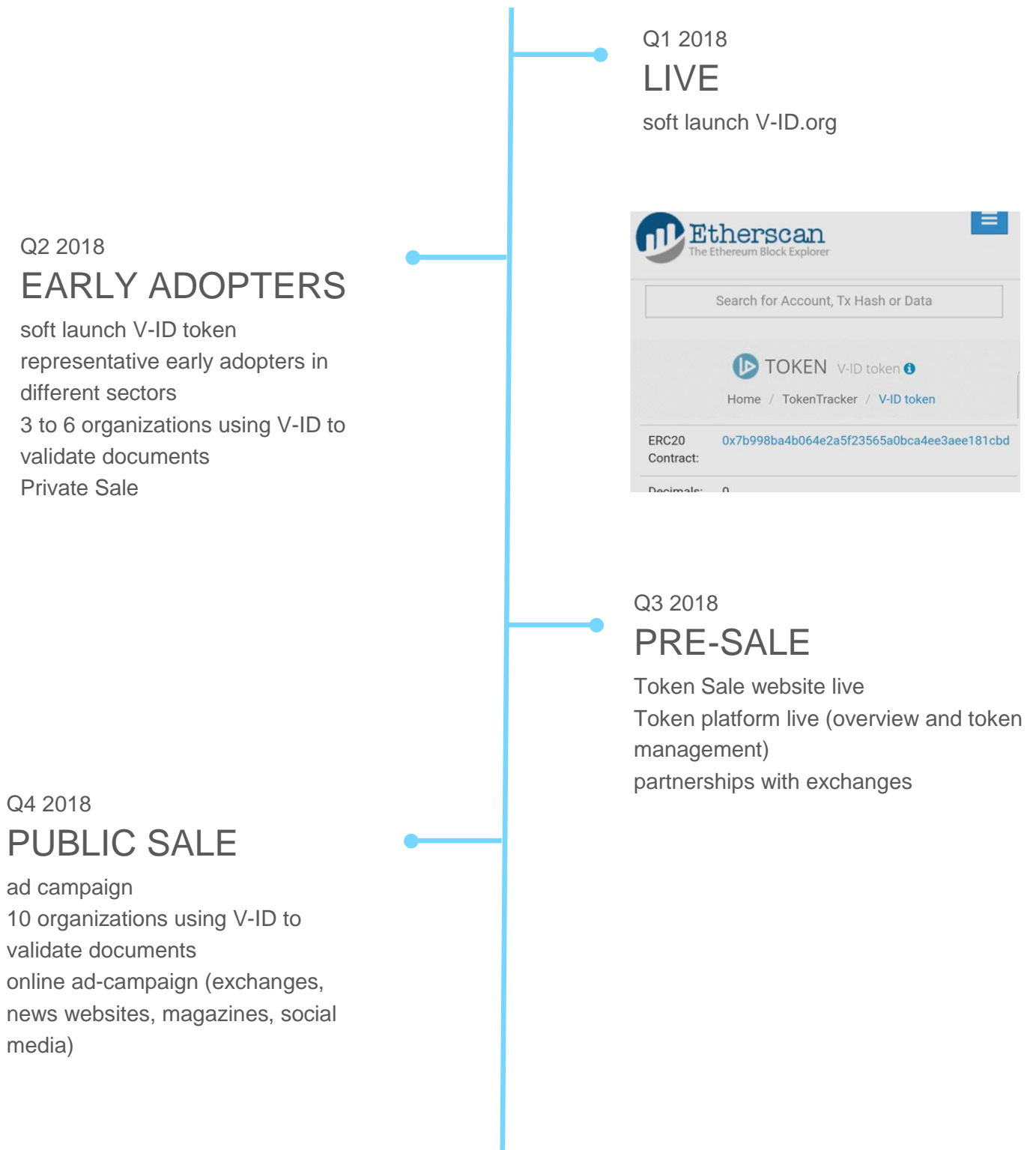
### 5.5 OGSM table

With the OGSM table below, we want to keep clear how the various components are related to our objective and with each other. With this index we have powerful means to monitor progress and focus.

Objective: In 5 years V-ID is the standard for protecting files against fraud			
Goals	Strategies	Dashboard	Action plan
<p>&gt; 20% of organizations with 100+ employees who produce fraud-sensitive files use V-ID</p> <p>Number of files validated &gt; 100K per month</p>	<p>V-ID is a new standard tool in the ICT managers set, besides VPN, Firewall, SSL, Sharepoint, Office</p>	<p>&gt; 20% of ICT managers use V-ID, or is integrating V-ID into their ICT chain</p> <p>&gt; 40% of IT managers know V-ID</p>	<p>Seminars, Webinars and on-site sessions with ICT managers to introduce and explain V-ID</p> <p>Distribute press releases</p> <p>Pilot program for early adopters</p> <p>Make V-ID part of software packages of resellers</p>
	<p>V-ID is a familiar name or term within the notary, legal and judicial world</p> <p>Consumers can use V-ID for validations and for identification online</p>	<p>&gt; 20% of people working in the legal profession know V-ID</p> <p>&gt; 10% of people working in the legal profession work with the V-ID Platform</p>	<p>Seminars, webinars and on-site sessions with notaries and lawyers to introduce and explain V-ID</p> <p>Distribute press releases</p> <p>Pilot program for early adopters</p> <p>Produce jurisprudence</p>
	<p>Top decision makers from companies in the relevant sectors, as mentioned in the target group analysis, recognize the role of V-ID as a determining factor in determining legal and financial liability for their organization</p>	<p>&gt; 30% of the top decision makers from companies in the relevant sectors know V-ID and understand its usefulness</p>	<p>Distribute press releases</p> <p>Meeting top decision makers via expanding network</p>

### 5.6 Roadmap







Q1 2019

## EXCHANGE

V-ID app  
go public first exchanges

Q2 2019

## API's

soft launch API's  
soft launch Wallet  
tradeable on larger exchanges

Q3 2019

## SCALE UP

API's live  
white label widgets live  
B2C Validation

Q4 2019

## MAIN STREAM

over 30 customers  
200.000 documents per year  
international brand recognition



## **Beyond Q4 '19**

Simultaneously with the development and rollout of the B2B applications of V-ID, a basis is built for B2C applications. Initially, we focus on a private version of Self Validation, and a V-ID technique-based toolset that makes online identification possible.

Consumers will be able to use their V-ID tokens with these applications for:

### **Self Validation**

Example:

Artists can record their work using V-ID, ensuring the ownership of their work.

Gathering and recording (photographic) evidence for insurance claims.

Gathering evidence for patent claims.

Determining the state of e.g. a rental car or holiday home to prevent unauthorized withholding deposits.

### **Identification**

Example:

Consumers can validate their personal data with V-ID. Online services can offer V-ID as a registration method for new accounts, or as verification of a customer's identity in transactions or purchases.

This means consumers no longer have to leave their information with countless online services and that the online service has certainty about the identity of its users.



“DECIDING WHAT NOT TO DO  
**IS AS IMPORTANT AS WHAT TO DO**”



### 5.8 What not to do

V-ID will not deliver customization, and will only provide a standard product in a small number of variants

**V-ID will become a service provider with a standard, ultimately scalable and white label solution**

V-ID will not rush into the scale up phase, in order to protect quality

**V-ID chooses bootstrapping; to retain independence and to perfect the concept with quality as the sole motive**

V-ID does not want debt

**Anyone who represents V-ID, in any way, is as cost-effective as possible from day 1 and will act decisively in terms of expenses**



## 6 V-ID Token

### 6.1 Technique

#### **Blockchain**

Ethereum (ERC20)

#### **Proof Type**

Not mineable

#### **Technical = Non-native Protocol Token**

The V-ID utility token is an ERC20 token that is used to identify wallet addresses (for issuers / validating parties) and is used as payment per validation.

#### **Purpose / underlying value = Network Token / Network Value Token**

The platform can be used online (human interface) and will be expanded with a number of apps, white label widgets and SOAP and REST APIs, to form the ultimate safe bridge for validating and verifying with most common modern software (using web services and system interfaces).

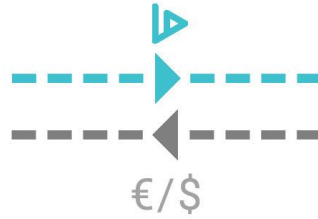
#### **Utility / Legal status = Usage Token / Utility Token**

The V-ID blockchain is anchored in both the Bitcoin and Ethereum blockchain. A third blockchain is expected but is not yet scheduled.

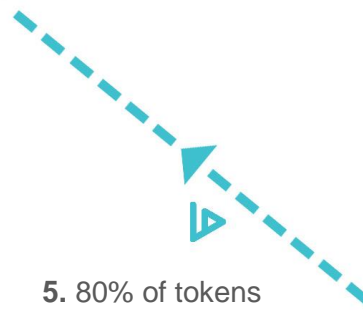
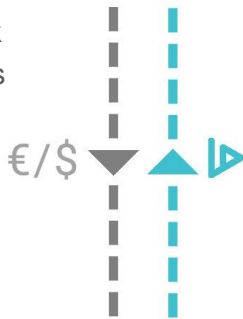
The token price must be high enough to cover the operational costs of V-ID, including Ethereum and Bitcoin transaction fees.

### 6.2 Tokenomics

1. V-ID bundles are sold from the Main Wallet to businesses



6. V-ID buys back 10% of the tokens spent for validations, licenses and implementations



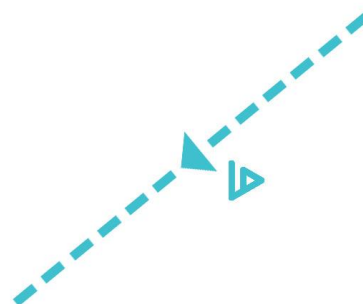
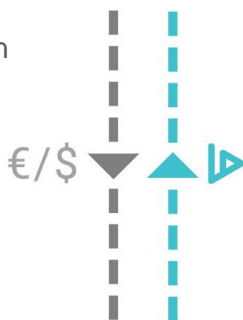
5. 80% of tokens spent, will be returned to the Main Wallet



2. Businesses spend V-ID tokens to pay for their validations, licenses and implementations



7. Consumers can trade V-ID's on exchanges



3. Consumers receive bonuses (10% from Validation Wallet) paid in V-ID tokens when conditions of the V-ID H-Program are met



4. 10% of tokens spent will be burned

**1.**

Publishing organizations buy V-ID token bundles from V-ID. V-ID initially reserves 25 mil. V-ID tokens in the Main Wallet for these transactions.

**2.**

A transaction with V-ID tokens takes place for each validation. The tokens spent for validation are transferred to V-ID's Validation Wallet.

**3.**

The H-Program is a rewards program for token holders that rewards participants each quarter after the reference day. This bonus is tied to V-ID's business performance.

To be eligible for the Quarterly Bonus, participants must have had at least 100K V-ID tokens in their registered wallet during the last quarter.

Each quarter, H-Program participants will receive a bonus that is funded by 10% of the amount of tokens spent by issuing organizations in each quarter. This part is funded by the Validation Wallet.

**4.**

Another 10% of the tokens in the Validation Wallet will be burned.

**5.**

The remaining tokens in the Validation Wallet will be transferred back to the Main Wallet.

**6.**

All burned tokens will be bought back on exchanges by the V-ID organization.

**7.**

Starting during the Pre-Sale, V-ID will register the V-ID token to be listed on the first exchanges. Details as to which exchanges, as well as the timeframe for new listings, are to be announced.

To summarize, the V-ID tokenomics show the following expected factors contributing to the increase of the V-ID token value:

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## Utility and scarcity

### B2B

V-ID tokens are at the heart of the validation process. To validate files, a publishing party pays with V-ID tokens. The transactions are key to the identification and confirmation of the publishing party.

The amount of V-ID tokens that will be issued is limited, and 10% of the tokens in the Validation Wallet are burned quarterly. The amount of V-ID tokens needed for validating files will increase, because the number of organizations that validate files with V-ID is expected to increase.

### B2C

After first establishing a client base of medium to large businesses, the V-ID Platform will be further developed to facilitate consumer-oriented services. These services will open up an additional market of consumers, who will use V-ID tokens for a range of applications around online identification, rights management and file validation.

These API based applications will enable any website to implement a V-ID service to, for instance, simplify the registration and due diligence process for new members.

## Loyalty

To validate a file, a V-ID token is transferred from the wallet of the publishing party to the V-ID Validation Wallet.

V-ID token holders, who sign up for V-ID's H-Program and hold at least 100K V-ID for 3 months, are eligible to receive a Quarterly Bonus of V-ID tokens after this period.

The same amount of tokens paid in bonuses is bought back on exchanges by the V-ID organization.

### 6.3 VIDT Token Sale Event

The public Token Sale Event planned to commence of Sep 15th, 2018, is characterized by the following:

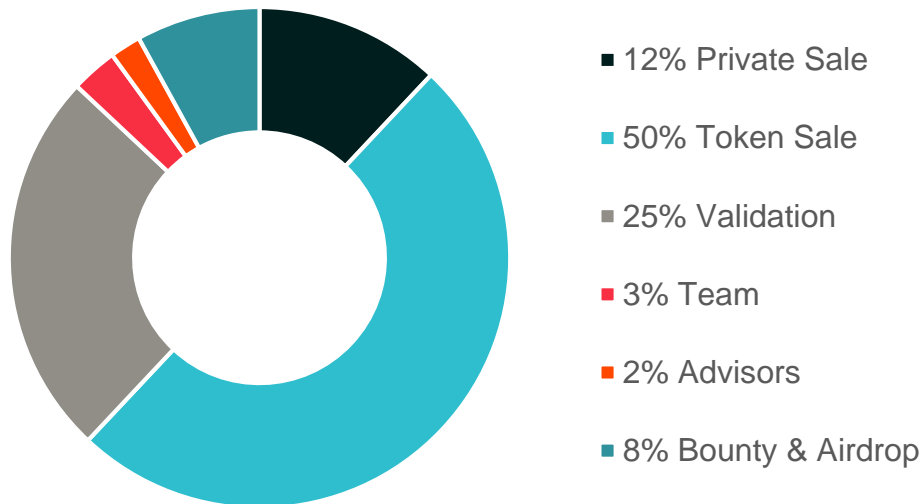
Pre Sale start date: 15 Sep 2018  
Public start date: 15 Oct 2018  
Token Sale end date 15 Dec 2018  
Max VIDT tokens 100,000,000  
VIDT token price \$ 0.20  
Soft cap: \$ 1,000,000  
Hard cap: \$ 8,000,000

Substantial quantity-discounts will be applicable to certain investment amounts during the presale and public sale.

  
ALL TOKENS RESERVED FOR THE TOKEN SALE  
THAT ARE NOT SOLD  
**WILL BE BURNED**  


## 6.4 V-ID Token Distribution

100 million (100,000,000) V-ID Tokens will be distributed according to the schedule below.



## 6.5 Founders lockup

In addition to our stimulus actions that are build-in in V-ID's Tokenomics, we commit to a founders lockup. This is an extra measure to help maintain a calm and steady development of the exchange rate. The lockup means that V-ID mandates a 5 year lockup on V-ID Tokens for its founders, with 20% released per year.

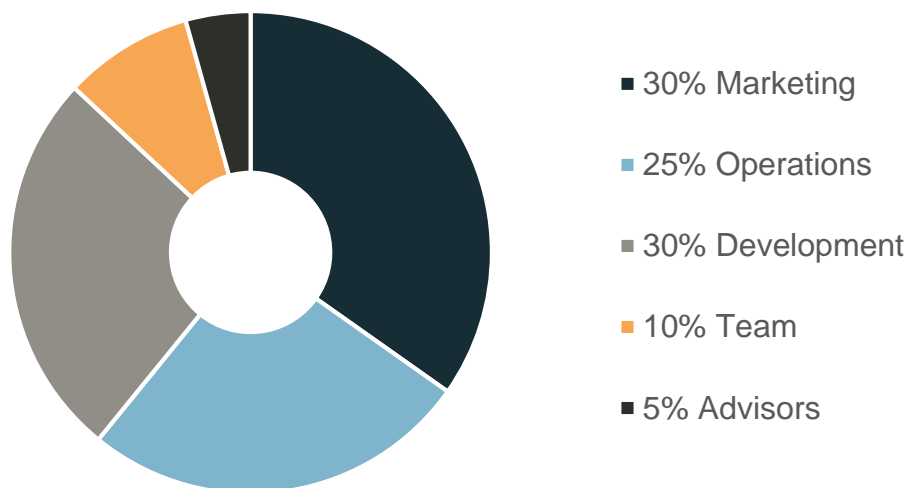
## 7 Financial plan

We assume a three year turnover growth and will reach the break-even point within 5 years.

The number of documents validated with V-ID is estimated at five hundred thousand in Year 3 and at least 1.5 million in Year 5. The exponential growth will mainly be driven by automated validation and verification, by means of integration with existing systems.

In the course of the first years, the revenue ratios will shift from "licenses and implementations" to turnover "per document". The ratios of the expenses will shift from "marketing and development" to "sales and support".

Our strategy for the first years is mainly aimed at increasing brand awareness and establishing the V-ID brand. The funds that the Token Sale will generate, will be allocated as seen in the diagram below.



## Learn more

The V-ID validation service uses blockchain technology to end all document fraud. Learn more at <https://www.v-id.org>



Ending document fraud with  
**blockchain powered validation**

*V-ID introduction video, [link](#)*