

CP Pitch Deck V01

1. Pitch Deck

Slide 1: Title Slide

- **Circle Protocol:** The Future of Self-Sovereign Trust & Identity
- Tagline: "Trust, Your Way."

Slide 2: The Problem

- Existing social networks control how and when people interact.
- Users have **no visibility** into how federated identities (Google, Facebook) are used.
- Current identity systems **do not offer fine-grained trust control**.
- Business identity verification is **opaque and advertiser-driven**.

Slide 3: The Solution

- **User-controlled trust framework** that enables people to define who can interact with them and when.
- **Graphical "Bullseye" Interface:** Easy visual representation of trust circles.
- **LastID:** An enhanced cryptographic identity standard with **fine-grained trust settings**.
- **Business vs. Personal Trust Differentiation.**

Slide 4: How It Works

- **Bullseye Trust Visualization:** Contacts appear as dots across trust circles.
- **Swipe to Promote/Demote Trust** with **tactile feedback & visual cues**.
- **Automated Risk Scoring:** Based on interaction history, confirmations, and AI-driven analysis.
- **Zero-Trust Ledger (DLT) as a Premium Service.**

Slide 5: Market Opportunity

- Digital Identity Market: **\$35B+ by 2027** (Source: Markets & Markets).
- Social Trust & Networking: **Billions of users worldwide looking for privacy-first alternatives.**
- Enterprise Identity Management: **Businesses need better control over user trust and interaction.**

Slide 6: Competitive Advantage

Feature	Circle Protocol	Facebook/Google	PGP/Web of Trust
User-controlled trust levels	✓	✗	✓
Easy, visual UI	✓	✗	✗
Built-in commercial trust differentiation	✓	✗	✗
DLT-based zero-trust history (Premium)	✓	✗	✗
No mandatory government ID linking	✓	✗	✓

Slide 7: Business Model

- **Freemium Model**
 - Basic trust circles (C1-C6) for free.
 - AI-driven risk recommendations: **Subscription (\$5/month)**.
- **Enterprise Licensing**
 - B2B trust integrations for verified organizations.
 - Business-tier "Verified Trust" certification (\$199/year per entity).
- **Premium Features**
 - **Zero-trust ledger tracking** (DLT-based, opt-in, paid feature).
 - **Advanced AI-driven recommendations & risk analysis**.

Slide 8: Go-To-Market Strategy

1. **Early Adopters:** Privacy-conscious users, professionals, and cryptographic security advocates.
2. **Partnerships:** Integrate with decentralized ID projects (e.g., Sovrin, Ethereum ERC-725).
3. **Community Building:** Open-source trust framework, developer APIs, and ambassador programs.
4. **Enterprise Adoption:** Target financial services, healthcare, and social networking companies.

Slide 9: Roadmap

Q2 2025: Alpha Prototype (User-Controlled Trust Circles, Manual Cryptographic Verification)

Q3 2025: Beta Release (Bullseye UI, Trust Promotions, Biometric Integration)

Q4 2025: Premium Services (Zero-Trust Ledger, AI Recommendations, Enterprise Licensing)

2026: Full-scale launch & Global Expansion

Slide 10: The Ask

- **Seeking \$5M in Seed Funding** for:
 - Development team expansion.
 - AI risk scoring & DLT ledger development.
 - Marketing & partnerships.
- **Revenue projection:** \$20M ARR by Year 3.

Slide 11: Team & Advisors

- **Founders:** [Your Name & Key Team Members]
- **Advisors:** Cryptography, AI, and Identity Management Experts

Slide 12: Contact Information

- **Website & Demo:** [Coming Soon]
- **Email:** [Your Email]
- **Twitter | LinkedIn | Telegram**