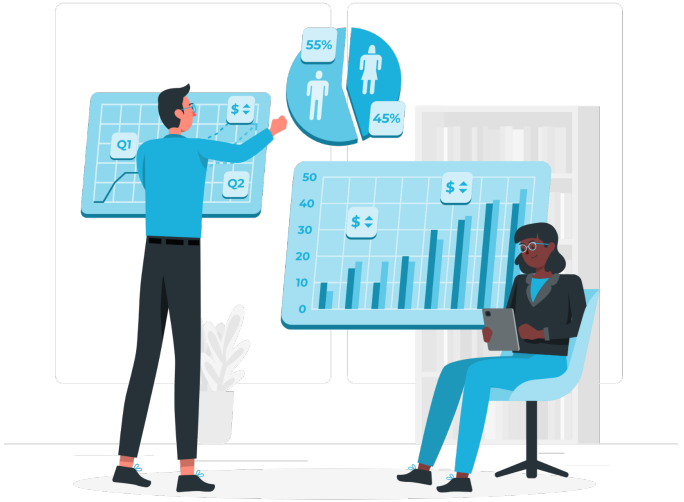
Center Identity

Investor Pitch deck

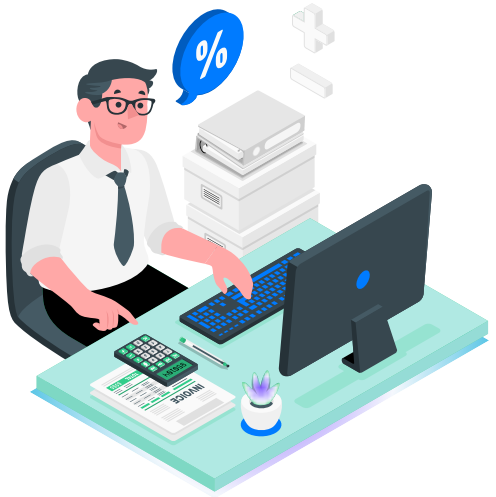
info@centeridentity.com

Self-Custody Digital Identity Is Very Risky

Digital Wallets and Seed Phrases are lost daily. This results in the complete loss of funds and credentials.

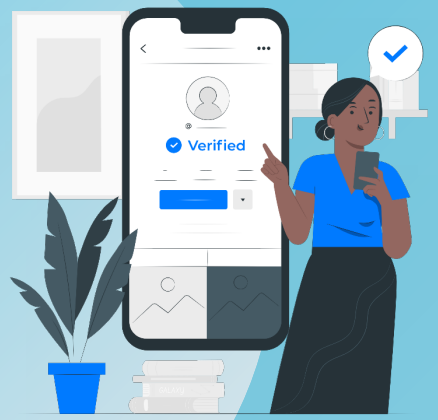


Seed Phrases are nearly impossible to remember. When users lose their wallet and/or seed phrase, it's impossible to recover.



$6 Billion in Bitcoin alone has been irreversibly lost due to this problem. This is the largest problem facing adoption of self-custody digital identity.

Users Need a Tool That Allows



Easy Wallet Management

Simple Wallet Recovery

Zero-Knowledge Privacy

Self-Custody digital identity could then include everyone!

Say hello to Center Identity

Our Seed Phrase Generation Algorithm Invites Users From All Technical Backgrounds

Fun & Easy to Use

All users have to do is remember a place with deep personal relevance and select it on a map.

The geo-coordinates are used to create a seed phrase, enabling access to funds and credentials.

Secure

We use AI to ensure the secret locations used to generate the mnemonic seed phrase meet the stringent entropy requirements of the crypto industry.

Private

Our algorithm is zero-knowledge. Seed generation happens on the device.

We only store hints for the secret locations. The hints are vetted by AI to ensure privacy.

Compatible

The mnemonic seed phrases generated by our algorithm adhere to the BIP39 standard, making them interoperable with the most popular digital wallets available today.

Superior user experience, more secure, more private, and more compatible than any other option!

Our Journey

September 2021 (pre-seed stage)

Center Identity is founded

September 2022 (pre-seed stage)

Center Identity has its first patent issued

January 2023 (pre-seed stage)

Center Identity achieves pending status for its second patent

January 2024 (seed stage)

Center Identity achieves breakthrough BIP39 compatibility, enabling interoperability with all crypto wallets

Center Identity in B2B and B2C Revenue Streams

ENTERPRISE

Intellectual Property Licensing

Enterprises will license our patented and patent pending intellectual property.

Web 2.0 Account Recovery

Our secret location + AI algorithm will also be used to help recover accounts on web 2.0 applications.

CONSUMER

Subscription

Users pay monthly for us to maintain their hints for their secrets that generate their seed phrases.

Transaction Fees

Users will pay transaction fees whenever interacting with a blockchain from our wallet if not subscribed.

Go to Market Strategy

Enterprise

- **Utilize existing contacts** in senior leadership roles.
- **Attend conferences and meetups** searching contacts to connect with decision makers, adding them to our sales pipeline.
- **Follow up with prospects** through LinkedIn, Email, and Telephone to schedule demos and close licensing deals.

Consumer

- **Paid media** on various platforms including Reddit, Twitter, and Google.
- **Network** with influencers.
- **Add value in forums** and other places of congregation to educate the masses, build awareness of our algorithm, and a user base of advocates who will influence the enterprise.

Unit Economics

Enterprise
Licensing Royalties

Example, 1password has 15,000,000 customers:

- 1 organization
- 15,000,000 users
- $5 / month
- 1% royalty

- **$9,000,000 per year for a single license!**

Consumer
Subscriptions and Transaction Fees

Example 1:

- 15,000,000 users
- $5 / month
- **$900,000,000 per year**

Example 2:

- 15,000,000 users
- 3% Transaction Fee
- 15,000,000 transactions
- $100 average transaction amount
- **$540,000,000 per year**

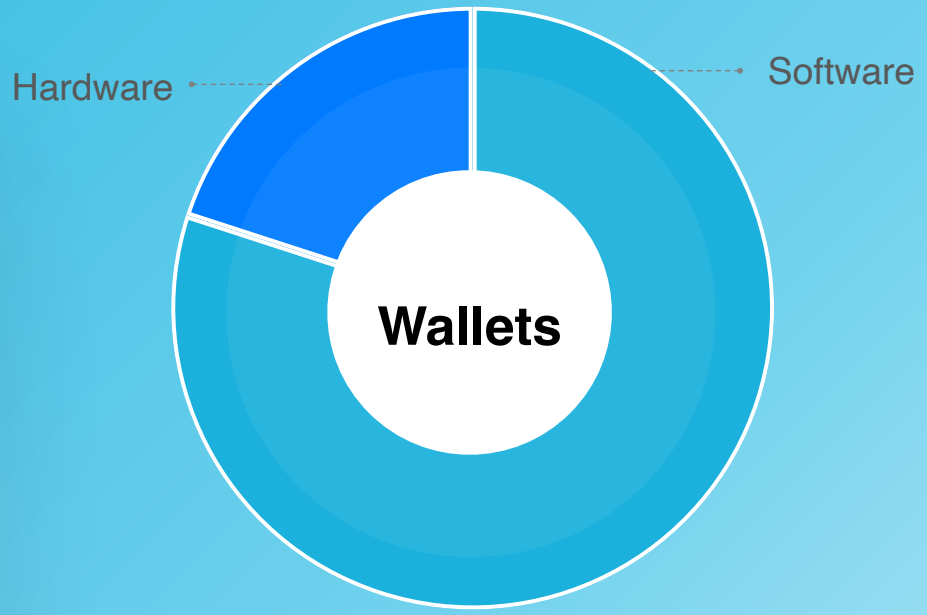
Market Size

Crypto Wallet Market Size

$8.2B

Total Crypto Wallets

84 Million



Our technology can be used for both hardware and software wallets

B2B 1% royal on each paid wallet per month

B2C $5/mo per software wallet

Annually

B2B Licensing

$169 Million

B2C Subscriptions / Transaction Fees

$82 Million

Growth

Current State

B2C

- 75 active users since launch 3 months ago
- 1 new user every 3 days

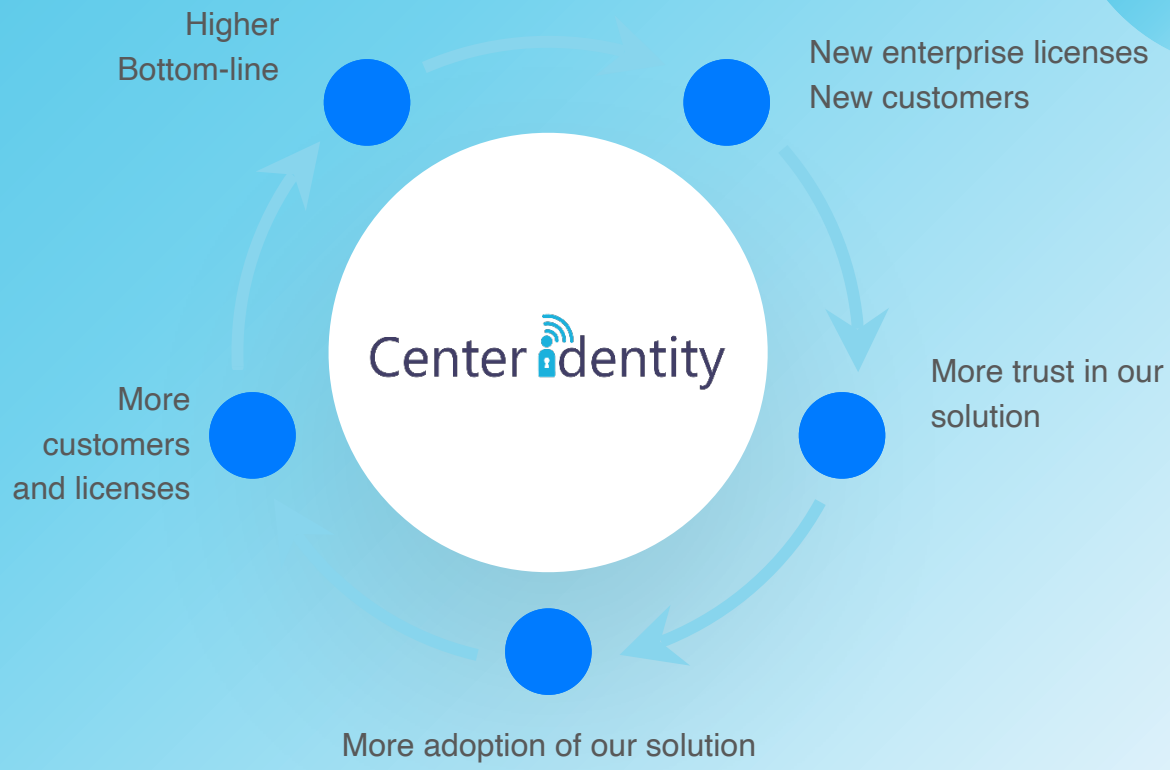
B2B

- 0 enterprise licenses to date

Challenges

Connections to senior leadership decision makers

Cycle



We are competitively Positioned

Center Identity

Our technology is backed by a published United States Utility Patent with another United States Utility Patent pending.

Users must use our technology or they cannot recover their wallets after being misplaced.

Competing crypto recovery solution

Too much privacy sacrifice, negates the reason for self-custody

CoinCover

LEDGER RECOVER
provided by coincover

The founder

Matt

is an Entrepreneur and Author who has held titles such as Chief Technology Officer and Software Architect at the worlds largest and most prestigious organizations.

He is passionate about identity, privacy, and revolutionizing the internet as we know it today.

Center Identity

If you are interested in a strategic partnership, please contact us:

info@centeridentity.com

THANK YOU!