Idena

Idena is the first human-centric blockchain driven by proof-of-person consensus. Every node is linked to one single person with equal voting power.

Unique human identity is the most needed and most dangerous concept in governance

The '3.5% rule': a coordinated small minority of as low as 3.5% of people can bring a systemic change in the interconnected world.

1 person = 1 vote: State-of-the-art governance in permissionless systems (DAOs) can only be based on capital (stake). The missing part is a global democratic governance mechanism based on online formalization of unique human identity with strong protection against fakes and collusions.

Big Brother reality: The main challenge for global identity is that external verifiers (social media, biometrics, passports) are based on personal data, which leads to the loss of privacy of people in favor of states and corporations.

Desired properties for unique human identity

- 1 person = 1 identity
- Anonymous/pseudonymous
- No trusted third-party validators
- Accessible for everyone
- Censorship-resistant
- Verifiable online (global)
- Non-permanent and untraceable
- Collusion-resistant and untradable
- Properly incentivized
- Gamified

Cryptoidentity

Cryptoidentity is a unique globally verifiable censorship-resistant identity that does not directly refer to its owner. In a way it is similar to Bitcoin that does not refer to any real world assets or value, but is the value in itself.

The Idena protocol implements cryptoidentity based on a global ceremony where users verify their existence by doing a common sense test at the same time across the globe.

Traction*

2468	#8	18%	61k
identities validated	blockchain by full nodes	epoch growth	flip-puzzles solved

– Passionate community (>17000 people globally)

– Idena DNA coin listed by qTrade in Feb 2020

– $50/month basic income per person at current price

– 95% average human accuracy of flip-puzzles solving

* as of 10 Jun 2020

Vision

– One person one node network

– Scalable BFT consensus with sharding

– Self-governed and self-funded

– 100mln users by 2025

– Validation ceremonies every 3 months

– 1% of global ads market

– Zero wallet DAO for global impact projects

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