# VIDA - Verified Identity for All

Kat Kim    Lillan Agerup    Sadaf Syed    Sahej Locham

## About The Company

VIDA is a Digital Identity Startup in Indonesia that aims to provide trusted, verified identities for all. Its Core Technologies include the following key pieces

**Certificate authority (CA)**: VIDA is a government registered third party that issues digital certificates

**Trusted Execution Environment (TEE) :** VIDA utilizes the strongest on device mobile protection available through the TEE

**Multi-Modal Biometrics:** VIDA uses a proprietary set of advanced, world class biometrics algorithms in addition to the above

## Process Design & Methodology

Internal & External Interviews
Global & Local Market Research
Regulatory, Pricing & Legal Analyses
Product Management
    Competitor Teardowns
    User Personas
    User Journeys
    Product Feature Builds
    Wireframes & Prototypes
    Marketing & Sales Collateral

## Competitors

1. **Okta**
Multi Factor Authentication

2. **Duo**
Multi Factor Authentication

3. **Ping Identity**
Multi Factor Authentication

4. **DocuSign**
Digital Signature

5. **Adobe Sign**
Digital Signature

6. **Privy Identity**
Digital Signature

## Key Use Cases for VIDA Products

**"Super Apps" - Ride Hailing**
Apps like Grab, Go-Jek etc. all have immediate Driver and Rider verification requirements with ~ 4 Million users
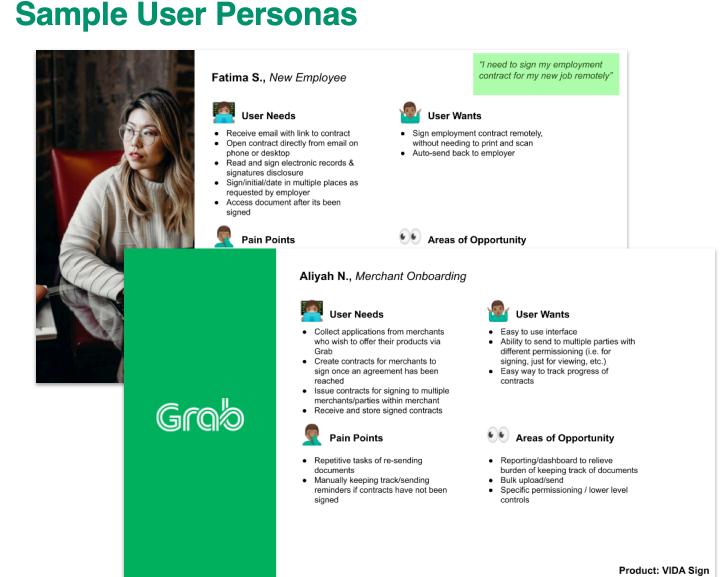
**eCommerce, FinTech, Payments**
Verification and Contracts in merchant/customer, borrower/lender relationships as well as large sum payments

**Security Admins**
Managing enterprise wide security applications through one console built by VIDA

## Sample User Personas



## recommendations

**Build ONE VIDA Authentication Platform that houses all offerings for clients, and onboard sequentially to capture market**

1. Build VIDA Platform    2. Onboard Existing Clients    3. Expand Product Offering    4. Self Service Customer Acquisition & Operation

### Multi Factor Authentication

**Key MVP Features**

User Management
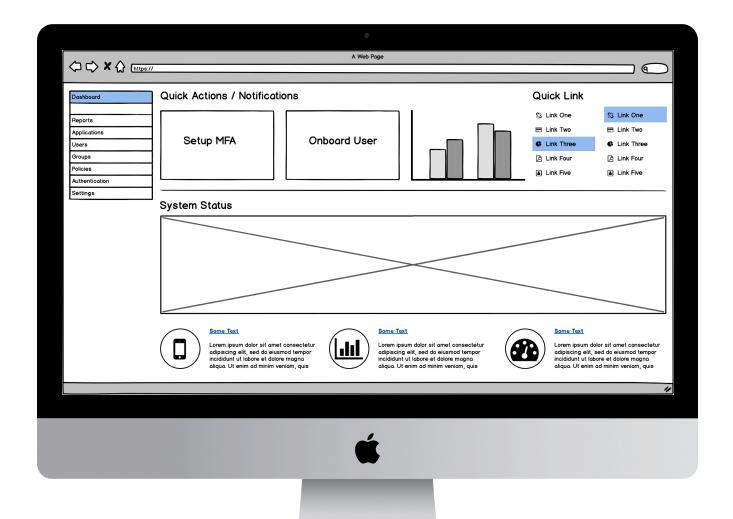Application Management
Factor Management

Policies & Rule Management
Device Management
Self Service Troubleshooting

### Digital Signatures

**Key MVP Features**

Document Creation
Document Sending & Sharing
Signing & Verification

Security
Dashboard/Reporting
Admin Controls



| 12 | 45+ | 30+ | 2 |
|---|---|---|---|
| **User Personas Designed** | **User Journeys Developed** | **Wireframes Built** | **Product Suites Developed** |