

# VIDA - Verified Identity for All



## 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

- Okta  
Multi Factor Authentication
- Duo  
Multi Factor Authentication
- Ping Identity  
Multi Factor Authentication
- DocuSign  
Digital Signature
- Adobe Sign  
Digital Signature
- 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

**Fatima S., New Employee**

- User Needs:**
  - Receive email with link to contract
  - Open contract directly from email on phone or desktop
  - Read and sign electronic records & signatures disclosure
  - Sign/multisign in multiple places as requested by employer
  - Access documents after its been signed
- User Wants:**
  - Sign employment contract remotely, without needing to print and scan
  - Auto-send back to employer
- Pain Points:**
  - "I need to sign my employment contract for my new job remotely."
- Areas of Opportunity:**
  -

**Aliyah N., Merchant Onboarding**

- User Needs:**
  - Collect applications from merchants who wish to offer their products via Grab
  - Create contracts for merchants to sign once an agreement has been reached
  - Issue contracts for signing to multiple merchants/parties within merchant
  - Receive and store signed contracts
- User Wants:**
  - Easy to use interface
  - Ability to send to multiple parties with different permissions (i.e. for signing, just for viewing, etc.)
  - Easy way to track progress of contracts
- Pain Points:**
  - Repetitive tasks of re-sending documents
  - Manually keeping track/logging reminders if contracts have not been signed
- Areas of Opportunity:**
  - Reporting/dashboard to relieve burden of keeping track of documents
  - Bulk upload/send
  - Specific permissioning / lower level controls

Product: VIDA Sign

# recommendations

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

- Build VIDA Platform
- Onboard Existing Clients
- Expand Product Offering
- 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

User Personas Designed



45+

User Journeys Developed



30+

Wireframes Built



2

Product Suites Developed

