

**SecureLink ID**

Business Plan

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### **(1) Description of the Fintech Business**

In the traditional financial industry, identity verification processes are oftentimes centralized, prone to data breaches, and require individuals to repeatedly share some of their sensitive personal information for various services. In that case, the methods used are frequently inefficient, insecure, and lack transparency.

However, with a developed identity system based on blockchain, the banking sector offers various unique advantages. SecureLink ID would provide additional decentralized protection for highly sensitive client data. By utilizing the blockchain, it would allow a tamper-resistant ledger to be able to store identity information. Consequently, financial institutions wouldn't require a central repository to store all user data and thus, the risk of a potential single point of failure as well as large-scale data breaches would be reduced. Additionally, SecureLink ID would greatly enhance the privacy and control of the users themselves. They will be able to retain complete control over their data by storing encrypted information directly on the blockchain. Hence, they will have the possibility to selectively provide access to certain parts of their digital identity to the financial system without the risk of exposing the entire dataset. Due to the blockchain's immutable nature, it ensures that from the moment you add your data to the ledger, it will be impossible to alter or delete them. Consequently, the immutable nature will greatly enhance the trust of the users and the reliability of identity verification within the financial industry. Finally, SecureLink ID would also impact the efficiency and interoperability of the verification system. As the blockchain-based identity system would allow a faster verification process for numerous services, it will also allow seamless interoperability between various platforms and services in the specific sector.

Regarding the implementation process, it must be simple for the user to adhere to SecureLink ID without affecting the importance of security within the implementation of the blockchain-based identity. Therefore, it would follow a 5-step process according to which SecureLink ID will be fully efficient in the banking sector. First of all, the user will have to create his digital identity by submitting all the documents required as well as his biometric data and other information considered as necessary. The registration of the customer could either be done directly on the platform or via an integrated service with our partners. Once they are received, a due diligence process will be executed and then the data will be encrypted, hashed, and stored on the blockchain. From there, SecureLink ID will use distributed ledger technology (DLT) to be able to store the encrypted identity across numerous nodes, ensuring redundancy and improved security. Once the data is required by any financial system or by the user itself, an AI algorithm will be employed to perform the identity verification process. Therefore, the algorithm will analyze the data provided, perform a biometric matching, and then verify against existing records to authenticate the user's identity. In an era where data protection and data privacy are more and more important, SecureLink ID will allow users to fully retain control over their data by selectively disclosing information and granting temporary access when required. For this part to be effective, smart contracts within the blockchain will greatly facilitate a consent-based transaction. Finally, the collaboration between different service providers to integrate this blockchain-based identity verification system into their platforms will be strongly enhanced by a networking effect on both sides of the transactions. By the time more companies will require the use of SecureLink ID to access their accounts, more users will be prompted to adhere to it. Consequently, as clients are already using the verification system, other financial services will find the system even more convenient and thus, will be strongly pressured to add it to their verification process. To facilitate the interoperability and integration of the system, SecureLink ID will provide APIs and protocols to guarantee seamless interoperability between the verification system and the different platforms or services.

To sum up, SecureLink ID would provide financial institutions with a secure option to protect the information of the customers and, in the same way, give the users the possibility

to own control over their data. This would be attained following the 4 core values of the company:

- **Security:** the main focus of SecureLink ID is to eliminate the risk of data breaches and identity theft.
- **Privacy:** the users will have better control over their information.
- **Efficiency:** it will become faster to proceed to a verifiable verification process.
- **Compliance:** as SecureLink ID will be handling private information, it is of the utmost importance that there is strict compliance regarding regulatory requirements.

Concerning regulatory compliance, SecureLink ID will immediately, and voluntarily adhere to regulatory requirements such as ‘know-your-customers’ and the anti-money laundering measures by providing diverse auditable records and ensuring compliance with applicable data protection laws. Also, the platform will offer an intuitive user interface for managing identity data and granting permissions to financial institutions to be able to gain access to the data efficiently. To increase accountability and transparency, customer support services are available to assist users but also service providers with any queries or issues related to identity verification. As it is a new technology, it is important to take into account the probability that some people will not be familiar with the system and thus, an educational process will need to happen. Therefore, providing customers of financial institutions with a blockchain-based identity who would go through a verification system empowered by an AI algorithm is a robust solution to address numerous security, privacy but also efficiency concerns faced by many users.

Therefore, SecureLink ID is a blockchain-based identification system which allows users to create a highly secured identity protected from potential data breaches by companies within the financial industry. Through the usage of smart contracts, SecureLink ID allows customers to share their identity through granular consent management, giving them control over who can have access to their information at which moment and under what circumstances. For the companies using the system, it allows them to further increase the

data protection of their customers which is a main preoccupation for them. It also discharges them from the responsibility and the high expenses related to servers used to store data within their system.

## **(2) Identification of the location**

Regarding the location of the business, SecureLink ID will opt to first establish itself within the United States. As a location where fintech strives in the start-up sector, it will be possible for our company to easily become a key player without having the burden to compete with mainstream actors like it would be the case inside China for instance. For the last 5 years, Americans always led in the number of fintech startups, when compared to the other possible locations. For instance, as of May 30, 11 651 start-ups have been introduced to the U.S. market, compared to 9 681 in Europe and the Middle East combined<sup>1</sup>. Also, the U.S. being at the forefront of fintech, will increase the access to capital, which will be very important as the company will indeed require substantial funds at the beginning to create the technology, and it will be easier to acquire customers within the financial industry. Regarding the investment, it is possible to assess that the Americas are by far the place with the most important value, with \$93,8 billion, more than 30 billion over the entire investments made in Europe and the Middle East combined<sup>2</sup>. Another reason encouraging SecureLink ID to aim at the U.S. market instead of the European one at the beginning is the fact that the European Union (EU) still has heterogeneous regulations which makes it difficult for a start-up to easily achieve the whole European market. Indeed, it would require a lot of legal fees to ensure compliance with every country's legislation. Furthermore, some countries such as Germany still entertain a culture where money is highly encouraged over the bank system to protect their privacy<sup>3</sup>. Even if this promotion of privacy strongly aligns with SecureLink ID's values, the fact that potential consumers favor money transactions over the usage of the banking system would undermine the possibility of increasing business profitability. However, as their culture changes, it is important to notice that it would become a location with high potential as SecureLink ID

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<sup>1</sup> BCG; CrunchBase; Statista.

<sup>2</sup> PitchBook, KPMG; ID 412622.

<sup>3</sup> Baba et al., « Fintech in Europe : "Promises and Threat", IMF Working Paper (2020)

does offer the possibility to resolve the fear most users have regarding the protection of data in the financial sector.

Overall, we believe that the United States will offer a greater opportunity for our company to acquire profitability and credibility within the fintech industry rapidly. Due to a striving financial sector and a large number of potential customers, the U.S. shows itself to be a perfect location for the establishment of our technology. Also, as fintech is already well known in the business world of the country, we do believe that it does limit the potential barriers to successfully entering the market. Additionally, as the intellectual property legislation in the United States allows access to numerous forms of protection, we believe that it will be a key location to ensure the protection of our technologies and establish our strategy explained in Section (6) of the business plan. As the U.S. is home to multiple international companies' headquarters in the relevant sector, it could also be a great opportunity to expand our market to a more globalized standard when the right time arrives.

However, even if SecureLink will mostly aim at the American market, it will be important to register the IP protections in all the plausible jurisdictions as early as possible to minimize the risk of being undermined and not having the possibility to acquire those protections later on. Therefore, for the European market, SecureLink will directly aim at the Community Trademark System. This will be important when the company expands, especially since the company will have the objectives to go international in the future and offer its services to various financial institutions, especially in North America and Europe. Consequently, it will also be important to take the appropriate measures from the very beginning to comply with the *General Data Protection Regulation* (GDPR). In doing so, it will be easy to enter the market and will lower the required cost that would be necessary if the company were to comply later. Furthermore, to ensure the IP protection of the company, SecureLink ID will file for an international trademark according to the Madrid Protocol which will greatly enhance the global protections. To comply with the protocol, it will be necessary to apply within 6 months of the national application in the United States. By doing so, it will be possible to obtain trademark protection in around 124 countries.

### **(3) Profitability of the business**

For SecureLink ID to be able to generate revenue, it will be possible to use various avenues leveraging its blockchain-based identity verification system. Because of the very high projected expenses, it is important to have proportionate profitability. The first method that could provide incentives is to adopt a subscription-based model for the financial institutions that would use the blockchain system. This charge would be monthly recurring and would grant access to the platform and its services. Therefore, the institutions would be able to use the secure identity verification capacities of SecureLink ID. Regarding the exact monthly fees, we would use a case-by-case situation to establish the exact amount charged to the institutions. By using a price discrimination system, it will be possible to offer the system not only to big firms but also to every financial institution depending on their means. As SecureLink ID strongly works on the networking effect, it is important to make sure that the most institutions possible are using the platform to have as many “identities” as possible on the blockchain. Consequently, SecureLink ID will be free for the users when they want to create their account and send their information to the blockchain. Eventually, as SecureLink ID becomes more and more used by people, it will slowly become a necessity and thus, it will be possible to charge them transactional fees when the information is being shared with various institutions. However, the path will only be explored once the company acquires enough visibility and seriously becomes a necessity for users.

Furthermore, for the company to be profitable, it will be important to acquire a lot of intellectual property protections to stay ahead of the competition and to keep control over the software of SecureLink ID. However, with those protections, it will also be possible to do a licensing deal to grant access to the technology to other companies. For instance, as data security remains a fundamental issue for individuals, it would be possible to prove licenses to various undertakings such as government agencies, fintech companies or service providers. As blockchain remains a new technology where IP protections might remain fragile, it will be important to quickly widespread the use of licenses to get a sort of industry acceptable regarding SecureLink ID’s ownership of the intellectual property rights. However, when granting those licenses, it will be important to ensure that the company

keeps full control and ownership of the technology. This is also important to remain compliant with various data protection regulations within the U.S. As the technology used by SecureLink ID will be greatly limited to financial institutions, this does not alter the fact that it would be highly valuable for other sectors. By licensing the security technology, the ultimate goal is to expose the product to the most consumers possible which will then cause a strong direct network effect. Another key asset will be customer retention. To achieve it, SecureLink will ensure very high customer satisfaction and retention through efficient customer service and the conviviality of the platform. Consequently, it will be possible to keep a constant revenue stream. This will then allow us to expand the services to every industry by offering different services.

The first option will be to offer data analytics and insights services. Based on limited aggregated and anonymized user data, it will be possible to offer services in exchange for a fee to conduct market research. In that situation, it will be important to remain within the legal boundaries and thus, to respect data protection which will remain of the utmost importance. To do so, the information will never be shared with third parties, and they will only receive the results of the research without having access to any personal information of the users of SecureLink ID. Even the company itself will not use the data of a single individual. Also, it will be important to receive the consent of the user who will have the opportunity to easily opt-out easily and efficiently. These services could also give companies market trends reports. The second possibility would be to offer training programs to the financial institutions to obtain a deeper knowledge of identity verification through blockchain by professionals within SecureLink ID company. Once SecureLink ID is well established as the main player in data protection, it will be possible to offer additional services to customers to increase our profitability and our influence within the industry. By doing so, we also make sure that the potential competitors do not take possession of our market shares and thus, ensure profitability in the long term.

#### **(4) Trademarks or service marks**

A key step into the success of SecureLink is to establish a very exhaustive brand surrounding the company. The branding process of the blockchain-based identity



verification process will require a very strategic approach that will be able to easily communicate trust, security, user empowerment, and innovation.

The first element of the brand will be the name itself: **SecureLink ID**. By its simplicity, it will provide customers with a clear understanding of what is the aim of the company. The emphasis will be put on two aspects, which are '*Secure*' which is the core value of the company and '*ID*', representing what is the company's goal. Regarding the name of the company, it is possible to regard its distinctiveness under two different scopes: suggestive and descriptive. However, we believe that a name such as SecureLink ID does respond better to the first option. It does suggest the quality of the service provided as it invokes extensive data protection regarding data protection. Regarding the potential descriptive aspect of the company's name, we strongly believe that a consumer would need to use his imagination to understand the true nature of the service of the company. In fact, by using the three main elements of the name, a user can't have a precise understanding of the company other than the fact that it ensures protection. Furthermore, even if individuals might be required by the competitors to describe their products, the whole name would not reach the same conclusion. Finally, after extensive research, we did not find any competitors using those words alongside. Furthermore, the company will follow a strong and simple tagline: "Empowering Your Digital Identity Safely". The second part of the tagline will reaffirm the two elements that are provided in the brand name. Regarding the first word '*Empowering*', it initiates the second core value of the company. It is of the utmost importance that people can regain control over their data and decide when, who, how, and what information is given to financial institutions. The third element of the brand will be the visuals, notably the logo and its colors. The logo of the company will be a simple representation of the name with a lock in the middle and a tagline underneath. All those simple elements will emphasize the strong, secure, and interconnected visuals with a blend of blockchain-inspired elements that convey trust regarding technological innovation. Regarding the colors used, it will limit itself to blue, which represents the strength and the trustworthiness of the company, and white to mark the importance of the approachability and transparency of SecureLink ID.

Therefore, the trademarks used by SecureLink ID will limit themselves to the name of the company as well as the slogan and the logo. Furthermore, we will look to obtain a trademark on the overall concept which could be possible due to the importance we will give to the branding of the company. It is important to emphasize the customer experience which will help the whole networking effect which is the center of the profitability of the company. It is important to consider that the trademark protection sought by SecureLink ID is one of the key elements as it allows us to protect ourselves from potential competitors. As we strive for customer experience, free choice of element disclosure and data protection, it is of the utmost importance that we insist on the distinction between us and potential competitors by enforcing the protection offered by trademarks within the United States legislation. We believe that those three core values will be fundamentals in the customer acquisition process and thus we must limit the competition that could also emphasize those values.

As SecureLink ID aims to cultivate a compelling brand identity, it is embracing Jennifer Aaker's five dimensions of brand personality, which is tailored to resonate with the United States market. By prioritizing these dimensions, it will be possible to pave the way for a robust brand personality, uniquely tailored for the company's positioning. Among those 5 dimensions, 'sincerity' is standing as the cornerstone of SecureLink ID's brand personality. Specifically, this dimension embodies traits like genuineness, honesty as well as down-to-earth characteristics. This is fundamental to fostering trust but also authenticity and credibility within the relevant market. When it comes to SecureLink ID, it is important to emphasize on sincerity as it underscores the company's unwavering commitment to user privacy, security as well ethical data handling practices. By putting priority on sincerity, SecureLink ID highlights its dedication to empowering users by emphasizing on their data protection and other privacy concerns. Hence, the brand position itself as genuine and forthright, establishing an authentic connection with customers by ensuring, in all interactions, transparency and integrity. The focus on sincerity not only strengthens the brand's credibility but it also reinforces its reputation as an entity based on trustworthiness and principles in this competitive landscape of digital data protection. Thereafter, SecureLink ID embodies the 'competence' dimension by showcasing an unparalleled

expertise and proficiency in cutting-edge technology into the realm of digital identity verification. As the company's prowess lies in its innovative utilization of the blockchain technology as well as AI algorithms, it will revolutionize the convention methods used in identity verification within the financial sector. Also, SecureLink ID's team comprises top-tier technologists and various experts who are continuously pushing the boundaries of innovation, ensuring the best development of efficient and secure solutions. Thus, through rigorous research and development as well as implementation, SecureLink ID is consistently delivering a sophisticated and reliable technology, instilling confidence in its customer base by demonstrating an in-depth understanding of complex yet crucial systems. Finally, the brand's commitment to technological excellence positions it in the position of a trusted authority into the industry, ensuring that actual and future users and partners alike rely on the business for cutting-edge and future-proof solutions in digital identity verification.

## **(5) Intellectual property protection**

As business technology is fairly new into to fintech industry but also in general, it is of the utmost importance to acquire intellectual property protection as fast as possible you allow SecureLink ID to become a key player in the industry. Establishing an IP protection strategy will be crucial for safeguarding the company's unique technology and innovation, but also the brand assets of the company itself within the United States. Hence, the intellectual protection strategy will be to acquire the most diverse protection possible to prohibit. More specifically, we will aim at four different types of IP protection within the legislation of the United States.

### **(5.1) Patents**

The first IP protection we will acquire will be utility patents to protect the unique and novel aspects of the technology behind the blockchain-based identity verification system, including algorithms, encryption methods as well as specific technical processes.

To acquire this protection, it will be important to follow an extensive procedure. Firstly, it will be crucial to conduct comprehensive patent research within the United States to ensure the uniqueness of the technology of SecureLink ID, notably regarding its blockchain-based identity system, its AI algorithm as well and the interoperability between both systems. Once the research is duly done, the next step will be to file a patent application directly to the United States Patent and Trademark Office. The application will fully explain the invention's novelty as well as its utility and its non-obviousness. Patents tend to be hard to obtain. However, due to the lack of competitors and similar technologies, it is important to provide adequate resources to obtain this protection. After the protection is sent, the USPTO will undergo examination and therefore, the company must be ready to respond to any potential objections or requests for modifications. Finally, when the patent is approved the last step will be to pay the recurring fees and comply with the legislation to ensure the applicability of the IP protection.

As patent protection will be one of the main focuses of the intellectual protection strategy, it is important to obtain as many patents as possible. Regarding the current plan, it is possible to file patent protection for numerous possibilities. The ideal outcome will be to acquire all the patents. However, as it is a difficult process, especially within the fintech industry, every patent will have a positive impact on the objective of the business plan and will limit competition within the market. The first element on which SecureLink ID will try to obtain patent protection is the encryption techniques used by the business. As patent protection requires novelty, it will be possible to argue the unique encryption algorithms as an innovative encryption method employed by the company to secure the user identity data which will be stored within the blockchain. As it is an enhanced security technic which is specifically designed in order secure sensitive identity information of individuals, especially in the financial district, the novelty condition is likely considered met. Regarding patent protection, we will mostly consider that the patentable elements might include one of those three elements:

- Novel methods for data encryption,
- Specific encryption methods, or

- Inventive approaches to data protection within the blockchain infrastructure.

Therefore, the application for patent protection will focus on the novelty but also the effectiveness and the efficiency of the encryption technique employed by the company to secure identity data.

The second patent application will aim at blockchain integration, which is one of the fundamental elements of the technology used by SecureLink ID. The custom integration methods are innovative approaches that allow the integration of blockchain technology into the identity verification system. This aspect of the technology which is working as a tailored consensus mechanism will optimize the identity verification process within the financial district. Regarding the patent protection process, the company will mostly aim at the unique processes and systems used to integrate the blockchain in the verification process of the identity of customers. As it is a new technology, especially within the financial sector, there is a likelihood that it reaches the criteria required to achieve patent protection. Thereafter, we will also file a patent application for the smart contracts aspect of the technology developed by SecureLink ID. The advanced contract logic used is based on unique functionalities. They will allow governance within the identity verification process and will provide increased importance to user consent in the data-sharing process. By doing so, it will be possible for the company to respect its core value in its intellectual property strategy and, if granted, will ensure that SecureLink ID is perceived as being a key player in data protection. Additionally, this patent application will also emphasize the innovative automation of the smart contracts system. Specifically, it will emphasize the secure execution of identity-related transactions on the blockchain.

The fourth patent application will then aim at the biometric verification algorithms engineered by SecureLink ID. This novel algorithm will focus on the usage of biometrics within the identity verification system. Moreover, it will mostly emphasize the notion of cutting-edge identification methods used by our business. There will be a novelty and efficiency element within the innovative approach to biometric matching (facial recognition, fingerprint analysis...) to ensure that the person having access to the

information is its actual owner. Finally, the last patent application will aim at the user consent mechanisms of the business' main technology. As mentioned above, the main novelty of SecureLink ID is that it prioritizes a mechanism of selective data disclosure by the users. Therefore, the innovative mechanism will enable users to control the selective disclosure of identity information through smart contracts simply and efficiently. Another key element of this innovation is the granular consent management which uses specific functionalities allowing the users to manage and dictate data sharing preferences directly within the blockchain system.

Overall, SecureLink ID expects that each of the five elements for which the company will file a patent application represents a potential area of innovation within our blockchain-based identity verification system. This is mostly due to the opportunities offered for unique technological solutions which might be eligible for patent protection.

## **(5.2) Trademarks**

In addition to the patents, it will be also possible to acquire trademark protection, especially for the brand name and the logo but also for the tagline “Empowering Your Digital Identity Safely”. Those protections will prevent potential competitors from using those elements in an unauthorized way. However, regarding the details of the trademarks, they have been discussed in the Section (4) of the business plan.

To obtain trademark protection, the process will be slightly similar to the one granting access to patent protection. Thus, the first step will be to perform a trademark search as it is important to be sure of the uniqueness of all the brand elements. Thereafter, SecureLink ID will file a trademark application directly to the USPTO. The document will then again detail all the specific marks as well as their classes of use. Once the application is sent to the appropriate agency, it will be important for the company to ensure that it is ready to answer all possible objections or other requests from the USPTO. Finally, when the trademark protection is obtained, SecureLink ID will have to maintain it through continued use and periodic renewals.

**(5.3) Copyrights**

Furthermore, as patents can be excessively complicated to acquire, Secure Link ID will also ensure the applicability of its copyrights of the software code, including AI algorithms, platform interface, and all the other original content generated by the company. Also, the copyrights will apply to the educational resources the company will offer in the second step of the business plan, as mentioned in section (3).

One of the biggest advantages of copyright protections is that they are automatic upon creation. However, to increase the benefits, it is important to register them with the appropriate agency. Consequently, the company will file a copyright registration with the United States Copyright Office which will allow us to gain legal advantages and, also, it will establish clear evidence of ownership. It will then facilitate the legal process when SecureLink ID will enforce its copyrights against competitors and any unauthorized usage of its unique creations. As established earlier, in the United States, copyrights are automatic on original content. Thereto, it would be easy to acquire the adequate intellectual property protection.

Nonetheless, it is important to keep in mind that the protection obtained with copyrights is very limited and does not have a strong value for fintech innovators. Because the protection by copyrights only aims at some specific elements such as the interface of the technology used by the users, it will allow us nonetheless to enforce our protection rights if a company heavily copies our company as a whole. In that case, it will allow us to successfully enforce our legal protections.

**(5.4) Trade secrets**

Finally, the acquisition and protection of trade secrets will represent a key facet of SecureLink ID's comprehensive intellectual property protection strategy within the business plan. These trade secrecy will encompass a vast spectrum of confidential information as well as proprietary algorithms, and strategic insight that are conferring a distinct competitive advantage to the company against its competitors. Firstly, SecureLink ID will start by implementing stringent internal policies which will be fortified by state-of-

the-art security measures to safeguard these invaluable trade secrets. In addition, this multifaceted approach will entail compartmentalizing access to sensitive information on a strict need-to-know basis, bolstering not only confidentiality but also minimizing inherent risks of potential data breaches that be originating from within the organization. Furthermore, in tandem with the internal policies, SecureLink ID will proactively initiate non-disclosure agreements in an early stage with employees and partners. Those agreements will mostly serve as a contractual shield, ensuring the confidentiality of proprietary information as well as staunchly preventing unauthorized disclosure to external entities that could undermine the company. Thereafter, we will undergo regular and vigilant monitoring activities that will allow us to fortify the protective perimeter around trade secrets. It will involve proactive surveillance through online searches, diligent identification of parties infringing on the company's IP rights as well as the swift dispatch of cease-and-desist notices. In the event where infringements are identified, SecureLink ID will not hesitate to initiate legal recourse to protect its proprietary assets.

However, regarding trade secrets, it is important to acknowledge the limited scope it has as IP protection. The main goal will be increasing the protection regarding the consumers of the technology but also the direct customer list which includes the businesses within the financial market. Nonetheless, it is important to ensure that the strategy does not turn around the trade secrets which will be mostly used as a safety net and a second level of protection behind the two main protections which will be trademark and patent protection. Hence, it is imperative to strike a balance wherein trade secrets will serve as a secondary protective measure rather than a primary safeguard. Thus, they will act as a safety net, offering an additional level of confidentiality and, also, a competitive edge behind the robust protections which will be provided by trademarks and patents. This strategic approach will ensure comprehensive IP protection without overreliance on any single measure of protection.

#### **(6) Intellectual-property strategy**

As SecureLink ID's objective is to strongly protect its IP protection to stay ahead of the potential competitors in the future, it is important to establish an IP strategy which will



create stronger barriers to entering the industry and thus, keep a big market share. As mentioned above, the company will rely on various IP protections to expand its scope. However, as some of them offer a lesser strength of protection, SecureLink ID will minimize its reliance on some of them such as copyrights and increase its effort to obtain valuable trademarks and patents that will allow it to enforce IP rights over unauthorized users. Additionally, as it was previously said, it will be important to use the licensing market for our patent as quickly as possible. Because it is a relatively new market, its validity will likely be doubtful. Hence, the licenses will allow SecureLink ID to widespread its technology and prevent potential competitors from challenging it. However, as we want to ensure the protection of the program, licenses must be limited to the technology allowing companies to access data that the user allows them to see. This will also ensure that those companies keep a dependence on our algorithm if they try to get more access to the data and thus, it will be possible to filter access and protect user's privacy.

One of the inconveniences of licensing is the fact that it would undermine the potential to become a monopoly. Consequently, by doing so, we will lose a portion of the potential profit in the market. In addition, it could increase the chance that a competitor can use our technology and market it better than us which could put our market shares in jeopardy. However, to counter this possibility, SecureLink ID will use 3 different strategies to limit those risks. First of all, as licensing agreements are mandatory to achieve the business plan and attain the profitability projection, we will introduce the licenses in other industries than the financial sector. By doing so, those companies will not interfere with our niche and also, they will potentially increase the networking effect and increase our customers' baseline as they will be already using the technology within other sectors. Also, we are expecting the licensing in other sectors to be rather efficient as most of them increase digitalization and data protection is an issue in different sectors where customer must put their information on the web. Secondly, it will be important to specify that these licensing deals are not permitting other companies to use this technology within the financial industry. To do so, it will also be rather important to assess you are the potential licensees and ensure that they do not become potential competitors. This will ease the facility to acquire a confirmation that this technology is owned by SecureLink ID. Also, the license

will limit itself to the blockchain-based data verification system. Therefore, the companies will be able to use it to gain access to the information the consumers have on the blockchain. However, they will not have access to the AI algorithm. By doing so, they won't be able to adapt to the aim of the technology and will be dependent on SecureLink ID. By doing so it will be possible to keep control over who is using the technology but also how they do it. In the event it goes against the values of the business, especially data protection, it will be possible to enforce IP protection rights over this part of the technology. Thirdly, the last aspect of the IP strategy is to systematically enforce our IP rights over people using the technology without having authorization. It is important to keep in mind that SecureLink ID will license the technology to diverse companies to increase its interoperability and ensure that it does not trail behind by systematically refusing other companies to create technologies linked to ours. However, it is important to control who is entitled to use it. Therefore, whenever another company which could be a potential competitors infringe the IP rights, there will be strong enforcement of them. Even if this increases the expenses of the company, it will allow us to stay ahead of the competition and become the key player in digital data protection, using blockchain.

SecureLink ID is strategically anchoring its business plan and its profitability strategy on robust intellectual property protection which encompass the pivotal elements outlines previously in Section (5). While we acknowledge that some elements such as trade secrets and copyrights offer a limited protection individually, their collective reinforcement, alongside trademarks and patents, will ensure a comprehensive legal safeguarding of our business assets. Therefore, this fortified shield of protection will serve as a deterrent for future potential competitors seeking entry into the nascent market of blockchain-based identity verification in the financial sector and beyond. Nonetheless, regarding our emerging company status, it is imperative to not only assert ownership but also foster a collaborative growth within our industry. SecureLink ID's ethos lies in facilitating a broader technology adoption, not merely to fortify proprietary rights but also to cement the company's enduring presence as key player in the industry. By emphasizing interoperability, we encourage innovations built on our technology, nurturing a symbiotic

relationship that will foster industry reliance on our own solutions, thus reinforcing SecureLink ID's position as an indispensable partner in the long term.