



**A Universal, Sovereign
Identity for Modern Life**
(Patent Pending)

Founder: Troy Amundson
612-876-5492
troy@syrana.tech



Problem

- Our concept of identity is dangerously fractured across insecure physical cards and siloed digital accounts controlled by third parties. This has led to three systemic failures that affect everyone.
- **1. Systemic Insecurity & Rampant Fraud:** The current model is a primary vector for identity theft, which costs consumers and businesses billions annually. Every time we share an ID, we create a new honeypot of data for attackers, leading to rampant financial fraud in both our physical and digital lives.
- **2. Constant Friction & High Costs:** Businesses suffer from slow, expensive, and inefficient verification processes for everything from customer onboarding to daily logins. This friction leads to high customer drop-off rates and significant operational overhead.
- **3. Absolute Lack of Control:** Individuals have no true sovereignty over their most valuable asset: their identity. Our personal data becomes the product, stored and monetized by dozens of corporations without our meaningful consent or control.

Our Identity Infrastructure is Obsolete and Insecure



Solution

- Syrana is building the foundational trust layer for modern life by using Zero-Knowledge Proofs (ZK-Proofs). This technology allows users to prove facts about themselves without ever revealing the underlying sensitive data.
- 1. Our Process Delivers Unmatched Privacy and Security: Anchor to a Source of Truth:** A user links a trusted document (like a government eID) to their private Syrana profile just once. This happens in a secure environment on their own device.
 - 2. Generate a Private Proof:** When a service needs to verify the user's age, our technology generates a cryptographic "proof." This proof is like a digital receipt that confirms a fact is true, but contains no actual personal data. It is mathematically impossible to reverse-engineer the proof to find the source data.
 - 3. Verify with Consent:** The user maintains absolute control and must approve every request. The service then instantly verifies the proof's mathematical certainty, granting access privately and securely.

A Single, Secure Proof of Self, Controlled by the User



Individual Users

- Syrana is fundamentally a tool for individual empowerment, offering a level of security and convenience that is impossible with today's systems. **Before Syrana:** To access a new financial service, you upload your passport and utility bills, then wait days for a manual review, hoping your sensitive data isn't exposed in a future breach. **After Syrana:** You receive a request on your phone: "XYZ Exchange requests proof that you are over 18 and a US resident." You review it, approve, and are instantly verified. No documents are sent, and no personal data leaves your device. **This provides: Absolute Privacy:** You prove what's necessary without revealing what's not.
- **Unmatched Convenience:** A single, secure identity for everything.
- **Total Control:** A real-time dashboard of who has requested your data and for what purpose, with you as the single point of approval.



Customers

- We provide a B2B/B2G platform that turns a costly compliance burden into a seamless competitive advantage.
- **Financial Services & Fintech:**
 - **Value Prop:** Streamline KYC/AML, secure transactions, and reduce onboarding friction.
 - **Outcome:** Slash customer acquisition costs, increase conversion rates, and reduce fraud-related losses.
- **Government & Public Sector:**
 - **Value Prop:** Provide secure digital citizen services and enhance civic process integrity.
 - **Outcome:** Reduce fraud in aid distribution, increase efficiency, and build citizen trust in digital government initiatives.
- **E-commerce & Marketplaces:**
 - **Value Prop:** Eliminate seller/buyer fraud and prevent fake reviews.
 - **Outcome:** Increase transaction volume, build a trusted community, and protect brand reputation.
- **Social Platforms & Gig Economy:**
 - **Value Prop:** Verify user authenticity to eliminate bots and ensure platform safety.
 - **Outcome:** Improve user experience, satisfy regulatory requirements (like the DSA/DMA), and create a safer environment for users and advertisers.

Our Customers: The Global Trust Economy



Timeline

- This seed round provides an 18-24 month runway to execute a clear, three-phase plan.
- **Phase 1 (Months 1-6): Core Platform Development & Team Assembly Goal:** Build the production-ready V1 platform.
- **Milestones:** Hire the full core engineering team; Finalize V1 architecture; Develop mobile apps and core backend infrastructure based on our successful prototype.
- **Phase 2 (Months 7-12): Pilot Program & V1 Launch Goal:** Validate the product with real-world customers.
- **Milestones:** Sign contracts with our first 3-5 B2B pilot partners; Integrate their feedback into the platform; Launch the Syrana V1 app publicly on iOS and Android.
- **Phase 3 (Months 13-18): Commercial Scaling & Network Growth Goal:** Achieve market traction and begin generating revenue.
- **Milestones:** Convert successful pilot partners to long-term contracts; Scale our commercial API services to the broader market; Release our Developer SDK to foster ecosystem adoption.

Our 18-Month Path to Market



Budget

- **Funding Request: \$1.5 Million Seed Round**
- We are seeking a strategic partner to help us build the future of digital identity. This funding provides an 18-24 month runway to execute our plan and reach a position of significant market strength.
- **Use of Funds:**
 - **Core Engineering & Product (60%):** Recruiting and retaining top-tier talent in ZK cryptography, security engineering, and mobile development to build out the platform.
 - **Data & Infrastructure (20%):** Funding secure, scalable cloud infrastructure and the compute resources required for our privacy-preserving technologies.
 - **Operations & Go-to-Market (20%):** Supporting business development to onboard pilot partners, legal expenses for non-provisional patent filing, and building our developer relations program.



Competitive Advantage

- **Proprietary Identity Graph:** Our patent-pending method of creating Shell IDs before user signup gives us an unparalleled strategic advantage and network effect.
- **Holistic Solution:** We bridge the physical and digital worlds and combine identity with asset verification—something no competitor does.
- **Privacy-First by Design:** Our "Zero-Retention Verification" process is a key technical and trust-building differentiator.
- **Intellectual Property:** Our core system and methods are protected by a filed U.S. Provisional Patent Application, creating a strong legal barrier.

Why We Are Uniquely Positioned to Win



Traction

- **PPA Filed:** Core IP is officially "Patent Pending", supplemental PPA in work detailing further enhancements.
- **MVP Backend Live:** Core schemas and security policies built on Supabase.
- **Prototypes Complete:** User verification flow designed and prototyped.
- **Architecture Designed:** Detailed technical and data acquisition plans are complete.



Team

- **Troy Amundson**, Founder & CEO. A seasoned operator with a deep technical background in secure data networks and mission-critical systems from his work with the U.S. Navy and General Dynamics. As President of Net Forge Global, Troy leads a company dedicated to building secure computing environments, bringing a unique combination of strategic vision and technical expertise to solve the global identity problem.
- **Dr. Nisheta Sachdev**, Web3 and Marketing. Distinguished brand strategist and marketing expert with a Ph.D. in consumer behavior, bringing a deep, academic understanding of what drives user adoption. She now applies her expertise to the Web3 ecosystem, helping innovative technology companies build powerful brands and execute effective go-to-market strategies.
- **Additional advisors from government and commercial entities**



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