



## ABOUT EDENTITI

DESPITE THE HUGE STRIDES THAT HAVE BEEN MADE IN ONLINE SECURITY, PROBLEMS PERSIST OVER THE DIFFICULTY OF VERIFYING WHETHER SOMEONE ONLINE IS ACTUALLY THE PERSON THEY CLAIM TO BE. PASSWORDS CAN BE FORGED OR STOLEN AND IDs FAKED, LIMITING THE CERTAINTY OF INTERNET TRANSACTIONS. SO HOW DOES A PERSON ONLINE PROVE WHO THEY REALLY ARE?

- > The solution to proof-of-identity in the offline world is the 100 Point Check, whereby items such as a driver's licence, credit cards and phone bills are given a points weighting. Producing items valued at 100 points certifies your identity.
- > Edentiti has created something similar for the online world. Rather than requiring you to carry around a clutch of paper and cards, the information is collated, verified and stored in a safe online 'edentiti' that is controlled by the user.

### VERIFYING IDENTITY ONLINE

- > To create an edentiti, users go to the company's website and enter their personal information. They then print out a form, which is taken to a registered edentiti authenticator, (which might be a trusted service provider such as the post office), to have their information verified. The user is then able to use their edentiti for online transactions that currently use the 100 Point Check, such as buying a mobile phone or accessing university transcripts or medical

- records. It can be used where the user would normally have to print a document, sign it and send it back to the issuer.
- > The edentiti can also be used for accessing online banking and stockbroking, and other secure services, and can act as a point of contact to notify various service providers of a change of address.
- > Edentities are free to create and have the benefit of allowing users to restrict the amount of personal information they provide to only that

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# EIDENTITI

[www.edentiti.com](http://www.edentiti.com)



“EIDENTITI  
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— KEVIN COX,  
FOUNDER

which is required. The system also has numerous safeguards. Edentities must be initially authenticated by another person and any changes that the edentiti owner wishes to make have to be verified.

## GLOBAL APPLICATION

- > Founder Kevin Cox says the company’s initial market focus will be Australia, where it is developing relationships with customers, but the system has a global application.
- > “Every individual in the world needs an electronic identification system that they own and control,” Cox says.
- > Cox began commercialising the edentiti idea in 2004. The company has now completed development on the first stage of its technology, based around the 100 Point Check. Edentiti’s first customer, a stockbroker, was signed on in December 2005. Edentiti’s revenue model sees the company paid a fee by a corporate client every time an edentiti holder accesses a registered system.
- > “The commercialisation strategy is to find large organisations

that endure pain identifying people and in getting their consent, and to show them how we can relieve that pain. Edentiti has the potential to earn income whenever anyone uses electronic identification.”

## EMPOWERING THE INDIVIDUAL

- > Cox believes that edentiti is tapping into a general wave of sentiment, of people wanting to have better control of their electronic identification. Rather than giving people an individual identifier, such as a number that is used by all organizations they deal with, edentiti owners will be known by a different number for each organization. This makes it harder for organizations to cross reference data, and so better protects an individuals’ privacy.
- > “Edentiti empowers the individual ... and we believe that it will have a snowball effect as people come to understand that they can be equal participants with the organizations that want to ‘own them’,” Cox says.
- > To date the company has been funded through private sources, including Epicorp

and angel investors. Cox says Epicorp also provided edentiti with its Chairperson, along with substantial advice, housing, contacts and the company’s first customer.

- > In the longer term, Cox believes edentiti is building a system that can become more intelligent and give individuals a presence in cyberspace to look after their interests. One of the first extensions will be to give edentities the ability to look for suspicious transactions being made in their owner’s name.
- > Opportunities will open up further when the requirement that all banks use two-factor online authentication comes into force in the US in 2006, with other jurisdictions expected to follow suit.