

# YourID

## Execution Plan



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# Execution Plan

## 1. Introduction

YourID's execution plan follows a B2B2C strategy. In the first phase, YourID will be launched in collaboration with  $\geq 100$  most popular online shops, websites and apps per region/country. In subsequent phases, YourID will also target end-users directly.

This execution plan describes the various phases and how we will commercially develop the company to reach the KPI's that have been established in the business plan. For an overview of YourID's background, vision, approach and other key elements, visit [www.yourid.org](http://www.yourid.org), where you can also download our whitepaper.

## 2. Goal & Phases

The goal of YourID is to become the leading platform for (online) identification. This goal will be accomplished through several phases.

The first phase is testing YourID's service through POC's with our partners. After this POC phase, our partners will offer YourID to all their users (level "Basic"). The app eliminates the need for passwords and usernames, providing login *convenience* and *security* to users and giving them control over their ID information and control over who to share their information with. The app will be available worldwide through a wide variety of platforms. All operations are cloud-based.

The initial traction will be obtained through the free app, that can be registered to several telephone numbers and email addresses of the user. All 3 "Basic" levels (i.e. "Basic", "Basic Age" and "Basic ID") are free for the user. Finally, there is a level "Premium Flex", that can be custom-made (level descriptions on [www.yourid.org](http://www.yourid.org)).

To become the standard for identification and authentication we follow 3 main steps:

1. Create use case scenarios for all verticals with a variety of leading platforms that participate in YourID. This variety of participating partners balances the management and control of the platform, guarantees its independence and creates trust. The resulting use cases and client experiences will demonstrate full support from end users, with their positive feedback in user experience.
2. Further enhance trust by support from influencers, thought leaders, industry authorities, ambassadors, trusted institutions and consumer organisations.

3. Full scale rollout, not just based on Push sales but also supported by Pull sales. Pull sales will be a logical result of steps one and two.

### 3. Sales Approach

To obtain a prime position in a short period of time, an aggressive market approach is required, to stay ahead of the competition. This is assured in the following ways:

- Partnerships with large platforms, hosting companies, CMS providers and other leading service providers, that offer login with username and password. To understand what are the benefits for these parties to join YourID, visit [www.yourid.org](http://www.yourid.org),
- Online Marketing. Extensive use of online media and social media (for details about the online Marketing/Communication strategy, please see Chapter 5).
- Establish sales/representation offices worldwide in countries with a high percentage of internet use, social media use and smartphone penetration. These regional offices are necessary because of the agreements that will be made with local (physical) access providers and system integrators to offer YourID to local governments, organizations and companies. The goal of these offices is to offer YourID to regional partners and commercially develop the market in their area.

In the initial stages, we create use case scenarios in different verticals. We will do this with the execution of test projects (POC's) with various partners in various regions. After these projects have been concluded successfully, a PR campaign will be executed to announce the official launch of our service in that region/country.

The partners that did a POC with us, will collaborate in our launch event in that area and will offer YourID to all their clients. The strategy is that a wide variety of partners offer YourID's app to their clients/end users *at the same time* for maximum impact.

In addition, sales champions in each market will be recruited, professionals with knowledge, experience and contacts. They will create business in the assigned vertical and/or region. For this purpose, they have a fixed budget available. The results will be measured against pre-agreed KPI's.

It is estimated that per region/country 10 sales professionals will be employed to form partnerships with  $\geq 100$  most popular online shops, websites and apps in the assigned area.

With these sales champions, we create “cells”, that will execute additional test projects that provide trust and will support us in the commercial development. The champions/cell leaders form the fundament for growth of the cell, and guide the commercial development of YourID in the assigned area/vertical(s).

The regional cells will act autonomously and are responsible for their pre-agreed goals/KPI's. The task of each cell is to create collaborations and to develop and maintain relations with online and physical access service companies. The cells have full technical support from the head office. Furthermore, the head office will provide the regional cells with clear market descriptions and a company handbook to be able to develop their business professionally.

The first 5 cells will be operational in the following areas (however, the final selection could be adjusted depending on the locations of our POC partners and their wishes in this respect, so these areas are just suggestions):

- UK
- USA
- Spain (hub function also for South-America)
- Netherlands
- Singapore

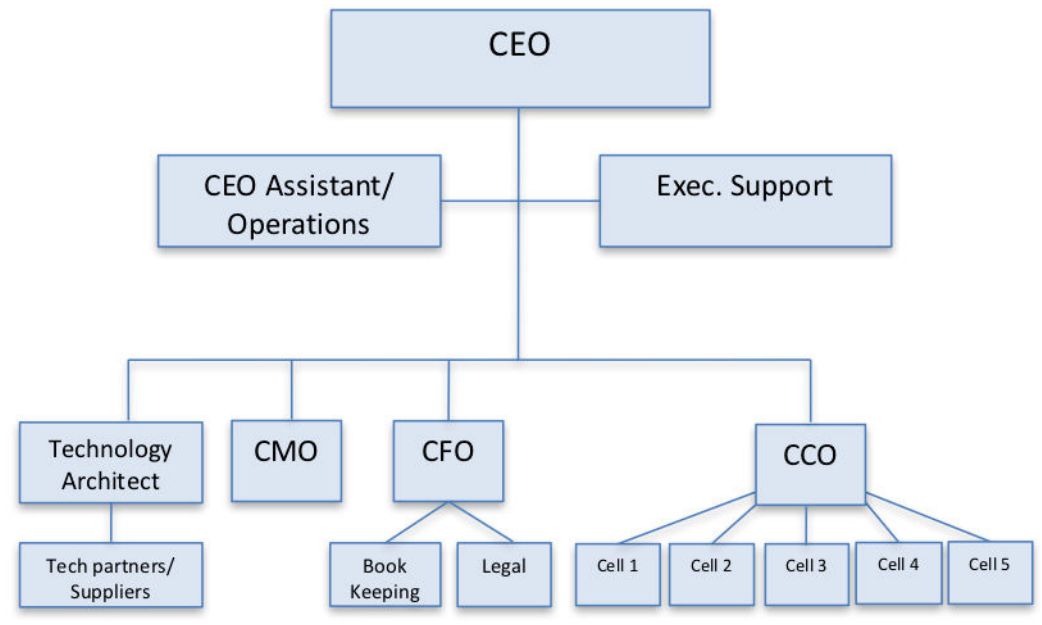
Depending on the commercial results of the cells, physical offices will be opened. It needs to be determined what are the KPI's to be attained for opening an office, this could be *for example*  $\geq 5$  million app downloads in an area. This minimum threshold would guarantee end-user interest in adopting YourID. Once established, these offices will then further develop and stimulate growth in their area.

For the international roll-out and for setting up the offices in the various countries, a collaboration will be established with a leading global consultancy firm. This firm will support the roll-out of the offices, based on the strategy and policy that have been created by YourID.

The consultancy firm will primarily create the legal and fiscal infrastructure. When they have a strong network, in special occasions they could also represent YourID through local introductions to potential partners and sales of specific PMC solutions, *for example* online or physical access solutions for the hotel industry or healthcare sector.

## 4. Organization Structure

The initial structure of the organization will be as follows.



## 5. Marketing and Communication

### 5.1 DNA of Marketing & Communication

The main goal of the Marketing and Communications plan is to make YourID a global, renowned, reputed and strong brand in key markets with a growing index of smartphone penetration.

The strategy to build awareness in key countries goes through a centralized marketing and communications campaign, to adapt the same content and activities to each market with local teams and agencies. This objective will be achieved by implementing a strategy consisting of 2 main elements that support YourID's goals.

1. Soft landing with the development of the communication territory for the entire ecosystem of YourID's platform, including the definition of the corporate messages (DNA) and Brand Book for different scenarios (online, offline, advertisements, booth designs, merchandising and other). The first step is the development of key messages segmented to 2 main audiences: B2B with corporate messages, values and objectives, and B2C communications

supported by a consumer campaign website. This initial campaign will be based on the message that YourID's app will liberate end-users from using passwords and usernames for secure and convenient online login and put them in control of their (online) ID information.

2. The awareness of our platform starts with a solid digital plan built on relevant content around the benefits of YourID for many areas, industries and sectors. Our Social Media (SoMe) strategy consists of producing our own content and share industry trends with our audiences.

In our messages, it is important to communicate how we differentiate from other players in the market. The main differentiators are described on [www.yourid.org](http://www.yourid.org).

## 5.2 Marketing Partners for Global Roll-Out

Agencies that have the knowledge and experience to guide organizations with similar challenges as YourID will be contracted. They will offer their services to gain support from two sides: business to business adoption on one side, and end-user adoption on the other side.

With them, YourID's chosen route to market will be fine-tuned and they will deliver support for the various phases. The B2B communication plan will first be finalized, after which follows the B2C communication plan.

The international roll-out will be executed through a collaboration with international top-rated agencies, that have the following tasks:

- Content generation.
- Community management.
- Press cabinet for corporate messages and crisis management.
- Press cabinet for product launching and mainstream media.
- Optimization of online campaigns.
- Production and organization of events.
- Creation of brand definition.
- Creation and execution of brand communication.
- Organization and coordination of online and offline presence.
- Managing websites.
- Direct marketing.
- Coordinating the marketing involvement of our Ambassadors.

For the global digital growth, YourID collaborates with a leading agency specialized in global growth strategies.

During the initial launch of the service, the focus is to expand the following metrics:

- Brand Activation: likes, shares, positive social mentions, etc.
- User Acquisition: downloads of the app (demand side).
- Partner Acquisition: web service sign-up/SDK downloads (supply side).

To gain traction quickly from the start, an experienced growth team and a media/marketing budget will be available to support brand building and new user/partner acquisition.

### 5.3 Marketing Phases & Timing

YourID's Marketing and Communication strategy consists of the following phases.

#### 1) Phase 1 - Testing & Soft Roll-Out

In this first phase, we will do POC's with a variety of leading platforms that participate in YourID. In this period, we focus on integrating our solution with leading companies in various verticals and analyse the results and data obtained. This phase is first and foremost focussed on obtaining experience, knowledge and understanding the behaviour of users that log in to the partner's website through YourID's app. This will finally result in full support from end users and positive feedback in user experience.

Alongside the execution of the various POC's, YourID will also start in-depth market research of user preferences regarding the contents of the packages that YourID offers and the functionalities that users would like to have available. In addition, research continues regarding the fees to be charged for the various additional services (i.e. upgrades from the 3 "Basic" levels).

On the Marketing-side, (additional) research will be done to continue fine-tuning the most appropriate messages that are needed for the communication in the various verticals.



## **2) Phase 2 - Fine-tuning & preparation for launch to end-users**

Although YourID will still be in the process of obtaining experience and knowledge through new POC's, based on the results of the first finished tests, in this period we start preparing production.

Based on the positive client experiences obtained, this phase will be further supported by influencers, thought leaders, industry authorities, ambassadors, representatives, renowned institutions, universities and consumer organizations. The purpose of seeking support from these people and organizations, is to create trust. To further enhance this trust, YourID will clearly communicate its DNA and inform the audience of the shared governance model and technology agnostic model of the platform and the individuals that make up the Management Team and Advisory Board.

## **3) Phase 3 - Fine-tuning & Launch to end-users**

In phase 3 we will fine-tune our plans based on the insights obtained from the POC's and ongoing research regarding user preferences. We will start marketing actions on obtaining end-user downloads of YourID's app, which we will do together with the leading online players in each vertical in the selected geographical regions, through a full-scale Marketing and PR campaign. By collaborating with these global leaders during launch, at the same time the user gets notified by all of them that they can access their online account with YourID's app. This will support fast user adoption.

## **4) Phase 4 - Start End-User Mass Marketing**

Once the initial 3 phases have been completed and the first marketing actions have been executed with the Champions in various markets, the global end-user mass-marketing activities will start to reach mass user adoption.

The *initial phases* primarily communicate about the various problems that are the result of and/or are related to current access protocols, like cyber-attacks, hacking of personal data, stolen and lost identities, data breaches and ID fraud. It will be communicated clearly that by joining YourID, partners not just solve their own problems and create a positive image and PR for themselves, but also provide a convenient solution for the end user to log in to their account securely.

During these phases, we upload relevant content on these subjects to our social media profiles to fill the walls of the profiles, in preparation of the start of our full marketing efforts. This communication is done to create end-user awareness about

what is happening in the society regarding these issues and what are the associated dangers, risks and potential losses/damages that they can experience.

In these first phases, we also introduce the solution, YourID's platform, that in fact "represents your ID". It will be explained what are the advantages and characteristics and how YourID will address the various problems, dangers and risks that were communicated before. During this period, we also launch the Social Media profiles in parallel with the following actions:

- Communication to end-users with the name YourID. Since the basic service of YourID is to represent a person's ID online without usernames and passwords, once we start direct communication towards end-users we will communicate with the name YourID.
- Informative e-mail shots to our key database (including media contacts and partners).
- Social Media campaigns to increase notoriety and key contents.

On the other hand, *the subsequent phases* consist of aggressive marketing and communication activation for a worldwide campaign focused on promoting massive app downloading around the world.

An important part in the campaigns is transmitting transparency. YourID is transparent towards users in respect of the team and organization (including partners) and about how we treat user data. This transparency is required to gain confidence. Since we ask users to trust YourID to handle their identity, we provide openness and transparency ourselves, to gain such trust. Obviously, also the other differentiators of YourID will be communicated in the campaigns.

We will increase our messages and content in social media channels with the launch of a blog site. Another ongoing activity will be the online mapping of key contacts and influencers to engage them actively on the social media networks.

## 5.4 Marketing Approach

To support the three sales pillars mentioned in chapter 3, the following elements form the basis of our Marketing actions and will be supported by the participating partners that offer YourID's service to the end user for free.

### 1. Social Media (SoMe)

SoMe campaigns will be executed to inform and educate and to create awareness. Both paid and free campaigns are necessary and will be executed to create a strong online community around YourID. Awareness will be created

about ID theft and ID fraud through extensive (and viral) use of online media and social media, explaining that this type of fraud can be avoided with our solution. The primary message is “to be free from usernames and passwords and be in control of your own ID information”. Secondary messages are that the service is available with a one-off enrolment and that it can be used for all online access. Furthermore, we will *empower end users* by letting them request - through social media - the use of our platform with different service providers (online shopping, airlines, online TV and movies, streaming music, and much more).

## 2. Events

YourID participates in key trade events around the world with a stand, Demo presentation sessions and Key Note sessions regarding the benefits of YourID’s platform. Each event will be analysed to bring the correct message for the right audience. On each event, press and Key Opinion Leader (KOL’s) recruitment will be done locally to capitalize on the event through social media, press releases & PR, sponsorships, material distribution (flyers, own publications) and others.

## 3. PR

To reach the best audience in each market, freelancers and specialized local agencies focused on technology, lifestyle and mainstream content will be contracted, to improve the media impact of the brand in each region. The focus will be on opening the discussion on the relevant topics (ID fraud, Privacy, cybercrime, etc.) and the corresponding dangers, and promoting where and how YourID’s app can be obtained.

## 4. Brand Ambassador Activation

One of the biggest assets of a brand image is the use of powerful and well-known ambassadors worldwide. For YourID, an internationally well-known individual will act as the main brand ambassador, in a similar role as George Clooney has for coffee brand Nespresso. We will choose an ambassador with prestige and gathering power, who can therefore help to attract journalists to our events, support presentations, trips, User Experience Sessions, interviews, etc. The activation of this plan goes through the participation of the ambassador in all approach tactics described above and more specifically below:

- **Online Influencer.** The ambassador’s Social Media channels with millions of followers is a key asset to share and distribute our message to a massive community.

- **Master of Ceremony.** The ambassador as a Master of Ceremony in key events around the world: In each event the ambassador will spread the word of YourID for trade media and mainstream media.
- **Short Films:** To create desire and curiosity, we will design and produce a series of short films for social media use. Using short films, the ambassador will show that also for him/her it is a nightmare to use passwords and usernames, and to provide details of personal documents to third parties. This will be illustrated by specific scenarios, for example ordering food through an app and trying to watch a movie or TV content using his/her laptop.
- **Advertisements:** TV spots, external advertisement, online banners and other platforms.

Apart from the international ambassador as the main *global* brand ambassador, *local* brand ambassadors will also play a key role in teaching the solution to potential customers in the markets where our regional commercial activities take place.

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