

The background features a stylized profile of a human face in shades of blue and grey. The face is composed of geometric shapes and is surrounded by a network of blue lines and dots, resembling a digital or neural network. The overall aesthetic is futuristic and technological.

Checkaface Ltd

Investor Business Plan

Building the UK's First Self-Sovereign Digital Identity at Scale

CHECKAFACE

Executive Summary

The United Kingdom stands at a turning point in digital identity. For decades, governments have flirted with centralised ID systems—every attempt has collapsed under public opposition. Today, **more than 80% of the British public reject government-owned identity databases**, fearing a surveillance state.

Yet demand for trusted, secure identity has never been greater. Employers face Right to Work obligations. Banks wrestle with fraud under stricter KYC regulations. The Online Safety Act compels platforms to verify user ages.

Fraud costs the UK economy billions annually. The state's centralised answer has failed.

Checkaface offers a radical solution: citizen-owned digital identity with quad-secure biometric technology, where personal data lives only on the individual's device.



Checkaface isn't just another app—it's the foundation of new digital identity infrastructure for the UK, capable of scaling into a **\$100bn global market**.



Identity in Crisis

Public Rejection of Centralised ID

Every government attempt at centralised identity systems—from ID cards to digital databases—has faced overwhelming public rejection. Citizens refuse state control over their personal data.

Rising Fraud and Impersonation

Identity theft, account takeovers, benefit fraud, and money laundering cost billions annually. Deepfakes and synthetic IDs represent emerging threats.

Compliance Burden on Business

Regulators impose increasing burdens: employer fines for failed worker verification, landlord tenant checks, banking compliance costs, platform liability for underage access.

The result: citizens distrust government solutions, businesses bear spiralling costs, and fraud continues to thrive in a broken system.

Self-Sovereign Digital Identity



The Checkaface Vision

Checkaface began by addressing consumer problems: protecting dating app users from catfishing, safeguarding celebrities from impersonation, building online trust.

That vision has evolved into something transformative: a **self-sovereign identity platform serving as the foundation for the UK's digital economy.**

Core Principles

- **Identity belongs to the individual**
- **Verification is decentralised**
- **Biometrics are multimodal (Quad-Secure)**
- **Disclosure is selective** (share "over 18" without date of birth)

📄 **Revolutionary approach: citizens control their data, never stored in centralised databases**

CheckAface

SECURING IDENTITIES



How Checkaface Works: Quad-Secure



Facial Recognition

Familiar, intuitive interface with advanced liveness testing to prevent spoofing attacks.



Voiceprint Analysis

Unique vocal signature analysis, highly effective against sophisticated impersonation attempts.



Retina/Iris Scan

Highly unique and stable biometric, resistant to ageing and environmental factors.



Tongue Print (Breakthrough)

Protected inside oral cavity, immutable, impossible to forge. Unique even among identical twins. Confirms vitality, preventing corpse spoofing.

Blockchain Trust Anchor: Only cryptographic proofs and decentralised identifiers stored on-chain. No personal data, ensuring GDPR compliance.



Market Opportunity

£2B

UK Annual Savings

Government fraud prevention and tax efficiency improvements

\$100B

Global Market

Digital identity market expected by 2032

5

Key Sectors

Finance, employment, property, healthcare, online safety

The UK leads Europe in fintech innovation, creating the perfect environment for a self-sovereign identity solution. Rising regulatory requirements and fraud costs drive urgent demand across multiple sectors.

Use Cases Across Industries



Dating and Social Platforms

Catfishing prevention leads to safer user experiences and higher subscription retention rates.



Employment & Housing

Streamlined Right to Work and Right to Rent compliance at unprecedented scale.



Banking & Fintech

Dramatic fraud reduction with streamlined KYC/AML processes, reducing compliance costs.



Healthcare & Education

Secure access to sensitive records and services with privacy-preserving verification.



Government & Border Control

Forensic-grade Quad-Secure ID validation for highest security applications.

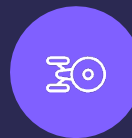
Business Model — Trust as a Service



Core Principle

Always free for citizens

Revenue comes from those who need to verify identity, not from those being verified.



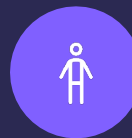
Enterprise SaaS/API

Subscription-based verification services for businesses



Government Contracts

DIATF-compliant solutions for public sector



P2P Verification

Micro-fees for individual verification requests

Competitive Landscape

Company	Approach	Weakness	Market Position
Yoti	Centralised, Post Office network	Vulnerable centralised model	B-Corp trust leader
OneID	Bank-federated identity	Excludes unbanked population	Banking partnerships
Onfido/iProov	B2B components	Dependent on client apps	Strong liveness detection
Microsoft Entra	Global SSI platform	Lacks UK localisation	Enterprise focus

Checkaface Differentiation

- **UK-native** with local regulatory compliance
- **SSI-first** architecture from ground up
- **Quad-Secure biometrics** including breakthrough tongue recognition
- **Consumer-facing** with enterprise backend

Go-to-Market Strategy

1

Years 1-2: Foundation

£250k SEIS + £5M EIS at £25M post-money. Focus on DIATF certification, ISO compliance, R&D development, and strategic pilot programmes.

2

Year 2: Scale

Enterprise contracts, EBITDA positive. Transform pilots into enterprise contracts whilst ramping sales and marketing efforts.

3

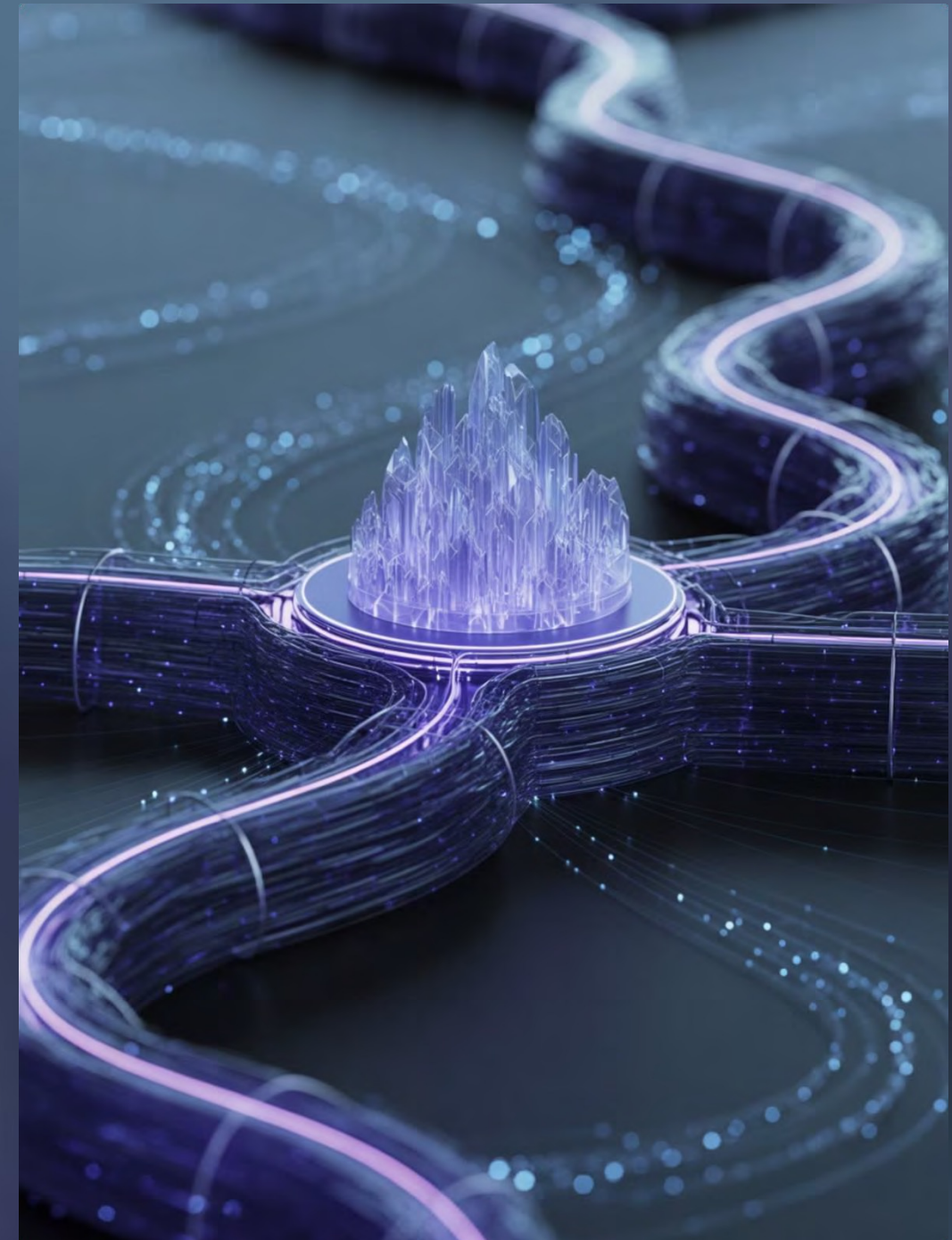
Year 3: Inflection

Certification achieved, contracts secured, revenues inflect positively. EBITDA turns positive with strong market traction.

4

Years 4-5: Dominance

National scale, international expansion. 1,000+ enterprise clients, 100m+ citizen wallets across multiple markets.



Funding Strategy

Stage 1 — SEIS Round

£250k at £9.75M pre-money (£10M post)

£1.00/share, 2.5% equity, 50% income tax relief

Stage 2 — EIS Round

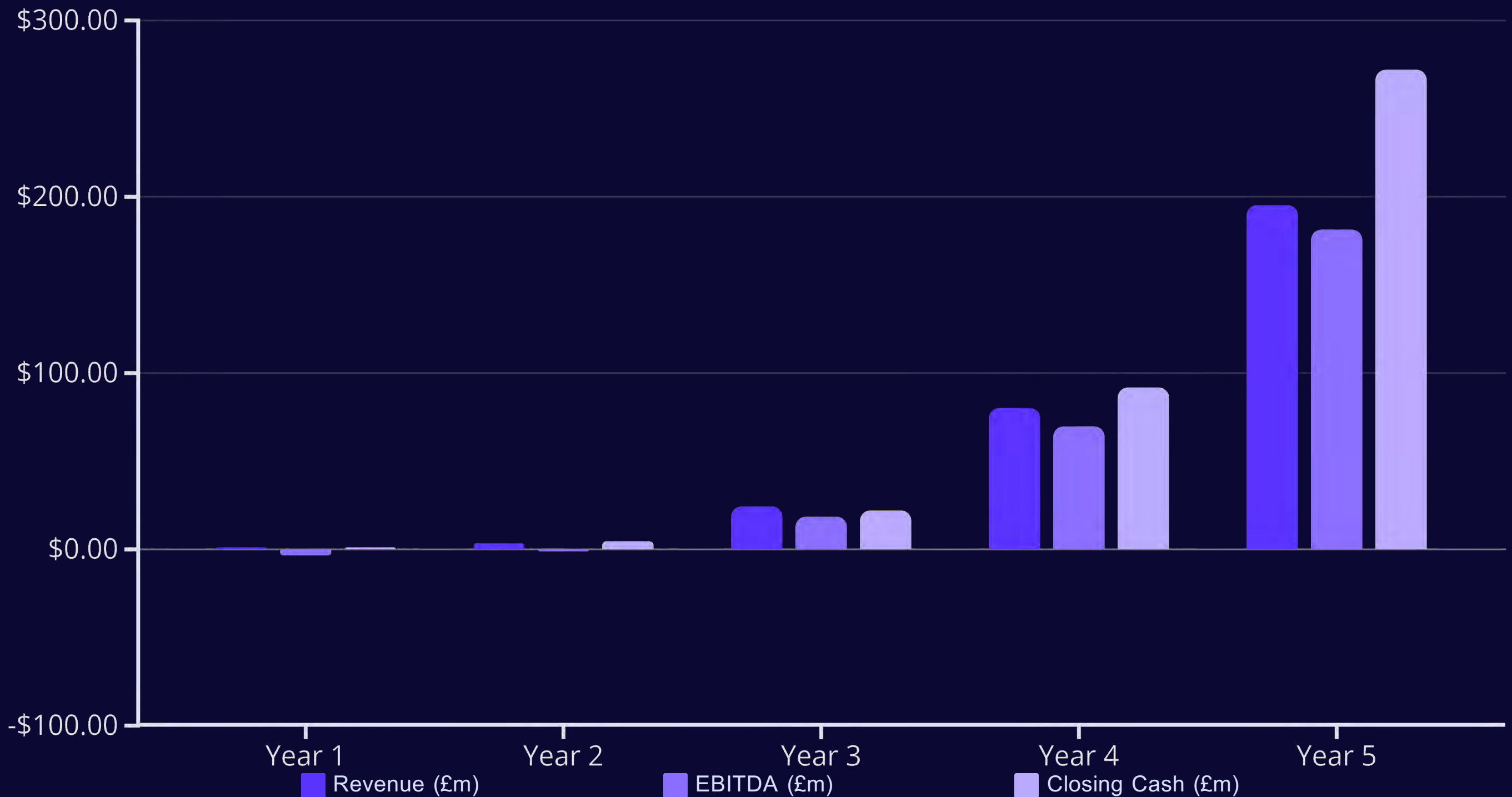
£5M at £20M pre-money (£25M post)

£2.00/share, 20% equity, 30% income tax relief



- **Additional Funding:** Grants and R&D credits add approximately £1m annually, reducing cash requirements

Financial Plan — 5 Year Forecast



The financial trajectory shows classic SaaS growth: initial investment in R&D and certification, followed by rapid revenue scaling once market penetration accelerates. **EBITDA positive by Year 3** with substantial cash generation thereafter.

Valuation Milestones & Exit Pathways

SEIS: £10M post-money

Foundation technology, SEIS round complete

EIS: £25M post-money

DIATF progress, pilots

Year 3: £100-150M valuation

Full certification achieved, EBITDA positive with proven revenue model

Year 5: £1-1.5bn valuation

National scale achieved with international expansion underway

Strategic Acquisition

Visa, Mastercard, Microsoft, Experian seeking identity infrastructure

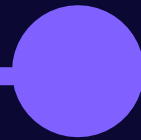
London IPO

Champion UK's SSI leadership on public markets

Private Equity

Buyout at scale with continued growth trajectory

Risks & Mitigation



Regulatory Risk

Risk: Changing regulations could impact business model

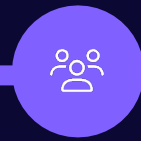
Mitigation: DIATF compliance, ISO certification, GDPR-first design from inception



Technology Risk

Risk: Biometric spoofing or system vulnerabilities

Mitigation: Quad-Secure multimodal approach with independent security certification



Adoption Risk

Risk: Public resistance to new identity systems

Mitigation: Free-to-citizen model, transparency campaigns, privacy-first messaging



Competition Risk

Risk: Large tech companies entering market

Mitigation: First-mover SSI advantage plus unique tongue biometric differentiation

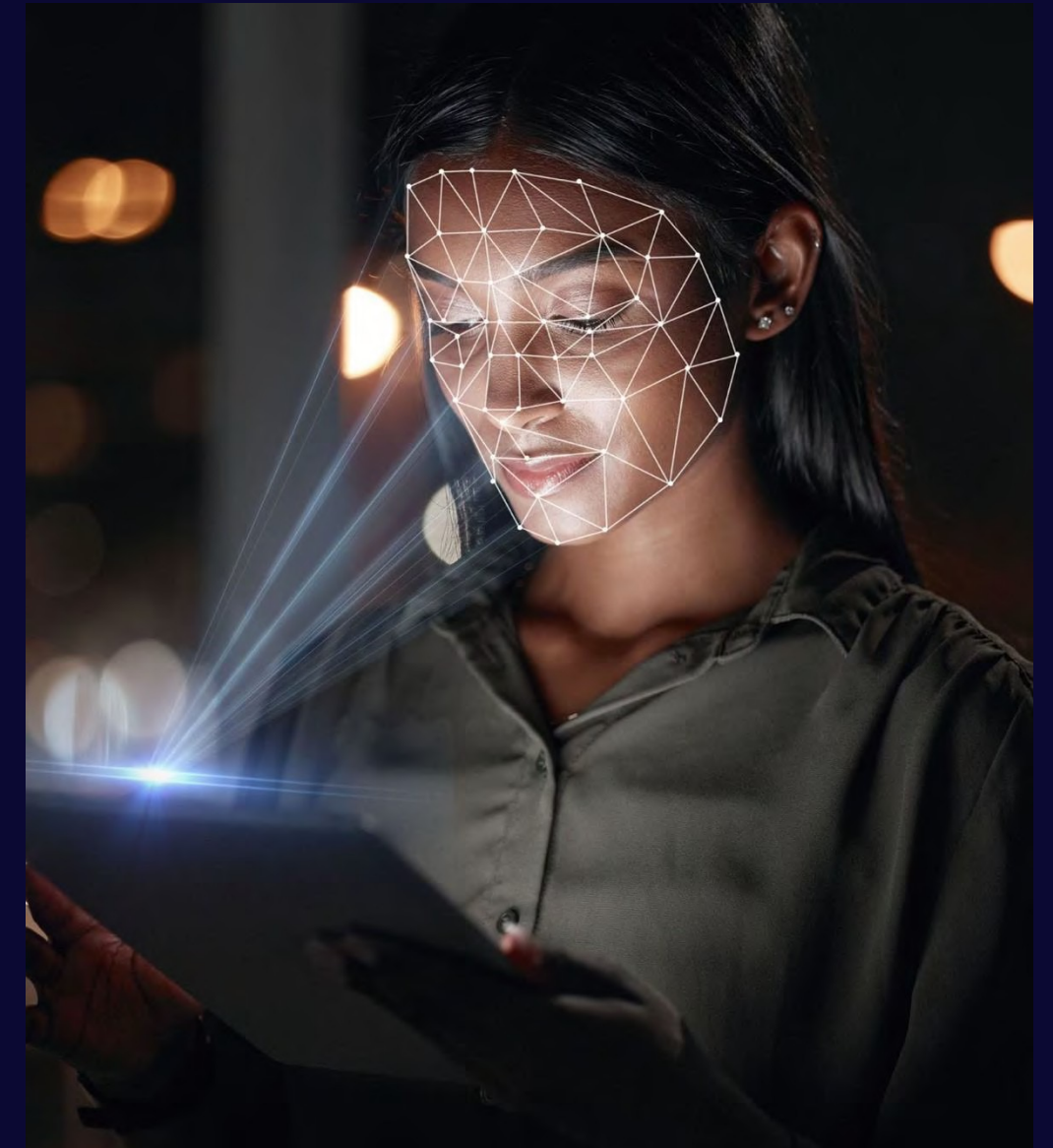
Conclusion

The government needs fraud prevention. The public demands privacy. The market requires trust.

Only Checkaface satisfies all three.

By combining self-sovereign identity with Quad-Secure biometrics—including breakthrough tongue recognition—Checkaface is uniquely positioned to dominate a £2bn UK market and expand into a \$100bn global opportunity.

This isn't just another startup. This is the foundation of the next era of digital identity.



□ Revolutionary technology meeting urgent market need with proven business model

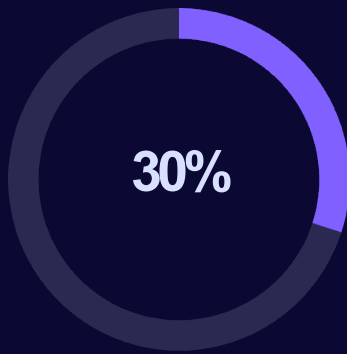
Cap Table (Post-SEIS & EIS)

Shareholder	Shares	Post-SEIS %	Post-EIS %	Notes
Founders	7,800,000	78.0%	62.4%	Option pool from founder equity
SEIS Investors	250,000	2.5%	2.0%	£10M post-money valuation
EIS Investors	2,500,000	—	20.0%	£25M post-money valuation
Option Pool (20%)	1,950,000	19.5%	15.6%	Non-dilutive to investors

Key Benefits: SEIS: 50% tax relief; EIS: 30% tax relief. Both include CGT exemption, loss relief, IHT relief.

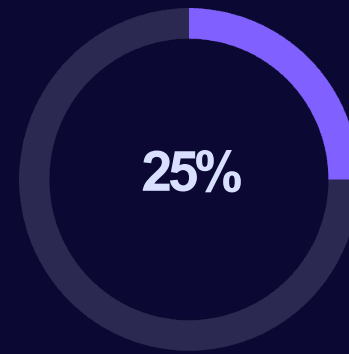
Clean cap structure with founder-friendly option pool allocation.

Use of Funds (£5.25M SEIS + EIS)



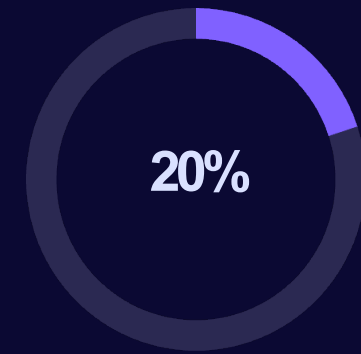
Compliance

£1.575M for DIATF, ISO certifications, legal and regulatory requirements



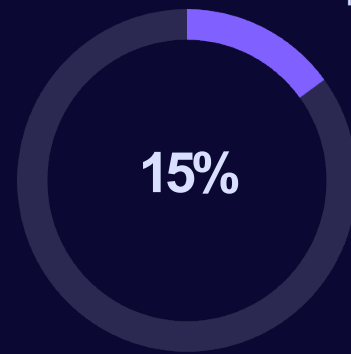
R&D

£1.3125M for Quad-Secure technology development and platform enhancement



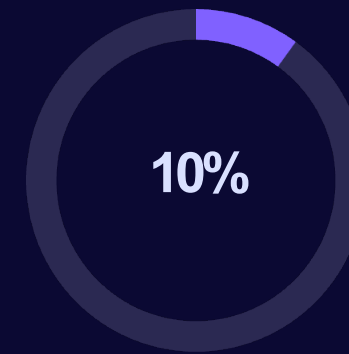
Sales & Marketing

£1.05M for customer acquisition, brand building, and market penetration



Operations

£787.5k for team expansion, infrastructure, and operational scaling



Contingency

£525k reserve for unforeseen opportunities and risk mitigation

Additional Value: Grants and R&D credits provide approximately £1m annually, extending runway and reducing dilution

