What is iTrue?

iTrue is modular Blockchain and Biometric solution focused on giving users control of their own data back from big technology firms.

We secure access to the system with facial recognition software which means your face is the key to your data. Data is stored on a state-of-the-art Stone Storage solution which is a combination of blockchain and distributed database technology. We offer an incentive system for users. Business and individual users can earn rewards for participating in the data economy and decentralized app marketplace.

Our mission is to empower each individual to have control over their personal data, how it is used, and how to profit from it.
There is a growing demand for safe, efficient, and secure authentication systems, given the rise of online financial products and startup companies providing innovative digital services.

Services like cashless payment systems provide convenience and ease of transactions. Banks and fintechs are already exploring or implementing biometrics as a way to authenticate users and to reduce the risk of security breaches.

Biometric technologies, however, do not give an assurance of secure and safe authentication on their own. User data can easily be compromised or misused with improper handling.
Users are therefore concerned about how businesses are using their data -- fintechs and online services may be collecting, using, and selling personal data for their own profit.

Meanwhile, enterprises need a solution to de-risk their handling of data. Considering that storing data on-premises or on insecure centralized locations, any breach thereof can be detrimental to a business’ image.

There needs to be a solution that addresses privacy, security, and convenience.
The combination of blockchain and biometric technologies will enable businesses to improve authentication and eventually build and market their own apps on the iTrue platform and ecosystem.

iTrue Increases Security & Privacy Control

The combination of blockchain and biometric technologies will enable businesses to improve authentication and eventually build and market their own apps on the iTrue platform and ecosystem.
National Identity Schemes
Securing Banking Operations
E-commerce
Hotels
Schools
Airports
Hospitals
Public Transport
Private Cars
SIM Card Registration
Sports
Anti-Money Laundering
Refugee Registration
Blood Banks
Booking Tickets
Prison Secure
Our solution is designed for high speed and capacity – overcoming the limitations of current blockchain tech through a combination of blockchain and database. This results in a robust and scalable infrastructure wherein user records are secure and safe from data theft or misappropriation.

- iTure gives users complete control over confidential personal data
- iTure gives notifications where users’ data is being used
- Enterprises are able to integrate such privacy controls into their apps
- Businesses comply with privacy regulations such as the EU GDPR
Key Technologies for Developers

How Does iTrue Achieve All These?

Blockchain-as-a-Service (BaaS)

<table>
<thead>
<tr>
<th>Technology</th>
<th>Purpose</th>
<th>Specific Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stone Storage</td>
<td>Enhance the security, broke capacity limitation, and transaction speed of storage on the iTrue platform through a combination of blockchain and database.</td>
<td>You can launch even Google or Baidu on Blockchain using Stone storage technology. You can write Smart contracts on any kind of programming language, not only Solidity.</td>
</tr>
</tbody>
</table>
Key Technologies for Developers

How Does iTrue Achieve All These?

Identity-as-a-Service (IDaaS)

<table>
<thead>
<tr>
<th>Microservice</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID Verification</td>
<td>Contactless biometric passport and KYC procedure automation</td>
</tr>
<tr>
<td>Biometric Recognition</td>
<td>No need of passwords, plastic cards and NFC devices</td>
</tr>
<tr>
<td></td>
<td>Face identification of clients, buyers, passengers and visitors with the help of IP cams and readers</td>
</tr>
<tr>
<td></td>
<td>Identification of terrorists and felons at the stadiums, events and trade centers</td>
</tr>
<tr>
<td>Privacy Control</td>
<td>Compliance to the rules and regulations, i.e. GDPR and Personal Information monetization</td>
</tr>
</tbody>
</table>
The ITU token brings together individual and business users into a single ecosystem with unlimited opportunities for scalability, all under a decentralized platform for identification and data storage.

The platform itself does not sell user data. Rather, iTrue enables users, clients, and developers to benefit from sharing data and participating in the decentralized application marketplace.

Our primary service for authentication with biometrics can be the basis of such projects. Third-party developers will be able to integrate their own features and solutions into the iTrue platform.

Participants Can Benefit from the Token Economy through two Main Sharing Models.
Marketplace for Data

1. Users Selection Formation
2. Target Users Data Request
3. Data Request
4. Data Sharing
5. Target Users Data Supply
6. Pay with Tokens
7. Payment of Tokens

Clients

Targeting Apps

iTrue Platform

Users Data

Users Data Input

Data Request

Users Data Input

Contractors

User 01

User 02
**iTrue Token Economy**

**Marketplace for Data**

<table>
<thead>
<tr>
<th>Contractors</th>
<th>Clients</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entities that traditionally collect and process data (such as mobile service providers, banks, insurance, e-commerce, event and service companies) earn tokens from inserting data into the platform; They can also exchange with new data inserted by other entities.</td>
<td>Businesses that require data for their operations (such as advertisers) can simply acquire the data they need with tokens, which are shared with the Users or Contractors that provide such data.</td>
<td>Individuals can actively share their data with Contractors and Clients, in order to earn token rewards. Users are also informed about each request for their data, which needs their approval.</td>
</tr>
</tbody>
</table>
## iTrue Token Economy

**Marketplace for Decentralized Apps**

<table>
<thead>
<tr>
<th><strong>Developers</strong></th>
<th><strong>Businesses</strong></th>
<th><strong>Users</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Devs can build decentralized applications that take advantage of existing microservices and earn tokens when users and businesses either use these turnkey solutions or request for customized applications. Developers can also build iTrue microservices that other devs can utilize in their own apps.</td>
<td>Enterprises can directly buy turnkey solutions built by developers if they require out-of-the-box solutions. They can also ask developers to fine-tune applications or build unique solutions for their businesses.</td>
<td>Individuals can use tokens to pay for access to decentralized applications on the iTrue platform.</td>
</tr>
</tbody>
</table>
Token Sale Terms

Total number of tokens: 8 billion

Nominal value of token: 1 ITU = 0.003 USD

Token type: ERC-20
Core Team

Max Tkachenko
CEO
Facilitated the development of over 283 projects totaling over $107M capitalization into successful endeavors. With a background in business management and computer science from Harvard, Max is an advocate of secure data ownership through blockchain tech.

Egor Savushkin
CBDO
Enthusiastic corporate player and experienced CEO in international projects. He held leadership positions more than 7 years and was working at GVA Sawyer, DeVere Group, Sberbank.

Maxim Akinin
CTO
10+ years experience in programming, creating solutions for various companies from small utilities to big business systems. He has PhD degree in Computer vision and Machine learning. Professional speaker of many conferences, he has many publications indexed by Scopus and WoS.
Core Team

Antoshi Popov
Chief Strategy Officer
Award-winning marketer with 20 years of experience as top manager at ASBIS, Yandex and Remarkable agency, Antoshi has established and executed digital strategy for nearly 200 clients including Intel, MINI, Haier, S7 Airlines and Metlife. His efforts brought $110M funds for BANKEX and Patron token sales.

Abhishek Gangwar
Chief CV Engineer
With a decade experience in biometrics and computer vision technology, Abhishek was involved with Aadhaar, India’s unique identification system with at least 1.2 billion users. Abhishek has also worked as a researcher in Computer Vision and Machine Learning domain at India’s Centre for Development of Advanced Computing (C-DAC).

Mikhail Podlinev
COO
Expert in project management, marketing, innovation, and conflict resolution. With a master’s degree in computer engineering, Mikhail has expertise in building solutions that include payment gateways, cloud platforms, mobile apps, and affiliate programs for clients.
Expert in financial management, banking management, industrial investments, private placements and debt arrangement, financial consulting, and venture capital.

Ahmad Aliek
Financial Strategy Advisor
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Be Part of the iTrue Community

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