

We digitize identities.

helix id is the ID ecosystem for digital identities that revolutionizes onboarding processes for businesses and consumers.

### CEO & founder, Oliver Naegele

Oliver is the mastermind of Blockchain HELIX and is a Europe-wide, leading expert in the fields of digital identity, blockchain and KYC.

Oliver is a founding member of the German Blockchain Association and the European Blockchain Association, INATBA.

## Vision

By 2023, Blockchain HELIX is the market leader for e-identity management throughout Europe and provides with its product, helix id, a verified digital identity to every citizen and business in Europe.

## Need

### For businesses

Due to data protection regulations and the risks involved, businesses avoid innovation. In particular, many insecurities persist when it comes to collecting and managing customer data. In case of any digital solution, businesses have to comply with legal requirements while also suffering from weak conversion rates during the onboarding process. Conducting necessary KYC processes is costly.

### For consumers

Internet users distrust businesses when it comes to data protection - even if they trust the business in the analog world.

## Solution

helix id offers businesses access to verified customer data, which is compliant to GDPR, as well as cost-efficient **KYC checks**.

By means of the helix id app, individuals are able to create and verify a trustworthy **digital identity**. They can access a wide range of digital services via the smartphone in a convenient and secure manner - **mobile first!**

## Why now

Digital identities play an integral role of the future success of our **economy**. The GDPR is a forerunner of our **changing reality**. The implications are particularly serious for businesses and reduce the chances of European businesses to stay ahead in the **digitalization competition**. Recent events such as COVID-19 just accelerated these trends: Whoever does not join in digitally, will never again be able to join in at all. In order to cope successfully with the digital transformation, a trustworthy **ID ecosystem for businesses and individuals** is needed. This is exactly what helix id does.

## Revenue model

helix id's revenue model is based on four pillars:

1. Performance-based settlement of KYC checks for regulatory compliance, instant user onboarding and AML
2. Affiliate program with a commission system for the helix id marketplace
3. Subscription model for the helix id single sign-on service
4. License model for B2B partners

## Milestones

- 2020 - **PRODUCT**  
Product launch helix id, beginning of Innovator Challenge, first German business elected for the EBSI pilot program, beginning of B2C marketplace, beginning of ISO 27001 certification, pilot project with UK.Gov
- 2019 - **ACCELERATE**  
7-digit seed funding round, prototype helix id app, cooperation with evan.network, pilot project Daimler Mobility Blockchain Platform, Startup Autobahn Accelerator, Mobility as a Service pilot, founding member INATBA
- 2018 - **TECHNICAL PROOF**  
Development of blockchain network, development of infrastructure with City Cloud, pilot for crypto custody with Interxion
- 2017 - **EDUCATE & NETWORK**  
Silicon Valley TIE50 Winner, first prototype HELIX Alpha app, founding member German Blockchain Association
- 2016 - **BLOCKCHAIN HELIX IS FOUNDED**  
Development of business network FinTech Headquarter and of Blockchain Frankfurt Meetup

Hello Lukas!

