



@unik-name

# Protect your privacy and regain control of your data on the Internet

[www.unik-name.com](http://www.unik-name.com)

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# @unik-name

## OUR VISION

A single and secure digital Identifier for everyone and every organization in the world.

## OUR MISSION

Simplify and Secure access to the Cyberspace and the Cryptosphere.

## KEY BENEFITS

- A single identifier for every use:  
*web, mobil, cloud, IOT, decentralized storage, wallet, exchange, eMail, blockchain, DAPP...*
- Protected against Tracking
- Protect privacy and anonymity of users
- Censorship Resistant
- Identifier and data over owner's control, censorship resistant
- Enable access to cryptographic applications, and eliminate losses due to address errors.
- Simplify access to decentralized app
- Anti-Spoofing & Anti-Squatting



#Privacy

#Simplicity

#Universality

#EasyToPlugin

#UX

#Cybersecurity

# Surfing and making transactions over the web has become risky and complicated.

This problem is increasing with the development of blockchains apps.

## 1. Cybersecurity Issues

Phishing, Hacking, Data theft, Spoofing (Identity theft), Censorship, Industrial Snooping / Spying ...

## 2. Privacy Issues

Tracking, Looting of information, Profiling... The identifiers and the data do not belong to the owners.

## 3. Exponential complexity

Number of identifiers unmanageable by a human. Errors of addresses and financial losses.

## 4. Lack of adoption of decentralized solutions

Share and Use of cryptographic addresses is a mess and very risky (crypto, tokens, decentralized cloud...)

### SOME FIGURES\*

- **10 Billion personal Data Theft** (this last three years)
- **666 000 websites have been hacked** by phishing (2017)
- **205 accounts used by a single user** to connect to SaaS platforms or business app (2020 forecasts)
- **1000 blockchain services** : requiring accounts (addresses) to gain access (2018)

\* Sources: Phishing Activity Trend Report Q2 2018, Blockcat survey March 2018, Coinmarketcap March 2018, dashlane July 2015

# Access to Web services and Web resources is done through multiple identifiers and protocols, not meeting new security challenges

Not Secure  
80's Standard



Web

DNS  
Domain Names

Obsolete  
80's Standard



eMailing

eMail Addresses  
(based on DNS)

No Privacy



Authentication

Based on  
eMail Addresses

Research Stage



Decentralized  
Cloud Storage

Proprietary  
Systems

No Standard



IOT

Segmented  
Solutions  
(ONS...)

No Solution

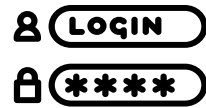
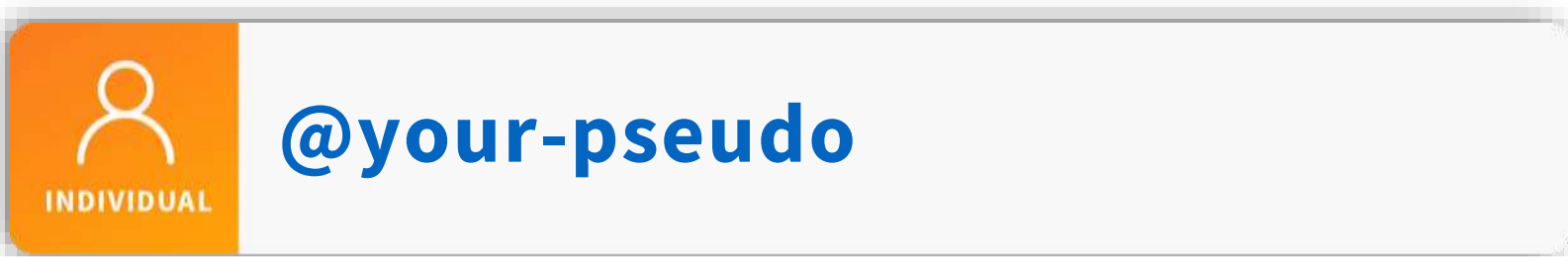


Blockchain  
& Crypto

Nothing or  
Limited Systems  
(ENS, NNS...)



## Your Personal, Universal and Secure Digital Identifier





# @unik-name for individuals

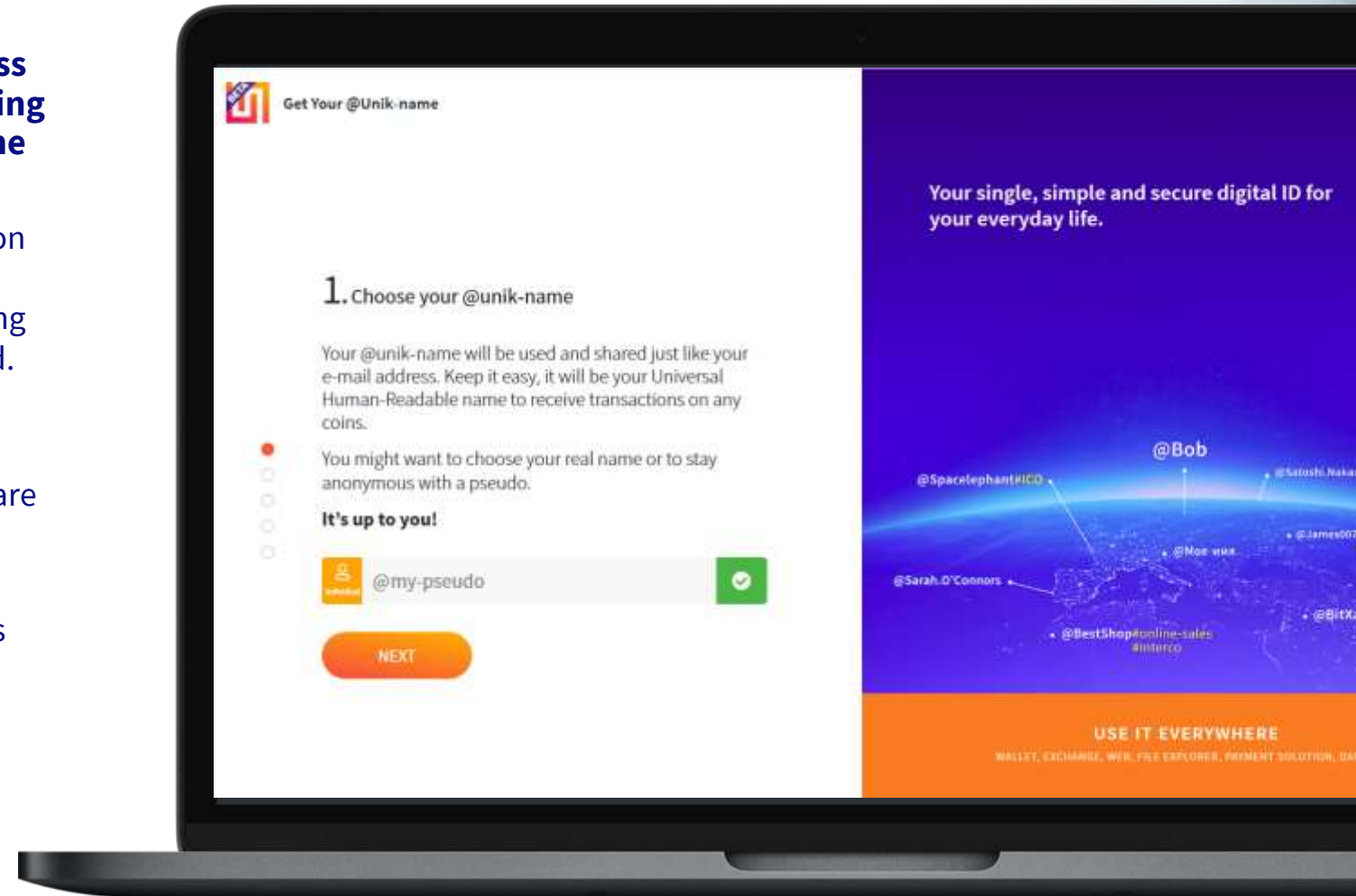
**Designed for both the general public and the business world, @unik-name offers a simple solution for surfing the internet by protecting privacy and controlling the sharing of personal data.**

Acquire your own @unik-name, and use it to authenticate on your favorite platforms (e-commerce, photo sharing, social networks, downloads, access to your bank ...) with unlocking with a simple PIN on your mobil, and without being tracked.

Use it also to store your personal data such as your Social Security Number, your bank account number or any other sensitive information (contract number, WIFI key ...). They are always available and you decide when and with whom to share them.

You can also use the same login to log in to your company's systems.

**It's the end of the creation and management of a multitude of accounts, you create only one that belongs to you, and that you can use anywhere in cyberspace and cryptosphere.**





## @unik-name for businesses

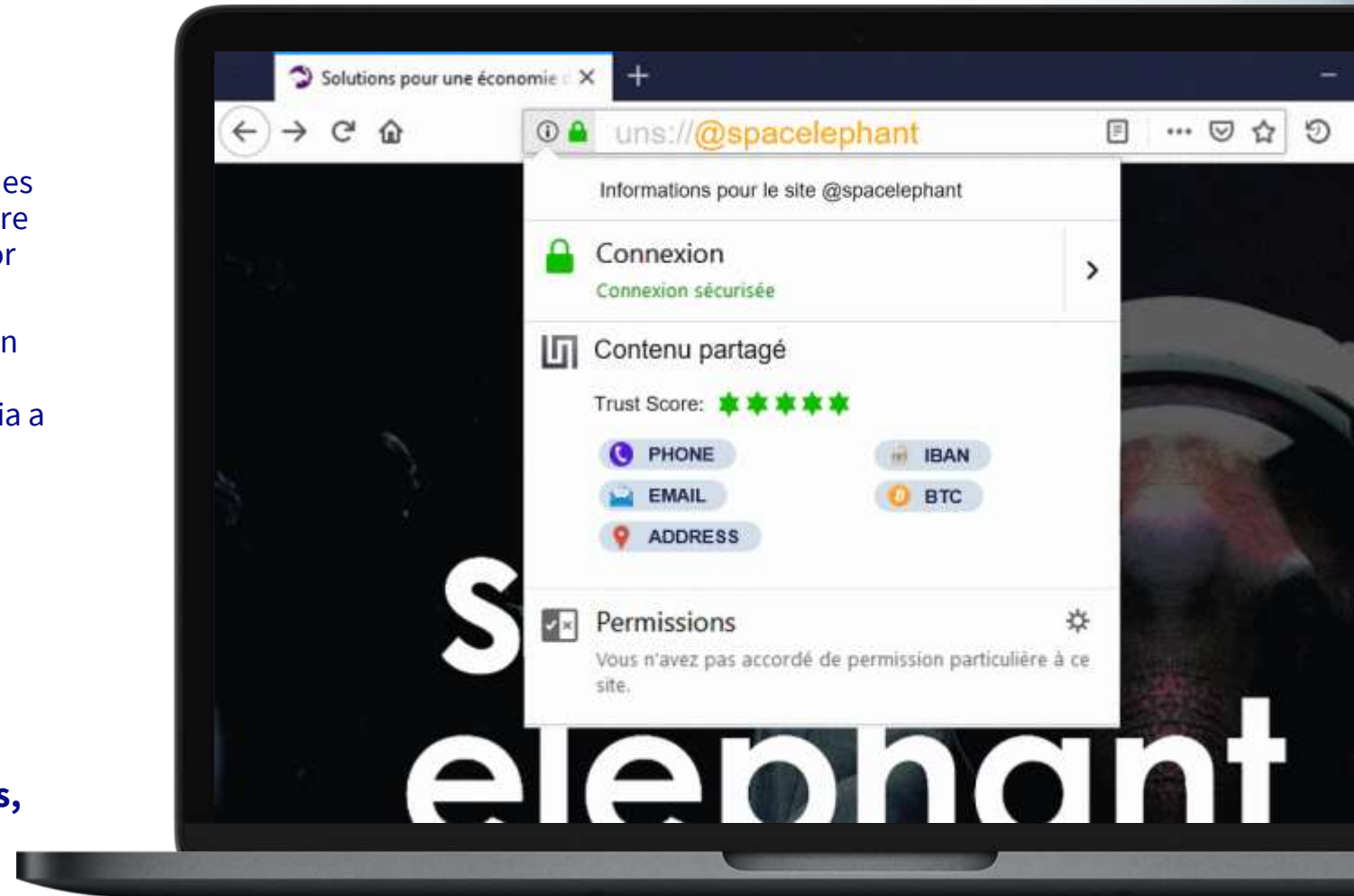
**@unik-name offers a simple solution to improve the security of your company's systems and web platforms, and increases your sales conversion rate.**

A corporate @unik-name supersedes multiple domain names and allows you to fight against phishing risks. With its secure protocol and its protection algorithm, you increase trust for your websites visitors.

By integrating @unik-name as an authentication solution on your web platforms, you reduce the friction of creating accounts for your customers. You allow them easy access via a non-hackable PIN code on their SmartPhone. In addition, social platforms can not track their visit on your site, their privacy is protected.

Finally @unik-name can be used to simplify the authentication of your employees to your entire internal information system: a single login and a single password, under the control of the users themselves.

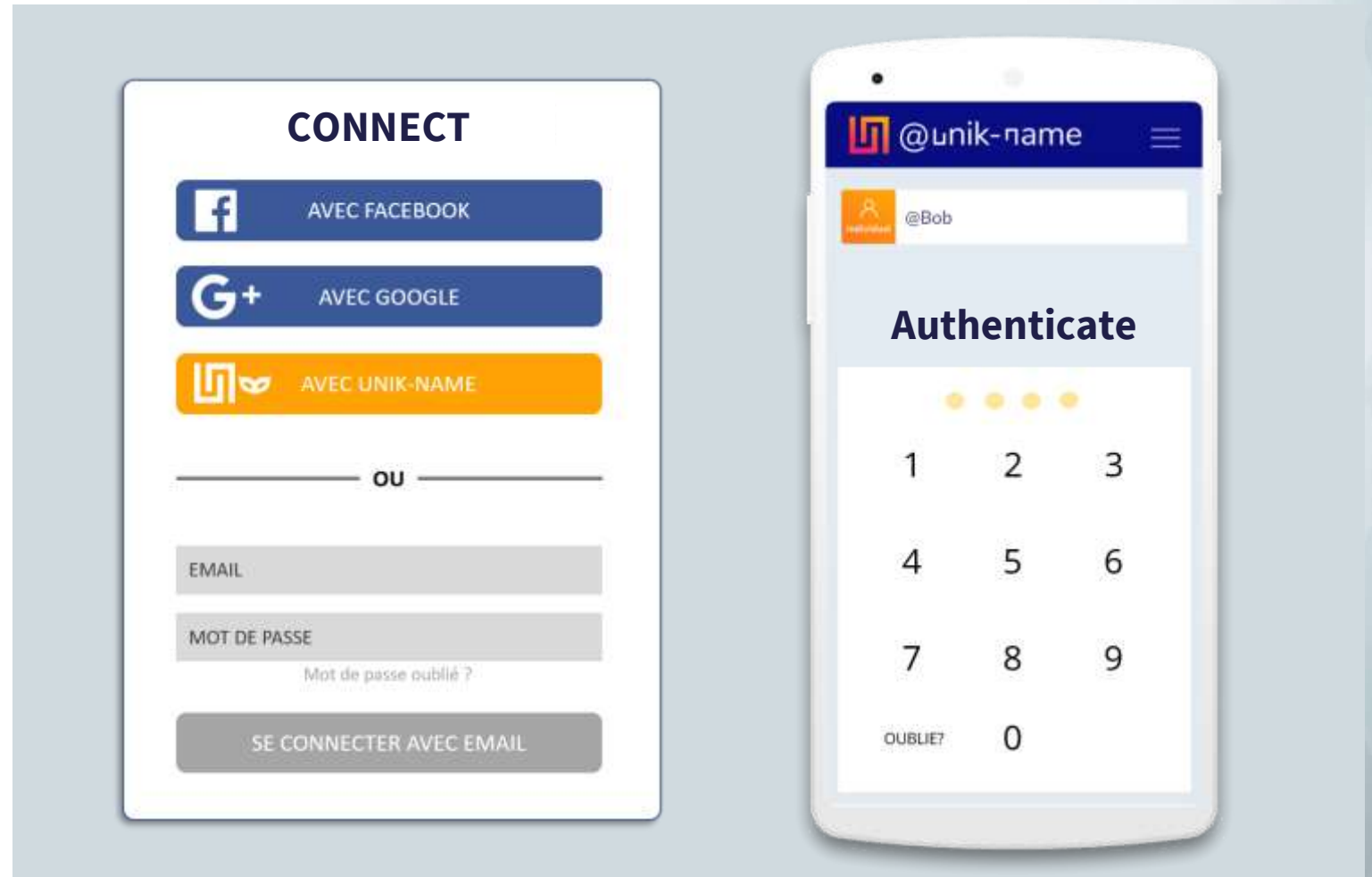
**With @unik-name, you are respectful of the privacy and the protection of the personal data of your users, they will be grateful.**





# N°1 : Authentication

- ✓ On all internet platforms.
- ✓ Without leaving a trace.
- ✓ Simply with a PIN code on your SmartPhone.



## N°2 : Sharing of personal data

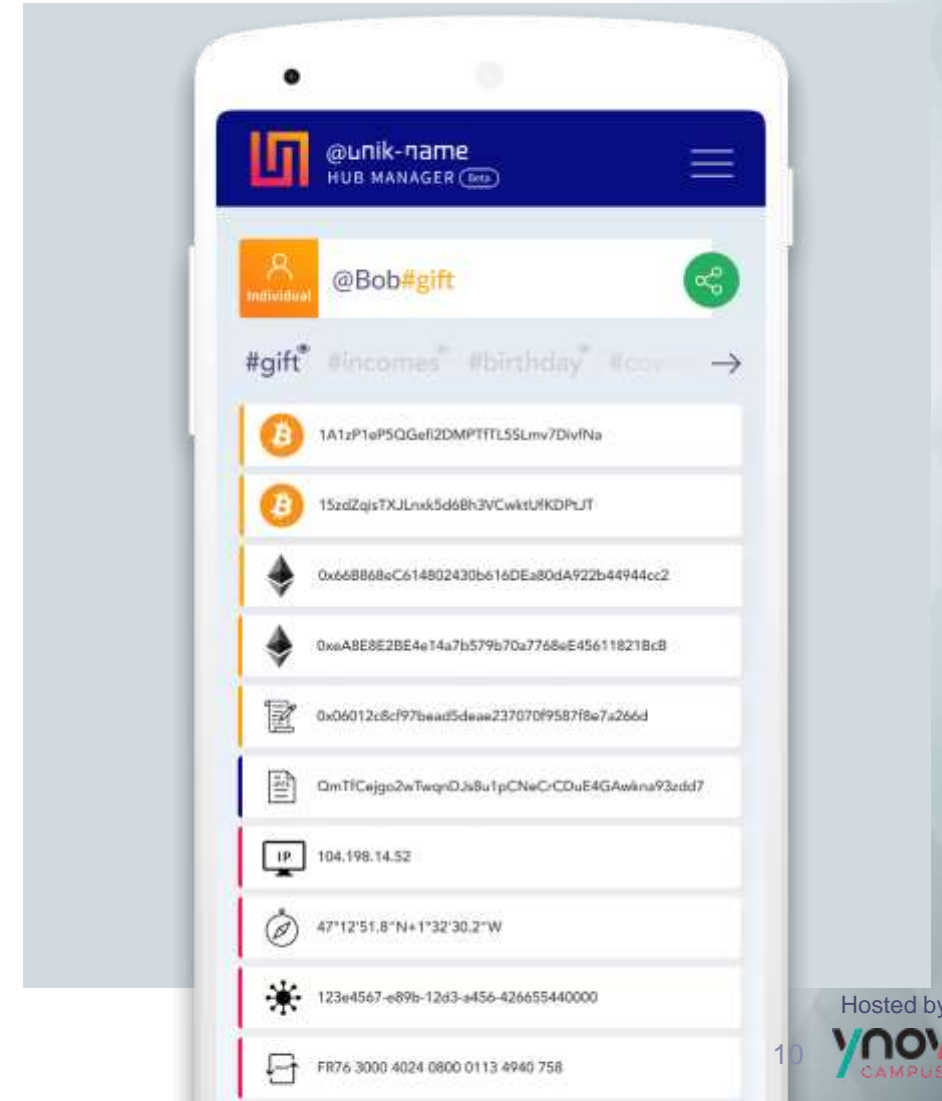
- ✓ Bank account (SWIFT)
- ✓ Credit Card number
- ✓ Social security number or Trade Register number
- ✓ Postal Address
- ✓ GPS coordinates
- ✓ Secured files addresses (IPFS)
- ✓ WIFI key
- ✓ ...

### FREE CONTENT

Each user is free to record any type of data. The format and validity of the data are controlled by the UNS system.

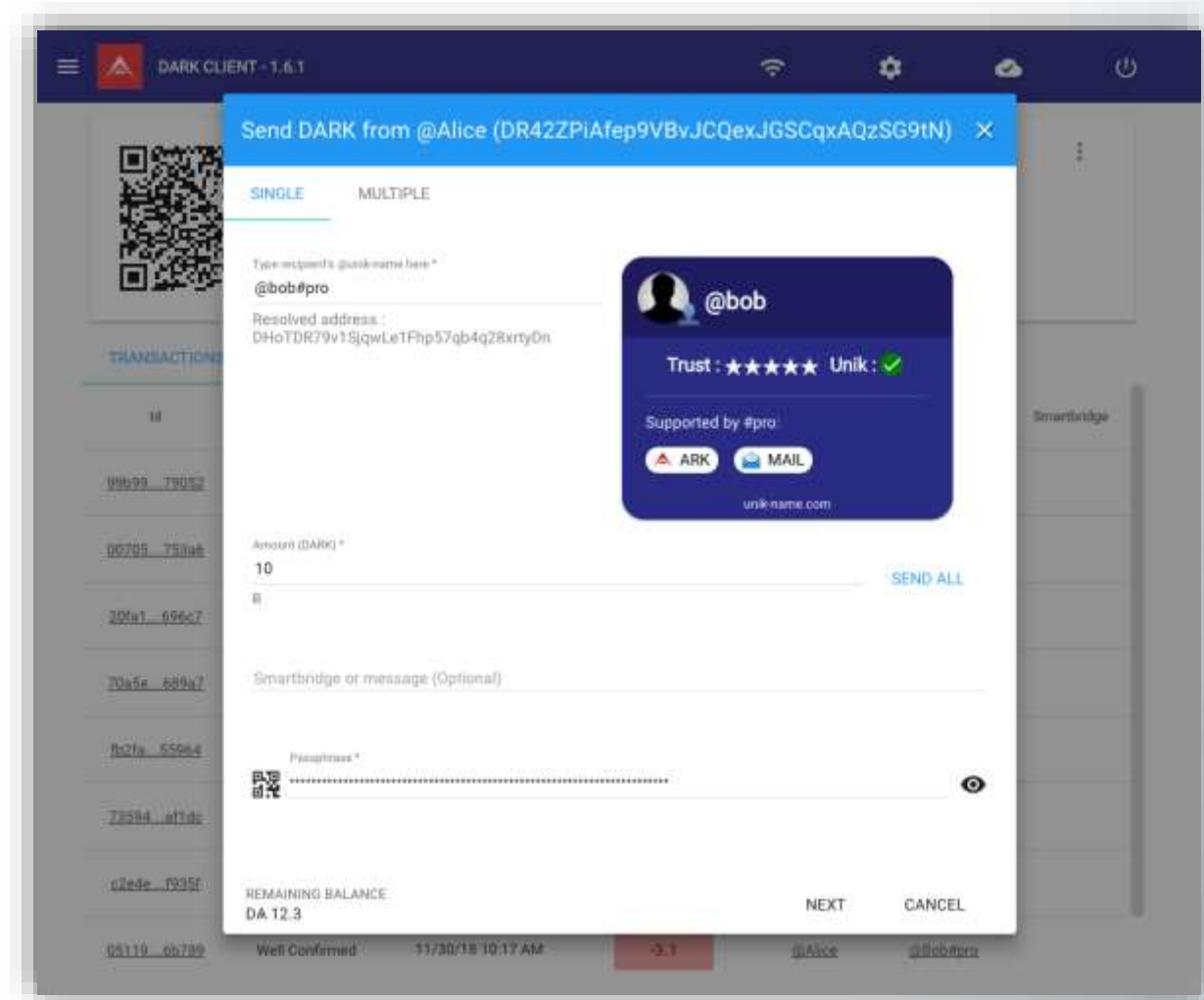
### CONTROLLED ACCESS

The registry owner decides with whom and with which application to share his data.



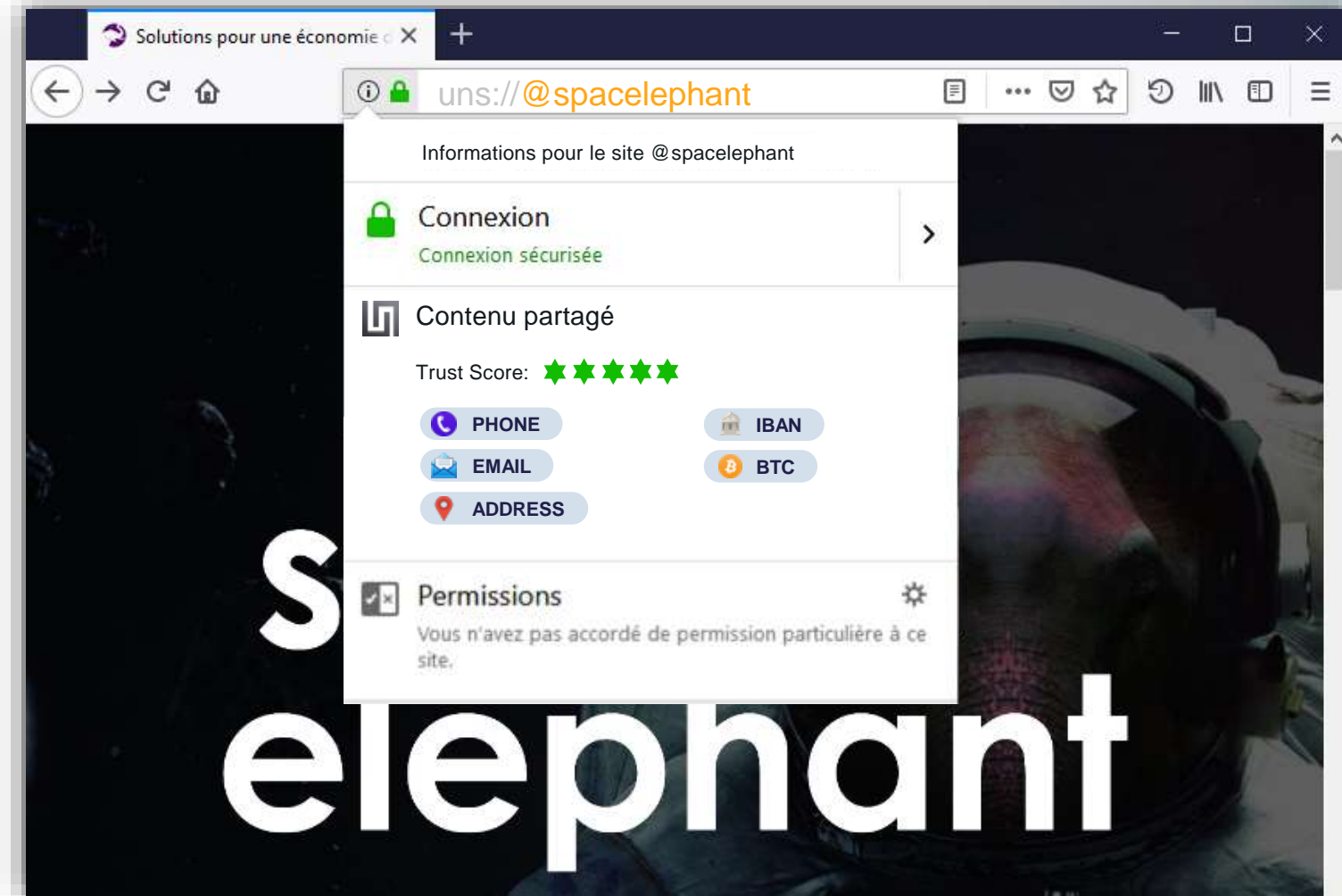
## N°3 : Sharing addresses to make blockchain transactions

- ✓ Ultra-simple
- ✓ Without risk of recipient address error
- ✓ Direct access to owner's information



## N°4 : Web Surfing

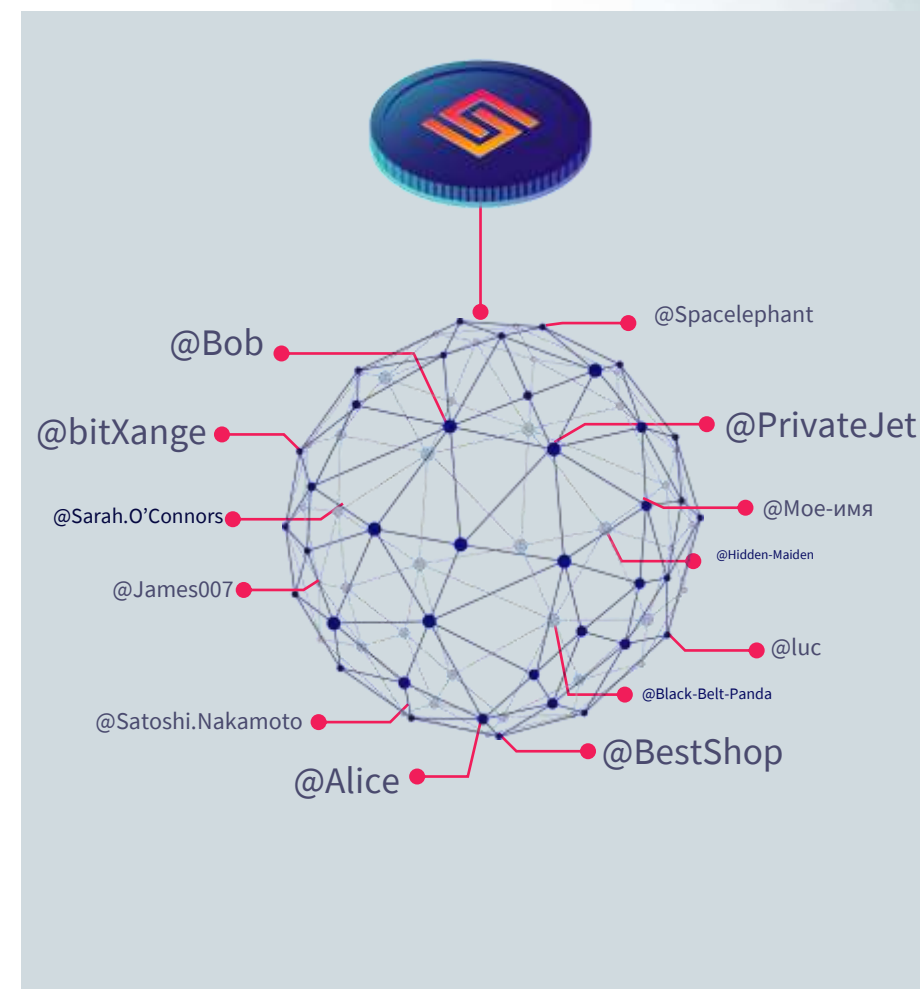
- ✓ Trust indicator of the web address
- ✓ Direct access to information of the owner of the site
- ✓ Secure protocol by design
- ✓ The same identifier used to make a payment and to call the company



# The blockchain at the heart of the solution

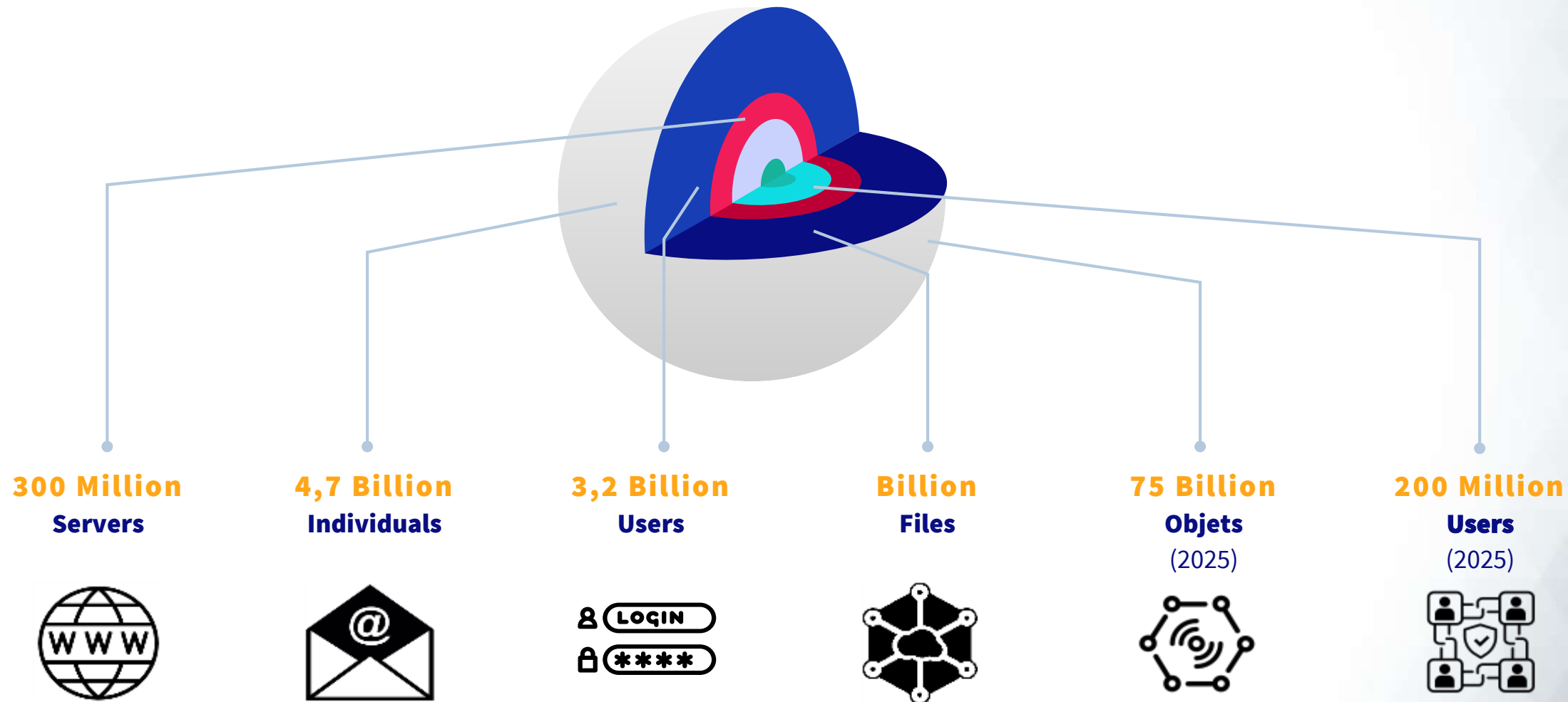
Built upon a decentralized and ultra-scalable architecture

- ✓ **Ultra-Secure**  
Anti-spoofing, anti-squatting, no reverse lookup, incorruptible data, no hackable account on a server
- ✓ **Personnal**  
Pseudonyme. You're the only one with the password
- ✓ **Unique and Universal**  
Only one and the same name usable in all your applications
- ✓ **Privacy protected**  
Untraceable use. Only you control the sharing of data
- ✓ **Persistent**  
Acquired once and for all without the need for subscriptions



# Market of billions of identifiers

Markets: Authentication, Naming, Protection of personal data, Cyber Security



\* Sources  
 • Verisign Domain Name Industry Brief – Q2 2018.  
 • Alex Lielacher – July 2018  
 • Bitcoin Market Journal  
 • Bitcoin Market Insider – Dec 2017

# Strategic Partnerships



## Digital School YNOV Campus

Training of computer engineers. 6 campuses in France. We provide the blockchain training program. We source our future talents.



## CYLLENE Group - French Datacenter

Cloud, hybrid, Expert in infrastructure and in cybersecurity.  
Infrastructure & Cybersecurity Partnership.



## ARK.IO Major Blockchain Actor

Hybrid public/permissioned Blockchain Framework, one of the most performant on the Market (French Company). @unik-name architecture is based on this framework.  
Technologic Partnership.



## NON-Disclosed

Recruitment firm specializing in IT profiles.  
Business Partnership.



## Non Fungible .com











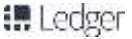







Global Web Portal for all non fungible tokens.  
>10000 views/mois.  
Commercial Partnership.



## BIGBLOCK Datacenter

Blockchain calculations and mining,  
transaction validation.  
Business Partnership.

# Ongoing integration in Open-Source solutions

			Marché	Statut	
	ARK.io		> M users	Integration	Perform crypto transactions with @unik-name within the ARK wallet. Leverage dozens of blockchain platforms.
	ProtonMail		> 5M users	Integration	Send secure eMail to @unik-name. Community sensitive to data protection.
	brave		> 3M active users	Mock-up	Surf the web using @unik-name instead of a domain name. Onboard the BAT community (token Ads).
	Auth0		> 10M users	Mock-up	@unik-name 1st auth0 authentication provider protecting the privacy and anonymity of users. Leverage thousands SaaS platforms.
	Tezos			Integration	Perform crypto transactions to a @unik-name with the TEZOS wallet, and participate in the votes of the platform.
	Ledger		> M users	Prototype	Perform crypto transactions with the LEDGER multi-crypto wallet.
	Signal		> M users	Project	Chat and encrypted messaging
	Prestashop		> 20 000 sites > M users	Project	eCommerce platform used by thousands of merchant sites and millions of users. They will be able to connect with @unik-name
	/e/		> k users	Project	Open Source Smartphone OS based on android and protecting user's privacy





**Laurent LOURENÇO**

CEO

President of 'Blockchain & Societe'

Venture Manager in industry. Former System Designer for ExxonMobil, Mory, Findus, Bacardi, Goodyear...



**Damien LECAN**

CTO

Co-founder of 'Blockchain & Societe'

Former Blockchain Architecte at SQLI  
Former System Architect at BPCE (Bank)



**Fabien TRÉGUER**

Senior Full Stack Developer

Crypto addict.  
Former dev for CBP (Insurance)



**Teddy LECLERC**

Experimented UX/UI Designer

Co-Founder Godblessyoo  
Freelance website designer



**Guillaume NICOLAS**

Experimented Blockchain Developer  
Co-founder of 'Blockchain & Societe'

Designer and core developer of 'Ethdroid'. Ethereum framework for Android



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**Luc JARRY-LACOMBE**  
Key Advisor

Founder Blockchain-Networks  
CEO BCDiploma – Successful  
French ICO about Degree on the  
blockchain



**Jean-Christophe RAMOS GALVER**  
Fundraising Advisor

Founding Partner  
Founders Ventures



**Philippe GRYCZA**  
Marketing Strategy Advisor

Senior Marketing Expert  
Used to work with international  
consumer brands



**Sébastien PONCELET**  
Communication Advisor

Significant background in B2C  
communication PR / TV / Events



**Mathieu DUFOUR**  
Financial Advisor

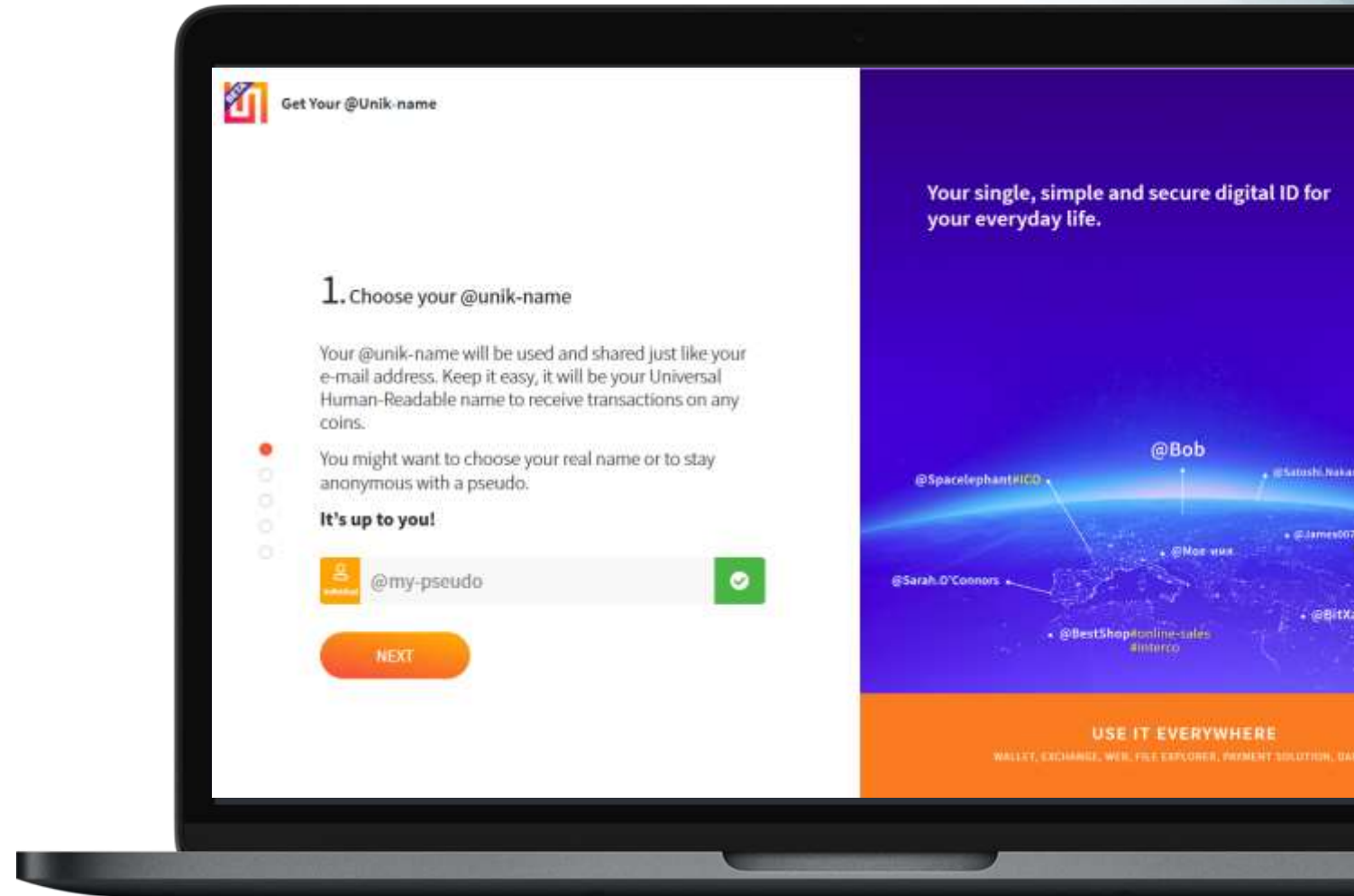
Former International M&A  
expert for large companies

# Get your @UNIK-NAME right now

Get your name in seconds and be among the first ambassadors of the project.

Share your @unik-name with your friends and earn bonuses for each new @unik-name acquired from you.

[www.unik-name.com](http://www.unik-name.com)





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# APENDIX

# Our ecosystem



## Blockchain et Société

French Association whose mission is the democratization and evangelization of the blockchain.  
(1000 members, +24 conferences in 2 years)  
**We preside and animate this association.**



## CryptoDidacte

French Crypto Influenceur.  
**We support them in their actions.**



## The Non-Fungible Token Alliance

International Alliance of Non-Fusable Tokens.  
(60 members)  
**We are member of the alliance.**



## Ethereum Blockchain

Public Blockchain offering programmable SmartContracts capabilities and a large community.  
**We're contributor to this Blockchain.**

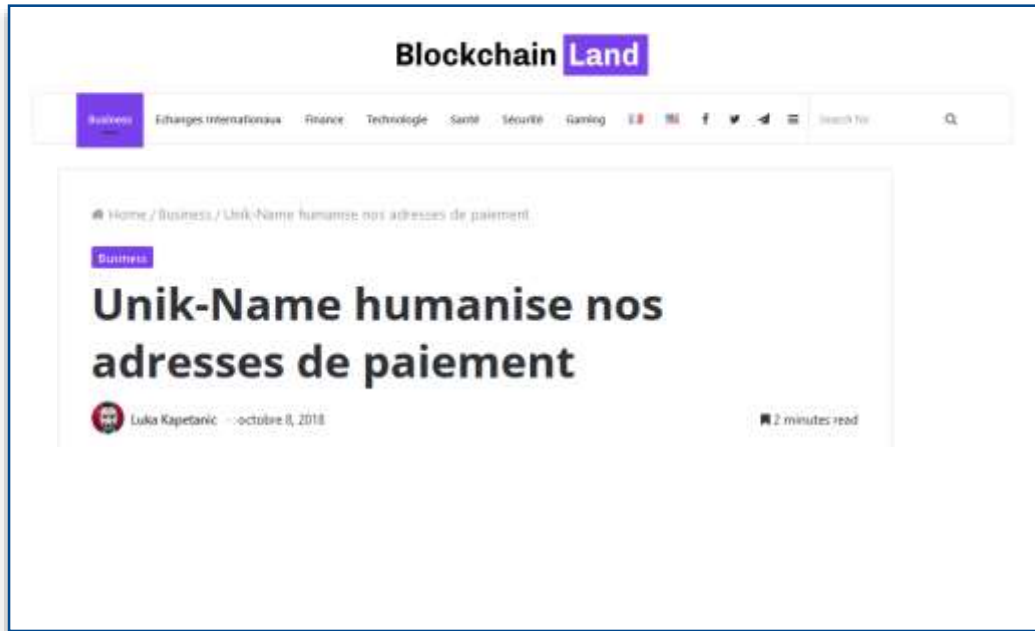


## ARK Blockchain

Hybride Public/Permissioned Blockchain Framework, one of the most powerful on the market.  
**We're contributor to this Blockchain.**

# They talk about us

10-08-2018



01-19-2019

