

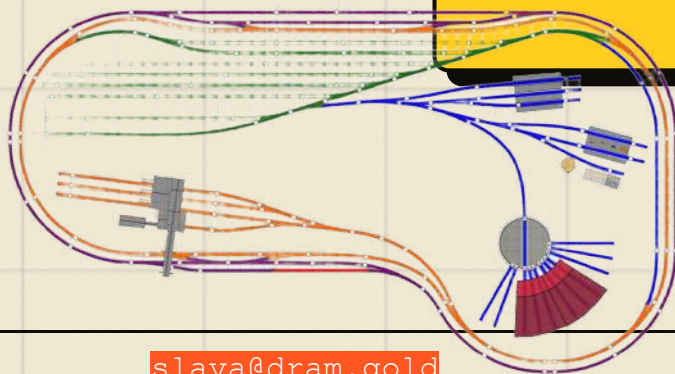
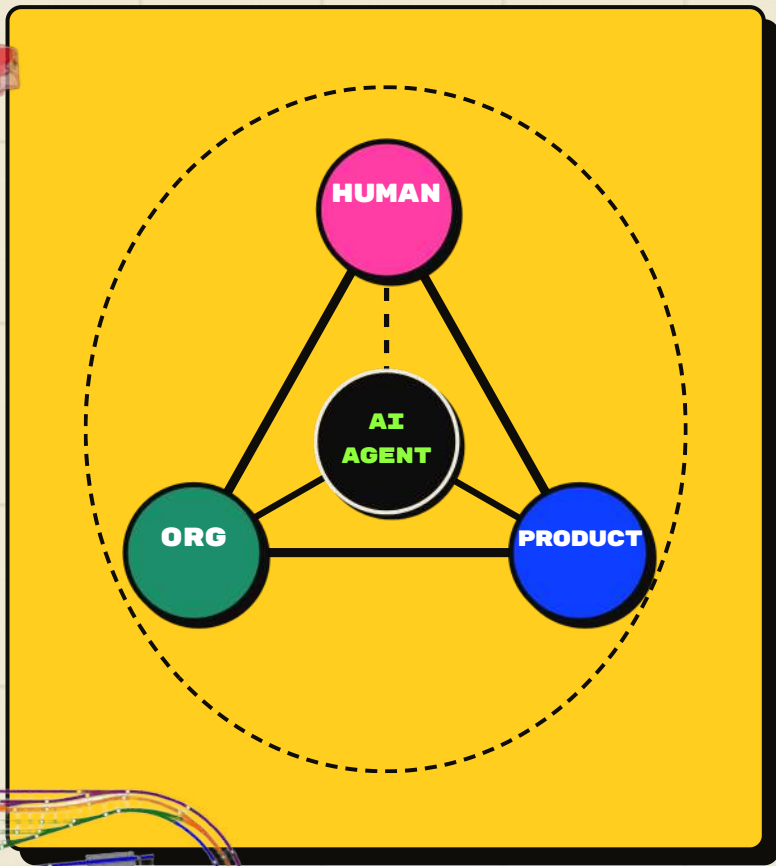


PRE-SEED APPLICATION DECK · JUNE 2026

# IDENTITY .FREE

Verifiable **chain-of-custody** infrastructure for AI agents in regulated finance and commerce.

- AI-NATIVE COMPLIANCE
- REUSABLE IDENTITY
- AUDIT EVIDENCE
- FINTECH GUARDRAILS



PROBLEM · AGENTIC FINANCE HAS NO ACCOUNTABLE EDGE

# AGENTS ACT. ACCOUNTABILITY BREAKS.

AI agents already commit code, buy goods, update records and move money. Regulated buyers still cannot prove **who authorized which agent, under what scope, for which organisation or product, and whether that authority was still valid.**

01

AUTHORITY GAP

## NO SCOPED MANDATE

Current stacks show a login or a payment approval. They do not show the full authority chain behind an autonomous action.

02

AUDIT GAP

## NO RELIABLE REPLAY

Banks and fintechs need reconstructable evidence months later: principal, agent, policy, scope, expiry, revocation and logs.

03

TRUST GAP

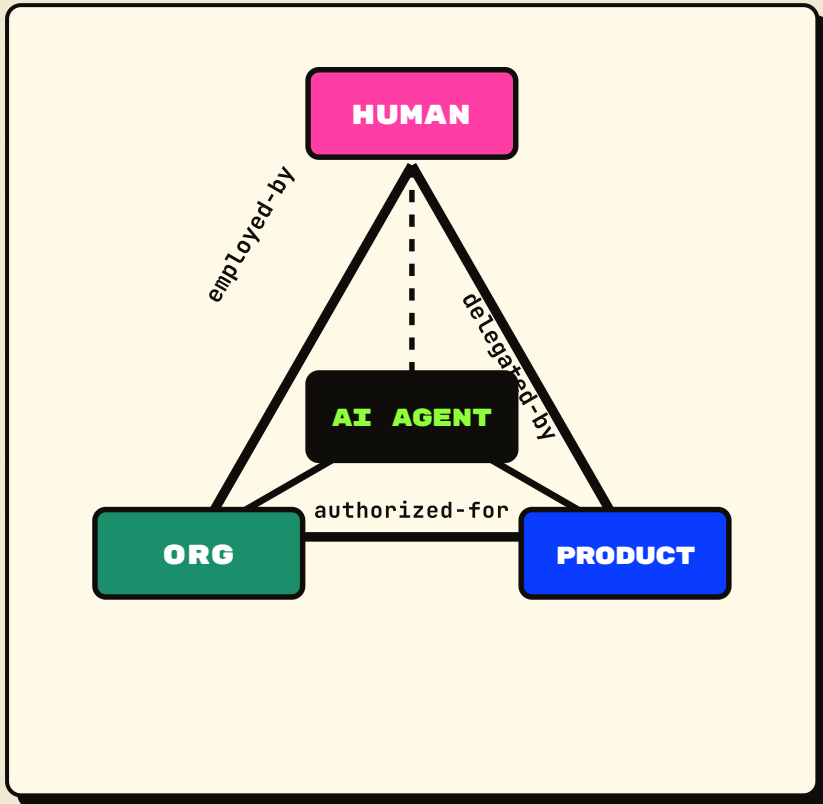
## NODES, NOT EDGES

Identity, payment and product-passport tools each verify one party. The missing product is the signed relationship between parties.

Identity is not accountability. OAuth-style authorization is single-hop, and 2025-era agent payment mandates stop at the moment of approval — **none of it survives a dispute, an audit, or a regulator's question.**

SOLUTION · FOUR PASSPORTS, SIGNED EDGES, ONE PROOF

# FOUR PASSPORTS. SIGNED EDGES. ONE PROOF.



- 01

**ISSUE PASSPORTS**

W3C DID and Verifiable Credential passports for humans, organisations, products and AI agents.
- 02

**SIGN THE EDGES**

Relationship credentials: employed-by, delegated-by, owned-by, produced-by, authorized-for.
- 03

**ENFORCE SCOPE**

Expiry, limits, revocation and policy evidence travel with every agent action.
- 04

**VERIFY BY SDK**

Platforms can prove: this agent was allowed to do this action, for this entity, at this time.

WHY NOW • ABN AMRO + TECHSTARS FIT

# THE TRUST GAP MOVED FROM RESEARCH TO BUDGET.

Agentic AI is entering financial workflows while Europe implements its densest regulatory wave in a generation — DORA, PSD3, FiDA, the AML package and the EU AI Act. Institutions need **infrastructure, platforms and guardrails** that make AI-native finance safe enough to deploy.

## 2025-26

Agentic tools move from copilots to workflow execution across coding, commerce, support and operations.

## 19 JUL 2026

ESPR Art. 13: the EU Digital Product Passport registry goes live — per-product unique IDs, signed by issuers.

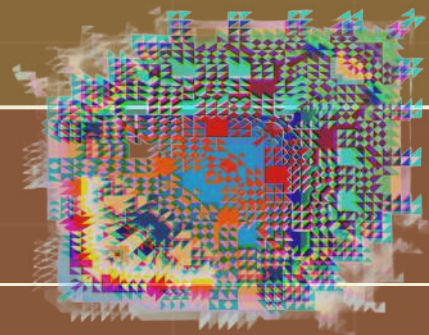
## 02 AUG 2026

EU AI Act Art. 50 + Annex III: transparency, traceability and human oversight obligations for AI agents.

## 31 DEC 2026

EUDI Wallet available in every Member State; legal-person identity (LPID) becomes operational.

identity.free gives regulated teams an audit-ready answer to the one question they cannot hand-wave: **was this agent allowed to do this action?**



WEDGE · DEVELOPER-FIRST, COMPLIANCE-FUNDED

# START WHERE AGENTS ALREADY ACT. EXPAND WHERE AUDIT BUDGETS ALREADY EXIST.

## 01

MONTHS 0-9

### DEVELOPER AND SECURITY WEDGE

Sign AI-agent code commits and tool calls with human, employer and policy authority.

- > Sub-week integration
- > Security team buyer
- > Forensic ledger by default

## 02

MONTHS 9-18

### REGULATED FINANCE PILOTS

Attach the same delegation chain to fintech operations, support agents and agentic commerce flows.

- > Auditability for AI workflows
- > KYC/KYB and AML familiarity
- > Design partners through Techstars

## 03

MONTHS 18+

### COMPLIANCE CONTROL PLANE

Turn repeated authority patterns into reusable policy templates and evidence modules.

- > Banks and fintech platforms
- > Marketplaces and commerce rails
- > Regulator-ready evidence export

MARKET · SIZED TO THE REGULATORY CLIFF

# PRICED BY MANDATES, NOT BY HYPE.

Identity infrastructure, non-human-identity governance, product-passport tooling and agent-economy rails converge on the same regulated buyer over 2026–2030. All forward numbers are **hypothesis-marked** and re-based on pilot data.

TAM BY 2030 · CATEGORY SUM

## \$113B+

Identity infrastructure (\$30B+) · non-human-identity governance (\$25B) · DPP / product-passport tooling (\$8B) · agent-economy rails (\$50B+, a16z / Bessemer thesis range).

Working thesis: **1–3% blended capture** of regulated EU agent + DPP issuance — validated bottom-up through pilots.

SAM · 2026–28 PRIORITY POOLS

Enterprise developers shipping with coding agents **~12M**

INTEGRATION-LED WEDGE

EU-issued Digital Product Passports per year **~95M**

ESPR ART. 13 MANDATE

EU SMEs in priority ESPR sectors **~900K**

COMPLIANCE-FUNDED BUYERS

Battery passports per year after Feb 2027 **~6M**

UNIQUE-ITEM DPPS, EV + INDUSTRIAL

Directional estimates: CIRPASS-2 baseline forecasts · active-developer telemetry extrapolation · EUR-Lex SME directives. Pinned to pilot data before any Series A claim.

COMPETITION · SINGLE-NODE WORLDS

# EVERY LEADER SELLS ONE VERTEX. WE SELL THE EDGES.

CATEGORY	STRONGEST PLAYER	SCALE (REPORTED)	WHAT THEY DON'T SHIP
HUMAN POP	Worldcoin / World	\$250M+ raised	No org / product graph; agent linking is a binary tether, not a scoped mandate.
AGENT PAY	Catena Labs (a16z)	\$18M	Payments-only delegation; no products, no audit chain beyond the transaction.
ENTERPRISE NHI	Astrix → Cisco	~\$300M acq.	Cloud-IAM scope; no consumer side, no products, single-protocol governance.
PRODUCT DPP	Avery Dennison atma.io	30B+ items	No identity graph; centralized SaaS with no agent or delegation layer.
ID INFRA	Spruce ID	\$41M+ raised	Protocol toolkit; closest architecturally, but no shipped four-node graph.
<b>THE GRAPH</b>	<b>identity.free</b>	<b>ALL 4 nodes</b>	Passports for every node plus the signed, revocable, auditable edges between them.

**SINGLE-NODE PLAYERS CANNOT REBUILD THE EDGES RETROACTIVELY. IDENTITY.FREE IS ARCHITECTED AS THE GRAPH FROM DAY ZERO.**

BUSINESS MODEL · BOTTOM-UP ADOPTION, TOP-DOWN BUDGET

# DEVELOPERS ADOPT FREE. COMPLIANCE PAYS.

## 01

LAND

### DEVELOPER PLAN

Free, usage-metered signing for agent commits and tool calls. The wedge that seeds the policy graph.

FREE + USAGE

- > Sub-week integration
- > Viral, bottom-up adoption
- > Highest crypto-tolerance buyers

## 02

EXPAND

### TEAM SAAS

Policy orchestration, delegation management and audit-log retention for security and platform teams.

\$499-\$4,999 / MO

- > Per-agent scope policies
- > Revocation and expiry control
- > Forensic replay on demand

## 03

ANCHOR

### COMPLIANCE EVIDENCE

Regulator-ready evidence modules per sector for banks, fintechs, marketplaces and agent platforms.

\$25K-\$250K ACV

- > Audit-as-API export
- > EU AI Act + AML mapping
- > Reusable policy templates

FOUNDER-MARKET FIT · SLAVA-LED

# BUILT BY A FINTECH FOUNDER WHO LIVED THE COMPLIANCE PAIN.

## SLAVA SOLODKIY

12 years across fintech, identity and regulated infrastructure. Founded Life.SREDA, an early fintech-only VC, and a compliance-first digital bank – working through KYC, AML, cross-border onboarding and auditability from the operator side. Author of the long-running Money of the Future research series.

identity.free is the focused venture layer of that lived problem: make AI-agent authority reusable, verifiable and safe enough for regulated finance.



### REGULATED SCARS

Hands-on familiarity with banking operations, compliance evidence, onboarding friction and institutional risk tolerance.

### IDENTITY DEPTH

Long-running research arc around digital identity, reusable credentials and trust infrastructure.

### AI-NATIVE TIMING

Clear wedge into autonomous agents as financial institutions move from pilots to production workflows.

### TECHSTARS NEED

Customer discovery, fintech design partners, mentor pressure and investor narrative sharpening.

#### COMPANY

UK entity incorporated April 2026; pre-seed stage.

#### PRODUCT

DID / VC schemas and delegation protocol in active build.

#### CREDIBILITY

Innovate UK grant application on verifiable AI for regulated finance, submitted June 2026.

#### STANDARDS

OpenID Foundation member; built on W3C DID + VC 2.0.

THE ASK · ABN AMRO + TECHSTARS

# HELP US TURN AGENT AUTHORITY INTO FINANCE INFRASTRUCTURE.

APPLICATION GOAL

## JOIN THE COHORT

identity.free is applying to ABN AMRO + Techstars Future of Finance to validate the trust layer for AI-native finance with real banks, fintechs and enterprise buyers.

AMSTERDAM COHORT

PRE-SEED

FINTECH INFRA

### WHAT WE WANT FROM TECHSTARS

Three months of concentrated pressure on customer discovery, pilot design and investor-ready positioning.

- > 5-8 regulated-finance design partner conversations.
- > ABN AMRO mentor feedback on bank-grade adoption and risk controls.
- > Fintech investor access for a focused pre-seed narrative.

**IDENTITY . FREE PROVES THE RELATIONSHIP: EVERY AI-AGENT ACTION WITH SCOPED AUTHORITY, REVOCATION AND AUDIT EVIDENCE.**