VIDA - Verified Identity for All

About The Company
VIDA is a Digital Identity Startup in Indonesia that aims to provide trusted, verified identities for all. Its Core Technologies include the following key pieces:

- **Certificate authority (CA):** VIDA is a government registered third party that issues digital certificates.
- **Trusted Execution Environment (TEE):** VIDA utilizes the strongest on device mobile protection available through the TEE.
- **Multi-Modal Biometrics:** VIDA uses a proprietary set of advanced, world class biometrics algorithms in addition to the above.

Process Design & Methodology
- Internal & External Interviews
- Global & Local Market Research
- Regulatory, Pricing & Legal Analyses
- Product Management
- Competitor Teardowns
- User Personas
- User Journeys
- Product Feature Builds
- Wireframes & Prototypes
- Marketing & Sales Collateral

Competitors
1. Okta
   - Multi Factor Authentication
2. Duo
   - Multi Factor Authentication
3. Ping Identity
   - Multi Factor Authentication
4. DocuSign
   - Digital Signature
5. Adobe Sign
   - Digital Signature
6. Privy Identity
   - Digital Signature

Key Use Cases for VIDA Products
- "Super Apps" - Ride Hailing
  Apps like Grab, Go-Jek etc. all have immediate Driver and Rider verification requirements with ~ 4 Million users
- eCommerce, FinTech, Payments
  Verification and Contracts in merchant/customer, borrower/tender relationships as well as large sum payments
- Security Admins
  Managing enterprise wide security applications through one console built by VIDA

Sample User Personas

Build ONE VIDA Authentication Platform that houses all offerings for clients, and onboard sequentially to capture market

1. Build VIDA Platform
2. Onboard Existing Clients
3. Expand Product Offering
4. Self Service Customer Acquisition & Operation

Multi Factor Authentication
- **Key MVP Features**
  - User Management
  - Application Management
  - Factor Management

Digital Signatures
- **Key MVP Features**
  - Policies & Rule Management
  - Device Management
  - Self Service Troubleshooting

- **Document Creation**
  - Document Sending & Sharing
  - Sign & Verification

- **Security**
  - Dashboard/Reporting
  - Admin Controls

Multi Factor Authentication

Digital Signatures

recommendations

12 User Personas Designed
45+ User Journeys Developed
30+ Wireframes Built
2 Product Suites Developed