



Lions Gate Digital, Inc.

EMPOWERING SELF-SOVEREIGN IDENTITY

“The lion cannot protect himself from traps, and the fox cannot defend himself from wolves. One must therefore be a fox to recognize traps, and a lion to frighten wolves.”

- NICCOLÒ MACHIAVELLI, THE PRINCE

Problem

In the digital age, personal data has become one of the most valuable commodities. However, the traditional methods of managing digital identity have been fraught with challenges, such as data breaches, identity theft, and lack of privacy.

Self-Sovereign Identity (SSI) offers a new approach to digital identity management, which gives individuals full control over their personal data. As such, it presents a unique business opportunity for companies that can provide a reliable and user-friendly SSI management solution.



Solution

Lions Gate Digital is a self-sovereign identity (SSI) system that offers membership to manage SSI on a sidechain of Horizen Cryptocurrency. SSI is an innovative way of managing identity online, which gives individuals full control over their personal data, making it secure and private.

Lions Gate Digital aims to provide its members with a secure and user-friendly platform to manage their SSI, ensuring that their digital identities are protected and managed in a way that is compliant with international standards.

The Horizen logo features the word "HORIZEN" in a bold, white, sans-serif font. The letter "O" is replaced by a stylized circular icon composed of two overlapping curved segments, one light blue and one teal, creating a sense of motion or a globe.

HORIZEN

Unbounded by design™

Product

Lions Gate Digital's platform allows users to create, manage, and control their digital identities, giving them the ability to share their data with others securely. The company's approach to SSI aligns with the emerging trend of cloud communities, which is transforming the way we think about digital identity and global citizenship.

Overall, Lions Gate Digital's SSI business provides an innovative solution to the growing need for secure and private digital identity management. The company's membership plans, coupled with its platform's robust features, offer a unique value proposition to individuals and organizations looking for a reliable SSI management solution.

Business Model

All Lions Gate Digital distributors, as independent non-salaried members, pay a monthly subscription fee of \$9.99. This fee provides access to our suite of products and services, as well as the opportunity to participate in our MLM program.

Direct Sales Commissions:

Distributors earn a 20% commission on their direct sales of our monthly subscription. For every new member they recruit who subscribes at \$9.99 per month, they receive \$2.00 as a direct sales commission.

Level-based Commissions:

In addition to direct sales, distributors earn commissions from the sales made by their downline members up to five levels deep, creating a pyramid-shaped commission system.

Market Opportunity

The market for SSI management solutions is growing rapidly, driven by the need for secure and private digital identity management. The global SSI market size is projected to grow from \$472.6 million in 2020 to \$1.5 billion by 2025, at a CAGR of 25.5% during the forecast period.

The market growth is driven by factors such as the increasing adoption of SSI in various industries, the rise in the number of data breaches, and the growing need for digital identity verification and authentication.

The market for SSI management solutions is growing rapidly, with increasing demand for secure and user-friendly digital identity management solutions. By becoming an invitation-only membership, Lions Gate Digital can create a sense of exclusivity and privacy for its members, which can be a unique selling point for the company. Moreover, by becoming an employee-owned company with a multi-level marketing plan, Lions Gate Digital can create a sustainable business model that benefits its members.

Competitive Advantage

Lions Gate Digital is a self-sovereign identity (SSI) business that aims to become an invitation-only membership to protect members' SSI and an employee-owned company with a multi-level marketing plan. The company's unique approach, including the use of a DAO and DPO ownership model, and its focus on creating a community-driven platform, demonstrate a commitment to innovation and transparency in the SSI market. However, the company must also address the challenges associated with the market, including standardization, awareness, data privacy and security, regulatory uncertainty, and scalability.

With a strategic approach to addressing these challenges and a focus on providing value to its members, Lions Gate Digital has the potential to become a leader in the rapidly growing SSI market.

Partnership

Lions Gate Digital is proud to announce its collaboration with Guarda, a leading provider of blockchain-based solutions for digital asset management. Our partnership is centered around integrating Lions Gate Digital's SSI technology with Guarda's extensive range of products and services, as outlined in their whitepaper (https://guarda.com/GRD_Whitepaper.pdf).

Lions Gate Digital's partnership with Guarda represents a significant step forward in the evolution of digital identity management. By integrating our SSI technology into Guarda's extensive range of products and services, we aim to provide users with a secure, seamless, and user-friendly experience that places the power of digital identity firmly in their hands.



Trust Anchor

A Self-Sovereign Identity (SSI) Trust Anchor is a trusted entity within an SSI ecosystem that is responsible for issuing and verifying digital credentials. In other words, a Trust Anchor acts as a gatekeeper, ensuring that only legitimate and verified credentials are added to an individual's digital identity.

To become an SSI Trusted Provider, a company must meet certain criteria set by the SSI ecosystem in which it operates. These criteria may include demonstrating expertise in the technology and processes involved in issuing and verifying digital credentials, complying with relevant data privacy and security regulations, and demonstrating a commitment to ethical and transparent business practices.

Becoming an SSI Trust-Anchor can generate revenue for a company in several ways. Firstly, as a Trust Anchor, the company can charge fees for issuing and verifying digital credentials on behalf of individuals and organizations. These fees can be based on a per-credential or per-user basis, depending on the Trust Anchor's business model.

Secondly, being a Trust Anchor can create new business opportunities for the company, such as providing consulting or training services to other organizations looking to become Trust Anchors. Finally, being a Trust Anchor can enhance the company's reputation and visibility within the SSI ecosystem, which can lead to new partnerships, collaborations, and revenue-generating opportunities.

Financials

The financial plan for Lions Gate Digital's new business model will focus on creating a sustainable revenue stream while providing value to its members. The company will generate revenue through membership fees and commissions from the multi-level marketing plan. The company will also create a profit-sharing plan that allows members to benefit from the company's success.

Lions Gate Digital projects revenue of \$10 million in its first year of operations, growing to \$50 million by year three. The company projects net income of \$2 million in its first year, growing to \$10 million by year three. The company will use the proceeds from its membership fees and MLM plan to fund its growth and expansion.

The Team

CEO: A seasoned executive with over 20 years of experience in the SSI and MLM industries.

COO: A highly experienced operations executive with over 15 years of experience in the technology and financial industries.

CMO: A marketing and sales expert with over 10 years of experience in the MLM industry.

CFO: An experienced financial executive with over 10 years of experience in the SSI and MLM industries.

Ask

At Lions Gate Digital, we envision a world where individuals and organizations have complete sovereignty over their digital identities. To realize this vision and accelerate our growth, we are seeking a seed funding round of \$2.2 million.

Here's how we plan to allocate the funds:

Product Development and Enhancement (\$800,000): We aim to continually innovate and enhance our SSI technology, ensuring it remains cutting-edge, secure, and user-friendly. These funds will be used for research and development, testing, and improving the functionality and reliability of our product.

Sales and Marketing (\$600,000): We will invest in strategic marketing initiatives to raise awareness, attract new subscribers, and encourage member recruitment. This includes digital marketing, content creation, events, and partnerships.

Operations and Infrastructure (\$500,000): As we scale, we need to invest in robust infrastructure and operations to support our growth. This includes server costs, security enhancements, customer support, and other operational expenses.

Team Expansion (\$300,000): To support our growth and provide exceptional service to our customers, we plan to expand our team. This includes hiring in areas such as engineering, customer support, marketing, and business development.

By investing in Lions Gate Digital, you will be partnering with a forward-thinking company in a rapidly growing market. Our unique product offering, strategic partnerships, and robust business model position us well for significant future growth. With your support, we can revolutionize the way digital identities are managed and create a safer, more secure digital world.

Conclusion

Lions Gate Digital is at the forefront of a digital identity revolution, providing a solution that promises to address key issues of privacy, security, and user control. With the increasing adoption of digital services, our SSI business has the potential for massive growth, offering a compelling investment opportunity.

