Promote PRISM in Switzerland

Project Close Report

A Catalyst Fund 8 Project

October 2022

Crypto Alley

www.cryptoalley.ch

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Project Close Out Report

A. **Name of Project, Ideascale URL, Fund:** "Promote PRISM in Switzerland," https://cardano.ideascale.com/c/idea/399042, Fund 8

B. **Name of Project Manager:** Allison Fromm

C. **Date Project Started:** 13 May 2022

D. **Date Project Completed**: 27 September 2022

E. **Challenge KPIs:**

   a. Projects that help position Cardano as one of the leaders in the SSI space – the project successfully raised the profile of Atala PRISM in Switzerland

   b. Projects that focus on participation and adoption growth – the project focused on participation and adoption because the presentations explained the benefits of SSI in simple and easy terms, and explained how PRISM could provide benefits to anyone using it

F. **Proposal KPS:**
   a. Deliver 3 live presentations

      i. On 9 June 2022 Allison delivered a presentation to the AML Working Group of the Crypto Valley Association (https://cryptovalley.swiss/). The meeting was not recorded as the Working Group is private and only available to members. The two screenshots below provide an overview and the complete deck is linked here:

      https://drive.google.com/file/d/19rZJfYd5WOAlJ4c4oNslSeMkIlyzfZLj/view?usp=sharing

Please note – nothing in this document is intended as legal, financial, or tax advice, or as advice of any kind. There is no guarantee regarding the accuracy of any information, which is provided based on my own limited understanding. This is the story of my personal journey. Consult local professionals for specific questions and recommendations.

Self-Sovereign Identity Basics

Crypto Valley Association
AML Working Group
9 June 2022

Connection to Blockchain Industry

- Personal information is **NOT** stored on any blockchain
- DIDs and VCs are stored locally, typically on the user's phone
- Blockchains can hold records of:
  - Credential Issuer DIDs, to aid with verification
  - Encrypted info used to verify that a VC was issued, but not details about the VC itself
- Atala PRISM allows for the creation of local DIDs and for the publishing of DIDs and VC proofs to the Cardano blockchain

IO.ATALA PRISM

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ii. On 21 July 2022 Allison joined a panel discussion at an event hosted by The Cardano Foundation and UZH Blockchain center. Allison educated the audience about SSI and PRISM:

https://www.linkedin.com/feed/update/urn:li:activity:6956212839262867456/



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iii. On 27 September 2022, Allison organized a public panel discussion about SSI. The panelists came from other blockchain communities, and brought their followers to the event. Allison used the opportunity to introduce PRISM. Allison invited Nick Mason, ProofSpace CEO to join the panel. As a Catalyst funded proposer who is using PRISM in the Cardano ecosystem and beyond, Nick's presence also helped to promote PRISM in Switzerland.

Presentation recording:

https://www.youtube.com/watch?v=k7CjRe4kl6E&t=605s



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Professional Photos from 27 September Event

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b. Participate in one working group initiative

Allison joined DIDAS, the Swiss association for Self-Sovereign Identity in Switzerland and is a founding member of the Financial Services Working Group.

https://www.didas.swiss/

G. **Key Achievements:** Presenting PRISM in a number of different forums to many different people, with a wide range of understanding about SSI. Allison also represented PRISM at the CV Summit: https://www.blockchainsummit.ch/events/cv-summit-2022

H. **Key Learning:** When I put together the budget for the proposal, I had counted on presenting at existing events. However, I couldn't get a spot at the CV Summit. Also, my contact at Trust Square left the organization, and I was unable to get a spot in that forum. As a result, I organized and hosted the 27 September event myself. Fortunately, I was able to get the Crypto Valley Association to pay $4,000 for the event space, food, and drinks, and to publicize the event to their members. However, the event logistics took up much more of my time than I had originally anticipated. If I were to do a project like this again, I would need to submit a higher budget to cover administrative time and to have flexibility to pay the event fees directly.

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I. **Next Steps:** This project is completed, there are no next steps.

J. **Final Thoughts:** I thoroughly enjoyed speaking about Cardano, Atala PRISM, and self-sovereign identity. I hope to have many more opportunities in the future.

K. **Close Out Video:**

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