

Passport

Product Marketing Brief

This document outlines comprehensive marketing information on Passport to support marketing and sales initiatives.

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I. Updates

- This document was last updated in August 2023
- The most up-to-date information on in-market product updates can be found in [Passport's weekly release notes](#).

II. Product At A Glance

A. Vision, Mission & Values

Vision Statement

Passport exists to enable trusted digital experiences.

Mission Statement

Passport builds easy and safe identity management tools to protect communities from sybils and bots

Values

- Integrity
- Impact
- Flexibility
- Innovation
- Security
- Trust
- Humanity

B. Positioning Statement (What It Is)

Passport is a flexible, easy-to-use API for protecting projects against bots and bad actors.

Future forward

There is also the future potential for Passport to be positioned as an identity management tool – a green space that is quickly developing with the emergence of AI and zk technologies. Our marketing strategy will focus on securing early adoption in a well-defined problem space first (Sybil defense). This will enable us to experiment with revenue generation activities, build reputation, and develop a significant user base that we can leverage to evolve Passport's future positioning.

C. Target Audiences (Who It's For)

- **Integrators** – community leaders wanting to protect their community activations from Sybil attacks (i.e., airdrops, governance votes, discord participation).
 - Sub audiences / use cases:

- Social graphs (Lens, CyberConnect)
 - Faucets (pk910)
 - Education platforms / credentialing tools (Bankless)
 - Grants programs – particularly employing QF (Gitcoin Grants, Giveth)
 - Community reward programs – NFT drops, airdrops (Thrivecoin)
 - L1/L2s
 - [Any permissionless product that wants to make it harder for Sybils to reap rewards meant for humans](#)
- **Platform integrators** – ecosystem leaders looking to protect their community activations from Sybil attacks and/or wanting to provide Sybil protection options for their users. Would act similarly to a traditional channel partner.
 - Sub audiences / use cases:
 - Forums (Discourse, Metaforo, Orbis)
 - Gitcoin Grants Stack
 - Governance tools (Snapshot)
 - Community growth & engagement platforms (e.g. Galxe)
- **Stamp providers** – apps looking to integrate a proprietary stamp to ensure usage of their product can be reflected in a Passport-holder's Unique Humanity Score. These apps also benefit from new exposure to Passport's holder-base

For the remainder of S19, we are prioritizing Stamp providers who meet the following criteria:

1. Strong human (vs sybil) signal

We need to partner with platforms that have a strong method for identifying sybils vs humans so that we can ensure that each Stamp helps to improve the sybil-defense that Passport offers.

2. Free (or very cheap)

We already have a number of different Stamps whose credentials require users to pay a certain amount to verify. We'd like to continue to build out free or very cheap options before exploring more paid credentials.

Ease of use

3. Ensuring that a user can quickly get set up and verified is important to the overall Passport and partner platform's success.

4. Strong partnership

We pass sybil data back and forth in an aggregate and anonymized way with our strongest partners to help both parties improve our sybil defense. We expect future partners to participate in this program as well

5. Sizable user base

The more users you have, the more users we can start offering sybil defense to.

More to come on this soon.

- **Passport holders** – community members wanting to gain access to community activations and other projects protected by Passport

Our integrators need an effective & easy platform to prevent Sybils and bots from draining their communities resources. They also need a platform that helps with identifying real humans that want to actively participate in their community – to increase authenticity and trust between participants.

In the long term, we believe that continuing to develop data sharing partnerships with stamp providers will support improvement to the platform which will ultimately help increase adoption and boost integrator retention.

D. Value Propositions (Why Use It)

Integrator Value Propositions:

- **Ease of Integration:** Passport comes with an easy-to-integrate Passport API with a battle-tested scoring algorithm (easy for developers to get started).
 - ALSO: We have built plugins/partnerships with Snapshot, Discourse, Guild, Galxe, Collabland and other community/governance platforms, we are making it easier and easier for web3 leaders to *#ProtectWhatMatters* *without having to write a single line of code*.
- **Comprehensive Defense:** Passport is a meta-aggregator of identity solutions, including BrightID, Proof of Humanity, Civic, and more. This allows communities to both select the combination of defense tools that work best for their needs while also improving defense solution efficacy
- **Developer Flexibility:** Passport allows integrators to opt into default scoring mechanisms that Gitcoin is continuously working to improve or they can design their own scoring algorithm to their unique requirements.
 - Also, choose to either use our API or read Passport holders' stamp data onchain!
- **Gitcoin-Grade Protection:** Benefit from Gitcoin's years of institutional experience in safeguarding the Gitcoin Grants program.
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E. Features & Roadmap

See [current roadmap here](#).

Current features:

- **Stamps:** Stamps are the core feature of Passport. They are badges or attestations from various platforms and services that users can collect to build their web3 reputation.
 - **Onchain Stamps:** Users can push their stamps onchain - which enables smart contracts to read them.
- **Passport (API):** The Passport API allows developers to retrieve a user's Passport score (Unique Humanity Score by default) and Stamp metadata, which is a measure of their web3 reputation. It evaluates users based on their collected stamps and provides a score that can be used in various applications.
 - **The Unique Humanity Score:** We don't believe in one-size-fits-all solutions for proving your Unique Humanity. So we give users the choice to prove their identity. Users can choose to add credentials from BrightID,, and more to increase their Unique Humanity Score. The UHS is powerful because it is gaining ground as a known concept in web3 thanks to some popular campaigns we have been running with Galxe.

- **ID Staking:** Allows users to stake their GTC as a form of collateral, enhancing trust and credibility within their unique humanity.

F. Competitive Positioning

Strategic Emphasis: Pain-point based

- Positions Passport as the best solution for prevention of Sybil attacks (main pain point)
- Easy to use, customizable anti-sybil API
 - Cost effective
 - Easy
 - Flexible
- A list of competitors and similar products can be found [here](#).
- **Competitive analysis - [here](#)**
- Market trends - [here](#)
- TAM/SAM/SOM - [soonTM]

I. Go To Market Plan

A. Key Messages

- Twitter Bio:
 - For leaders who want to protect their projects from bots + bad actors 🛡️ And for all of us who want to access web3's best, most trustworthy opportunities 😊
- Use the Passport API to protect your project from bots and Sybils with just a few lines of code
 - Relevant to: Integrators and Platform Integrators
 - Simply: Our streamlined API lets devs easily integrate Passport, saving time and money while gaining access to web3's most effective Sybil prevention tool.
- Gitcoin Passport is the premier Sybil defense solution that protects communities from bots and bad actors
 - Relevant to: Integrators
 - Simply: Gitcoin Passport is both the easiest ~~and most comprehensive~~ way to protect your community's resources from Sybil attackers and bots. Gitcoin Passport comes with a built-in, battle-tested Sybil detection mechanism (Passport Score) while also being fully customizable to meet your community's needs.
- Passport is already being used by hundreds of thousands of active web3 citizens. Users are already using Passport so it's easy for them to quickly prove their humanity in your application.

What Gary is putting in the new one-pager (2023-08-29)

Gitcoin Passport is the premier Sybil defense solution that protects projects from bots and Sybil attackers.

You can use the Passport API to protect your project with just a few lines of code.

Over 750,000 active web3 citizens use Passport to quickly prove their humanity to applications like yours.

Passport gives these citizens a default Passport Score, while also allowing you to create your own reputation-scoring algorithm for your unique needs.

B. Key Channels

- Socials – [Twitter](#)
- Partnerships (co-marketing)
- IRL – conference booths, talks
- Dev Blog (case studies, technical evergreen content)
- [Lead capture form \(Wizard\)](#)
- Integrator Email Drip Campaign
- Gitcoin Passport Guild on Telegram
 - Currently pretty noisy - mostly just an “achievement” for people who have >20 Passport score
- Gitcoin Passport Chosen One Telegram
 - A less noisy channel for people who earned 60 or higher score during Galxe campaign
- One Telegram group per integrator we are supporting directly – see [Passport BD process](#)

C. Audience Segmentation

- Platform Integrators
- Integrators

****Need to better understand pains and motivations and buying behaviours of these decision makers.**

II. Sales & Distribution Channels

A. Primary Offerings

Passport aims to enhance user experiences, foster trust in web3, and bridge the gaps between ecosystems and their users by providing customized solutions for Sybil prevention. Our offerings include:

Current

- The Unique Humanity Score:
 - We don't believe in one-size-fits-all solutions for proving your Unique Humanity. So we give users the choice to prove their identity. Users can choose to add credentials from BrightID, POAP, and more to increase their Unique Humanity Score.
- Multiple Scoring Algorithms:

- Our built-in credentials scorer and battle-tested default score makes Sybil defense easy and effective. But if you don't want to opt for Gitcoin's battle-tested defaults, and want to design your own trustworthiness scoring algorithm, you can choose to create a Scorer that meets your unique requirements.
- Onchain & Offchain Identity verification
 - Our Developer API evaluates people's unique humanity offchain, but if you want to bake in scoring into a smart contract, you can choose to do that. That's why we now enable our Passport holders to push their stamps onchain.
- Multi-chain support (EVM) of where holders can push stamps.

Future Forward

- Communications & Training Materials: A suite of digestible content to help you communicate the value proposition and inner workings of Gitcoin Passport to your community.
- Analytics & Reporting: Comprehensive analysis and reports to give you an understanding of how many unique humans exist in your community, allowing you to monitor your actual community's growth and make data-driven resourcing decisions.

Value Added Services

These services could be provided directly by Gitcoin or through a more comprehensive network of service partners that could develop. They include:

- III. Deeper Sybil Analysis & Reporting: Human-powered Sybil analysis
- IV. Data collection, analysis and distribution

C. Sales Channels

- See [Passport BD process](#) for more info.
- Not captured in the above are [Platform Integrators](#) acting as a sales channel.

V. Customer Support & Feedback

A. Feedback Mechanisms

- How are we consistently collecting feedback from our customers? What processes do we have in place?
- How are we consistently collecting insights from BD & partnerships team to drive interactions in the strategy? Where are we collectively tracking this?
- How are we tracking data and sensing market shifts?

B. Reporting

- Monthly Passport Pod meeting about market feedback surfacing what's working, comms gaps & what blockers prospects have
- Monthly Passport Pod meeting from support to surface most common support issues
- Monthly marketing analysis & reporting

VI. Business Goals & KPIs

Passports main business objectives are centered around the following:

- Secure high-impact integrations with marketing qualified leads
- Drive autonomous, self-serve adoption

A. Overarching Business Goals

- **Primary**
1M Passports by September 1, 2023
- **Secondary**
450k GTC staked
35 new integrators
1\$ Revenue

B. Pricing & Value Accrual

Passport's pricing/value accrual strategy is still in R&D phase but here are some of the things that have been discussed for the coming seasons:

- Identity staking
 - Bitcoin Passport allows holders to stake BTC on themselves or other community members to prove their humanity. Staked BTC is locked in for 90 days, also meaning that it's also locked from adding liquidity to the market.
 - The intention of this strategy is to stabilize and/or drive demand to increase BTC token market price
- [In development] Fees for onchain stamp attestations
 - In 2023, we will be experimenting with charging a small fee to those wanting to push their credentials onchain.
 - We have yet to test market interest in onchain credentials.
- [Being researched] Passport premium
 - Passport holders can opt into a premium option for those with account abstraction (use multiple addresses for a single Passport) notifications and premium Discord / Telegram channel

More details to be added here as the product is further developed.

C. KPIs

- Funnel metrics tracking can be found [here](#).
- Additional metrics (if applicable)
 - Marketing

- Sales
- Product

VII. FAQs

- **Are my stamps available without my consent?** Yes, once you verify a credential is accessible.. but not until you “write” it to your passport as everything is stored on Ceramic (and soon users can push it on chain)
 - **Is my data secure?** Yes - the hash we created to prevent doxing requires our private key to decipher, but even then the hash is salted so it would take some brute force attack to back into the details
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2023-08-02 Gary Thoughts:

Wanted to share a couple of thoughts from a one-on-one meeting that Laura and Gary had today:

The first thought is regarding Twitter. There's probably one main purpose for our Gitcoin Passport Twitter: serving as the primary manifestation of the Gitcoin Passport brand. It's where we constantly remind people that we're on top of the anti-Sybil movement and leading the way. Twitter is where we most prominently run any number of brand campaigns, partnerships, like with Galaxy, that we're having right now. It's also where we run Twitter Spaces to stay top of mind.

We're going to post feature updates and case studies on Twitter. Really, all communications will at least go on Twitter. **But we're setting expectations within ourselves, understanding that the thing that really moves integrators through the funnel is not Twitter itself.**

Twitter won't hurt, but the actual impact comes from direct outreach and relationship-building, often through Telegram groups. This approach helps us get big fish integrators to commit to integrating Gitcoin Passport.

And that brings me to another realization that Laura and I had: **integrating Gitcoin Passport is a really big decision.** One of the consequences of integrating Gitcoin Passport is that some number of "users" – most likely airdrop farmers and low-quality participants – will complain. If an integrator doesn't control the narrative around why they're integrating Gitcoin Passport, it can go very badly. So, what does the detailed process look like for closing big integrators? Are there multiple activations, like what Jeremy mentioned before, where they are kind of testing the waters with Gitcoin Passport on a low stakes activation to get a feel for it? And then, once they feel really comfortable, they do something bigger like a Passport-protected airdrop?