Date: October 3rd, 2024
Proposal:

Let him cook.
Peranto Proposal: Latam first identity dApp, Legaltech stuff.

Proposer Address: 14zYzfk9otRrQgkHWvHxDrszdGvYWZdr1yEU61CtdAaRf54m
Funds Allocation Address:
14ufEpRcg2LR66XfiGqQgfWkrg7MuPaKjeBoVyUdyJNT67X2

Who is the Proposer?

Edgar Salinas is an alumnus of the **Polkadot Blockchain Academy Cohort 4**. He has been working with and supporting the Polkadot community from Mexico and LATAM in various capacities, although he has never officially held the title of Polkadot Ambassador. Since 2021, he has been exploring KILT Protocol and Polkadot to create an ecosystem for digital identities and to bring traditional Know Your Customer (KYC) processes into Web3.

He is the solo founder of Peranto, a dApp with a mission to provide a simple plug-and-play solution for regular internet users to claim legal rights to their identities, gradually building a B2B2C business model. Peranto reached its first milestone by successfully completing a KYC with DIDs on KILT during the **Digital Government Hackathon, hosted by the International Telecommunications Union and the Digital Government Authority of the Kingdom of Saudi Arabia.**

This validation, combined with interest from one of the largest lawyer associations in LATAM, ADALMEX, has motivated Edgar to push forward with business development and legal compliance, aiming for a market launch next year. The goal is to compete in the traditional startup landscape of Latin America.

By **onboarding lawyers** through Peranto, Edgar aims to introduce Web3 technologies into enterprises and industries, helping them adopt new digital identity standards. His strategic planning demonstrates a focus on achieving significant goals, always in support of the Web3 and Polkadot ecosystems, and this time leveraging the KILT SDK.

Abstract

This proposal is submitted to the Polkadot Treasury, Community, and Stakeholders to support the creation of products on parachains and the Polkadot network. It seeks funding for Peranto, a project founded by Edgar Salinas, a Mexican entrepreneur and Polkadot Blockchain Academy alumnus. He has been working on digital identities since 2017 and became acquainted with Polkadot and KILT Protocol in late 2021.

Since then, Edgar has focused on building connections with the private and public sectors that can help leverage Web3 ecosystems in real-world applications. This proposal requests funding to cover eight months of work to build an MVP, take it to market, test it, explore pricing, and work diligently toward achieving Product-Market Fit through continuous iteration. The request is for $100,000 USD.

Web3 ecosystems need real products addressing real-world needs, beyond the existing Polkadot community.

Proposal

What do the legal compliance officers from the National Commerce Chamber of Mexico, the ADALMEX legal association (with over 2,000 members across LATAM), and the International Telecommunication Union have in common?

They all want to try Peranto.

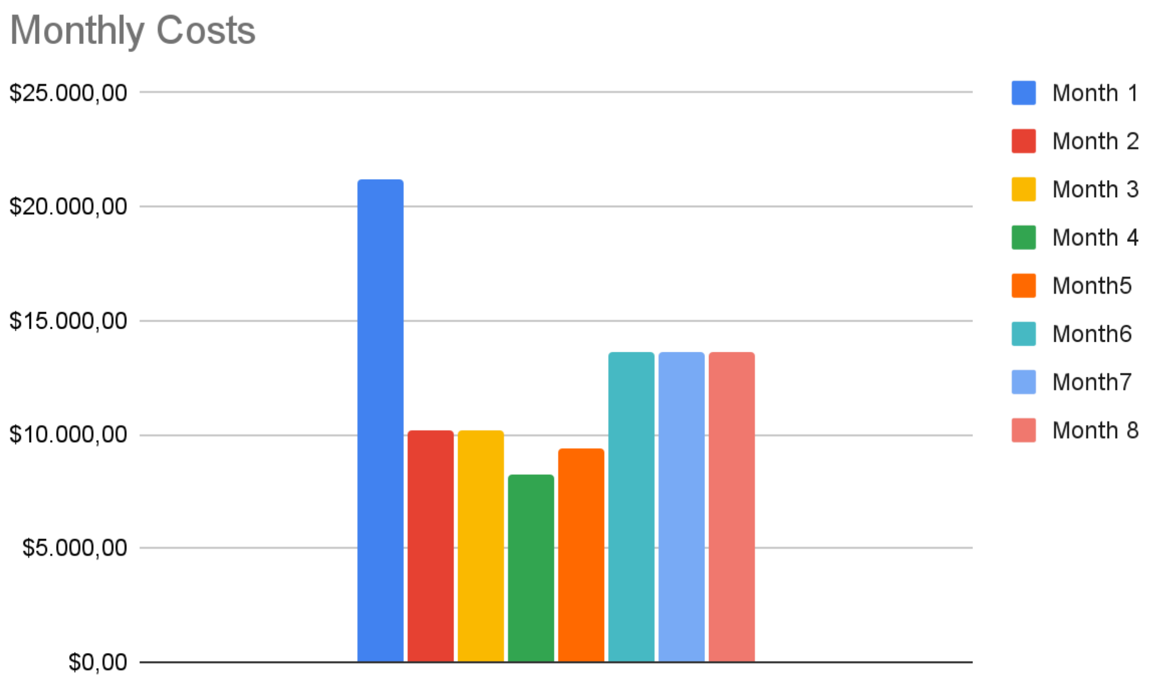
What is Peranto?
Peranto is a decentralized application built on KILT for managing digital identity, connecting citizens, governments, and businesses. You can watch the Demo Video from the Proof of Concept (PoC) here: https://youtu.be/IdWtA8jQqc0

The features of this dApp are still a work in progress (WIP). First, we must test our PoC with this potential market. We are developing a CLM (Contract Lifecycle Manager) and reusable KYC with verifiable credentials on KILT. This will enable the attestation of additional credentials and the creation of a customizable attestation hub for enterprises, governments, and individuals (including the Polkadot ecosystem, where applicable).

Why a CLM?

Digital signatures represent the "easiest" entry point into the digital identity market, especially when it comes to legal compliance. Blockchain technology simplifies this process, whereas traditional methods make it difficult.

This proposal seeks $100,000 USD for eight months of work. The funds' allocation details are available here: link.



Timeline: Month 1 to Month 8

With this funding, Peranto will explore the market, iterate the product with real users, and validate it through user metrics. The aim is to refine Peranto's CGo MVP, assess its features, validate the business case, and explore profitability.

Market

The global digital signature market is projected to reach $266.5 billion USD by 2027, with a CAGR of 16%. The digital identity market, which includes a mix of products and services, is expected to grow to $34.8 billion USD by 2028. LATAM, in particular, is expanding digital banking options, and digital signatures are gaining popularity among lawyers.

Opportunity

We are not just entering a promising market; we are shaping it. While there are existing solutions like **DocuSign** and **AdobeSign**, Peranto aims to introduce decentralized applications (dApps) to these traditional markets. This will facilitate Web3 adoption for businesses and startups across Latin America, offering lower costs and a fully decentralized alternative to outdated solutions.

Our primary target users are lawyers involved in civil and commercial matters. The Alpha Test conducted last year showed that these professionals are eager to explore blockchain-based solutions. The Peranto dApp and website will prominently display the message, "**Secured by Polkadot. Built on KILT.**"

This is just the beginning. We plan to expand into other attestation verticals, targeting a broader range of professionals and enterprises.

Timing is critical for Peranto's development. Competing chains like Polygon have already developed identity protocols like **Privado ID**. The first to market will have a significant advantage.

Our strategic alliances include over 2,000 lawyers across LATAM, enabling us to expand into various regions. The platform for reusable KYC and CLM can also help legitimize treasury proposals from different regions, ensuring that projects are successful and deliver tangible results.

Here's a presentation: link

Allied organizations:
ADALMEX: https://www.adalmex.org/
FintechU: https://fintechu.mx/
International Telecommunications Union: https://www.itu.int/

Limitations

Peranto CGo is being developed to provide a digital identity management ecosystem, with potential for integration into e-government solutions and other financial use cases. While this solution with verifiable credentials could benefit the Polkadot Treasury, it is not part of the current roadmap. If any LATAM teams are interested in exploring the use of verifiable credentials for funds allocation or DAOs, feel free to reach out.

Accountability

Peranto will receive the funds from Asset Hub and manage them via the "Funds Allocation Address," also known as the "Peranto Address." This will not be a multisig wallet; I will be the sole administrator. All team salaries will be sent to individual addresses, and no funds will be transferred to any centralized exchanges (CEX).

Deliverables include:

- Two semi-annual financial reports published on the Peranto website https://peranto.xyz
- A final report on the Polkadot Forum detailing next steps, funding, alliances, market insights, and findings

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Other Considerations

Why the Polkadot Treasury instead of other ecosystem funding sources like W3F, Polimec, or KILT Treasury?

The W3F grant process has proven to be slow, with many Polkadot Blockchain Academy alumni reporting delays of up to six months. Polimec is a solid initiative, but its investors are mostly recycled within the Polkadot ecosystem. Similarly, KILT's Treasury primarily supports infrastructure development and lacks the resources to fund projects built on top of its SDK.

This brings us to the Polkadot Treasury, which is designed to support bold and professional initiatives. If the Treasury and community do not actively invest in projects that need market validation, Web3 may lose the competitive edge to poorly functioning DeFi solutions, particularly those built on Solana.

A founder must be in the right place, at the right time, with the right people. The Treasury should be taken seriously, and this means investing in dApps. Infrastructure is important, but so are practical use cases that drive real adoption.

Contact
Matrix: @j3rga:virto.community