

DeepTrust Labs —Deal Teaser

Human-to-Human Authentication for the Deepfake Era

Let's rebuild trust—from the ground up. Together.

Rebuilding Trust in a Digitally Compromised World

Trust and Verify

The Problem: Digital Trust Is Broken

We are in the midst of a trust crisis. Advances in AI and synthetic media—deepfakes, cloned voices, impersonation scams—have made it harder than ever to know who or what we're really interacting with online. Institutions and individuals alike are vulnerable:

- **Individuals** fall prey to impersonation scams and voice spoofing.
- **Enterprises** suffer from insider threats, vendor fraud, and compliance risks.
- **Public institutions** (hospitals, courts, financial regulators) need secure digital identity verification, but current systems are either outdated, centralized, or rigid.

Traditional identity solutions—such as federated login systems, credentials, and static profile verification—are **no longer sufficient**. They lack the contextual, situational nuance required in today's dynamic digital environments.

The question isn't just "Who are you?"—it's "Can I trust this interaction right now?"

Our Solution: The DeepTrust Protocol

DeepTrust introduces a **cryptographic trust fabric** designed for the age of AI and deepfakes. Our system enables **peer-to-peer authentication** and secure, encrypted messaging—instantly, contextually, and revocably.

At the heart of our system is the concept of "**trust loops**": ephemeral identity interactions initiated with consent, validated through cryptographic proofs, and dissolved when no longer needed.

Key Capabilities:

- **Ephemeral Identity Codes** — Short-lived identity proofs for ad hoc verification
- **End-to-End Encrypted Communication** — Optional logging, auditability, and third-party witnessing
- **Consent-Based Trust Loops** — Mutual verification without centralized intermediaries
- **Enterprise Console** — Controls for compliance, provisioning, Active Directory integration
- **Modular Protocol Design** — Extendable to arbitration, digital signatures, AI-moderation

Think of DeepTrust as a handshake for the digital world—situational, verifiable, and human-centered.

Technology & Development Progress

- **Live MVP** – Peer-to-peer verification with encrypted, logged messaging
- **Modular Protocol** – Supports E2EE, auditing, and cryptographic extensions
- **Enterprise Queue** – 12+ legacy GhostSentry clients preparing for integration
- **Pilot in Progress** – Finley and Cook using DeepTrust for internal IT authentication
- **Built With** – TypeScript, Node.js, Azure Functions, Docker, C#

Development is full-time as of March 2025, with a lean, expert technical team and additional part-time dev support.

Market Opportunity

The identity and secure communications market is both massive and underserved:

- **Okta** generated over **\$2B** in revenue in 2024 with centralized enterprise identity tools
- **Messaging platforms** like Signal and Keybase serve millions but lack contextual authentication
- **Verifiable Credential (VC)** and **Decentralized Identity (DID)** platforms are too rigid for everyday, real-time human use

DeepTrust unlocks:

- Real-time, **peer-based verification**
- Flexible authentication for **situational trust**
- Infrastructure-grade deployment for **mission-critical communication**



Business Model

DeepTrust will monetize through a three-phase approach:

Phase 1: Enterprise SaaS

- Seat-based subscription with tiered features
- Enterprise dashboard, audit logging, identity verification
- Use cases: regulated industries, high-trust B2B workflows

Phase 2: Consumer Freemium App

- Free peer-to-peer trust verification
- Premium tiers for advanced features: trust filters, logs, ambient presence

Phase 3: Protocol Licensing

- Integration into third-party platforms and apps
- Infrastructure-level monetization model (Twilio/Stripe for trust infrastructure)



Use Cases

DeepTrust is ideal for high-stakes, identity-critical interactions:

- **Finance** – Fast, compliant client-banker authentication
- **Healthcare** – Doctor-patient verification for remote prescriptions
- **Hospitality** – Casino staff and guest verification in real-time

- **Government & Legal** – Auditable remote testimony and document signing
- **Education** – Verified online teaching, tutoring, and exam proctoring
- **AI Systems** – Trust loops between humans and autonomous agents



Founding Team

Bobby (Bob) – Co-Founder, CEO, Chief Technology Officer

Veteran security architect and former CIO with 10+ years building secure systems for enterprise and government. Creator of GhostSentry, and architect of DeepTrust's protocol backbone.

“We’re building more than an app. We’re building a human-centric trust stack for the AI age.”

Jason Johnson – Co-Founder, Chief Business & Development Officer

Legal and strategic advisor with decades of experience in energy, regulation, and public-sector innovation. Former university lecturer and regulatory sandbox researcher.



Visionary Extensions: Built on DeepTrust

The DeepTrust protocol is designed to support layered innovation:

- ◆ **Dialogica** – AI-assisted dialogue platform for civic discourse, mediation, and negotiation
- ◆ **FractalIdentity** – Multi-context identity framework with 'Trust Faces' and cryptographic masks
- ◆ **Ambient Presence** – Privacy-respecting, mood-aware signaling for real-world/virtual interactions
- ◆ **AutoMeme (POLEMEMELOP)** – AI-human co-creativity for ethical meme evolution and positive narrative spread



Regulatory Vision (Regulatory Sandbox Possibilities)

DeepTrust is engaging in regulatory sandbox efforts across (examples):

- **U.S. States:** Territories/Tribal Lands, Arizona, Oklahoma, California, etc.
- **EU Jurisdictions:** Germany, France, Estonia, UK

We aim to bridge **U.S. tech innovation** with **European regulatory sophistication**—enabling compliant trust frameworks for sensitive sectors.

Why Now?



- The **2023 MGM deepfake incident** caused over **\$100M** in damages
- Regulatory environments (e.g., EU AI Act) are enabling pilot experimentation
- Public awareness is at an inflection point: “Who am I really speaking to?” is now a daily question

DeepTrust is the infrastructure for trust in the age of AI, impersonation, and synthetic media.

Next Steps & Call to Action

We are now:

- Raising pre-seed/seed capital
- Expanding pilot deployments
- Engaging early adopter partners and regulatory collaborators

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