



# TrustUnion

## METAPROJECT OVERVIEW

NOVEMBER 2018

THIS LIGHT PAPER IS DESIGNED TO GIVE YOU A GOOD  
OVERVIEW OF THE TRUSTUNION METAPROJECT.  
IT DOES NOT REPLACE THE FINAL WHITE PAPER.

# TRUST UNION SECURE TRUST MANAGEMENT ECOSYSTEM

TrustUnion offers developers and businesses the tools to bring **different levels of Trust** - enabling services into their offering, so that **individuals and businesses can transact with their peers in the comfort of a trusted and secure environment**.

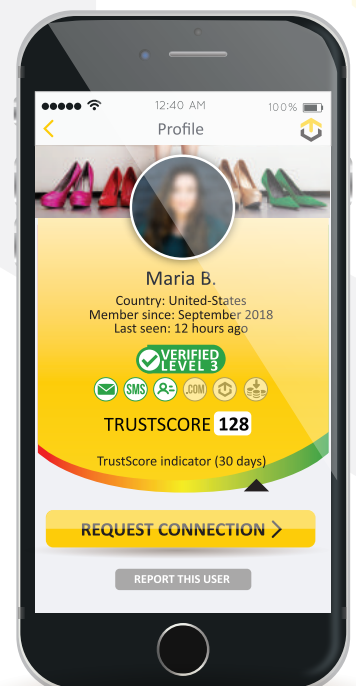
“ Accelerated by the recent scandal involving Facebook’s Cambridge Analytica and the hack of Equifax which exposed critical personal data of up to 143 million Americans, the peer-to-peer economy that was boosting the prosperity of the digital economy is now becoming a stranger-to-stranger economy, where mistrust is the norm. ”

For centuries, trust has played a crucial role in personal economic interactions, such as with family members or neighbors. With the rise of digital technologies, people can now carry out the same kind of interaction internationally, beyond the physical barrier of geographical boundaries. Yet, the complex layers of **real-life trust** have not yet found a digital equivalent. There is an intrinsic level of vulnerability and risk involved when interacting with a stranger, and in order for the stranger-to-stranger economy to progress we need a solution to this trust issue.

*Trust and transparency are inherent benefits of blockchain technologies.* With Distributed Ledger Technology (DLT), the integrity of economic interactions is assured by a tamper-proof record that both parties can trust. This overrides the mutual lack of knowledge about the other party that prevails in a stranger-to-stranger economy, thereby enabling a whole new digital trust-based economy, aka the Trust Economy. Distributed Ledger Technology has brought about an unprecedented solution at a far reduced cost, starting with (but not limited to) the removal of centralized ledger maintenance.

**TrustUnion’s mission is to make the Trust Economy a reality by enabling an ecosystem of Trust As A Service (TaaS) applications.**

TrustUnion plans to propose a secured Trust Management system, including a robust **TrustChain** protected and backed by the **TrustNetwork**. To get the ecosystem off the ground, TrustUnion will offer several tools for digital marketplaces, whether web/mobile apps or blockchain-based dApps, to be part of the Trust as a Service solution. TrustUnion will also establish an ecosystem of supporters and developers of TrustUnion technologies.



# WHAT IS THE TRUST CHAIN?

At the heart of the **TrustUnion Secure Trust Management system** lies the **TrustChain**.

The TrustChain is a peer-to-peer network of Member nodes, each node representing a TrustUnion Member with an associated **TrustScore**.

📌 The TrustScore is calculated based on the member's past behavior on the TrustUnion network and the TrustUnion Trusted Marketplaces. It is also impacted by the constantly changing TrustScore of the member's direct outgoing connections.

📌 The TrustPath value depends on the TrustScore of all the nodes between two members.

Both the TrustScore and the TrustPath help members to assess whether they can confidently transact with another member. A transaction can be buying/selling a product or a service, renting some equipment, or any other trackable digital interaction that involves two peers.

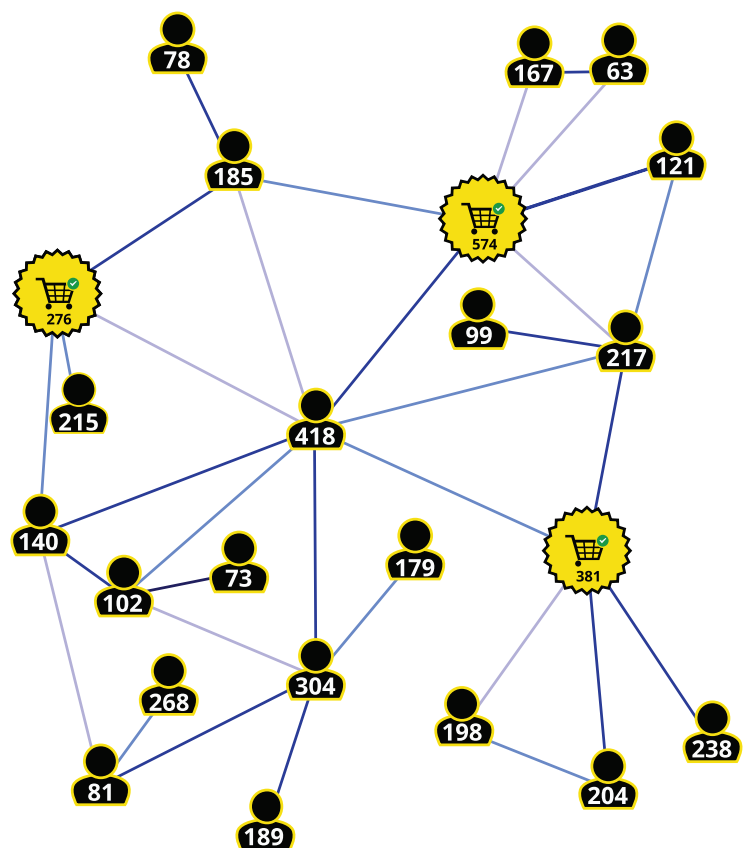
TrustUnion members are granted a **very limited number of direct connections** with other members they trust; most likely people they know well and are willing to vouch for. A fixed amount of direct connections is granted for the lifespan of the TrustUnion member's account.

By granting one direct Trust connection to a member, you essentially **become liable for their actions** since the behavior of your direct connections directly impacts your own TrustScore.

*For example, if a member is identified as having fraudulent behavior, their TrustScore is decreased, which automatically decreases the TrustScore of the members that granted this fraudulent member a direct connection.*

The limited nature of direct outgoing Trust connections combined with the dependence of your TrustScore on the TrustScore of your direct connections' TrustScores promotes an organic and robust environment in the TrustChain.

You can visualize the TrustChain as an elastic peer-to-peer network of Trust that naturally adapts to various attacks such as sybil attacks, fake accounts, and other fraudulent behavior. This elasticity is the first barrier to digital fraud.



==== strength of a trust link



# WHAT IS THE TRUST NETWORK?

The **TrustNetwork** is a next-generation peer-to-peer network where block validators are rewarded for securing the blockchain and masternodes are rewarded for validating the blockchain. The network also offers decentralized value-added services to its users. Such services include transactions using the TUN as crypto-currency, username as pseudonymous identities, identity verifications, storage capabilities, privacy, and governance mechanisms.

The TrustNetwork has been designed to provide maximum **protection and robustness** to the TrustChain and its services.

TrustUnion's Secure Trust Management system is like an immune system for Trust. The TrustUnion system can adapt to address fraudulent behavior on the service level and at the same time has been designed to fight harmful actions on the protocol level.



# WHAT IS TRUST AS A SERVICE?

Trust As A Service (TaaS) uses a distributed ledger to manage a Trust platform that enables products and services to provide different mechanisms of Trust, and that can be used on the web or on other blockchain applications.

## WHAT ARE TRUSTUNION TAAS SERVICES?



TrustIdentities



TrustScore



TrustPath  
and TrustPathExplorer



TrustPay



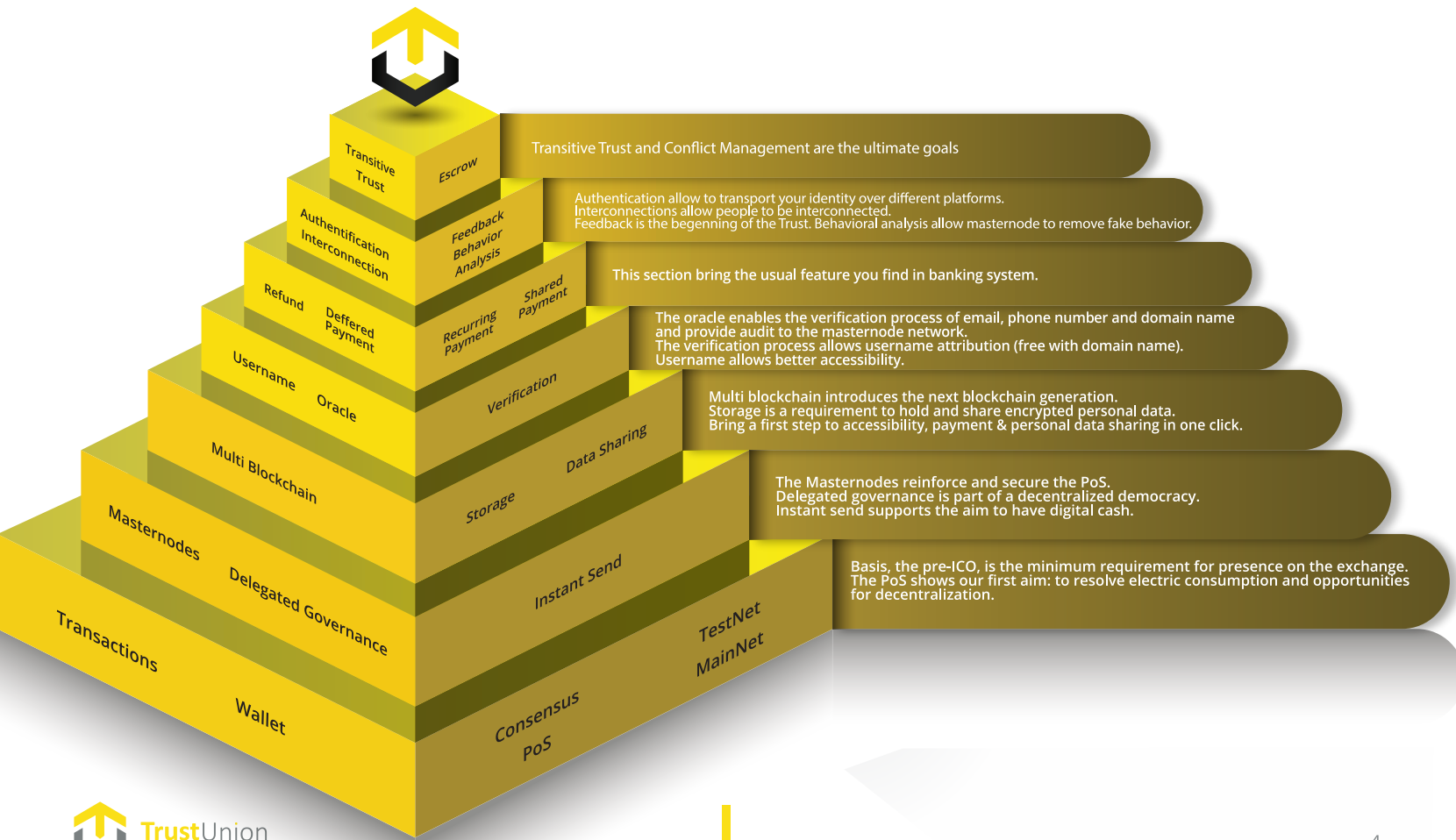
TrustEscrow



TrustGovernance



TrustAntiBot





# TRUSTUNION CORE TEAM



We are working on the project since 2016 and dedicate all our time to make the project grow. We have an extensive experience together for several years before the beginning of the TrustUnion project. We worked together across many ventures and have a very efficient teamwork allowing qualitative communication and quick understanding.



**Mathias Valon**  
CEO, Co-Founder

Mathias is a serial entrepreneur, who has set up and run seven successful companies around the world. He has worked in the technology sector for more than 15 years. Mathias is a trust & innovation researcher, an ICOBench blogger, a member of the the AFGC and holds diplomas in Expert Technologists Blockchain and Blockchain Business Solutions, obtained in the United States in 2018.



**Cyril Ternay**  
CTO, Co-Founder

Cyril holds a masters' degree in Conception and Software Development, from AFIP school based in Lyon (France) and has more than 10 years' experience in programming across multiple sectors including finance, robotics, security and blockchain.



**Brice Argenson**  
CIO

Brice specializes in complex software architecture, agile project management and DevOps. He is a respected expert who has been in the industry for more than 10 years and regularly shares his knowledge by speaking at conferences and meetups. He is also a certified trainer in various technical subjects.



**Alexandre Gonzalez**  
COO

Entrepreneur, Alexandre started as a young business developer for several companies in London, before becoming responsible for business intelligence for large companies in London and Canada, making recommendations for mergers and acquisitions and strategy. Alexandre also built CleverToday, sold 2 years after its creation to a French company.



**Ludovic Delay**  
CMO

A digital nomad who has fallen in love with the Blockchain and its possibilities. After a Marketing Master in Paris and an experience in online advertising agencies, Ludovic specialized in ecommerce. Now living in Southeast-Asia, Ludovic successfully helps businesses and brands thrive online through traffic building, SEO, leads conversion, ergonomics and web design.



**Sting Boigeol**  
Social Media Manager

Sting have a technical degree in sales force obtained in France. His main experiences are in social management, marketing, market study and content development. He is involved in the Blockchain field for more than 3 years, has followed many formations in various subjects and was trained by a mentor during more than 2 years. Sting is part of the core team, manage all our social networks and many other different kind of tasks.



**Etienne Colliaux**  
Technical Support

After an extensive experience in management and government organizations as relations supervisor, Etienne is actively developing TrustUnion through new contacts, advisors and partnerships.



**Yan Frame**  
Audiovisual Producer

With over 7 years of experience in various digital media productions, Yan is a true professional in his field. While having strong and in depth knowledge of production techniques and equipment, Yan always brings a fresh and creative look to each project.

# TRUSTUNION ADVISORS



At TrustUnion, advisors are not viewed simply as “advertising objects”. Instead, they are seen as experts, and as crucial team members that are highly involved with the team. They play a big role in the progression of our project.



**Ralf Kubli**  
Financial Strategy



Ralf is the CVVC Director and a Principal at Lakeside Partners and CV VC (Crypto Valley Venture Capital) in Zug, Switzerland. He is focusing on investment opportunities, advisory in the Blockchain space and he is also involved in tokenizing assets, securities and ICO structuring. Prior to joining Lakeside Partners, Ralf built an artificial intelligence startup business in the USA. In the legacy world, Ralf spent 18 years in the automotive, aerospace, and specialty chemicals in senior management positions.



**Stephanie Tramichheck**  
Go to Market Strategy



Stephanie is currently located in San Francisco, she is the Founding Partner of Propulsive.io and benefit from over 20 years of multi-faced experience as CEO in several lean startups and as former GM in leading global companies such as Pinterest and Etsy. Stéphanie holds a Master of Science in Telecommunications Engineering and is a renowned international speaker.



**Nicolas Gauvrit**  
Sciences and Mathematics



Nicolas is a worldwide recognized french mathematician, writer of our official Yellow Paper. He is holding a PhD in cognitive science and a master's degree in psychology and in pure mathematics. He also was an elected member of the French Statistical Society and the Algorithmic Nature Group. He is also author of a dozen books about reasoning, critical thinking, psychology and statistics.



**Vincent Birot**  
Legal & law Strategy



Vincent worked in many law firms and companies, worldwide, and decided to specialize in Blockchain and compliance. He is now building Belaws in southeast-Asia, the first of its kind legal tech platform disrupting the international law firms models to increase value for both clients and lawyers.



**Raphael Tant**  
Technical Strategy



Raphael is a recognized Internet executive with over 17 years of experience, including key leadership experience in the financial and IT industry. He worked at Natixis Asia and is now the founder of ICO Consulting Asia. Raphael has the ability to drive changes and deliver across multicultural teams and countries. He is a true technology expert across multiple stacks: electronic trading protocol, trading infrastructure, web and mobile development, cloud infrastructure, and blockchain.



**Emilien Ercolani**  
Marketing Strategy



Former IT B2B journalist, Emilien has been writing and working on blockchain and decentralized technologies since 2014. He specialized in digital marketing since 2016 before becoming CMO of the french “ICO Boutique” Chaineum. He is currently CEO of Omniow, a fundraising consulting firm for blockchain projects.

#### TECHNICAL DETAILS

This document is a general overview of the TrustUnion metaproject. Mathematical and technical confirmations are available only under NDA for VC investors or potential partners.

