Verida Protocol Growth

Strategy

Name for Campaign: Verida Protocol Growth Campaign
Company: Verida
Track: Go-To-Market, SaaS
Requested Service: Developer Ecosystem Growth Campaign
Bounty: $10,000

What is the problem that Verida Protocol Solves?
Verida is building a protocol that gives users greater control and privacy over their own data. Our users can realise value from their data based on their decisions and choices.

The growth of large technology companies with proprietary platforms has created 'walled gardens', locking in users and their data. This has hampered competition and choice for users creating a number of economic and security challenges.

- The centralised storage of data creates honeypots for hackers.
- User data is managed by corporations and special interests.
- Siloed data stores and APIs means valuable data is concentrated in the hands of a few.

The result is a lack of respect for our digital property rights, where data cannot be freely shared, and user content cannot serve its creator.

We envisage a future where users have a digital wallet on their phone, only accessible to them. This digital wallet holds and protects their private encrypted data. No one can access this data except the user and access can be granted or restricted on an "as needs" basis.

That personal data is portable and can be securely accessed by different service providers to provide hyper-personalised services.

Verida is building a protocol that gives users greater control and privacy over their own data. Our protocol enables developers to:

1. Build applications where users own their data with a "privacy-first" approach
2. Build regulatory compliant applications
3. Build "dApps" that work seamlessly across desktop and mobile devices
4. Leverage data from users created in other applications to provide a personalised user experience
5. Build applications that comply with the latest web standards
6. Trust the open-source implementation for complete transparency and auditability

One liner about your business/product:

The Verida Protocol is a collection of open-source (or free to use) libraries (computer programs) that enables developers to more easily and quickly build secure decentralized applications. Three parts that make up the developers' tools are the Verida Client Software Developer Kit (SDK), Single Sign-on SDK, and the Storage Nodes. The Verida Protocol enables developers to create Web3 applications where users own their data, identity and perform blockchain transactions.

Our main two goals are to make it easier for developers to build on the blockchain and for users to own their data.

Relevant Information Explained

- **Software Developer Kit (SDK)**: An SDK is a set of tools provided to developers to make it easier to code. Instead of having to build functionality, like sending push notifications from scratch, an SDK already has the functionality built, so developers do not need to rebuild basic programming functions. An SDK makes it easier and faster for a developer to build applications.
- **Verida Client SDK** - is an open-source implementation of a Verida network client providing encrypted storage, identity, messaging, and schemas capabilities.
- **Verida Single Sign-On SDK** - A decentralized single sign-on SDK that enables seamless QR code authentication via the Verida Vault mobile application
- **Verida Storage Nodes**: Allows users to control where their private data is stored for all applications using their Verida account. Data created by applications is encrypted with the account's private keys and stored in off-chain peer-to-peer databases.

In short, where we could use your help:

Our main goal of this bounty is figuring out a strategy to increase the adoption of developers using the Verida Protocol. We would like help narrowing down our target audience and the best way to market to them.

Any additional information about the problem:
The Verida Protocol enables developers to quickly build self-sovereign applications — allowing users to own their data.

Applications developed using Verida Protocol, and common schemas allow data to be shared / synchronised across all other applications used by the same user. The structure provides unparalleled data portability.

The system is distributed by design, enabling user data to be stored on Verida infrastructure, a user's infrastructure, or third-party hosting providers.

Verida Protocol provides an easy-to-use client library (Client SDK) that abstracts the complexities of encryption, permissions, schemas, and user management. Applications can

access user data once unlocked by a user's blockchain wallet (i.e., Ethereum, NEAR, Algorand).

Applications can store unstructured data but are encouraged to use the built-in data schemas pre-defined by Verida (or develop their custom schemas). This ensures all applications built using the Verida Protocol can interoperate together with data of a particular type created in one application available in all other applications that support that data type.

Inspiration

Verida makes use of blockchain to bridge trust between parties that don't know each other. This makes a peer-to-peer model of data sharing possible that powers a new distribution of the value created from user data. Many new use cases can be unlocked, such as

- Portable private KYC credentials for compliant DeFi
- Participant alerts and notifications for DAOs
- Hyper personalized web3 social news feeds
- Private, shareable health records
- Micro-credentials for web3 reputation

An example of our decentralized markdown note-taking application is here: https://medium.com/verida/verida-markdown-editor-ecd00314a8b4

Are there any restrictions for the campaign:
None

Goals and metrics for this campaign:

- Increase the number of developers and projects integrating the Verida Protocol
    - # of Developers on Verida
    - # of Apps on Verida

Links and Resources

https://www.verida.io/verida-developers
https://docs.verida.io/overview
https://discord.gg/3Wdn5RWk