TruAnon™
Digital Identity

Portable Identity for Trusted Discord Communities

TruAnon provides a portable, global, and *user-preferred* identity option, safeguarding privacy and reputation with visible, owner-controlled trust for every server, profile, and post.
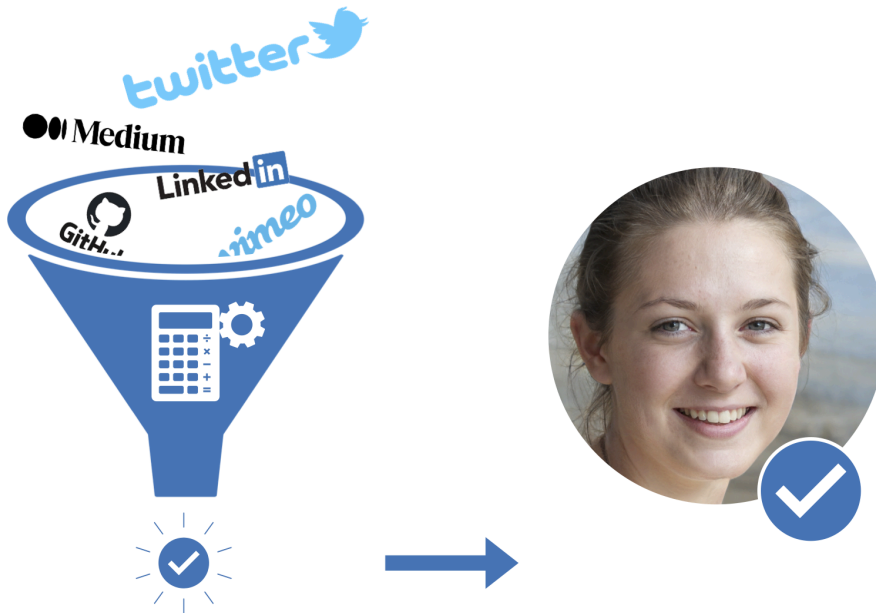
Discord values privacy as a cornerstone principle. This maintains focus on safeguarding reputation, allowing pseudonymity with selective transparency. A scalable, portable identity members access globally.

- **Global Accessibility**: Works for anyone.
- **Continuous Confidence**: People back their own claim.
- **Visible Accountability**: Controlling what to share means avoiding can create skeptical interaction, exposing threat actors' intentions as plainly visible.

Overview

There are no limits to scale, or rate of adoption; people back their own claim and confirm links and profiles already used to help others know them by.

By providing transparency, influencers share a meaningful story of trust that their audience values, and wants to join and be part of.

A set of visibly consistent profiles builds more trust than a private ID others cannot review. Confidence is plainly visible —reflected in what you choose to share.

This goes beyond "**Credible**" rank, which is like ID —People almost always return to boost their report to **Reliable** or even **Genuine**. If it is good to be **Credible**, it must be better to be more so.

By linking properties to a singular owner, TruAnon makes re-entry for bad-actors economically unattractive, forcing them onto less trusted platforms.

Community-Driven Safety Effect

Reactions to transparency are immediate, continuous, and natural —creating a safety effect that benefits the entire community without coercion, instruction, or study.

- *Unknown* profiles offer a starting point, promoting skeptical interaction where users make a choice: to engage openly or stay unverified.

- *Credible* brings standard ID-level trust, achieved quickly and visibly.
- *Reliable* rank signifies strong, consistent connections across trusted networks.
- *Genuine* is the pinnacle, representing the most consistent depth and history of digital footprints across both professional and social spaces.
- *Cautioned* represents limited trust, showing that a user has taken steps toward transparency but hasn't yet established full credibility.
- *Dangerous* flags those actively avoiding transparency. By highlighting profiles that resist verification, it provides a clear caution others filter or ignore.

This uniquely useful, community-driven process deters threat-actors. Experts and professionals, however, can engage at the level they've earned, enjoying a fair playing field of validated history and context they want others to see and consider.

Problem / Solution

Verification is highly valued to everyone, *especially advertising networks*, but people and platforms that share a dedication to privacy, fear increasing risk to reputation. For example, Facebook **ARPU ranges 10X** (from **$5.12 to $56.11)** based on confidence of identity, however a loss of privacy and poor value-exchange, means adoption remains very low. If adoption were high, *advertising revenue would multiply*.

statista.com/statistics/251328/facebooks-average-revenue

Natural Motivation Vs. Coercion & Force

Offering this benefit creates two distinct user journeys: threat actors become increasingly exposed with each validation they attempt —audience oversight and public transparency make detection increasingly inevitable. They risk losing everything stolen or forged because properties are locked to a singular owner. If a bad-actor were to be banned, they cannot simply return and must move on to less trusted platforms.

Meanwhile, legitimate users enjoy the shared benefits of transparency and trust, they pass easily, without worry or distraction.

Community-Driven

- Credible folks enjoy greater value

- Threat Actors fear greater risk

Credible Path — Genuine

"Unknown"

Cautioned Path — Dangerous

Conclusion

TruAnon does not interfere with other options or change how people use your service. The APIs are easy to implement, and the visible safety effect is immediate and community-wide.

- This preserves Discord's anonymity and privacy principles, enabling safer interactions without altering how users engage.
- Any number of members can back their claims simultaneously, with no delays, queues, reviews or disputes—it's automatic, members make it work.
- Verify that provides such clear benefits, makes avoidance just as clear. This creates a *community-wide safety effect* like installing lights in a dark stairwell.

A reputation ecosystem attracts advertisers and users —by offering this option, those who adopt it, improve ad-revenue and the valuation of your company.