TruAnon™
Digital Identity

Identity People Prefer

TruAnon is an automatic and continuous identity proofing that people choose to adopt, protecting privacy and reputation without centralized control, reviews, or disputes.

Bluesky, Mastodon and others rely on **self-assertion and decentralization** where members trust themselves —we aim to take this further:

Simple: It should be easier, especially for services like blogs and social media that form the majority of our digital identity.

Private: Attested confidence from sources like GitHub, LinkedIn, and Medium, but without always needing to display these properties.

Portable: Ownership and control over how identity is seen and shared, wherever participation happens.

Overview

Instead of private documents, TruAnon lets people confirm the links and profiles they already use for others to know them by.

By providing transparency, influencers share a meaningful story of trust their audience values. People adopt this enthusiastically, it's genuinely helpful.
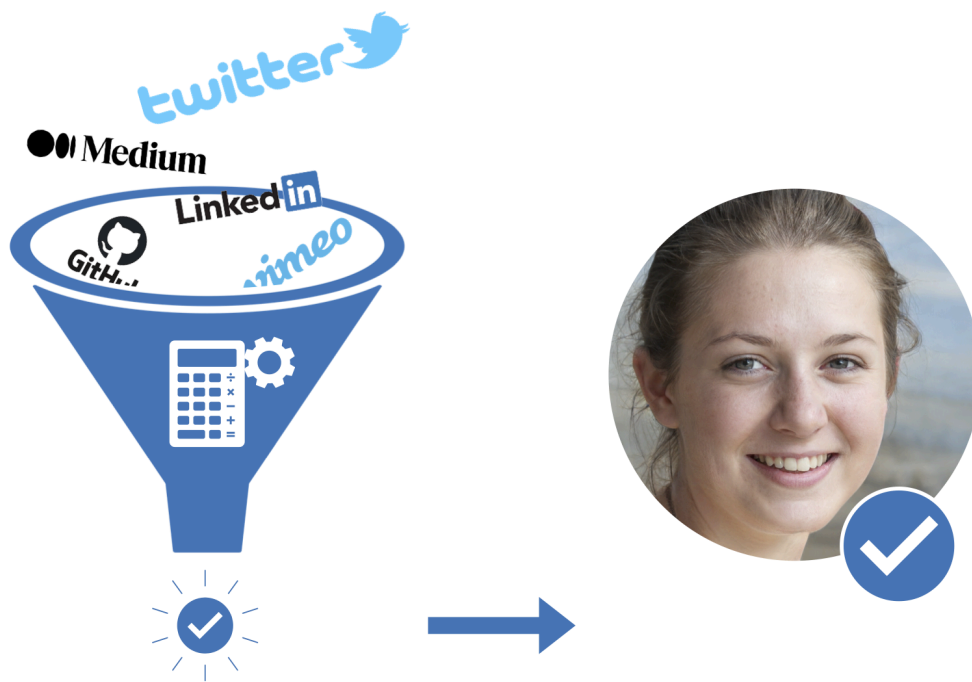
A set of visibly consistent profiles builds more trust than a private ID others cannot review. By linking properties to a single owner, TruAnon prevents re-entry for banned members.

Authenticity becomes accessible and clear to everyone. Confidence is visible to your audience, collaborators, and friends —reflected in what you choose to share.

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

Community-Driven Safety Effect

Reactions are immediate, continuous, and effortless —creating a safety effect that benefits the entire community without the need for coercion, instruction, or study.

- *Unknown* profiles offer a starting point, promoting initial interaction and giving users 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 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.

This uniquely powerful, community-driven process deters threat-actors, who move to less trusted platforms where their schemes can still thrive.

Experts and professionals, however, can engage at the level they've earned, enjoying a fair playing field compared to platforms relying solely on seniority. A verified history of expertise and experience adds meaningful value to the entire community.

Problem / Solution

Verify is highly valued; but people and platforms fear increasing risk to reputation. For example, Facebook **ARPU ranges 10X** from **$5.12 to $56.11** depending on

confidence of identity. Classic verify services bring the same risks people are trying to avoid. If adoption were high, the valuation of the whole company would multiply.

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

- Confidence in identity significantly impacts platform revenue.
- Classic solutions carry the same risks people aim to avoid.
- Adoption exponentially increases account data and company valuation.

Natural Motivation Vs. Coercion & Force

Offering this option creates two distinct user journeys: threat actors become increasingly visible with each step they take, as oversight and transparency make detection inevitable. They risk losing everything stolen or forged because properties are locked to a single owner.

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

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.

By offering this option, users who adopt it multiply the value of their account data, enhancing the valuation of your company.