

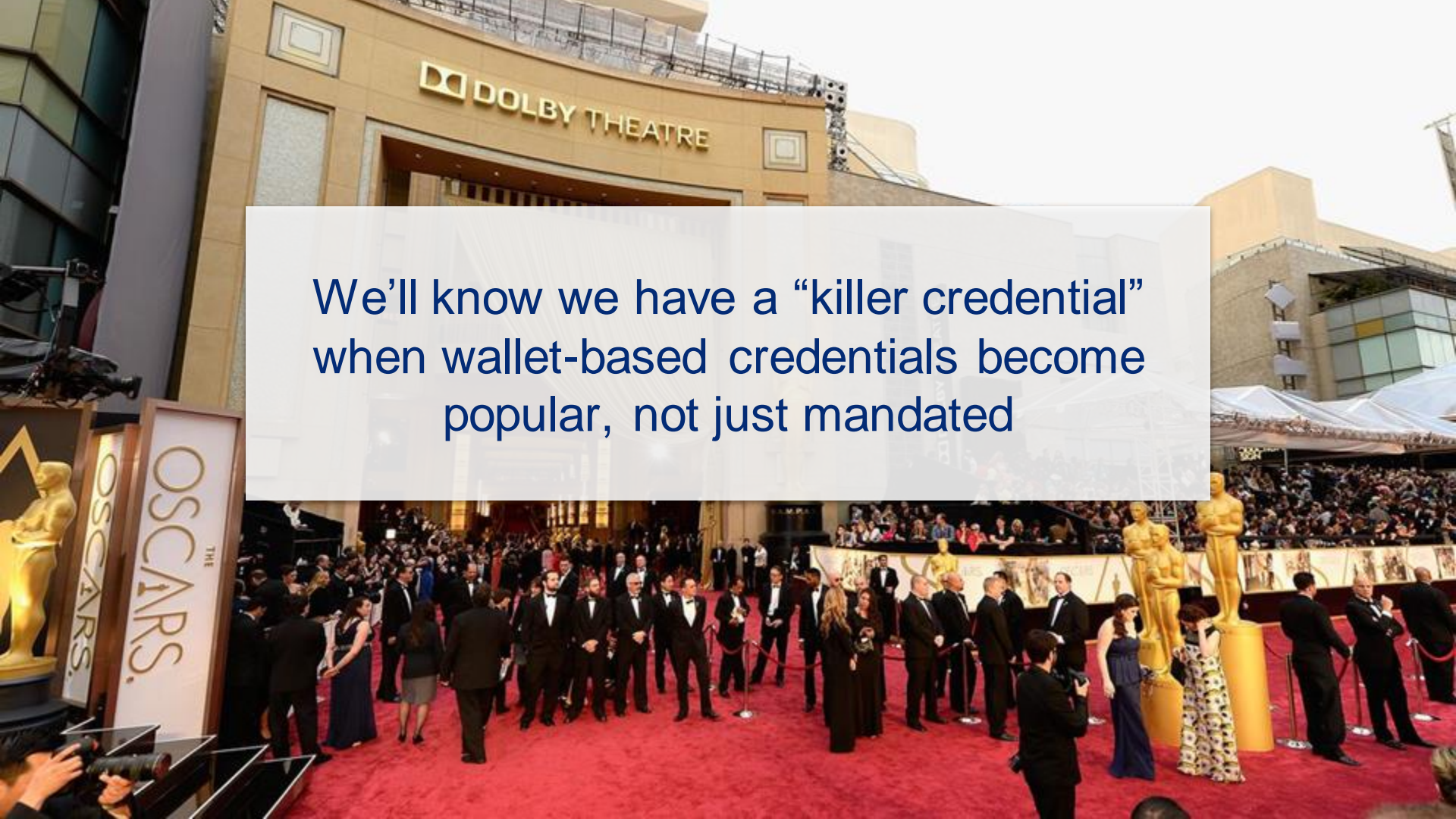


The Killer Credential

Spotting Verifiable Credentials That Are Absolute Must-Haves for Every Party in an Ecosystem

Eve Maler, CTO

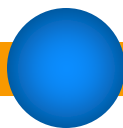
10 May 2023



We'll know we have a “killer credential”
when wallet-based credentials become
popular, not just mandated

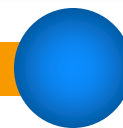
Designing ecosystems is a risky endeavor

saml & xml.org



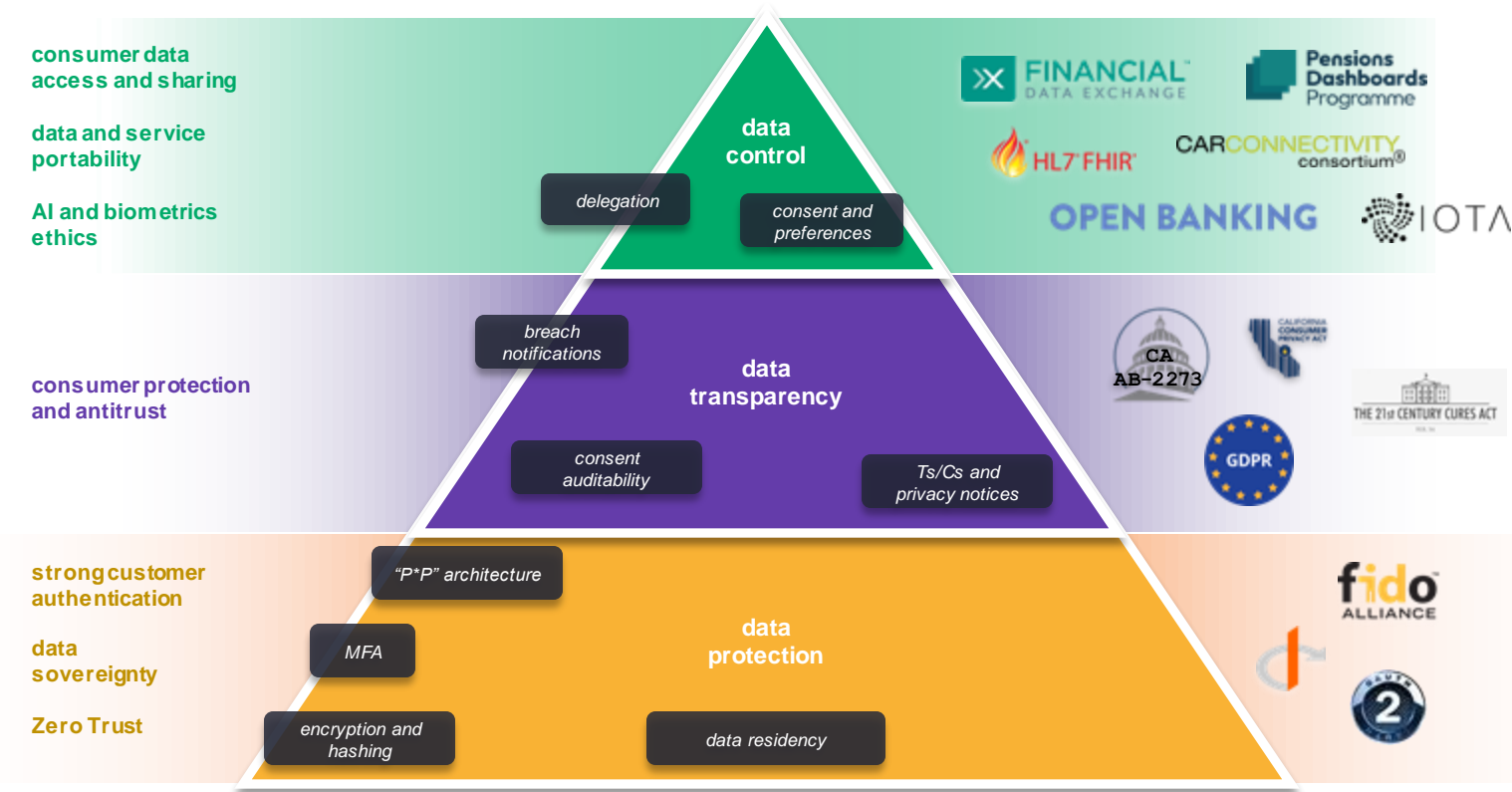
2001–2005(+)

OpenID Connect



2011–2014(+)

Misaligned incentives have impeded user centricity



Ecosystems have different dynamics

A credential-by-credential analysis is clarifying so let's look at some candidates

credential	holder	issuer	verifier	notes
session	Will it help me roam across sites?	Cheap to produce; what's my liability?	Maybe, if wallet assurance is high or I'm close with the issuer	Growth of ecosystem depends on wallet security trust and, likely, SSO-like business trust
gaming	Show off achievements; unlock new content on other games	Cheap to produce; free marketing in other virtual worlds/ecosystems	Import player proficiencies; encourage community engagement	Opportunity to make virtual worlds more attractive; interop a big question
citizenship	I only share this because I'm forced to	I only produce this because I'm sole-source	Limited though important uses	Captive parties have made it a focus; won't win popularity contests
work eligibility	I have a lot of gigs/change jobs a lot so this could help	Cheap to produce; I know my liability	Saves time/expense and improves remote onboarding	Training/testing orgs and governments working towards this; who is willing to consume it?
not a bot	Guarantees other users aren't bots? Helps me stay anonymous?	Cheap to produce; what's my liability?	Attractive for battling fraud even if not 100% accurate	Device OSEs have the issuance upper hand; GenAI makes it more urgent
consent for sharing	Can you prove all the data processors also saw this?	Cheap to produce; what's my liability?	Could this help me reduce my liability?	Opportunity for building a respectful personal data brokerage

A photograph of several jockeys racing horses. The jockeys are wearing colorful silks and helmets. The horses are in motion, and the background is slightly blurred. A semi-transparent white text box is overlaid in the center of the image.

It's not easy to hit the trifecta but we have some intriguing possibilities

Thank you!

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