



# VERIFIED REAL

*Proving Humanity in the Age of AI*

The portable identity badge for creators

# The Internet Has an Identity Crisis

**75,000**

AI fake tracks uploaded to  
Deezer every single day

**97%**

of listeners can't tell AI  
from human music

**\$4B**

in creator revenue  
at risk by 2028

# Fake AI Creators Are Winning

## **The Velvet Sundown** ↗

Fully AI-generated band. 1M+ Spotify streams. Denied being AI for weeks. The Guardian, Jul 2025.

## **Michael Smith** ↗

Extracted \$10M+ in fraudulent royalties using AI music + bots. Pled guilty March 2026. The Guardian, Mar 2026.

## **Xania Monet** ↗

AI R&B persona secured a \$3M record deal after a bidding war. Charted on Billboard. Billboard, 2025.

*These aren't edge cases. This is the new normal.*

# The Market Is Moving. The Gap Is Open.

**Apr 2026**

Spotify launches 'Verified by Spotify' badge — music only, platform-locked

**May 2026**

Vocana launches human artist badge — indie music only, no embed

**Aug 2026**

EU AI Act takes effect — AI content labeling required by law

**TODAY**

No portable, embeddable, cross-platform human creator credential exists

# VERIFIED REAL

*Verify Once. Carry It Everywhere.*



## 90-Second KYC

Government ID + face liveness check via Stripe Identity. Secure, fast, private.



## Embeddable Badge

One JavaScript snippet. Works on any website. Live status — auto-revokes if expired.



## Public Directory

Searchable database. Fans, brands, and platforms can verify any creator instantly.

# Three Steps to Be Verified

1

## Sign Up

Create your Verified Real profile. Free. Takes 2 minutes.

2

## Verify

Upload your ID + quick face scan. Powered by Stripe Identity. 90 seconds.

3

## Display & Get Found

Embed your badge. Show up in the directory. Fans and brands verify you instantly.

# The Badge That Travels With You

- One line of JavaScript — paste it anywhere
- Works on any website, press kit, Bandcamp page, or link-in-bio
- Live status — if verification lapses, badge goes dark automatically
- QR code on merch for fan verification at shows
- Public verification page for every creator



✓ **VERIFIED REAL**

Verified Human Creator  
*verifiedreal.com*

*Website · Bandcamp · Linktree · Press Kit · Merch*

# A Market That's Screaming for This

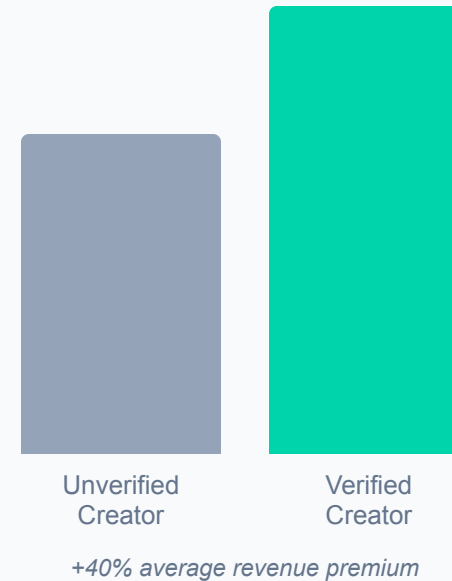
**10M+** artists on DistroKid alone

**87%** of brands prefer verified creators

**30–40%** more earnings for verified creators

**60–80%** increase in sponsorships after verification

**Creator Trust Premium**



# Income Potential

*Bootstrap path — no VC, realistic numbers*

## Year 1

**\$6K–\$12K**

- 60–120 paying creators @ \$9.99/mo
- 1 small B2B pilot (\$2K–\$5K)
- Mostly validation — don't expect a salary

**Building**

## Year 2

**\$42K–\$54K**

- 300 B2C subscribers
- 1–2 platform API contracts
- @ \$6K–\$18K/yr each
- First real income possible

**Traction**

## Year 3

**\$100K–\$180K**

- 600+ B2C subscribers
- 3–4 platform API deals
- Distribution partnership signed
- Fundable or acquirable

**Scale**

# Exit Potential

Strategic acquirers are motivated — and already circling the space

**\$3M ARR**

~18–24 months

**\$20M–\$50M**

**Likely buyers:**

DistroKid PE buyer, Spotify, Veriff

Acqui-hire + IP

**\$10M ARR**

~3 years

**\$80M–\$200M**

**Likely buyers:**

Spotify, UMG/Virgin Music, Okta, Entrust

Strategic acquisition

**\$30M ARR**

3–4 years

**\$300M–\$600M**

**Likely buyers:**

Google/YouTube, Palo Alto, Okta, Meta

Platform standard

Comp: Onfido sold to Entrust for \$400–\$650M (Feb 2024) at ~8–10x ARR. Identity/IAM M&A averages 15x revenue.

# Three Revenue Streams



## B2C Freemium

Free Tier 1 for all creators.

Paid badge + features: \$10–20/month.

Target: independent artists.



## B2B API

Platforms, sync licensors, and brands pay monthly to query verification status via API.



## White-Label

DistroKid, CD Baby, PROs license our verification infrastructure for their own platforms.

*KYC cost: ~\$0.80–1.50/verification at scale (Veriff / Stripe Identity)*

# Land One Vertical. Then Expand.

## Phase 1

### **Music First**

Anchor in musicians. The AI fake artist crisis is front-page news.

## Phase 2

### **Distribution Partners**

DistroKid, CD Baby, ASCAP, BMI.  
Millions of artists, one deal.

## Phase 3

### **All Creators**

Visual artists, writers, photographers,  
freelancers.

## Phase 4

### **Platform API**

Sell verification-as-a-service to streaming  
platforms, sync libraries, brands.

# Nobody Has Solved This

	Human Verified	Creator-Specific	Embeddable	Cross-Platform	Accessible
Spotify Verified	⚠️	✓	✗	✗	✓
X Checkmark	✗	✗	✗	✗	✓
World ID	✓	✗	✗	⚠️	✗
Not By AI	✗	⚠️	✓	✓	✓
<b>Verified Real</b>	✓	✓	✓	✓	✓

# The credential that belongs to the creator.

*Not to the platform.*

## Partner With Us

DistroKid, CD Baby, ASCAP, sync platforms

## Invest

Seed round open.  
MVP build: ~\$50K–75K.

## Get Verified

verifiedreal.com  
Founding creator badges available now

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