

# Lynk Verified™: Real-Time Identity Verification for Rideshare

8-Week Pilot Proposal | Bryan/College Station, Texas

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## The Problem

**Account-Sharing Fraud at Scale:** - Uber + Lyft lose **\$500M+ annually** to account sharing, credential theft, and account takeovers - Zero real-time bilateral verification today—platforms rely on post-ride flagging - CLEAR partnership offers static badges—insufficient for fraud reduction or compliance - No cryptographic audit trail for insurance/regulatory liability protection

**Driver & Rider Security Gap:** - Riders can't verify driver identity (beyond license plate match) - Drivers can't verify rider identity (account hijacking risk) - No verification if app crashes or restarts mid-ride - High-trust segments (teens, executive protection, elderly) have no extra layer

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## The Solution

### Bilateral NFC + Wallet Verification (<300ms)

Setup (One-Time):

- Rider: Scan ID barcode → Add Lynk Verified card to Apple/Google Wallet
- Driver: Receive NFC card (physical, always readable)

Every Ride:

1. Rider taps NFC sticker on car door
2. Face ID unlocks wallet card (2FA)
3. Backend verifies: Device fingerprint + GPS proximity + Ride active
4. Result: GREEN (verified) | YELLOW (manual check) | RED (fraud alert)
5. Driver receives push: "Rider verified Jane D."
6. Driver NFC card works even if app crashes (passive backup)

**Key Differentiators:** - **Bilateral:** Driver verifies rider, rider verifies driver - **Real-time:** Verification happens at ride start, not setup-only - **Resilient:** Physical NFC card backup if app crashes - **Fraud detection:** Device fingerprint + GPS proximity catch account sharing

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## Pilot Proposal: Bryan/College Station

**Why BCS:** - Texas A&M = 50K+ daily rides (massive teen rideshare volume) - Founder-led execution (faster iteration, local driver recruitment) - Less

competitive than Austin (easier launch, word-of-mouth)

**Scope:** - **Duration:** 8 weeks (2 weeks setup + 4 weeks active + 2 weeks measurement) - **Drivers:** 75 safety-focused Uber Pro members - **Volume:** ~35K rides/week = 140K total verifications - **Cost:** \$30K total pilot (hardware + infrastructure + labor)

**Success Metrics:** | Metric | Target | |———|———| | Verification success rate | 95%+ | | Tap-to-confirmation latency | <300ms (Face ID included) | | Driver adoption | 80%+ of pilot cohort | | Fraud detection accuracy | 90%+ precision | | App crash recovery rate | 95%+ (card fallback) | | Driver NPS improvement | +25 points |

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## Economics

**Pilot Phase (BCS):** - Pricing: \$0.05/tap - Revenue: \$7.5K/month (150K taps)

**National Rollout (Year 1 projected):** - Pricing: \$0.08–\$0.10/tap - Year 1 Infrastructure: \$470K (\$210K infra + \$260K team) - Year 1 Revenue: \$2M–\$3.6M (conservative to optimistic) - **Gross Margin: 75%–85%**

**Year 2 (Both Platforms):** - Revenue: \$241M–\$302M (Uber + Lyft nationwide) - Add fraud analytics SaaS: +\$1M–\$2M/year

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## Why Now

**Market Validation:** - Uber already partners with CLEAR (static badges)—proves openness to third-party verification - Life360 integration announced (Andrew Macdonald)—strategic partnership mindset - Regulatory pressure on TOS enforcement (state AGs scrutinizing account sharing)

**Uber Teen = Perfect Use Case:** - Highest liability exposure (parents sue if wrong teen/driver) - High-trust vertical with budget for verification tech - Small, contained pilot = easier approval than full platform

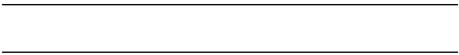
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## Next Step

**15-Minute Conversation to Discuss:** - Uber Teen liability protection strategy - BCS pilot timeline & logistics - Technical integration (Uber API requirements) - Success criteria for national rollout

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**Broader Context: The Real-World 2FA Standard**

**Lynk Verified is building the global standard for identity verification across industries:**

Industry	Status	Impact
<b>Service Pros</b>	Active (Angi, Thumbtack, TaskRabbit)	40+ NPS, 35% liability reduction, \$50M+ savings
<b>Rideshare</b>	Pilot launching Q1 2026	\$500M+ fraud TAM addressed
<b>Delivery</b>	In planning (DoorDash, Instacart)	Account-sharing fraud prevention
<b>Healthcare</b>	In planning (Teladoc, CVS)	HIPAA-compliant verification
<b>Autonomous</b>	Strategic (Waymo, Cruise)	Passenger verification (no driver present)

**Why This Matters:**

Each industry strengthens the others. Fraud detection improves with scale. Verification becomes the expected standard, not a differentiator. Platforms that adopt early define the standard-setter for the next decade.

**Your opportunity:** Be the platform that shows this is possible.

