

# Ammit

## Enabling Authenticity

A familiar face on a video call. A message from your boss. A news article shared by a friend. A contract bearing a company's letterhead.

**How do you know any of it is real?**

For most of human history, we've relied on appearances to establish authenticity. We recognise faces, voices, signatures, and familiar names. But in the digital world, these signals are dangerously easy to forge. Artificial intelligence has made impersonation cheaper and more convincing than ever. Anyone can fabricate a voice, generate a convincing video, or create a message that appears to come from someone you trust. The consequences go far beyond misinformation. Fraudulent payment instructions, impersonated executives, fake credentials, forged documents, and increasingly sophisticated scams all exploit the same fundamental weakness: **we have no reliable, universal way to establish who we're actually dealing with.**

### We know how to verify a signature. But how do we verify identity?

The technology to prove that a digital message or document is authentic has existed for decades: digital signatures. They allow us to verify that something was signed by a particular digital key and hasn't been altered - no matter how powerful an AI is thrown at it.

But there's a catch. **How do you know whose key it is?**

A signature is only as trustworthy as the key that generated it. A trustworthy system connects a signature not just to a key but to an identity, despite the keys changing when users lose their phones, get malware, and change organisations.

Today's solutions largely rely on central authorities and platforms to tell us who is who. This doesn’t solve the problem, it just shifts it. Now rather than tricking many people, fraudsters only need to trick the platform. And that’s assuming the authority is globally trusted and isn’t

compromised. This isn't theoretical, it's the reality that has been played out many times on the world wide web with Certificate Authorities.

## Introducing Ammit: A foundation for trust in the digital world.

Ammit is building a new way to establish and verify digital identity, one that puts individuals and organisations in control of their own identities without depending on a single central authority.

At its heart is a simple idea: **Trust should come from the people and institutions you choose to trust, not from a platform that decides for you.**

Imagine receiving a message from someone claiming to be your bank manager. Instead of relying on their name, phone number, or appearance, you could verify their relationship to your bank. If a stranger contacts you, you could discover the people, businesses, or professional organisations that vouch for them. If someone sends you a contract, you could verify who signed it, whether it has been changed, and whether the signatures remain valid years later.

Ammit brings these capabilities together into a unified ecosystem:

- **Identity you control:** Your digital identity belongs to you, not a platform, and can survive lost devices, compromised keys, and changes in service providers.
- **Trust built on relationships:** Establish authenticity through verifiable connections to friends, colleagues, employers, professional bodies, and institutions.
- **Communication you can trust:** Secure messaging built around verifiable identities, so you can establish who you're communicating with, not merely which account you're messaging.
- **Documents you can verify:** Contracts, credentials, instructions, and public communications whose origins and integrity can be independently checked, even long after they were created.

Together, these capabilities make impersonation and fraud substantially harder while removing the friction of establishing trust. Instead of repeatedly proving who you are, exchanging sensitive documents, or relying on insecure verification channels, people and businesses can interact with greater confidence.

## Making trust an asset, not an obstacle.

Ammit is designed for everyone, from individuals and small businesses to large enterprises. Individuals can connect and communicate freely, while enterprises gain the tools to manage trusted identities, protect sensitive communications, verify business documents, and integrate authenticity into everyday workflows.

Our ambition goes beyond building another identity service or messaging app. We want to create the trust infrastructure for an increasingly digital world: an open foundation on which

people and organisations can communicate, transact, and collaborate without having to take authenticity on faith.

**In a world where anything can be faked, Ammit is building a future where authenticity can be proven.**