



Sponsorships

Every user of BrightID needs a *sponsorship* to become verified. The easiest way for a user to obtain a sponsorship is from an app that integrates BrightID. Apps are encouraged to give away sponsorships in order to attract users.

Each user only needs to be sponsored once in their lifetime. A sponsorship is valid across all applications. More detail is found in the [BrightID whitepaper](#).

Apps must obtain sponsorships by buying them. Sponsorships are initially sold through a smart contract for a price of [1 DAI](#) each. The sale of sponsorships will provide continuing support to BrightID as an open-source project, while the low price allows its services to remain affordable to small businesses and independent supporters.

Subscriptions

In addition to direct sales of sponsorships, a limited number of *subscriptions* will be available to early adopters. A subscription--once activated--produces new sponsorships every month for six years. For example, during year one, an early adopter would receive one new sponsorship every month, for a total of twelve new sponsorships at the end of the year. The next year, she would receive two new sponsorships every month, for a total of twenty-four new sponsorships at the end of the year. Over the course of six years, one activated subscription will have produced 252 sponsorships, as indicated by the schedule below.

Schedule

Year	1	2	3	4	5	6
Sponsorships per month	1	2	3	4	5	6
Sponsorships per year	12	24	36	48	60	72
Total sponsorships at year end	12	36	72	120	180	252

Cost

The first 400,000 subscriptions will be on sale for [1 DAI](#) each — the same price as a single sponsorship. The remaining 500,000 subscriptions will be on sale for [2 DAI](#) each.

Instructions

Purchasing and using sponsorships and subscriptions are done through <https://sp.brightid.org>

Using Sponsorships

1. Use the “Purchase” button under “Sponsorships.” Set the amount and ensure that you have enough [DAI](#) in your wallet to make the purchase.
2. Register with a BrightID node operator to receive a “context” to use with your app.
3. Assign the context you received from the node operator to your sponsorships using the “Assign” button under “Sponsorships.”

Using Subscriptions

1. Use the “Purchase” button under “Subscriptions.” Set the amount and ensure that you have enough [DAI](#) in your wallet to make the purchase.
2. Activate your subscriptions using the “Activate” button under “Subscriptions.” Once activated, each subscription will produce one sponsorship immediately and additional sponsorships according to the above [schedule](#).
3. Periodically claim all sponsorships that have been produced by your subscriptions using the “Claim” button under “Subscriptions.”
4. Claimed sponsorships can then be used as [described above](#).

BrightID Main DAO

Funds from the sale of sponsorships and subscriptions are managed by the BrightID Main DAO — a voting group consisting primarily of individuals interested in using the BrightID platform for their projects. (See the BrightID Main DAO's [Constitution](#).)

BrightID Main DAO oversees the high-level budget of BrightID and distributes funds to other organizations or DAOs to achieve its goals.

Roadmap

The sale of subscriptions will fund eight months of expenses needed to prepare BrightID for mainstream adoption.

Sponsorship

Applications and users can sponsor new participants, which funds BrightID.

**Backup & Recovery**

Social and cloud recovery of keys and contacts.

**Month 1****Month 2****Month 3****Month 4****Improved UI**

Improved mobile UI based on beta testing.

**Groups & Seed Tools**

Guard against social engineering through "primary groups."

Allow for rapid growth through seed group creation tools.

**Reputation & SDK**

"Stars" show how users are progressing and are redeemable through apps.

Making connections in other apps is possible with an SDK.

Sybil Defense Modeling

Improve existing sybil defenses through extensive modeling.

**Month 5****Month 6****Month 7****Month 8****Peer-to-Peer**

BrightID operates on many nodes sharing data in a decentralized manner.

**General Release**

Scalability and usability testing followed by a mainstream release.

