

Persona

**Trusted identity infrastructure
for any use case**



Leadership



Charles Yeh
CTO



Rick Song
CEO



Christie Kim
COO



Our Investors

BOND

COATUE



FOUNDERS FUND



INSIGHT
PARTNERS

MERITECH

Oct 2018

founded

San Francisco, CA

Headquarters

80+

Employees

Verify your identity
Let's make sure you're you

Get started

By continuing, you agree to Personai's privacy policy.

The problem

**The physical and digital worlds have merged
but our identities have not**

There are more online transactions than ever



Persona is building the online identity network for our offline identity

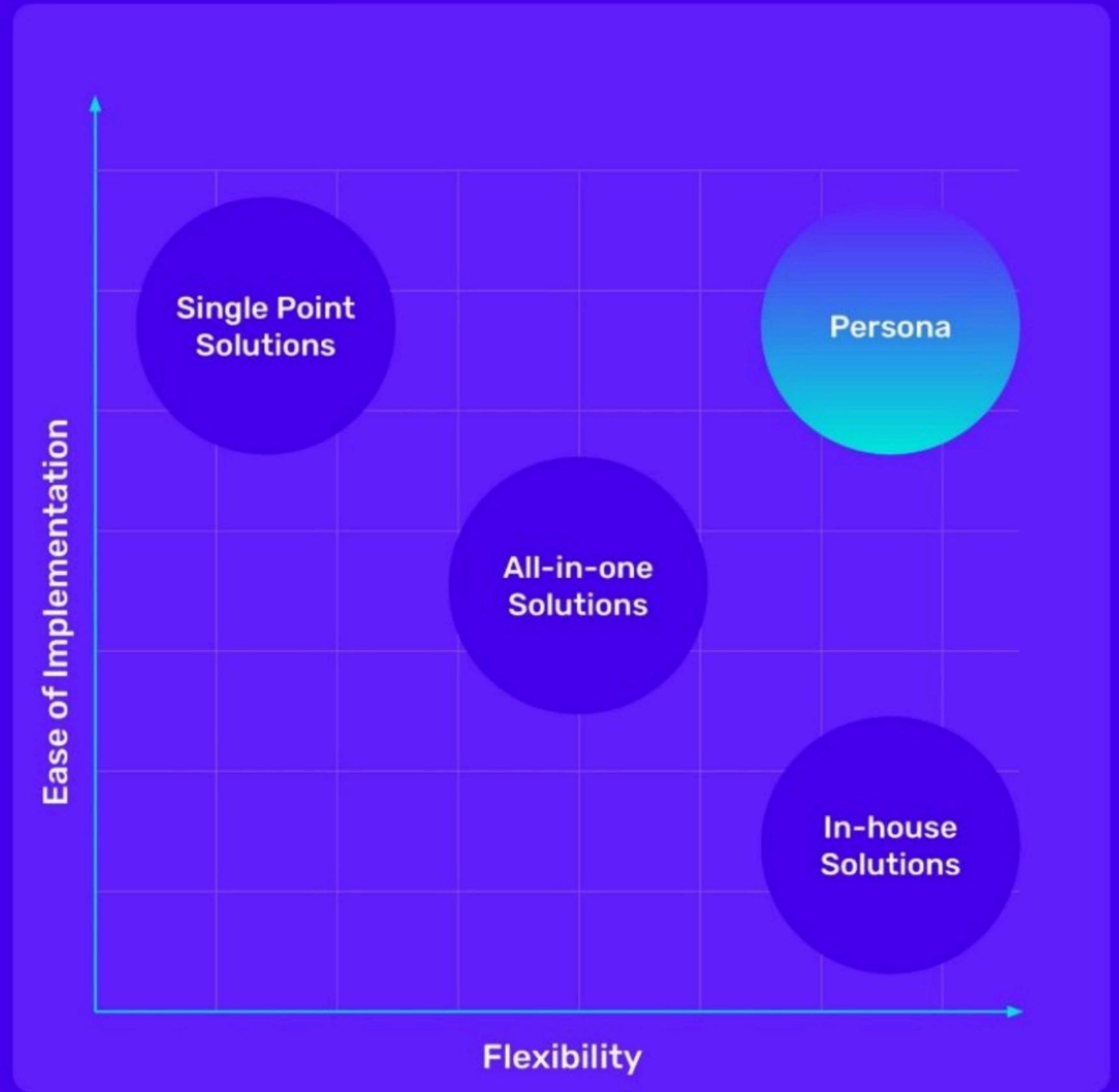


**Identity is a relationship,
not a transaction**

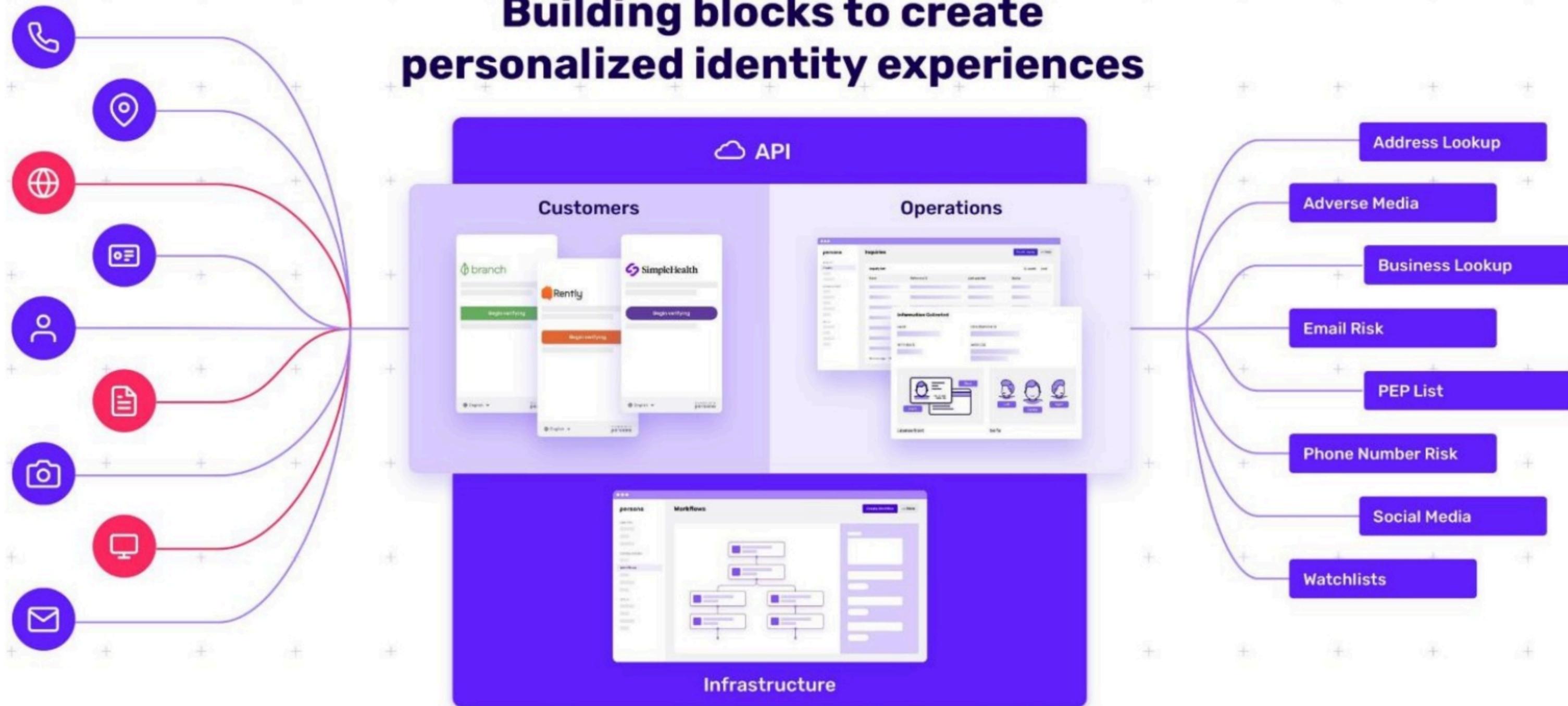




**Our approach, a
customizable
identity
infrastructure
for modern
businesses**



Building blocks to create personalized identity experiences



Universal across use cases

 Square

Lending

BREX

Credit

 SimpleHealth

Digital Pharmacy

SONDER

Hospitality



EdTech

 AngelList

Fintech

 udemy

Edtech

 BlockFi

Crypto



Credit

 Rently

Home Viewing

 RIPPLING

HR

Outdoorsy

Marketplace

Our customers love us

We knew our conversation rate could be higher if we offered a better identity verification experience. Since switching to Persona, our conversation rate has doubled.



Maria A, Director of KYC/AML
Blockfi

Persona's intuitive UI has saved our team several hours a day and led to a massive reduction in customer service requests.



Liam D, Trust & Safety Manager
Sonder

Our team loves working with Persona, specifically the people. It's been a breath of fresh air working with such a dedicated, friendly, and available team.

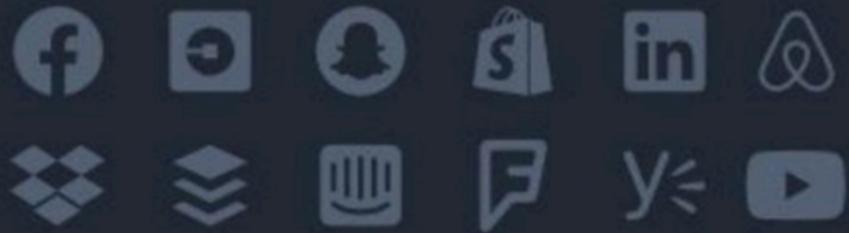


Ryan Quigley, President
Simple Health

Persona makes it easy to get started with preset templates, but if you want more power and flexibility to enrich your process, they also offer that.



Ahmed S, VP of Product
Branch



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