EUDI Wallets

Business model & Business expectations
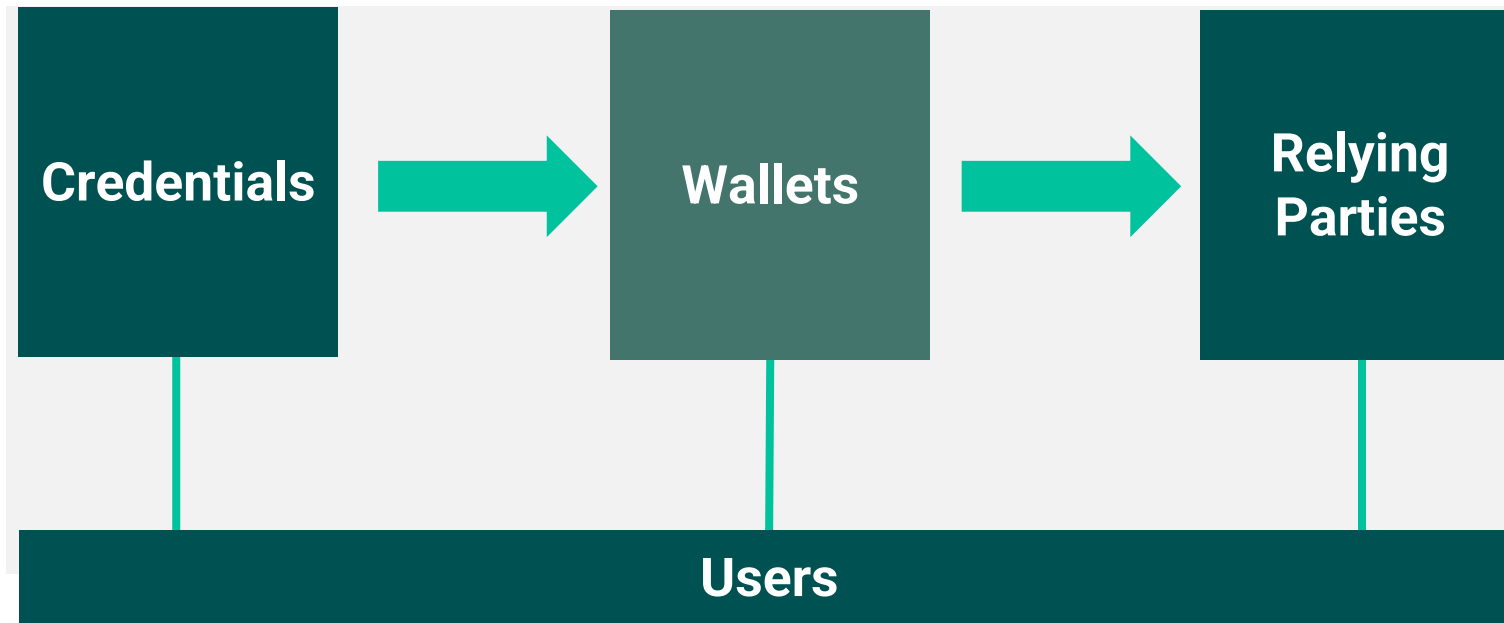
MINDSHARE Gelsenkirchen
September 10, 2025

Some 15 months to go….
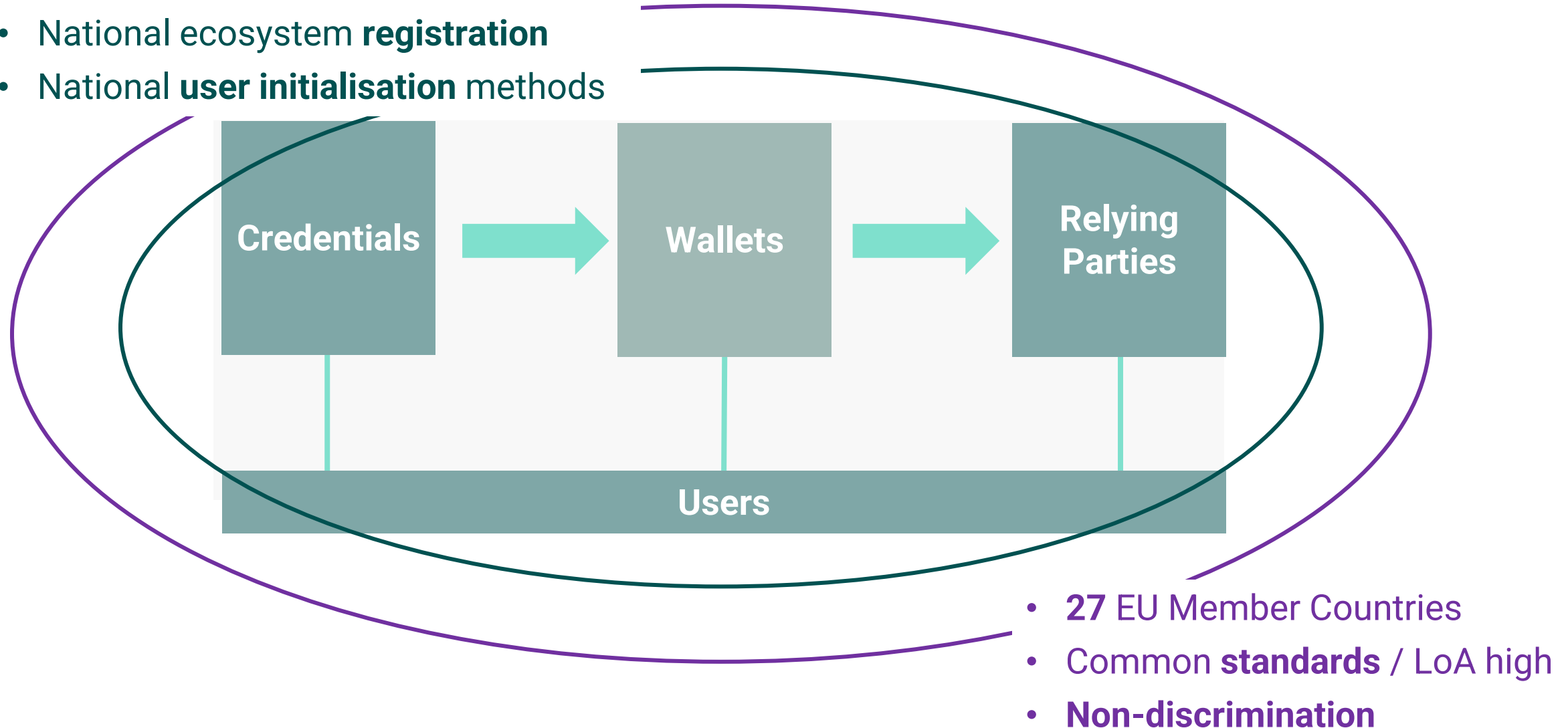
A. Basic setup of EUDI-Wallets

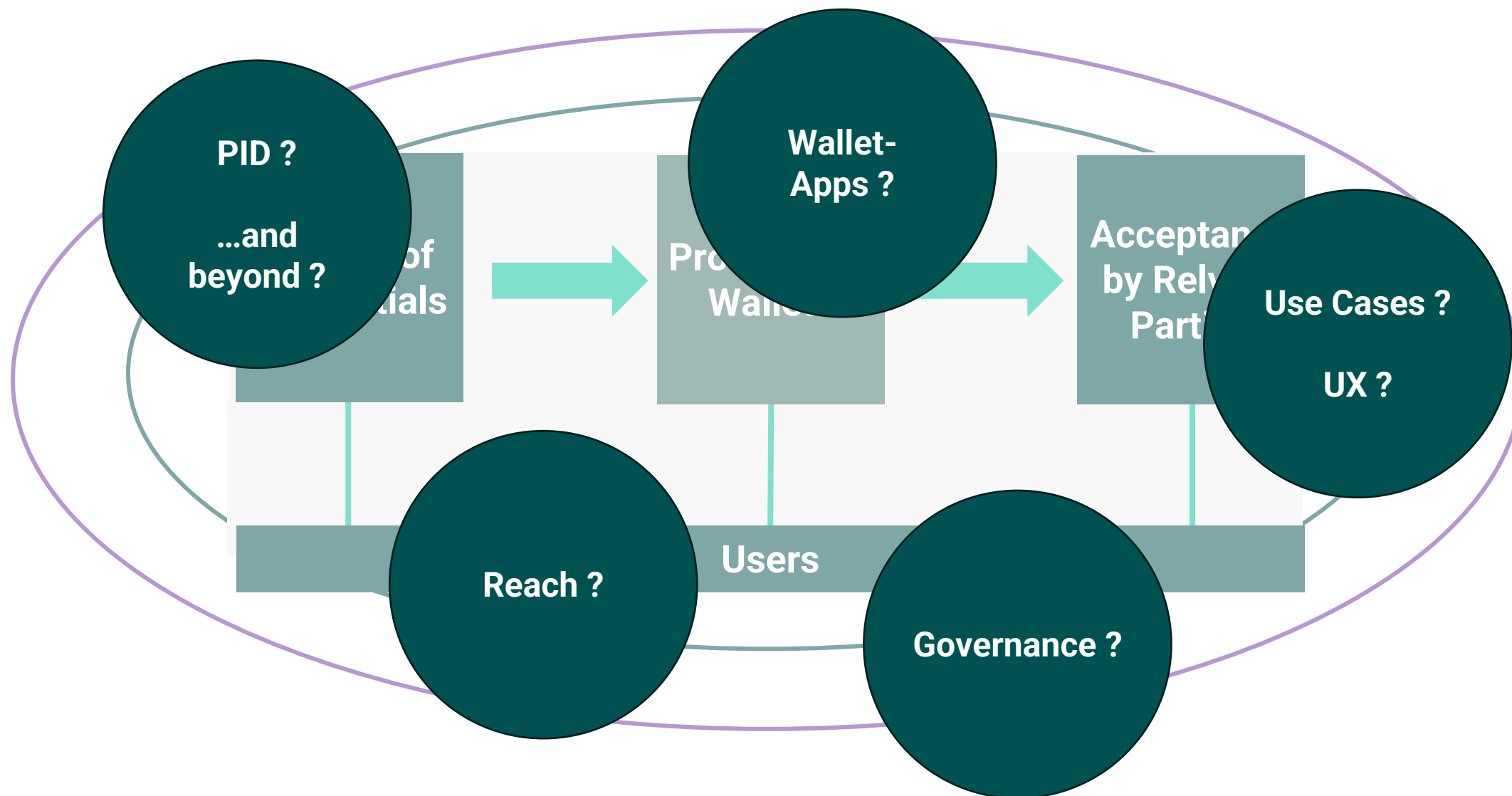**B. Business examples with EUDI-Wallets**

What's coming

Within the national and EU-ecosystem

- National **certification** of EUDI-Wallets
- National ecosystem **registration**
- National **user initialisation** methods

- **27** EU Member Countries
- Common **standards** / LoA high
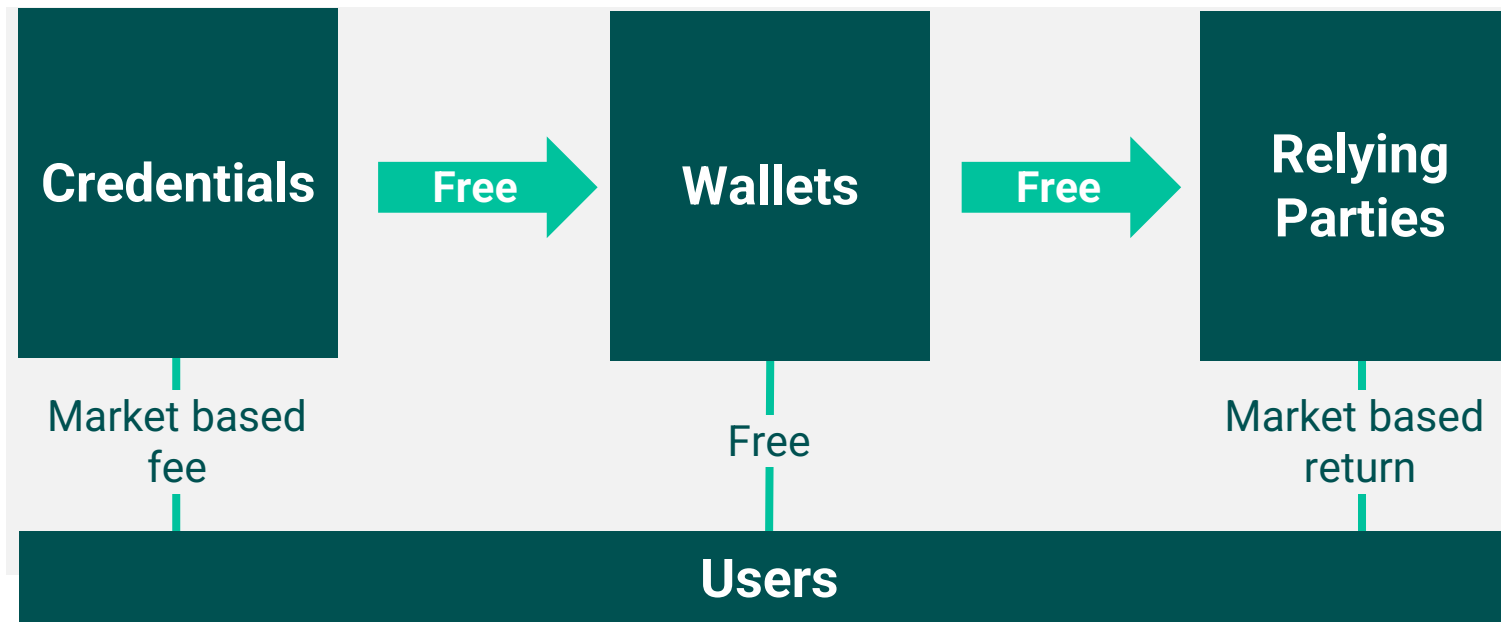- **Non-discrimination**

Some concerns

Great sense, still!

- New level of **digitization** of end-to-end processes

- Constitutes critical digital **infrastructure**
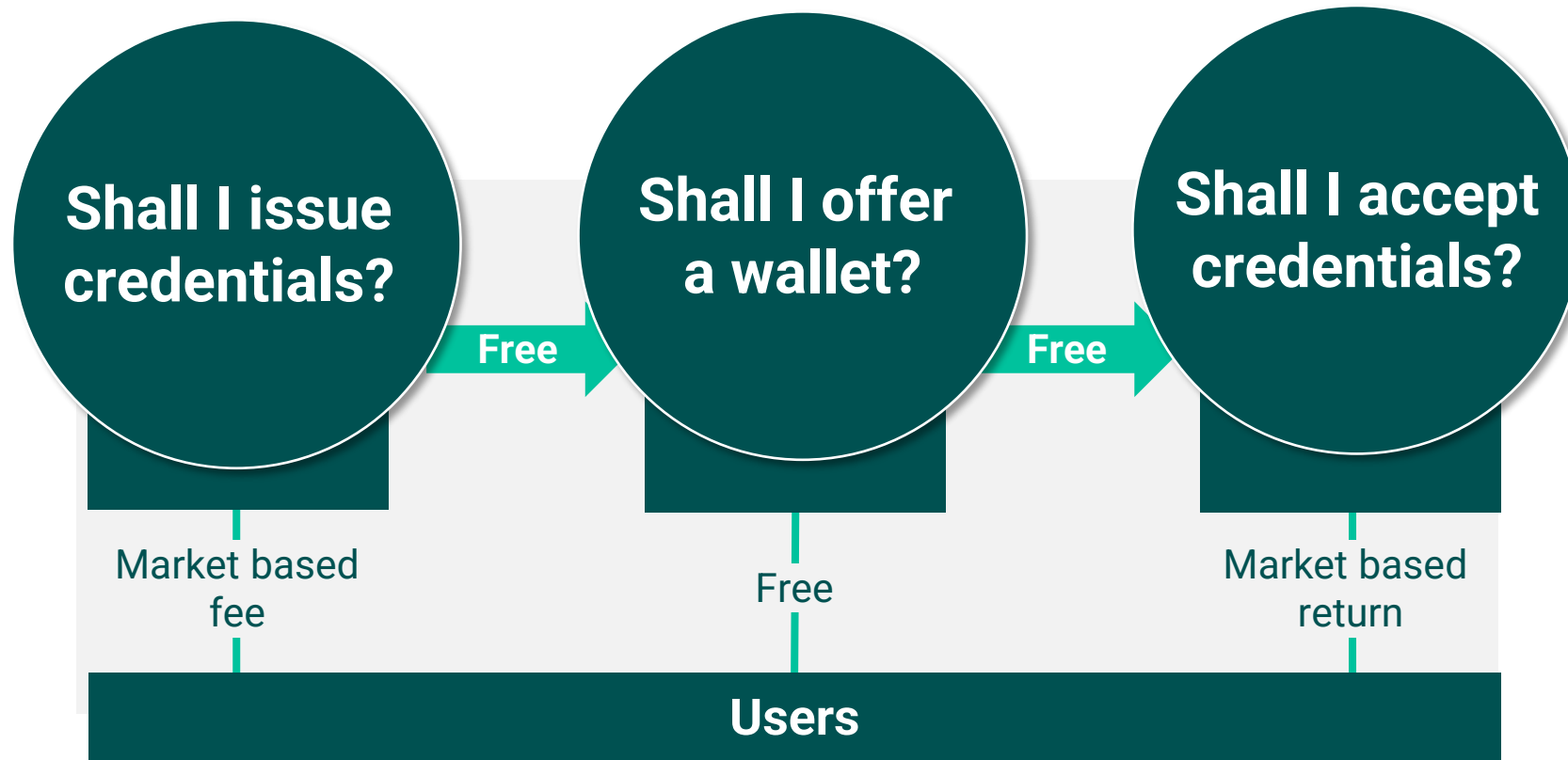
- **No alternative** for Europe

A. Basic setup of EUDI-Wallets

B. Business examples with EUDI-Wallets

„Free open data"
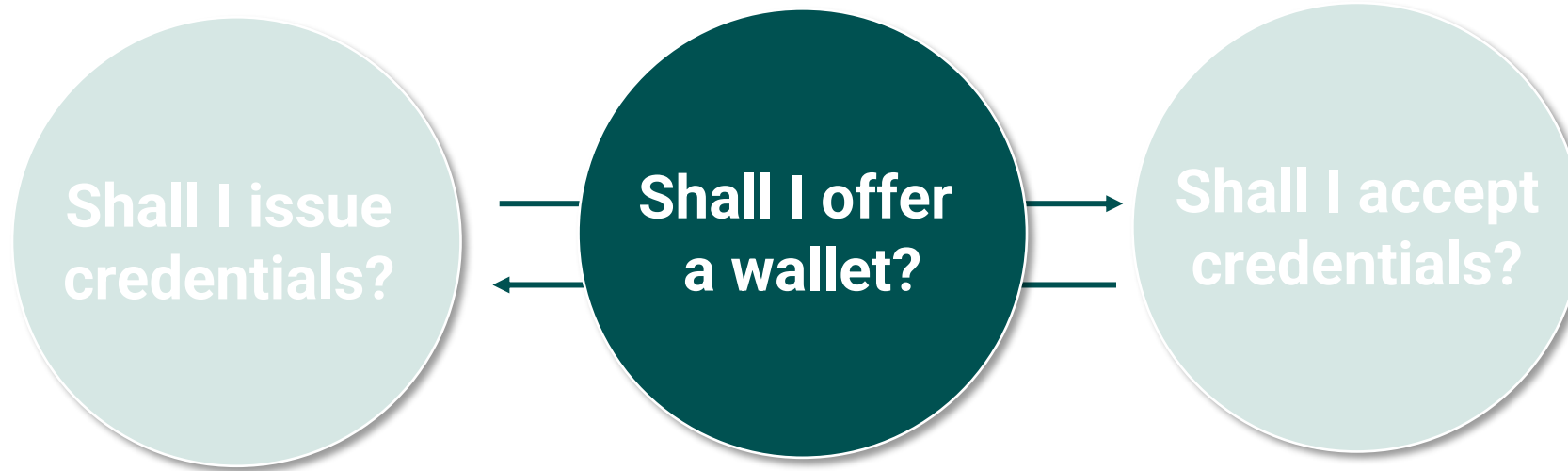
How to generate business?

Shall I issue credentials? — Market based fee

Free →

Shall I offer a wallet? — Free

Free →

Shall I accept credentials? — Market based return

Users

Three examples for business

Example 1: Closed ecosystems

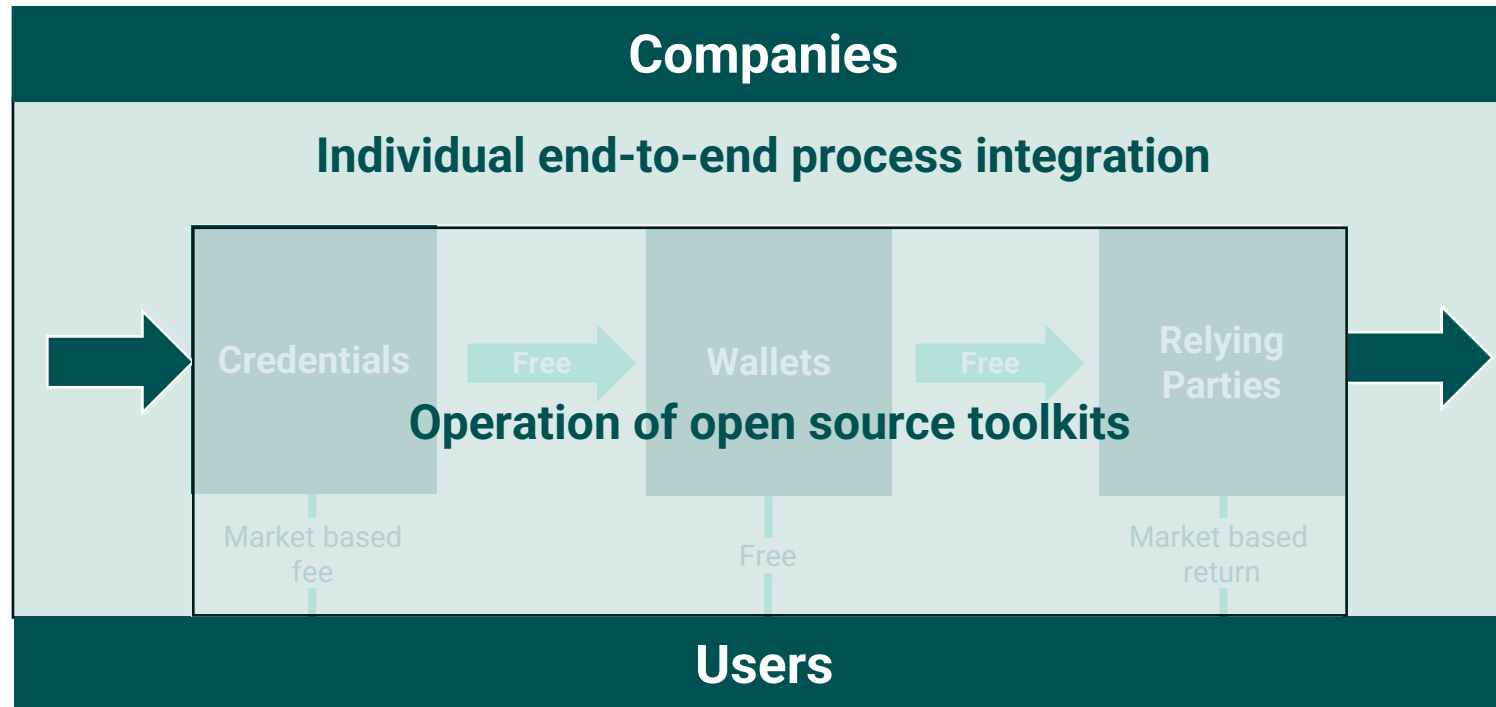**Shall I issue my credentials?**

Shall I accept my credentials?

- Build on trusted ecosystem for proprietary credentials & use case

- Position the customer / user as linking pin

Example 2: EUDI-Wallet SDK

Shall I issue credentials?

Shall I offer a wallet?

Shall I accept credentials?

- Position the own App / brand as trusted anchor for IDs & credential management

- Provide daily relevance to your App / brand towards the customers

Example 3: Service provider perspective

Outlook ?

Yet a bubble?

- A lot is unclear

- A lot is uncertain

- A lot of expert discussion

- Only 15 months to go

- Ecosystem will take years to develop

- Start to be rather „Ident"-centric

- „Let others start first" approach to overcome

Thank you !

Have a great MINDSHARE 2025