

FTV Capital leverages ID.me Vaccine ID to safely host its Annual Partner Conference

FTV is a growth equity investment firm that has raised nearly \$4 billion to invest in high-growth companies, including ID.me. Each year, FTV hosts its Annual Partner Conference that brings together hundreds of people from its global network of portfolio company leaders, strategic advisors, limited partners and executives from leading financial institutions to network and share innovative ideas.

Challenge

In 2020, FTV was unable to host its annual partner conference due to health risks associated with the COVID-19 Pandemic. At the time, vaccines and COVID-19 tests were not readily available, making it difficult to safely conduct the event.

By summer of 2021, the FTV team was confident they would be able to safely host their 2021 conference if stringent health and safety protocols were followed. One of the requirements they put in place for all attendees was proof of COVID-19 vaccine and proof of negative COVID-19 test within three days of the event.

However, FTV's principal of strategic business development, Marija Periša Kegel, knew that manually tracking these details would be untenable and could result in a sub-optimal attendee experience.

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FTV CAPITAL NEEDED A SOLUTION THAT WOULD:



Take the vaccine and test result verification out of their hands



Track the information in a manageable system for the events team to act on



Ensure the process would not be burdensome for guests who were already going to great lengths to attend the event

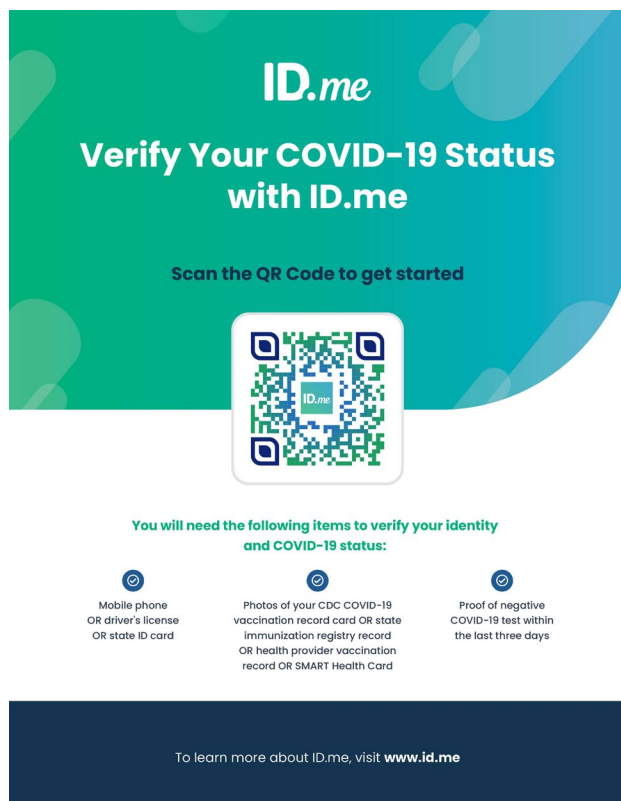
Solution

FTV connected with ID.me and quickly knew their Vaccine ID solution would be a good fit. ID.me's Vaccine ID is one of the only solutions on the market that ties COVID-19 status to a verified identity. ID.me also accepts a greater variety of COVID-19 documents including CDC cards, patient portal results, and state immunization records.

The company also offers human assisted document verification, which would help ensure the highest possible pass rates for FTV guests. The intuitive solution is available on web and mobile apps and users can verify in real-time, increasing accessibility and improving the overall guest experience.

Benefits of ID.me Vaccine ID

- ✓ Makes it easy for guests to verify as part of a streamlined registration flow
- ✓ Ties COVID-19 status to a verified identity, preventing fraud
- ✓ Accepts a greater variety of COVID-19 documents
- ✓ Offers human-assisted verification for high pass rates
- ✓ Available on web and mobile app



We knew from ID.me's successful work with government agencies that their Vaccine ID would provide the accessibility, privacy and security we'd want in a solution.

Furthermore, ID.me's Vaccine ID solution would shoulder the responsibility of tracking COVID-19 status so that FTV could focus on other tasks related to the event. "We knew from ID.me's successful work with government agencies that their Vaccine ID would provide the accessibility, privacy and security we'd want in a solution," said Marija of FTV. "The range of COVID-19 documents the solution accepts would also make it easy for attendees.

Results

FTV officially brought on ID.me a few weeks before its event. Onboarding and implementation was fast and seamless, and ID.me provided recommendations and best practices throughout the process to ensure a smooth guest experience. “We couldn’t be more pleased with how quickly and easily we were able to bring ID.me’s Vaccine ID online,” said Marija of FTV. “It was a streamlined part of the registration process, which was exactly what we wanted.”

Leading up to the event, FTV sent a series of emails notifying registrants that they would be required to share proof of COVID-19 vaccine and negative COVID-19 test result through ID.me, and prompting them to verify; these emails helped ensure that guests arrived pre-verified, facilitating a smoother check-in process.

“It’s really gratifying when you get to see a company you’ve invested in doing what they do best,” said Richard Liu, partner at FTV. “I’m one of ID.me’s biggest champions, and this experience with their Vaccine ID illustrates why they’re perfectly suited to provide the identity layer of the internet.”



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Interested in learning more about ID.me’s COVID-19 Vaccine ID?

Click [here](#) to learn more and contact us.

ID.me