Next-Gen Identity for Data Mobility and Interoperability

Welcome to Dataswift and the Data Economy 2.0

We provide universal, self-sovereign, decentralized identity infrastructure for next generation websites and applications that also unlocks the value of their data through customer-driven data sharing.

Benefits

Current models for monetising data is fraught with ethical, governance, compliance and technical issues

For Consumer Organizations
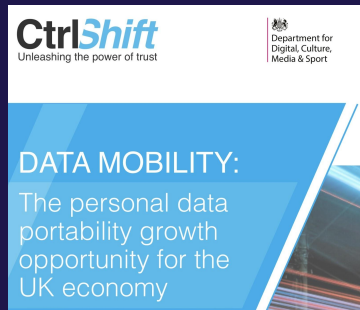
How do you unlock the Value of Customer Data?

Costs

Data Regulation is increasing the costs of storing, managing and using data

Result

Data's value as a productive asset is failing to be realised

CtrlShift
Unleashing the power of trust

Department for
Digital, Culture,
Media & Sport

DATA MOBILITY:
The personal data
portability growth
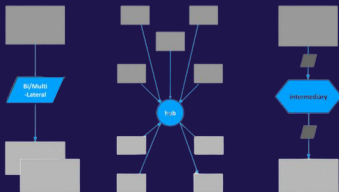opportunity for the
UK economy

*"Data mobility can benefit all
parties in the digital economy."*

**For
Consumer
Organizations**

Data Mobility:
Value of data is
unlocked when it is
shared

Data Mobility faces friction

**Trust
Control
Permissions
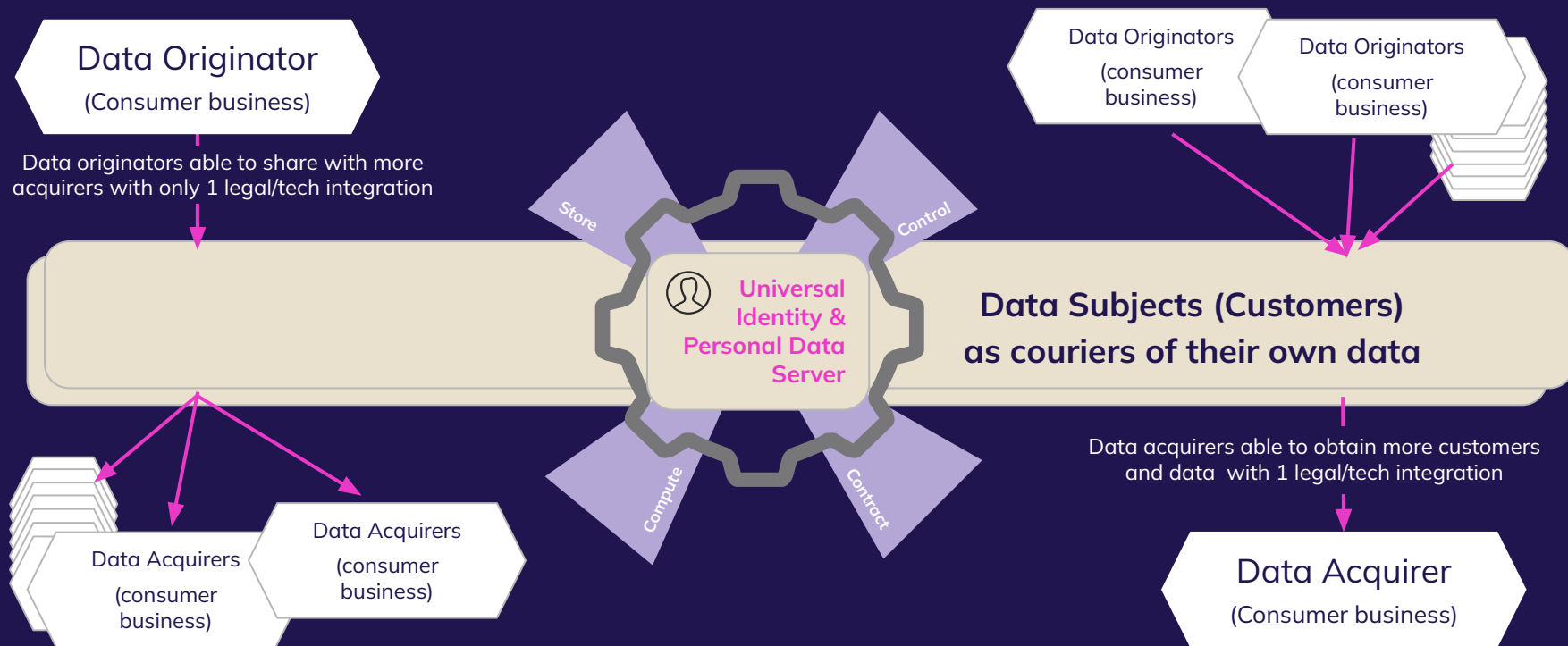Consumer participation
Inclusivity
Power imbalance**

Bi/Multi
-Lateral

Intermediary

Hub

Bi/Multilateral:
Too many legal/tech
integration)

Hub:
Power
concentration

Intermediary:
Bottleneck in
downstream sharing

Result: Current ways of sharing data are unscalable

Dataswift offers a new patented technology for scalable data mobility

Data Originator
(Consumer business)

Data originators able to share with more acquirers with only 1 legal/tech integration

Data Originators
(consumer business)

Data Originators
(consumer business)

Universal Identity & Personal Data Server

Store

Control

Compute

Contract

Data Subjects (Customers) as couriers of their own data

Data Acquirers
(consumer business)

Data Acquirers
(consumer business)

Data acquirers able to obtain more customers and data with 1 legal/tech integration

Data Acquirer
(Consumer business)

Full alignment of incentives

Data Originator
(Consumer Org)

- ✔ Exponentially growing income
- ✔ Legal sharing of any / all data types
- ✔ Data matching to demand side

Data Originators
(consumer org)

Data Originators
(consumer org)

Trusted by default
Sharing with full **Permissions**
Data Subjects in full **control**
Always with **Participation** & **Inclusivity**
Addresses **Power imbalance**

Data Acquirers
(consumer org)

Data Acquirers
(consumer org)

- ✔ Targeted exponential acquisition
- ✔ Verified, subject permitted data
- ✔ Data matching to supply side

Data Acquirer
(Consumer org)

Decentralised identifying and non identifying data can be used at-scale & monetised responsibly

Single bi-lateral legal and technical relationship, with your customers

0

regulations required as the data sits with the data subject/customer

Party X

$$$

Every time data is shared
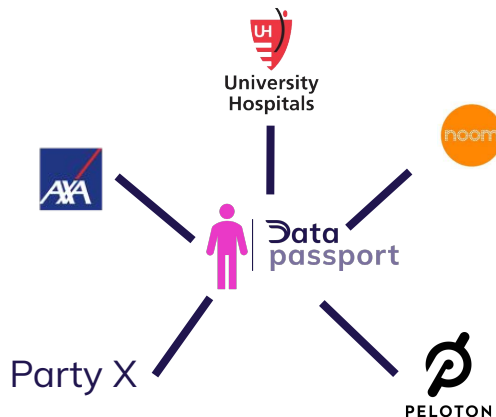
- Data can move freely with or without PII
- Engagement is on-demand, scalable & simple
- Digital-physical relationships are seamless
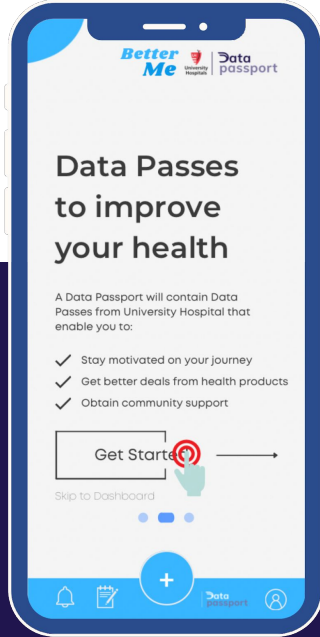- 'Future-proof' cyber & legal operation

Seamless user journeys enable revenues to be generated from data/user base responsibly and sustainably
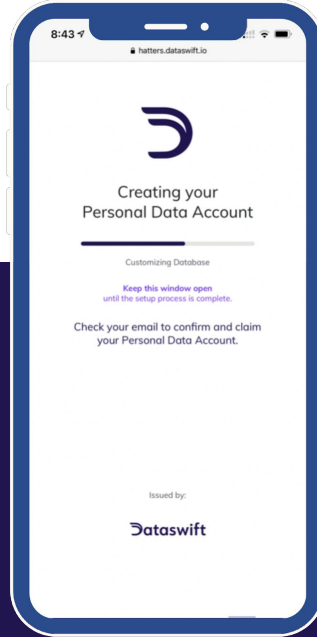
Health

CUSTOMER

BUSINESS

User sees a Data Passport	User enables a Data Passport	Personal Data Account Created	Data Passes ready for users to activate	Users see offers that match their Data Passes
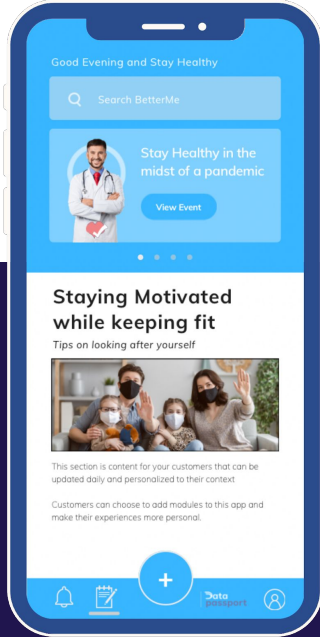
Business embeds a Data Passport within their app

Business provides their customers with explainers and opt-ins

PDA created by customer to be able to acquire data
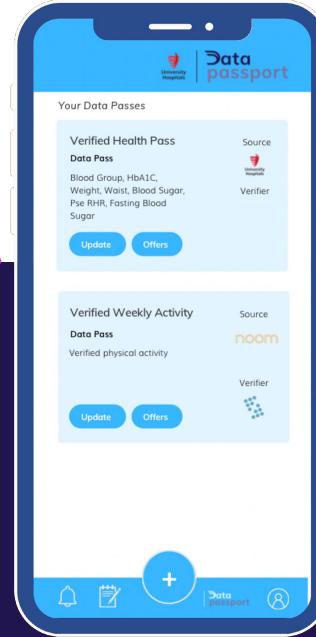
Business decides what is the most valuable data to mobilize

Business creates network of partners to provide offers to their customers through that data

# Seamless user journeys enable revenues to be generated from data/user base responsibly and sustainably

Finance

CUSTOMER

BUSINESS

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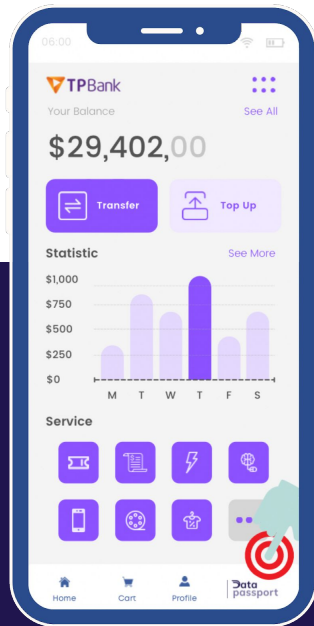
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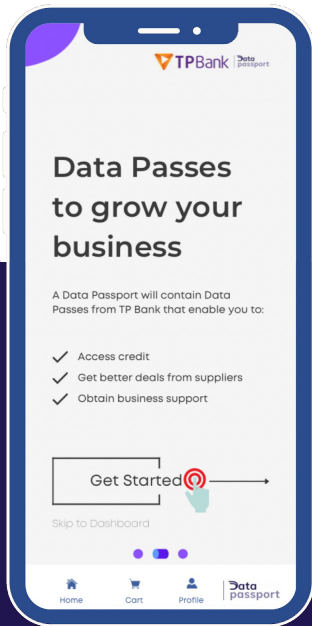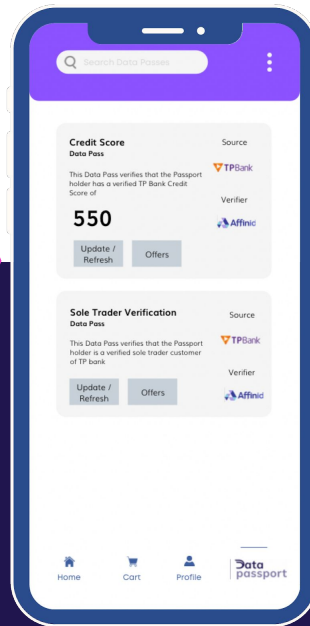
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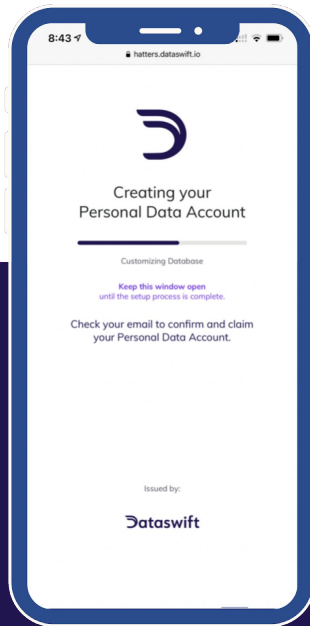
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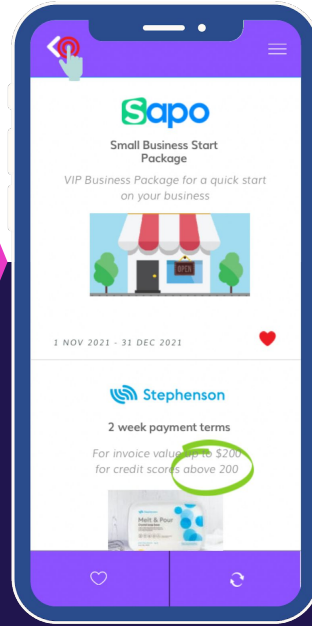
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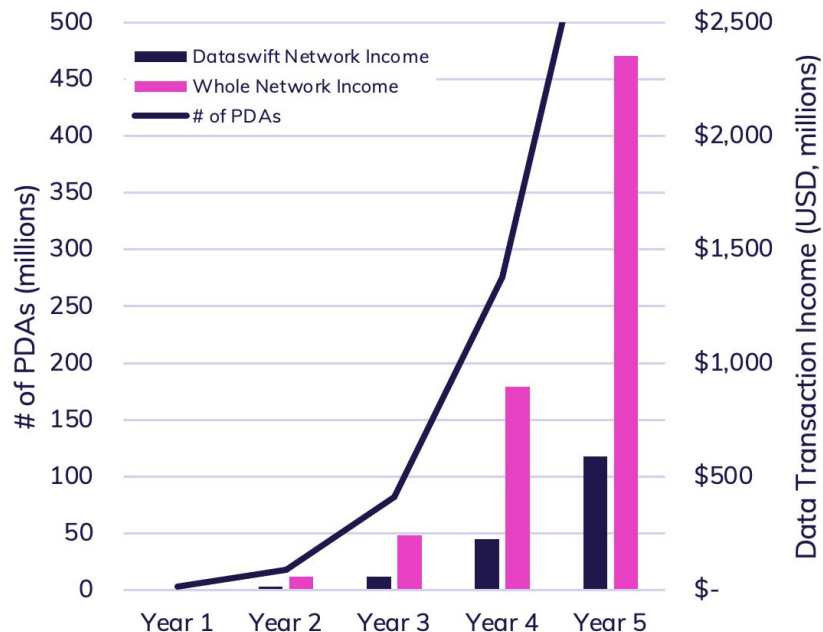
Our infrastructure accelerates the growth and revenues of current consumer apps through scalable data monetization

How $1 becomes $1,000*

For every

BUSINESSES that mobilize data can make

other partner **BUSINESSES** who go on to make

by giving **CUSTOMERS**

$1 spent on mobilizing data ...

$101 by providing data to

$1,104 from receiving the data...

highly relevant offerings, new opportunities, personalised CX, convenience
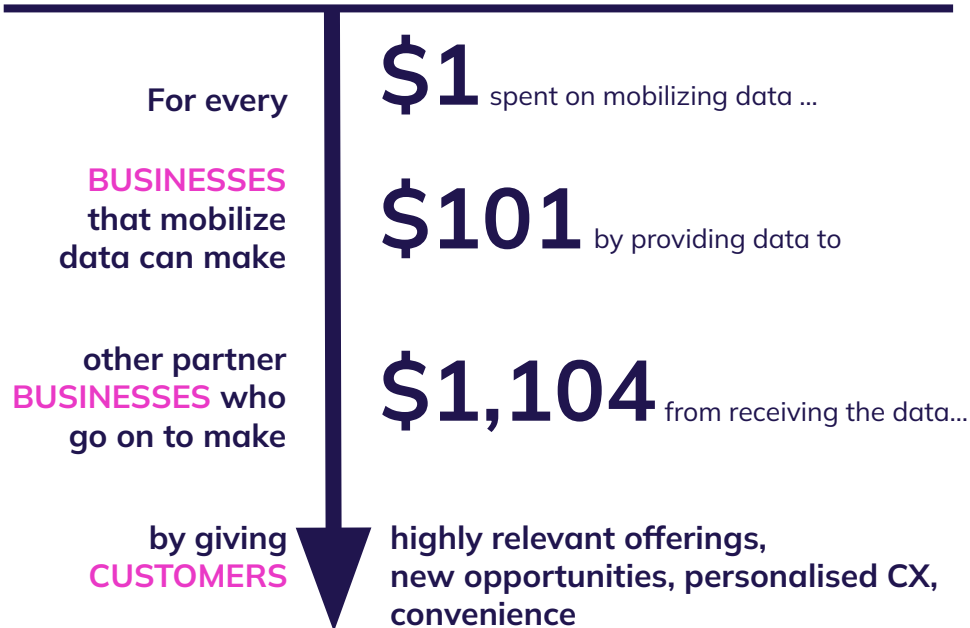
Personal Data Accounts (PDAs) vs Network Income

Legend:
- Dataswift Network Income
- Whole Network Income
- # of PDAs

Left axis: # of PDAs (millions) — 0, 50, 100, 150, 200, 250, 300, 350, 400, 450, 500
Right axis: Data Transaction Income (USD, millions) — $-, $500, $1,000, $1,500, $2,000, $2,500
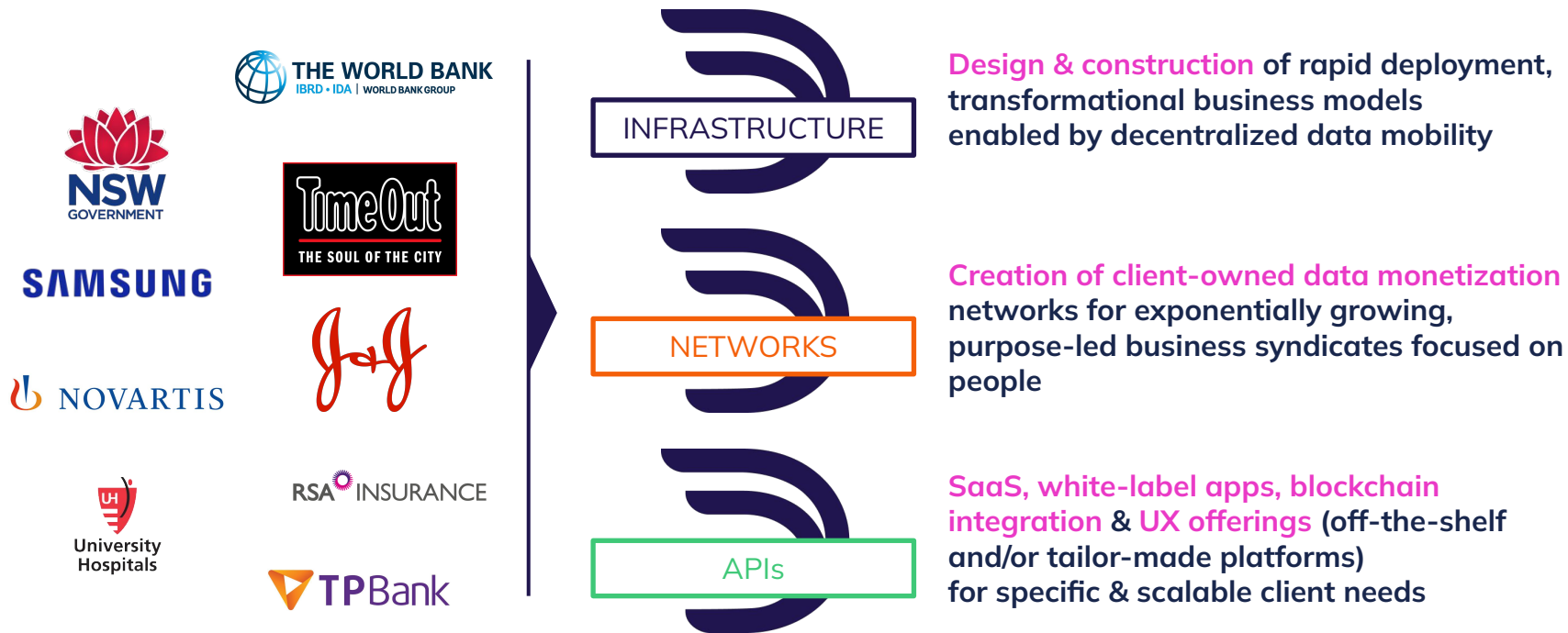X-axis: Year 1, Year 2, Year 3, Year 4, Year 5
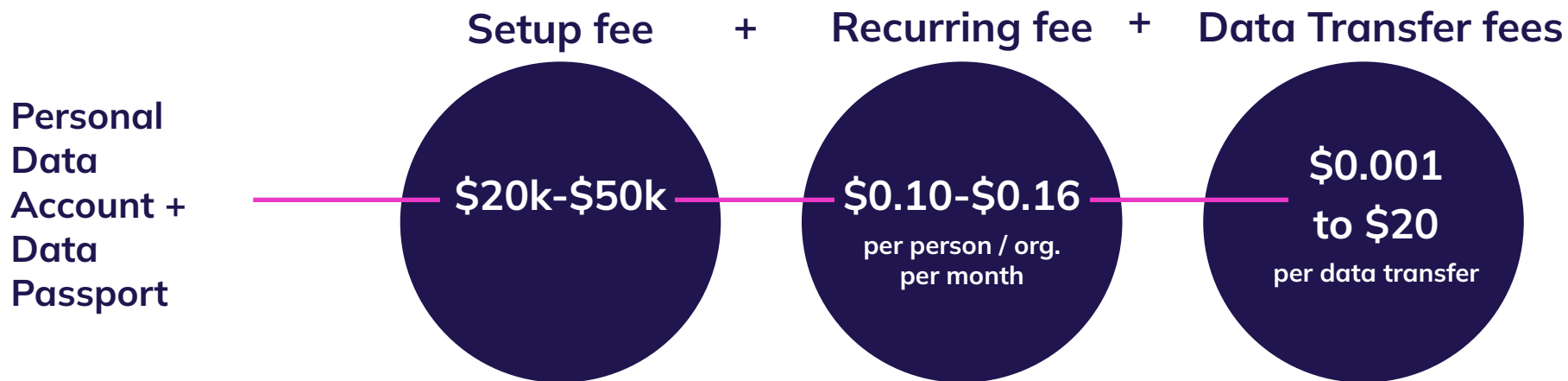
*numbers are averaged across pipeline use cases

We work with the world's best

Our clients bring us their growth problems and we help transform their business with data liquid business models & become data network owner-operators

THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

NSW GOVERNMENT

SAMSUNG

NOVARTIS

TimeOut
THE SOUL OF THE CITY

J&J

RSA INSURANCE

University Hospitals

TPBank

INFRASTRUCTURE

Design & construction of rapid deployment, transformational business models enabled by decentralized data mobility

NETWORKS

Creation of client-owned data monetization networks for exponentially growing, purpose-led business syndicates focused on people

APIs

SaaS, white-label apps, blockchain integration & UX offerings (off-the-shelf and/or tailor-made platforms) for specific & scalable client needs

N.B.: logos are representative of client/partner relationships and should not be considered legal relationships of Dataswift

Revenue formula based on flexible & tiered solutions integrates product easily into any client tech stack

Personal Data Account + Data Passport

Setup fee + **Recurring fee** + **Data Transfer fees**

$20k-$50k

$0.10-$0.16
per person / org.
per month

$0.001 to $20
per data transfer

USP:

✓ **Only company in the world that offers Universal ID with data subject portability infrastructure**

✓ **Unlimited scalability & interoperability with all systems / networks**

Our history

Dataswift has benefited from £33M of grants by 9 U.K. universities on legal, economic, governance and technical infrastructure of personal data
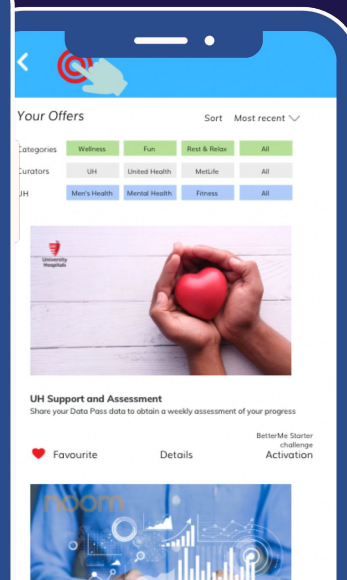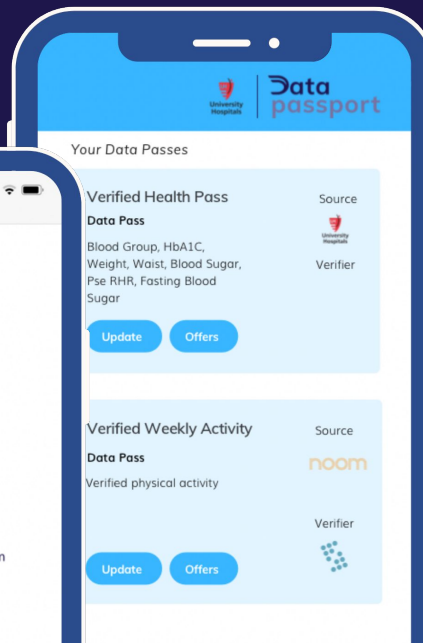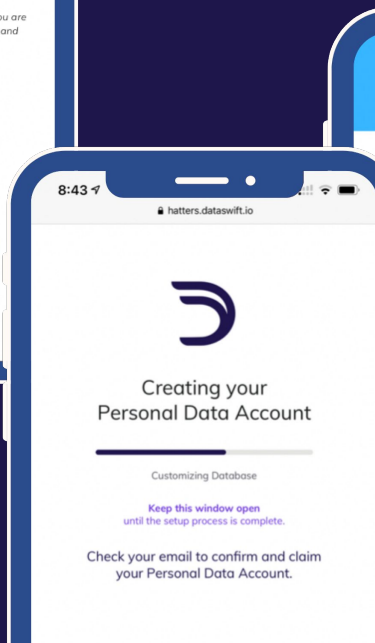
https://opencommons.org/Dataswift
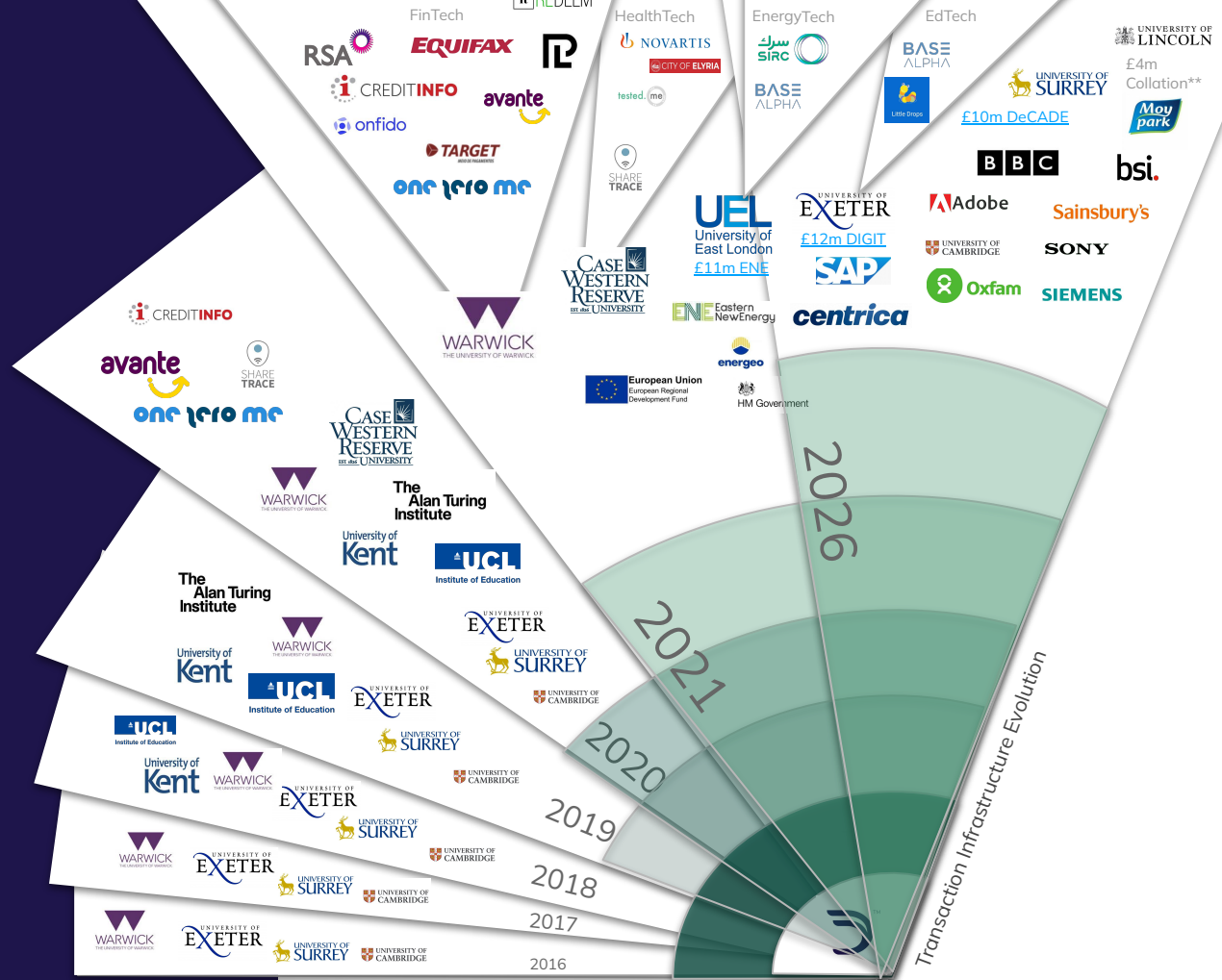
Secure & compliant data sharing

Seamless integration with any tech systems

Responsible revenue generation of data and customer base

Low cost deployment

Sustainable and Future-proof business model

Our Solutions

- **"Leap Frog" Digitalization to Next Gen solutions**

- **Digital Transformation/Innovation from legacy systems**

- **Data Economic Modelling**

- **Data Architecture and Solutions design**

Thank you.

If you have questions or would like to schedule an appointment, you can reach us through this handy **contact form**. If you prefer a more direct route, you can email **contact@dataswift.io** or call **+44 7412 970 566**.