

Data Ownership for a new Distributed and Decentralized Data Economy.



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Privacy rules demand Cookie-less Marketing.

‘Free, specific, informed and unambiguous 'opt-in' consent’ is ‘required for tracking and profiling for purposes of direct marketing’ *:

only ‘First Party’ Consumer Data can be used for Profiling

First Party Data is collected daily by traditional companies

*WP29 opinion on purpose limitation (Opinion 03/2013))

Traditional Companies could lead the Data Economy.

Energy



€60/year*

Mobility



€150/year**

Insurance



CHF600/year***

Banking



€180/year****

How to reconcile Data Privacy with Data Monetization?

* *EcoSteer Focus Groups*

** *FIAT 2021 – Cuora Consulting*

*** *CSS Insurance/Sweatcoin*

**** *1,8% cashback, based on ESSELUNGA Loyalty Scheme*

We need a Copernican Revolution.

To turn Privacy Laws from an obstacle into
a new business opportunity

YESTERDAY:

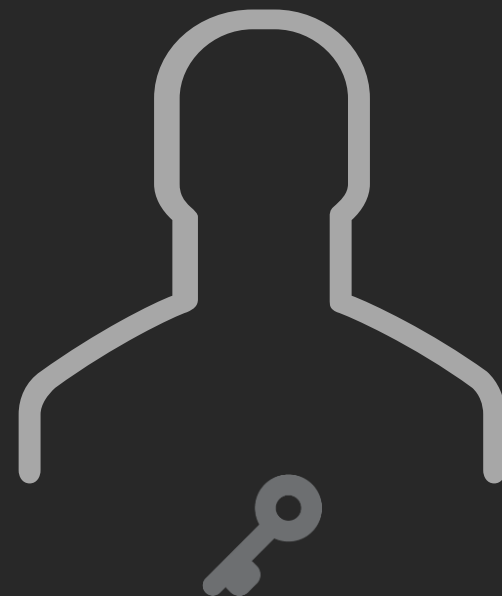
Protect data sets
at the collection point

TODAY:

Protect data streams
at the generation point

From a centralized Data Economy.

Data Owner has NO control over
Data Users access to data



[broker]

The Data Broker controls Data
Users' access to data

Data Users request data access
to the Data Broker owner



User granted

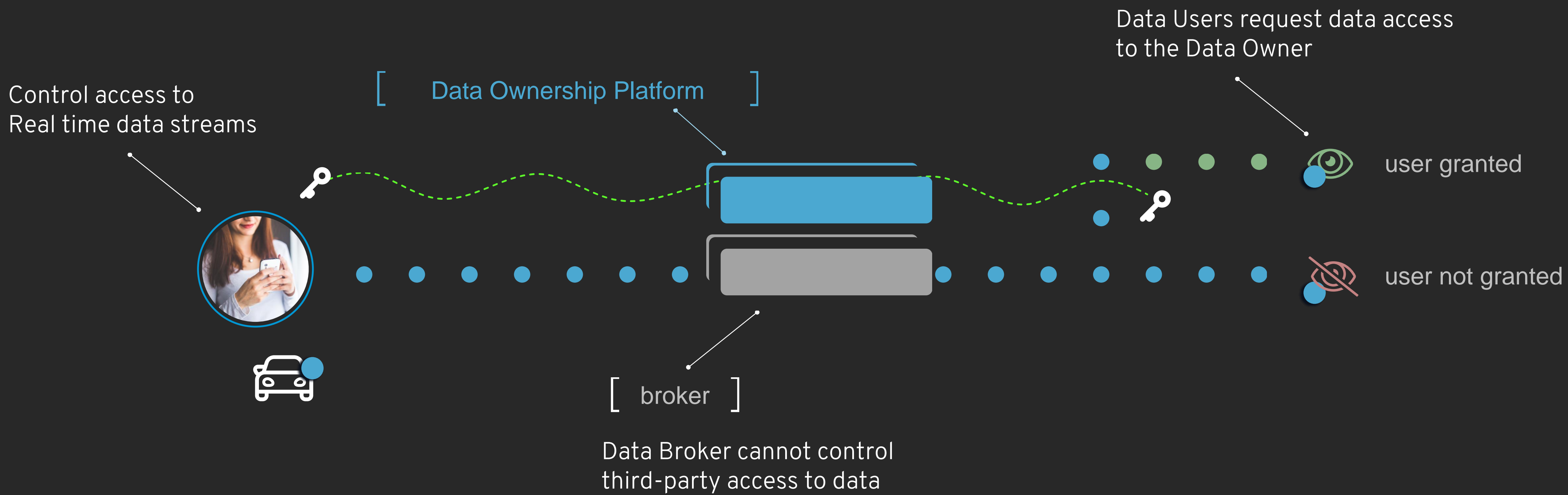


User not granted

To a Decentralized Data Economy.

Thanks to EcoSteer Data Ownership Platform, a data sharing governance layer based on end-to-end encryption and blockchain smart contracts

PATENTED

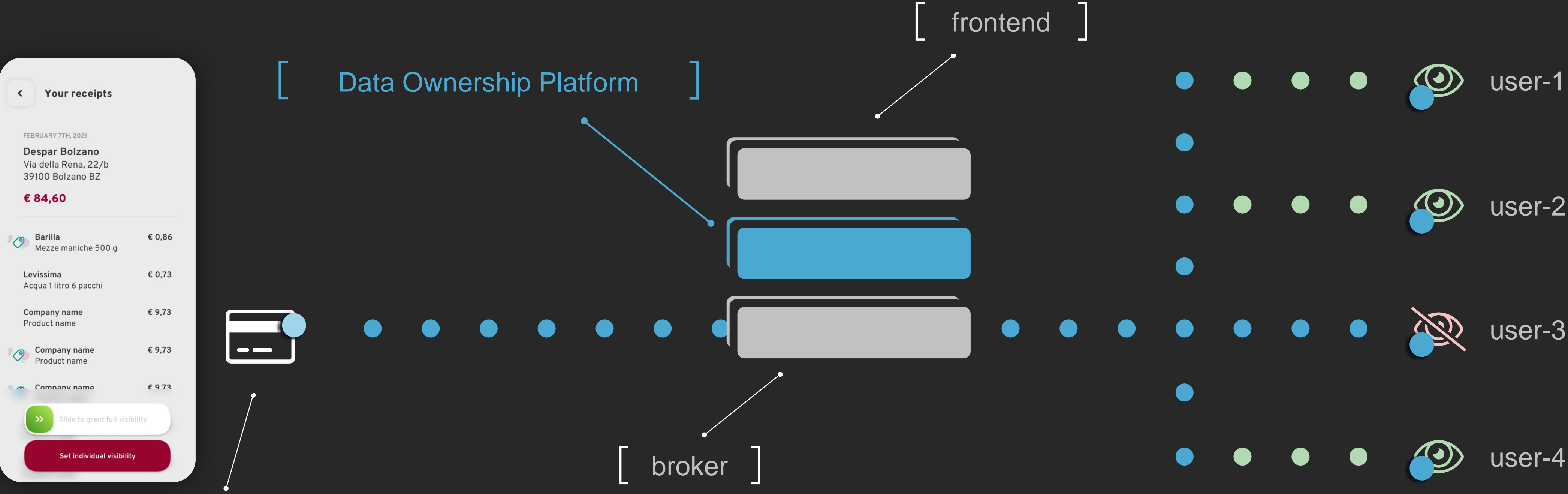


EcoSteer Technology transforms Data Brokers into neutral “Data Intermediaries”

EU Data Governance Act

Corporate Data Streams Marketplace.

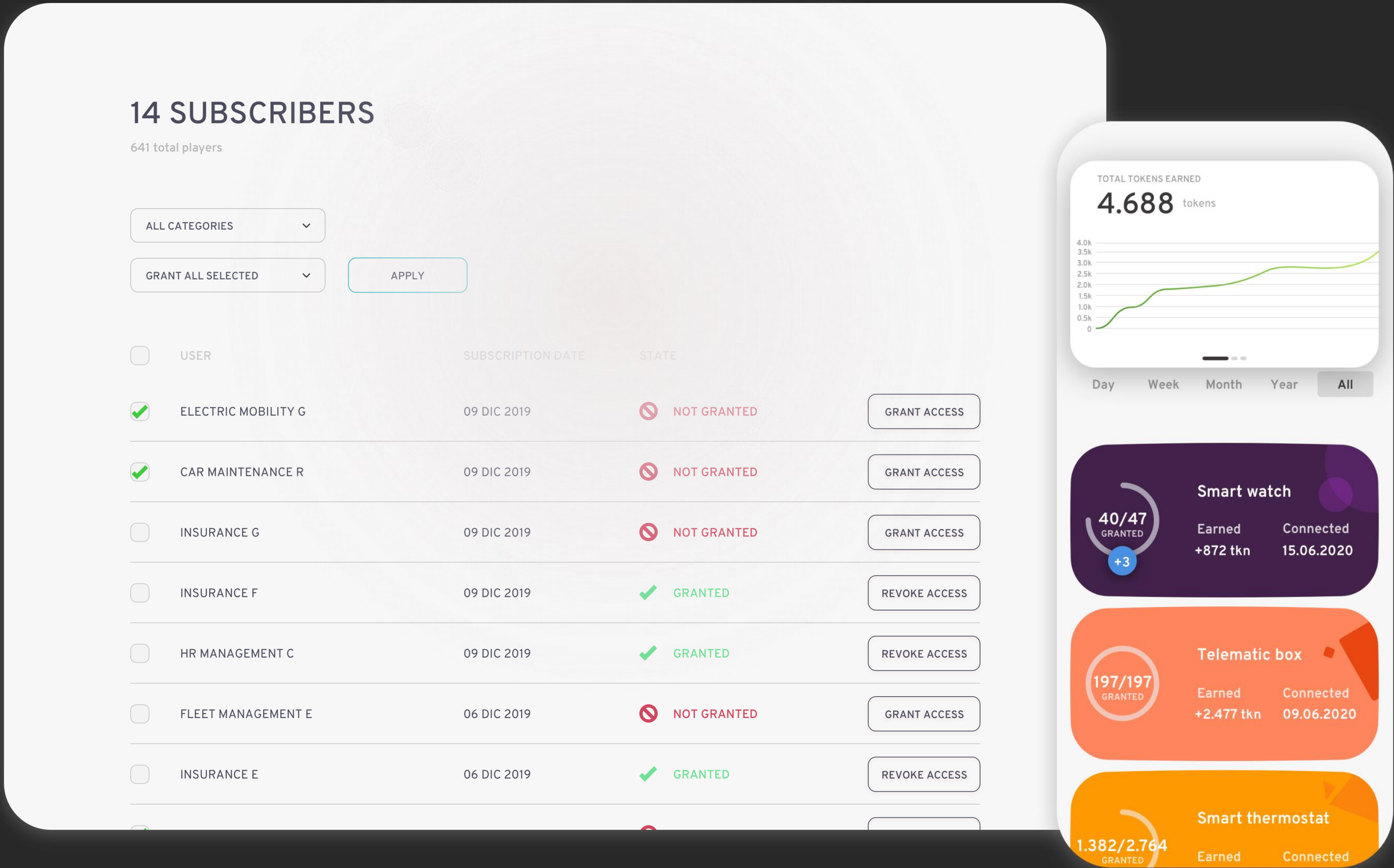
BPER:
Banca



Digital cards



Data Owners control access to their data & get rewarded for sharing it.



Data Streams Marketplaces generate value for all stakeholders.

With a value of €180* per Cardholder/year (Data Owners) and 10 Business Partners (Data Users)

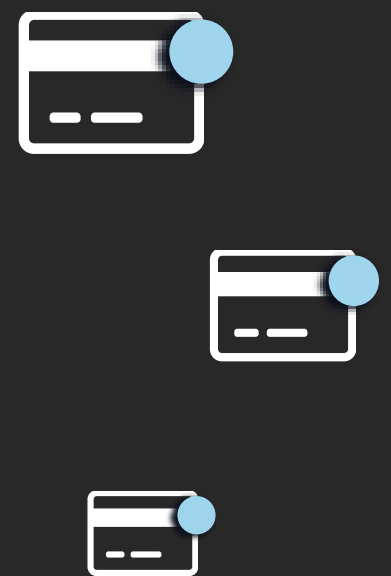
Revenues for the Data Owner

€180 x 10 Data Users = €1800/year

Revenues for the Company managing the marketplace

10% transaction fee = €180/year per Cardholder;

€180 x 300K consumers on the marketplace = €54M revenues



* Average annual cardholder expenditure of €10.000 (1,8%)


EcoSteer Revenue Model.

SETUP FEE **+** **SOFTWARE LICENSE** **+** **SERVICES**

based on # connected IoT devices professional services

50Bn of connected devices by 2030

We target 2% of combined Italian Energy & Financial market by 2025

 **Italy - 36M Meter 2G***

Europe - 243M Smart Meters

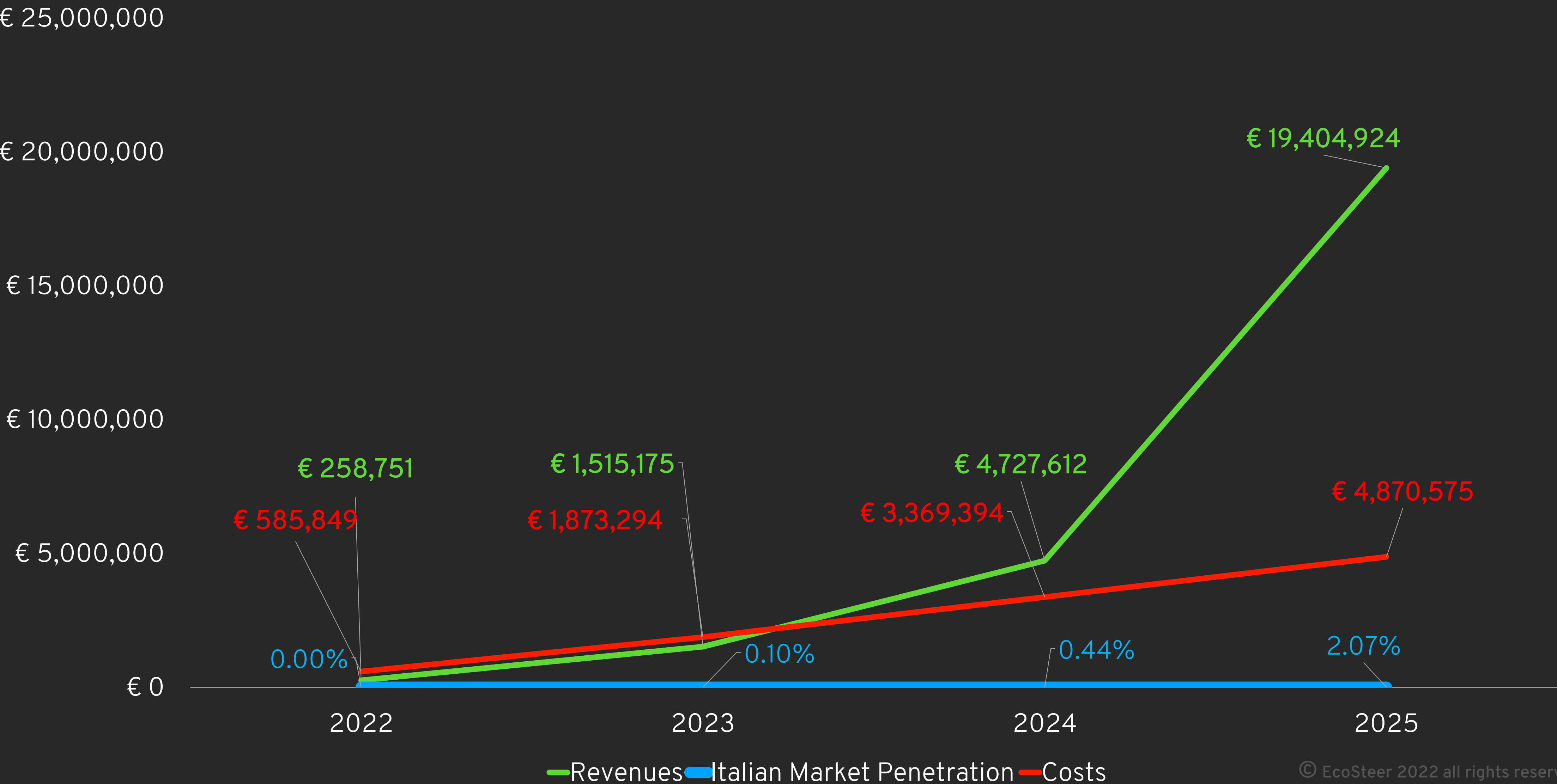
 **Italy - 47M account holders****

Europe - 392M account holders

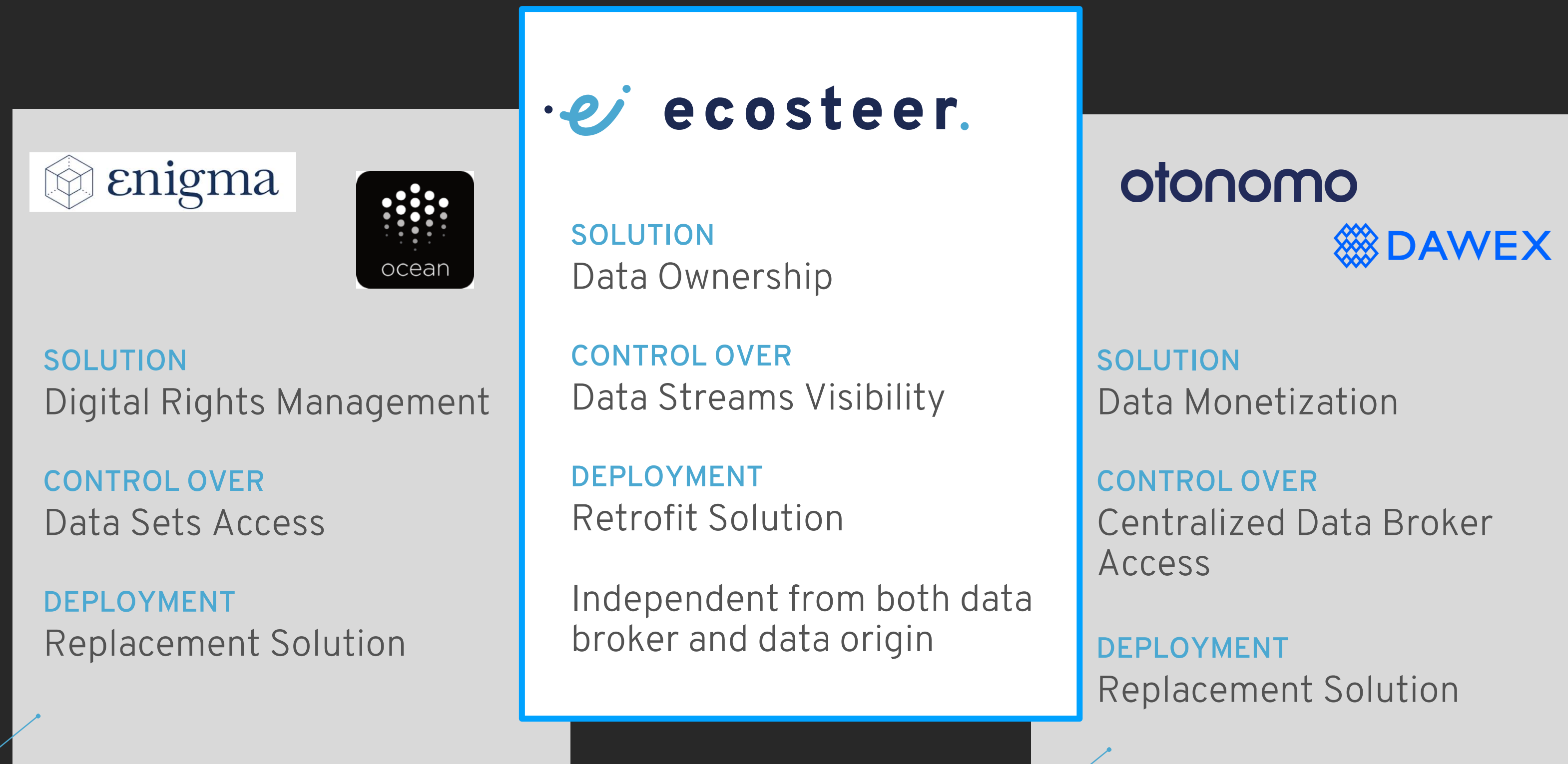
* European smart metering benchmark, TRACTEBEL IMPACT

**WSBI Report 2016

Financial Projections.



Other solutions do not turn Privacy rules into a data monetization opportunity.



Complementary to EcoSteer: they could be 'Data Users'

Complementary to EcoSteer: they can add decentralized data access control

TEAM

EcoSteer Team.

Elena Pasquali
CEO & CO-FOUNDER



Giada Zanatta
BUSINESS DIRECTOR



Gabriele Sankalaite
SOFTWARE DEVELOPER



Georgiana Bud
SOFTWARE DEVELOPER



Daniel Grazioli
CTO & CO-FOUNDER



Daniele Scanferlato
BRAND DIRECTOR



Guido Ferradini
CLO & CO-FOUNDER



Andrea Chiostrì
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Andrea Ambrosio – STRATEGY ADVISOR

Achievements.

Patents Granted



US 10771243
US 10887395



CAN 3,100,810



KOR 2,312,857

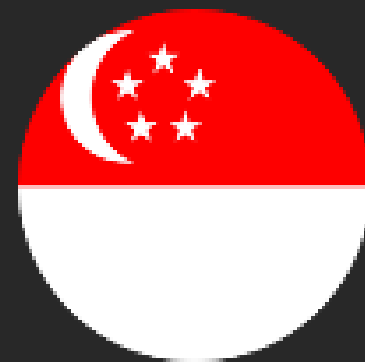
Patents Pending



20204830.2*



2021-074831



10202100396Y

* Issued Notice of Intention to Grant

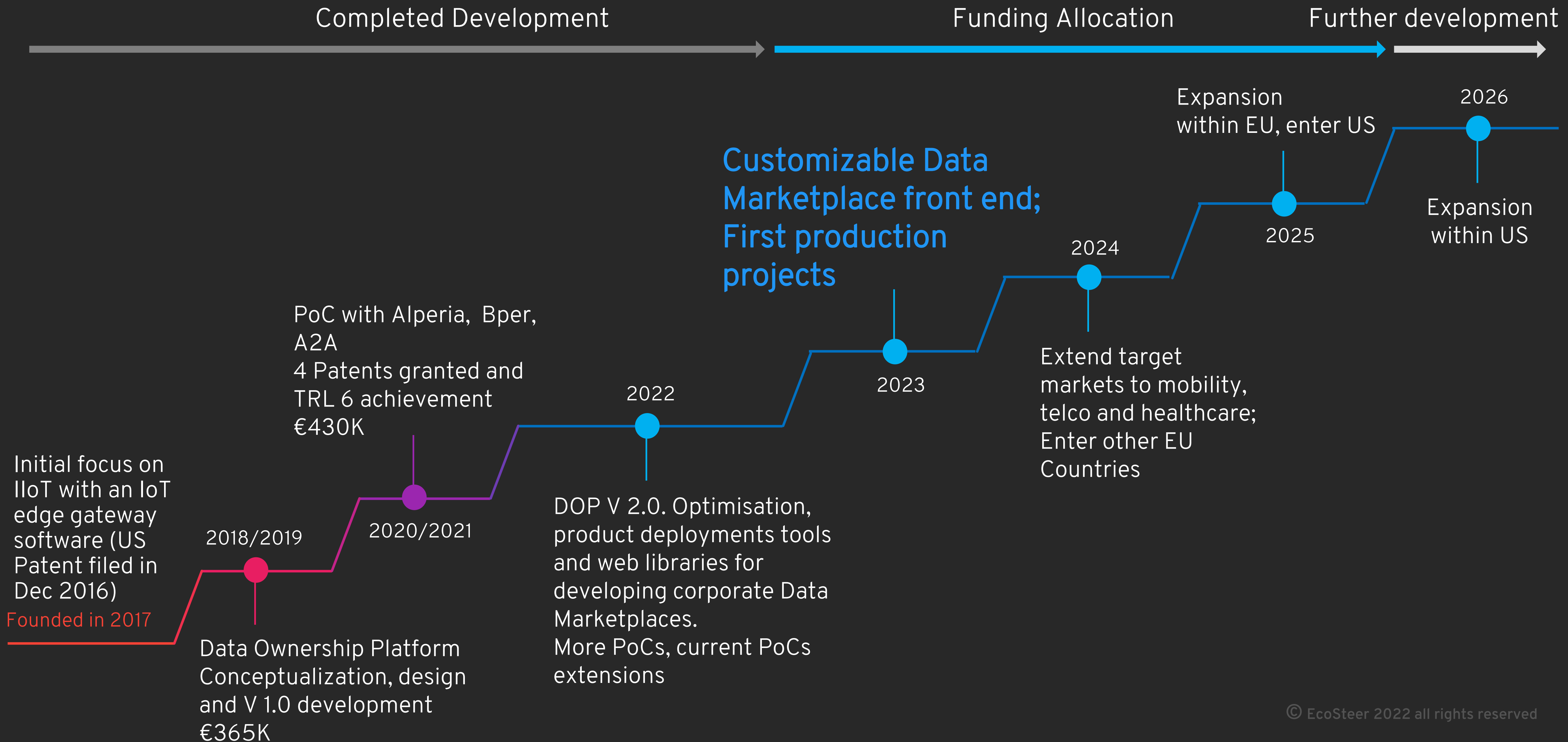
First Clients



Partners

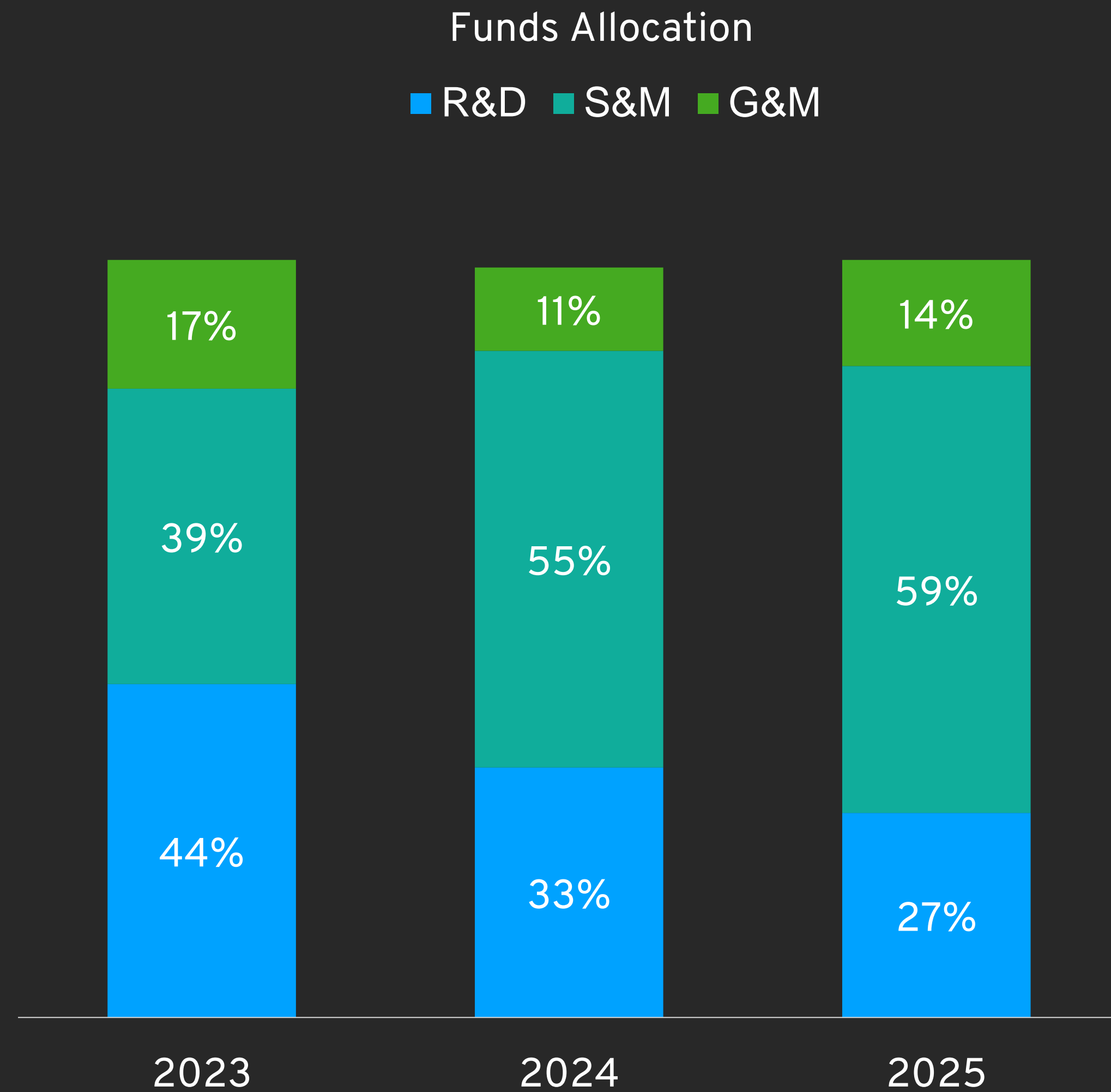


Business Development Roadmap.

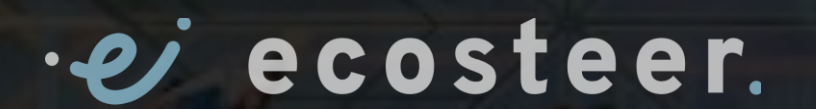


Funding requirements.

€3M
between 2023-2025



VISION



50BN connected devices by 2030.

Our vision is to have the Data Ownership Platform installed on every connected device on the Planet

Making our patented multicast end-to-end encryption the universal means to exercise data access control

We're seeking partners.

To build a new decentralized
data economy, together



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