



info@metame.com
metame.com

WHY

Data is the key resource of the twenty- first century yet people neither own, control nor benefit financially from their data.

HOW

metaMe is your digital self and personal AI. It is a universal wallet for managing your money and data and a marketplace in which you can sell your data to brands for money and rewards or tailored products and services, safely on your terms.

METAME

Delaware C Corporation
UK Limited Company

MEET THE TEAM

Dele Atanda
Founder & CEO,
Chief Digital Innovation Officer, IBM Automotive,
Aerospace & Defense
<http://linkedin.com/in/deleatanda>

Shyam Duraiswami
Technology Architect, IBM
Cognitive Manufacturing &
Connected Vehicles
<http://linkedin.com/in/shyam-durai>

Peter Bidewell
Marketing Strategy, Accenture
Blockchain Advisory Consultant
<http://linkedin.com/in/peterbidewell>

ADVISORS

John Edge
Chairman Identity 2020,
Fellow MIT & Chairman EQI
linkedin.com/in/johnedge

Hany Fam
President, MasterCard
Enterprise Partnerships
linkedin.com/in/hany-fam-525270a2

Jesse Lund
Vice President, IBM
Blockchain & Digital Currencies
linkedin.com/in/jesselund

OPPORTUNITY

SMART DATA™ AND PERSONAL AI

The crypto economy consists of crypto money and crypto data. metaMe introduces a new class of non-fungible crypto asset - metaPods - that can be traded as Smart Data™ objects and used to train your personal AI.

PROBLEM

OWNERSHIP, SCALABILITY, TRUST

Current data management solutions fail to address the three key challenges of the Data Economy: 1) converting personal data into an asset which people can legally own and trade, 2) creating a universal unit of account for marketplaces, 3) ethically incentivizing customer identifiability when regulation calls for anonymity by default. If not resolved the crypto data economy may not be fully realized.

SOLUTION

TRUSTLESS TECHNOLOGY

metaMe is the world's first minimum disclosure marketplace. It is built on novel personalised AI technology and a new class of Smart Data™ asset called metaPods. metaPods merge smart contracts with data and digital assets. They are a universal unit of account for information marketplaces. They enable the minimum data needed to complete a task to be identified, isolated and encapsulated as a unit of information, based on intent. metaPods enforce ethical ownership rules and are accessed and traded intelligently and contextually in exchange for Krypto Koin - the marketplace's token.

MARKET

TRILLION DOLLAR ECOSYSTEM

Personal data is estimated to be worth over €1tn in Europe alone by 2020. metaMe will focus on providing hyper personalized Wellness, Finance and Mobility services in Europe and North America during initial go to market.

MODEL

DOUBLE SIDED MARKETPLACE

Buyers pay metaMe commission to buy data directly from individuals ethically and efficiently. Sellers earn full value for their data. Enterprise SaaS offerings also earn metaMe licensing and consulting fees.

TRACTION

USER TESTED

metaMe has tested well in UK trials with a prime payment card scheme and is currently negotiating pilots with multinational brands as early partners.

PEERS

UNIQUELY DIFFERENTIATED

- + Solid/Inrupt: Web 1.0 decentralised data management services
- + Civic: Identity service for KYC verifying or attesting solutions
- + Sovrin: Self-sovereign distributed identity management service
- + Datawallet: Data market paying users to share data with businesses

COMPETITIVE ADVANTAGE

METAPODS

metaMe is an alternative to surveillance capitalism and the advertising led web, built on fair, mutually beneficial data trading. It heralds a new customer engagement paradigm powered by "clean data", personalised AI, blockchain and cryptocurrency. Its metaPods are the next evolution in data encapsulation that not only complete the crypto economy but also bring a novel asset-centric solution to blockchain interoperability.