metaMe

WHY
DATA HAS BECOME CURRENCY

Though data has become currency we can not own, control or spend it as we do money.

WHAT
AN ASSET, NETWORK AND PLATFORM

metaMe introduces a universal way to own and exchange your data and a marketplace in which you can sell it for a fair price in a safe way. metaMe gives your digital self a home and gives you a personal AI dedicated to you, using your data to serve your needs.

INCORPORATION
metaMe Inc,
Delaware C Corporation

OPPORTUNITY
Bridge to A Round
$50K Min $750K Max (in 3 stages)

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PROBLEM
OUR DATA HAS BEEN TAKEN HOSTAGE

The FANGs have wrestled control of our data and use it solely to extract value for their own ends. Current attempts to challenge this fail to address the three key obstacles of the data economy: 1) creating a universal unit of account for data marketplaces, 2) converting data into an asset which people and companies can legally own, trade and spend, 3) ethically incentivizing customer identifiability as regulation trends to anonymity by default. If not resolved the data economy will not be fully realized.

SOLUTION
A NETWORK OF NETWORKS THAT WE CAN TRUST

We need an internet that enables us to interact with services and each other in a way that enforces our rights to privacy and agency over how our information is used. A network of networks where value is distributed between data creators and data seekers in a fair and equitable manner underpinning a rich ecosystem of services that use our data to create value, improve our lives and better society in tandem.

HOW
TRUSTLESS DATA SHARING

metaMe introduces metaPods - a new class of data asset with immutable rules backed into them that do not require us to trust the entities that they are shared with. metaPods use cryptography, smart contracts and DLT's to enforce ethical data policies. They are non-fungible data assets that are not only "spendable" but also "smart" and interoperable across networks enabling a novel asset-centric network of networks to emerge.

MARKET
TRILLION DOLLAR ECOSYSTEM

The WEF estimates that personal data will be worth over €1tn in Europe alone by 2020. metaMe is focused on providing trustless data driven, hyper personalized services across the Wellbeing, Mobility and Media sectors of Europe and North America in its initial go to market phase.

MODEL
DOUBLE SIDED MARKETPLACE

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

TRACTION
USER TESTED

metaMe is delivering a series of pilots to IBM and a Fortune 100 insurer, while concurrently building out a rich portfolio of enterprise and startup partners across its strategic sectors of wellbeing, media and mobility.

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 heralds a new digital paradigm powered by "trustless data", personalised AI, cryptography and blockchains. Its metaPods not only address the economic and social issues of data sharing but are underpinned by a pending ISO Ethical Data Standard being developed with international agencies which will be used to appraise other efforts.