



PITCHDECK

# GET THE REAL VALUE OUT OF PERSONAL DATA

dAPP FOR SENSITIVE DATA & DECENTRALIZED AI

# A RADICAL NEW APPROACH TO PERSONAL DATA



This is the first offer in the market introducing self-custody for personal data and social capital – the blockchain cloud



This will be huge! Vertical AI use cases from superior marketing insights to curing cancer



This is radically innovative and flipping the script – hard to follow, even for the WEB3 community



# FLIPPING THE SCRIPT FROM TOP-DOWN MONOPOLY TO A BOTTOM-UP DATA VALUE CHAIN

Data scattered and stuck in centralized data silos

AI working with less and incomplete data – siloed, fragmented, and user-exploited

## DATA MONOPOLY



## DATA VALUE CHAIN



AI Layer:  
working with ethically sourced, anonymized and high-quality data

**DWINITY**  
**Data Supply Layer:**  
Blockchain Cloud & Digital Twin

**Decentralized Data Storage Layer:**  
ethical sourced data

# AI DEPRIVED OF NECESSARY DATA and DATA QUALITY

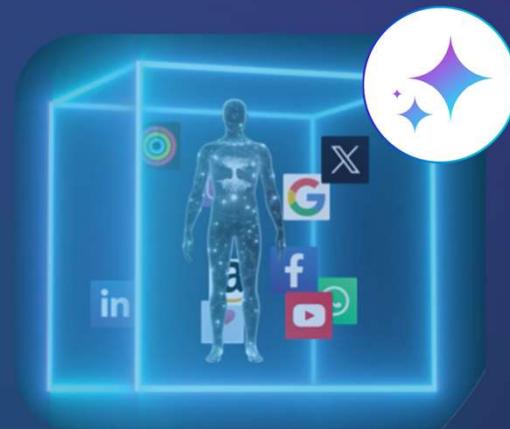


FRAGMENTED PERSONAL DATA PICTURE  
& CENTRALIZED AI CONTROLLED BY  
PLATFORMS



LOW DATA VALUE FOR USERS

ENTIRE PERSONAL DATA PICTURE &  
PRIVATE AI UNDER  
FULL USER CONTROL



HIGH DATA VALUE FOR USERS



# USERS WILL NOT SHARE THEIR DATA IN TODAY'S ENVIRONMENT



## NO REWARDS

### FINANCIAL ASYMMETRY

#### You pay for your data

- Mining and selling our data to promote engagement
- Monopolizing revenue and limiting monetization options
- Controlling reach – creators must pay to reach their fans



## NO CONTROL

### GOVERNANCE ASYMMETRY

#### You risk to be locked out

- Policies change constantly
- Rug pulls possible
- Censorship and bias, dissenting voices stifled
- No transparency
- Closed code – no influence over development



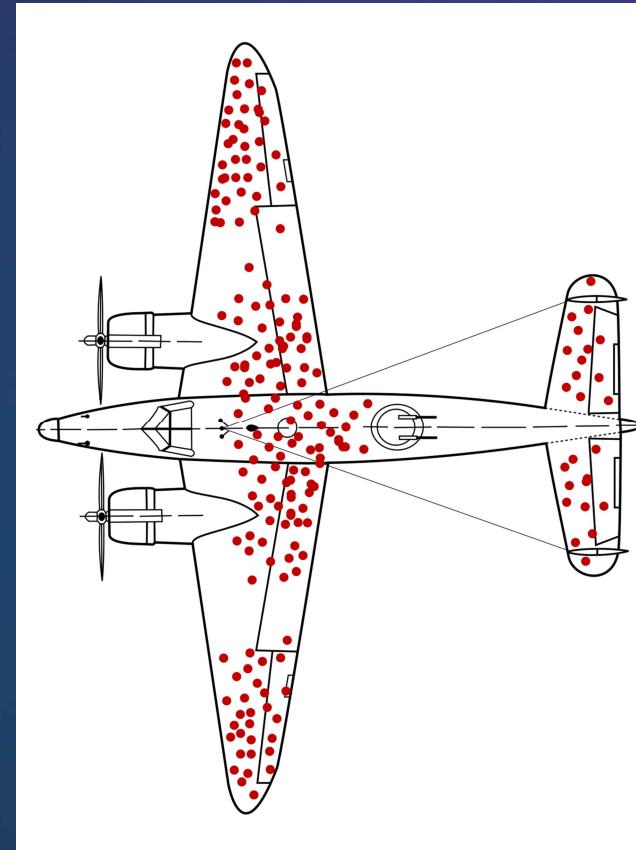
**CLOSED PLATFORMS HAVE POWER OVER OUR LIVES.**  
If we leave, we forfeit our hard-earned social capital

## WE ARE LOOKING AT TOO LITTLE AND WRONG DATA – LET'S FIX IT

Today's big data and AI approaches will not effectively address the big societal issues due to lack of data

- ➔ **Example: to cure and predict cancer, existing Vertical AI use cases will not be grounded on enough data**

It needs a safe, trustless and decentralized approach, so that the majority of the population can contribute their most valuable personal data to the common good (or to paid research)





# HUGE MARKET FOR RISING DIGITAL PRIVACY CHAMPIONS



OVER 50 MILLION  
USERS



APPROXIMATELY  
60 MILLION USERS

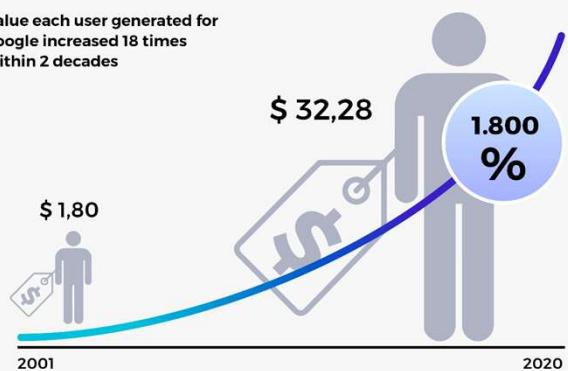


AROUND 100 MILLION  
USERS



MORE THAN  
100 MILLION USERS

Value each user generated for  
google increased 18 times  
within 2 decades

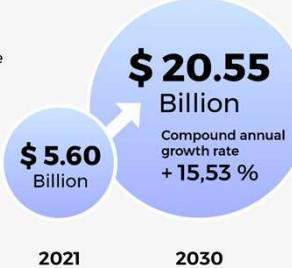


**SOFORT**  
ÜBERWEISUNG 12 MILLION USERS IN  
DACH WITHIN 2 YEARS

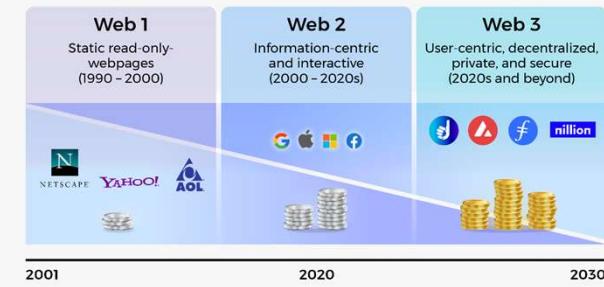
The Global Sensitive Data Discovery Market is expanding rapidly

Verified Market Research / [www.verifiedmarketresearch.com](http://www.verifiedmarketresearch.com)

Global Sensitive Data  
Discovery Market will  
quadruple in a decade  
(2021 - 2030)

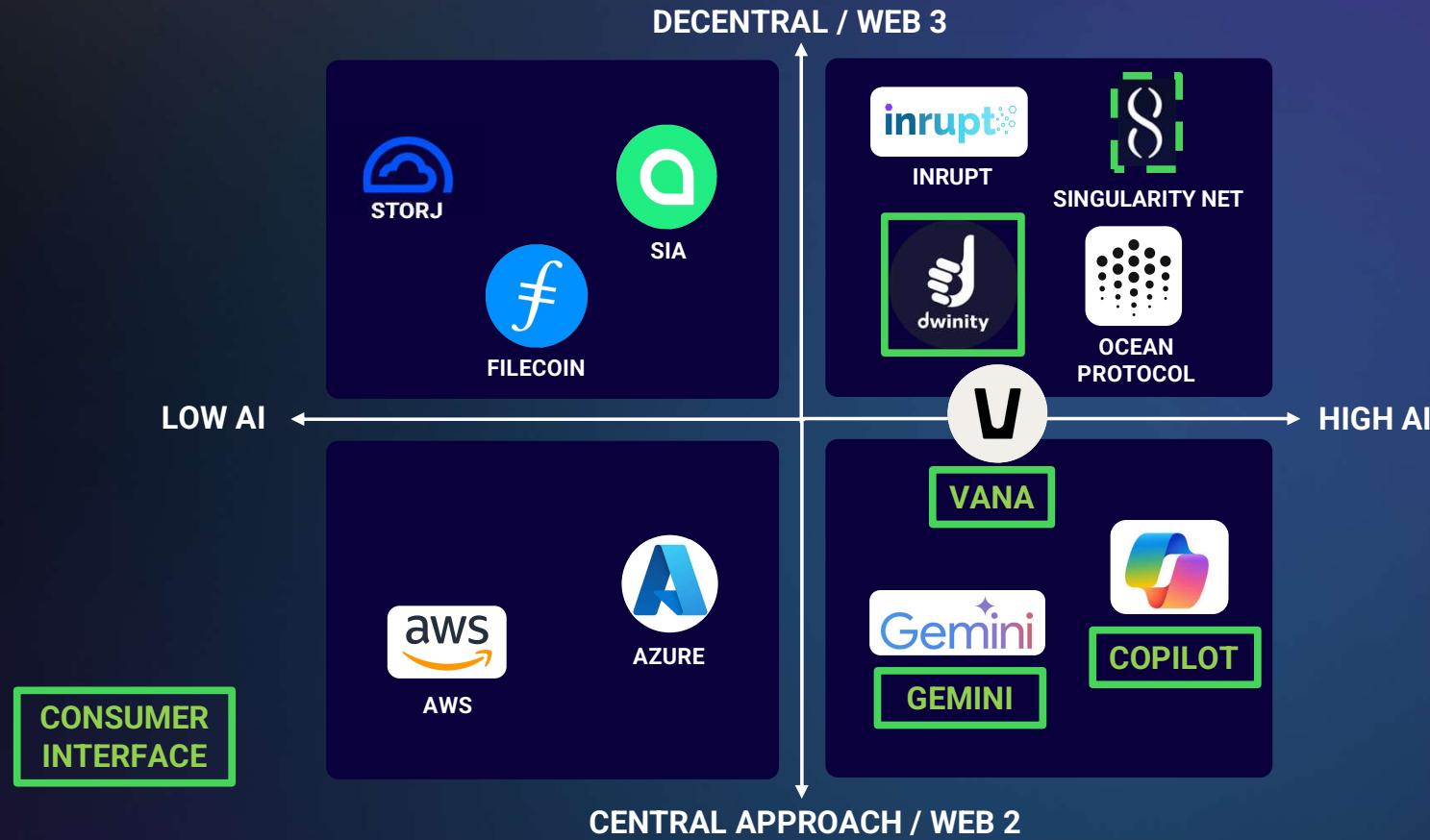


Web3 gives users real data sovereignty  
and democratizes commercialization



COMPETITIVE LANDSCAPE

## ONLY DWINITY OFFERING RETAIL ACCESS TO DECENTRAL AI



# DWINITY INTRODUCES THE DIGITAL TWIN FOR DATA OWNERS

## Ubiquity

- Device & authentication independent access
- Registration and access anonymously via blockchain wallet
- Carry your data like your crypto assets, recovery of last resort: seed phrase



## Eternity

- Storage of your social capital
- Consolidate your data heritage, also for your successors
- 100% GDPR compliant



VISIT: <https://dwinity.com/app/>   <https://dwdashboard.dwinity.com/>

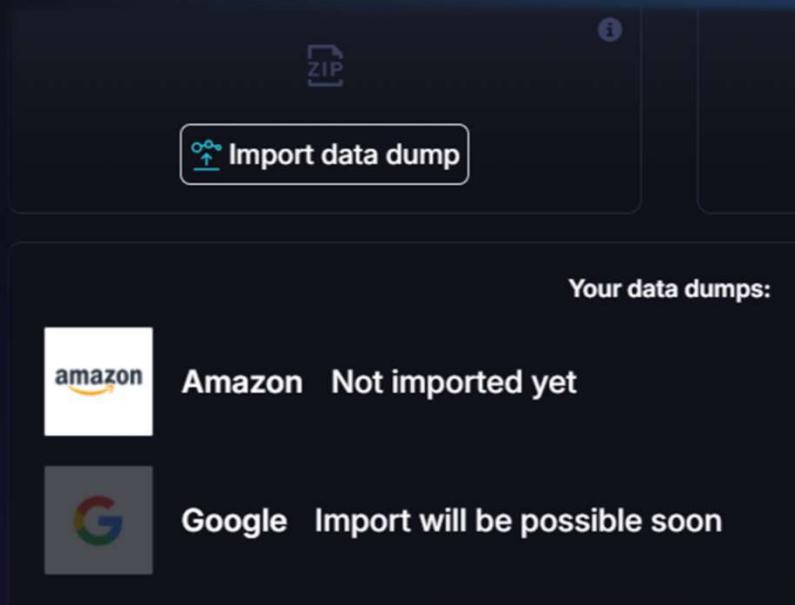
## Sovereignty

- No rug pulls – No central entity can access or censor your data or influence your access
- You have control over which data is revocably shared with whom and to what extent

## Prediction

- AI without data is useless, data without AI is worthless
- Improve your life with your pocket AI assistant which is grounded on your most relevant data

# SAFE YOUR SOCIAL CAPITAL WITH THE BLOCKCHAIN CLOUD – AND GET SUPERIOR INSIGHTS FOR THE FIRST TIME



## EXCURSUS LONGEVITY: DWINITY WILL USE THIS TREND



Health & lifestyle data is the gold of longevity – but it's fragmented in thousands of app and platform silos.



Each provider optimizes just one aspect of longevity – without understanding the full human context. The longevity journey never truly begins.



Because data stored on corporate servers, it can't be connected holistically. This fragmentation blocks not only scientific progress – but also the creation of a scalable longevity economy.



CREATION OF A NEW ECOSYSTEM

# DWINITY ESTABLISHES A FLYWHEEL DRIVEN ECOSYSTEM – POWERED BY DATA STAKING



## AT LEAST 36 MONTHS OF DEVELOPMENT HEAD START

→ Blueprint and  
MICAR  
Whitepaper  
for the Dwinity  
Ecosystem

→ Token established –  
30 mn. Token  
distributed –  
570 mn. Token at  
disposal

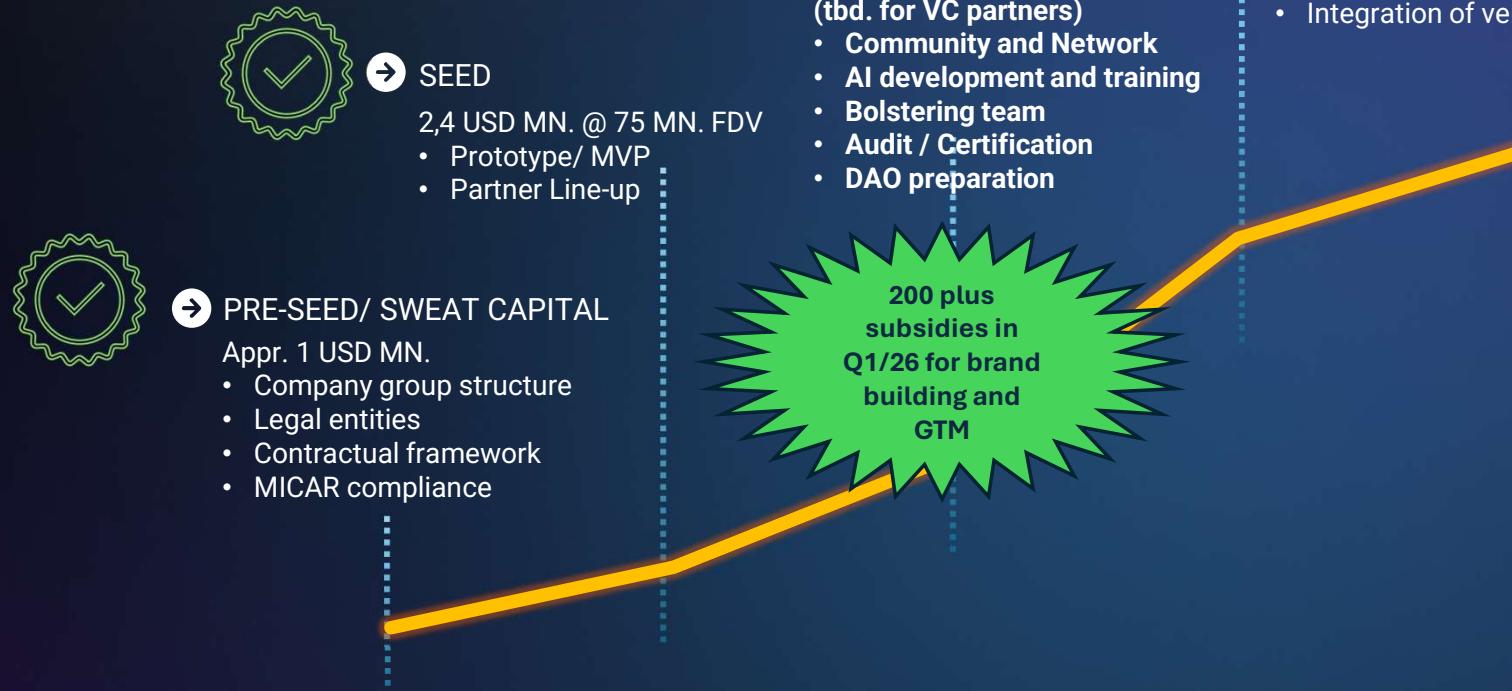
→ Partner screening,  
selection and  
contracting as well  
as technical  
integration (STORJ,  
PortalHQ, Nillion,  
Filecoin/ SIA (-),  
WeSendIT

→ Dashboard and  
Browser fully  
functional for End  
Users, access  
presently via  
de-wallet

→ Presently the **only**  
**player** with a fully  
anonymized and  
decentralized  
storage and data  
curation solution on  
the market

→ Introducing the  
**first digital TWIN**  
**of a human** being  
(Amazon and  
Google data dump)

# FUNDRAISING MILESTONES WITH CLEAR DELIVERABLES



TEAM

## MORE THAN ONE HUNDRED YEARS OF ENTREPRENEURIAL EXPERIENCE



**PETER KOENIG**  
Co-Founder & CEO

Serial entrepreneur, involved in the Crypto industry since 2016



**DIPL. ING. ANDREAS THUM**  
Co-Founder & CTO

More than 25 years of experience in data technology and leading critical projects



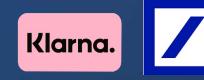
**DR. ROBIN BASU**  
Co-Founder & COO

Expert on data sovereignty and researcher on sovereign identities for over 15 years



**CHRISTIAN MANGOLD**  
Co-Founder & CFO

Seasoned executive more than 15 years in the FinTech and Crypto world



### Dwinity is supported by dedicated co-founders and trusted advisors covering:

Technology development, medical data expertise, legal, communications, social media, marketing, branding, web3 & data expertise.

Dwinity will always be open to teaming up with networking partners and experts to ensure that cutting-edge competencies are added to the ecosystem.

**Nillion partners with Dwinity:** <https://nillion.com/news/327/>  
**Dwinity joins NVIDIA Inception:** <https://dwinity.com/blog/dwinity-joins-nvidia-inception/>

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Get it today at  
[www.dwinity.shop](http://www.dwinity.shop)





# DWINITY IS THE FIRST dAPP SUSTAINABLY USING PERSONAL DATA

## → PROBLEM

Today's big data and AI approaches will not effectively **address the big societal issues** due to lack of data. Example: **to cure and predict cancer**, existing Vertical AI use cases will not be grounded on enough data.

## → SOLUTION

It needs a safe, trustless and decentralized approach, **so that the majority of the population can contribute** their most valuable **personal data to the common good** (or to paid research).

## → MARKET OPPORTUNITY

Dwinity's target market is **hundreds of millions user in the pro-crypto and data protection enthusiastic field**. Users of Protonmail, Brave Browser, Signal or DuckDuckGo will convert to treat their data treasure like their crypto treasure.



## → DECENTRALIZING DATA FOR AI

Today Dwinity is a proud partner of **NVIDIA, Nillion, Avalanche and STORJ**.

## Dwinity offering the advantages of WEB3 to users and companies

HIGH MARKET STANDARDS				DWINITY		
<b>LOG-IN / AUTHENTICATION</b>	Face ID/Social	  	can be censored	de-wallet / noncustodial access		Seed phrase gives eternal access via blockchain
<b>FRONT-END, BROWSER</b>	Explorer		non-interactive platforms	Graphical Interphase, embedded linking analysis		interactive structuring
<b>INTERFACE / API</b>	Silo	  	Data IN google, icloud, strava etc. no exchange	Data consolidation via dumps		User creates data treasury
<b>LEGAL RESPONSIBILITY</b>	Central enterprise subject to regulation	  	Provider can be legally forced to reveal data	User only knows how to access the data		Technically no possibility for Dwinity to reveal data
<b>USER ADMIN</b>	Customer database		can be penetrated, confiscated etc.	Totally anonymous, user's identity unknown to the Dwinity		Anonymous access granted via smart contract
<b>BUSINESS MODEL</b>	User pays license		User does not profit from own data	User receives rewards		The DWIN token is live
<b>ENCRYPTION</b>	e.g. 256 bit	  	can be decrypted	Irreversible physical chunking of data and continuous change of storage location		Quasi quantum proof
<b>STORAGE GEOGRAPHY</b>	Dedicated cloud server or on-prem	 	Data "travelling" internationally	Hardware node can be geographically picked		e.g. EU or SGP only
<b>SUSTAINABILITY</b>	Companies come and go...		Risk of Data loss if server shuts down	"ADDAMS" (autonomous decentralized data asset management system)		DAO based on the DWIN token, 30 mn. already distributed
<b>SOVEREIGNTY</b>	Provider holds data, grants access to user		User has contractual access right only, trust based	User owns data as his own assets		Trustless, WEB3 principles

REVOLUTIONIZING DATA PRIVACY

## DECENTRALIZED AI FOR MAXIMUM VALUE

- Give power back to Data Owners and create a thriving Data Economy where informational asymmetries are finally removed.
- Create full-fledged and data ownership-driven ecosystem for storage, analysis, exchange, and commercialization of Sensitive Personal Data.
- Unlock unseen value potential for everyone involved in the global Data Economy.
- Flourish from license fees by offering software and analysis-as-a-service.
- Benefit from commission on transactions in the data marketplace.

