



metâme: *The Human Interface of the Data Economy*

metâme is a personal data and personal AI DApp built on the mPod Protocol being developed by TheInternet.Foundation and Digitteria Ltd

TheInternet.Foundation (*the IF*)
A Swiss Non-Profit NGO

Digitteria Ltd
UK Limited Co & Social Enterprise
5 New Street Square
London EC4A 3TW

Stage/Traction
Development Stage: Alpha POC Pilots
Previous Capital: £388,000
Target ICO Raise: £30mn

Team:

Dele Atanda - Founder/CEO
<http://linkedin.com/in/deleatanda>

Peter Bidewell - Marketing Strategy
<http://linkedin.com/in/peterbidewell>

Shyam Duraiswami - Tech Architecture
<http://linkedin.com/in/shyam-durai>

Advisors

Advisor - Derek Wyatt: UK MP '97-'10
Founder All Party Comms Grp, Oxford Inst

Advisor - Phil Noble: Pioneer Digital
Politics: Fellow Harvard Inst Gov. Affairs

Mentor - Hugo Drayton: CEO InSkin,
Ex MD Telegraph Group, Ex MD Phorm.

ICO Partners

CRYPTOORACLE

BAKER BOTTS

CAPITAL LAW

Bratschi Wiederkehr &
Buob

applied blockchain

famous PUBLICITY

Summary

The Crypto Economy consists of Crypto Money and Crypto Data. metâme introduces a new class of non-fungible crypto asset called **metâpods**. *metâpods* make crypto data tangible and enable the crypto economy to be fully realized. *metâpods* (aka **mPods**) are to data what crypto currencies are to money.

Problem

While personal data is a hugely valuable new asset class we neither own nor control our digital identity and data. Current solutions fail to address the two key challenges of the Data Economy: 1) how to convert personal data into an asset which people can tangibly own and 2) how to ethically incentivize identifiability when GDPR calls for anonymity by default. Without these the crypto and data economies may not be fully realized.

Solution

metâpods are **Smart Assets**[™]- a new convergence of *Smart Contracts* and *Digital Assets*. They are non-fungible crypto assets that use artificial intelligence and machine learning to enable granular and precise quanta of data to be isolated and encrypted based on an entity's intent. *mPods* can be owned, shared and traded contextually and privately in exchange for **Krypto Koins** - the protocol's token. **metâme** creates value for companies and customers. It builds trust by paying people for sharing *mPods*, loyalty through token rewards and enables optimized direct selling while facilitating GDPR compliance.

Validation

metâme has been tested in a series of UK trials with video gamers and one of the primary payment card schemes.

Market

Personal data is estimated to be worth €1tn in Europe by 2020 and the crypto economy is valued at over \$500bn currently.

Peers:

Civic: Identity service for KYC verifying or attesting solutions.

UPort: Self-sovereign identity service providing login, credential management and digital signature solutions.

Madana: Data market paying users to share data for analysis.

Competitive Advantage

metâme provides an alternative to the advertising led internet, based on equitable, mutually beneficial data trading. It is underpinned by the *Ethical Data Standard*, an ISO framework for the ethical use of data in commerce being developed by the Internet.Foundation and the British Standards Institute (BSI). **metâpods** complete the crypto economy's core and bring a novel and innovative solution to blockchain interoperability.

ICO Schedule

Seed Feb 2018 | Pre Sale April 2018 | Public Sale Q4 2018
1.86bn Tokens to be generated in total during ICO and TGE.