Dataswift

An Introduction

> **"Dataswift is the M-Pesa for Data"**
>
> Senior Financial Sector Specialist, IFC

Dataswift

Our mission is for everyone - organizations, individuals, governments - to benefit from the Data Economy

By providing the essential infrastructure and tools to give, take and use data responsibly

Technology

We provide cutting edge data portability, mobility and interoperability infrastructure that **unlocks the value of data** for our clients.

Solutions

We design markets and data ecosystems to **achieve growth and scale revenues** for our clients to lead their industry.

We enable our clients to leapfrog into the Next-Generation of Digital Capability

We accelerate client growth by cutting through the technical, legal and governance complexity of data so they can realize its full digital potential.

Our patented technology

Enables our clients to benefit from data by **building** their own data ecosystems.

Our cutting-edge models

Assess the value and RoI of data and advise on the optimal architecture to **scale** their data ecosystem.

Digitization has resulted in **unprecedented volumes of data** being collected

Data provides **opportunities** for greater efficiencies, growth and revenues for the good of all economies

The **costs** of storing, managing and using data is increasing due to regulation & market concerns

Creating value from data is fraught with **ethical, governance, compliance and technical issues**

Why we do it

Market Drivers

Data's value as a productive asset is failing to be realised
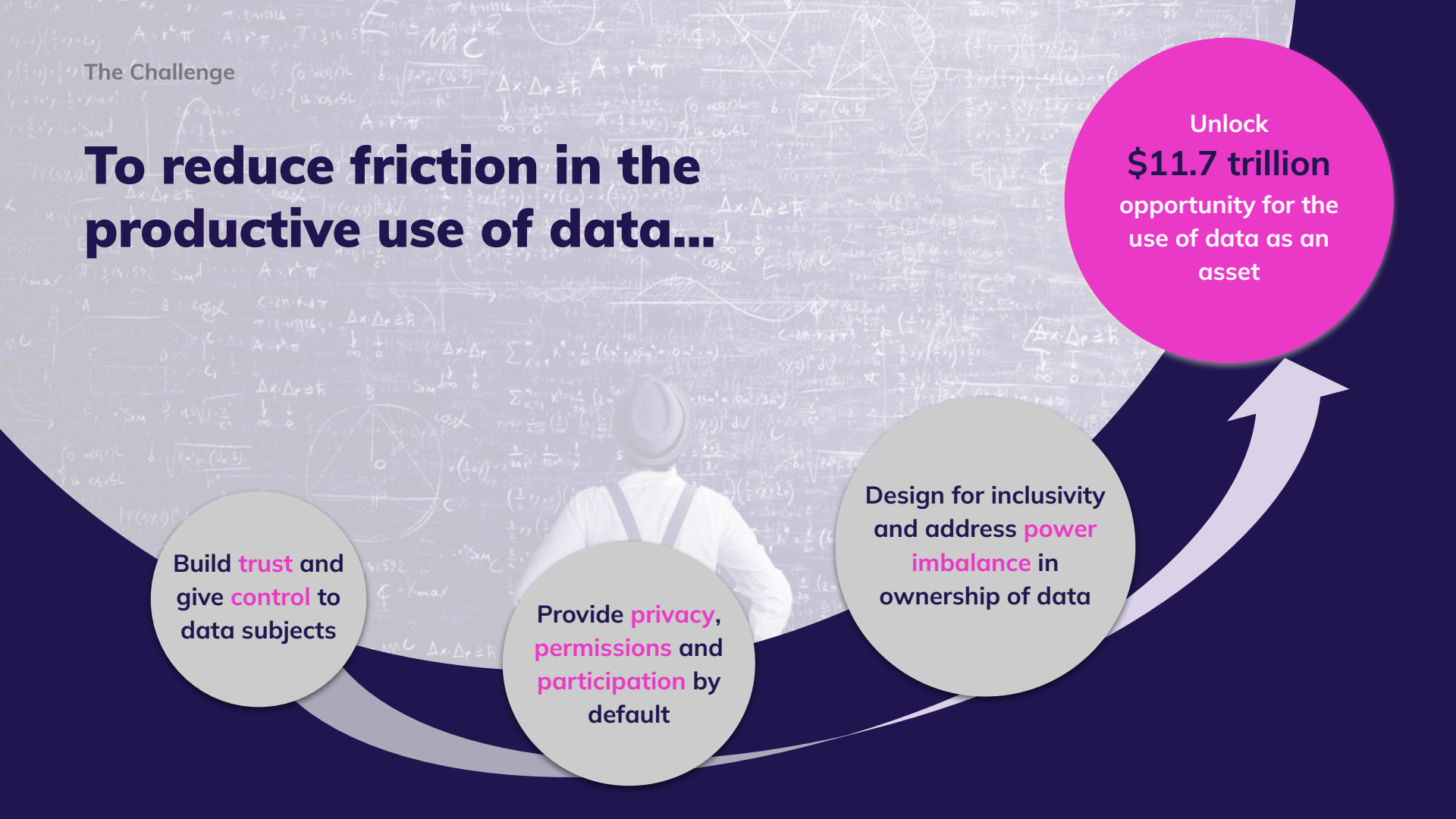
The Challenge

To reduce friction in the productive use of data...

Unlock **$11.7 trillion** opportunity for the use of data as an asset

Build **trust** and give **control** to data subjects

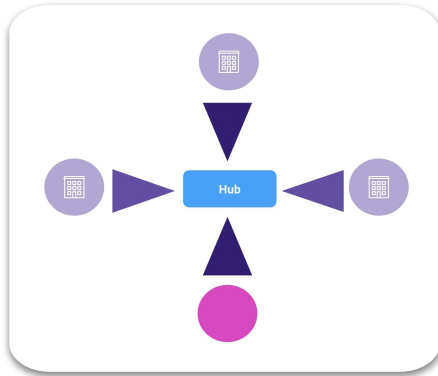Provide **privacy**, **permissions** and **participation** by default

Design for inclusivity and address **power imbalance** in ownership of data

Market Approach

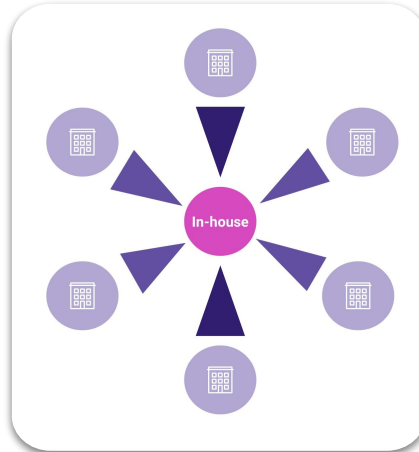# Current models to create value with data are unscalable

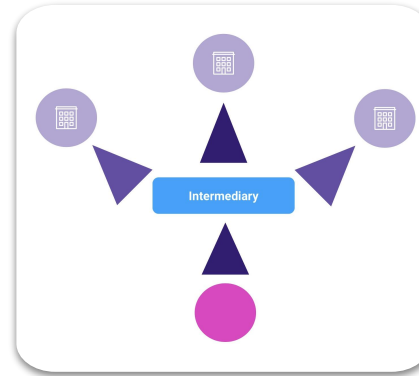They do not build **trust**, **inclusivity** or **participation**

Data Sharing Hub

Hub

Dependency on 'neutral', third party to have the required data. (E.g. Customer Data Platforms)

In-house Data Acquisition

In-house

Partners may be reluctant to give data. Third-party data is becoming unavailable. Data accuracy and decay issues.
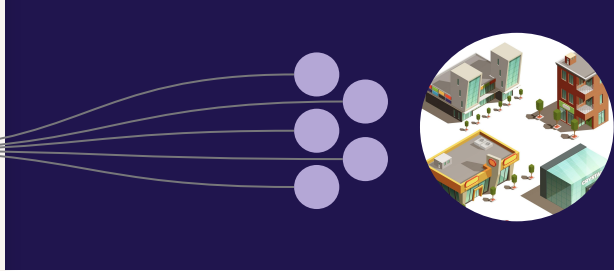
Federated Data Sharing

Intermediary

Bottleneck for downstream use. Low / no income. (E.g. Open Banking)
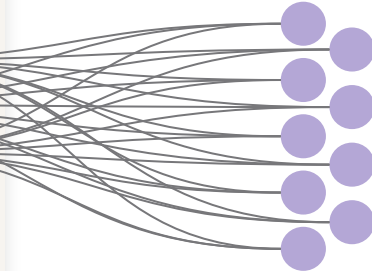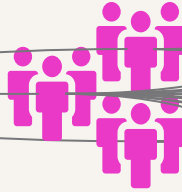
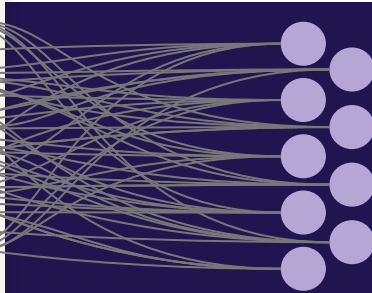# Data Subjects as couriers of data

Single integration with customers data servers; unlimited downstream data transfers to partners.

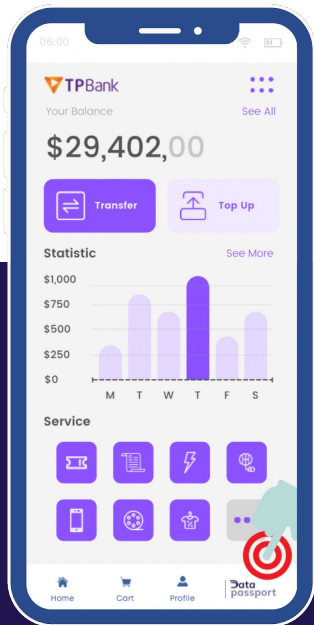Exponential growth in revenues as ecosystem grows.

Each data attribute generates further exponential revenue lines.

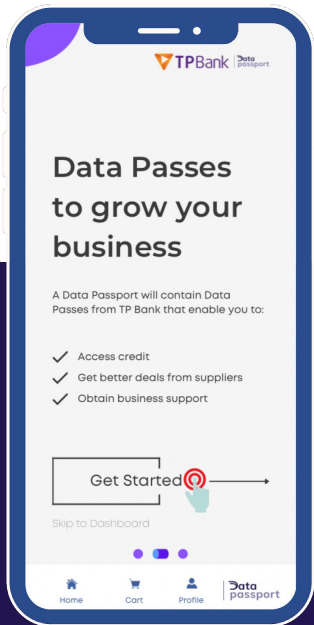# Seamless customer onboarding from within an app/website

USER

| User sees a Data Passport | User enables a Data Passport | Personal Data Account Created | Data Passes available for users to activate & share | Users see offers that match their Data Passes |

CLIENT
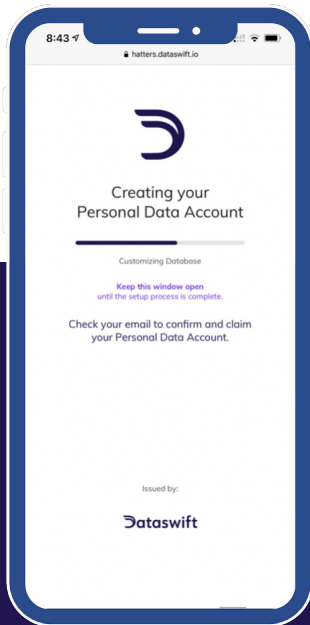
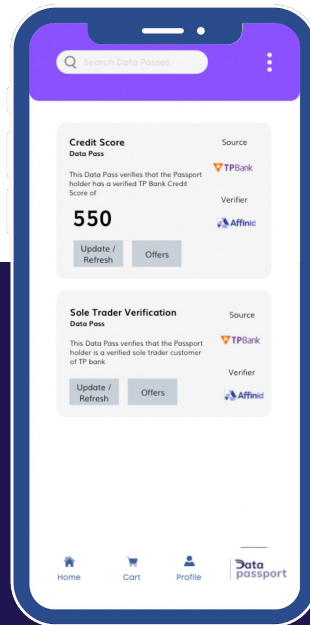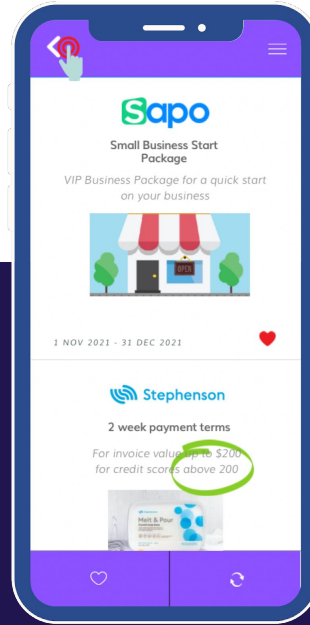| Client embeds a Data Passport within their app | Client provides their customers with explainers and opt-ins | Server provisioned in seconds and ready to acquire data | Client decides the most valuable data to mobilize by creating a Data Pass | Partners offer (and pay) to attract client's customers, as curated by the client |

Full Alignment of Incentives

Preserving **Privacy**,
Engendering **Trust** and
addressing **Power Imbalance**

Client: enable data to be acquired and shared by customer

Exponentially growing **income**. **Legal sharing** of all data types including Personal Information. Increase **customer engagement**.

Partner: offer personalized services

Acquiring **targeted** customer segment.
Obtaining **verified, subject permitted**, up-to-date data.
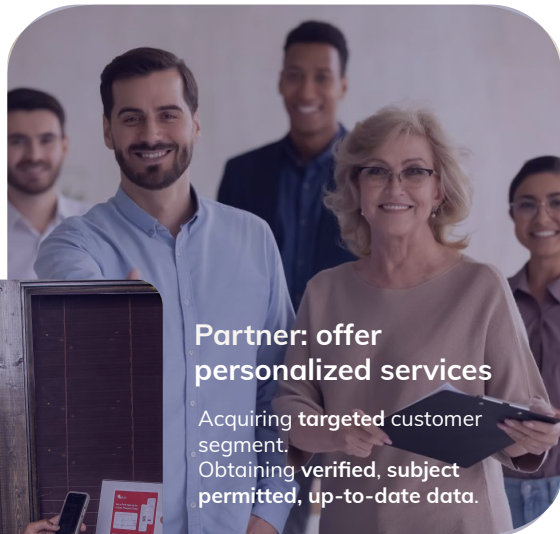
Customer: obtain relevant offers

View **offers** from client partners.
Be in full control to share **data**.
Full **Participation** & **Inclusivity**.

Watch the video

Our Technologies

We design and implement robust solution architectures for self sustaining ecosystems

Instant Universal **Identity**

A data server created on-demand for the client's customer direct from their website or app.

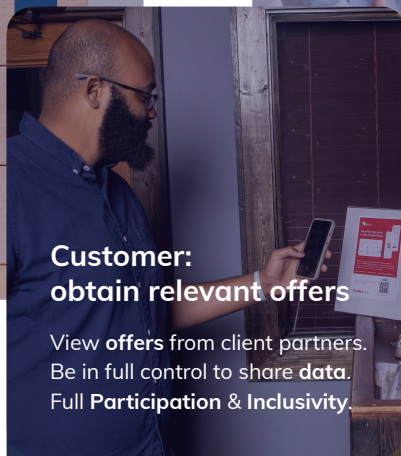### Data Accounts for **Storage** & **Ownership** of Data

Enabling the client to decentralize their data into the data accounts of their customers' servers.

In-Server **Edge Computation**

Enabling data stored on customers' servers to be computed for insights with full privacy.

Data Passports **for Data Sharing**

Enabling data to be shared on-demand by customers to partners in the client's data ecosystem.

Data Terminals for **Discovering** & **Receiving** Data

Enabling data to be received on-demand by partners in the client's data ecosystem and to discover what data is available.

Income Distribution Across the Network

Enabling revenues to be distributed across the value chain every time data is shared by customers.

Global impact

Our technologies enable cross border data mobility and interoperability for the creation of **large scale global data ecosystems** from tourism to finance; and health to human development.

Seamless **digital-physical** relationships
Highly secure **decentralized** technologies
Enhanced **cybersecurity** through reduced surface area
'**Future-proof**' from higher regulatory, governance & legal costs
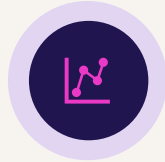
Our Consultancy Services

Our passion is to transform industries with data

Innovation

Constructing Data Products for new markets

Valuation

Assessing the value of clients data
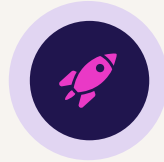
Economic Modelling

Data architecture models and design

Digital Transformation

New business models with data

Our Foundations

Research-led, Future-focused

More than £33M of grants by 9 U.K. universities on legal, economic, governance and technical infrastructure of data

Visit our Open Sourced Projects

Finance
Health
Human Devt
Education

2026
2021-22
2020
2019
2018
2017
2016

100+ years of innovation, 100+ research journals, 2 patents and 4 continents
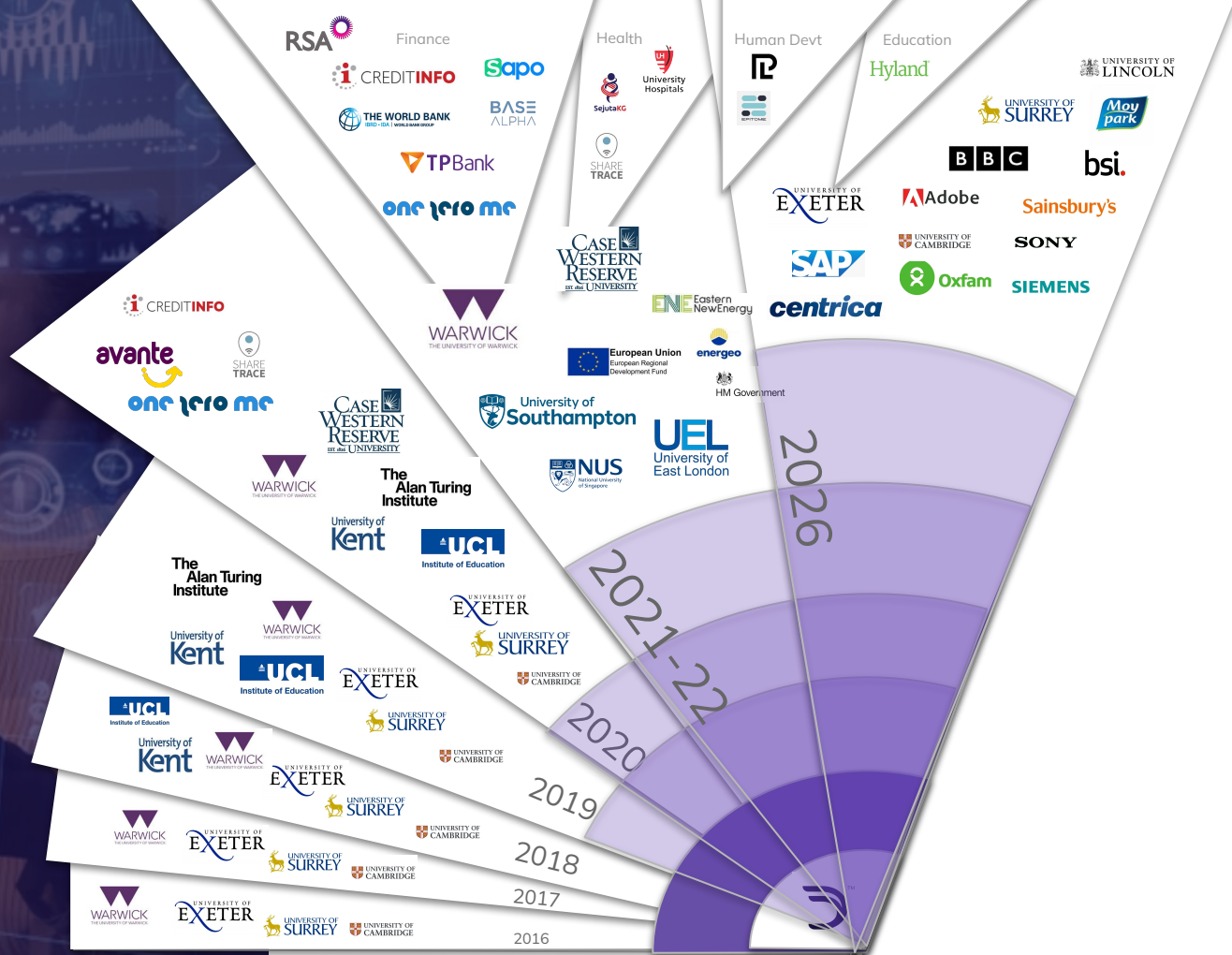
Irene Ng
CEO & Founder
Founder of Empress Cruise Lines exited after building to $2BN annual turnover;
Prof. of Marketing & Service Systems at Warwick University, author of "Creating New Markets in the Digital Economy"

UNIVERSITY OF CAMBRIDGE · WARWICK THE UNIVERSITY OF WARWICK · The Alan Turing Institute

Ben Forbes
Chief Strategy Officer
Serial Founding member of multiple 'world first' complex marketplaces
Strategist for CXOs, Boards & Investors worldwide incl. Alphabet orgs, Unilever, Tier 1 Global Banks, inter alia to scale stealth & innovation projects

VesselsValue™ · FOUNDERS INTELLIGENCE Part of Accenture

Paul Tasker
CFO & Co-Founder
Leader in engineering systems, rolled out numerous large defense programs incl. spearheading the design & build of 2 nuclear submarines

BAE SYSTEMS · BMT

Tyler Weir
VP Engineering
Serial Founder of multiple successful start-ups, formerly a senior engineer / developer at Askuity, IBM & VMWare

IBM · vmware®

Jason Shong
VP Business Development
10 years start-up financing and mentoring across all stages of the business development cycle

pwc · MDEC Driving Transformation

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VP Operations
Managed services specialist, supporting remote team across 14 countries

HSBC · PROACT

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If you have questions or would like to schedule an appointment, you can reach us through this **contact form**.
If you prefer a more direct route, you can email **contact@dataswift.io** or call **+44 7412 970 566**.