



# MatchUpBox<sup>TM</sup>

smart technologies for personal data



FRANCE  
US  
BELGIUM

1 M € funds raising





# CONSUMERS' PARADOX

## Intrusion feeling



78%\* of French people don't feel comfortable with the fact brands collect and share their personal information

## Customer Experience



But almost 80%\* are ready to share if they benefit from personalised services, promotion or gift

## Solution



**Give to consumers the control over their own personal data !**

80%\* are already ready to control and share their personal data with brands

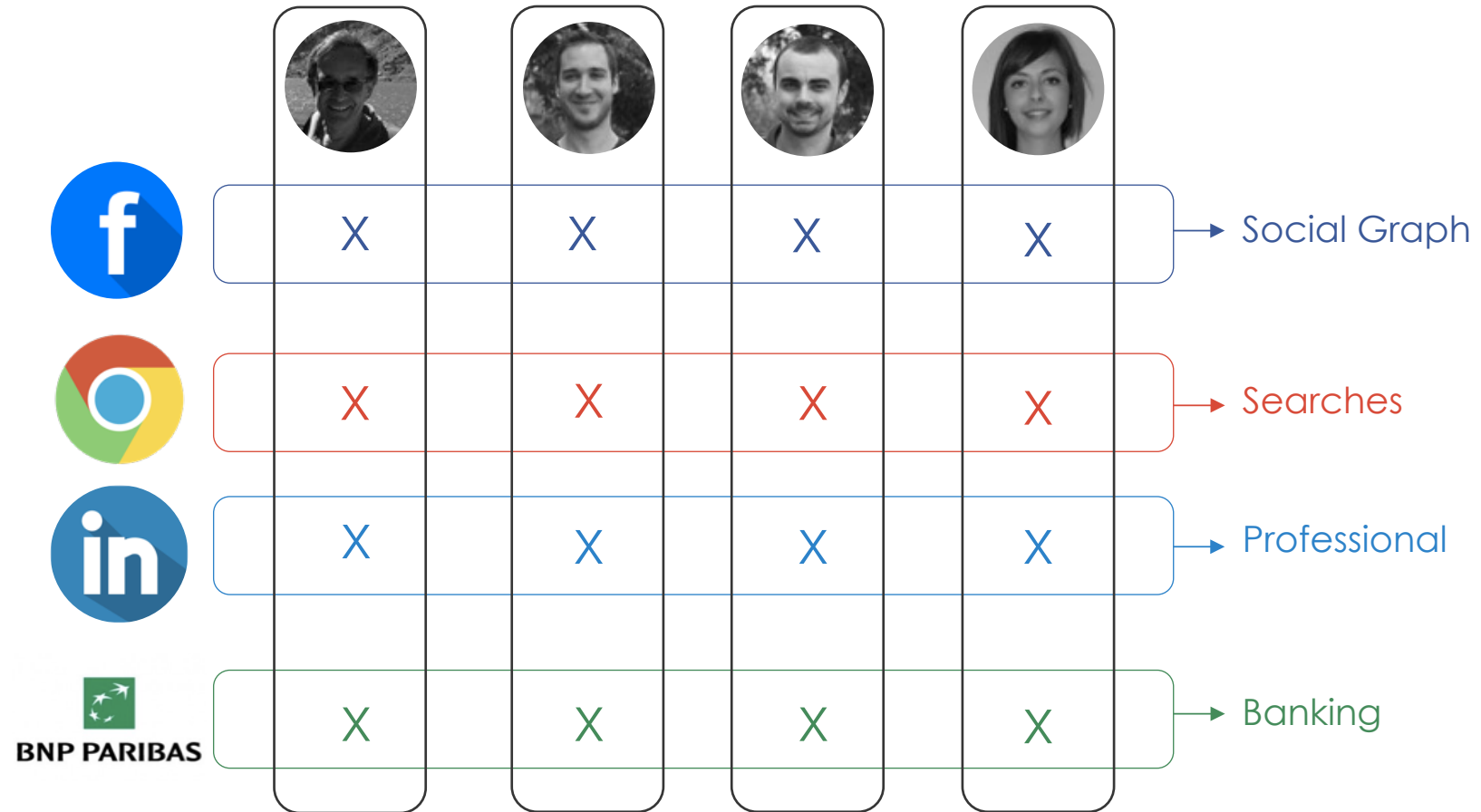
\* [Le Baromètre de l'intrusion 2016](#)

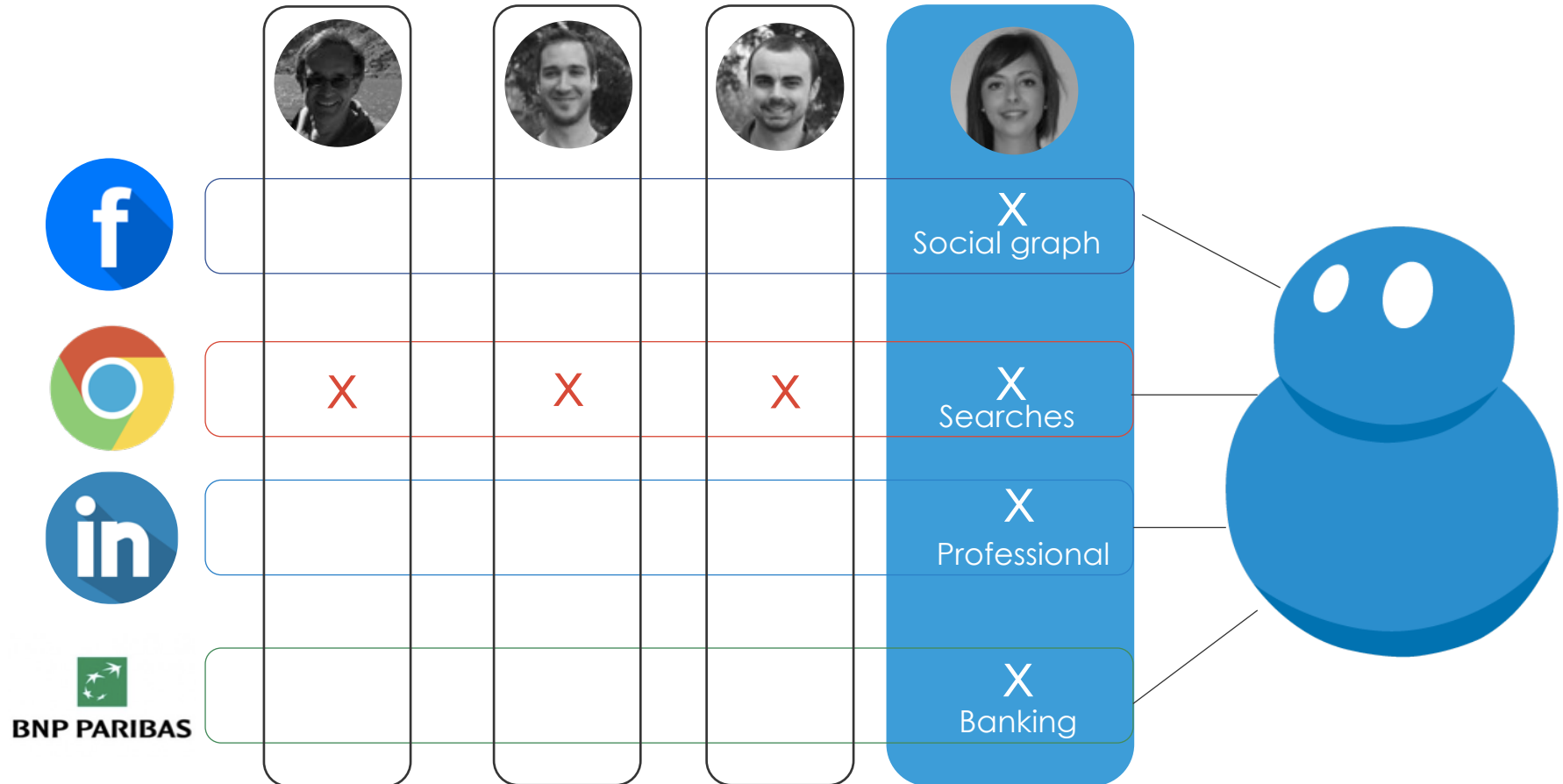
Publicis



STANDS FOR A WORLD

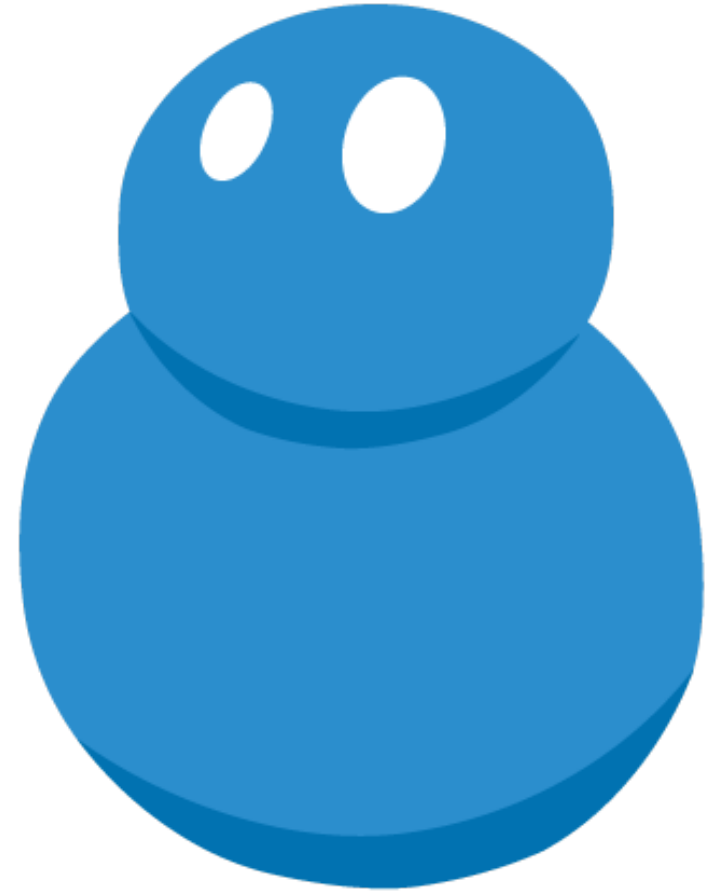
BETTER CONNECTED...





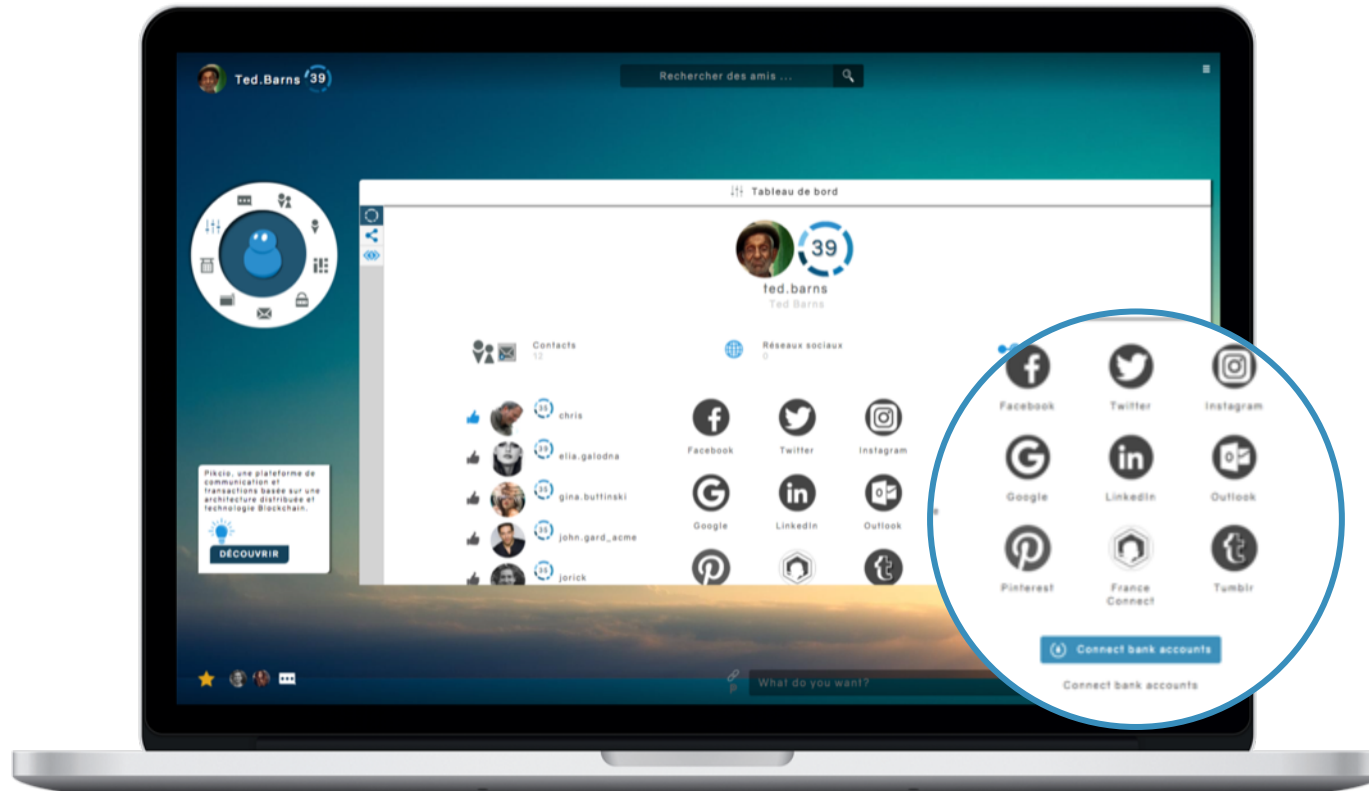


Blockchain-based  
PIMS solution



*Your very own personal assistant*

# PERSONAL DATA HUB



Retrieve

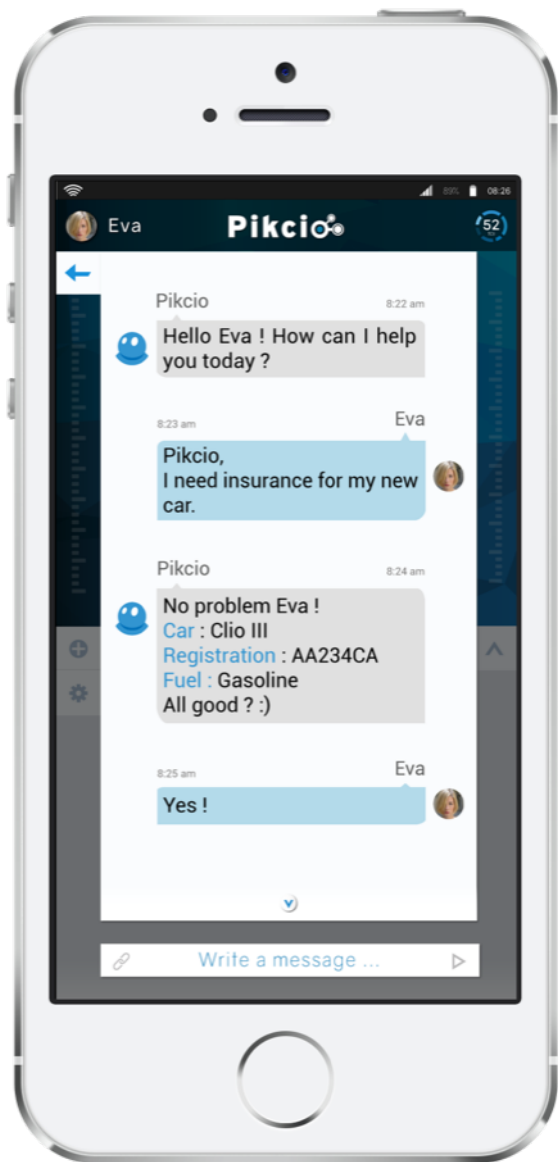
Gather

Control

Share



# PERSONAL ASSISTANT



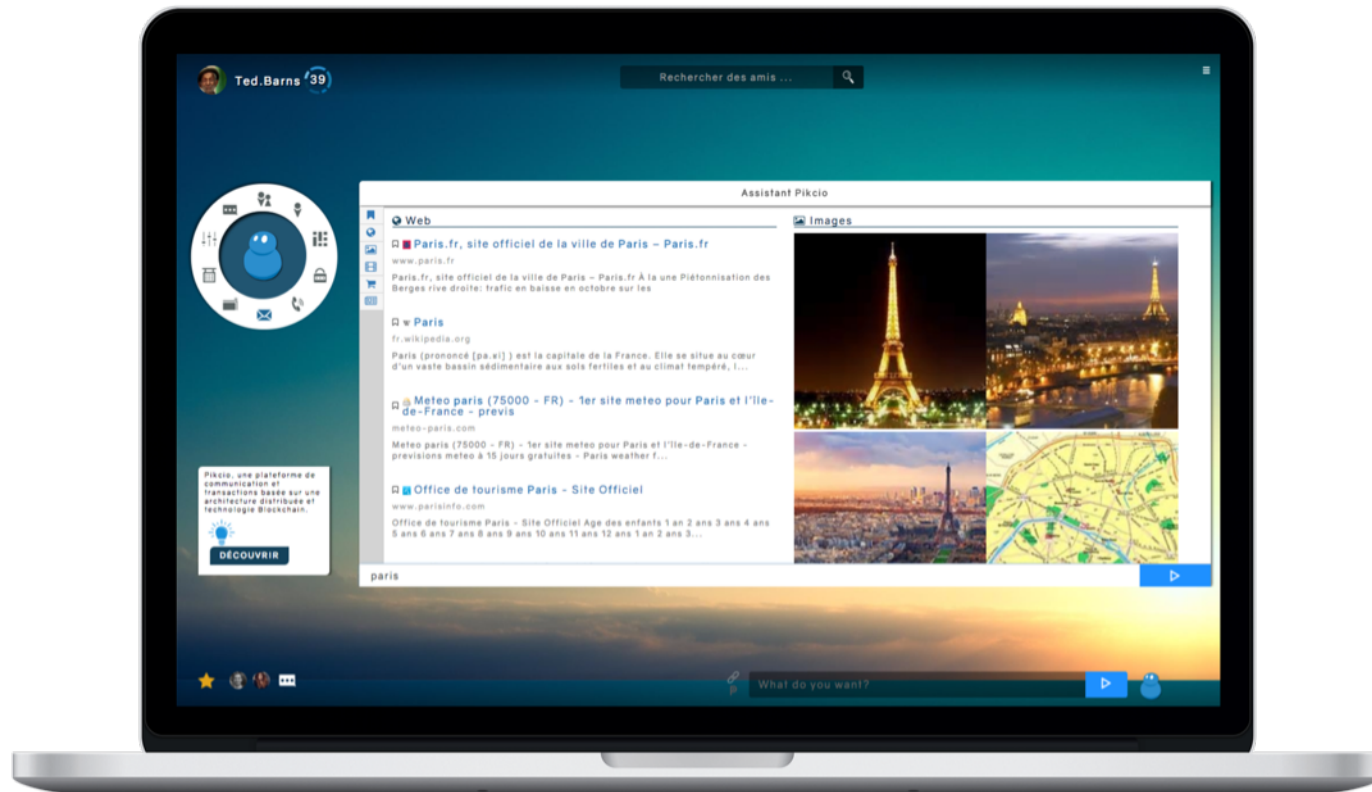
Data is at the core of **knowledge**

Pikcio AI **never stops learning**

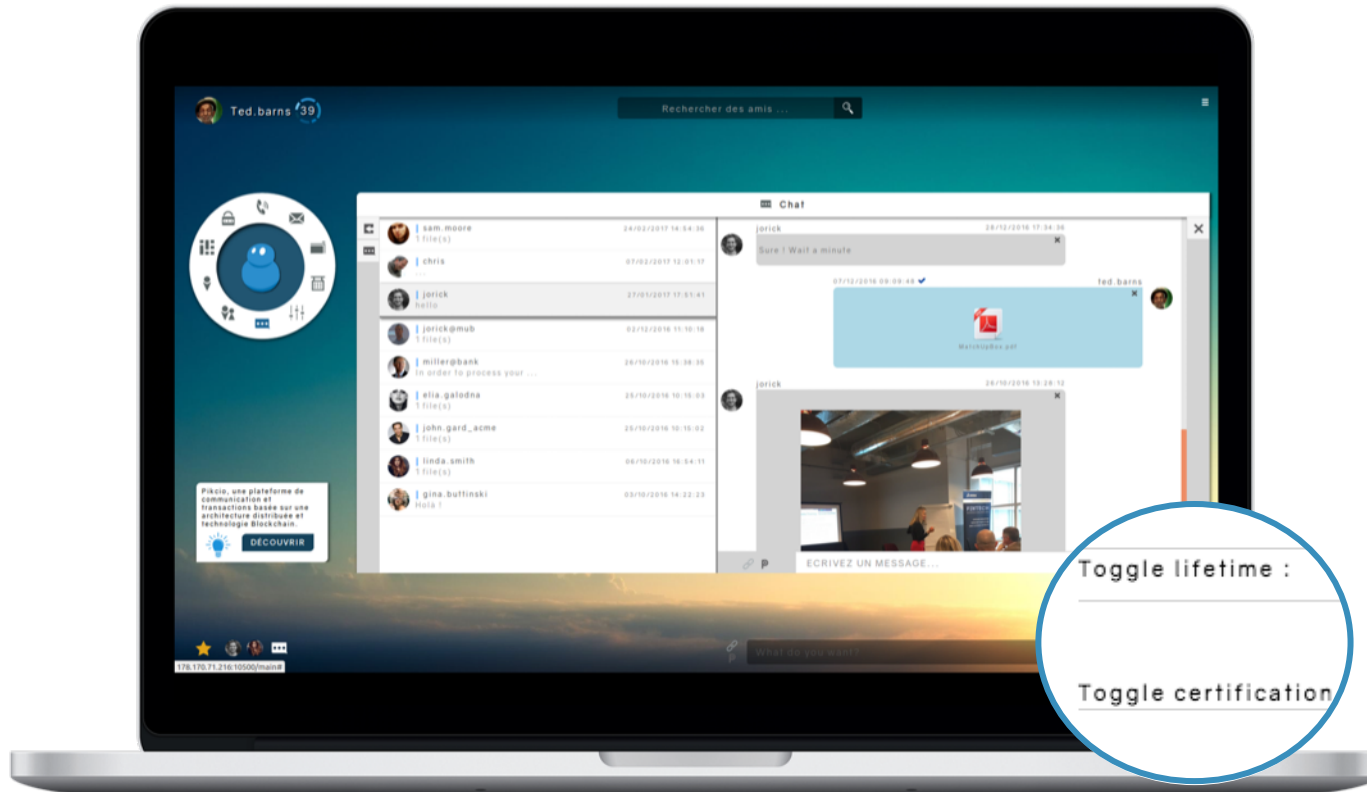
Becomes a **personal assistant** which avoid repeating information again and again ..

Partners **digitalize** their offers, administrate by chatbot Pikcio

# NO TRACKING SEARCHES



# ENCRYPTED CHAT



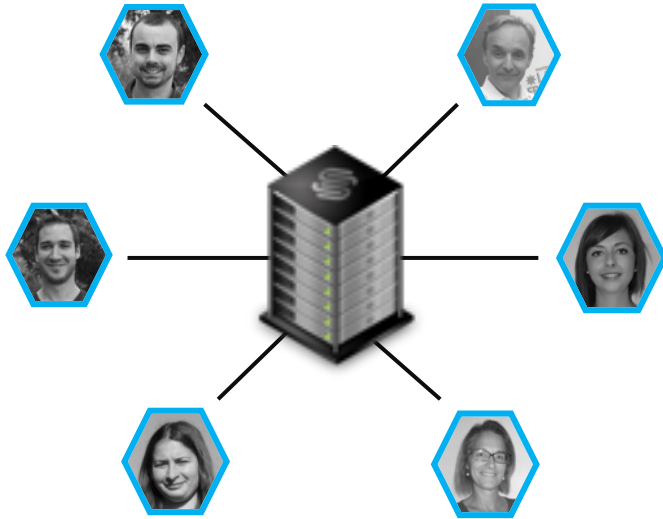
Private direct messages

Or *registered*  
(Blockchain)

# MatchUpBox<sup>TM</sup>

A strong  
technological base

## Server or Cloud

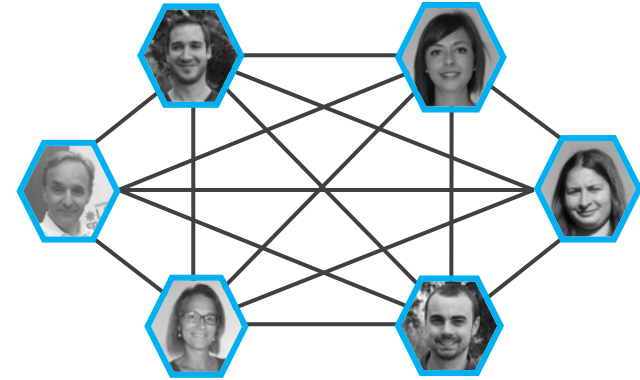


The main target for cyber attacks

Expensive

Big data issues

## P2P Network (distributed)



User centric

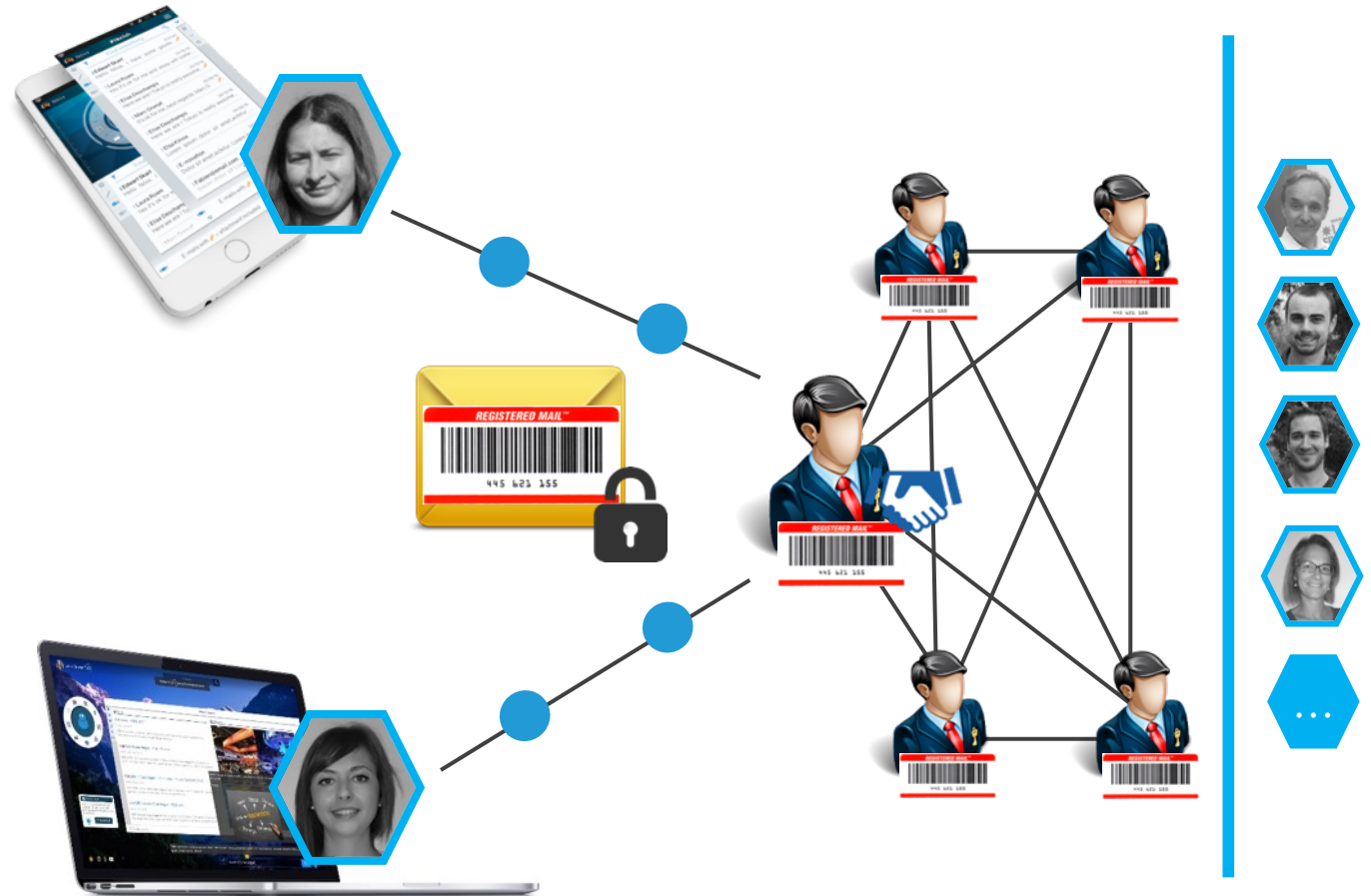
Cheap

Consume data as you go

## Direct message



## Registered message



PERMISSION BASED: Define which nodes are consensus and ledgers

# WHY PEER2PEER & BLOCKCHAIN

Full control and ownership over personal data

Privacy-by-Design

Certification of personal data authenticity/integrity

Secure storage and sharing data, files or chat

GDPR compliant

Trust

Transparency

Security





# Thank you



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