APOCRAT

With privacy to consent

Laura Kaltenbrunner, CMO & co-founder
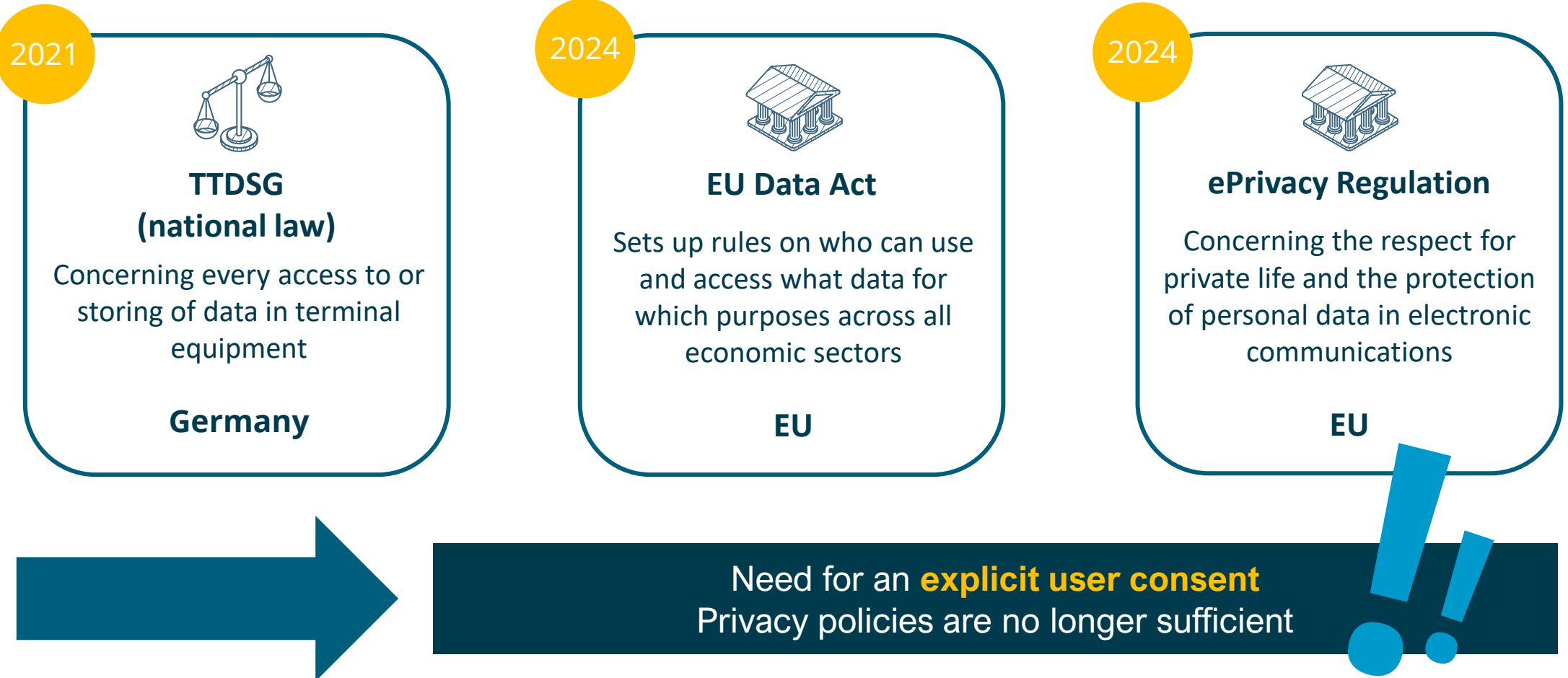
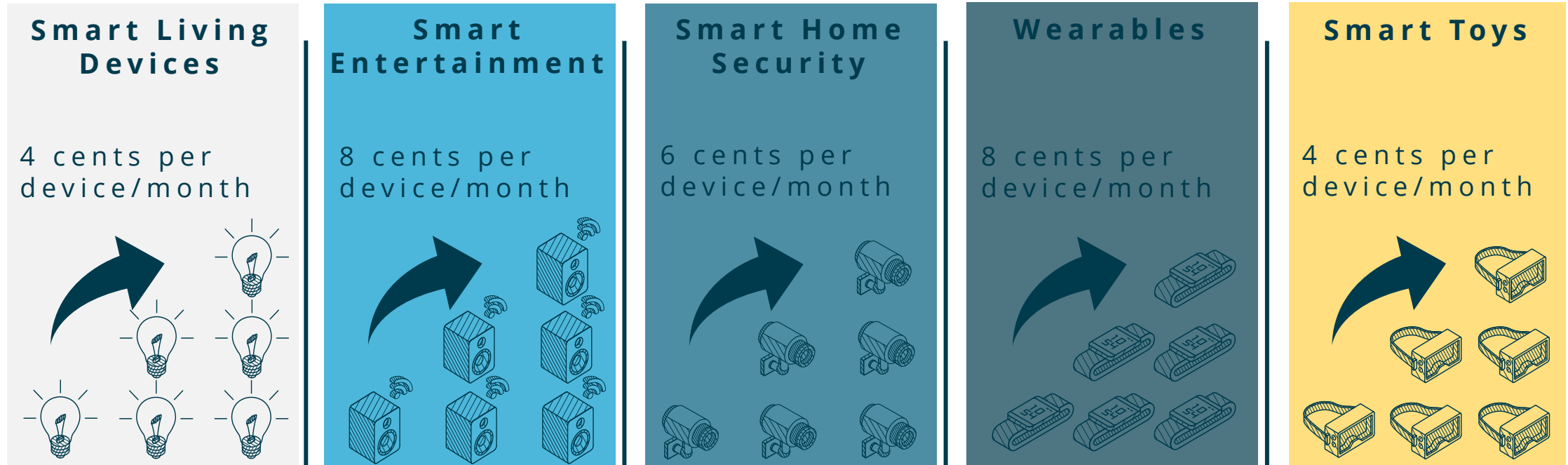TTDSG · DSGVO · ePrivacy

The solution: APOCRAT

First consent management platform for smart home devices

consent

settings & execution

Mobile SDK

SDK-Set

IoT SDK

Mobile SDK

IoT SDK

social media data

marketing data

Company X

IoT device

Customer platform with consent overview

Example of a consent screen (whitelabeling solution)

Minimize legal risk & create a competitive advantage

Increased risk of data protection audits & fines	Fines up to 300,000€ or omission	>500,000 € potential damage per day*

Increased privacy reputation	60% higher user trust	>25% use privacy as a criteria for their buying decision

*based on a company with a sales volume of approx. 2 million devices per year (loss of sales), not included: Image damage / brand value loss
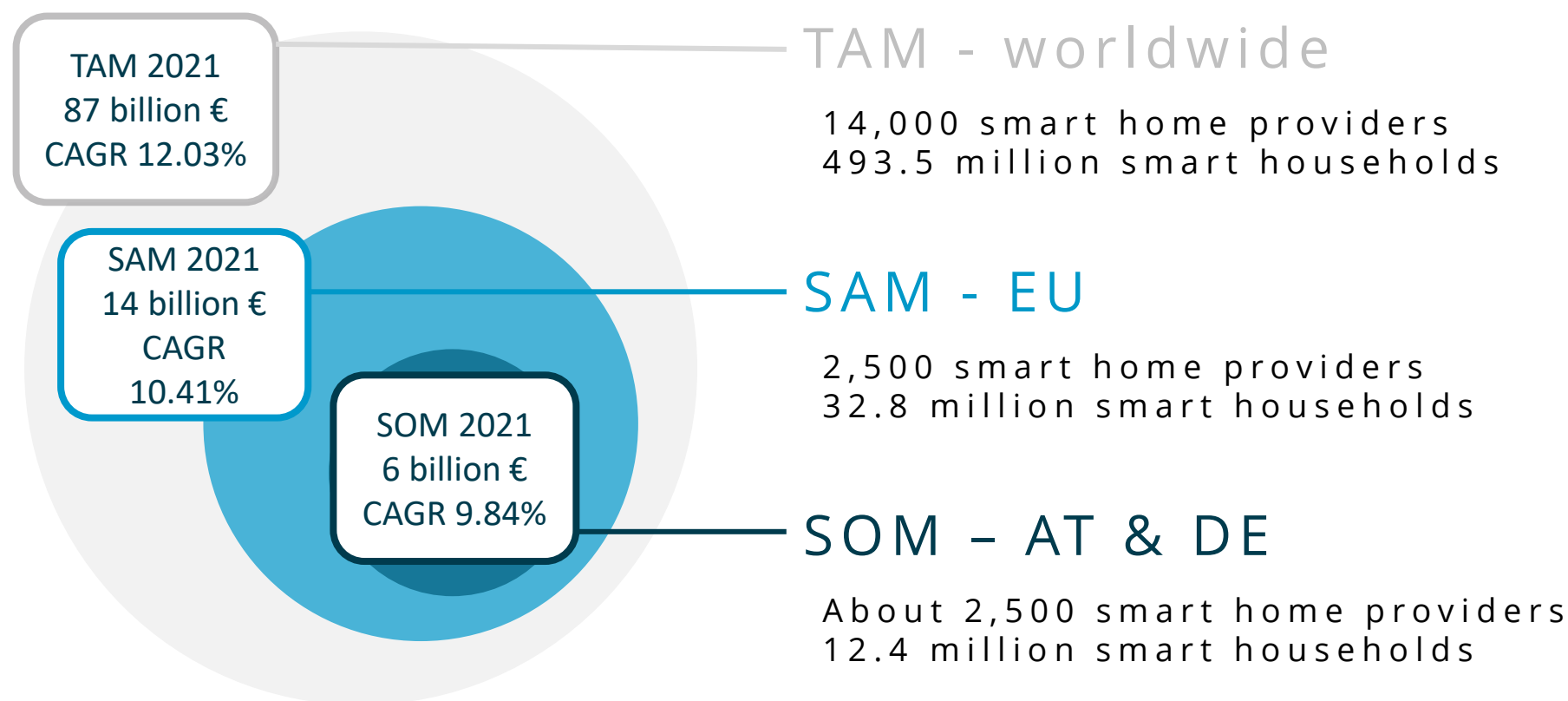https://www2.deloitte.com/content/dam/Deloitte/de/Documents/Innovation/Analytics_Datenland-Deutschland_safe.pdf
Emami-Naeini, Henry Dixon, Agarwal, u.a. 2019, Exploring How Privacy and Security Factor into IoT Device Purchase Behavior
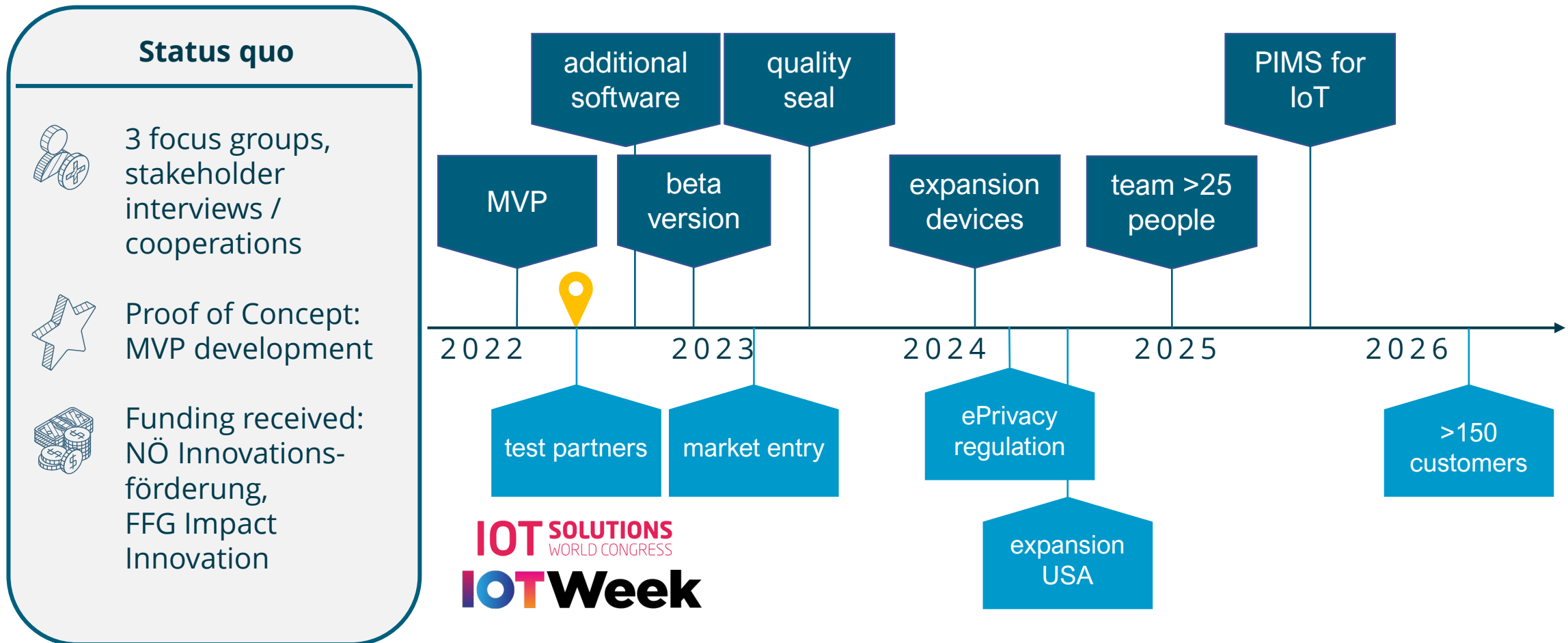https://www.bitkom.org/sites/default/files/2021-10/20210924_chartbericht_smart-home-2021_v3.pdf

The Smart Home Market

Target group: smart home companies, z.B. Bosch, Phillips, TP-Link, …

TAM 2021
87 billion €
CAGR 12.03%

SAM 2021
14 billion €
CAGR
10.41%

SOM 2021
6 billion €
CAGR 9.84%

TAM - worldwide

14,000 smart home providers
493.5 million smart households

SAM - EU

2,500 smart home providers
32.8 million smart households

SOM – AT & DE

About 2,500 smart home providers
12.4 million smart households

Market expansion

https://de.statista.com/outlook/dmo/smart-home

Status quo & next steps

Status quo

- 3 focus groups, stakeholder interviews / cooperations
- Proof of Concept: MVP development
- Funding received: NÖ Innovations-förderung, FFG Impact Innovation

Timeline:

- MVP
- additional software
- beta version
- quality seal
- test partners (2022)
- market entry (2023)
- expansion devices
- ePrivacy regulation
- expansion USA
- team >25 people
- PIMS for IoT
- >150 customers (2026)

2022 — 2023 — 2024 — 2025 — 2026

IOT SOLUTIONS WORLD CONGRESS
IOT Week

Team

ARMIN HUREMAGIC

Experienced in R&D, Privacy / anti-censorship, IT security

Focus on R&D

Before:
Researcher in the field of anti-censorship, University of Michigan

CTO

ALEXANDER JÜRGENS

Experienced in IT security, data privacy and customer management

Focus on management

Before:
Security Specialist at T-Systems

CEO

LAURA KALTENBRUNNER

Experienced in marketing and data science

Focus on marketing & stakeholder management

Before:
Researcher in data science, UAS St. Pölten

CMO

NIKOLAUS THALLER

Data Scientist / Backend Developer

AHMED MAZEN DESSOUKY

Frontend Developer

ANDREJ BOLOJAN

Mobile Developer

PAUL JELENIK

Sales & Stakeholder-management

MARTIN POSSEKEL
Future Marketing GmbH

Data Governance

WOLFGANG RÖMER
Business Consulting

Business

Development

Sales

Advisory Board

APOCRAT

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