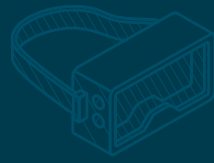




With privacy to consent

Laura Kaltenbrunner, CMO & co-founder





DATA



is key

Problem: new regulations are coming

2021



TTDSG (national law)

Concerning every access to or
storing of data in terminal
equipment

Germany

2024

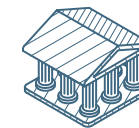


EU Data Act

Sets up rules on who can use
and access what data for
which purposes across all
economic sectors

EU

2024



ePrivacy Regulation

Concerning the respect for
private life and the protection
of personal data in electronic
communications

EU



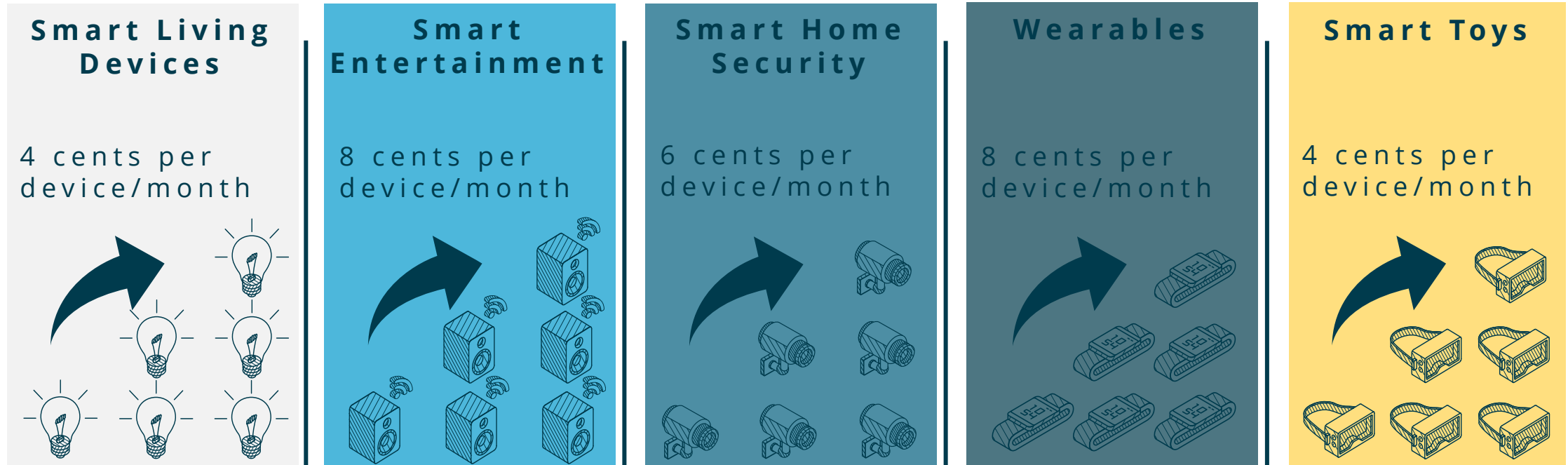
Need for an **explicit user consent**
Privacy policies are no longer sufficient



Mobile SDK

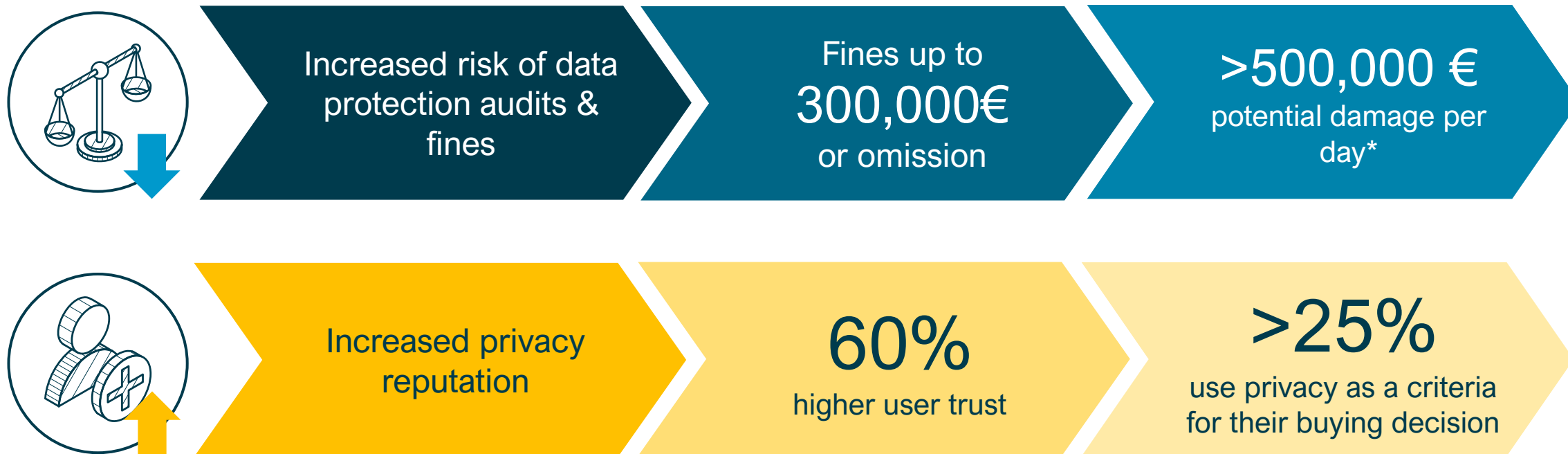


Business model: Pay per device



Base: 440-1,000€ (basic, premium, enterprise)
platform access, setup process, infrastructure, support

Minimize legal risk & create a competitive advantage



*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

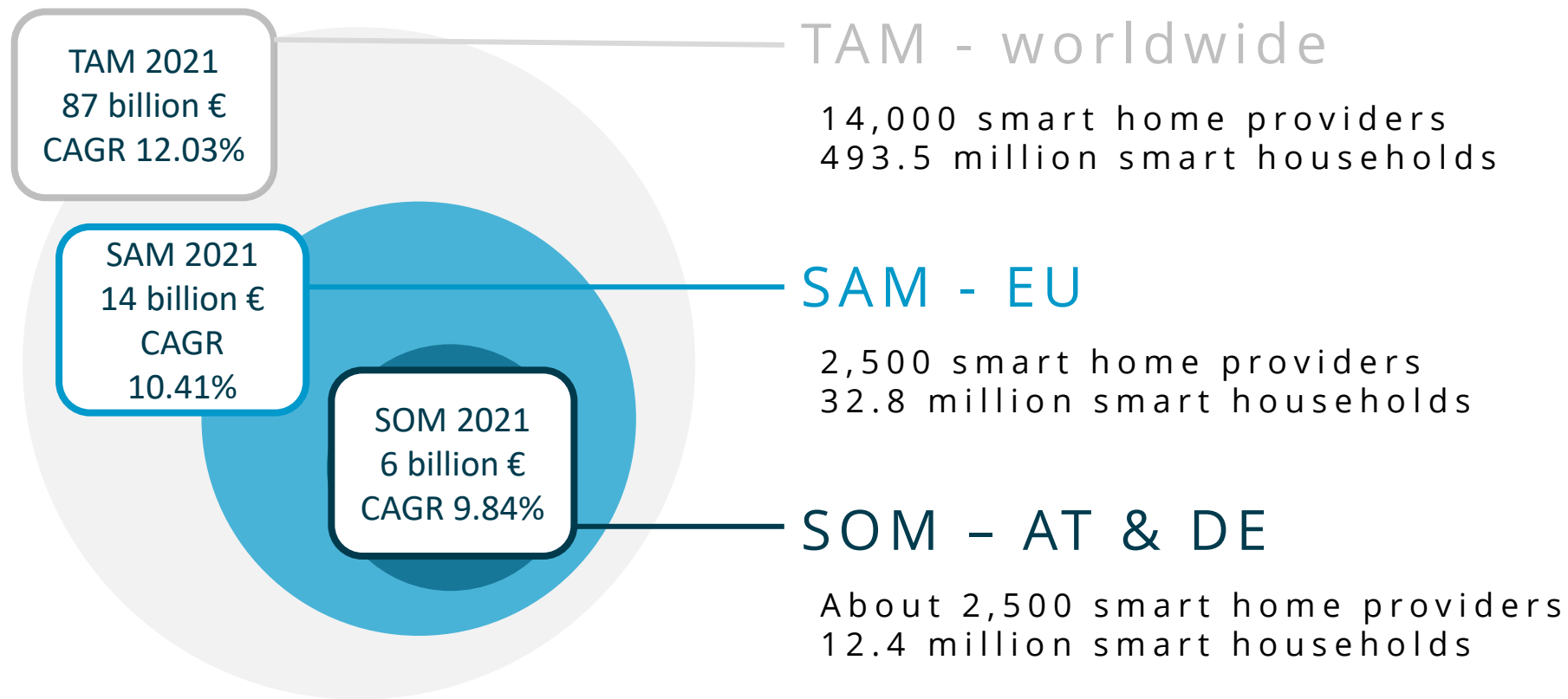
https://www2.deloitte.com/content/dam/Deloitte/de/Documents/Innovation/Analytics_Datenland-Deutschland_safe.pdf

Emami-Naeini, Henry Dixon, Agarwal, u.a. 2019, Exploring How Privacy and Security Factor into IoT Device Purchase Behavior

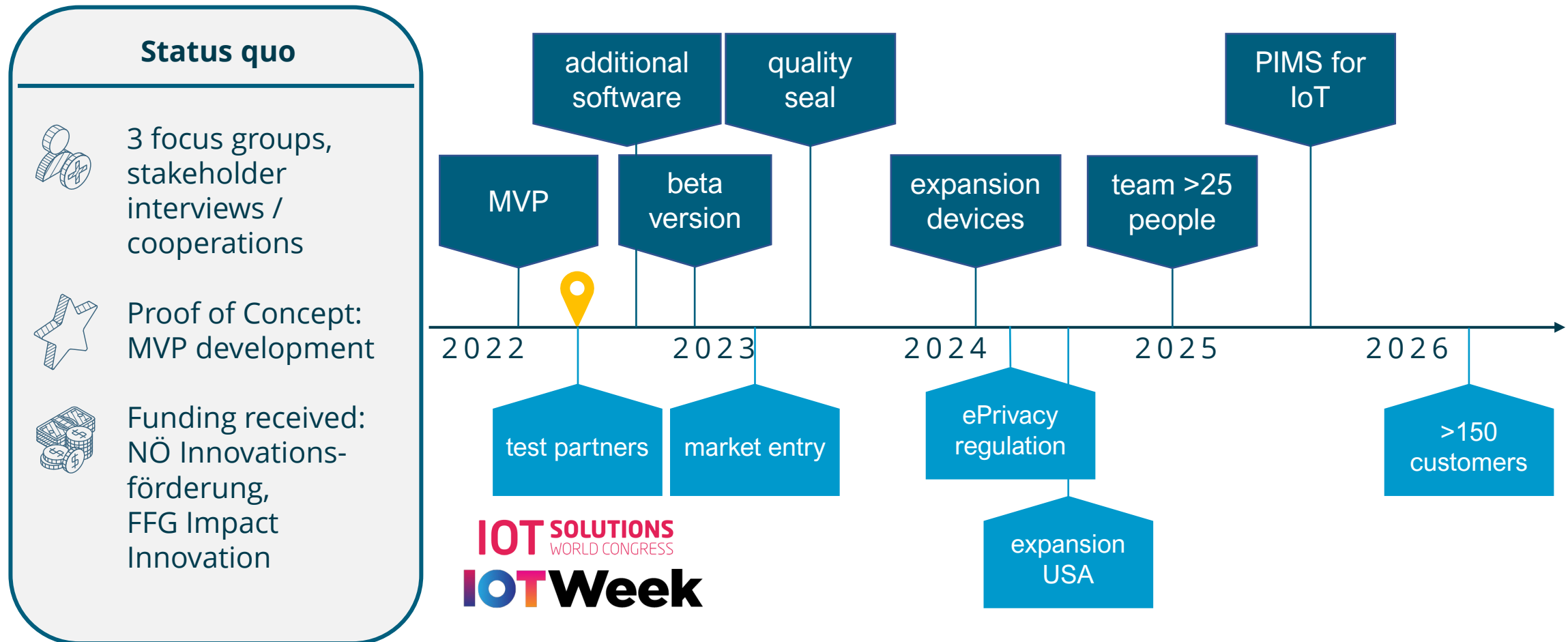
https://www.bitkom.org/sites/default/files/2021-10/20210924_chartbericht_smart-home-2021_v3.pdf

The Smart Home Market

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



Status quo & next steps



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



With privacy to consent

office@apocrat.at

Alexander Jürgens, co-founder & CEO
Armin Huremagic, co-founder & CTO
Laura Kaltenbrunner, co-founder & CMO

www.apocrat.at |  apocrat

