With privacy to consent

Laura Kaltenbrunner, CMO & co-founder
DATA is key
Problem: new regulations are coming

- **TTDSG (national law)**
  Concerning every access to or storing of data in terminal equipment
  - Germany

- **EU Data Act**
  Sets up rules on who can use and access what data for which purposes across all economic sectors
  - EU

- **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
The solution: APOCRAT

First consent management platform for smart home devices

- Mobile SDK
- IoT SDK
- SDK-Set

Example of a consent screen
(whitelabeling solution)

Customer platform with consent overview

marketing data

social media data

consent

settings & execution

IoT device

Company X
Business model: Pay per device

Smart Living Devices
4 cents per device/month

Smart Entertainment
8 cents per device/month

Smart Home Security
6 cents per device/month

Wearables
8 cents per device/month

Smart Toys
4 cents per device/month

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

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

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

TAM 2021
87 billion €
CAGR 12.03%

SAM 2021
14 billion €
CAGR 10.41%

SOM 2021
6 billion €
CAGR 9.84%

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 Innovationsförderung, FFG Impact Innovation

**Next steps**
- 2022: MVP test partners
- 2023: beta version, additional software
- 2024: market entry, quality seal, expansion devices, ePrivacy regulation
- 2025: team >25 people, expansion USA, PIMS for IoT
- 2026: >150 customers
Team

CTO
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

CEO
ALEXANDER JÜRGENS
Experienced in IT security, data privacy and customer management
Focus on management
Before: Security Specialist at T-Systems

CMO
LAURA KALTENBRUNNER
Experienced in marketing and data science
Focus on marketing & stakeholder management
Before: Researcher in data science, UAS St. Pölten

Development
NIKOLAUS THALLER
Data Scientist / Backend Developer

AHMED MAZEN DESSOUKY
Frontend Developer

ANDREJ BOLOJAN
Mobile Developer

Paul Jelenik
Sales & Stakeholder-management

Sales

MARTIN POSSEKEL
Future Marketing GmbH

Data Governance

Advisory Board

WOLFGANG RÖMER
Business Consulting

Business

Focus on R&D

Focus on management

Before: Security Specialist at T-Systems

Before: Researcher in data science, UAS St. Pölten