



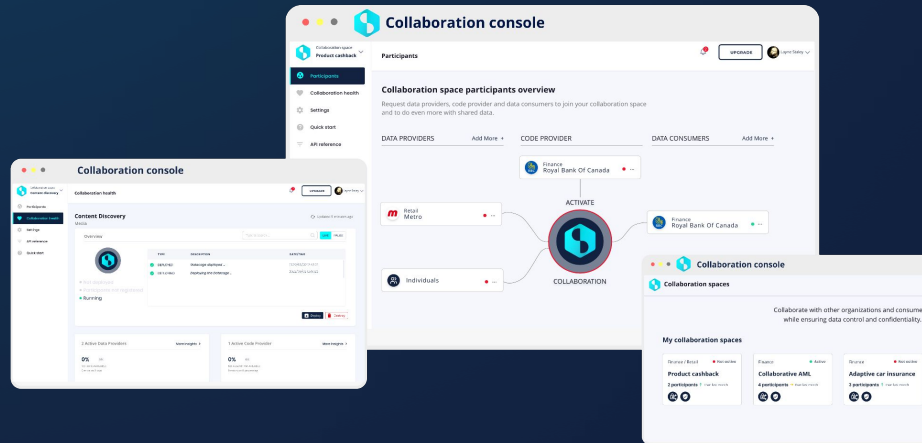
Datavillage

Share **Insights** Not **Data** !

Mission

“

We aim to enable businesses to combine their sensitive data without compromising confidentiality and privacy.



Vision

“ Solve challenges that
can't be solved in your own data silo !

Media

80%

of total **advertising revenue** is
taken by global players

Finance

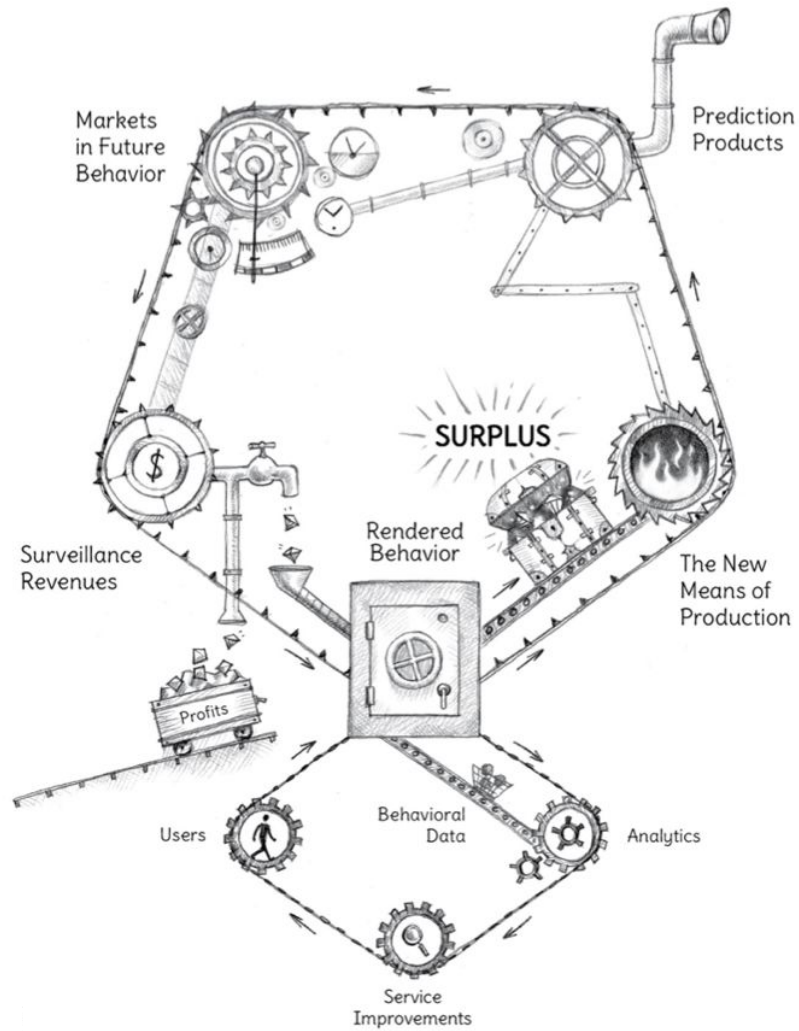
1%

of money laundering activities
are recovered today.

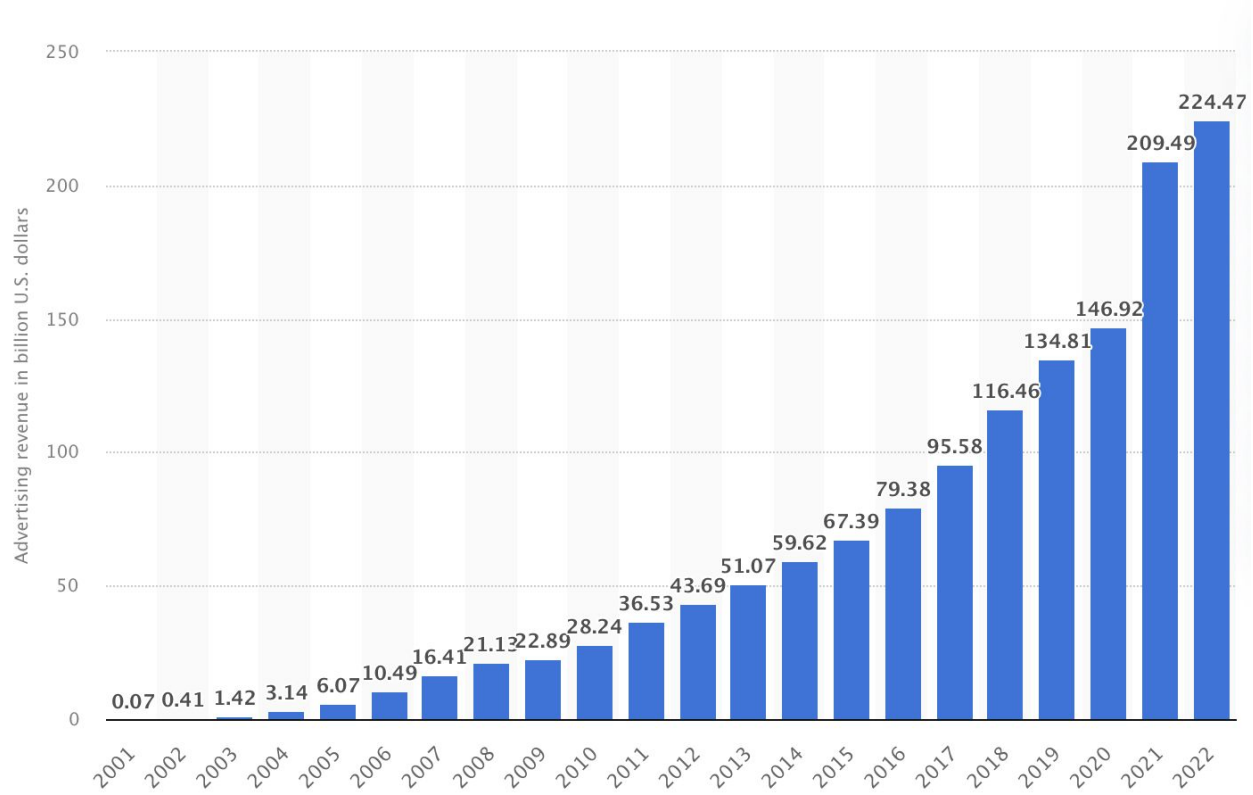
Energy

35%

of the NL territory no longer has
available energy grid **capacity**.

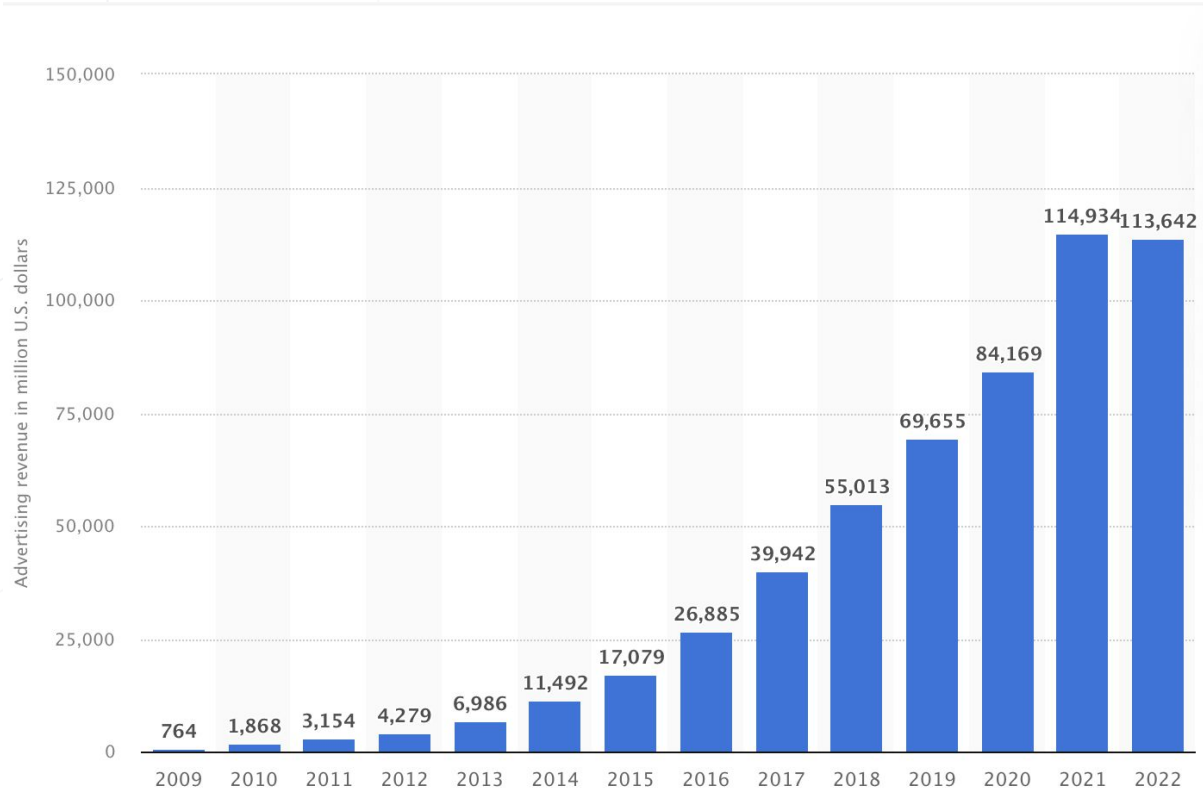


In 2022, Google's ad revenue amounted to 224.47 billion U.S. dollars.



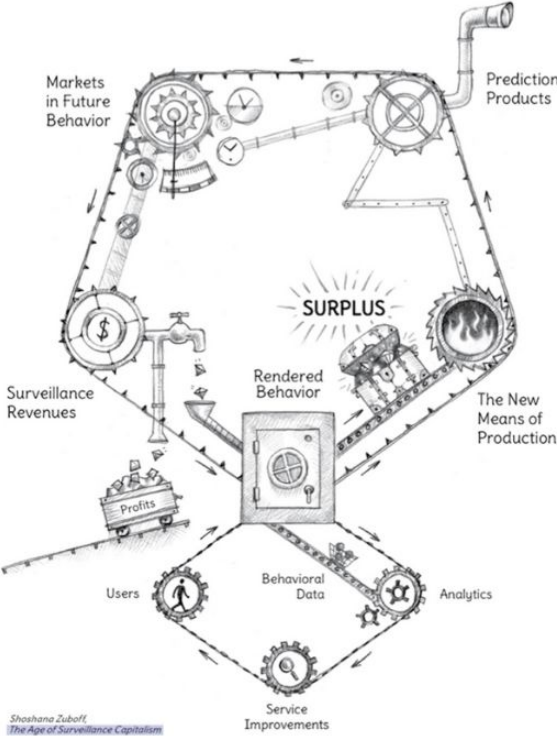
Source: @ <https://www.statista.com/statistics>

In 2022, Meta generated over 113 billion U.S. dollars in ad revenues

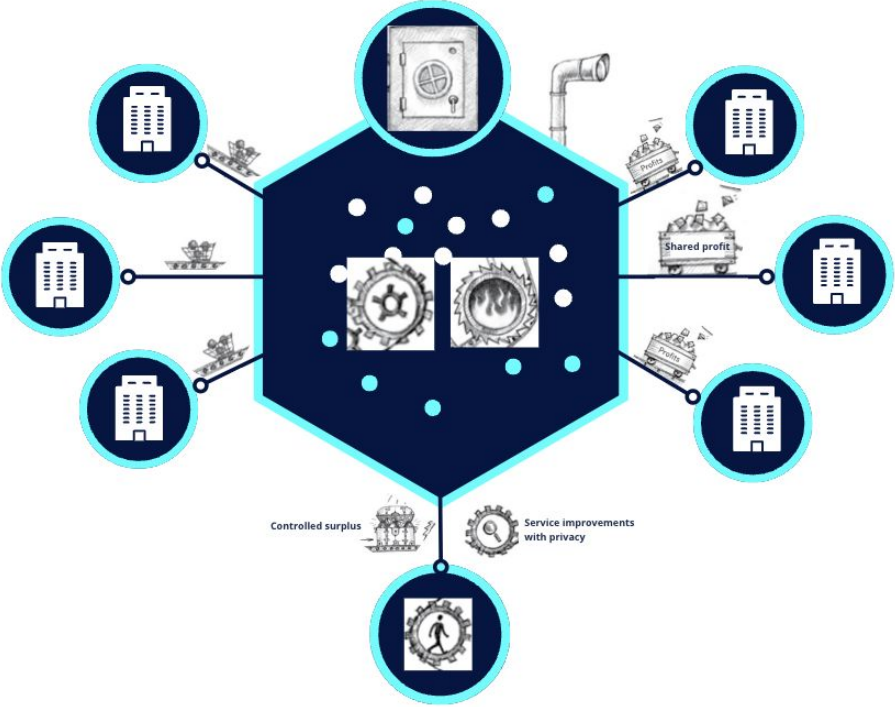


Source: @ <https://www.statista.com/statistics>

The old data economy

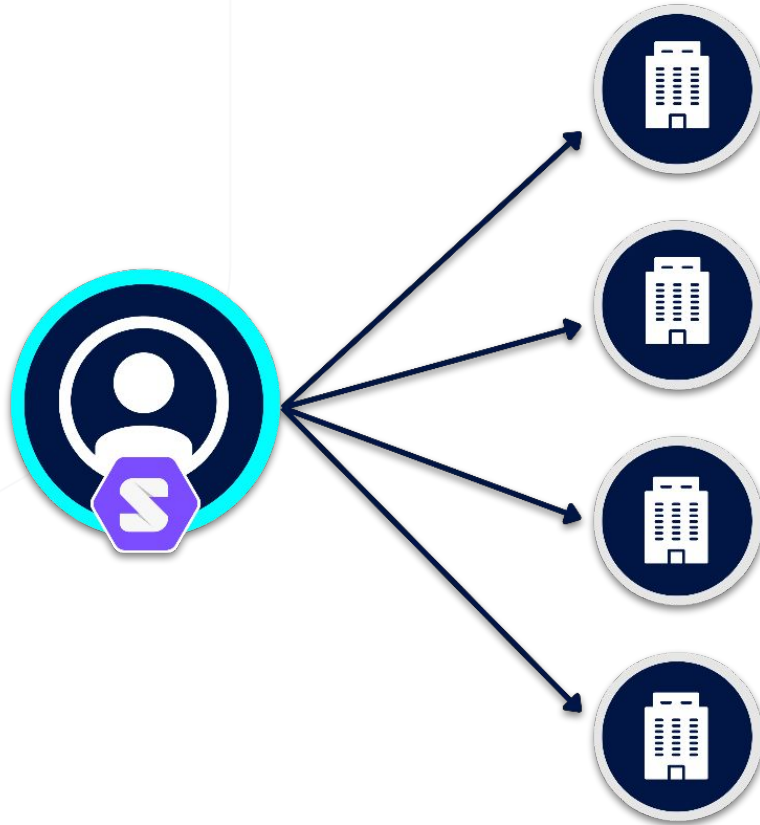


The new data economy

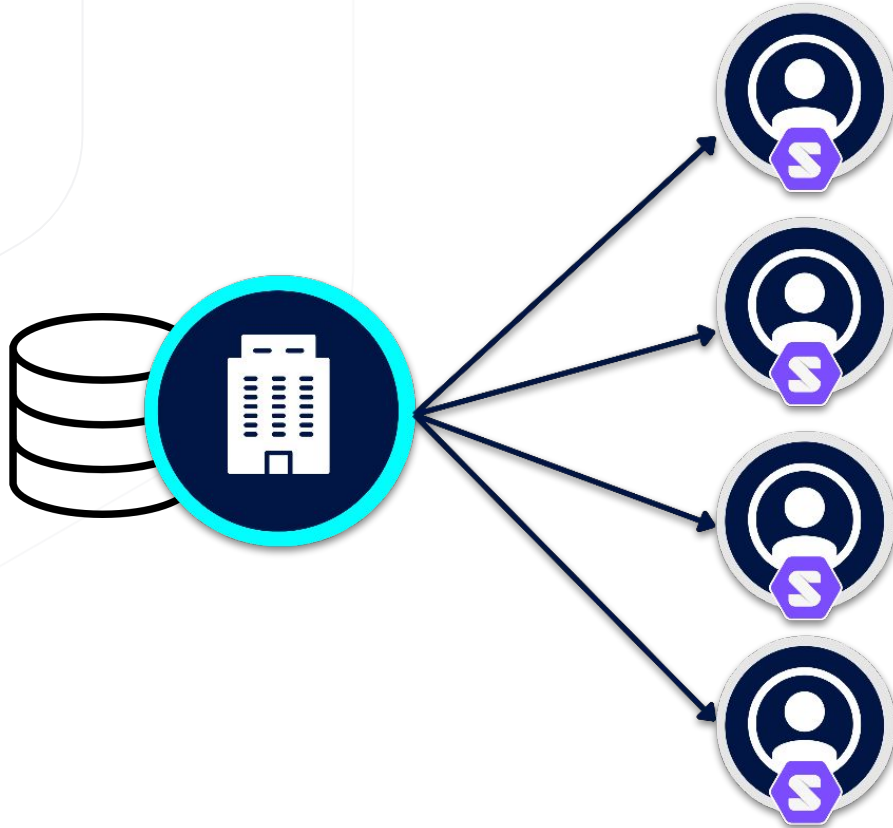


What about **Solid**?

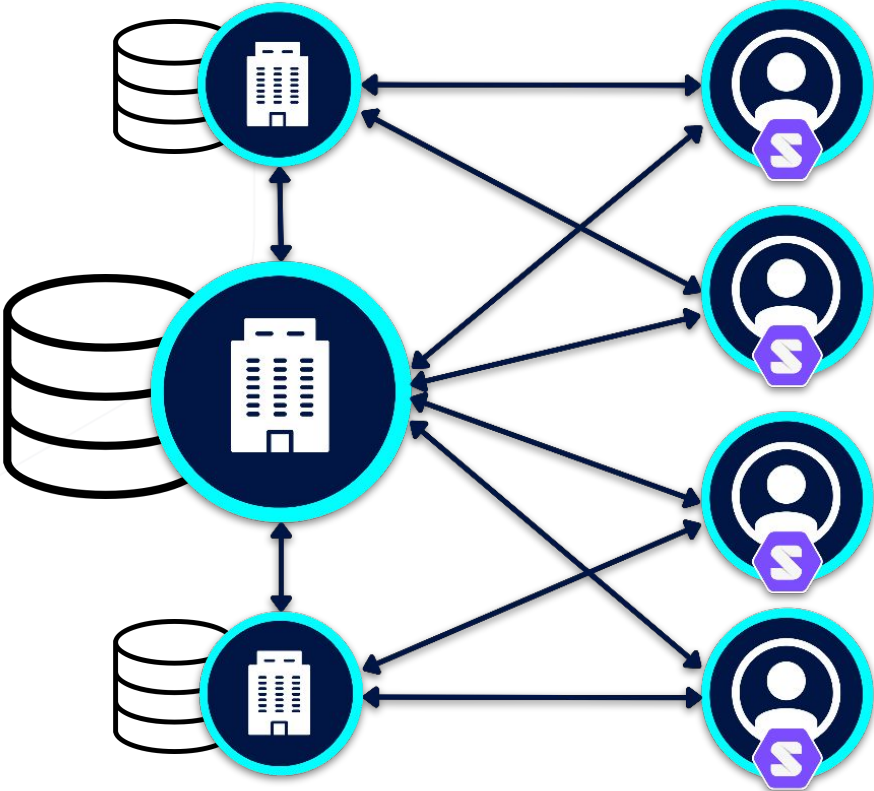
Solid from the point of view of the **individual**



Solid from the point of view of the **organisation**



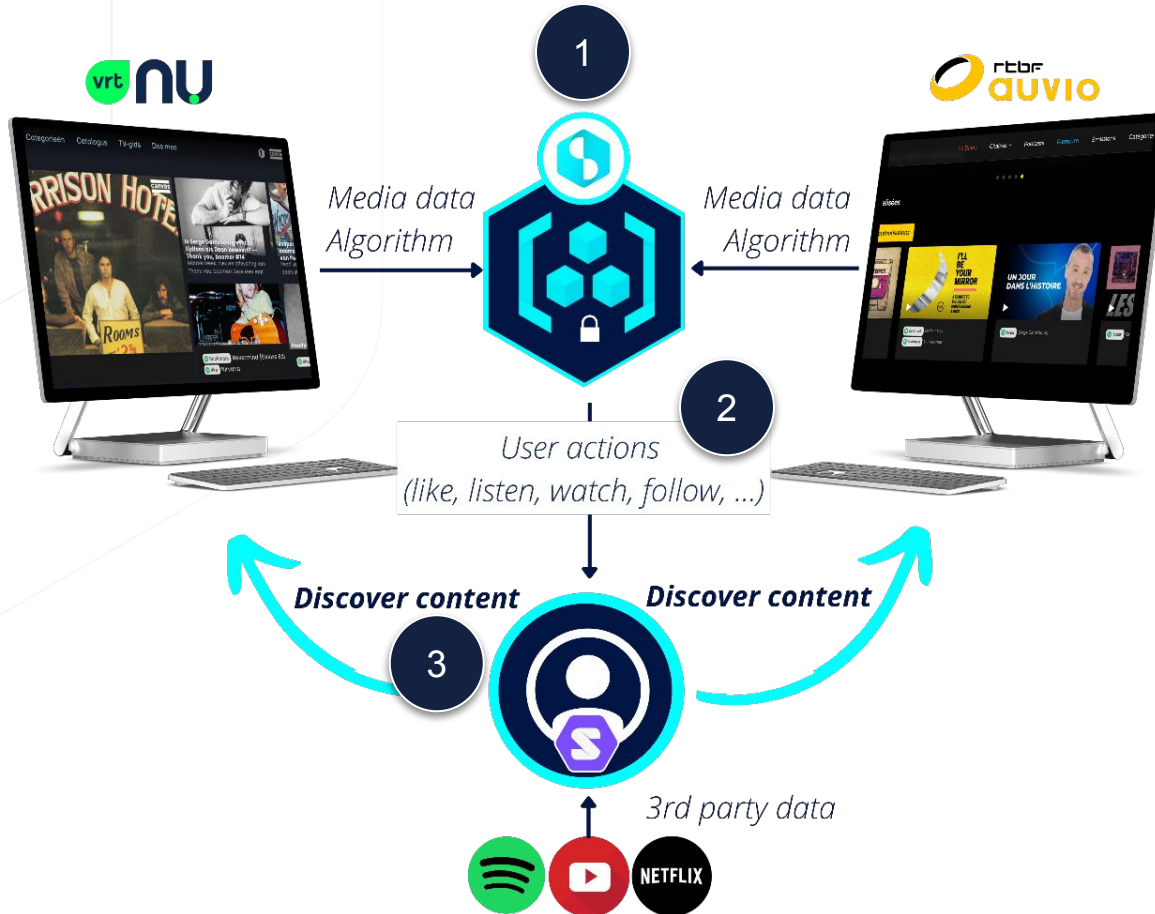
It's all about **data collaboration**



Third party, **First** party & **Zero** party data

3 cases where Solid can help local media companies in the new data economy

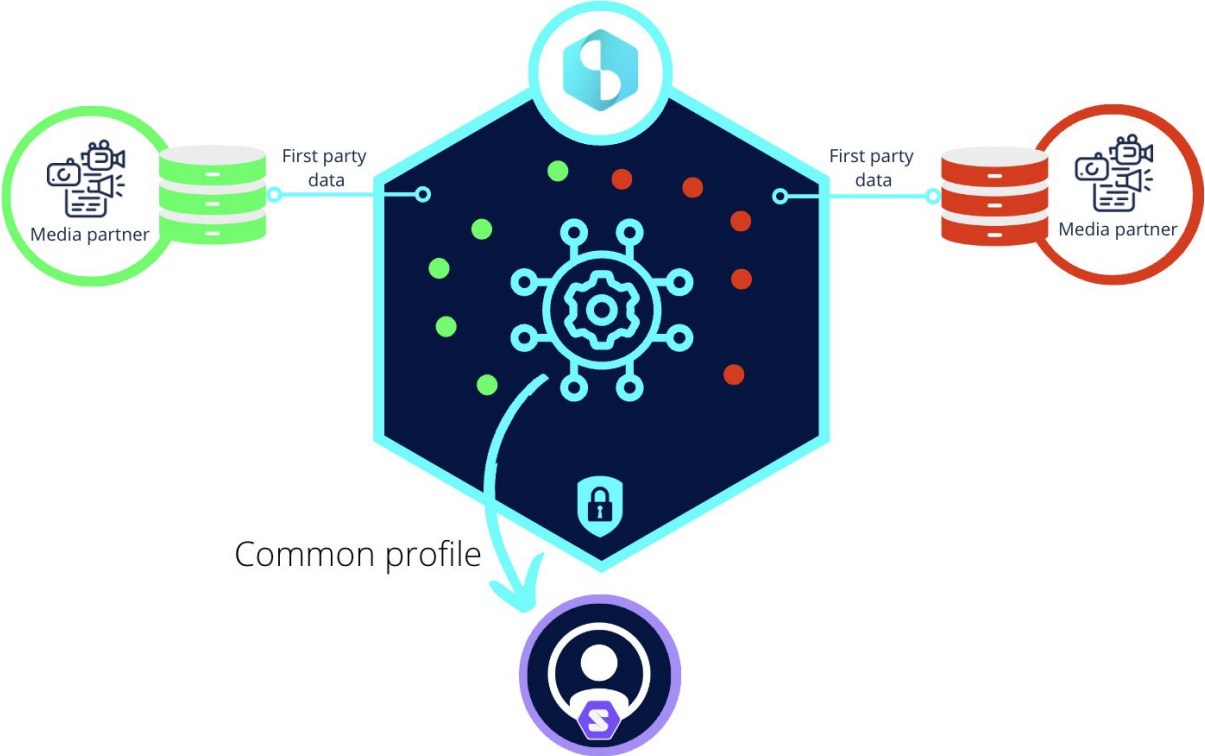
Case #1 - Third party data



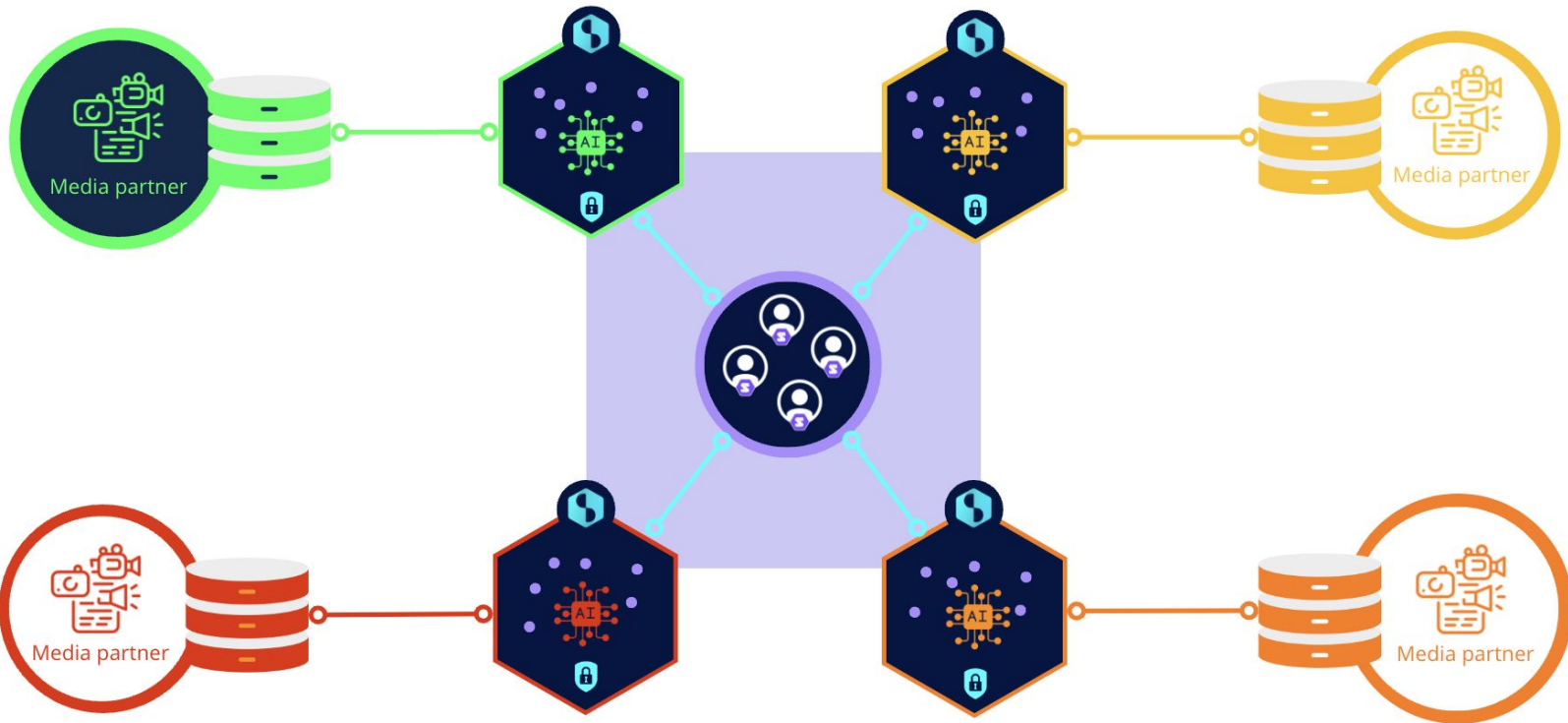
Case #1 - Third party data



Case #2 - First party data

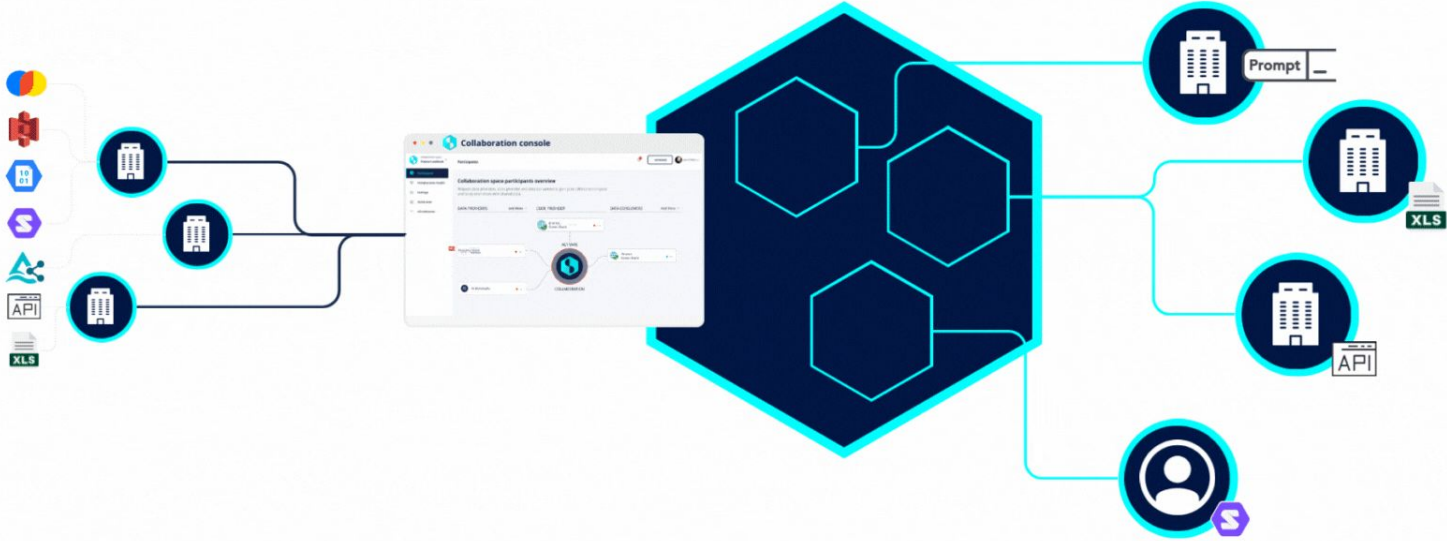


Case #3 - Zero party data



Solution: Confidential Data Collaboration Platform™

Connect data across organizations, create your confidential collaboration spaces and apply AI, private LLM or custom algorithms to create new insights without disclosing any sensitive information.



Govern confidential data collaborations

MANAGE COLLABORATION GOVERNANCE

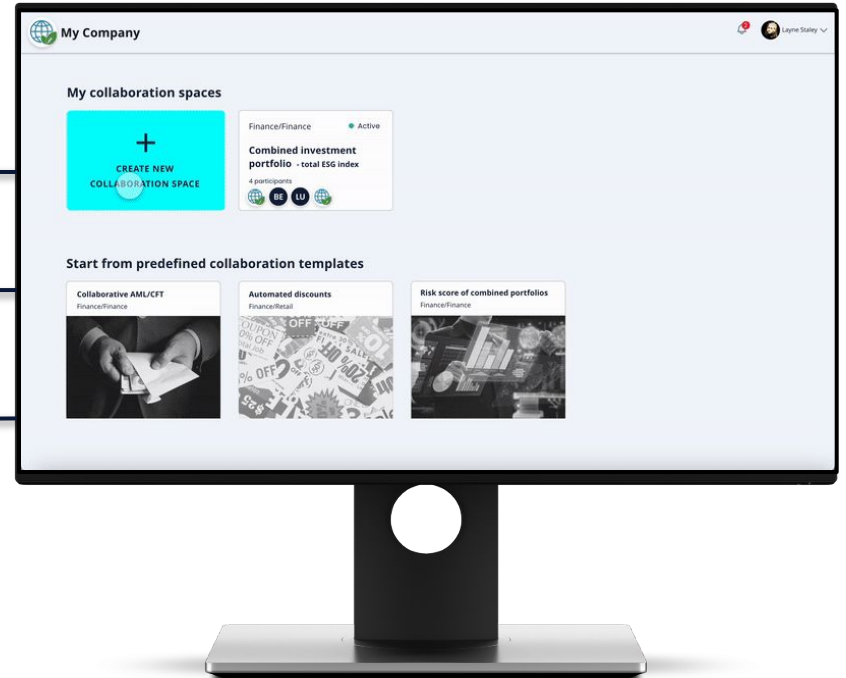
Invite participants - data providers, algo provider, insights consumers

DESCRIBE DATA, MODELS & ALGORITHM

with data contracts & algorithm descriptors

MONITOR THE COLLABORATION

with collaboration activity, data availability & quality dashboards



... and run it in confidential environments

CONNECT DATA, KEEP IT CONFIDENTIAL

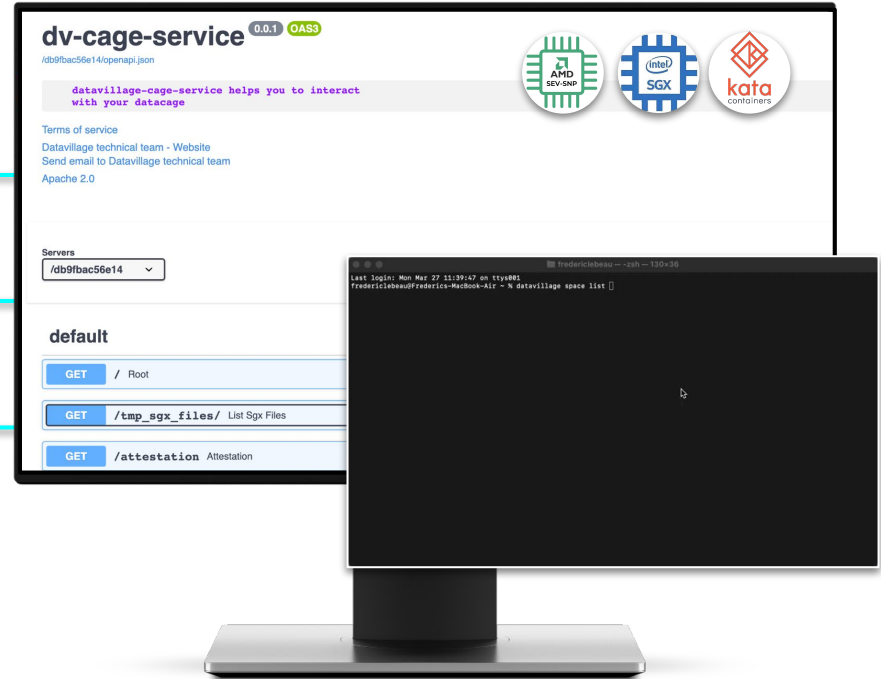
with OOTB connectors, plug & play technology

APPLY AI WITH TRANSPARENCY

in an integrated “trust but verify” approach

RELY ON A SET OF AGENTS

PII anonymisation, Entity Recognition, Profiling, Generative Insights

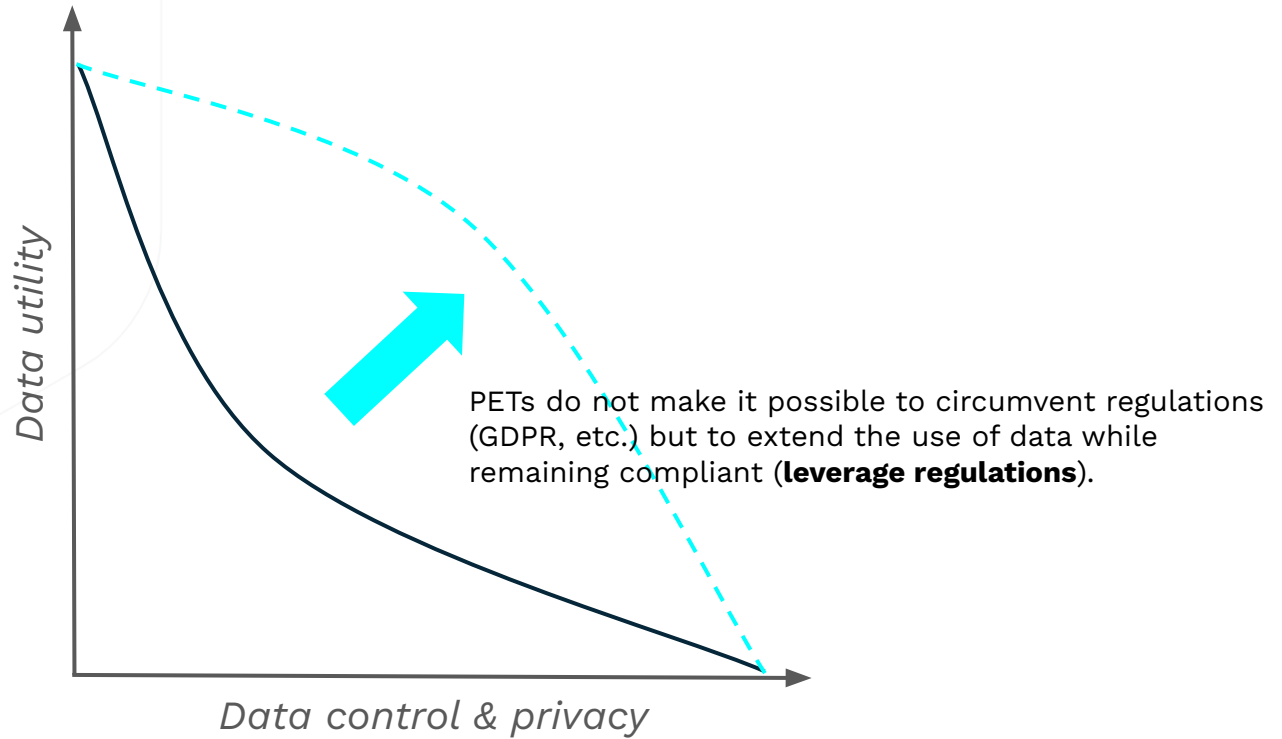


Privacy-enhancing technologies

Privacy-enhancing technologies (PETs) are digital solutions that allow information to be collected, processed, analysed, and shared while protecting data confidentiality and privacy.

Personal data control	PERSONAL DATA STORE		
Output privacy		DIFFERENTIAL PRIVACY SYNTHETIC DATA	
Input privacy	HOMOMORPHIC ENCRYPTION MULTI-PARTY COMPUTATION	TRUSTED FEDERATED LEARNING	TRUSTED EXECUTION ENVIRONMENT
	Secured by software	Secured by statistics	Secured by hardware

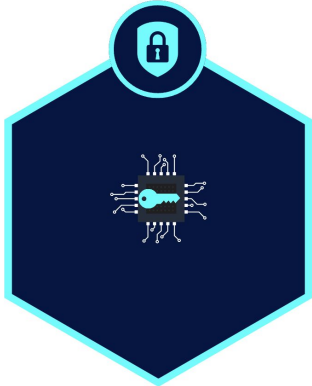
Privacy-enhancing technologies



Confidential computing (overview)

TEE (Trusted Execution Environment)

Attestations



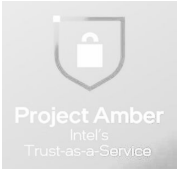
Enclaves

Confidential virtual machines

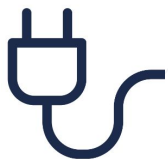
Confidential containers



Microsoft Azure Attestation



Advantages



Plug and play technology

- › We do not centralize data. No need to move your data to the system.



Custom Algorithms

- › Not limited to predefined and black box algorithms, it is open and transparent (trust but verify).



Regulated by EU

- › As a data intermediary under the Data Governance Act, we must ensure compliance with regulations.

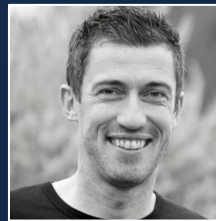
Thank you



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