ErnieApp

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Next Generation Internet - The view point of a start-up

Who's Ernieapp

- Company founded in 2017 (ex Qualcomm, Cisco Sr Exec)
  - → Small team (< 10), highly qualified (PhD)

- Consumer app launched on Google Play on 20 Oct 2018
  - → two sided (privacy free + monetization freemium)

- Product designed around GDPR most stringent legal basis requirement
  - → "user express consent"
  - → gamification embedded in app.

- Business friendly + consumer centric
  - → Scalable from day one.

- Business model→ Incentive based, multiple use cases addressable
  - → from consumer internet to SaaS → IoT to → AI
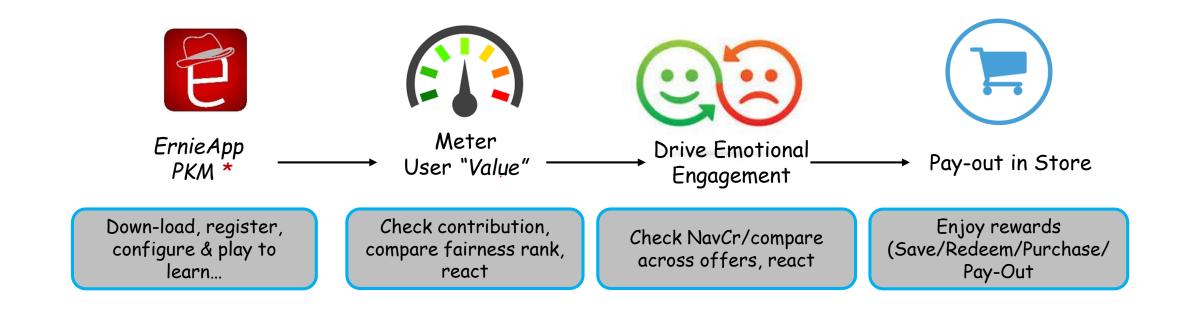
The start-up perception

- "Free and Open Internet" model as we know it's close to implode (e.g. abuses, excesses, market power concentration, capital concentration, barriers to entry for new entrants.…)

- High risk to have innovation stifled

- Dominance and oligopolies creates exclusion and lower consumer welfare by lowering consumer choice

- User data as "input" is too critical to innovation cycle to stay in "tech stack boundaries"

- Market forces however remain a better regulator than governments

- Public policies have merits in "orienting" industry trends and design frameworks favorable to investments, innovation, jobs growth

- Commission work on Next Generation Internet welcome!

- We trust industry will take on the challenge and contribute positively as investments and ROI at stake is massive

The start-up view point

Leverage user power & engagement to grow digital value

- Acknowledge that "data" is king but privacy is too!

- Elevate user awareness around what create vs destroy value on line and their value

- Make solution easy to use by consumers, including non digitally skilled

- Introduce the notion of Right to Monetize in consumer habits

- Ground user express consent as basis for all data supply demand transactions

- Shake the status quo by accelerating user behavioral change

- Let users be opportunistic but have tactics and strategies coordinated as a group;

- Reward early businesses adopters (certification)

- All "collection points" included -> not limited to smartphones/tablets (and PII)

Engage users *through Emotions and Knowledge*

ErnieApp PKM *

Meter User "Value"

Drive Emotional Engagement

Pay-out in Store

Down-load, register, configure & play to learn…

Check contribution, compare fairness rank, react

Check NavCr/compare across offers, react

Enjoy rewards (Save/Redeem/Purchase/Pay-Out

* PKM = Privacy Knowledge Manager

A new incentive-based ecosystem

Consumer to stop using ad-block on web and mobile or stop sharing data

Companies to start seriously acquiring consent (getting certified) and incentivize users

New model applying (horizontal)

Data reusability

Data Portability

Right to Monetize

Less Data

Better Data

Consented & Certified Data

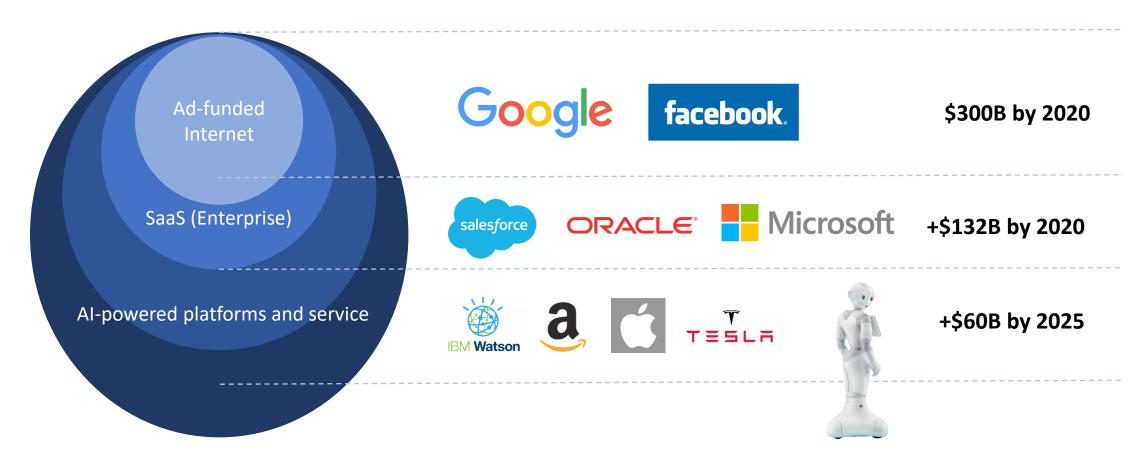Consumers participate in revenue sharing model and contribute to value creation

Companies need to compete harder to win persistent consumer participation

New competition field

Next Generation Internet ?

- Consumer centrality (people's at the heart)
- Fair distribution of gains drives further growth
- Data flow "openness" model (re-usability and portability) desirable
- Certification of user express consent (desirable)

- Blow boundaries between real and digital economy
- Blow boundaries between GDPR and ePrivacy consent requirements
- Blow boundaries between consumer internet/SaaS and IoT / AI-Robotics regulatory framework -> common principles welcome

Numbers at stake

Ad-funded Internet

Google **facebook**

$300B by 2020

SaaS (Enterprise)

salesforce **ORACLE** **Microsoft**

+$132B by 2020

AI-powered platforms and service

IBM Watson **amazon** **TESLA**

+$60B by 2025

* Data subjects are individuals and or legal persons

Worldwide revenue forecasts.
Sources: Statista, Tractica

Thank You

Happy to take your questions

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