

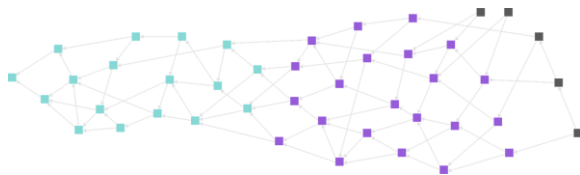
# About IOTA

## A global team



- Non-Profit Foundation registered in Berlin
- 90+ employees in 17 countries
- To research, develop and grow market adoption of the IOTA Tangle

## Open-Source & Permissionless DLT For The Internet of (Every)Thing



Highly Scalable



Zero-fee transactions



Low resource requirements

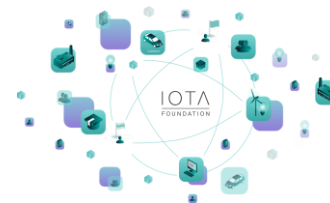


Secure data transfer



Offline transactions

## Co-creation ecosystem

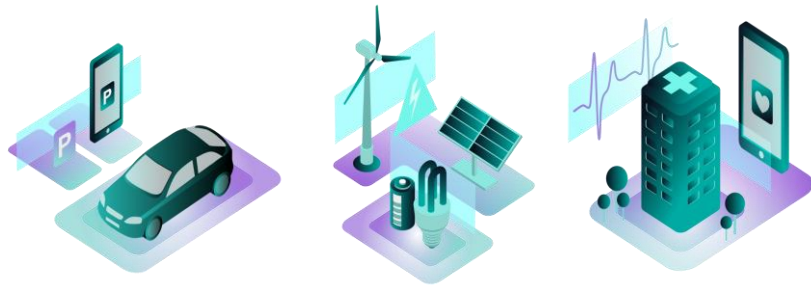


- Permissionless Innovation
- Cocreation and ecosystem initiative
- Business model innovation
- Ecosystem Development Fund

# Smart Cities & Industrial IoT will represent 50% of the IoT Market capitalisation in 2020

## **Smart cities**

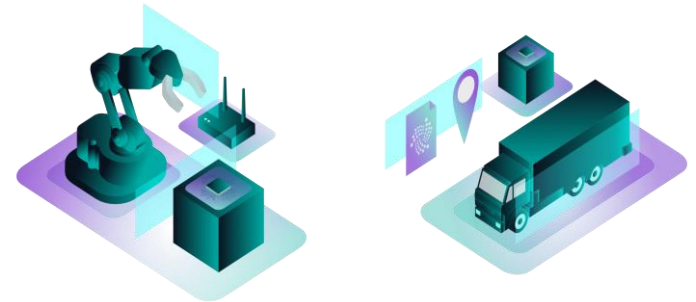
*Mobility, energy, real estate, ehealth...*



IoT + Trusted Data Sharing  
+ Micropayments  
=  
Economy of Things

## **Industrial IoT**

*Smart manufacturing, Smart Supply Chain...*



M2M communication  
Self monitoring and Automatised orders  
Services/real-time leasing instead of Assets  
Machine to Machine Economy

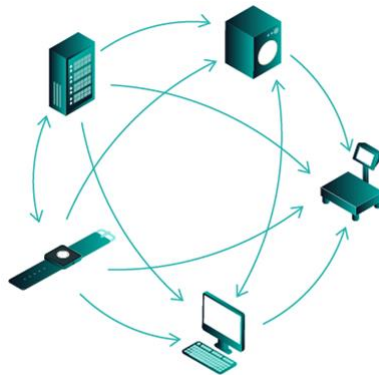
# But there are still a few challenges

## TRUST IN DATA



Integrity  
Security  
Privacy

## REALTIME TRANSACTIONS



Zero fee  
Real time  
“Machine ready”

## SMART BUSINESS MODELS



Data Driven  
Automated  
Cross Silo

# The City needs data to be open, transparent, secure and tradeable across silos

