



Increasing the velocity of personal data sharing with full privacy, security & consent

Website: www.digi.me

Product Video: www.digi.me/video

Founded in 2009

Headquarters

Farnham, United Kingdom

Offer

Round: Series B

Capital Raise: USD20m-25m

Pre-Money Valuation: USD65m

Investment Highlights

- Notable global partnerships with Tier 1 multinationals
- Proven & validated technology
- Significant global demand that is rapidly accelerating
- Exit target of USD1B-3B within 3 years
- Previously declined Microsoft buyout offer in 2014

Strategic Partnerships



Mastercard



Facebook



Sumitomo Corporation



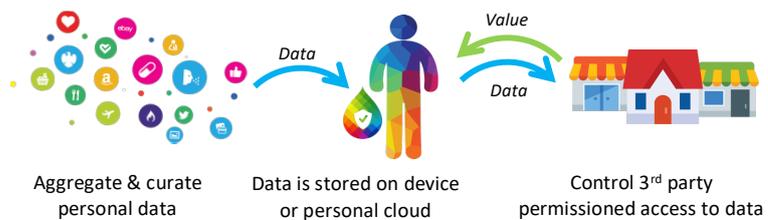
Digital Garage

digi.me is a global software company pioneering the next generation of data management protocol. They have built a world first solution to the immense problem currently experienced by governments, multinationals and organisations surrounding the security, privacy and mobility of consumer data.

The platform is the world's first global, decentralised personal data grid where individuals own a full library of all their personal data (health, financial, social, wearable, media, etc.), which can then be shared at the individual's discretion with third parties using digi.me's Consent Access Protocol.

digi.me:

1. **Empowers the consumer** by facilitating the ownership and sharing of personal data at their complete discretion,
2. **Solves a paramount problem** for governments and companies to comply with new global data regulations,
3. **Enables the next generation of innovation** by providing consented data that is rich, uniform and accurate.



digi.me enables the value exchange of Personal Data between individuals and organisations on an industrial and global scale

Led by founder and CEO, Julian Ranger – who anticipated in 2009 the array of problems currently being tackled around consumer data management – digi.me pioneered the concept of individual control over data whilst enhancing data privacy and security. Patiently waiting for the market to mature, the company has spent the past 10 years developing the technology required to facilitate such an exchange on an international scale. It is now positioned to capitalise on the immense global demand that is materialising from governments and organisations urgently searching for a solution.

digi.me's technology exists today and is ready for immediate utilization. It has undergone external validation from numerous governments, health services and Tier 1 multinationals. Furthermore, there is currently no competitive solution capable of providing a viable alternative. This leaves an extraordinary opportunity for digi.me to capture significant market share and become the global standard in data security, mobility and privacy.

So far \$25M has been invested into the company. It acquired US start-up Personal in 2017 (which previously had ~USD30m invested). With platform now developed and much of the technology risk removed, Series B investors have the opportunity to fund the companies go-to-market phase and capitalise on the substantial influx of global inbound interest.



Traction

The company has witnessed a huge shift in the market during 2019. Stakeholders are now reacting to the imminent pressures they face to comply with new regulations, and consumer expectations on data security are heightened. Listed below are a few notable partnerships, initiatives and projects on which digi.me are currently working.

Mastercard Partnership

digi.me and Mastercard have agreed to terms for a worldwide strategic partnership. Furthermore, in September 2019 Mastercard provided a Heads of Agreement to invest up to USD10m (30-40% of the round) into the Series B capital raise.

Sumitomo Partnership

Sumitomo Group, one of the world largest trading companies with brands such as Mazda and NEC Corporation as constituents of their portfolio have expressed serious interest in incorporating the technology throughout their portfolio. Sumitomo Group have provided a Letter of Intent to invest USD2m into the Series B round.

Facebook Partnership

digi.me and Facebook have agreed to a Proof of Concept contract around data mobility innovation as part of a multi-stage project wherein digi.me intends to:

- Develop Proof of Concept surrounding data mobility (phase 1),
- Provide an end point for Facebook’s data portability (phase 2),
- Provide Facebook with Consent Access to develop new services using consented data (phase 3).

Projection completion of phase 1 will be December 2019 before phases 2 & 3 in 2020.

Data Mobility Infrastructure Sandbox

The Personal Data Mobility Sandbox is an ongoing initiative led by a business innovation consultancy. Major brands including the BBC, Facebook, BT, Barclays and British Gas are exploring use cases and benefits to innovation, based on the digi.me platform where data is shared with consent. digi.me was selected as the data facilitator for the project following six months of due diligence on data mobility monitored by the UK Data Protection Authority.

Digital Garage Partnership

Digital Garage is an Internet group located in Tokyo Japan who develop and incubate core information technology, marketing technology and financial technology. Digital Garage have agreed to a Heads of Agreement with digi.me to establish digi.me Japan and roll out the technology across the country.

Governments	 United Kingdom: Expedited access to Electronic Medical Records	 Holland: Health data & other	 Iceland: Creation of the world’s first publicly facing Electronic Medical Record API	 Slovakia: Student data
Corporations	      			
System Integrators	   			
Developers	     			

(Some of the current projects, initiatives and partnerships digi.me is working through.)



Opportunity and Value Proposition

An unfulfilled opportunity is arising from the need for better consumer data conflicting with growing global demands for better data mobility, security and privacy. Worldwide we are seeing:

1. Initiatives such as the Global Data Protection Regulation (GDPR) and Consumer Data Rights (CDR) enforcing a universal shift towards greater data protection for the individual. For example, new open banking legislations are now forcing banks to better facilitate the transfer of consumer data at the individual's discretion. Historically this was not required and consequently adequate processes were never developed to do so. digi.me's platform provides a universal and immediate solution to this problem. As a result, the company is working closely with some of Australia's biggest financial institutions in preparation for new compliance regulations in 2020.
2. Organisations are storing and generating enormous amounts of data about individuals at an increasing rate. However this information is siloed and thus its value is capped. If combined, the value potential of this data becomes orders of magnitude better, but it raises confusion as to who owns/manages all this data. Could a central authority store aggregated information about an individual?
3. A greater need for higher-quality more in-depth data driven by next wave of technologies, such as AI, Blockchain and Personalised Medicine. Data is most valuable when it is:
 - **Single source** avoiding complications & errors from multi-source correlation,
 - **Wide** – multi-dimensional across all personal data categories, e.g. social, health, finance, wearables, media, purchases, web browsing, etc.,
 - **Deep** in time, longitudinal (even lifetime, e.g. health),
 - **Accurate**, i.e. direct from source and validated, not second hand or inferred,
 - **Normalised** to one ontology, from all the different sources and their varying rules/grammar, to facilitate easy and rapid use,
 - **Readily available.**

digi.me has come to the conclusion that:

1. Only the individual knows all their data sources – doctors & hospitals they visit, bank accounts they have opened, social networks they use, etc.,
2. Only the individual should have the right to access a complete copy of data about themselves,
3. Only the individual can know everything about themselves.

Thus, aggregation and distribution of rich data about a person can only occur at the individual level. digi.me is the solution that enables these new technologies to perform at their full potential. It provides unlimited consented access to aggregated data through a simple SDK whilst upholding the individual's best interest.

The market opportunity is substantial, the quantifiable benefit of personal data applications to the European Union alone is forecast to be USD1.1 trillion (The Boston Consulting Group).

digi.me is initially focusing on three key industries (**Healthcare, Banking, Consumer**) within four geographies (**Europe, USA, Australia, Japan**) that meet the following criteria:

- Creation of fundamental and valuable personal data,
- Migrating from a transactional to an engaged relationship with the customer that relies on personal data,
- Mass market reach and distribution,
- Are required by Data Protection Regulations (such as GDPR, CDR) to return data to customers.



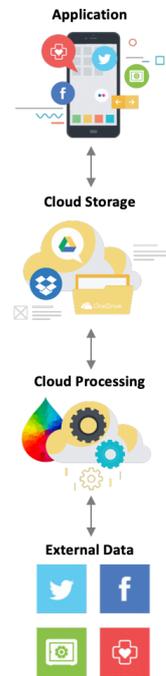
Technology & Product

digi.me’s competitive advantage stems from the sophistication of its core, patented intellectual property which is based on 20 years of military expertise.

The consumer applications are designed for ease-of-use and visual appeal, yet securely collect and manage all types personal data for the user, acting as their dedicated proxy. Users can also browse and interact with data within the digi.me application without needing to go to the native source. Users have a choice of multiple personal cloud storage options meaning they own the location where the data is ultimately packaged. Only the user has the credentials to access their digi.me library and must provide credentials directly to all 3rd party data sources to connect.

The power of digi.me’s architecture sits behind the scenes. Highly secured cloud, encryption and storage services manage how a user’s data is collected from its source and transferred to the users secure storage or privately shared with consented 3rd parties. This allows digi.me to act as the custodian of data, normalising and encrypting it without ever being able to see or access it.

Third party developers who build applications within the digi.me network and want access to a user’s data pay digi.me for every instance of data interaction. This is ideal for developers because they are assured the data is high quality, cheap and readily accessible through simple API protocols. Furthermore digi.me relieves pressures for maintained security and privacy within a developer’s own applications because the data they are interacting with never need leave the user’s environment.



Financials

The path to revenue for digi.me is through 3rd party apps building on the digi.me platform using its Consent Access Protocol for which digi.me charges a USD0.10 postal fee per transfer of data. digi.me expects that the majority of applications will make a large number of data requests and thus caps the fee at USD3.00 per service per user per year. The platform’s architecture results in the total cost to maintain a user being much less than USD0.20 per year, indicating a substantial gross profit margin. Furthermore, there are additional revenue opportunities in verified claims, premium data, and embedded processing.

Attracting businesses requires knowledge of and acceptance of the core digi.me value proposition: access to rich data with full privacy, security and consent enables businesses to provide more value with personal data than otherwise would be the case. Central to this is demonstrating a functional ecosystem built on the digi.me platform. Hence the major target is the number of apps available that use digi.me. Therefore, the primary business goals through end Q2 2021 (18 months) are:

- 150 third party apps in the digi.me ecosystem across Europe, USA, Australia and Asia,
- 4.75m users globally,
- USD4.5m in cumulative revenue.

To date the digi.me has generated de minimis revenues through project and consultancy fees however these are uncorrelated to the core postal fee business model and as such the company is raising Series B funding on the premise that it is pre-revenue.

(USD\$'000)	H1 2020	H2 2020	H1 2021	H2 2021	H1 2022	H2 2022
No of Users	125,000	1,200,000	4,750,594	13,548,560	27,208,032	47,826,046
Revenue	831	1,498	3,510	11,246	25,885	48,821
EBITDA	(5,563)	(6,298)	(4,378)	(2,108)	5,168	20,039



To date digi.me has raised a total of £19.39m, of which 4% has come from founder investment, 59% from external equity investment and 37% from convertible loan notes.



Capital Requirements

digi.me is seeking to raise USD20m-25m in equity shares at a USD65m pre-money valuation. Additionally, in the short term, the company is seeking to raise USD1m through the issue of Convertible Notes which will convert into ordinary shares at a 50% discount to the Series B funding round.

With the core platform built and proven, this investment will be used to gear up business development and marketing to expand the 3rd party app ecosystem. digi.me forecasts Series B funding will support the companies cash requirements for 18 months before a Series C raise in Q3 2021.

Spend	Historic Use of Funds	Series B Use of Funds (USD)	Series B Use of Funds (%)
Technical	45%	8.75m	35%
Business Development	20%	8m	32%
Marketing	10%	3.75m	15%
Overheads	25%	4.5m	18%
Total	100%	25m	100%

Exit Strategy

The company is targeting an exit in 3 years through either an IPO or trade sale to a leading platform technology company. Using a 25x revenue multiple digi.me forecasts an exit within the USD1.5B-3B range.

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