

IOTA

Decentralized and Public Platform

Ledger of Things/Economy of Things

The Team



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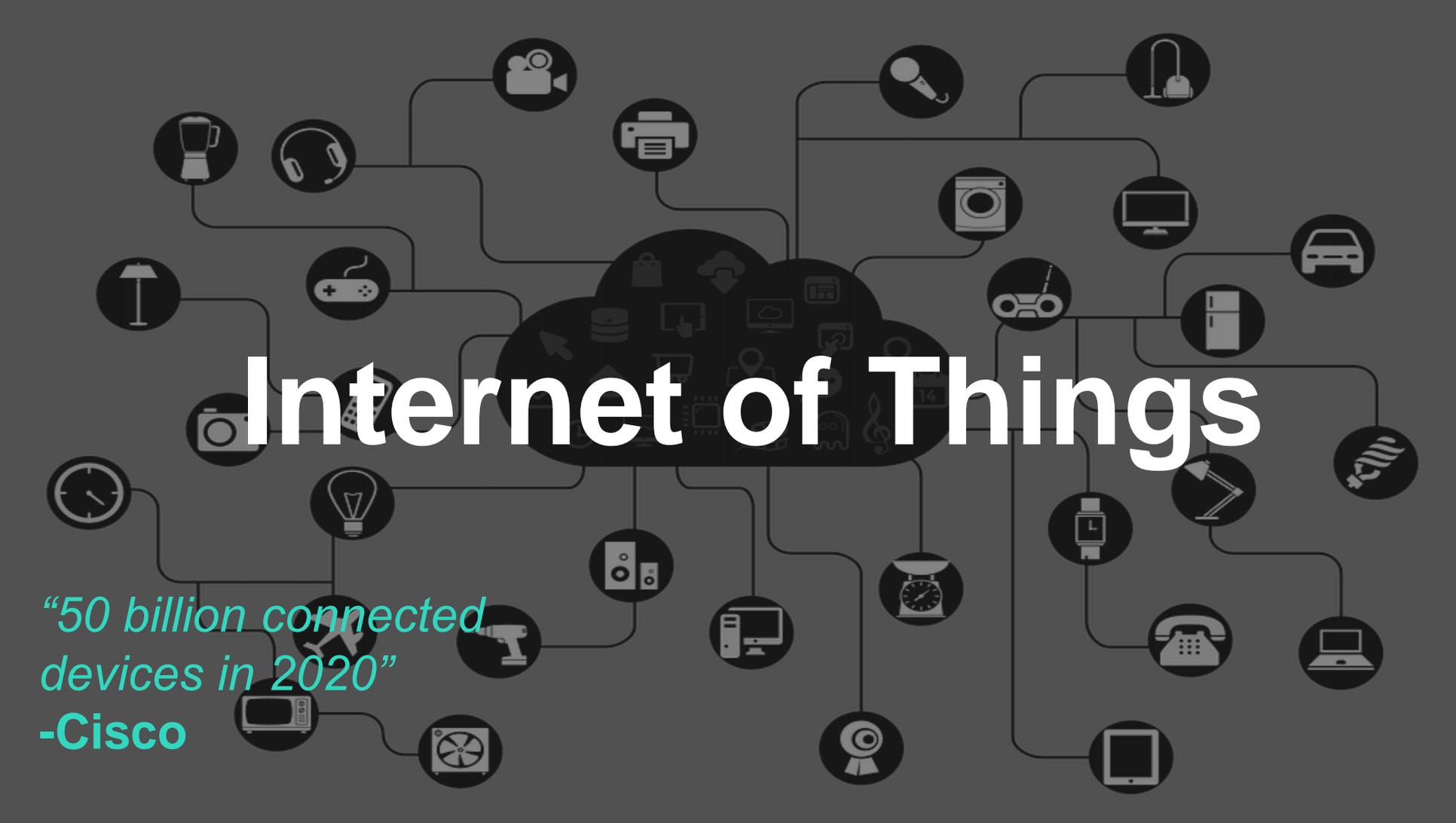
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Development & Strategy



*“Why the
Blockchain Is the
Biggest Thing Since
the Internet” -
Nasdaq*

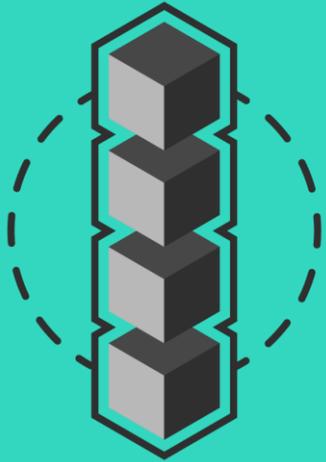
Blockchain



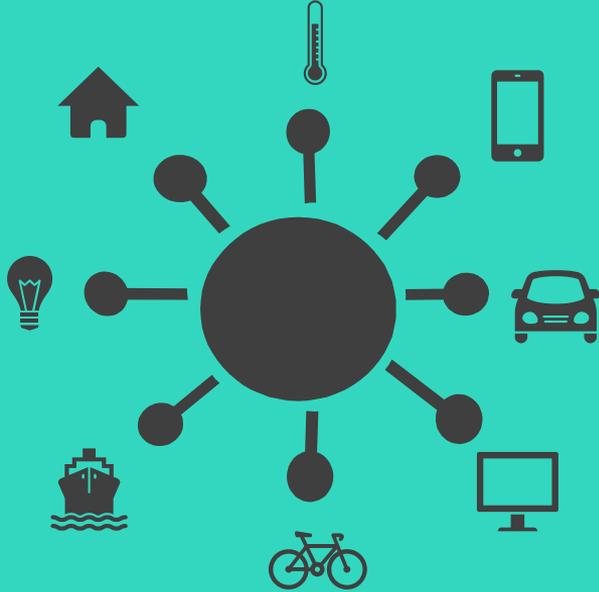
Internet of Things

“50 billion connected devices in 2020”

-Cisco



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Blockchain's Limitations

- Scalability
- Storage
- Bandwidth
- Fees
- No Data Privacy
- Expensive Data Storage



IoT's Requirements

- Low Resource Consumption
- Widespread interoperability
- Billions of nano-transactions

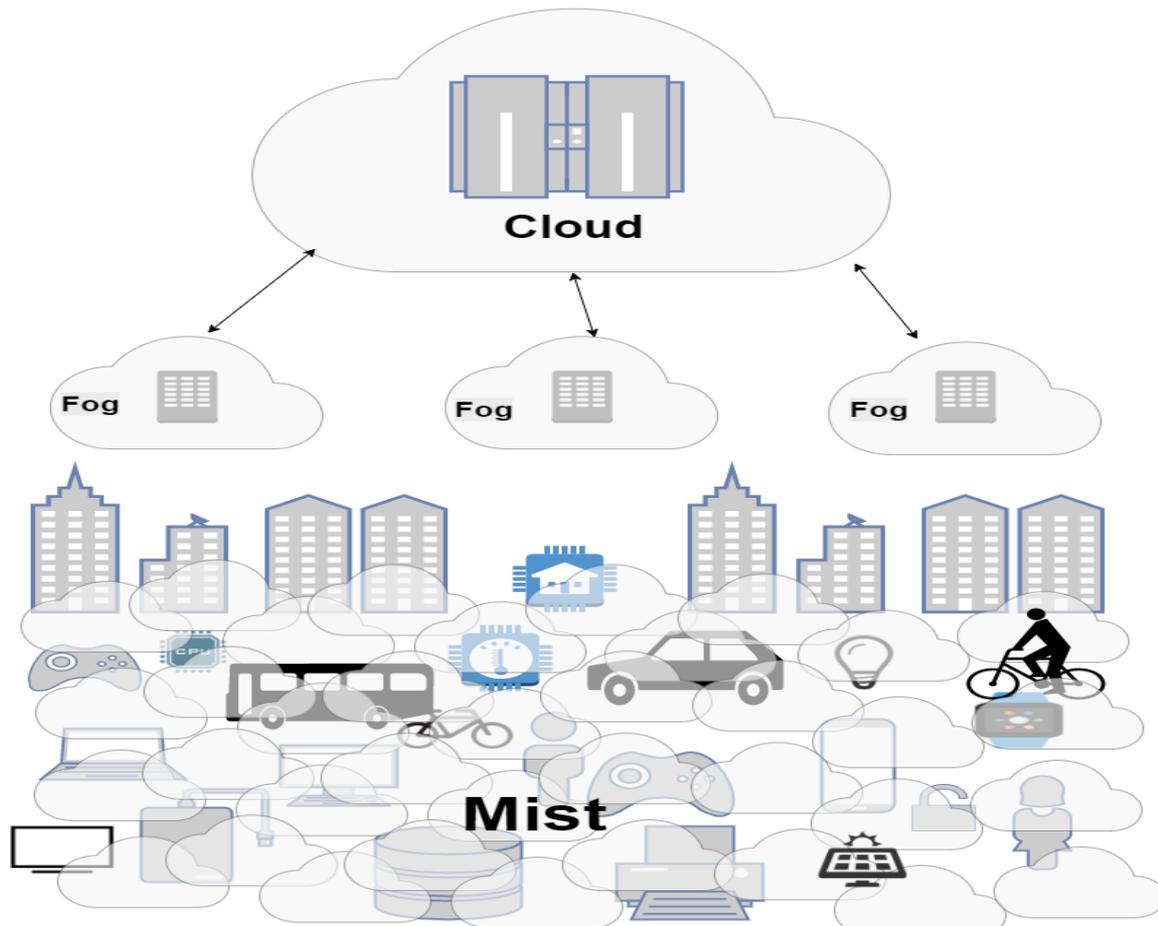




The solution

Rethink from scratch

A revolutionary new distributed ledger designed for **Machine-to-Machine interactions.**



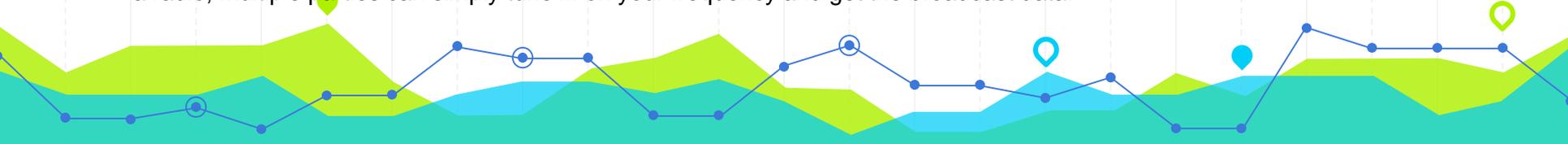
CORE

EDGE

- All those devices in the edge (Mist) can communicate and transact directly through IOTA

What is IOTA?

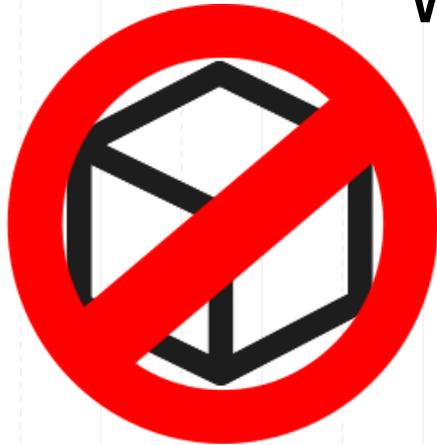
- **Decentralized data transactions** - Core feature of IOTA is the ability to transfer data through the Tangle. IOTA gives you several options to do so, making it possible to establish secure and authenticated communication channels between devices/sensors. All data which is transferred through IOTA is fully authenticated and tamper-proof, making attacks impossible
- **Micro transactions and zero fees** - For the first time ever true micro and even nano-transactions are enabled due to the unique IOTA Tangle architecture, providing developers with a brand new set of tools for their applications in both IoT and Web. This nurtures machine to machine payment and brand new business opportunities for companies that prohibitive fees has kept in the realm of the impossible until now.
- **Everything as a service** - While the whole world has adopted the 'Sharing Economy' in areas like driving and accommodation, IOTA enables a whole new realm where anything with a chip in it can be leased in real time. Most of our belongings stay idle for the vast majority of time that we possess ownership of it, but through IOTA a lot of these things like appliances, tools, drones, bikes, etc. and resources such as computer storage, computational power, WiFi bandwidth, etc. can be turned into leasing-services effortlessly.
- **Scalable distributed ledger** - The distributed ledger revolution has only barely begun, the vast majority of use-cases has not even been thought of yet, and with the next generation ledger - Tangle which IOTA is created on, developers will be able to invent even more solutions.
- **Masked messaging** - As the first extensible module of the IOTA core, MAM enables nodes to exchange data through the Tangle, fully authenticated and encrypted. This means that your devices can transmit valuable and sensitive data with quantum-proof security through the Tangle, ready to be analyzed later. MAM makes it possible to share data with multiple parties easily, similar to a radio, multiple parties can simply tune in on your frequency and get the broadcast data.



Tangle

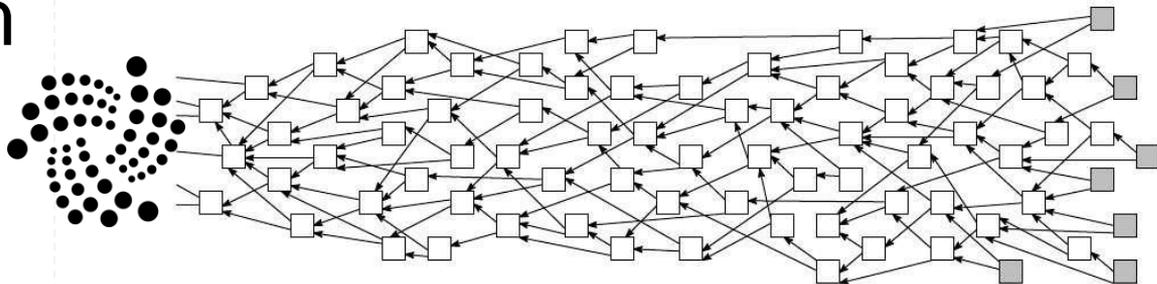
Blockchain **without** the
Blocks and the **Chain**.

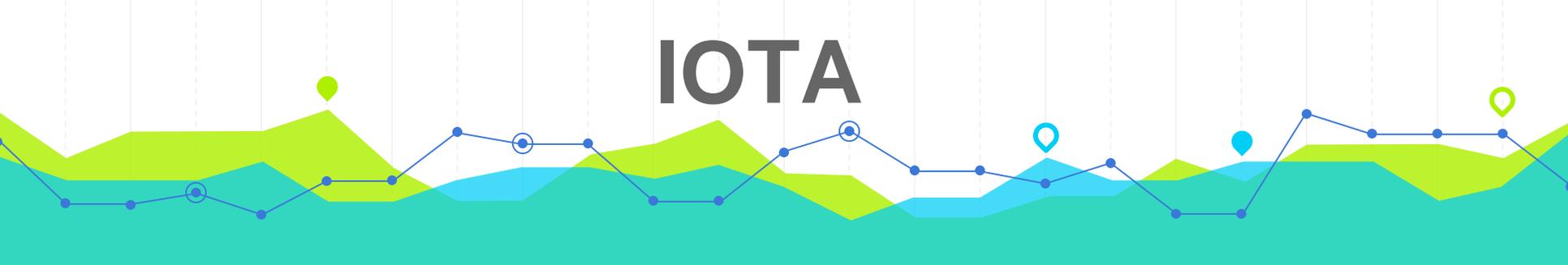
What???



Tangle

- Bundles all transactions in a Directed Acyclic Graph (DAG)
- Completely **self-regulating**, consensus no longer decoupled
- Very **Scalable**. Low overhead Proof-of-Work to prevent spam



The top of the slide features the word "IOTA" in a large, bold, grey font. Below the text is a decorative graphic consisting of a blue line with circular markers and a light green area underneath it, all set against a background of vertical dashed lines. The background of the entire slide is a solid teal color.

IOTA

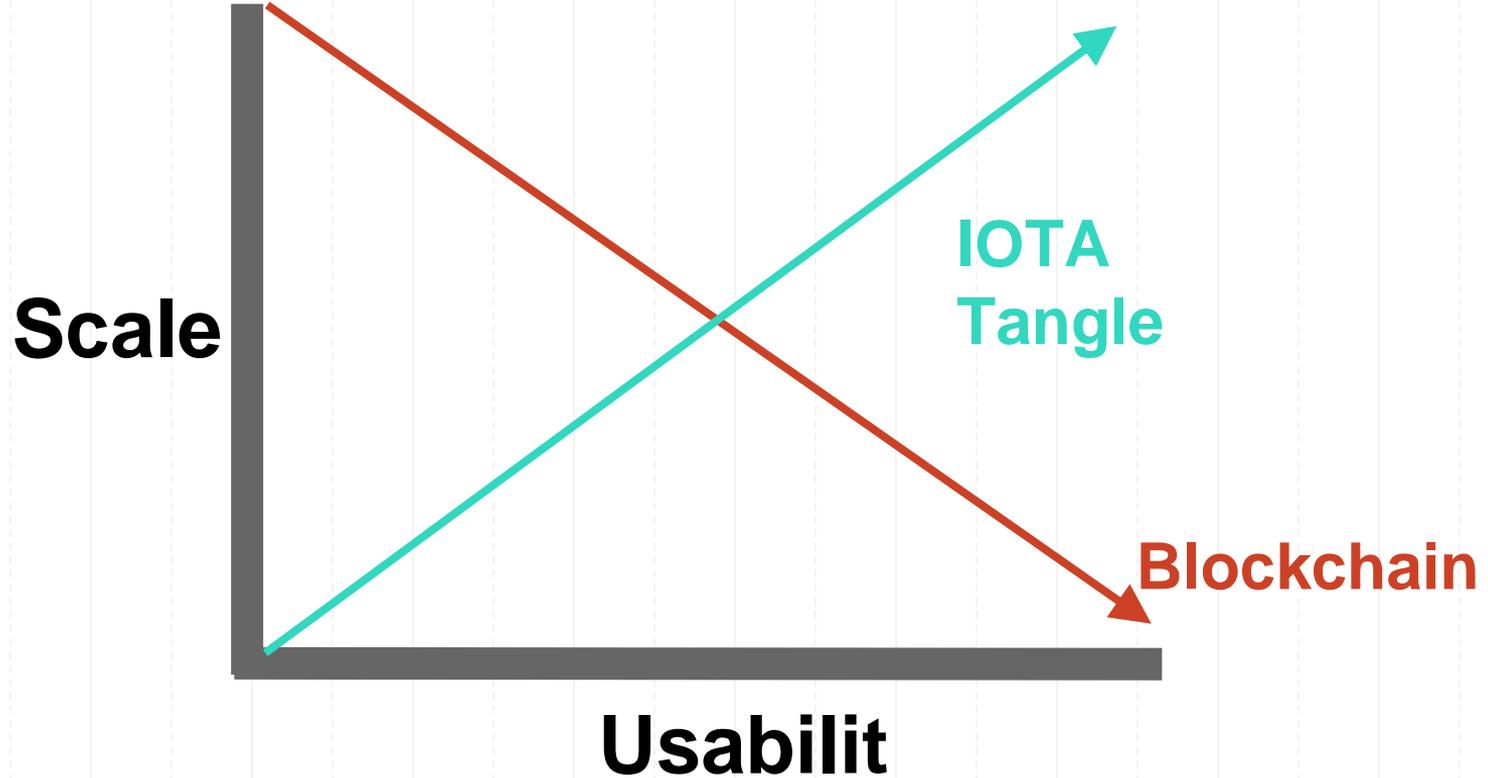
- No Fees
- Scalable
- Quantum Proof
- Modular
- Lightweight



\$0 fee

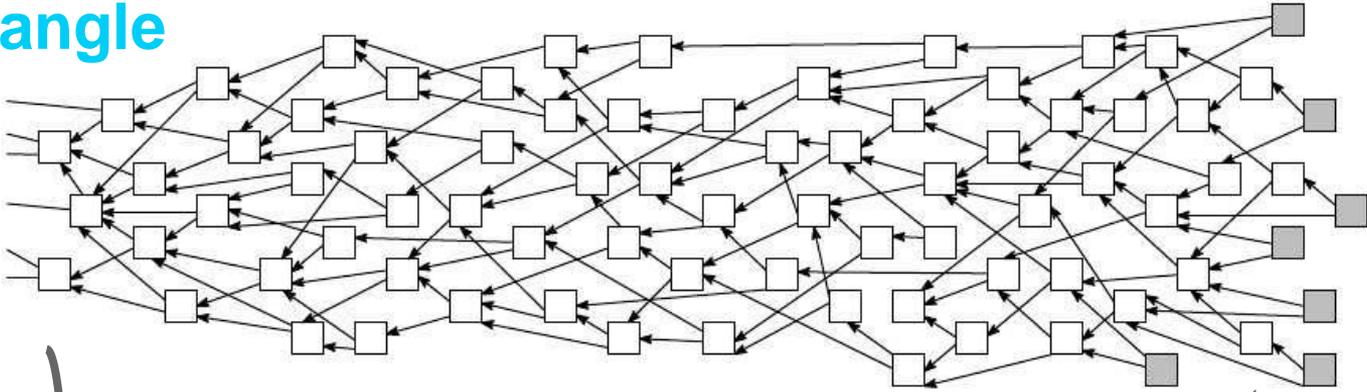


Scalability

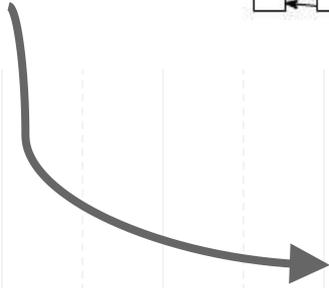
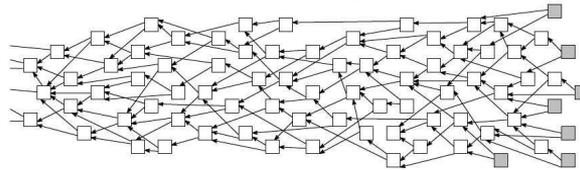


Go Offline

Main Tangle



Offline Tangle Cluster



IOTA Smart Contract - Conditional Scripts

If this then that


Turing
Completeness

- ✓ Security
- ✓ Very Cheap
- ✓ Scalable
- ✓ Low Entry Barrier
(based on SQL)

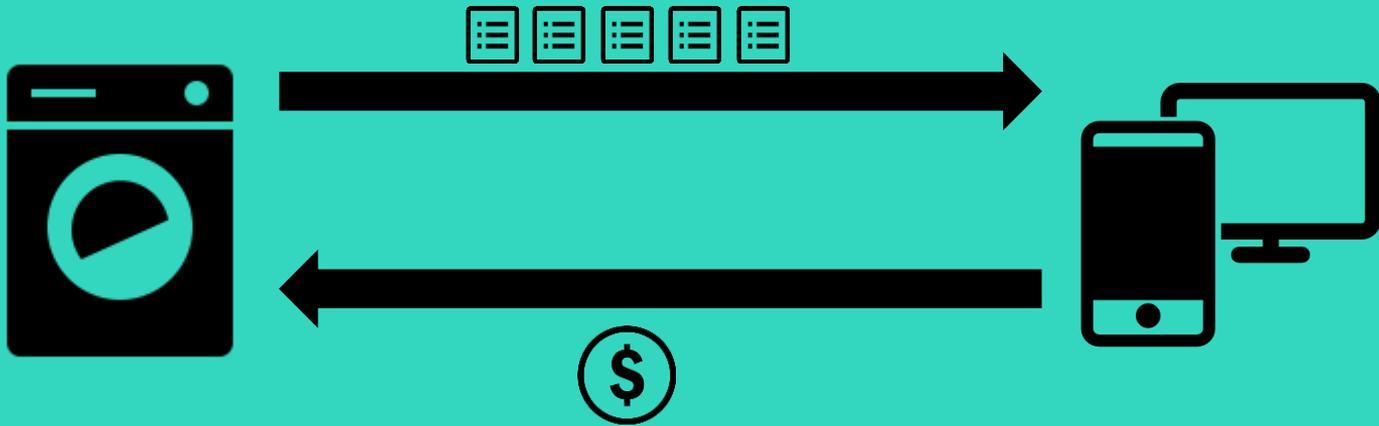
Economy of Things

- The synergy between finance and machines is accelerating
- Every device, sensor or equipment will be able to create and receive monetary transactions
- Enabling machines to settle payments among themselves and creating a new M2M-based economy



IOTA

Data Transfer



Money Transfer

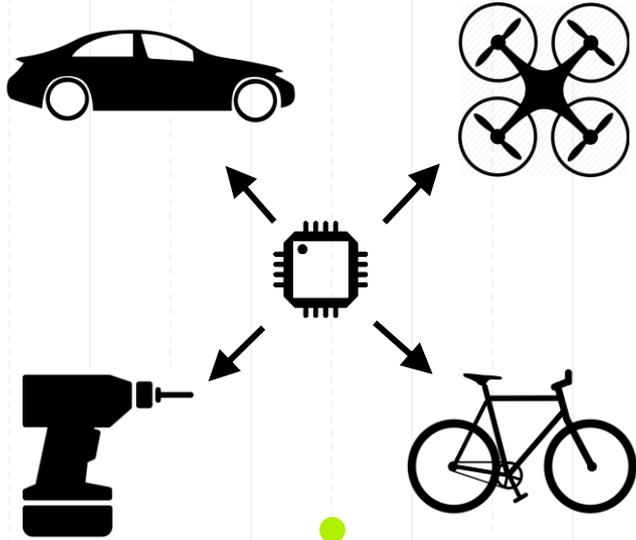
- **Most of your things are idle most of the time.** (95%+ of the time)
- In the near future virtually every device will have microchips in them
- Can be turned into a leasing device effortlessly
- **IOTA** real-time microtransactions make it possible to only pay for the exact usage of whatever you lease, no more and no less. 100% fair and **without fees**

- Turn anything you own with a chip in it into a profit-making machine and improve the environment by doing it!
- **IOTA** has no complex integration. Plug and play. Any developer can implement it.

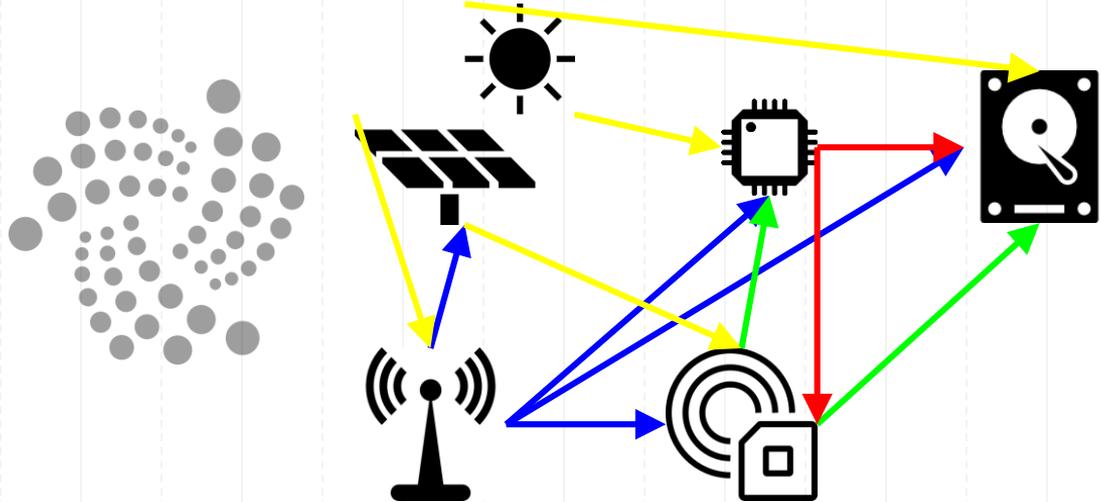


Sharing Economy 2.0

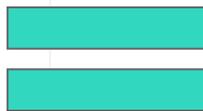
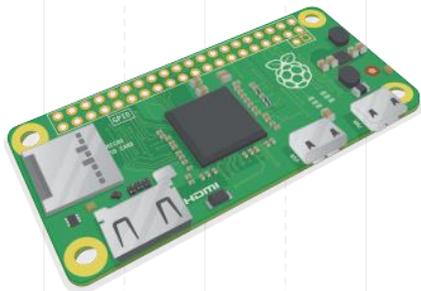
Anything with a chip in it can be leased



Devices trade resources among each other



No longer bound to machines hardware!



Other use cases include:

- Compensated storage sharing
- Compensated bandwidth sharing
- Real-time data trade from any kind of sensors and even wearables
- Autonomous ordering (fridge ordering groceries or machine ordering new parts)
- Automated insurance claims (e.g. based on the weather)
- Automated parking meters
- Automated charging stations for EV cars
- Self-discipline / Rewarding wearables
- **ANYTHING** you can imagine





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IOTA Slack Invitation - <http://slack.iotatoken.com>

IOTA forum - <http://forum.iotatoken.com>