



# Personal Cloud as a business opportunity

Customer relationship in the digital age

**A PERSONAL CLOUD PLATFORM TO CONNECT YOUR DATA**

## SNAPSHOT

# Cozy in a nutshell

## KEY FIGURES

2012

Creation

5,2 M€

Funds raised

20

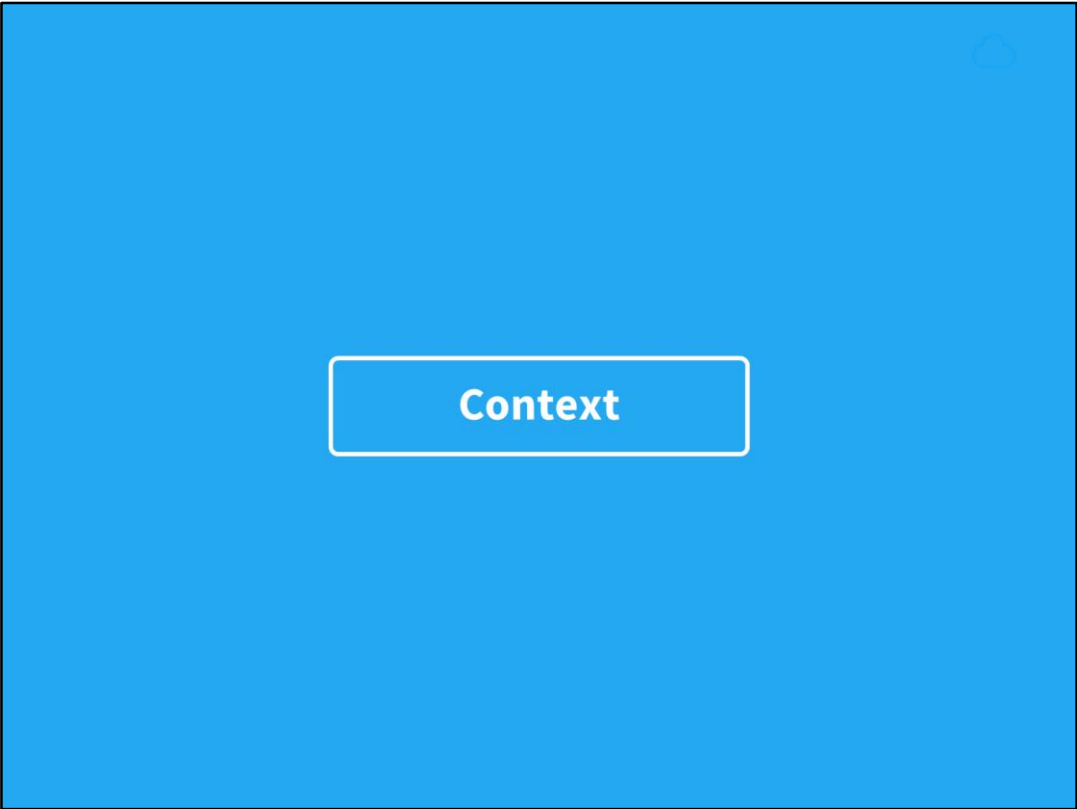
Team members





























## MANAGEMENT TEAM

- Benjamin ANDRÉ, CEO, experienced entrepreneur
- Tristan NITOT, CPO, founder of Mozilla Europe + former member of French Gov't Digital Advisory Board.

## CLIENTS



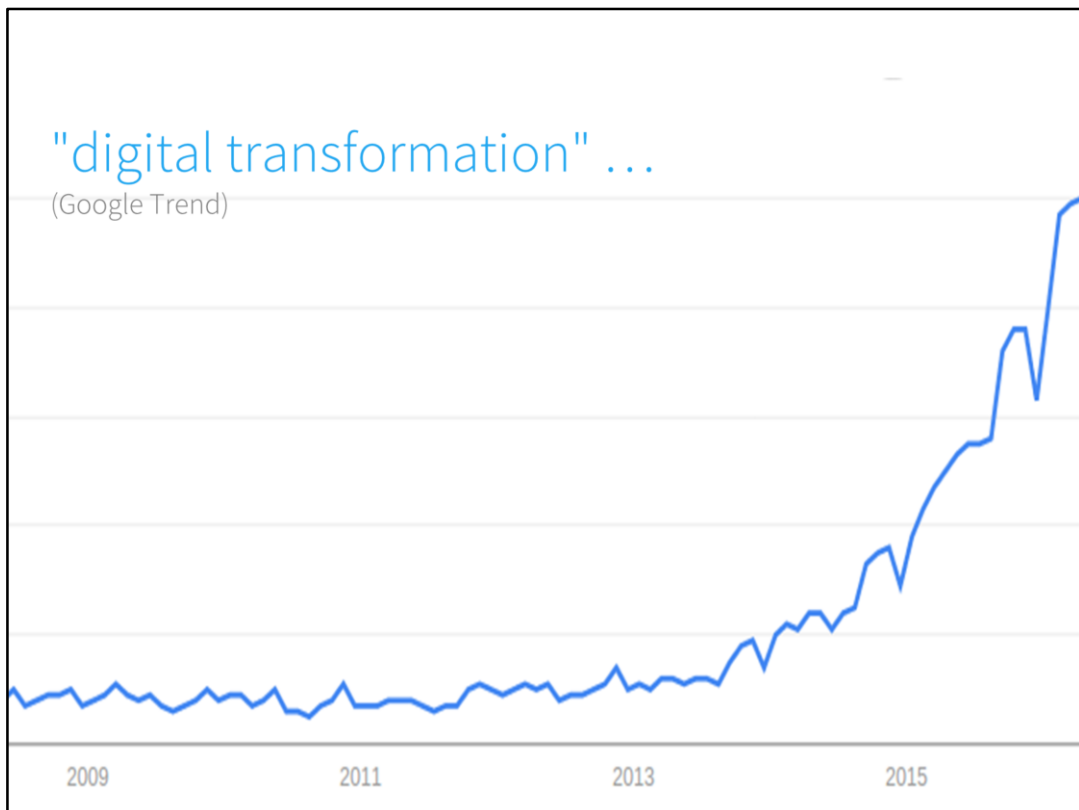


GAFAs are disrupting every industry				
	g	Apple	f	a
TELECOM & IT	 Fiber	 Apple Sim	 WhatsApp	 Cloud Drive
HEALTH	 Calico	 HealthKit	 Move	 Marketplace
RETAIL	 Shopping express	 iBeacon	 Facebook "Buy" Button	 Grocery Delivery
ENERGY & UTILITIES	 Smart home	 Solar Power	 Internet.org project	 Fulfillment by Amazon
MEDIA & ENTERTAINMENT	 Play	 iTunes Radio	 Oculus	 Gamers Video platform
FINANCIALS	 Wallet	 Apple Pay	 Friend-To-Friend Payment <sup>1</sup>	 Payments API
MOBILITY, TRAVEL & LEISURE	 Car	 CarPlay	 Messenger + Uber Integration <sup>1</sup>	 Media app for connected cars

FABERNOVEL- GAFAnomics  
<http://innovate.fabernovel.com/work/study-gafanomics-new-economy-new-rules/>

The GAFAs are really threatening all economic sectors, they are **intermediating all customer relationships**.

And this is how Facebook has just filed a property right on financial credit scoring to become a better banker than the banks themselves...



We are now all aware of the potential for digital disruption and transformation....  
All economic actors are now preoccupied with being uberized

	Google	Apple	Facebook	Amazon
TELECOM & IT	Fiber	Apple SIM	WhatsApp	Cloud Drive
HEALTH	Calico	HealthKit	Move	amazon.com Marketplace

The CDO's mission: to uberize the GAFAs !

MEDIA & ENTERTAINMENT	Play	iTunes Radio	Oculus	twitch Gamers Video platform
FINANCIALS	Wallet	Apple Pay	Friend-to-Friend payment <sup>1</sup>	amazonpayments Payments API
MOBILITY TRAVEL & LEISURE	Car	CarPlay	Messenger + Uber integration <sup>1</sup>	amazon cloud player + Media app for connected cars

« Uberize or being uberized » requires a response beyond adaptation. You need the ambition to disrupt the disruptors.

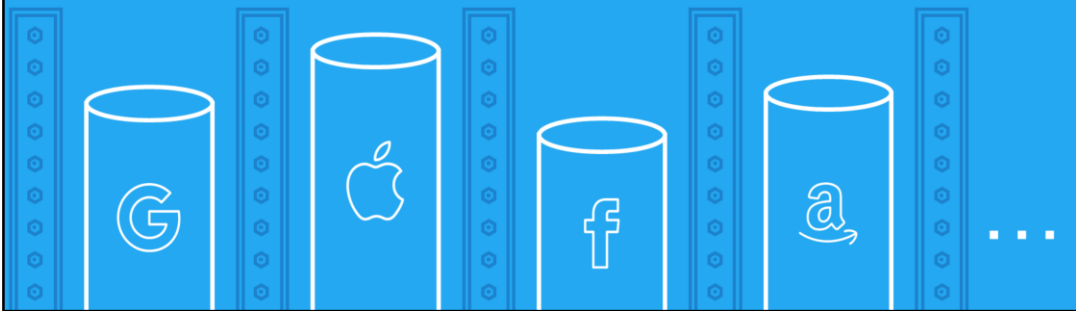
The silos war has been lost. **Use this fact at your advantage and jump forward the next step.** You will have to tap radical innovations to change things.

### GAFA'S STRENGTH?

=> Their digital intimacy with consumers

### THEIR WEAKNESS?

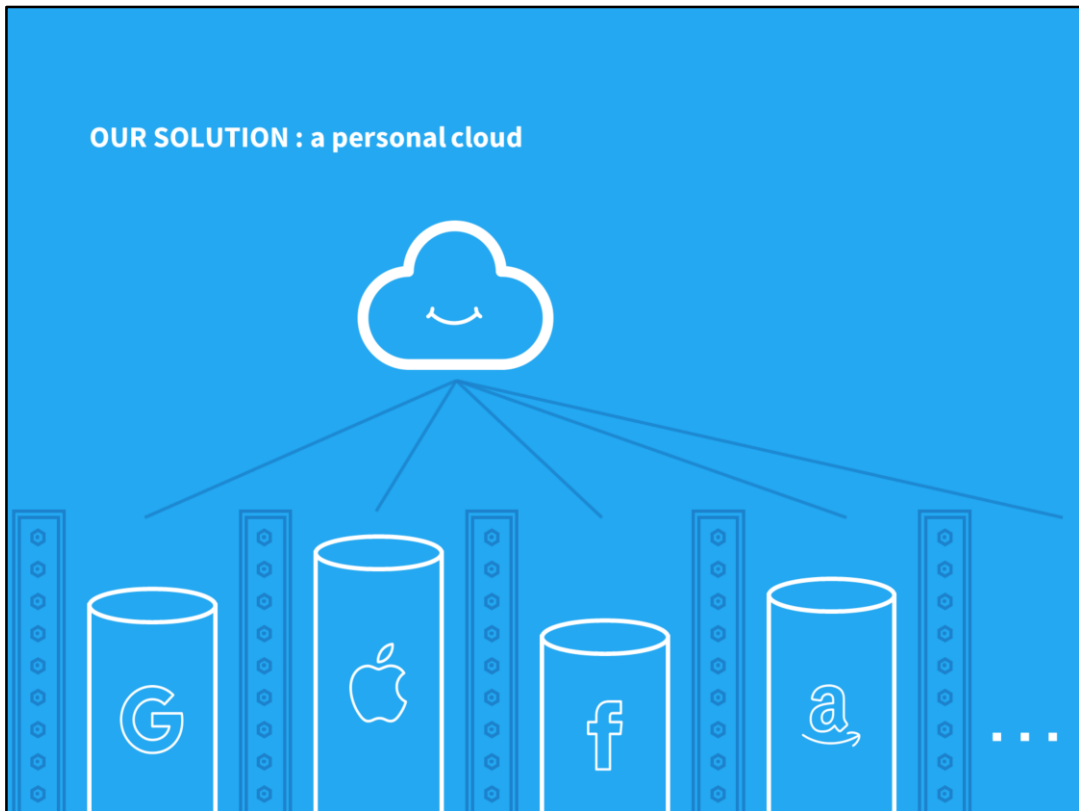
=> Frozen information in silos



The GAFAs' strength is not only that they have massive databases, or big CRMs. What matters is their access to transversal data that allow them to have a digital intimacy never seen before. The GAFAs know better the customers of the companies of the pre-digital era than those companies themselves.

But the GAFAs protect with jealousy their data, they are silos or Walled Gardens that prevent horizontal services. Google and Facebook are not ready to collaborate to provide you with transversal and integrated services... Neither are 2 banks...

The end game is therefore to find **a more legitimate entity to gather even more data on an individual...**

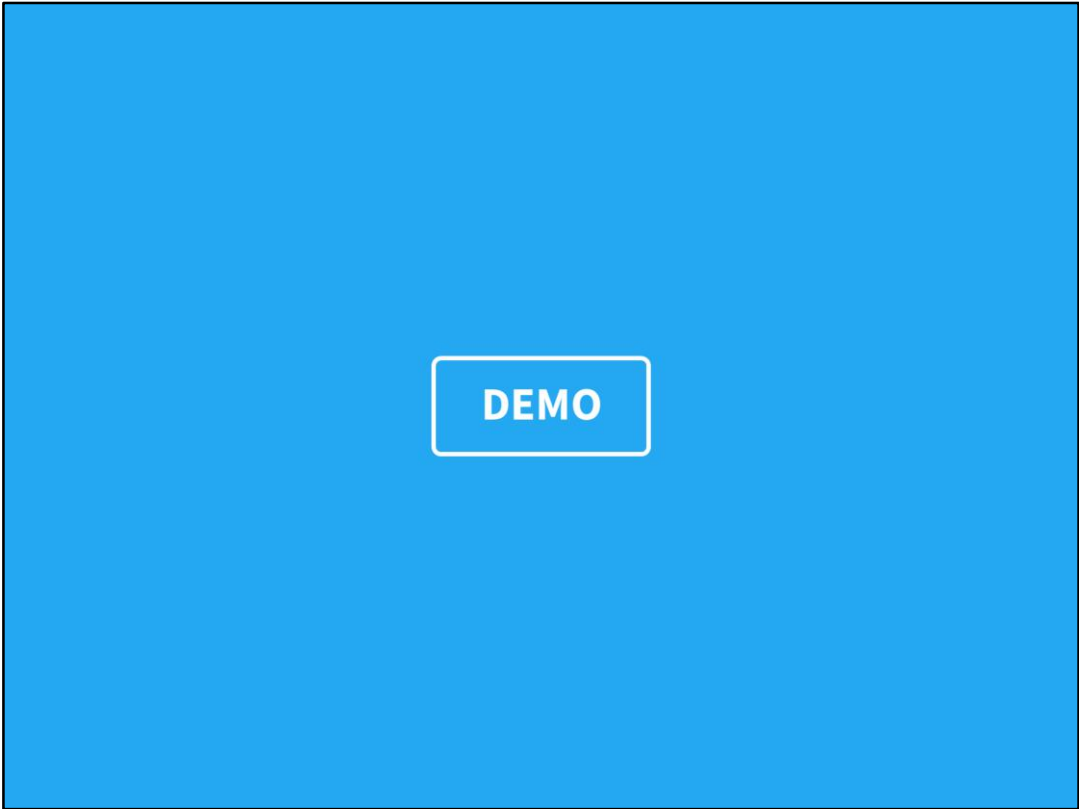


... This entity is the individual itself.

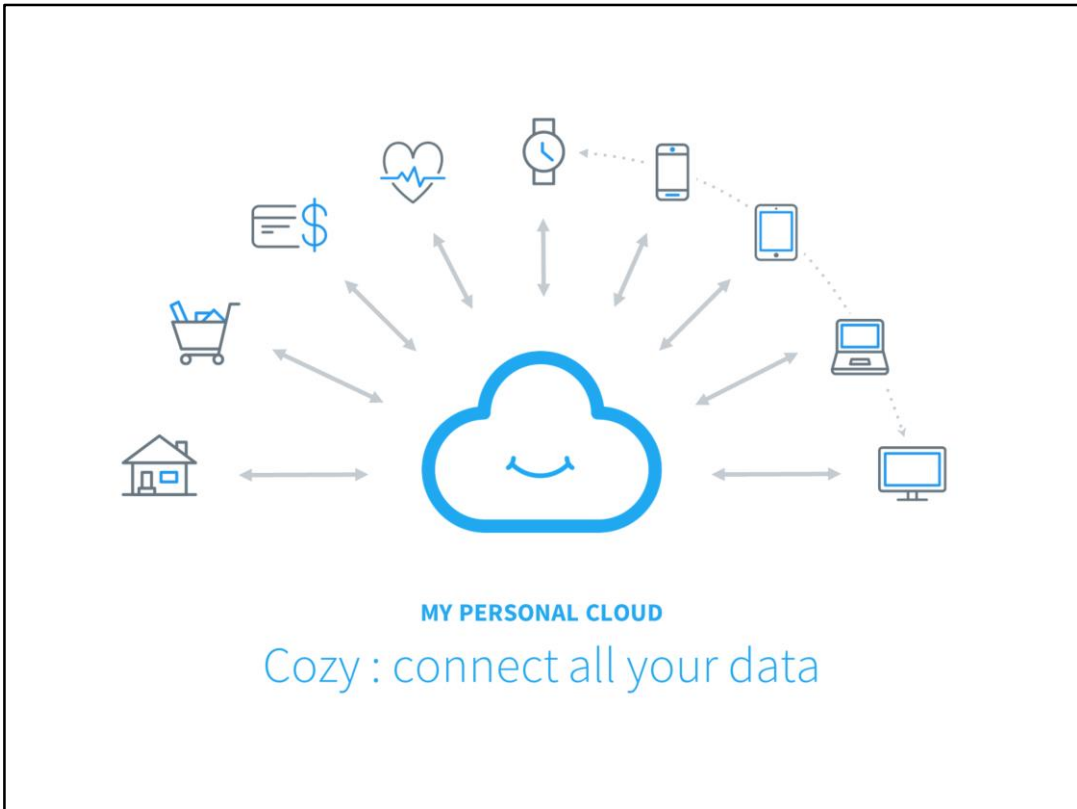
... The individual is the only one that can break the silos ...

As the source and owner of all data : **The individual is the only one that can intermediate the GAFAs.**





A demo is worth a thousand words ...  
If you want another demo, I'm of course available



Your personal cloud becomes the center of gravity of your digital life

#### KEY ADVANTAGES

### True added value for users



**SINGLE SIGN-ON**



**GLOBAL SEARCH**



**FRictionLESS  
APPS INTEGRATION**



**IoT HUB**



**PERSONAL BIG DATA**



**PRIVACY**

You need to have seen the demo to really understand 😊

**COZY AS A BUSINESS**

#### THE FINDING FROM FACEBOOK MESSENGER

« People really appreciate the fact that they **can interact with a company in a conversation** on Messenger, **without having to remember their password or to search in another app to find the information that they seek.** »

David Marcus – VP Facebook Messenger – 1st of July 2016

This quote demonstrates that the GAFAs are willing to tap the digital intimacy they have with their users to become the necessary intermediaries in customer relationship

COZY'S VALUE PROPOSITION

The customer account...

... IN THE CLIENT PERSONAL CLOUD...

For an unbeatable digital intimacy

Cozy allows to go further than the GAFAs by allowing **a client relationship based on total intimacy and no intrusiveness**, for **a frictionless experience, more personalized than ever**.

## PROPOSITION DE VALEUR

Cozy boosts customer services ...  
... by going where the GAFAs can't go

### KEY BENEFITS FOR OUR CUSTOMERS

- 1 **Customer relationship** getting closer to the customer without getting creepy
- 2 Cozy turns the user account into a **business opportunity thanks to Freemium services**
- 3 The attractiveness of an **ecosystem** instead of isolated services
- 4 **Transforming into an opportunity the legal constraints** on data

**1/ The customer account in the customer's personal cloud** : for example to anticipate a problem with payments on your bank account (postponing a recurring payment when balance is 0 on your bank account) or using data from IoT, agenda, contact book, geolocalisation...

**2/ A new freemium product** : the customer account offers to the user a Cozy instance that is free but limited. The user can unlock it with a premium offer worth only a few euros per month.

The market survey "World Personal Cloud Market - Opportunities and Forecasts" of the Allied Market Research, from sep 2015, predicts an annual growth of 33% in the next 5 years on the private/personal cloud market (<https://www.alliedmarketresearch.com/personal-cloud-market>)

**3/ An ecosystem**: if Sony, Samsung or Motorola gathered behind Android, it was to make sure NOT to divide the applicative ecosystem and reach « critical relevancy » for their users, contrary to Nokia, Blackberry or Microsoft

In the personal data realm, the situation is similar : either doing things on your side, or joining a platform like Cozy to benefit from the completeness and transversality of an ecosystem of complementary services

**4/ The portability of data, constraint or opportunity ?** : the GDPR (General Data Protection Regulation) makes compulsory the portability of personal data in 2018 in all EU. Cozy allows its partners to not only conform themselves to the law, but also to use those regulations to create services with data impossible to gather today.

## BUSINESS MODEL

- **B2B2C** : It is Cozy who commercializes
- For the user :
  - A **freemium** model (free then paid service from a threshold)
  - Public target price for premium offer: 5€/month
- For our Business partners :
  - First year:
    - Setup costs (covering freemium instances for 1st year of run)
    - + customization costs
  - Then :
    - **Revenue sharing** for premium instances (target 2€/user/month)
    - Maintenance : % of setup and customization costs.



## Comparison with the digital safe

The e-safe : the wrong answer to a real problem

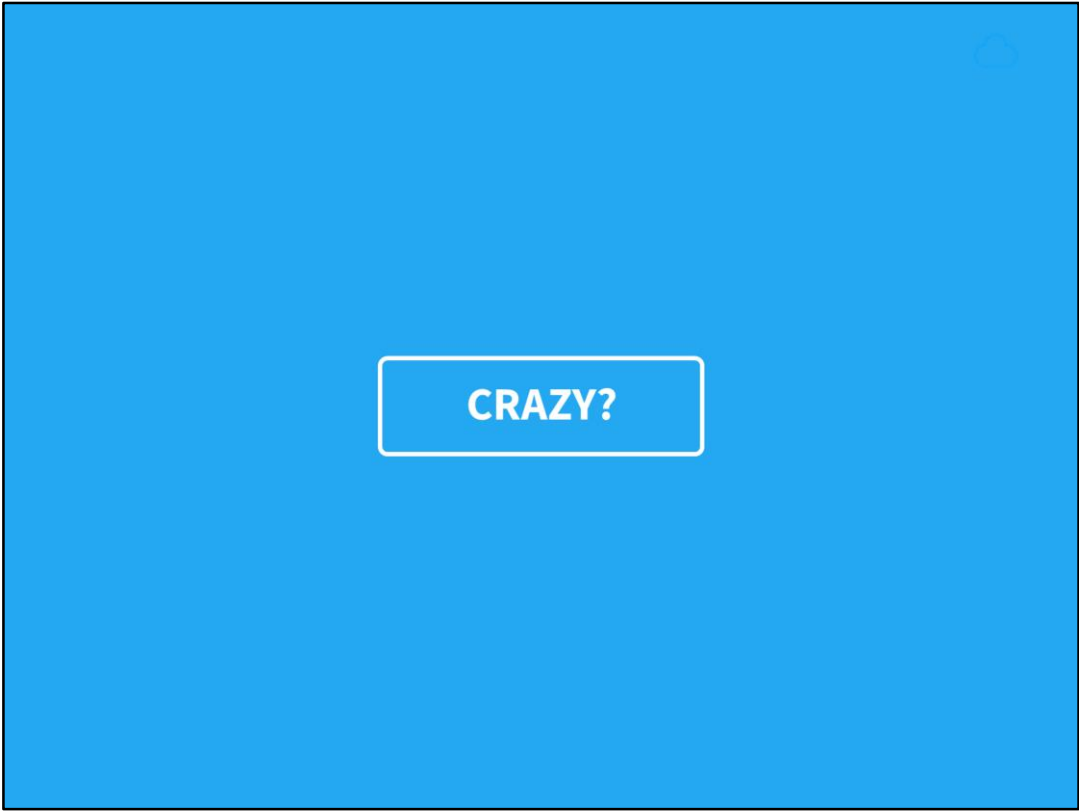
- Statistical, limited services
- Targeting only the admin processes
- Very strict norms
- Document management : files, not data
- Current solutions are not convincing and GAFAs will do better and more « sexy » (for example the bill payment service from Google : Pony Express)

The personal cloud: digital center of gravity of the user

- Service-oriented rather than storage-oriented
- Open uses (market place for apps)
- For the digital every-day use rather than admin tasks
- Can combine the best of 2 worlds by using a digital safe as a backend

« The digital safe is dead, here comes the personal cloud ! »

[Optional slide to highlight the difference between the digital safe universe and Cozy, which can be seen as re-inventing this service]



Let's take a step back...

**1977**

Ken Olsen, DEC's founder (Digital Equipment Corporation)

*"There is no reason anyone would want  
a computer in their home"*

**1977**

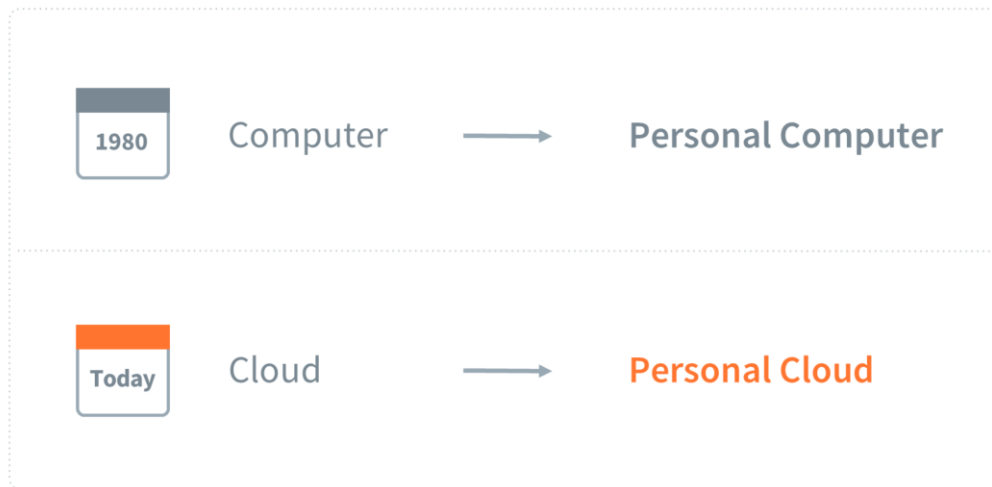
Steve Jobs & Steve Wozniak launched the Apple I ...



The same year, Steve Jobs and Wozniak were doing the opposite bet, that seemed foolish at that time.

#### OUR VISION

Change the paradigm to change the rules



Today, everything is gathered to make this paradigm shift happening.

What justified in 2000 centralization and mutualization – infrastructure cost and need of rare competencies to manage the servers – disappeared; the hardware cost nothing and the software power allow to abstract complexity and scale.

**It is not an cloud inversion, it is a return to the natural order.**

We will democratize the server, and make it the new the new mainstream device.

For the same reasons nobody had a smartphone 8 years ago, we foresee that everybody will have a personal cloud in 8 years.

**REASONS**



Timing is great:

**1/** Data explosion: winners will be those who simplify usages around an ever more complicated data.

**2/** An early adopters audience is waiting for this solution: Tristan Nitot does not resign from Mozilla's mother ship he founded and managed during 12 years by accident...

**3/** On the technical side: if we had started this project 3 years earlier we would have never been able to make the same technical decisions (Node.js, single page app, REST, CouchDB/NoSQL...)

**4/** The digital revolution also made losers: we signed in 3 months a 200k€ contract with EDF, this is the evidence of the opportunity we are for them.

## CLIENTS & PROSPECTS

# Established relationships & solid prospects

### ALREADY CLIENTS



### STRATEGIC PARTNERS



+



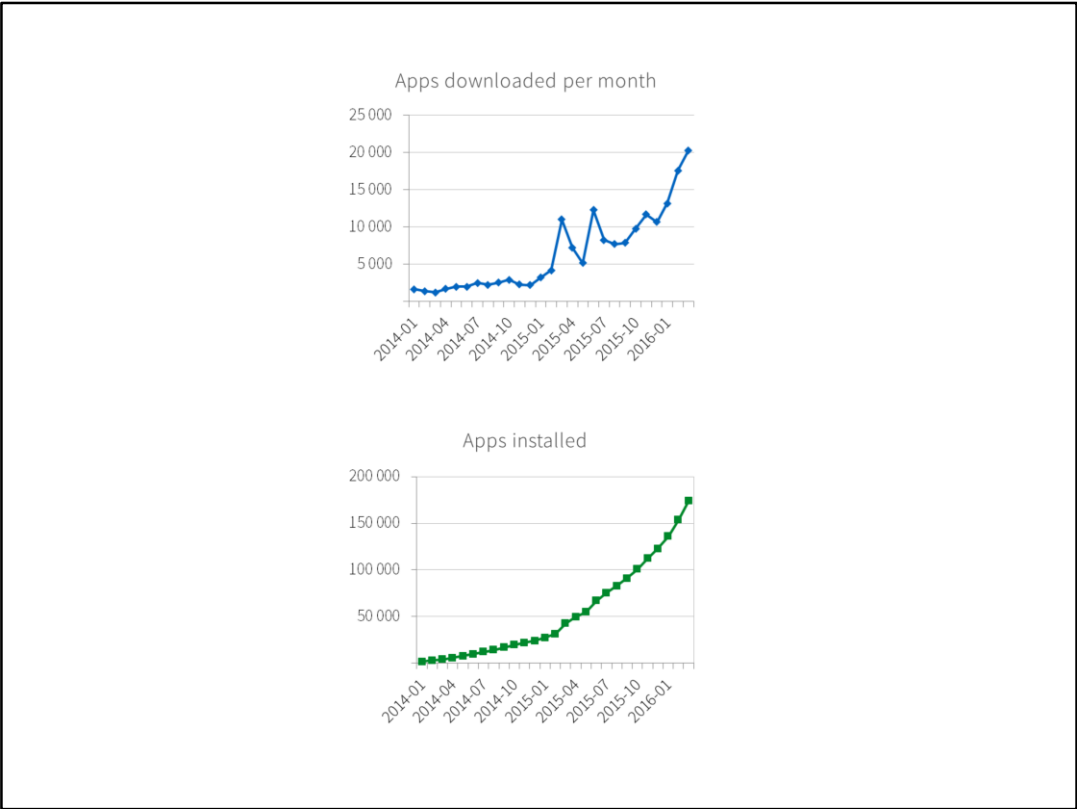
R&D project  
P2P Big Data



Cloud Hosting  
Hosting partnerships

...and we're not the only ones to believe it.





App downloaded is the number the most correlated with the development of Cozy’s audience.

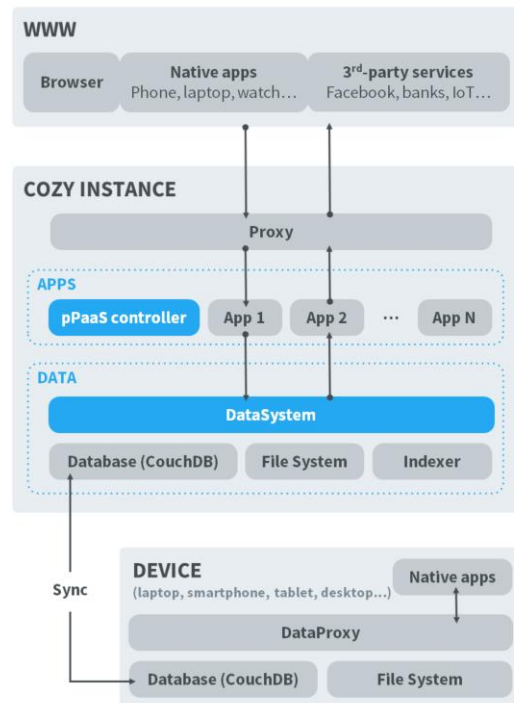


**TECHNOLOGY**

## TECHNOLOGY

# Open source architecture

- Modular → Adaptive
- Sandboxed → Safe
- Simple → Fast to learn (no SDK, REST, JSON)
- Data Centric → Sharing, notifications, sync...
- With 2 main technical concepts:
  - **pPaas (personal Paas)**
  - **DataSystem (semantic storage)**



Our technology is one of our most important asset.  
It influences the field of possibilities.

## TECHNOLOGY

# Host-side architecture

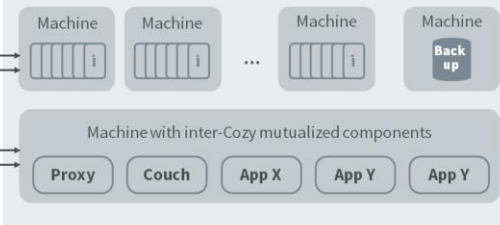
### CLUSTER CONTROLLER

- Distributed instance creation & routing
- Backup
- Monitoring
- Update
- Load balancing
- Default restoration
- Link with client base (invoicing, status...)

### CHARACTERISTICS

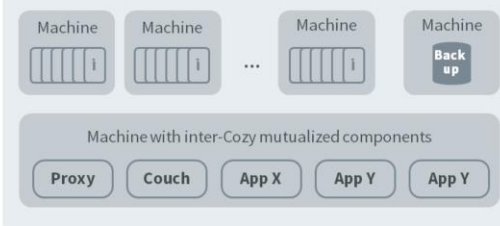
- Not Open Source
- Top R&D to create a product which is:
  - **Robust** (less human interactions needed)
  - **Scalable** (less machine needs, Cozy addition is sub-linear)

### FARM 1



⋮

### FARM N



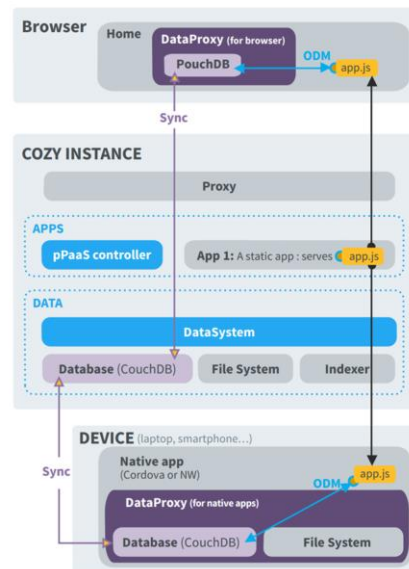
This is the premium architecture to host important clusters of Cozy instances.

## TECHNOLOGY

# Multi-platform apps

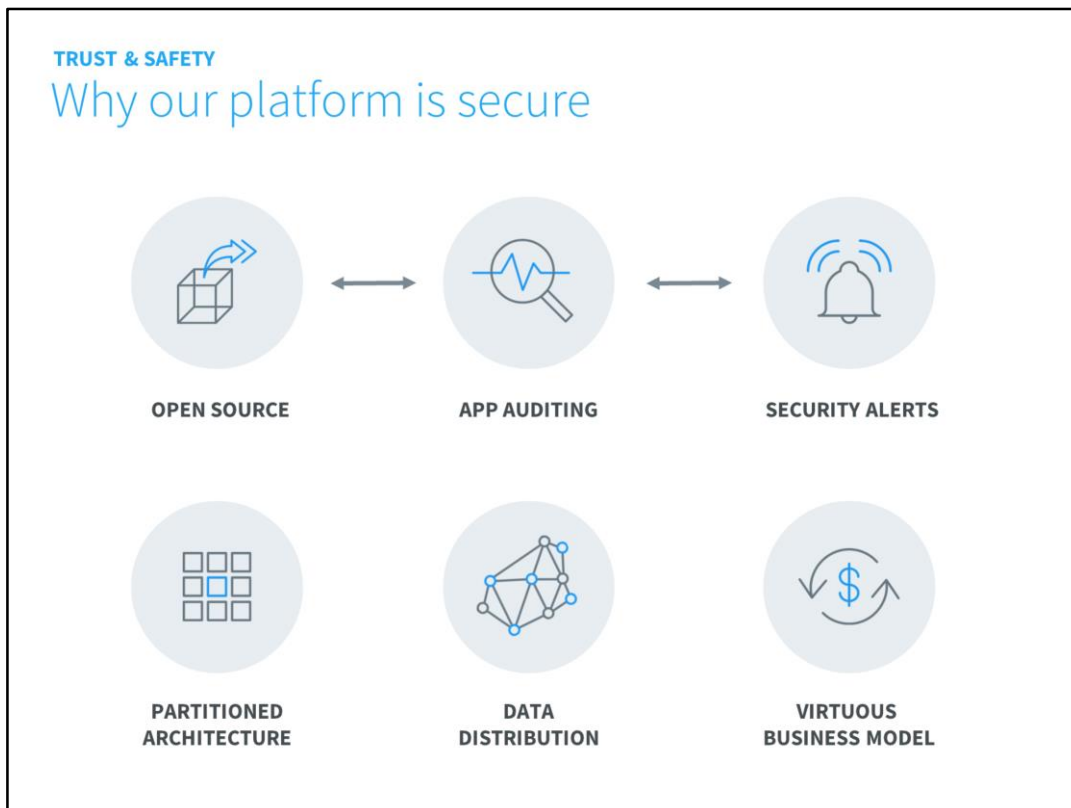
### “Deploy once run everywhere” apps are:

- A set of static files on the server side (app.js on the scheme)
- Those files are uploaded in the browser or in native apps on the Cozy mobile client (Cordova) or the Cozy desktop client (NW.js)
- The developer interacts with the persistence with the ODM (Object Document Mapper) library.
- The ODM will use the DataProxy whether of the browser or of the Native Cozy app on the device.
- App.js doesn't have to deal with being online or not, this is the role of the DataProxy.
- The DataProxy is powered by the synchronization capacities of CouchDB / PouchDB.
- This architecture is inspired by offline first approaches.
  - ⇒ the only constraint for the developer is to develop a responsive app and to use the ODM for persistence !
  - ⇒ Then his app can run in the browser or on a native app on desktops or mobiles
  - ⇒ Users don't have to install the apps nor to sync them, it is automatic...



We plan to allow every Cozy app to be automatically installed and configured on every devices (mobile and desktop) of the user.

A Cozy app is instantly available on the user device as a native app running offline and the configuration is automatically synchronized between all platforms...



#### Transparency and governance:

- Open source: no black box effect, the code can be audited.
  - App auditing: all external communication are logged: if an application sends data outside the Cozy, despite its engagement to keep the data locally, it will be discovered.
  - Alerts: once the malicious behavior detected (data sent outside the user server), all the user are informed via the marketplace.
- ⇒ Cozy creates a virtuous circle for the developer by making the application behavior transparent.

#### Other elements of safety and trust:

- A partitioned architecture with auto updates to contain the impact of a safety breach.
- The decentralization of data sanction the business model of an attack (by increasing its costs and lowering the value, your personal data are not worth more than a hundred euros (a CB number only costs 15\$ on the black market)).
- A virtuous business model: « you will stay because you can leave » this is why « we can't be evil »

## CONCLUSION

Cozy:

1. An aggregator of aggregators
2. Focused on usages, services, stockage
3. Join a deep decentralization movement (cf Blockchain)
4. Gives services an absolute and non intrusive digital intimacy
5. An ecosystem rather than isolated services.

=> Together, lets Uberize GAFAs!

## Q & A

- P2P Big Data?
- Architecture?
- Mobile?
- Security, trust issues?
- Business model?
- Beyond geeks?
- What can we do together?
- Open source? ...





cozy.io



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