

People Powered Data

The #1 Marketing Tech Platform 2022*

CitizenMe exists to empower people to take ownership of their own data and choose how to use it to build a better digital society for everyone.

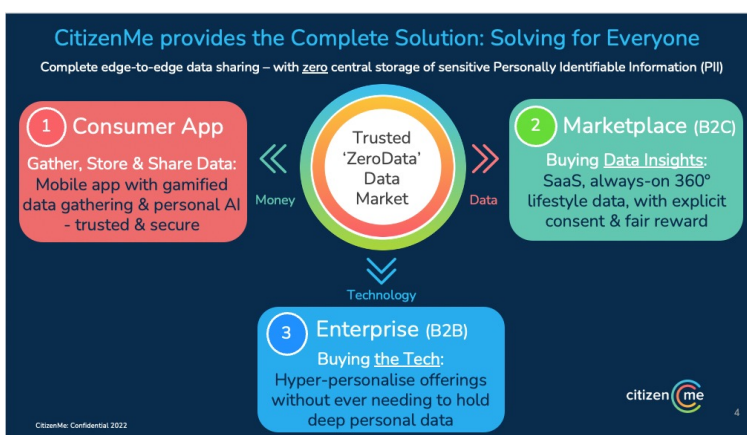
For companies, we unlock unreachable data value that is currently only accessible by Google, Meta and big tech.

90% of consumers want more personalisation⁽¹⁾. This requires deeper intelligence & more data.



However the global data market is breaking: regulators, big tech & rising consumer distrust are massively restricting huge pent up data value.

CitizenMe tech offers the complete solution for all.



An on device personal data store app with personal AI. Plus a data marketplace for future proof purchase of data. Enterprises also buy the unique technology.

Interim Raise – Q2 2022

- Raising £700K convertible note, existing VC led round
- £500K already committed & overfunding to £1million
- 20% Discount on A round (Q4 2022)

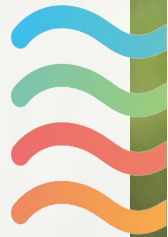
Progress: Solid traction in UK & USA markets.

1 App <ul style="list-style-type: none">420,000 sign ups11m+ data transactionsPrimary growth is word-of-mouthRetention: up to 35%Primary activity: US, UK, Brazil, India	2 Marketplace (B2C) <ul style="list-style-type: none">£30K MRR growth at 20%80% from repeat customers & referralsPay-As-You-Go and rolling out SaaS with persisted data sharing	3 Enterprise Licence (B2B) <ul style="list-style-type: none">Inbound requests to LicenceMaster Service Contracts signed: Verizon, MasterCard & moreTop Management Consultancies as Channel Partners
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4.2
★★★★★
215,000 total

Obtainable Market Size 2025: \$130million

- Marketplace SaaS: \$70m
- Enterprise Licence of technology stack: \$60m



Team

Founder, StJohn Deakins: Mobile tech entrepreneur and thought leader with successful exits. Team are deep domain experts in: AI, B2B & B2C product, mobile and consumer data.

Technology

Award winning 'zero data' technology stores over 400 personal data types on the edge in smartphones: This is far more secure, uses local storage, compute and AI. Any sharing is fully consented and GDPR future proofed.

Tech: Personal data value unlocked for all Confidential



Data stays securely on Devices. AI moves to the Data. 2