



cozy.io

Personal Cloud as a business enabler

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

26

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



OVH.com



LA POSTE



MAIF
ASSUREUR MILITANT.



Harmonie
mutuelle



Inria



STRATEGIC PARTNERS INCUBATED AT



CRAZY?



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 ...



OUR VISION

Change the paradigm to change the rules



Computer



Personal Computer



Cloud


















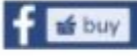













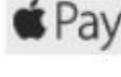

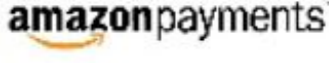







Personal Cloud















Context

GAFAs are disrupting every industry










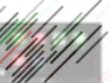


				
 TELECOM & IT	 Fiber	 Apple Sim	 WhatsApp	 Cloud Drive
 HEALTH	 Calico	 HealthKit	 Move	 Marketplace
 RETAIL	 Shopping express	 iBeacon	 Facebook "Buy" Button	 Grocery Delivery
 ENERGY & UTILITIES	 Smart home	 Solar Power	 Internet.org project	 Fulfillment by Amazon
 MEDIA & ENTERTAINMENT	 Play	 iTunes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

FABERNOVEL– GAFAnomics

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

				
TELECOM & IT	 Fiber	 Apple SIM	 WhatsApp	 Cloud Drive
HEALTH	 Calico	 HealthKit	 Move	 Marketplace

The CDO's mission: to uberize the GAFAs !

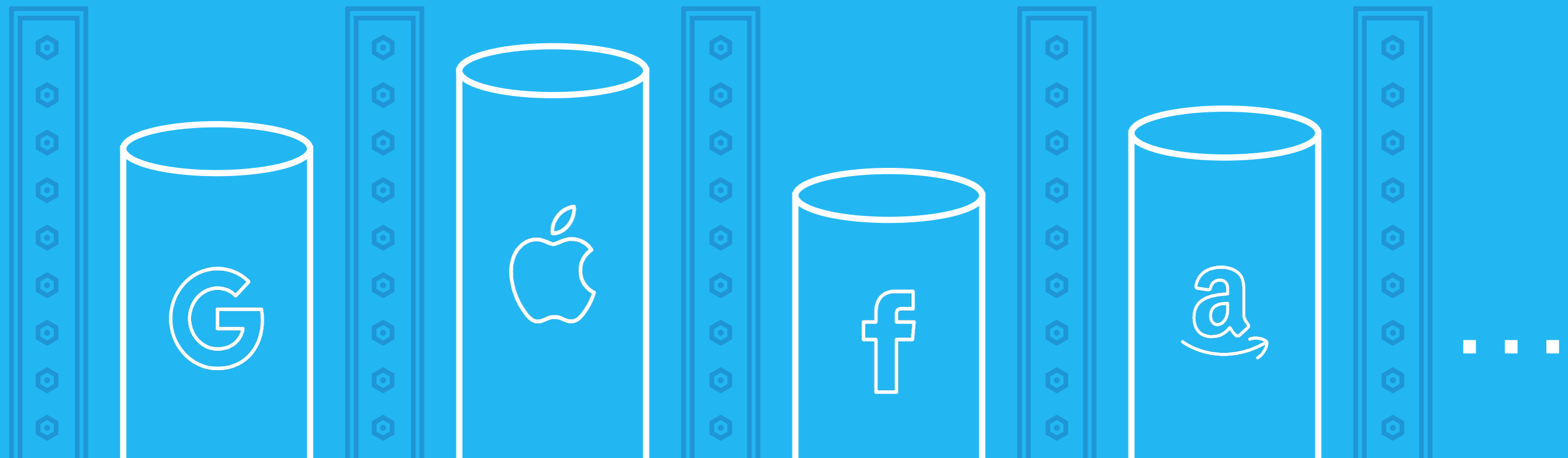
MEDIA & ENTERTAINMENT	 Play	 iTunes Radio	 Oculus	 Gamers Video platform
FINANCIALS	 Wallet	 Apple Pay	 Friend-To-Friend Payment ¹	 Payments API
MOBILITY, TRAVEL & LEISURE	 Car	 CarPlay	 Messenger + Uber integration ¹	 Media app for connected cars

GAFA'S STRENGTH?

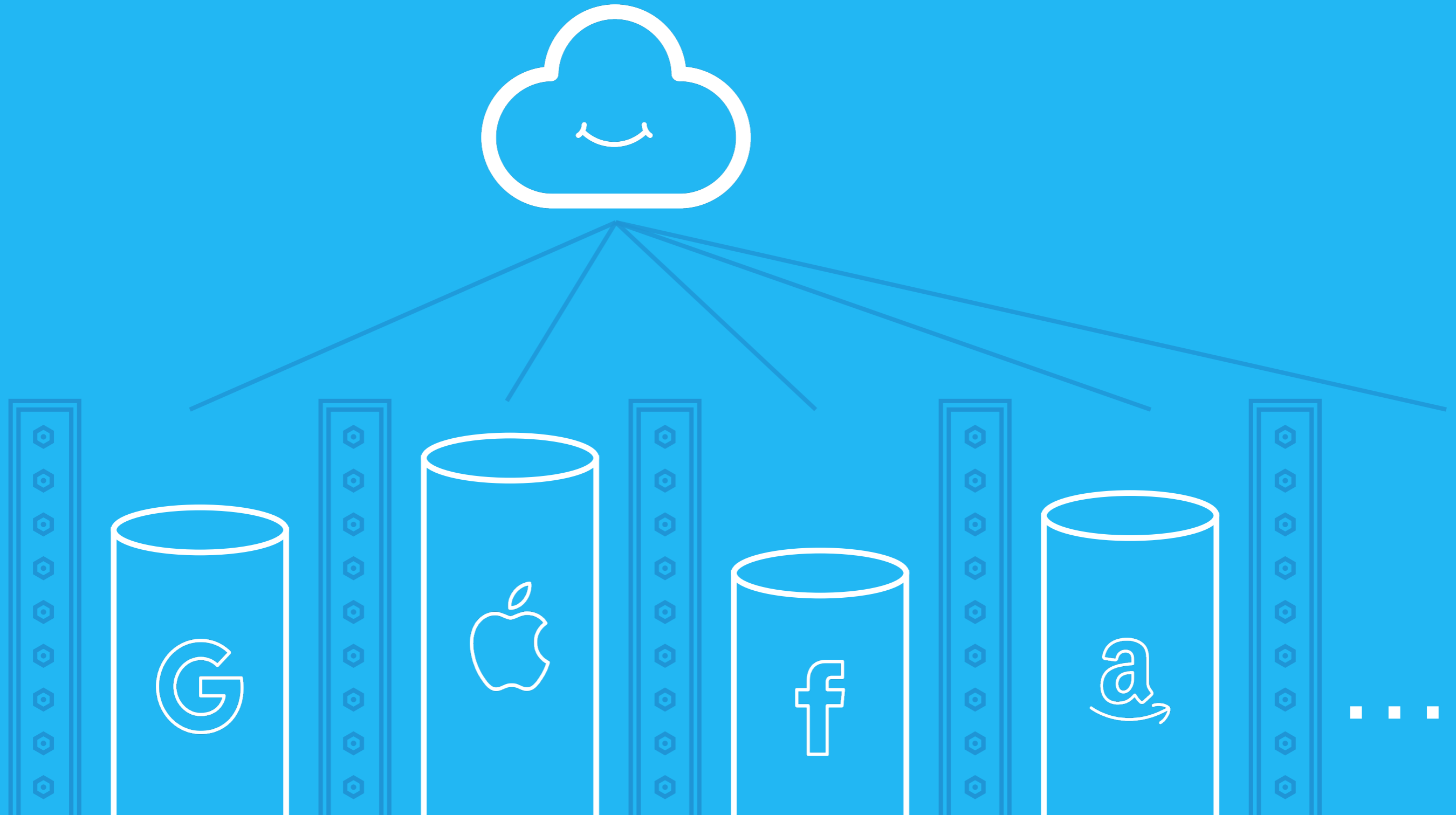
=> Their digital intimacy with
consumers

THEIR WEAKNESS?

=> Frozen information in silos



OUR SOLUTION : a personal cloud



DEMO



MY PERSONAL CLOUD

Cozy : connect all your data

KEY ADVANTAGES

True added value for users



SINGLE SIGN-ON



GLOBAL SEARCH



**FRICTIONLESS
APPS INTEGRATION**



IoT HUB



PERSONAL BIG DATA



PRIVACY

CONCLUSION OF THE PANORAMA

Cozy :

1. is an **aggregator of aggregators**
2. is focused on **usages**, services, stockage
3. joins a deep **decentralization** movement (cf Blockchain)
4. gives services an absolute and non intrusive **digital intimacy**
5. offers an **ecosystem** rather than isolated services.
6. turns **GDPR** into an opportunity !

=> Together, lets Uberize GAFAs!

Des thèmes pour approfondir

- "Contrôle" = confidentialité ou empowerment ?
- La schizophrénie vis-à-vis de l'intimité numérique : on en veut plus et moins, simultanément... solution ?
- Besoin d'énergie : où trouver les vagues sur lesquelles s'appuyer ? (approfondir la proposition de valeur ?)
- GDPR : de la contrainte à l'opportunité !
- Si on décentralise, comment faire du Big data ? => le big data en P2P, cf les projets avec le labo SMIS.
- Architecture?
- Sécurité & confiance ?



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

VALUE PROPOSITION

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



ANALYSIS OF THE CONTEXT

WHY NOW?

Cozy seizes simultaneous opportunities



**DATA
EXPLOSION**



**UBERIZATION
THREAT**



**EARLY
ADAPTERS**



**TECHNICAL
POSSIBILITIES**

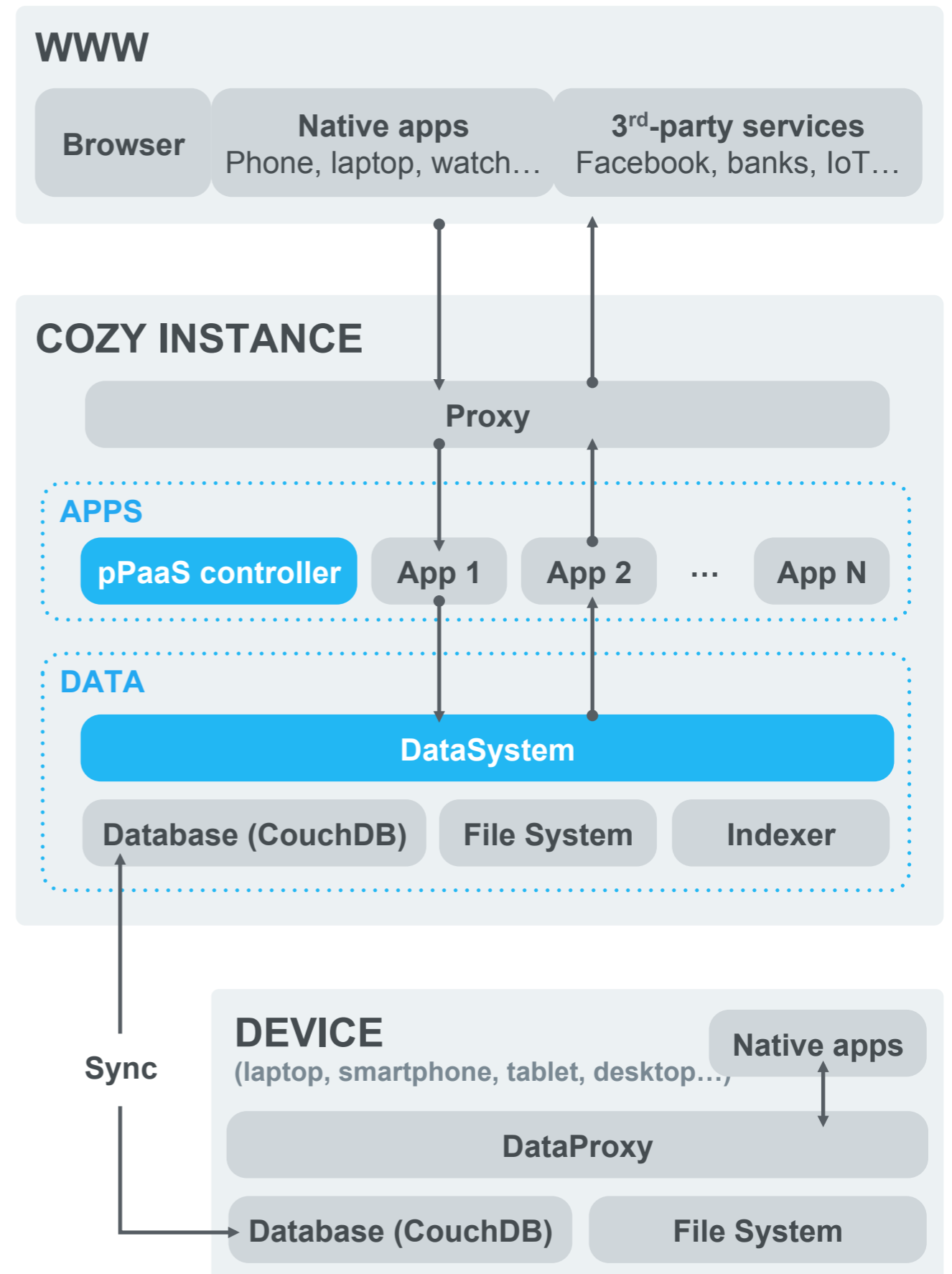


TECHNOLOGY

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)**



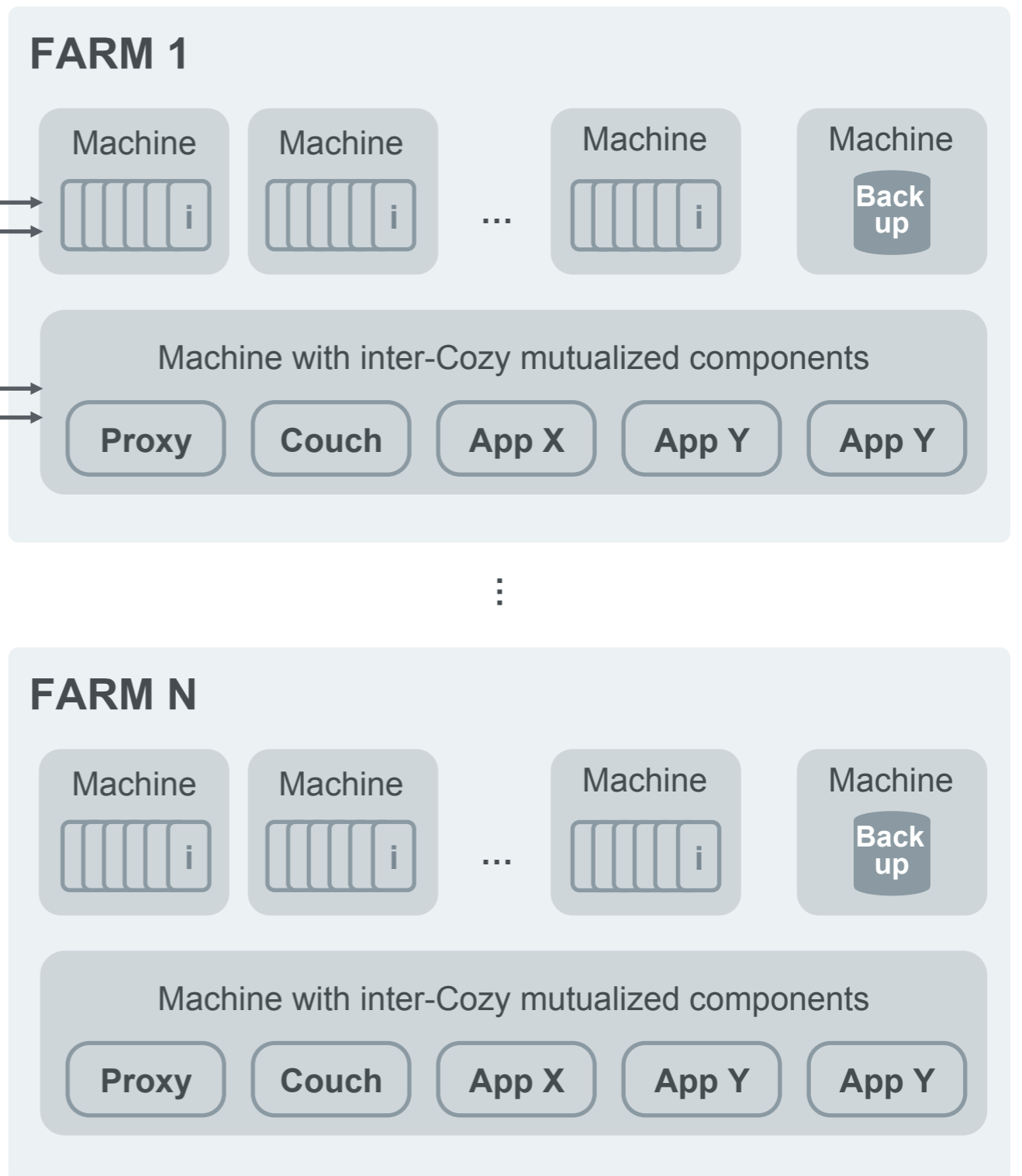
Host-side architecture

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)

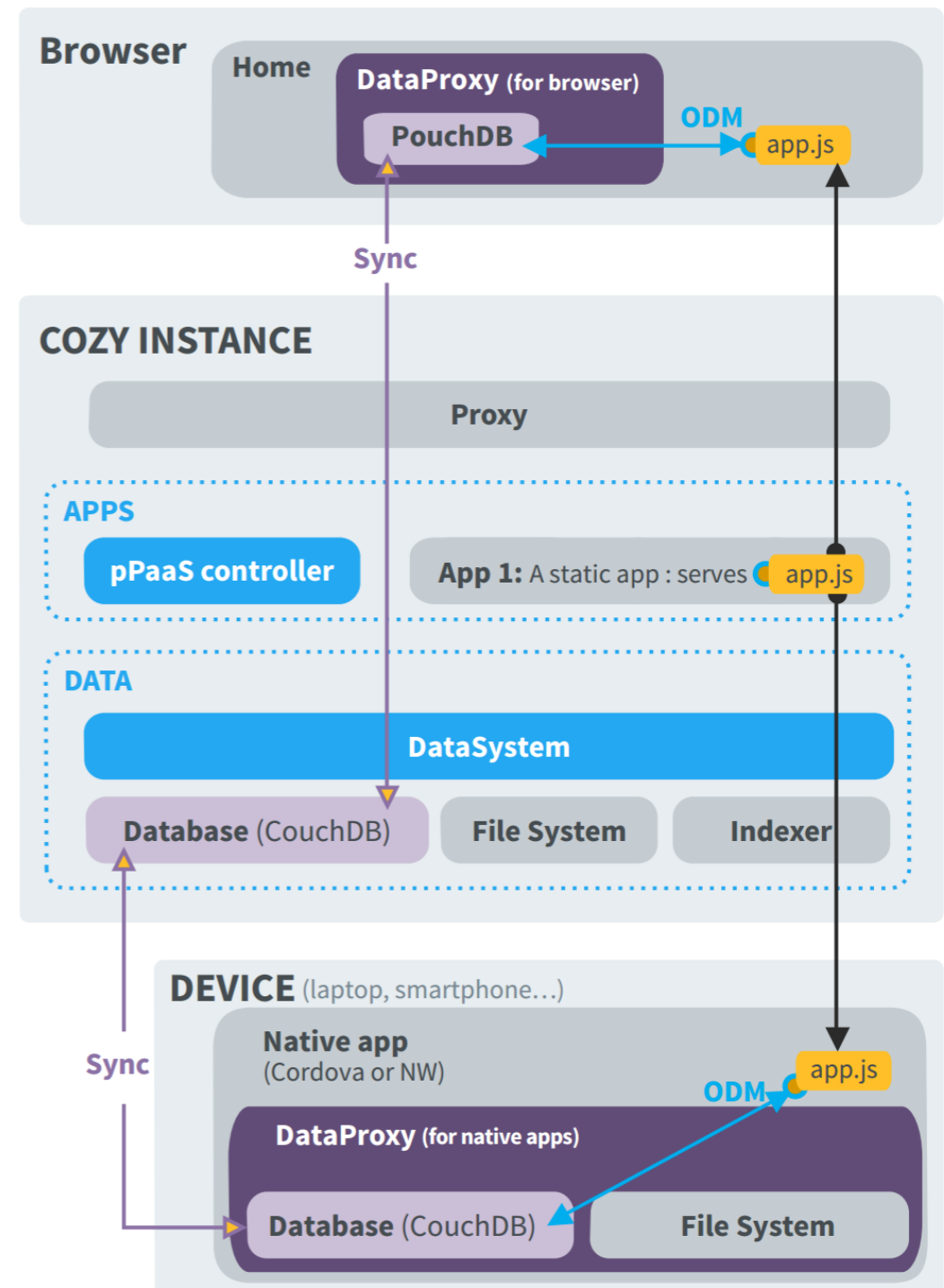


TECHNOLOGY

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...



TRUST & SAFETY

Why our platform is secure



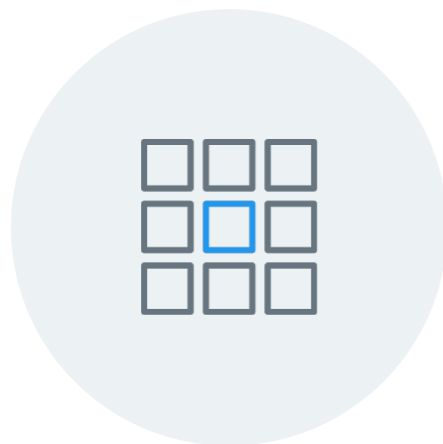
OPEN SOURCE



APP AUDITING



SECURITY ALERTS



**PARTITIONED
ARCHITECTURE**



**DATA
DISTRIBUTION**



**VIRTUOUS
BUSINESS MODEL**



cozy.io



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