



HELIOS DATA

With Apple, Google, Facebook, and Amazon replacing GE, Walmart, JP Morgan, and ExxonMobil as the most valuable companies in the world, data are also replacing gold and oil as the most valuable and important resource in human history. Data are the new “oil” that is driving companies toward new business models, and better decisions and outcomes for their stakeholders. Societally, data now fuel similarly critical activities in public sector organizations, and even the most intimate decisions of our own daily lives, where they keep us informed, help us to make smarter decisions and are enabling for all a massive wave of new opportunities for personal and social value creation unlike any seen before.

However, not everyone has enjoyed the benefits from the explosive growth of data and the numerous new possibilities they have enabled. While the new data-economy heroes are enjoying unprecedented successes, their old-economy counterparts struggle with the competitive pressures from the newcomers. Traditional companies, especially those rich in consumer data “reserves”, such as telecommunication service providers, banks, retailers, transportation companies, and insurers, are desperately keen to embrace the new data-driven business paradigm, and monetize their own enormous, petabyte-magnitude stores of consumer data. They have modernized platforms and hired data scientists, and more; but that hasn’t been enough. Why? Underneath it all, these firms don’t know enough about or have strong governance oversight over their data, but more urgently:

- They lack clear authorization for data monetization because of the ambiguity associated with data ownership;
- They are unable and untrusted to satisfy concerns of personal data security, especially when sharing personal data with a third-party.

As a result, data monetization remains a distant dream for most of them, even more so the firms that are heavily regulated and constantly under public scrutiny. For them, it just isn’t worth the risk.

The death blow to monetization for such companies is the enactment of the EU’s General Data Protection Regulation, or GDPR, and the global paradigm shift it has sparked in data privacy and protection regulation. It has opened up yet another, and more dangerous battle front for the data-rich traditional companies, who must find solutions quickly to meet not just local but effectively global data privacy regulations, at the penalty of enormous fines and other potential legal sanctions. Instead of data being an asset, like oil reserved in the “old” model, data actually are becoming a cost, a liability, and a huge even existential headache for many traditional companies. How can companies remedy the dangers, and, even more important, join the data economy and compete to win in it?

Helios Data is a Silicon Valley-based company that is focused on providing technologies that secure data collaboration and network data security, and enable data privacy and protection compliance. Leveraging advanced AI and network technologies, and collaborating with leading scholars and technologists at MIT,

Stanford and the University of Michigan, Helios developed a disruptive technology platform to help consumer-facing data-rich enterprises not only to meet the GDPR challenge, but also to turn data into data asset, and elevate compliance activities into a powerful new source of revenue while fearlessly defending the privacy and freedom of personal human rights for billions of global citizens.

What is needed is a “CLEAN” personal data economy, where personal data are well- identified and understood, with ownership and control firmly in the hands of its owners, meaning the data subjects themselves. By tying GDPR-type compliance with data assetization, Helios’ technology promises to create a CLEAN data environment for GDPR- compliant enterprises, and enables, critically, a CLEAN data marketplace where owners, with the professional assistance of the platform where their data are located, can trade their personal data freely, openly and profitably, with unparalleled transparency and security. This technology platform would transform GDPR and other data privacy compliance programs from a huge cost and liability into a powerful and sustainable new source of revenue and asset growth for data-rich enterprises worldwide. This is possible because GDPR and its kin clearly assigns controls of personal data to data subjects, meaning the persons whose data are collected, held and processed. This assignment provides the legal basis and framework to turn data into data assets that can be monetized.

When data control-rights are clear, companies that are required to be GDPR compliant can use Helios’ proprietary technologies to identify and manage personal data ¹for each data subject on their network with unparalleled visibility, virtually consolidate and dynamically track personal data real-time, and then transfer control/ownership of data to the data subjects themselves so they can exercise their rights under GDPR easily and effectively. By transferring definitive control of data, rather than relying on a simple opt-in or opt-out agreement, and by establishing a documented and permanent chain of consent and control, data-rich enterprises can meet the GDPR compliancy challenge. And by giving control of their data assets to profit-maximizing, self-motivated individuals and by offering them a range of attractive data investment options, with data usage, security guarantees, financial rewards, and fee-sharing structures clearly articulated in the product prospectus, companies that use Helios’ technology to comply with GDPR requirements, and to develop a CLEAN data infrastructure can empower and motivate millions, if not billions, of new data asset owners to jointly engage in and create mutually beneficial data monetization opportunities, and in turn unlock untold billions in value.

Leaders who guide their firms with huge data “reserves” quickly to achieve compliance with GDPR will be the first to be able to carefully understand their data subjects and data assets on their platforms and will be “first movers” in terms of clever product design and market success. They will be well-positioned to transform themselves into leaders in CLEAN data custodianship, CLEAN data brokerage and CLEAN data dealing. With clear consent and control of usage of data in cleverly-designed data products, like financial securities and products in traditional asset management market, GDPR-compliant companies can further transform

¹ “Personal data” is the term used in GDPR (see Article 4(1)) and most other data protection and privacy mandates that encompasses Personally Identifiable Data (“PII”), Personal Health Data (“PHI”), and other groupings of data can identify people.

themselves into “data asset management” companies on behalf of data owners, just as Fidelity and Blackrock provide products and services that enable owners of financial assets. In addition, this transformation of personal data can lead to the full expression of its economic value as an intangible asset and pave the way for such data to be considered by accounting and securities regulators as able to be capitalized as tangible assets, which would boost the balance sheets of data-rich traditional companies and provide a permanent lift in shareholder value. This would be a game changer for those traditional companies left behind by the data-economy!

Along the way towards shared success by both data subjects and data-rich traditional enterprises, a CLEAN data economy will become established, where ONLY data with clear and legitimate owner-provided consent and control will be transacted. This CLEAN data economy will be open and transparent, and profits will be fairly, according to market principles, distributed among data subjects and intermediaries. In addition, other critical intermediaries functions, similar to those that exist in the traditional financial markets, will be created, such as data exchanges, data investment advisors (ad-tech companies), rating agencies, etc. Further, with data assetization, data asset securitization can become a reality. A murky, poorly regulated global digital marketing market of US\$300 billion dollars can, through the CLEAN technologies, be transformed into a transparent multi-trillion-dollar CLEAN data asset and securitization market with the participation of economically motivated individuals and institutions, secure and transparent data exchanges, and professional intermediaries and institutional data asset managers. This would be a winning outcome for data subjects and companies alike.

Like Rome, the CLEAN economy is not built in one day. However, with strongly motivated data-rich traditional enterprises and consumers both stand to benefit enormously from an open, transparent and fair data economy, and a data subject centric legal framework enabled by GDPR, powered by the disruptive technologies provided by Helios, will greatly accelerate the development and emergence of the CLEAN data economy.

The global digital economy is huge today; however, it is concentrated in the hands of a few. Without sufficient competition, all the classical problems associated with an unbalanced market system dominated by a few large players will continue to emerge. Furthermore, due to the special “non-rivalry²” nature of data and the opaqueness of the personal data market today, unintended consequences are rife in today’s social and political realm due to the misuse of data, even where it is lawfully acquired (e.g., Cambridge Analytica). With the advent of 5G and IOT, more data will be created, and more social and economic data abuse- related issues are projected. Without a well-established and fully functioning global institutional framework for big

² In economics, a good is said to be “rivalrous” or “rival” if its consumption by one consumer prevents simultaneous consumption by other consumers, or if consumption by one party reduces utility/ability to use to another. A good is considered non-rivalrous or non-rival if, for any level of production, the cost of providing it to a marginal (additional) individual is zero.

data, a CLEAN data economy, where consumers are empowered such that ONLY data with clear consent and controls are allowed to be exchanged, is one of the few options available for a just and transparent digital world.

As a pure technology company with a number of disruptive technologies developed and endorsed by the best technologists in the world, Helios is committed to help to create a CLEAN data economy. Our technologies are designed to be the pillars that will power the creation and support the development of an exciting paradigm and progressive global initiative.

The CLEAN data movement is clearly just getting started; but with an emerging progressive legal framework of personal data privacy and protection globally, a powerful paradigm of personal data sovereignty and control, and a prospect of a shared success through new and robust technologies, firms and their data subjects can work together to unlock value to create a better, more prosperous future.

ABOUT HELIOS DATA

Helios data is a Silicon Valley based technology company that focuses exclusively on secured data collaboration and network data management and privacy compliance. Leveraging advanced AI and network technologies, Helios developed a disruptive technology platform that ensures consumer-facing data-rich enterprises to be completely compliant with GDPR and other data privacy regulations. Collaborating with MIT, Stanford and the University of Michigan, Helios created a new CLEAN data marketplace for GDPR compliant enterprises, where personal data can be traded freely, openly and profitably with unparalleled transparency and security. Therefore, transform GDPR and other data privacy compliance from a huge cost and liability into a powerful new source of revenue and asset for data-rich enterprises worldwide.

The Helios team, including our founders, employee, advisors, and investors, has the dream combination of technical expertise, business acumen, intellectual prowess, and entrepreneurial spirits with proven success.

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