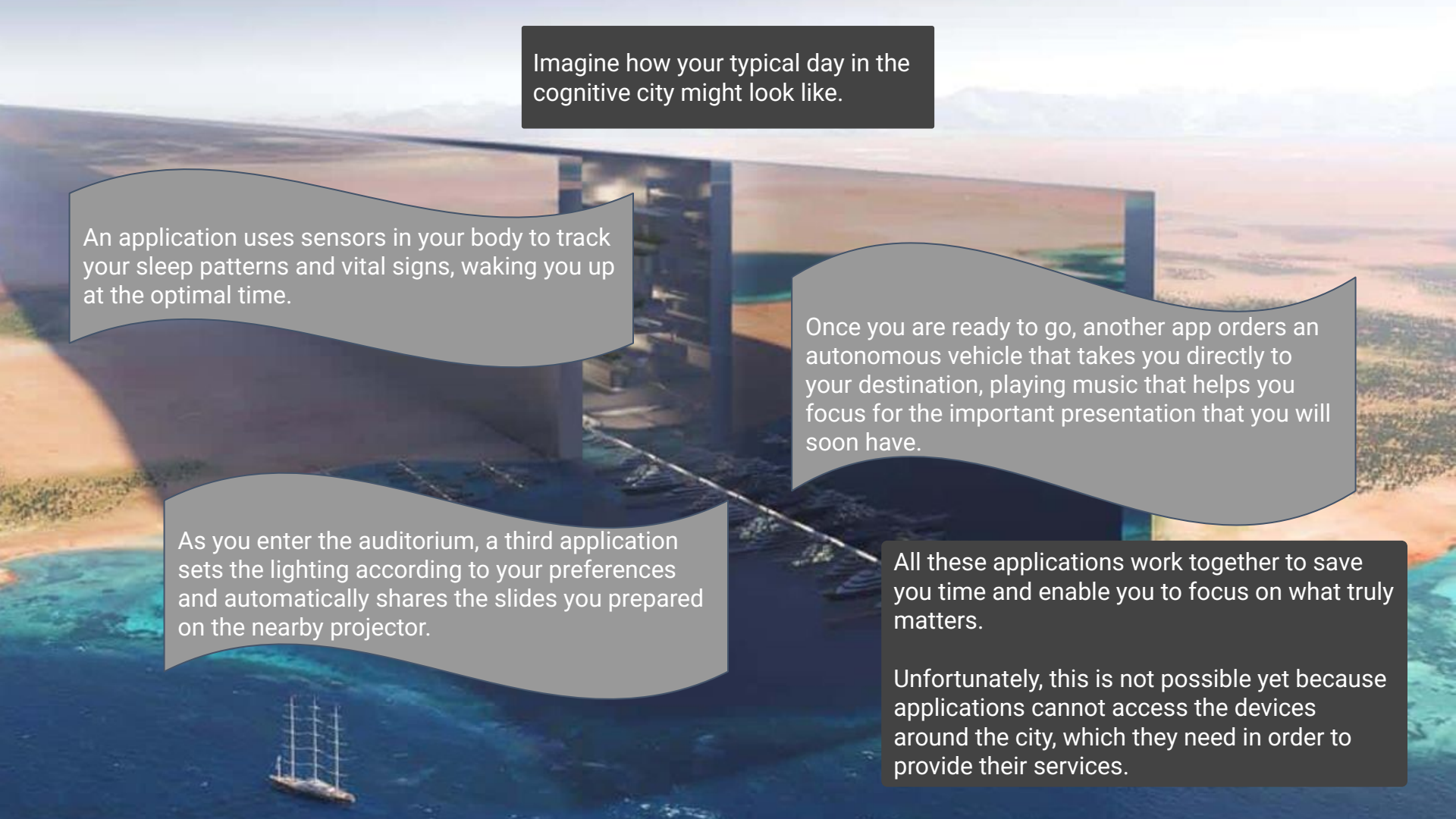


OMNIA

SEAMLESSLY CONNECT THE
DIGITAL AND PHYSICAL WORLD

Our mission is to enable **city-wide Internet of Things applications** that can learn, predict and adapt to people's needs.

The background image shows a futuristic cityscape. A large, modern building with a glass facade is visible, reflecting the sky. In the foreground, a sailboat is on the water. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The overall scene is a blend of nature and technology.

Imagine how your typical day in the cognitive city might look like.

An application uses sensors in your body to track your sleep patterns and vital signs, waking you up at the optimal time.

Once you are ready to go, another app orders an autonomous vehicle that takes you directly to your destination, playing music that helps you focus for the important presentation that you will soon have.

As you enter the auditorium, a third application sets the lighting according to your preferences and automatically shares the slides you prepared on the nearby projector.

All these applications work together to save you time and enable you to focus on what truly matters.

Unfortunately, this is not possible yet because applications cannot access the devices around the city, which they need in order to provide their services.



PROBLEM



No city-wide IoT infrastructure for the people

Today's smart city infrastructures are designed for the machines



Limited access to IoT devices around the city

Developers need to be experts in a wide range of IoT protocols



Cognitive applications constrained to smart homes

People cannot benefit from these services in other environments



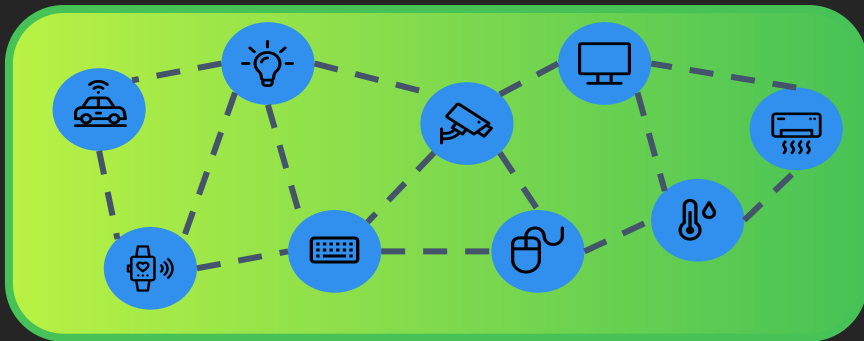
SOLUTION

IoT PLATFORM FOR CITY-WIDE COGNITIVE APPLICATIONS

Application

Application

Application



New ways of interaction are enabled by the **IoT devices** around you and thanks to the **uniform interface** of Omnia, devices act as if they were part of one ubiquitous computer.

In the future, the whole city will be part of this computer, and we will seamlessly interact with it via the trillions of IoT devices in the Omnia Network.

The uniform interface is what enables developers to create applications that can access any device they need, without worrying about the protocol-specific details.

This is what unleashes the full potential of **cognitive applications** and enables people to experience the benefits of living in the cognitive city.



SYSTEM OVERVIEW

Application

Application

Platform

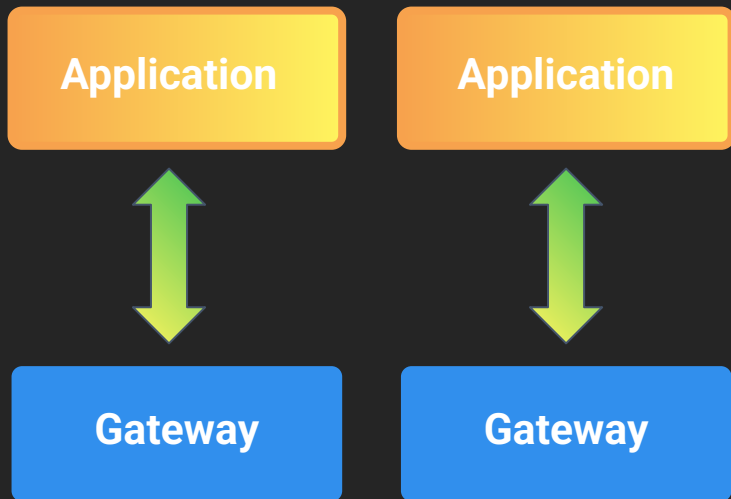
Gateway

Gateway

- Interact with the platform to discover devices near the user
- Use the gateway to access the devices they need
- Connects to gateways
- Manages access to devices in the Network
- Matches the applications to devices they need
- Connect to IoT devices nearby
- Expose uniform interface to access the devices
- Earn tokens proportionally to connected devices



SECURITY AND PRIVACY



Privacy and data ownership are key to create a **trustworthy cognitive city** and this is why our platform is not monetizing the users' data.

Data flows between devices and applications without our interference and we use state-of-the-art cryptography in order to guarantee a secure platform which people can trust.



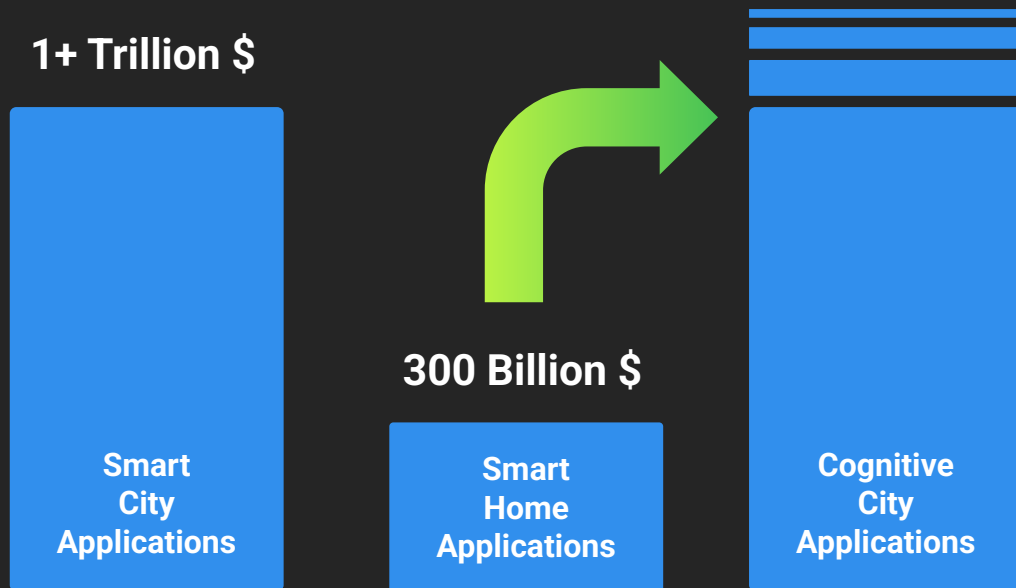
CUSTOMER



Omnia acts as the **marketplace** for cognitive applications: people pay to use the applications created by developers and we earn a fee from these transactions.



MARKET



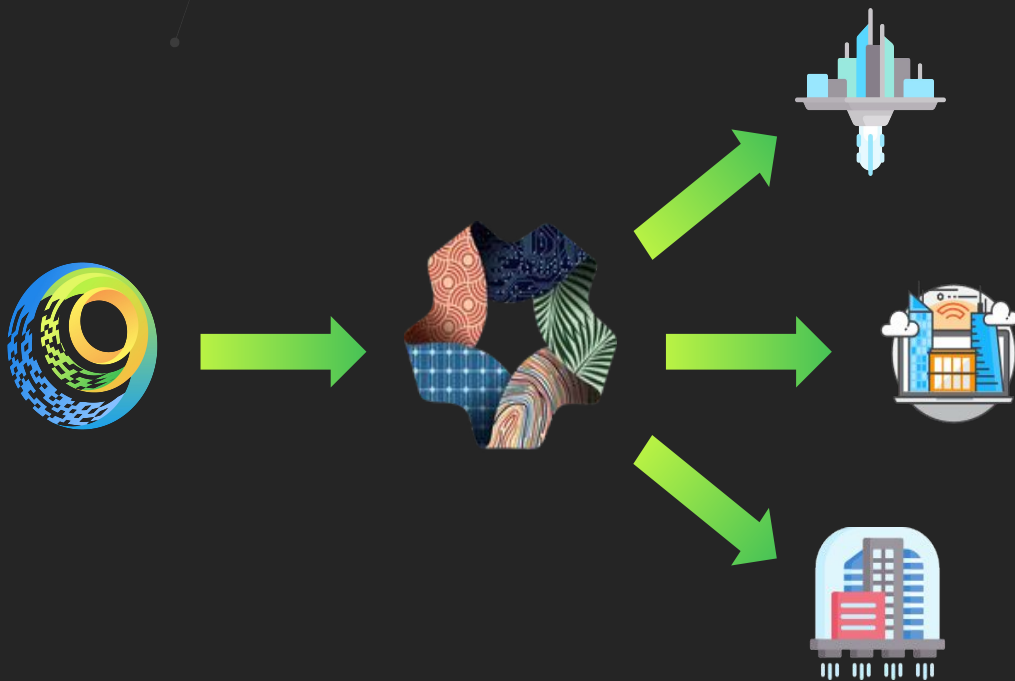
Today, the market for cognitive applications is limited to smart homes.

However, thanks to Omnia, cognitive applications will have a **city-wide scope**, thus providing useful services to the people, everywhere and at any time.

We expect city-wide cognitive applications to eventually overtake the market for smart city applications, which is expected to be worth 1+ trillion dollars by 2025.



BEACHHEAD MARKET



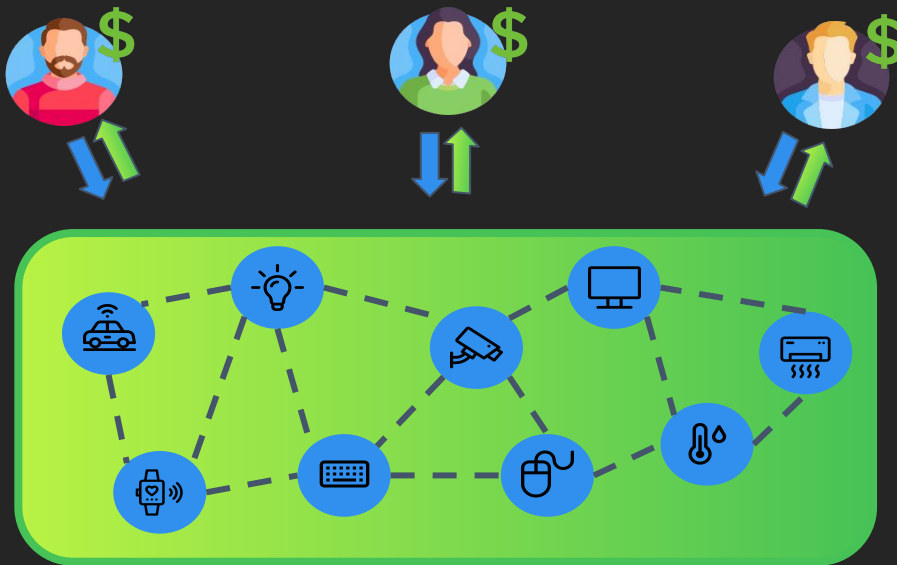
Being the first to pursue the vision of a cognitive city, THE LINE is the perfect **beachhead market** for Omnia. THE LINE is also a great playground to develop and test city-wide and people-centric IoT applications.

With the Omnia Network, THE LINE will become the **standard** that cognitive cities of the future will follow, representing a new way of organizing society and living life.



GO-TO-MARKET

BOOTSTRAPPING THE NETWORK



To have a successful go-to-market, we first have to create a network of IoT devices.

The community around decentralized connectivity infrastructures, shows that rewarding people for their contributions is a great incentive to bootstrap scalable and decentralized systems. This way, a large IoT infrastructure, like the one needed for the LINE, can be built **without huge upfront investments by a single entity**.

Enabling people to contribute to the creation of the Omnia Network reduces the risks and speeds up the process of creating a cognitive city.



GO-TO-MARKET

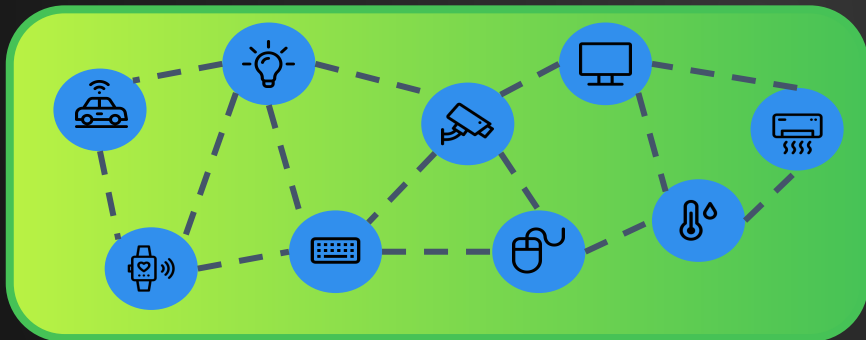
ENROLLING DEVELOPERS



Application

Application

Application



Then, we must focus on enrolling **developers** who will create the amazing applications used by the people around the city.

For this, we will initially target the community of developers who are already building applications for smart home ecosystems.



GO-TO-MARKET



People contributing
their devices



Developers creating
cognitive applications

We want to merge these two **communities** by incentivizing people to contribute their devices to the Omnia Network and developers to create city-wide cognitive applications.



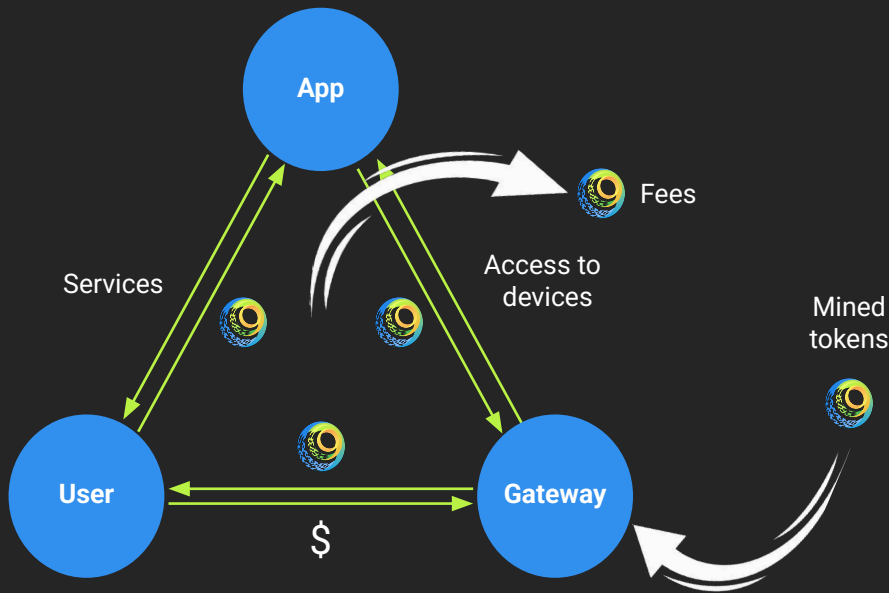
REVENUE MODEL

By installing our gateway to connect your devices, you are **rewarded fungible tokens**. This incentive is what enables us to bootstrap a decentralized network of IoT devices.

Thanks to the Omnia Network, you can monetize the devices that you already have, as **users have to buy tokens from your gateway and spend them to use the cognitive application**.

To accomplish its goal, an application must access the devices via your gateway and for this the **app pays the gateway a share of its earnings**.

This creates a market between devices, applications and users and we earn a **fee** from the transactions in the Network.



Services



App

Network

User

Gateway

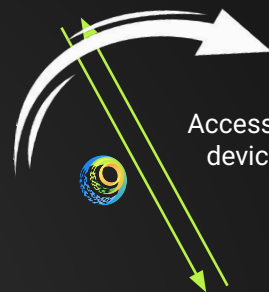
Market

\$

Fees

Access to
devices

Mined
tokens





COMPETITORS



TALQ: smart city infrastructure



Helium: decentralized connectivity network



Robonomics: IoT platform for industrial applications

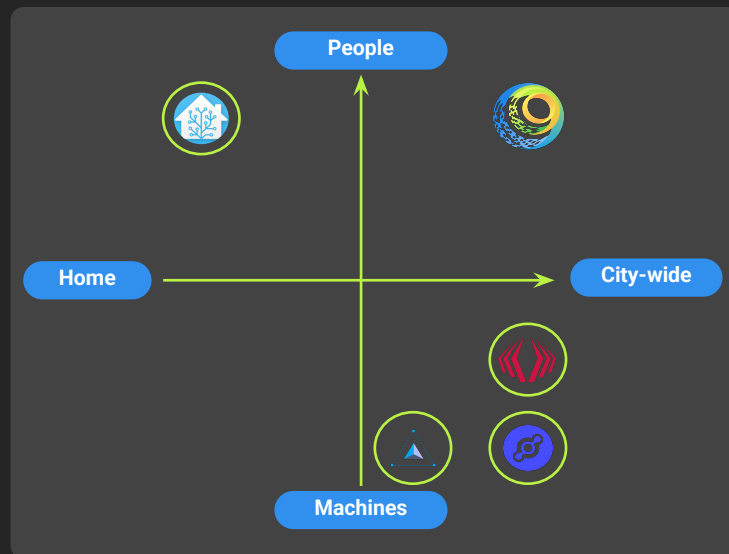


Smart home ecosystems

IoT infrastructures are designed for **machines** and are focused on **industrial and smart city applications** such as lighting automation and waste disposal.

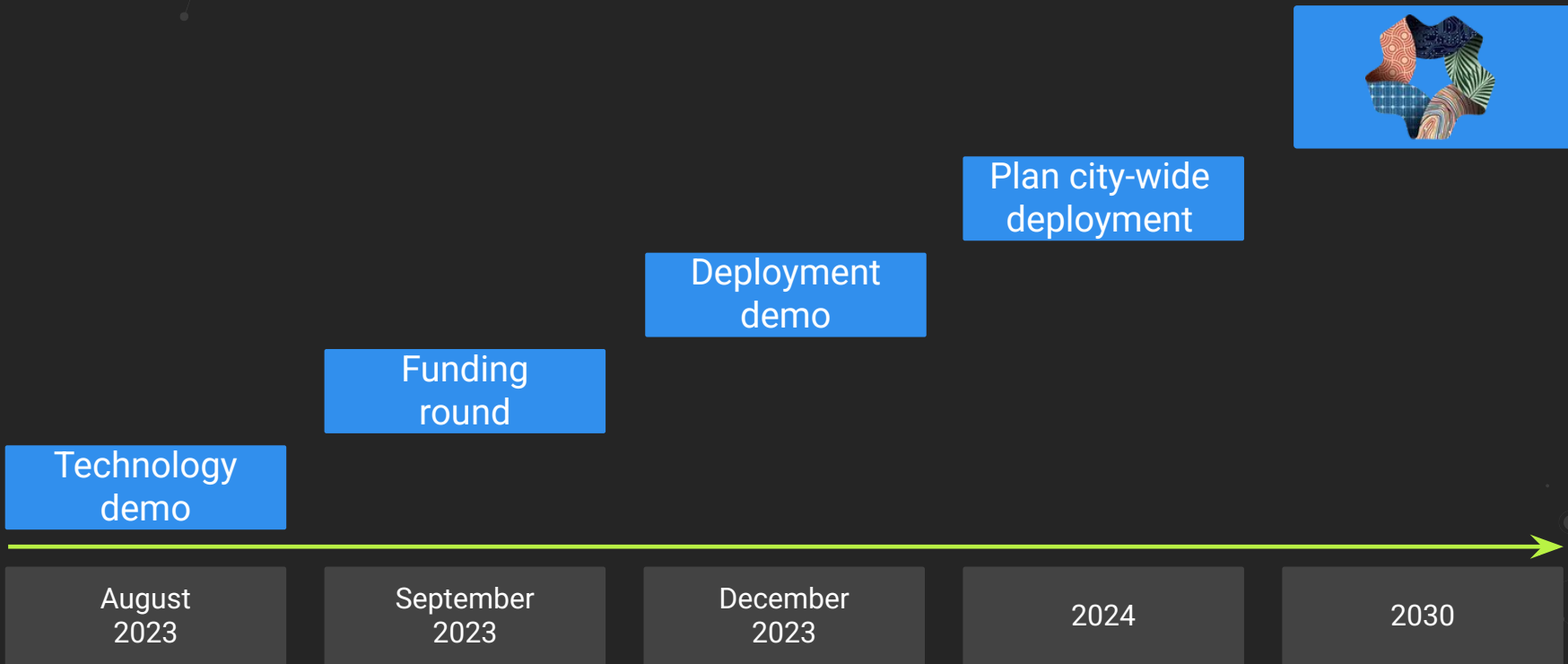
Smart home ecosystems enable people-centric applications that are **limited to the user's home**.

Omnia is the first IoT platform designed for the **people** enabling **city-wide cognitive applications** and bringing the benefits of a truly smart home, anywhere else.





ROADMAP





TEAM



**LUCA
BERTELLI**
CTO

- lead developer in multiple tech startups
- experience with scalable IT infrastructures



**MASSIMO
ALBARELLO**
CEO

- state-of-the-art knowledge in IoT and blockchain
- industry experience in the IoT business



**DOMINIQUE
GUINARD**
Advisor

- pioneer of the Internet of Things
- founder and CTO of EVRYTHING (IoT Cloud)



SUMMARY



1

Network of IoT
devices with uniform
interface



2

Developers create
city-wide cognitive
applications



3

People experience a
truly cognitive city



LET'S

MAKE NEOM THE MODEL FOR
COGNITIVE CITIES OF
THE FUTURE