

element

**MODERN AI
TO PROVIDE DIGITAL IDENTITY
FOR EVERYONE**

Adam Perold

Co-founder, President & CEO

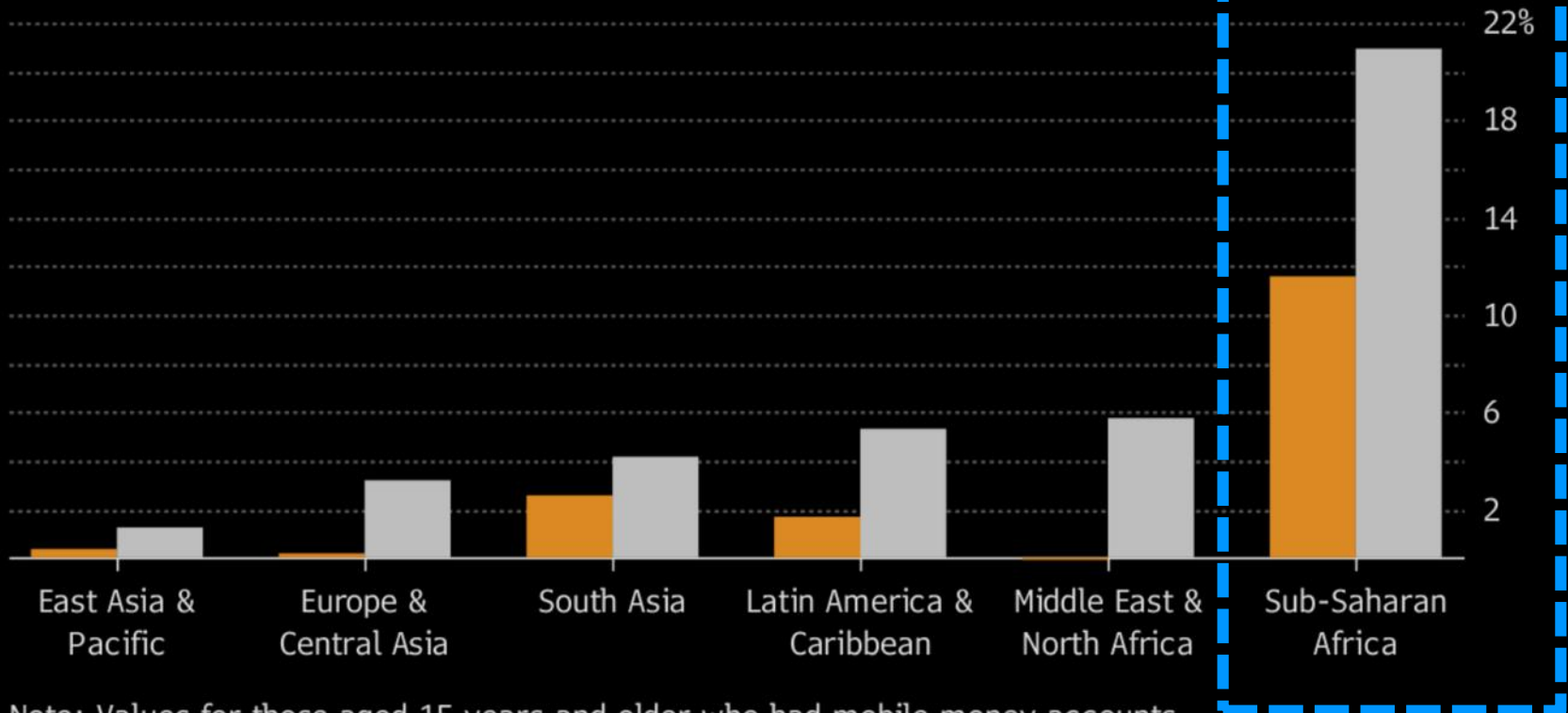
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INC

QUICK WARM-UP

Driving Mobile

Sub-Saharan Africa is the world leader in mobile-phone banking

■ 2014 ■ 2017



Note: Values for those aged 15 years and older who had mobile money accounts

Source: World Bank Global Findex Database

Bloomberg

QUICK WARM-UP

Average Smartphone User in Nigeria

193 minutes daily

browsing, texting, calling

QUICK WARM-UP

Mobile Share of Internet Traffic

Increased from 42% to 79%

from 2011 to 2015

QUICK WARM-UP

1,000 Naira can buy

15x more data

in 2016 vs 2011

QUICK WARM-UP

Total WW Smartphone Users (billions)

2008

2013

2018

0.24

1.5

2.5+

1B+ New Smartphone Users

in 5 years

QUICK WARM-UP

UN World Population Prospects 2017 Revision (billions)

	2017	2050
World	7.55	9.77
Africa	1.26	2.53

1.3B of 2.2B

**Total Population Growth
= Africa**

PROBLEM



- (1) The World is Becoming Mobile Device-Led**
- (2) Addressing the Identity Needs of Large Populations is Critical to Addressing the Planet's Greatest Challenges Over the Next 3 Decades**

This is why we formed Element

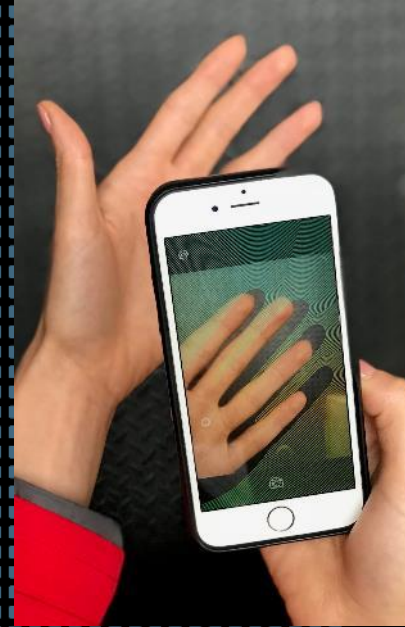
SOLUTION



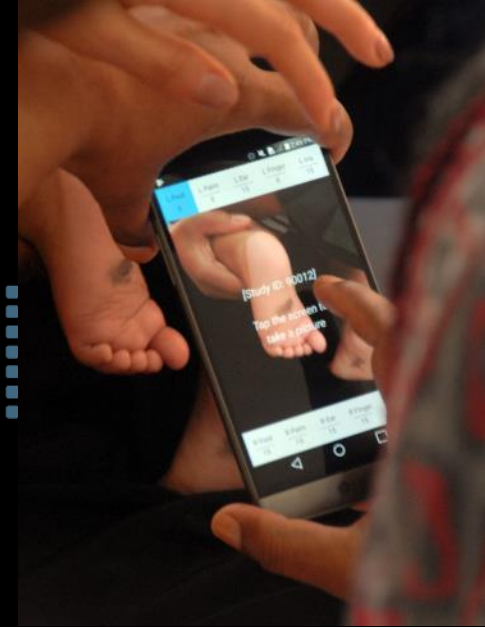
Palm



Face



Fingerprints



**Infant
Biometrics**

ABOUT US



ADAM PEROLD
CO-FOUNDER & CEO



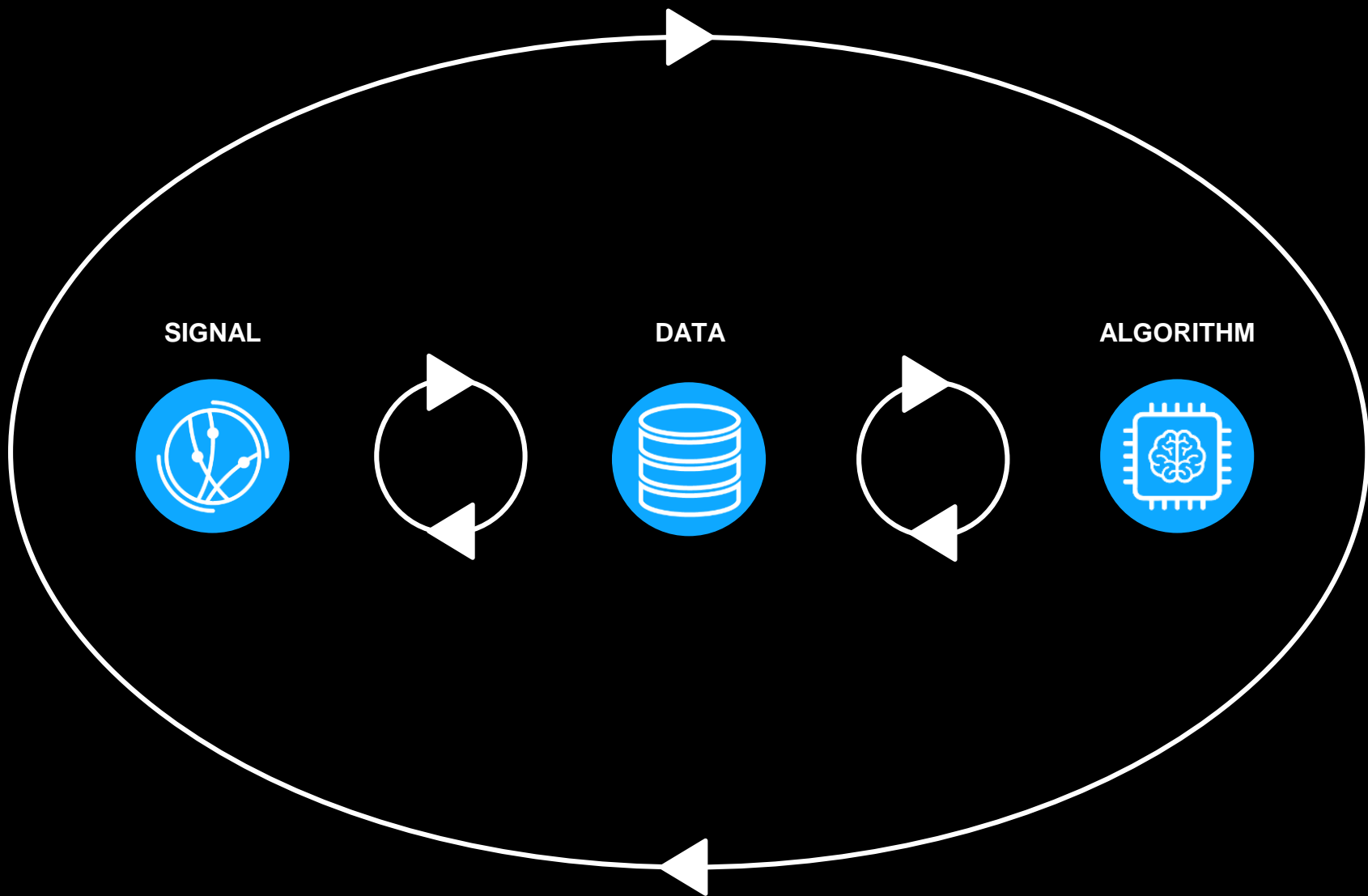
YANN LECUN
CO-FOUNDER, CHIEF SCIENCE ADVISOR
DEVELOPED MODERN A.I. FIELD

ONE OF FIRST MODERN AI RESEARCH LABS
THE FIRST FOCUSED ON DEVELOPMENT

SOLUTION

- **PERFORMANCE: 1 in 50,000 and 1 in 200,000 FAR**
- **PORTABILITY: CROSS-DEVICE / NO PHONE OWNERSHIP**
- **SECURITY ARCHITECTURE: NO IDENTIFIABLE DATA**
- **OFFLINE: ENROLL + ID LOCAL TO DEVICE**
- **IDENTIFICATION: 1-N MATCHING**

WHY A.I. ?



WHY A.I. ?



SOURCE: SCROLL.IN, PRASHANT REDDY, MAR 29 2017 "AADHAAR: AMID THE DEBATE ABOUT PRIVACY, THE MORE PRESSING ISSUE OF EXCLUSION HAS BEEN FORGOTTEN"

FUTURE PROOF PLATFORM

2018

2025

2030

2040

2050

- **MOBILE NATIVE: MEET PEOPLE WHERE THEY ARE**
- **INTEGRATE: CURRENT / FUTURE APP ECOSYSTEM**
- **UPDATES PUSH WIRELESSLY ACROSS COUNTRY**
- **MORE DATA = BETTER INFORMED / OPERATED SYSTEMS**

LOWER COST

LEGACY HARDWARE

NO COST OF SPECIALIZED HARDWARE

LEVERAGES INCREASING SMARTPHONE UBIQUITY

DEPLOYS WIRELESSLY ACROSS A COUNTRY

CENTRALIZED SUPPORT

NO COST OF SYSTEM CHANGE: UPDATES PUSH WIRELESSLY

UBIQUITOUS MOBILE SOFTWARE

CASE STUDY

CASE STUDIES

- **NATL BANK: OVER 100 MILLION CUSTOMER ACCTS**
- **NATL HEALTH SYSTEMS: PATIENT IDENTITY END-TO-END**
- **NATL TELECOM CARRIER: 180 MILLION SUBSCRIBERS**
- **CHANGE DELIVERY MODEL: CROSS-SILO / INDUSTRY**

HOW CAN WE WORK TOGETHER?

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THANK YOU!