

Decentralized PDS and Service Mediation

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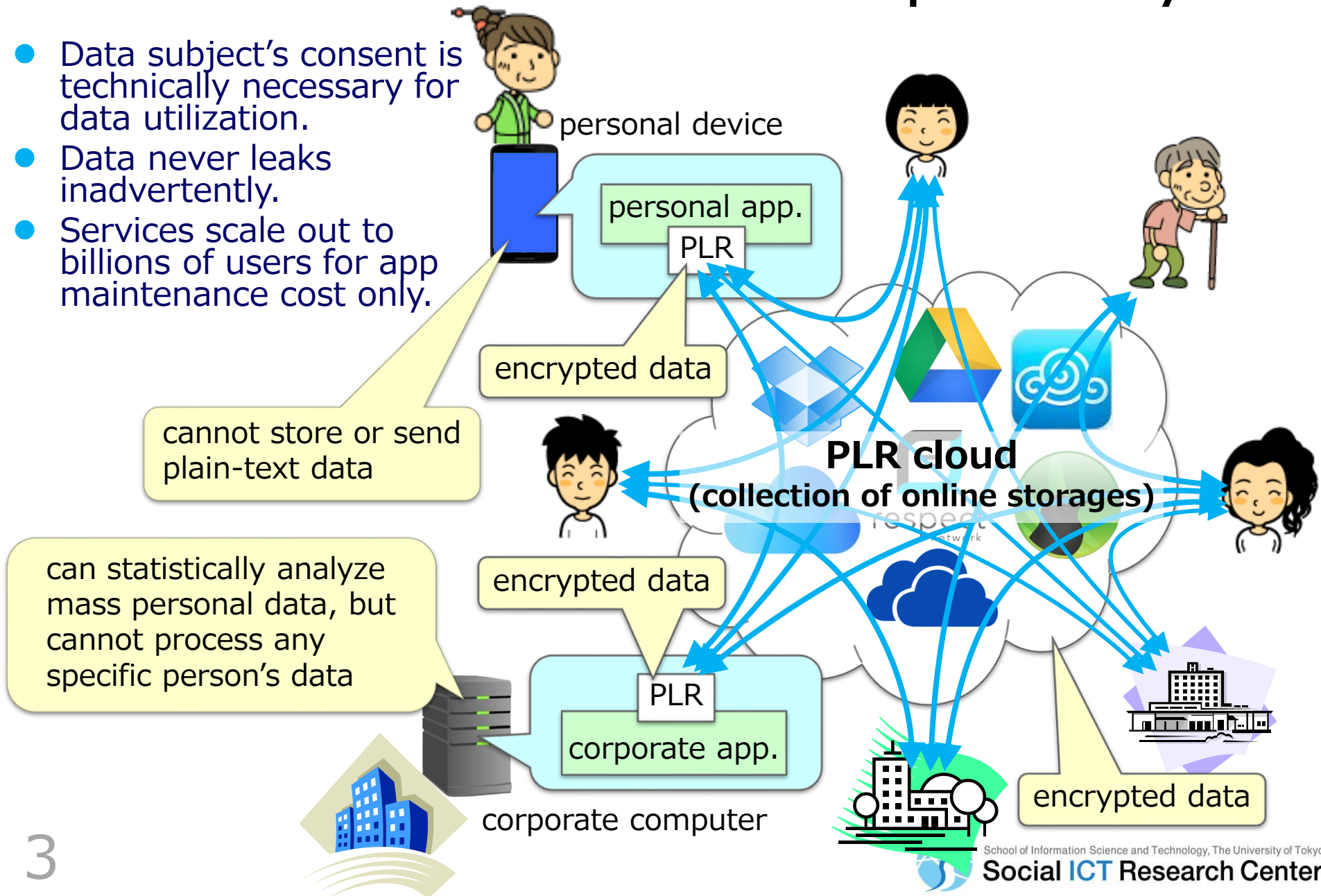
Social ICT Research Center

Overview

- Personal services create huge value.
 - ◆ 110~120% of GDP
 - * services to both consumers and workers
 - including free services such as housekeeping
 - ◆ major aspect of smart city
- The most socially acceptable & the most profitable data business is **service mediation** based on **decentralized PDS**.
 - ◆ potential market size ~ **20% of GDP**
 - ◆ maximum utilization of personal data
 - ◆ **Profit sharing** & **data portability** promote each other.
- PLR is such a PDS.
 - ◆ safe, low-cost, decentralized management of personal data, trade secret (e.g., energy consumption), etc.

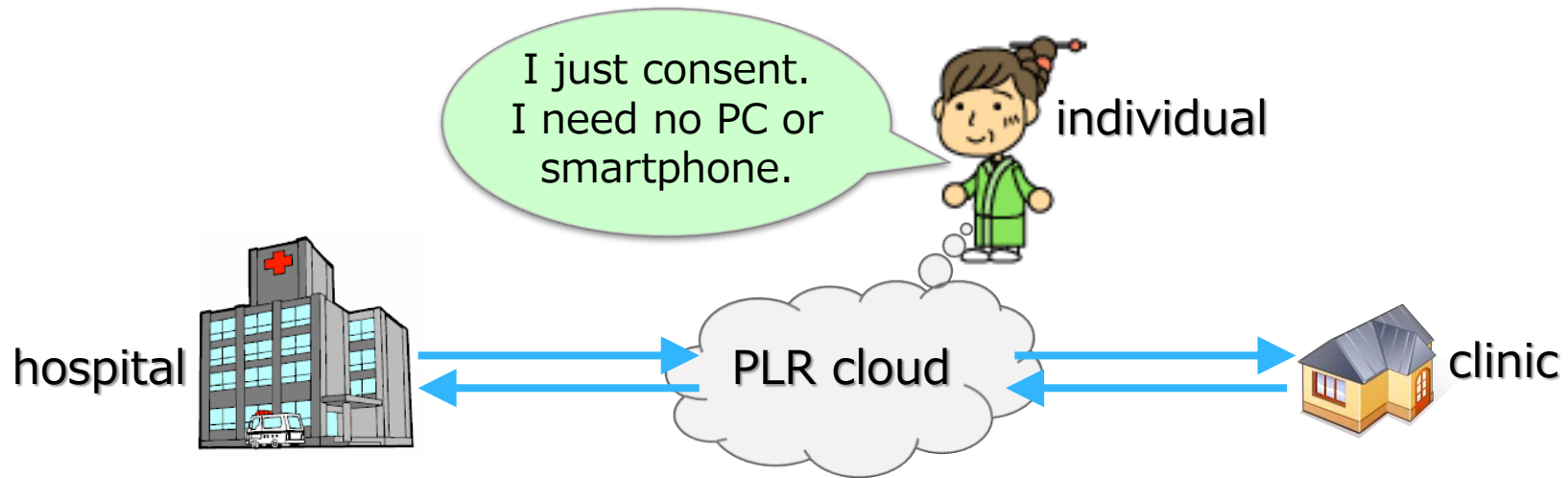
PLR: Personal Life Repository

- Data subject's consent is technically necessary for data utilization.
- Data never leaks inadvertently.
- Services scale out to billions of users for app maintenance cost only.



PLR is Low-Cost and Easy to Use.

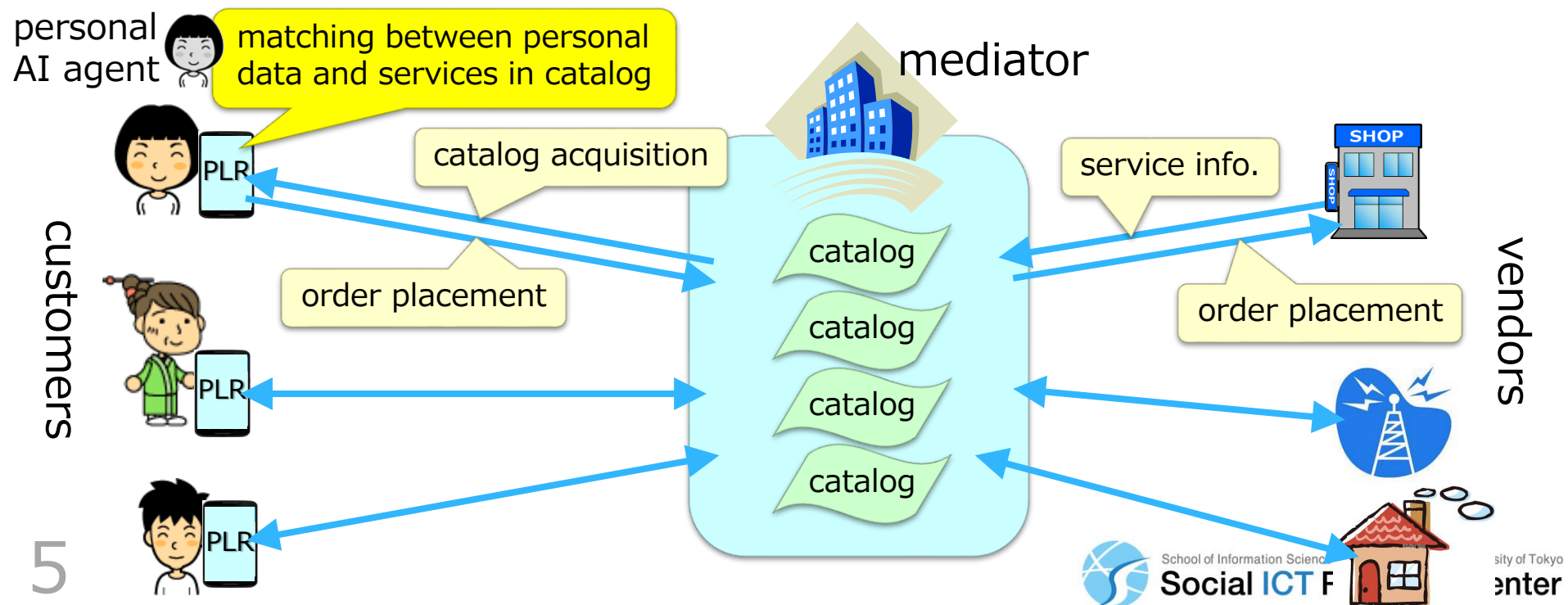
- no IT literacy needed: You should just consent to initial set-up for data sharing through your PLR cloud, without need to operate any device yourself.



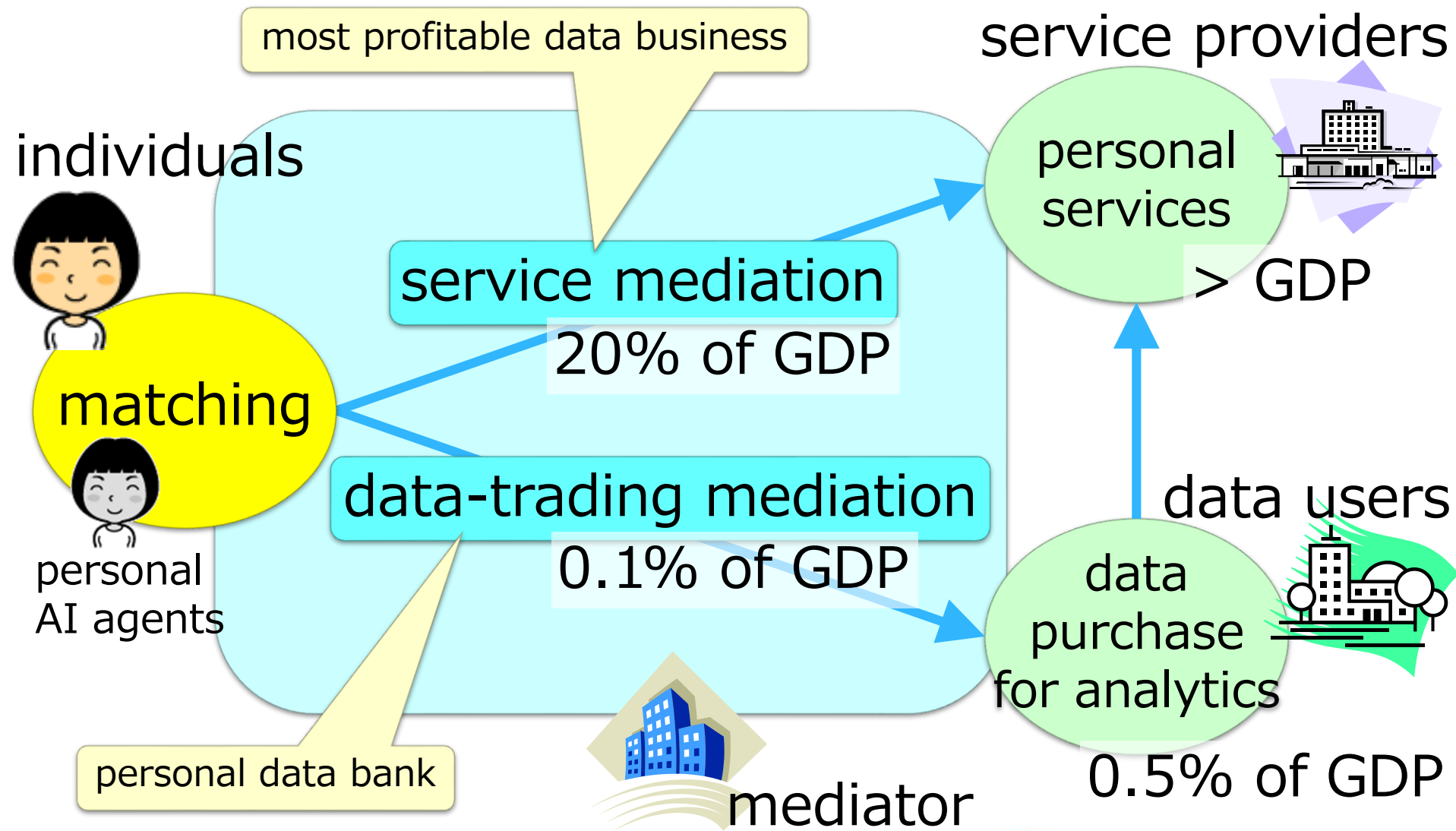
- no expertise needed: You can delegate management of your data to other individuals by PLR.

Service Mediation

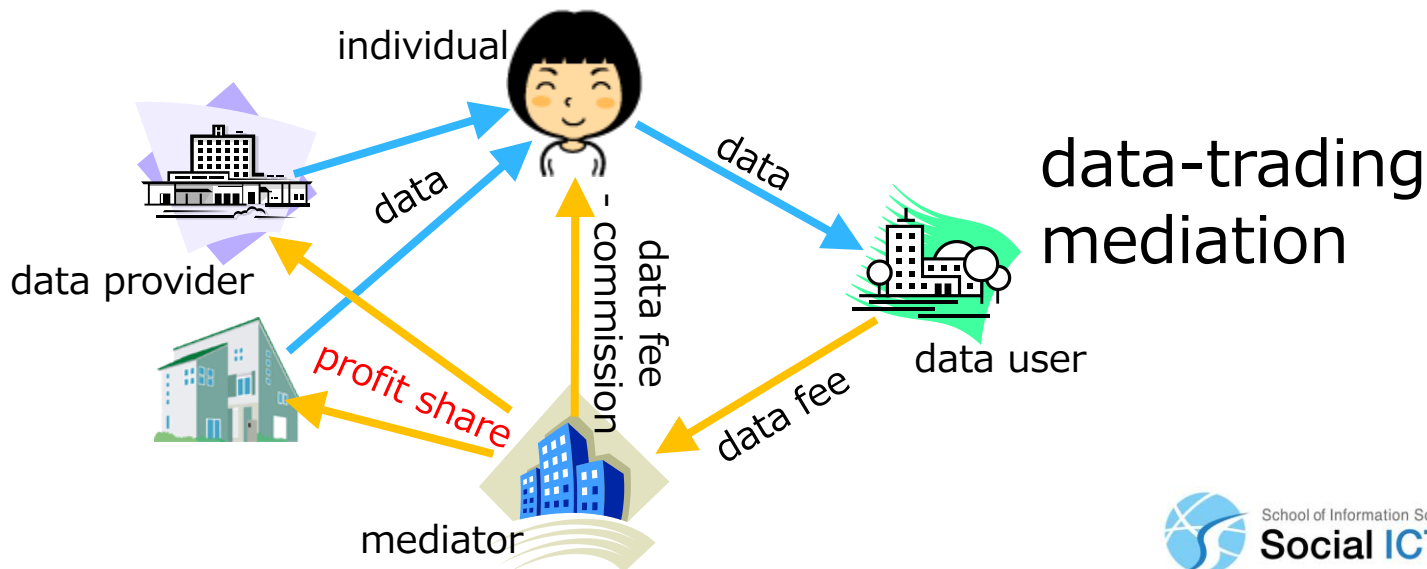
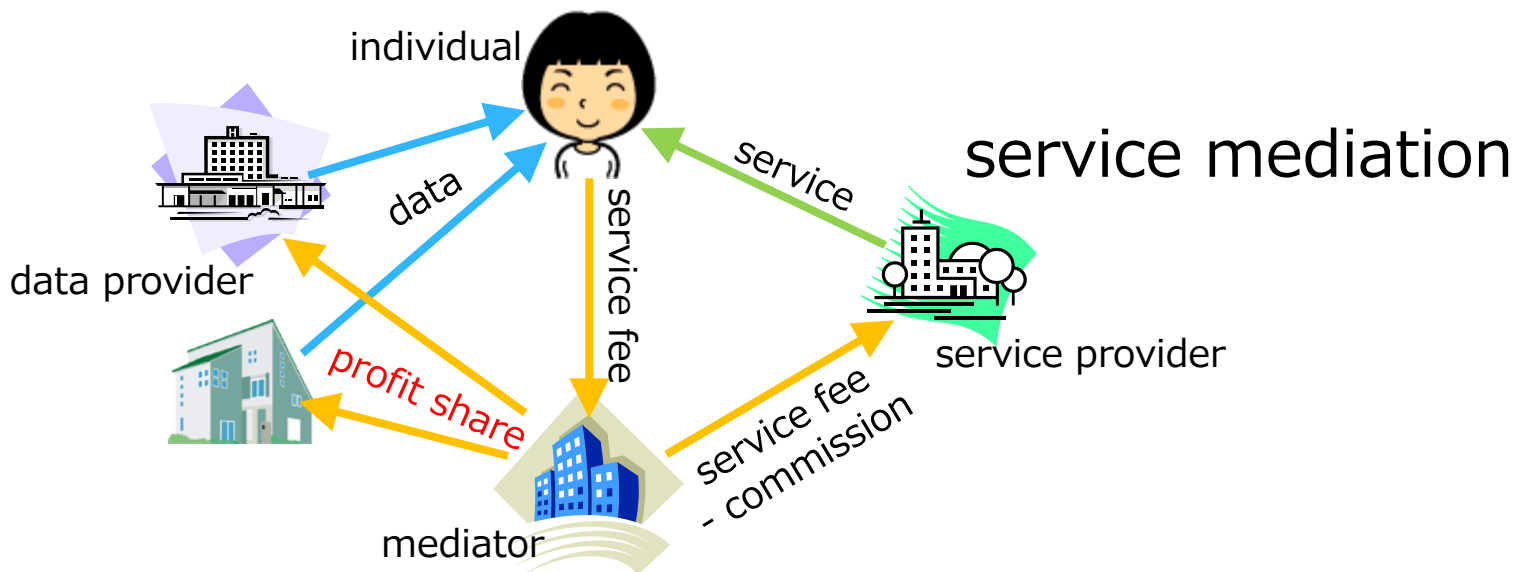
- Your personal AI agent downloads service catalogs, matches your personal data against services therein, and purchases matched services.
 - ◆ safe & accurate because **only you use all your personal data**
 - * Matching may be done in mediator's server without allowing mediator to use personal data for other purposes.



Usages and Values of Personal Data



Profit Sharing \Leftrightarrow Data Portability



Personal-Data Ecosystem

contribution evaluation by
PLR tracing data-utilization

profit sharing
per contribution

data portability

aggregation of
personal data to
data subjects

safe & low-cost data sharing by PLR

value increase
in entire society

matching (AI)

primary use

secondary use

Aggregating Smart Cities and Services

Each PLR user (individual or organization) coordinate with cities, companies, and people, mediating their collaboration.

