ENABLING ICELAND TO LEAD THE PERSONAL DATA ECONOMY
AGENDA

• Iceland is amazing
• What is decentralization
• The perfect place for decentralization
• Unique access to health records
• Example applications
• Iceland Venture Studio
ICELAND IS AMAZING
All complex systems are decentralized
Industrial Age Hierarchical Operational and Business Models don’t work as well in the Digital world we live in.
In a networked digital world businesses need to change how they engage with their customer – decentralization is the way.
UNIQUE ACCESS TO HEALTH RECORDS
Interconnected Electronic Health Record

Accessible for Health Care Professionals:
- Allergies
- Medication
- Diagnoses
- Clinical Notes
- Visits
- Hospital Adm.
- Vital Signs (PHC)
- Test Results
- Physician/Nurse Letter
- Maternal care/Labor and delivery

Central Medications and Immunizations databases also connected
What is included in the API

- Allergies
- Active prescriptions
- Medication history
- Vaccinations
- Visits and admissions
- Self registered measurements

Next data sets available in the API

- Maternity data by the end of this year
- Copy of invoices
- Messages and advice from doctors/nurses
UNIQUE ACCESS TO HEALTH RECORDS

API
ICELAND VENTURE STUDIO
WHAT / WHY / HOW

Ecosystem Approach
Prime Minister’s Office, Ministries of Finance, Health, Infrastructure, Innovation
Data Authority, Financial Services Authority, Competition Authority, British Embassy

Aranja
Onymos
REON
TM Software
Memento
Kolibri
Sigur...

Admon
Blöndal & Fjeldsted
Kosmos & Kaos
Pipar/TBWA
Syndis
Teqhire
Startup Iceland
Paul Richardsson...

Relationships:
Arion Banki
Íslandsbanki
Siminn
N1
Visa
Vodafone
Skeljungur
Icelandair...

Government
Innovation
Support
Industry
“Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently.”

— Rob Siltanen (Apple Think Different Commercial)

We have practical knowledge on how to pick founders who have the capacity to build great companies: we think it is more than “founder picking”, it is also mentoring and coaching. We take an active role in mentoring and coaching the founding team in technology design and development, strategy, business development, team development and recruiting as well as operations. We have explicit experience taking founders from the idea stage to a profitable exit. The greatest value that we add is in helping founders navigate multiple priorities, exposing them to a network of influencers, sequencing tasks and accelerating the value proposition development of the company.
DATTACA LABS ICELAND

CONTACT US

Freyr Hólm Ketilsson
892 8414
freyr@dattacalabs.com

Bala Kamallakharan
895 9786
bala@dattacalabs.com

Find us, like us, follow us
www.dattacalabs.com
www.icelandventurestudio.com
www.facebook.com/dattacalabs
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