



DATTACA
LABS

ENABLING ICELAND TO LEAD THE PERSONAL
DATA ECONOMY

2018

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















DECENTRALIZATION



Map of the Web in 2003

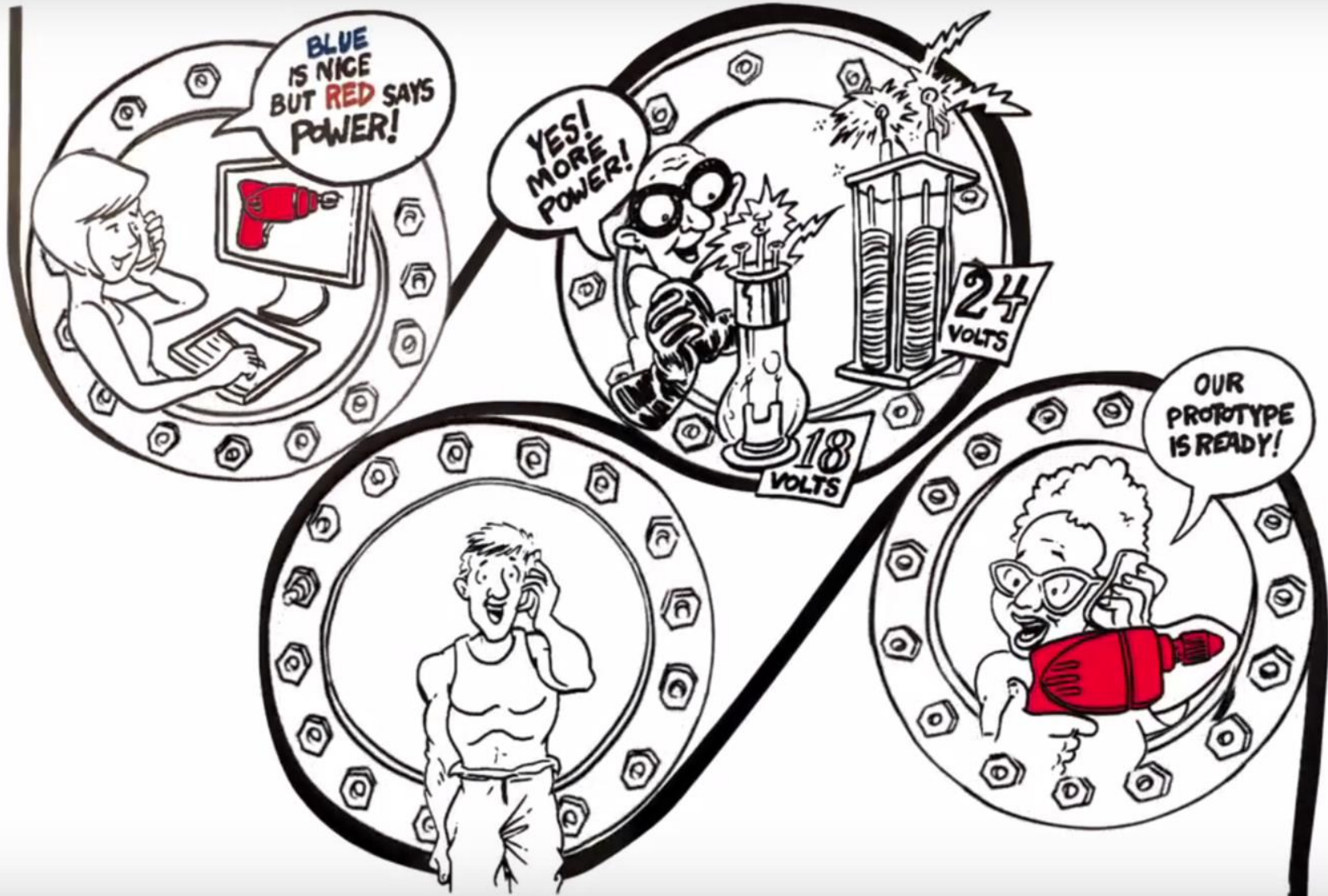
The Opte Project

All complex systems are decentralized

HOW CAN IT BE ACHIEVED?



HOW CAN IT BE ACHIEVED?



A person wearing a red and white plaid shirt is sitting in a field of tall, green grass, typing on a silver laptop. The laptop is open and resting on their lap. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text "UNIQUE ACCESS TO HEALTH RECORDS" is overlaid on the image, centered horizontally and partially obscured by a white horizontal line.

UNIQUE ACCESS TO HEALTH RECORDS

UNIQUE ACCESS TO HEALTH RECORDS

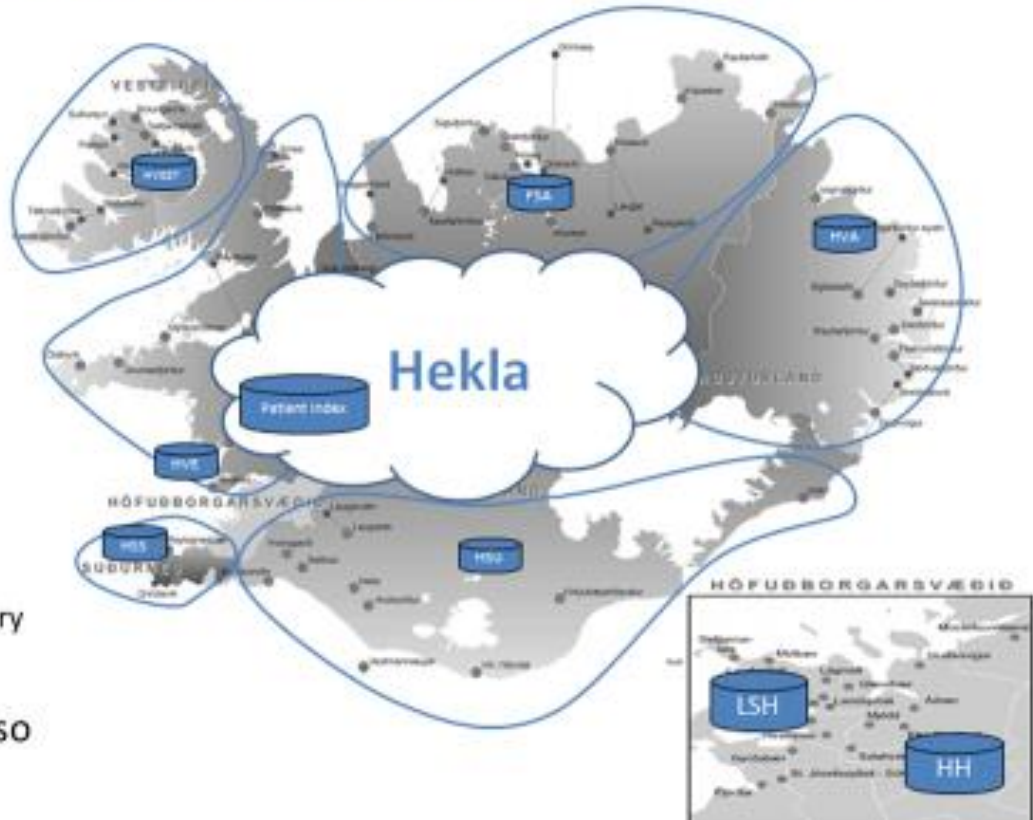
HOW?

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



API

What is included in the API

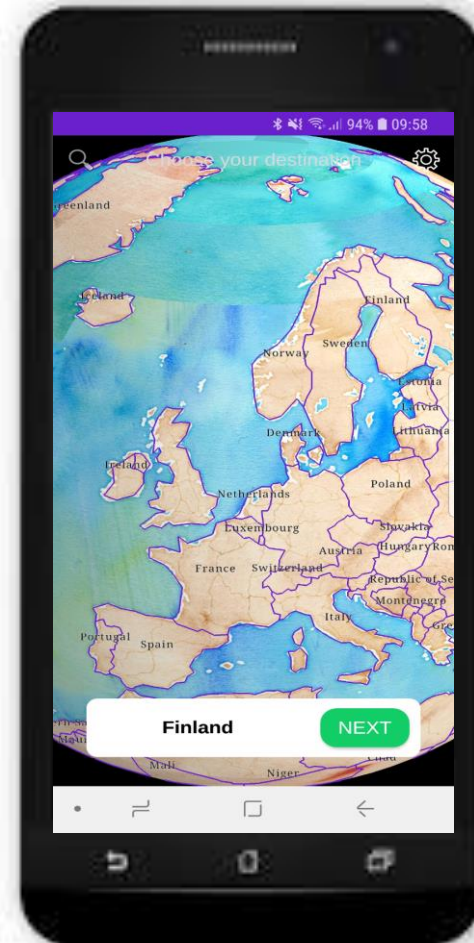
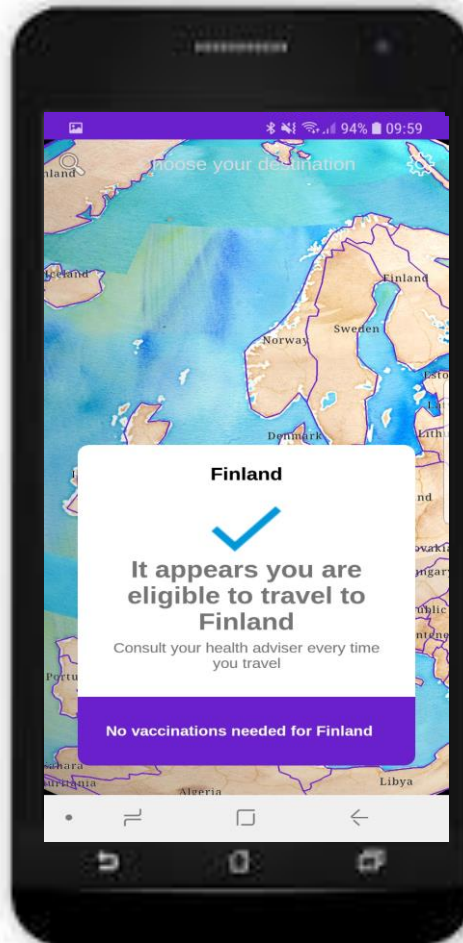
- Allergies
- Active prescriptions
- Medication history
- Vaccinations
- Visits and admissions
- Self registered measurements

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



An overhead photograph of two individuals, a man and a woman, both wearing red and blue plaid shirts. The man is seated on the left, holding a tablet computer. The woman is seated on the right, working on a laptop. They are positioned against a plain white wall. The text "ICELAND VENTURE STUDIO" is centered horizontally across the image, with a thin white line extending from the left edge to the text.

ICELAND VENTURE STUDIO

ICELAND VENTURE STUDIO

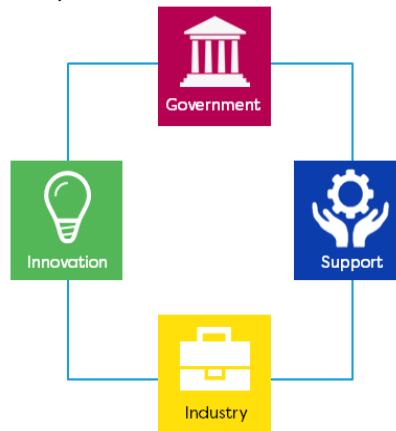
WHAT / WHY / HOW

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
...



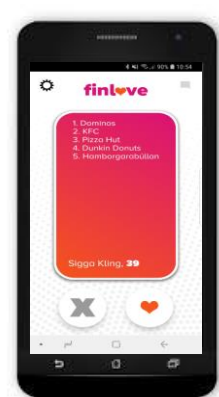
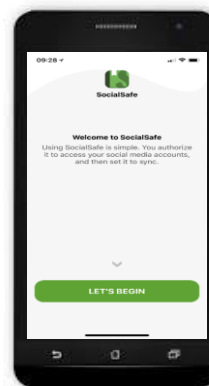
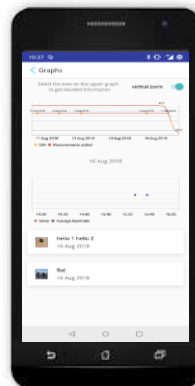
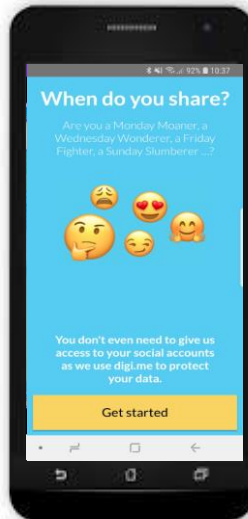
Admon
Blöndal &
Fjeldsted
Kosmos & Kaos
Pipar/TBWA
Syndis
Teghire
Startup Iceland
Paul Richardsson
...

Relationships:

Arion Banki
Íslandsbanki
Síminn
N1
Visa
Vodafone
Skeljungur
Icelandair
...

ICELAND VENTURE STUDIO

WHAT / WHY / HOW



"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

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ENABLING ICELAND TO BECOME THE LEADER IN
THE PERSONAL DATA ECONOMY