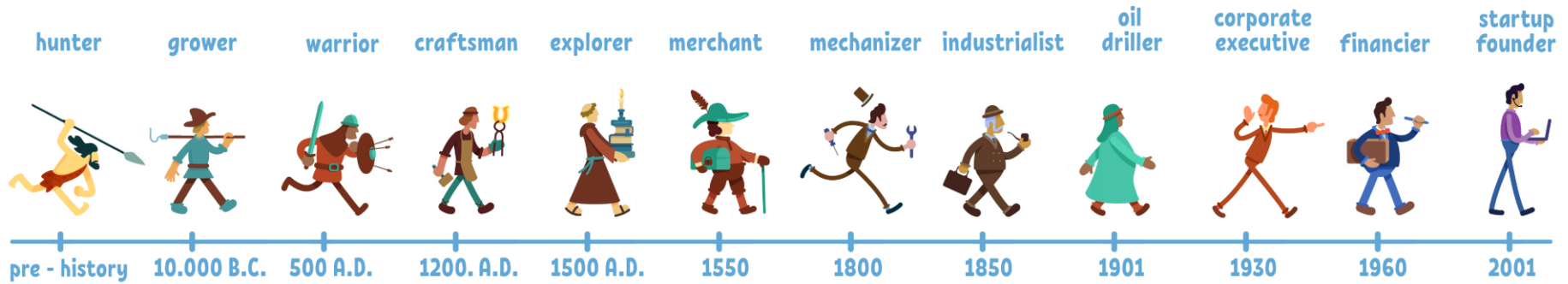


“





“

# Cooperation

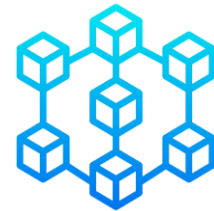
(a.k.a. interoperability 😊)



AirTrace<sup>®</sup>



**Internet of Things**



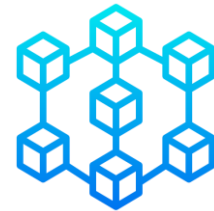
**Blockchain**



 AirTrace loves  data quality



**Internet of Things**



**Blockchain**

 AirTrace

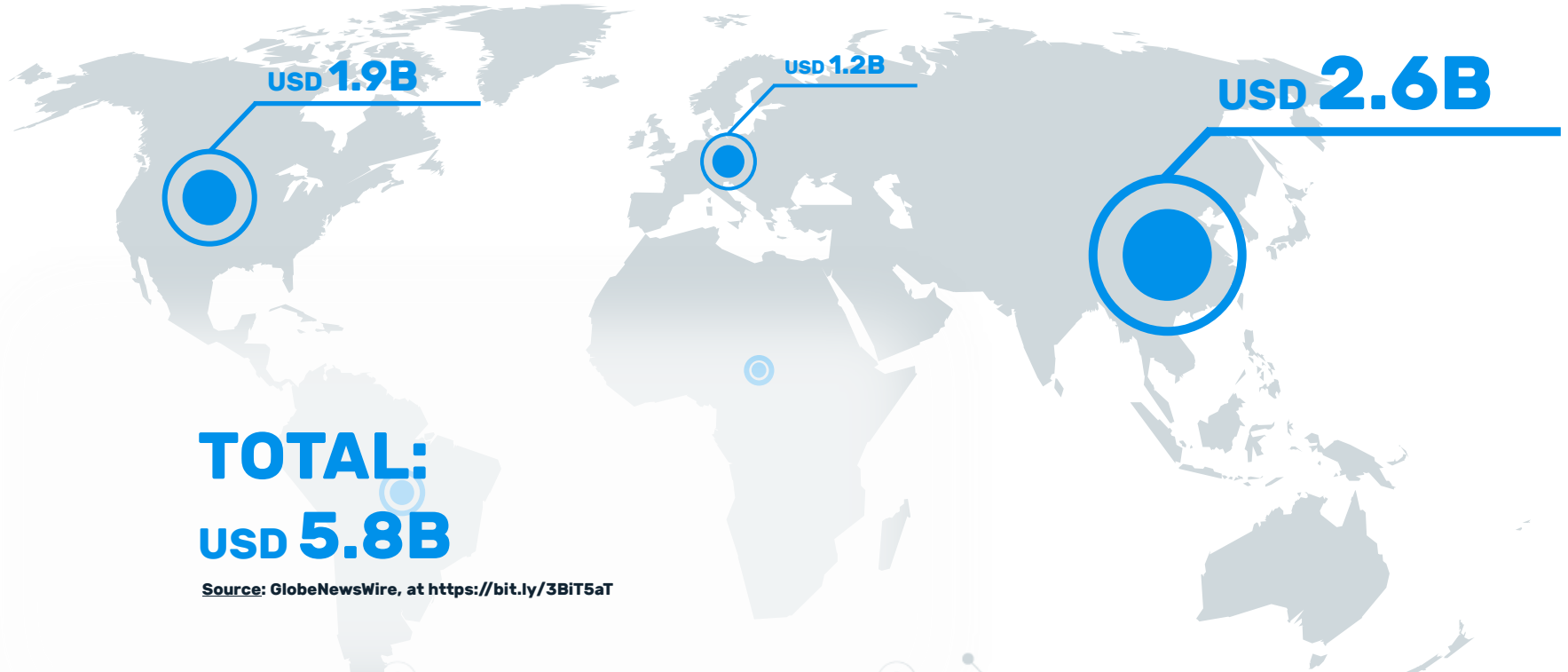
# \$3.1 TRILLION

## ANNUAL COST OF POOR DATA QUALITY (just USA)

\*IBM ESTIMATE

\* <https://hbr.org/2016/09/bad-data-costs-the-u-s-3-trillion-per-year>

# Global market expectations by 2026



USD 1.9B

USD 1.2B

USD 2.6B

**TOTAL:**  
**USD 5.8B**

Source: GlobeNewsWire, at <https://bit.ly/3BiT5aT>

# Business model



**SaaS (Software as a Service)**  
Clients pay per transaction made

**e.g.**

**30 clients**

**x 30 daily transactions**

**x 31 days/month**

**\$1 transaction =**

**\$ 27000 month**



# Early (at)traction

 AirTrace™



## Main grants



 AirTrace™

# AirTrace Team



**Juan Bautista  
Tomas**  
**AirTrace CEO**

PhD in Computer Science  
7 years as entrepreneur



**Jesús Caicedo**  
**AirTrace CBO**

ESADE Marketing degree  
MBA James Cook University



**Jose María  
Bonaque**  
**AirTrace Project Manager  
and backend developer**

Computer Science Engineer  
Full-Stack Developer



**Luis Salas**  
**Sales Director**

Tech Entrepreneur &  
Blockchain Management.



**Julio Marqués**  
**Marketing**

Blockchain copywriter  
Expert  
B. Sc. Computer Science



**Juan Miguel Navarro**  
**ADOS Technical Lead**

AI Expert  
PhD Telecommunications Engineer

# Thanks!

**Reach us at:**  
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