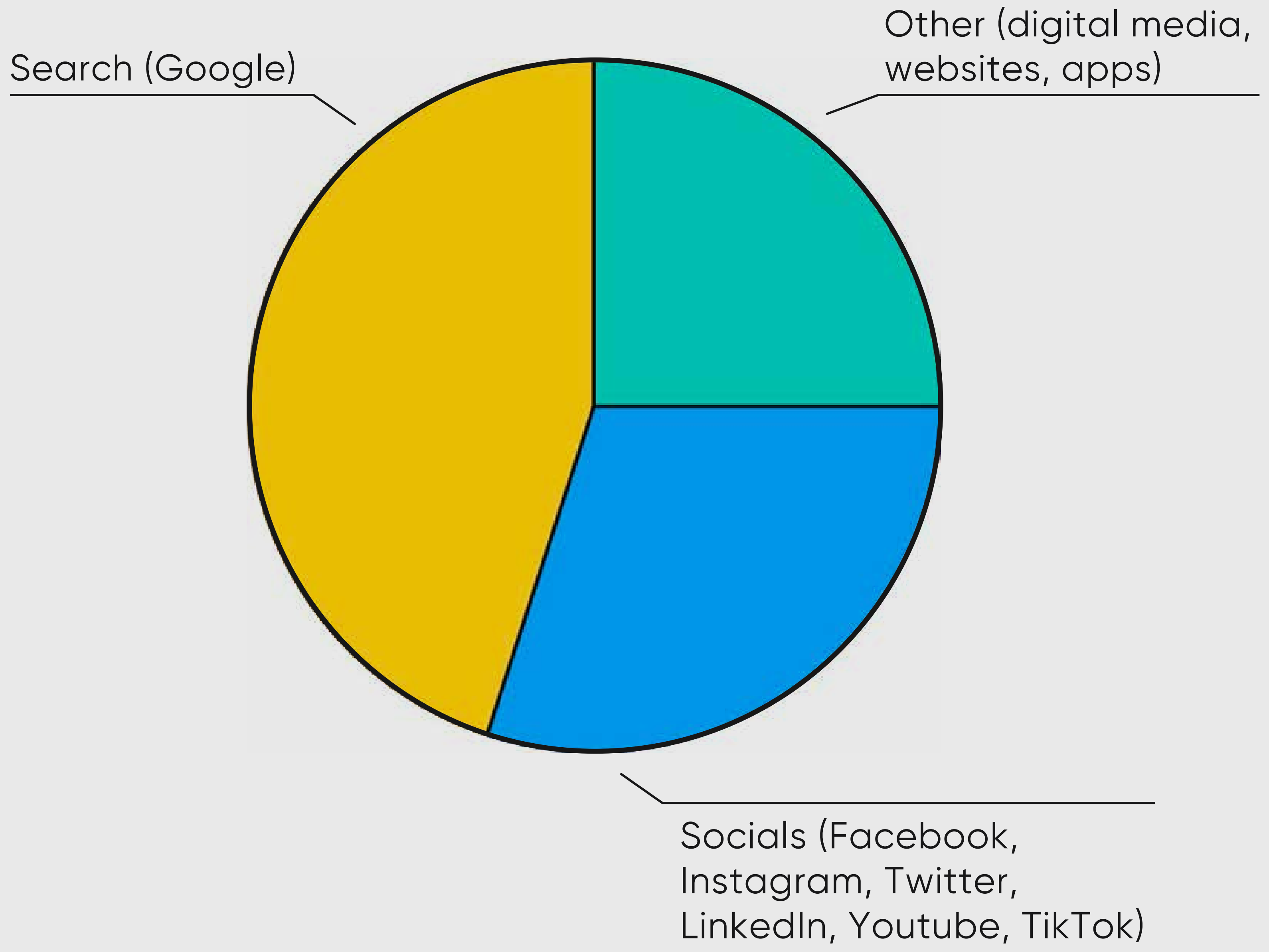
Transformation of the Internet from myGaru

myGaru is transforming the monopolised internet landscape to a human-centric decentralised Web3 environment

Core element of the Internet economy

The digital advertising market is growing fast and is projected to exceed $650bn USD in 2024. With the domination of behaviour ads, the majority of the market is controlled by BigTech (Google, Meta and Amazon).



Behavior ads market split

12%

Y2Y digital advertising growth in the EU.

82%

of Publisher revenues in the EU is generated by ads.

80%

of Europeans prefer free sites with ads to paying for content.

66%

of digital advertising is using behaviour targeting.

IAB Europe, Statista

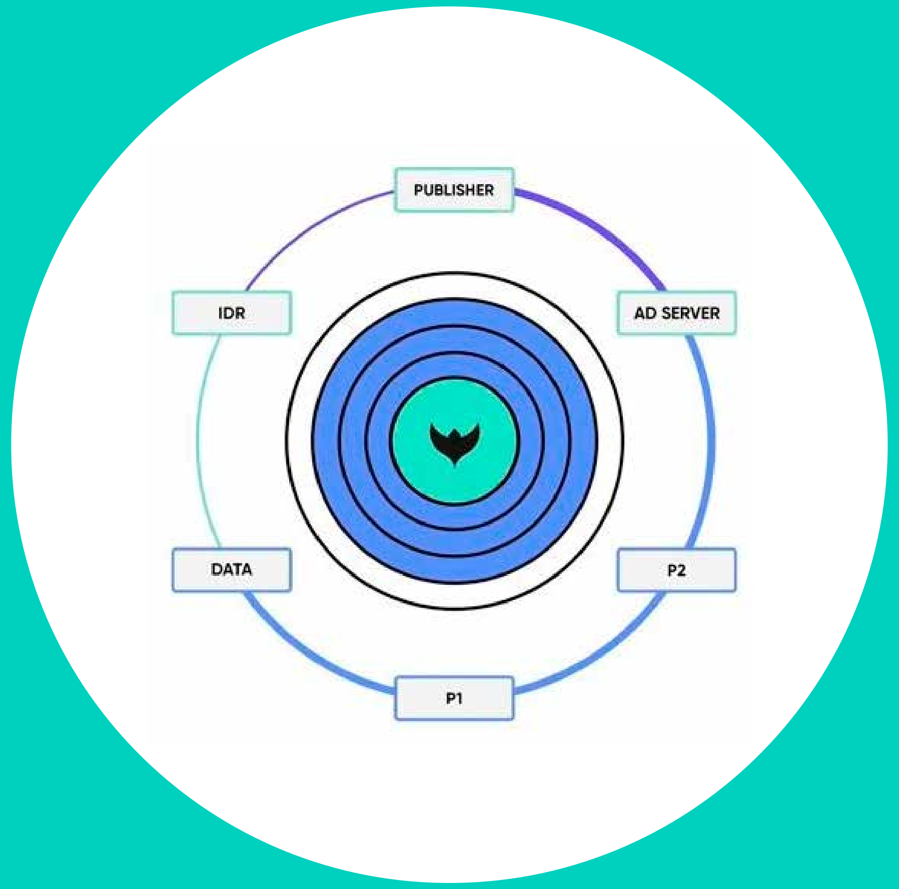
User-identification as the key for addressability

The static identifiers (e.g. emails, third-party cookies) are vulnerable and affect users' privacy online. BigTech use such IDs for applying controlled data on Publishers' traffic in a way to corner the digital ads market. Meanwhile, regulators execute measures against static IDs to enhance citizens' privacy online. User identification remains the most crucial challenge for ad services outside BigTech and strongly affects the revenues of Publishers.

Solution	Description	Disadvantages
Third-party cookies	Identifiers placed in the user's browser allowing tracking across the Web.	Already blocked in Safari and Mozilla. Will be phased out in Chrome by the end of 2024.
Distributed ID systems	Identifiers connected to emails of visitors authenticated into websites or apps.	Don't cover 70-80% of internet traffic (non-authenticated visitors) and vulnerable for cyber attacks.
Contextual ads	Behaviour targeting driven by Publishers' data signals.	A limited amount of data insights resulted in low ad performance.
Probabilistic IDs	ML driven predictions based on data signals from user's device and browser.	Violate user's privacy by executing profiling without explicit consent. Directly depend on Big Tech's policies, permanently limiting available data signals.
Device IDs	Identifiers related to the specific user's device.	Dependent from device producer, limited access for Apple devices.
Telecom-driven ID	Telecoms' in-house ad services.	Limited audience (only subscribers), legal barriers to act as a data-sharing intermediary.

Agnostic user identification

Onion ID is a telecom-driven user identifier organically integrated into the existing adtech environment. It enables Advertisers to retarget customers and leverage deterministic user identification within the programmatic ad auctions.



Technological components of Onion ID:

Network engineering

Onion ID can be easily integrated into any mobile or fixed-line internet provider's infrastructure. It works in passive mode and doesn't impact telecom's services even in the case of failure.

Adtech

Being independent of third-party cookies, mobile OS and user authentication, Onion ID is adapted for Prebid and easily accessible by authorised adtech partners (e.g. DSPs).

Cybersecurity

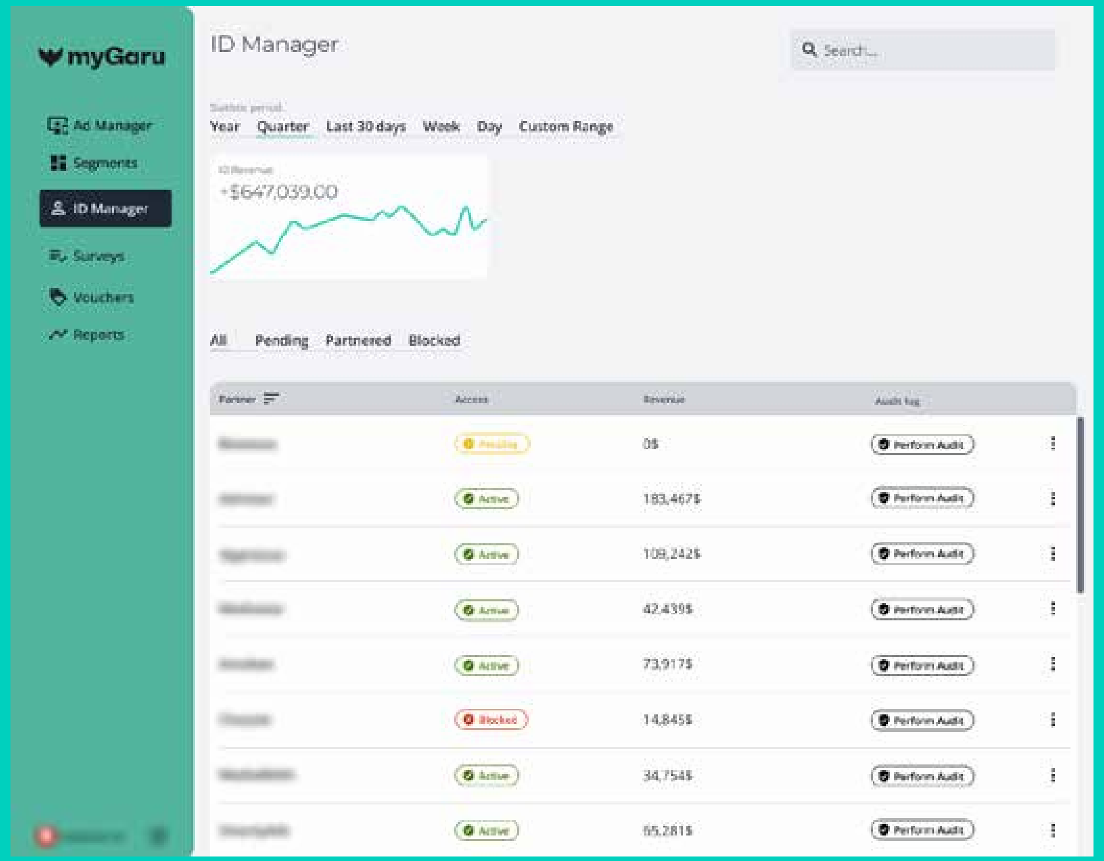
Onion ID passes a predefined sequence of authorised participants to decrypt their ephemeral IDs. The parties also generate a chain of cross-signed logs to analyse unauthorised redirects.

Unified consent

Providing explicit control over access to cryptographically protected session-based ID, Onion ID empowers internet users with a unified consent service and substitutes annoying cookie pop-ups.

Onion ID revenue stream

myGaru transforms user identification into billable action, where telecoms have a sustainable commission every time adtech players (DSPs, SSPs, HBPs etc.) use Onion ID to target ads. Telecoms have explicit control over the list of adtech players authorised to decrypt Onion ID.



myGaru

Ad Manager
Segments
ID Manager
Surveys
Vouchers
Reports

ID Manager

Search...

Select period:
Year Quarter Last 30 days Week Day Custom Range

ID Revenue
+$647,039.00

All Pending Partnered Blocked

Partner	Access	Revenue	Audit log
[illegible]	Pending	0$	Perform Audit
[illegible]	Active	183,467$	Perform Audit
[illegible]	Active	109,242$	Perform Audit
[illegible]	Active	42,439$	Perform Audit
[illegible]	Active	73,917$	Perform Audit
[illegible]	Blocked	14,845$	Perform Audit
[illegible]	Active	34,754$	Perform Audit
[illegible]	Active	65,281$	Perform Audit

1

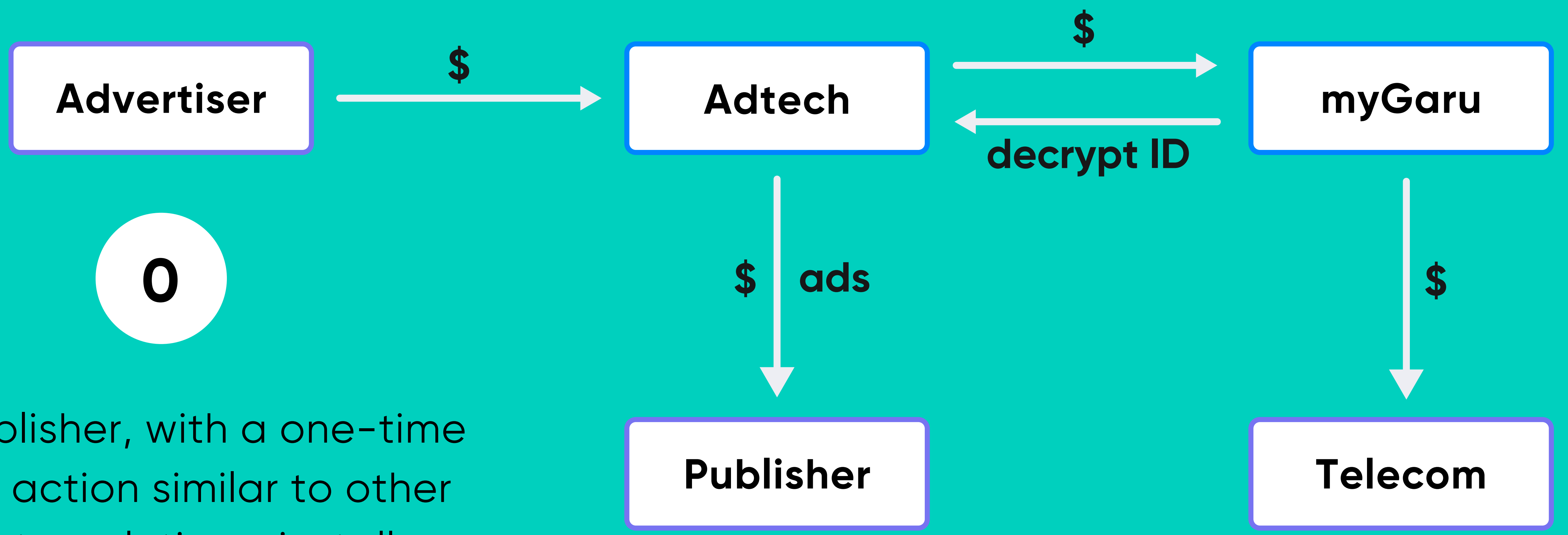
While using chosen DSP, advertisers select Onion ID as an identity solution.

2

Adtech charges a fixed ID commission and transfers it to myGaru.

3

myGaru transfers the share of the ID commission to an appropriate telecom.

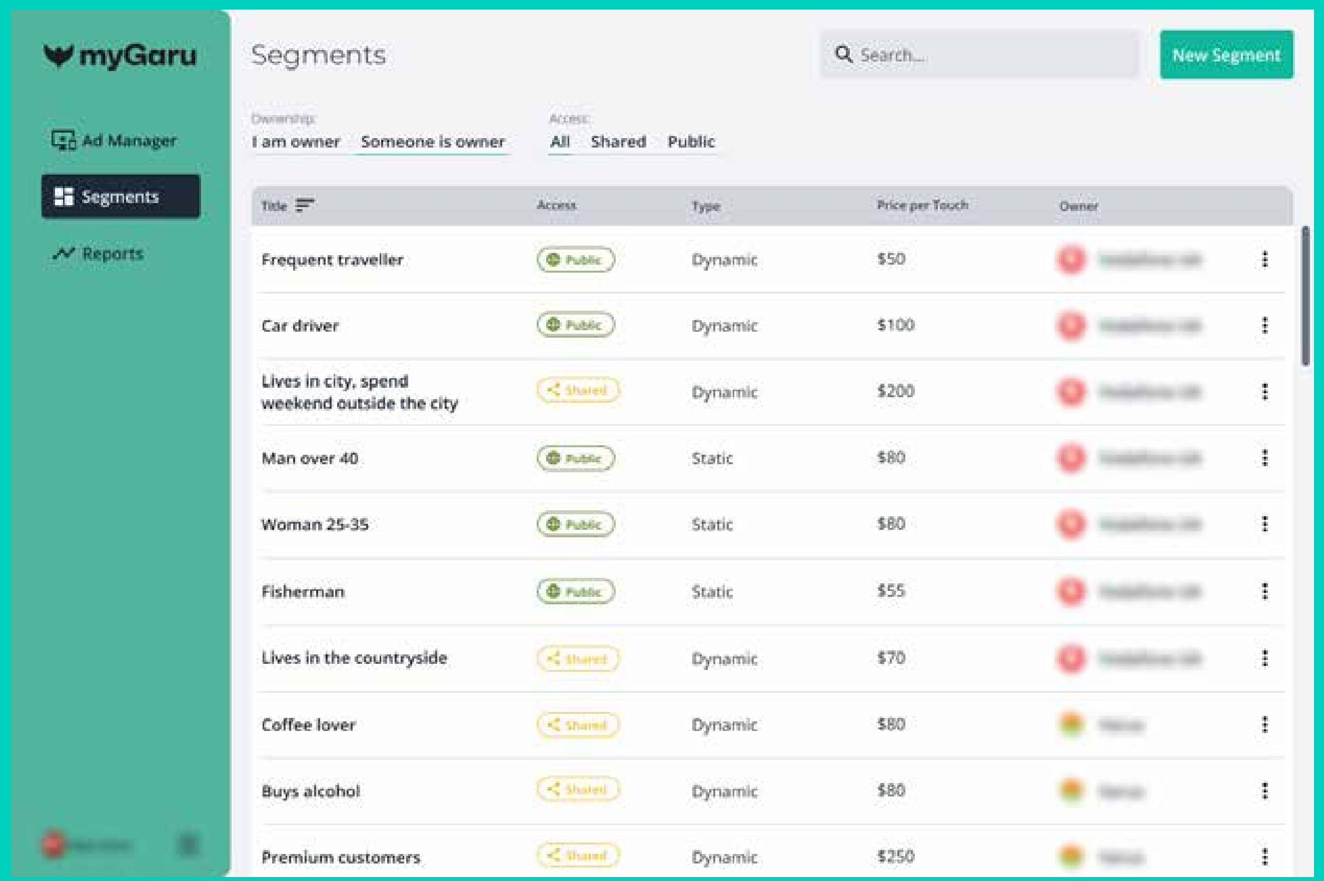


0

The Publisher, with a one-time simple action similar to other industry solutions, installs ID module, either directly to website or via Prebid.

Data Clean Room

Acting as a not-affiliated data-sharing intermediary, myGaru provides a privacy-centric solution for data collaborations. While keeping PII anonymised and protected from cross-border transfers, myGaru empowers behaviour ads across Publishers.



Segments

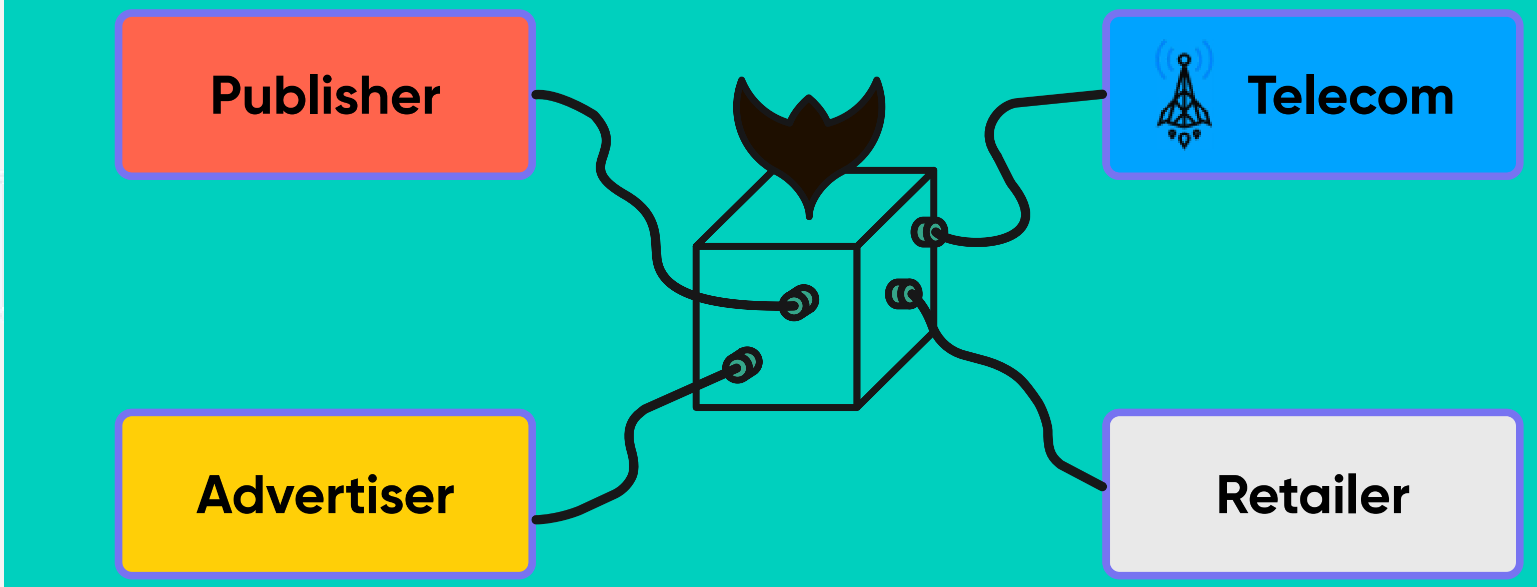
Ownership: I am owner | Someone is owner

Access: All | Shared | Public

Title	Access	Type	Price per Touch	Owner
Frequent traveller	Public	Dynamic	$50	[redacted]
Car driver	Public	Dynamic	$100	[redacted]
Lives in city, spend weekend outside the city	Shared	Dynamic	$200	[redacted]
Man over 40	Public	Static	$80	[redacted]
Woman 25-35	Public	Static	$80	[redacted]
Fisherman	Public	Static	$55	[redacted]
Lives in the countryside	Shared	Dynamic	$70	[redacted]
Coffee lover	Shared	Dynamic	$80	[redacted]
Buys alcohol	Shared	Dynamic	$80	[redacted]
Premium customers	Shared	Dynamic	$250	[redacted]

European Commission

> This new approach proposes a model based on the neutrality and transparency of data intermediaries, which are organisers of data sharing or pooling, to increase trust. To ensure this neutrality, the **data-sharing intermediary cannot deal in the data on its own account** (e.g. by selling it to another company or using it to develop their own product based on this data) and will have to comply with strict requirements.



Privacy-centric

Businesses can connect first-party data while keeping raw data on their own premises. myGaru Platform utilises federative data storage employing privacy-centric data collaborations.

Explicit control

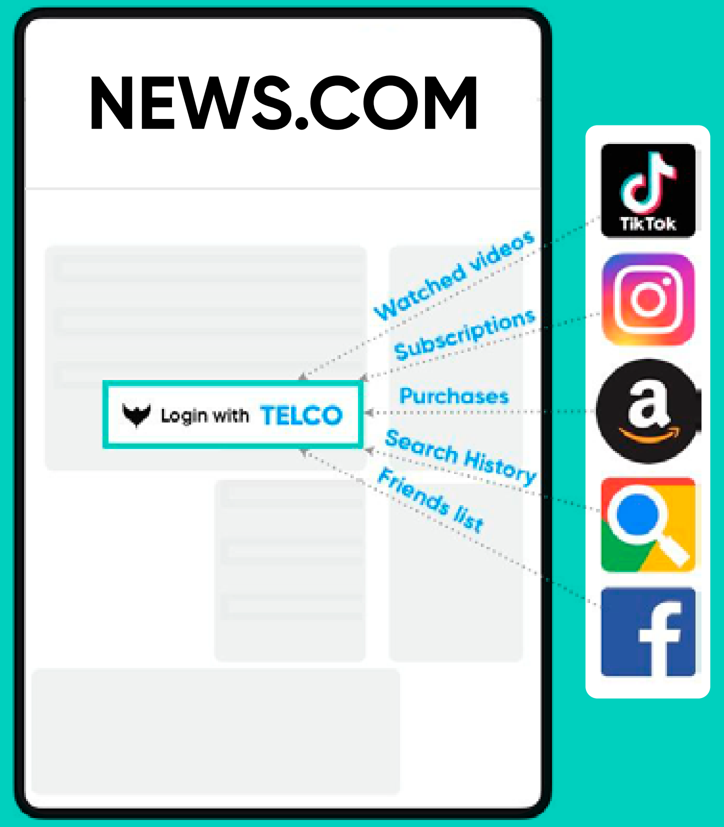
Data contributors define access level (‘Public’, ‘Private’ for own usage, ‘Shared’ with specified partners) and price for usage of data by Advertisers, empowering perfomance of ads across Publishers via Onion ID.

Simplified data collaborations

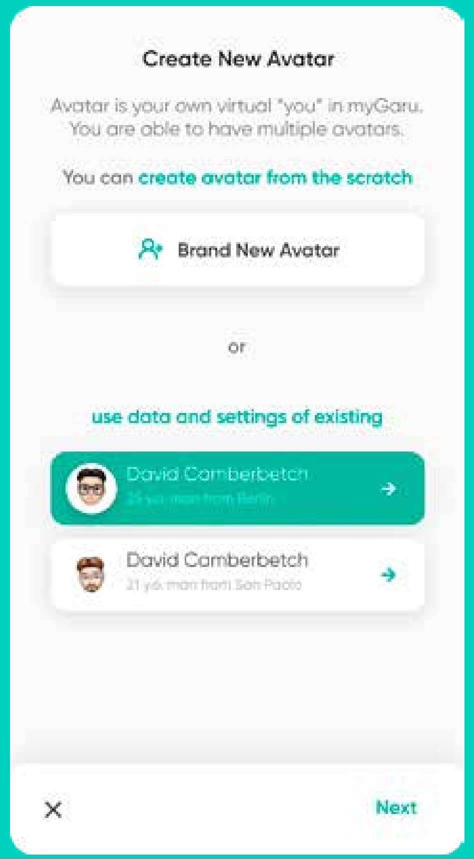
Acting as a unified vendor for data collaborations, myGaru eliminates privacy compliance costs and risks for businesses. For a lawful basis on data processing, businesses only need to add myGaru to the list of data processors.

Explicit Control of Digital Identity

myGaru SDK can be integrated into telecoms apps and enables unique features for control of digital reality. A secured authentication (without sharing of emails) enables cross-platform transfers and enhances the secureness of internet users' data (filters bot traffic and eliminates spam).



User can tune various digital avatars (e.g. for advertising, for Login to services, for short-listed brands).


Create New Avatar

Avatar is your own virtual "you" in myGaru. You are able to have multiple avatars.

You can create avatar from the scratch

Brand New Avatar

or

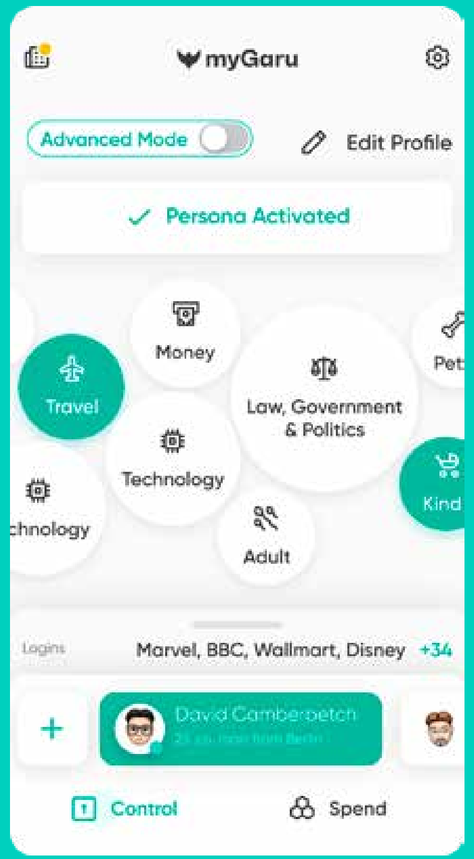
use data and settings of existing

David Camberbetch
25 y.o. man from Berlin →

David Camberbetch
21 y.o. man from Sao Paolo →

× Next

1


myGaru

Advanced Mode | Edit Profile

✓ Persona Activated

Travel, Money, Law, Government & Politics, Pet, Technology, Kind, Adult, chnology

Logins Marvel, BBC, Wallmart, Disney +34

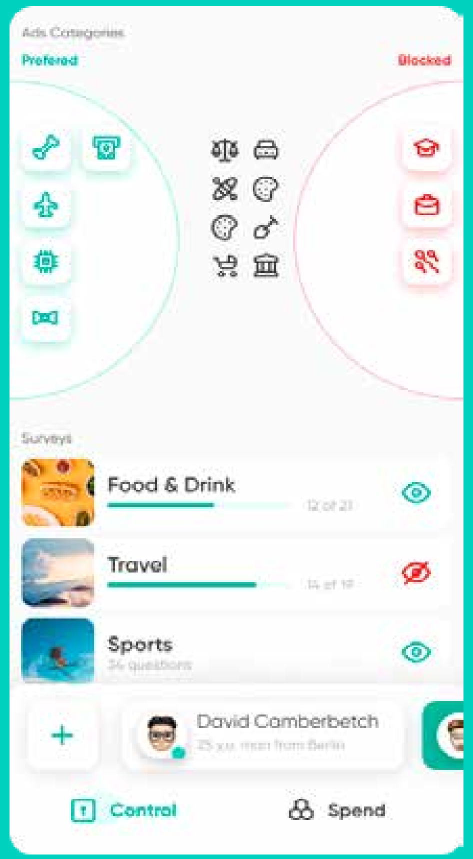
+ David Camberbetch 25 y.o. man from Berlin

Control Spend

2

User can define interests for a chosen avatar in a way to receive relevant content and ads online.

User can prioritise or block ad categories in a way to get offers and promotions fitted to own interests.


Ads Categories

Prefered | Blocked

Surveys

Food & Drink 12 of 21

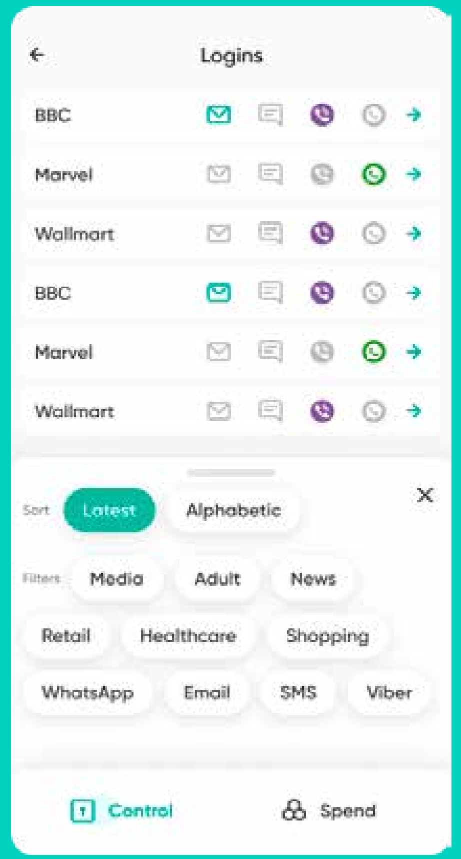
Travel 14 of 19

Sports 24 questions

+ David Camberbetch 25 y.o. man from Berlin

Control Spend

3


← Logins

BBC →
Marvel →
Wallmart →
BBC →
Marvel →
Wallmart →

Sort: Latest | Alphabetic ×

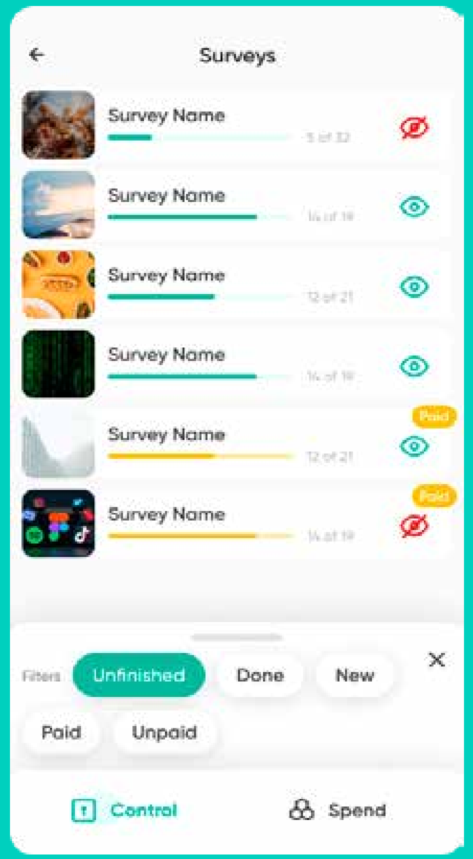
Filters: Media | Adult | News | Retail | Healthcare | Shopping | WhatsApp | Email | SMS | Viber

Control Spend

4

With myGaru Login, user is protected from contact data exposure by using a communication firewall.

User can impact personalisation by providing behaviour preferences with surveys.

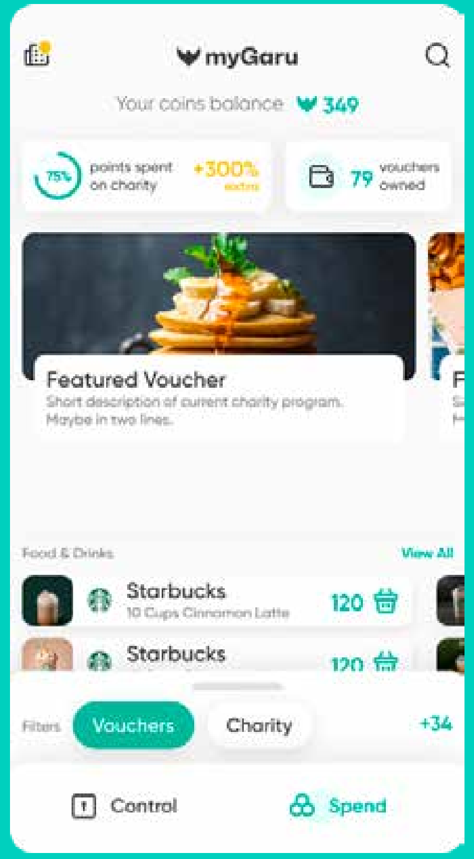

← Surveys

Survey Name 5 of 32
Survey Name 14 of 19
Survey Name 12 of 21
Survey Name 14 of 19
Survey Name 12 of 21 Paid
Survey Name 14 of 19 Paid

Filters: Unfinished | Done | New | Paid | Unpaid ×

Control Spend

5


myGaru

Your coins balance 349

75% points spent on charity +300% extra

79 vouchers owned

Featured Voucher
Short description of current charity program. Maybe in two lines.

Food & Drinks View All

Starbucks 10 Cups Cinnamon Latte 120
Starbucks 120

Filters: Vouchers | Charity +34

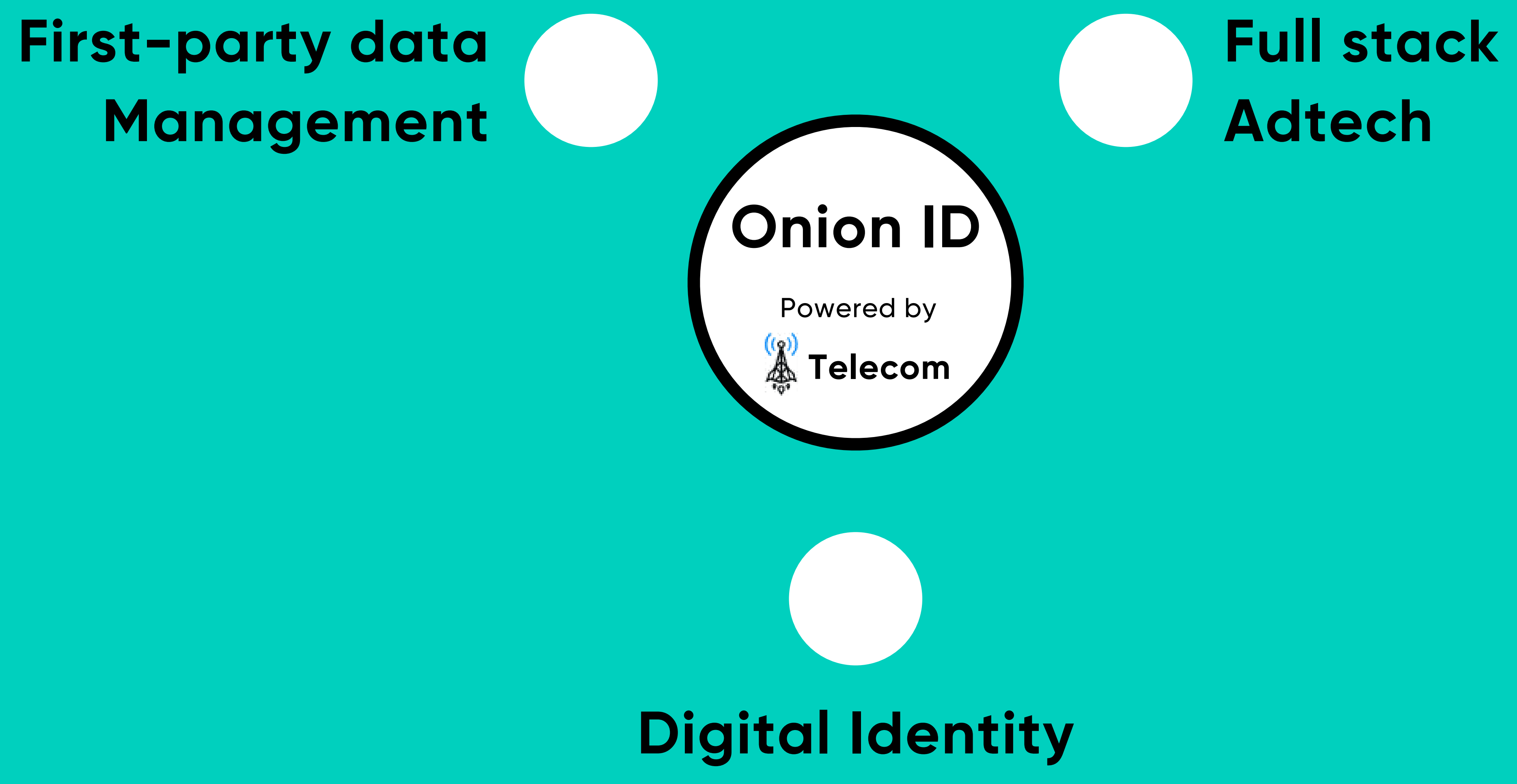
Control Spend

6

User has an interface with a list of available vouchers provided by brands for the user's loyalty and completed surveys.

Full Personal Data Lifecycle

myGaru Platform provides a comprehensive technological stack for supreme data secureness and exceptional transparency driven by two layers of cryptography. Audit-logging verifies all transactions (e.g. touch to data) with TLS proofs, while Onion ID collects cross-signed logs about ID trajectory.


First-party data Management

Full stack Adtech

Onion ID

Powered by

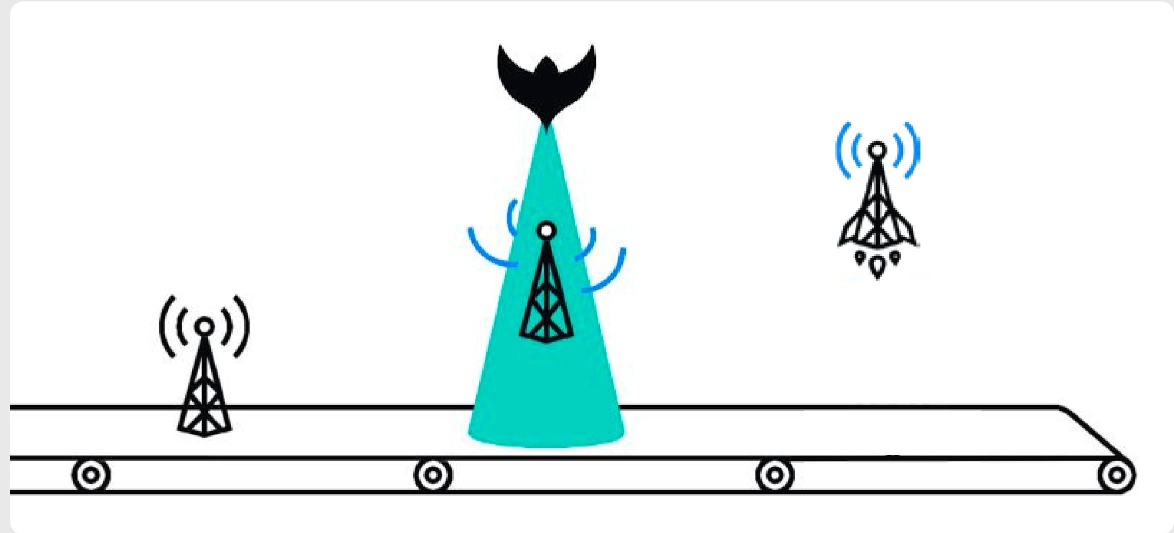
Telecom

Digital Identity

- User identification
- Identity Module
- Cryptographic Onion ID
- Cryptographic auditlog
- Statistical Security Module
- Data Clean Room
- AdServer (DSP, SSP, HBP)

Telecoms as a pivotal element in Web3

Leveraging regulatory and tech disruptions, myGaru acts as a 'walled garden' for telecoms and positions them in a pivotal part within the privacy-centric Web3 environment, followed by new revenues and growth of telecoms' capitalisation.



Unlocked new revenue

Supplying the digital ads market with the user identification service as the most disrupted element, telecoms enabled to capitalise from the biggest part of the Web economy utilising regulatory disruption of BigTech.

New role for subscribers

Providing unique control on digital experience telecom acts as the entry point to Web3 for partnered telecoms' subscribers, enabling seamless personalisation and innovative digital experience.

Guardian of privacy and trust

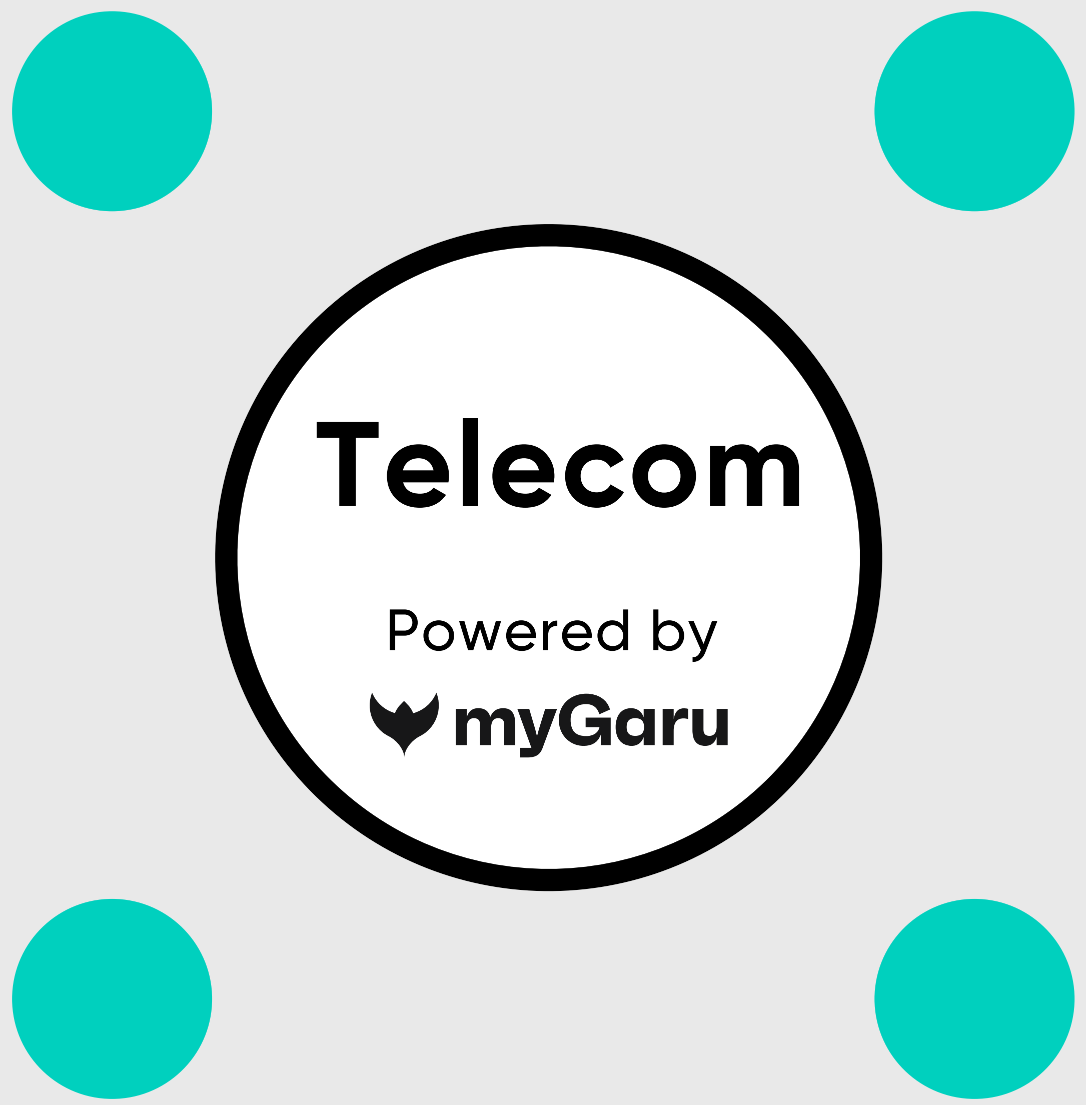
Empowered by myGaru operators offered to capture a leading role in the privacy domain. Acting as a firewall for subscribers' identifiable data, telecoms became one-stop access to subscribers' attention and engagement.

Organic growth

Effective cross-sales within cable and mobile operators, brand lift and efficient ad campaigns, accompanied with scalable data monetisation boost the capitalisation of telecoms.

Unique equidistant positioning

The sparkling dynamism of myGaru fits fast-changing needs of disrupted adtech. Leveraging a cross-telecom synergy and unique positioning, myGaru raises the value of a telecom-centric ecosystem for advertisers and and data-driven businesses.



myGaru utilises five years of R&D within and telecom-centric Sandbox on the home market. It leverages a unique momentum with a comprehensive response to disrupted adtech and data markets.

First-mover advantage

Data-sharing intermediaries must not be affiliated with data-driven services (not available for telecoms). Being free from conflict of interest, myGaru unlocks a legal path for data collaborations and cross-platform transfers.

No legal barriers

Audience size

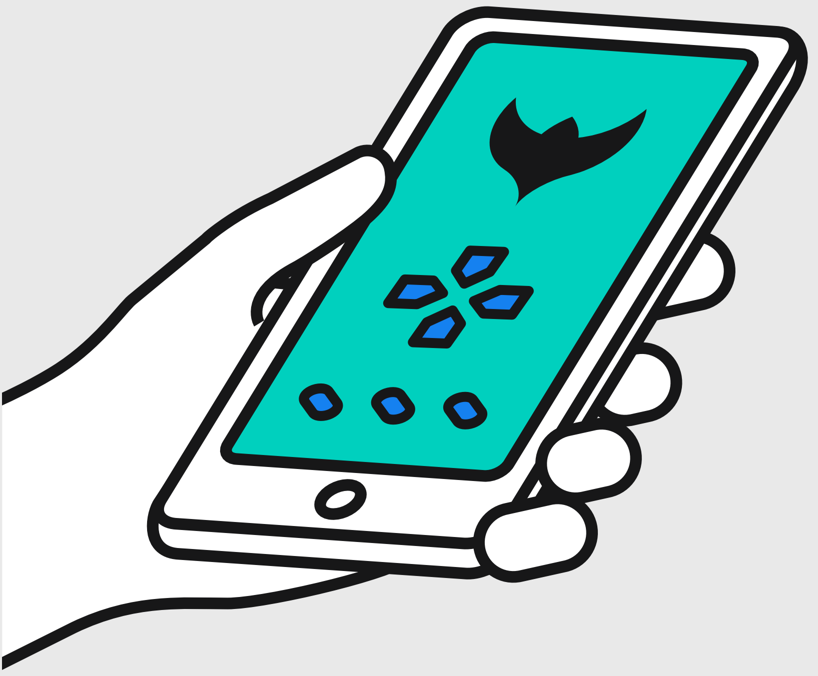
Advertisers seek to maximise audience reach and compare any alternative ad services with the audience size of BigTech. Hence, telecoms need a unified ad solution to be feasible for advertisers.

Cross market synergy

Positive ad performance traction and privacy compliance with global brands in one country convey prompt scale to other markets, while facilitation in exchange of innovations stimulates whole ecosystem maturity and Win-Win for involved telecoms.

Internet users

myGaru bridges the gap between people's demand for anonymisation and personalisation online. It activates user-centric Web3, where people explicitly impact digital reality and content supplied to them online.



Anonymisation online

Driven by session-based Onion ID myGaru in partnership with telecoms acts as a firewall for subscribers' PII and addresses existing vulnerabilities online (spam, scam and identity theft). Privacy attorney legal service protects individuals and enforces legally granted privacy online.

Explicit control

Individuals can define their OWN long-term goals online instead of exhausting engagements aiming reactions to ads as key elements for BigTech growth. Explicit control on access to one's ID puts a technological basis for the rise of unregretted time online.

Endless personalisation

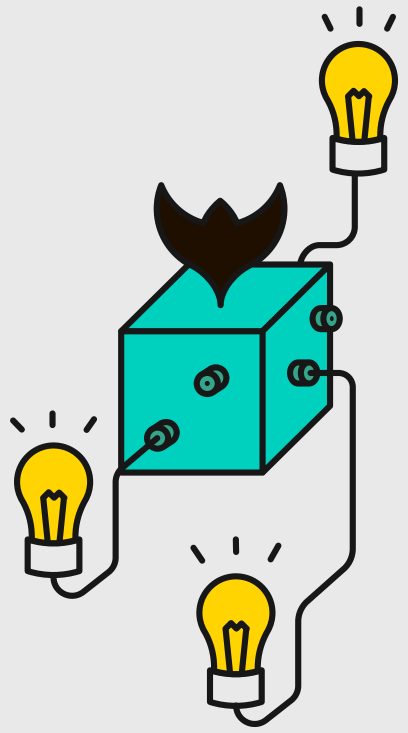
Unlocking anonymised access to data insights connected to all-terrain deterministic Onion ID and cross-platform transfers, myGaru delivers seamless personalisation online and positions innovative services to be beyond the highest user's expectations.

Free services funded by ads

myGaru re-establishes digital advertising tailored to individuals' needs based on conscious decisions instead of being passively bombarded by ads. As a result of fair distribution of ad revenues among content creators, people can have more free services funded by performing ads.

Media and content creators

myGaru conveys financial prosperity to Publishers and enables them to leverage trusted relationships with audiences, providing a path for digital transformation in response to ongoing technological and regulatory breakthroughs.



Growth of ads-driven income

myGaru unites content creators within a transparent platform to gain a respectful share of the programmatic ad market related to Publishers. Small and midsize Media can benefit from fair traffic monetisation regardless of their size and accessible data.

Retention of visitors

With access to a treasure of anonymised behaviour data insights, Publishers can retain visitors with a personalised experience and attain user engagement in the fierce competition with BigTech services.

New revenue source

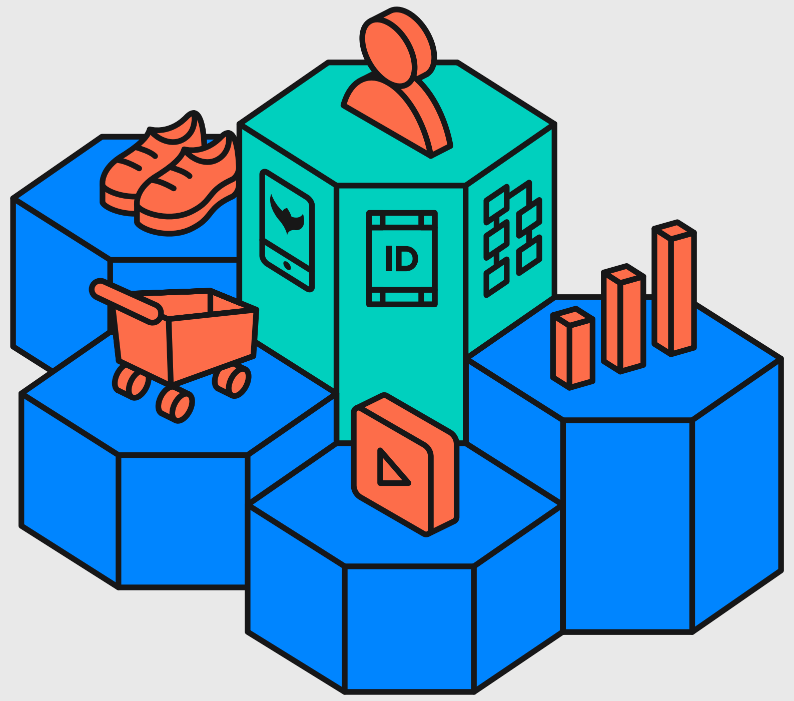
By joining privacy-centric data collaborations within myGaru, Publishers can act as data contributors and monetise valuable data insights about their audience without the risk of violating users' privacy rights.

Digital Transformation

Leveraging new regulatory requirements and the technical basis for cross-platform transfers empowered by myGaru Login Engine, Publishers are enabled to expand their services and capitalise as new socials, e-commerce and search engines.

Booster for economy

Leveraging tech and regulatory disruptions, myGaru establishes an alternative to BigTech. It framework offers local businesses (incl.SMEs) a level playing field for technological transformation and non-discriminatory competition with international corporations and BigTech services.



Localised ads and data market

Bridging first-party data with the digital ads market, myGaru enables local data-generating businesses to leverage historic momentum and access new revenues. It creates localised ads and data markets as an alternative to centralised BigTech monopolies.

Data-driven efficiency

Unlocking privacy-centric data collaborations, myGaru fuels businesses with unique data insights free from regulatory barriers and privacy risks. Supreme data interoperability strengthen efficiency in data-driven decision-making and localised AI developments.

Innovations & liberalisation

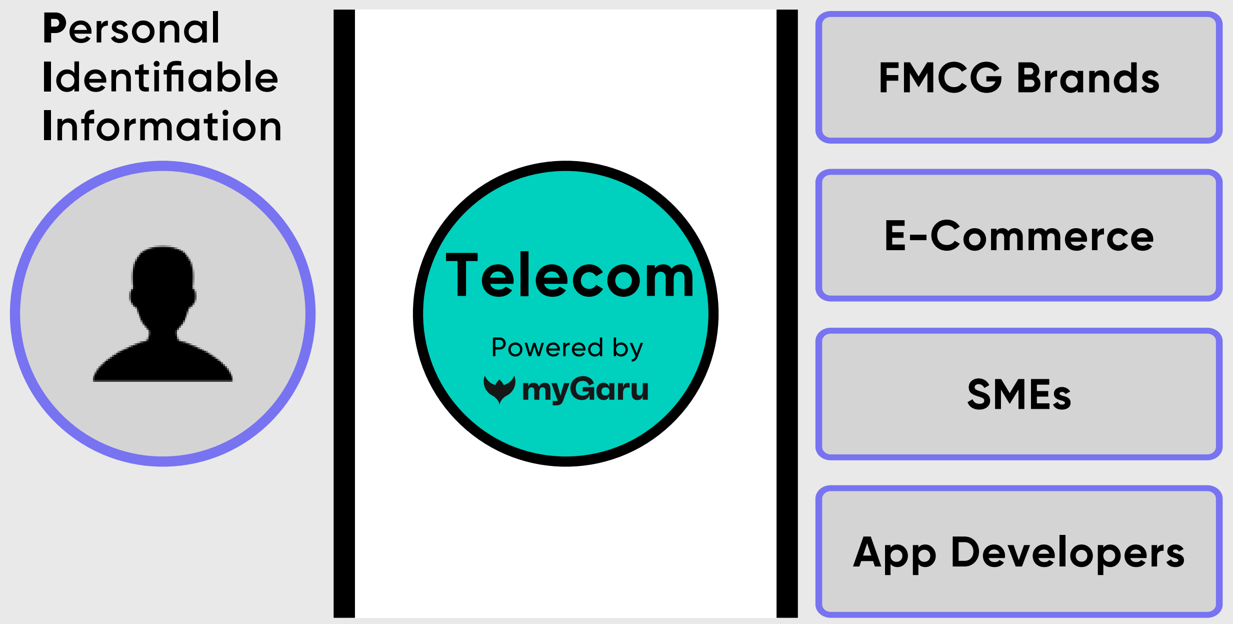
Equal access to anonymised data insights and telecom-driven deterministic IDs empowers innovations. myGaru enforces the liberalisation of digital services, offering technical ground to leverage cross-platform transfers and to compete with BigTech.

Sustainable society

Supplying people with control over ads and self-engagement, myGaru delivers a tool to reduce over-consumerism. Redistribution of a predefined part of adtech revenues unlocks independent funding for social initiatives supported by subscribers' of partnered telecoms.

Nationwide Security

myGaru transforms the internet paradigm from a BigTech-centric to a citizen-centric and transparently regulated environment. By positioning telecoms as firewalls between businesses and subscribers' PII, it establishes a protected and trusted digital ecosystem.



Protection from foreign influence

Session-based cryptographically protected ID eliminate behaviour data collection and protects from AI-driven informational attacks on public opinion. myGaru establishes a localised first-party data market, which is free from cross-border PII transfers.

Privacy rights enforcement

myGaru compliments the monitoring and actions of local privacy authorities. Being backed by leading law firms, myGaru contributes to the prevention of privacy violations and uncontrolled usage of citizens' PII within hidden adtech actors.

Trusted environment

Telecom subscribers' centric ecosystem seizes non-human bot traffic and fraud online. Preventing exposure of contact info, myGaru protects citizens from spam and scam actions. Cryptographic verification of all transactions delivers the demanded trust online.

Prevention of BigTech's domination

myGaru provides agnostic and efficient traffic monetisation for Digital Media.
It also provides a tech basis for seamless cross-platform transfers, liberalising services and redirecting traffic from BigTech to services created in the new risk-free paradigm of dealing with citizens' data.

Get the most out of the new Human-Centric Web3

- ▶ Video for telecoms (9min)
- ▶ Video for telecoms full version (40min)
- ▶ Video interview with myGaru team (7min)

- 👁 Digital ads market insights
- 👁 myGaru mission and team
- 👁 Cryptographic auditlog white-paper

myGaru

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