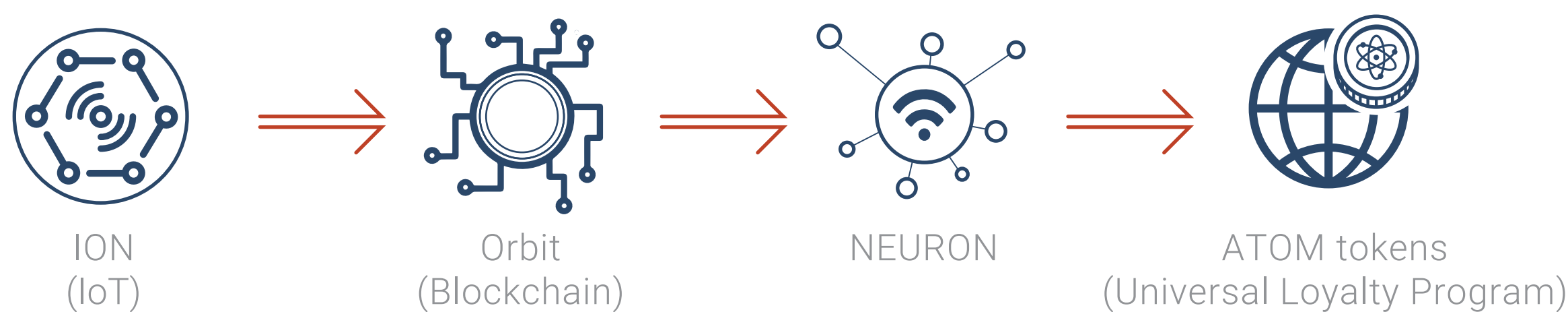# nucleus

Neural Brain for IOT Powered Intelligence

The full potential of connected devices is only achieved when they are tied to individual identities.[1]

Nucleus is an Internet of Things (IoT) company, established with the aim to power omni-channel capabilities for physical retail stores. Nucleus has created a proprietary sensor technology, that can uniquely identify users, and sense temperature, pressure, motion, acceleration, and sound in the vicinity of the sensor. The differentiated technology can identify any customer within a physical store without the need of any Bluetooth, Wi-Fi or GPS protocol, and is completely seamless and frictionless.

Nucleus is creating a full-stack solution to capture dark invisible data, through its proprietary sensor technology. By building a secure blockchain based information network for IDs captured, Nucleus aims to protect consumers privacy, while mining intelligence using neural models, and integrating its ATOM tokens, to create the largest global loyalty rewards network.

| ION (IoT) | → | Orbit (Blockchain) | → | NEURON | → | ATOM tokens (Universal Loyalty Program) |

In it's first phase, Nucleus is personalizing the offline retail shopping experience for 2.6T walk-in customers across 91M physical stores, globally. Beyond retail, Nucleus's sensor technology has far reaching applications in the field of physical security and connecting global devices.

Nucleus's 23 member team is located across San Francisco and India, and is highly experienced in the world of retail, IoT, Blockchain and RF technologies.

The worldwide Internet of Things market spend will grow from $591.7 billion in 2014 to $1.3 trillion in 2019 with a compound annual growth rate of 17%.[2]

Executive Team

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Tim Draper
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Early investor in Bitcoin, Skype

RELIANCE Capital
$60.12 B fund

INDUSAGE PARTNERS
Silicon Valley VC Firm

+5 more

Partners

Telecom Partners

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