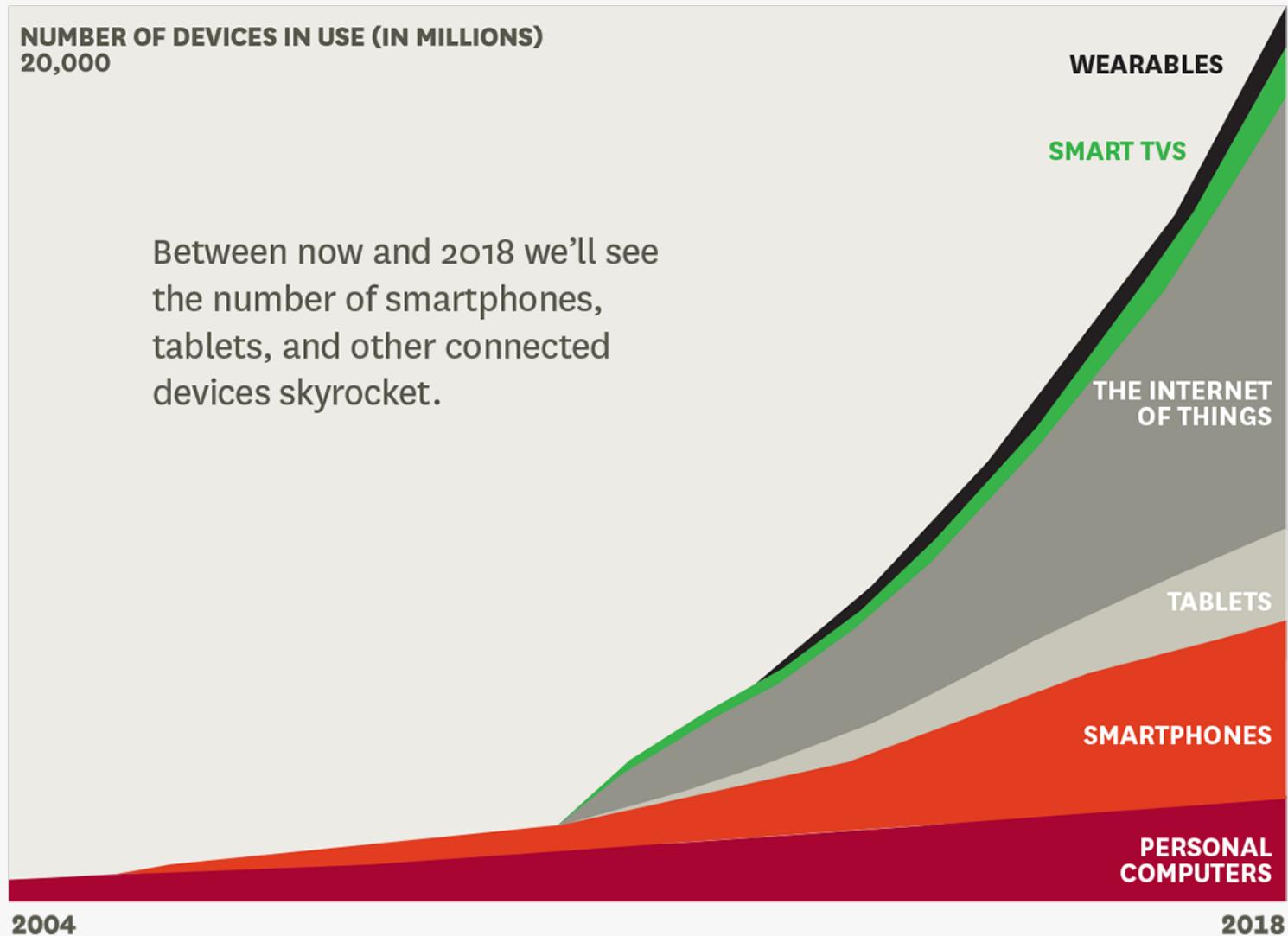




Adidasium

Democratizing Sport Data

Why ?



Why doesn't data work (now)



Human Failure

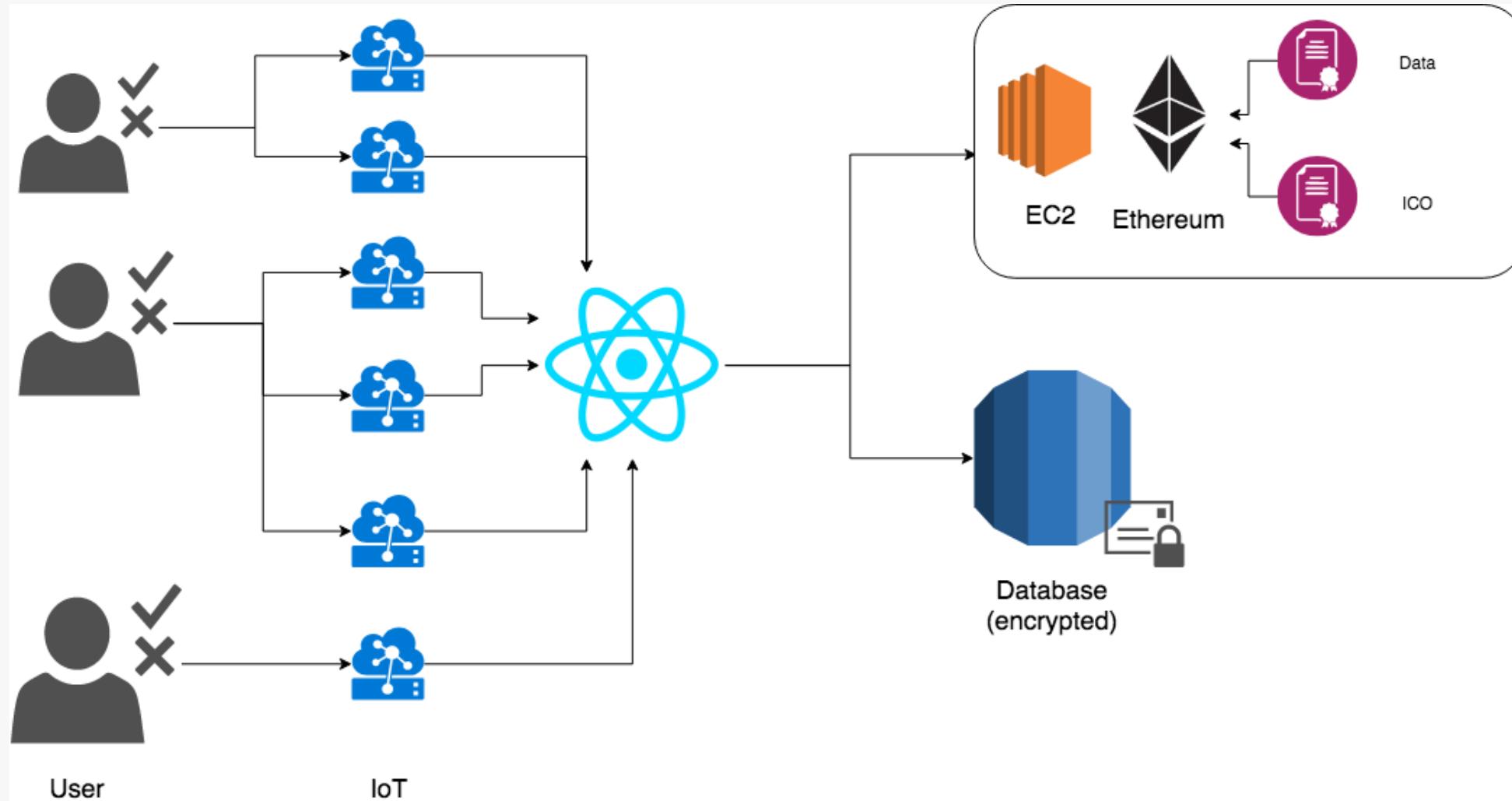
Insecure Users

Zero
Customization

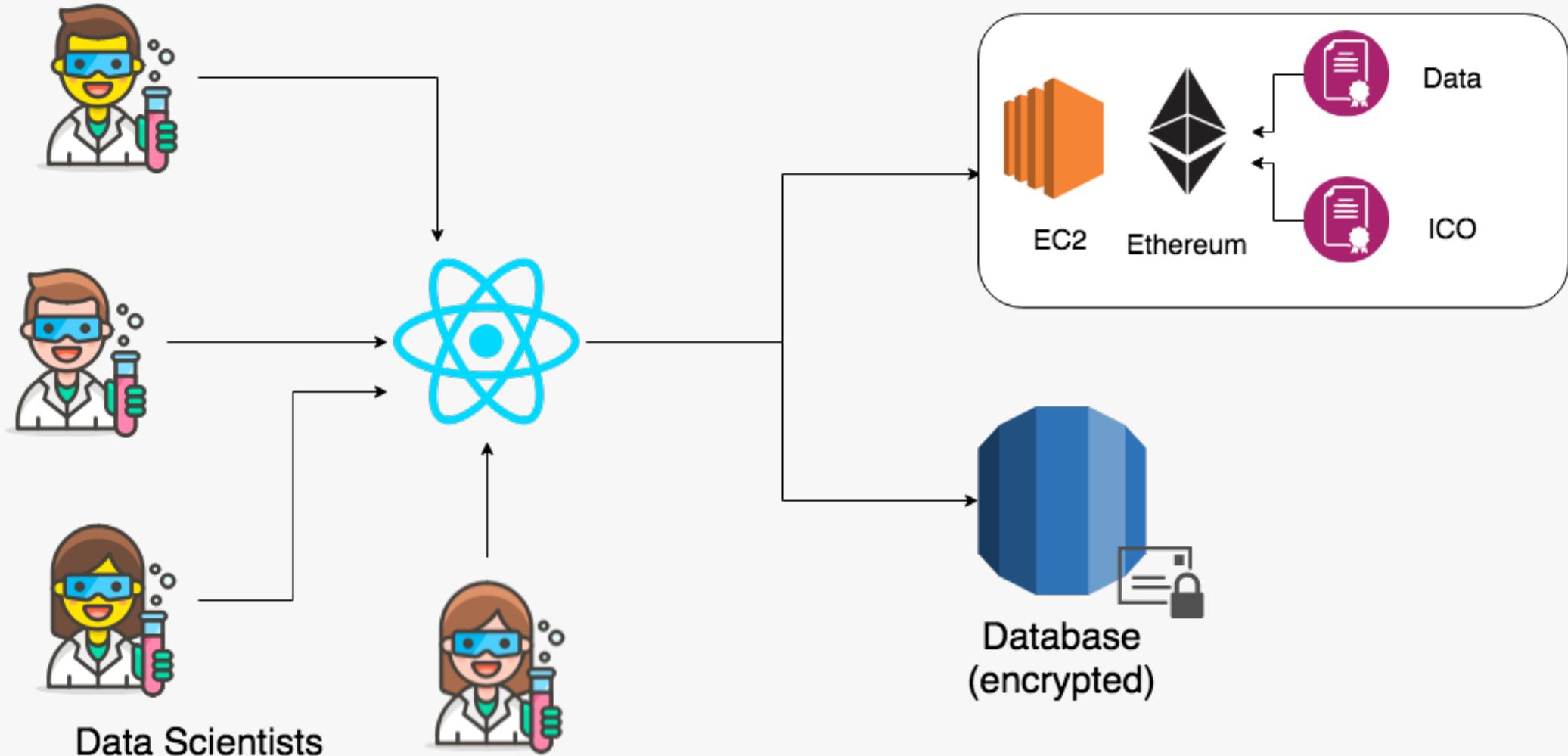
Lifecycle



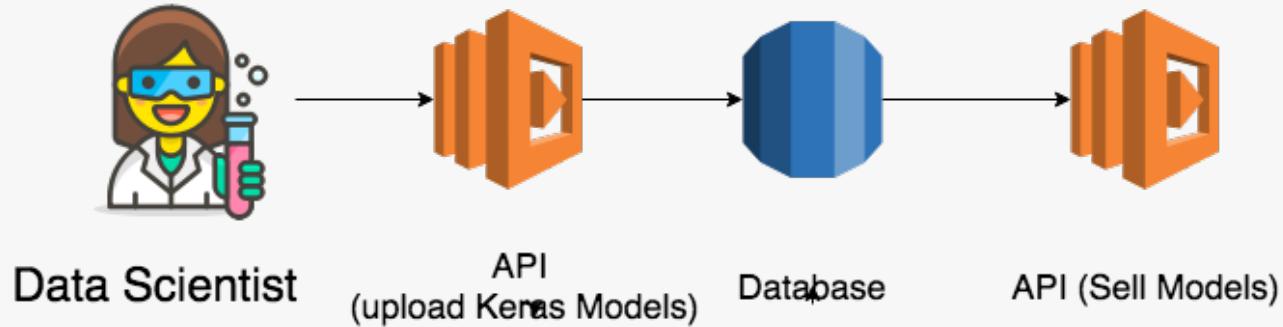
IT – Data Upload



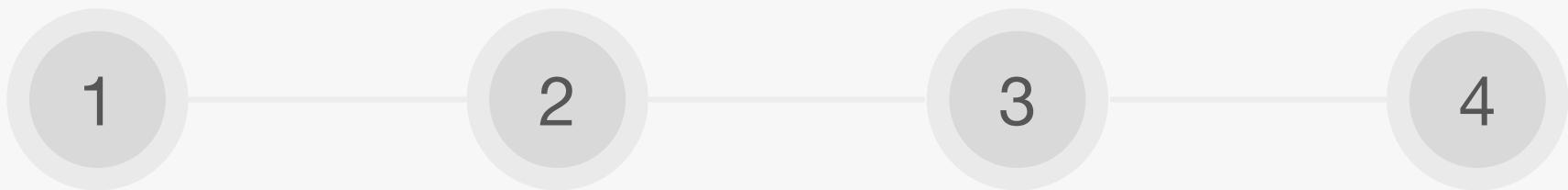
IT – Data Download



IT – Market Place



Use case



1
People prepare
for Marathon
(data)

2
Data Scientist
predicts the
needed Training
(value)

3
Runntastic includes
»Training needed module

4
Runner improves
in Marathon

Value Proposal (Humanity)

Get user data

Set incentives for users
to share their data

Free the data

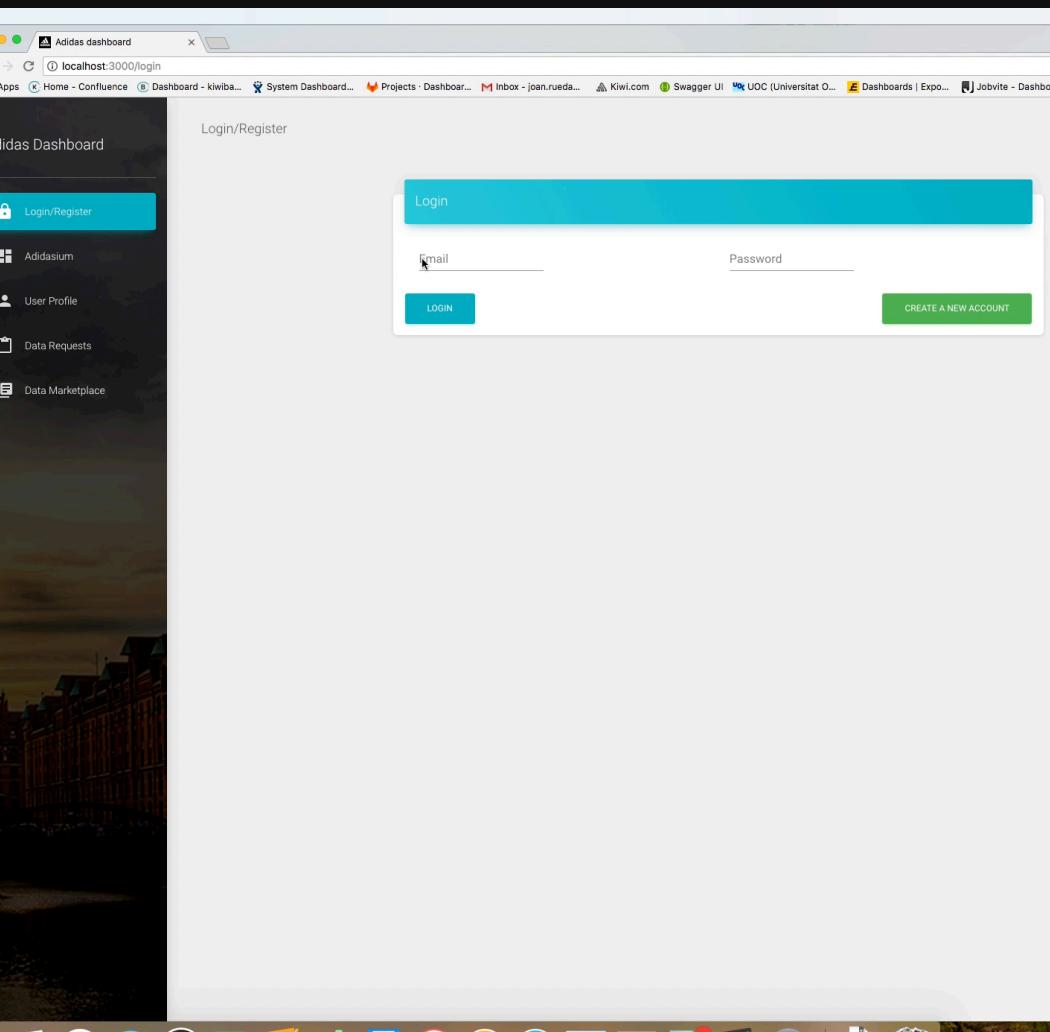
Give Data Scientists
their needed tools

Optimize customization

Beautiful customized
machine learning
models

```
Chrome File Edit View History Bookmarks People Window Help
3. ubuntu@ip-172-31-3-116:~/AdidasHackathonFinals/DeivataNet (ssh)
4. ubuntu@ip-172-31-3-116:~ (ssh)

5 µs
I INFO [07-03|06:55:09] Successfully sealed new block
I INFO [07-03|06:55:09] ⚡ block reached canonical chain
I INFO [07-03|06:55:09] ↵ mined potential block
e INFO [07-03|06:55:09] Commit new mining work
I µs
t INFO [07-03|06:55:14] Successfully sealed new block
t INFO [07-03|06:55:14] ⚡ block reached canonical chain
t INFO [07-03|06:55:14] ↵ mined potential block
C INFO [07-03|06:55:14] Commit new mining work
I µs
t INFO [07-03|06:55:16] Successfully sealed new block
I INFO [07-03|06:55:16] ⚡ block reached canonical chain
c INFO [07-03|06:55:16] ↵ mined potential block
I INFO [07-03|06:55:16] Commit new mining work
I µs
t INFO [07-03|06:55:26] Successfully sealed new block
I INFO [07-03|06:55:26] ⚡ block reached canonical chain
c INFO [07-03|06:55:26] ↵ mined potential block
I INFO [07-03|06:55:26] Commit new mining work
I µs
t INFO [07-03|06:55:31] Successfully sealed new block
I INFO [07-03|06:55:31] ⚡ block reached canonical chain
I INFO [07-03|06:55:31] ↵ mined potential block
I INFO [07-03|06:55:31] Commit new mining work
t s
W INFO [07-03|06:55:34] Successfully sealed new block
W INFO [07-03|06:55:34] ⚡ block reached canonical chain
INFO [07-03|06:55:34] ↵ mined potential block
i INFO [07-03|06:55:34] Commit new mining work
i µs
C INFO [07-03|06:55:34] Successfully sealed new block
a INFO [07-03|06:55:34] ⚡ block reached canonical chain
INFO [07-03|06:55:34] ↵ mined potential block
INFO [07-03|06:55:34] Commit new mining work
µs
> INFO [07-03|06:55:35] Successfully sealed new block
[ INFO [07-03|06:55:35] ⚡ block reached canonical chain
e INFO [07-03|06:55:35] ↵ mined potential block
e INFO [07-03|06:55:35] Commit new mining work
9 µs
> INFO [07-03|06:55:37] Successfully sealed new block
n INFO [07-03|06:55:37] ⚡ block reached canonical chain
> INFO [07-03|06:55:37] ↵ mined potential block
INFO [07-03|06:55:37] Commit new mining work
µs
[0] 0: bash- 1: bash*
number=1753 hash=8a6266..d0afcd
number=1748 hash=b9e9ee..c7436b
number=1753 hash=8a6266..d0afcd
number=1754 txs=0 uncles=0 elapsed=109.316
number=1754 hash=6bde30..86c3b9
number=1749 hash=a904f9..9b55be
number=1754 hash=6bde30..86c3b9
number=1755 txs=0 uncles=0 elapsed=116.517
number=1755 hash=82f8f5..328603
number=1750 hash=aa413f..204c2e
number=1755 hash=82f8f5..328603
number=1756 txs=0 uncles=0 elapsed=103.634
number=1756 hash=4014a0..e0ffac
number=1751 hash=07a94a..d7812
number=1756 hash=4014a0..e0ffac
number=1757 txs=0 uncles=0 elapsed=138.064
number=1757 hash=0fac77..d0e803
number=1752 hash=7e1666..a00f99
number=1757 hash=0fac77..d0e803
number=1758 txs=0 uncles=0 elapsed=110.894
number=1758 hash=e5741e..d2fabf
number=1753 hash=8a6266..d0afcd
number=1758 hash=e5741e..d2fabf
number=1759 txs=0 uncles=0 elapsed=156.706
number=1759 hash=82fd34..643fa7
number=1754 hash=6bde30..86c3b9
number=1759 hash=82fd34..643fa7
number=1760 txs=0 uncles=0 elapsed=110.869
number=1760 hash=09fe33..027342
number=1755 hash=82f8f5..328603
number=1760 hash=09fe33..027342
number=1761 txs=0 uncles=0 elapsed=148.785
number=1761 hash=136f57..4ed5b7
number=1756 hash=4014a0..e0ffac
number=1761 hash=136f57..4ed5b7
number=1762 txs=0 uncles=0 elapsed=115.173
" in 172-31-3-116" 06:55 03-Jul-18
```



Democratizing data, customizing
sports, impacting athletes

Outstanding Founders



Dirk
PhD



Dimitri
Kiwi



Lukas
Kiwi

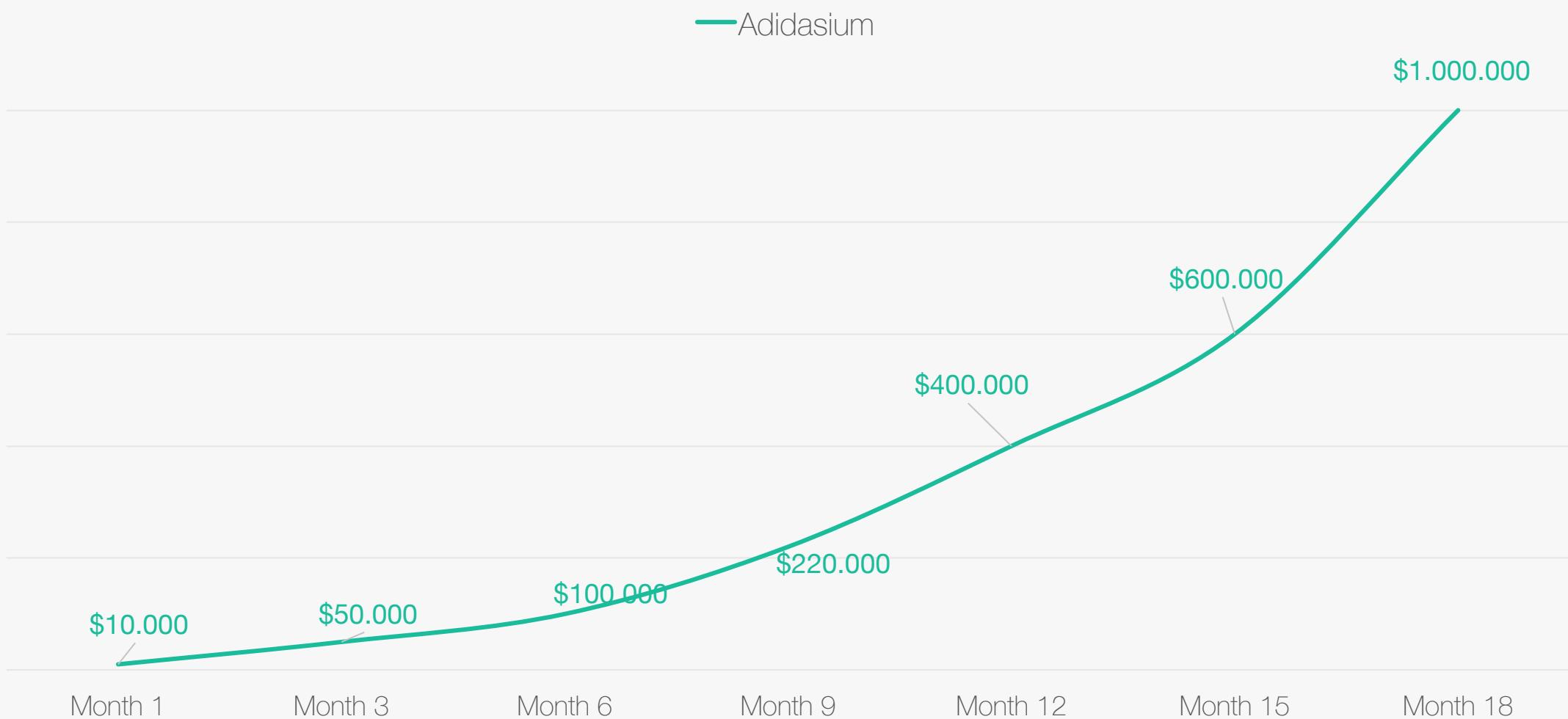


Joan
Kiwi



Victor
Nixi1

Adidasium ICO



Why Adidas?

Acessing Trends

Be the first notified about
new ways to use data

Be in Charge

Gather data from
competitors, Brand
Adidasium

Make money

Become a cloud

Transform sport data to value

Let the user participate in the value creation of his data. Making data transfer private.

#IoT #Blockchain #AI

A landscape photograph showing a dark blue night sky filled with stars. Below the horizon, there's a vibrant, colorful glow transitioning from purple to yellow and green, suggesting a sunset or a light pollution effect. In the foreground, there's a dark, out-of-focus area that looks like a field or a forest edge.

Data
Insecurity

=

No Value
Creation



Today's
solutions