

4dlife, the new paradigm of Smart City and Smart Territory

The UN has taken the initiative to promote innovation worldwide with a vital initiative to unite people through the 17 SDGs (Sustainable Development Goals) for all countries to promote prosperity while protecting the planet. In 4dlife we want to reach the maximum number of people to create value with new models of relationships, Internet and Artificial Intelligence helping the development of territories, companies and people, for a better world. WIPO Match is the UN's way of developing and leveraging innovation.

WIPO MATCH is a perfect network (networking, partners, universities...) and innovation is the key. For this reason, 4dlife bets on the window to the world offered by WIPO Match. WIPO MATCH Is a fundamental point for our strategy for development projects in territories.

The Internet has evolved since its creation as a technology that connects us more and more. At first as web pages in a web 1.0 where there was no interaction. Later we moved to systems where it was possible to interact, for example, with comments on blogs. Then came social networks, a revolution, where people can connect and share information.

Every day more than 2500 million GB of data are generated, producing what I call the *iceberg effect*: we only see a small part of the information, which is what we are shown in the first results of search engines, but what we do not see is most of what exists and is submerged without adding value.

4dlife (www.4d.life.com) is a Spanish start-up that has created a new paradigm of Internet that allows to create new models of connection, to represent things that do not exist today and to create value where it is applied. 4dlife is a new advanced technology, but it is also a philosophy of transformation. 4dlife allows the creation of new Internet models based on the territory.

4dlife, creates the web 4.0 in 2006, and this is the base of all our technology.

Web 4.0 should solve the problems that exist today, but that at that time were futuristic:

- _ the person is the center of information and everything that interests him is organized around him.
- _ navigation had to be intuitive, graphical and understandable
- _ the core is Artificial Intelligence
- _ should ensure that people are unique and serve to help them evolve, personally and professionally.
- _ had to be proactive, with the user being the one who inspires and attracts the information he needs at the time he needs it
- _ based on living systems

- _ create elements that do not exist today: companies, cities, organizations, governments, people, ...
- _ must be based on fractals: representing from the smallest to the largest connecting all its properties, for example, person > social group > neighborhood > city > territory
- _ the data, unlike the current systems, are democratic and, have no weight - a small business has the same value as a multinational - and people are the ones who attract information when they need it.

And above all, the creation of a new philosophy to fight against the negative effects of globalization and what we call **Reverse Globalization**. Companies and people must be inspired by their environment, collaborating and allowing the initiative to turn into innovation: millions of people are more creative than a group of them in a multinational. It is the way to be respectful with the environment, not to impose as in the late twentieth century, to listen, to let evolve, more feminine methods.

This is the foundation on which we give life to Internet 4.0.

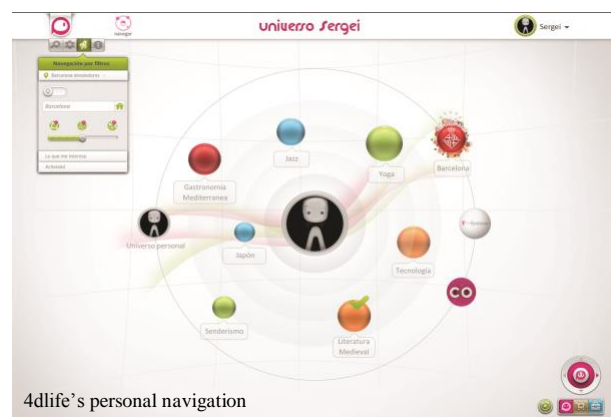
Until now, the most important thing is the data, the information; with 4dlife, the most important thing is the person: the information and the interaction starts from the person, the data is secondary, almost without context.

4dlife is born as a system created so that Artificial Intelligence reaches its maximum exponent, at levels not yet seen, and serves for the respectful evolution of people, companies and territories.

The way to navigate in 4dlife are the spheres. The 4dlife's 3D spheres® :

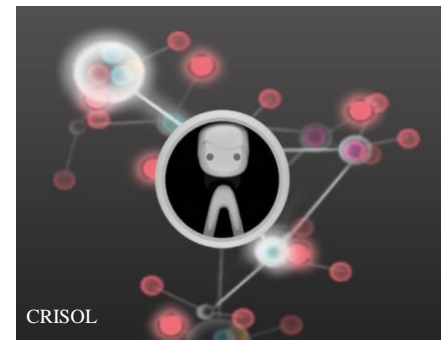
- tell us how the environment is evolving
- with them, the users, the companies, the cities, the market places can create their Universes
- create a context and allow advanced AI to be applied
- help us to understand the Universes and redraw it in a simple way
- analyze the strategy of the Universes in real time

The user is in the center and all the valuable information is organized around in the form of spheres.



The core of 4dlife is CRISOL® -the user's DNA - that knows the user and makes him/her unique.

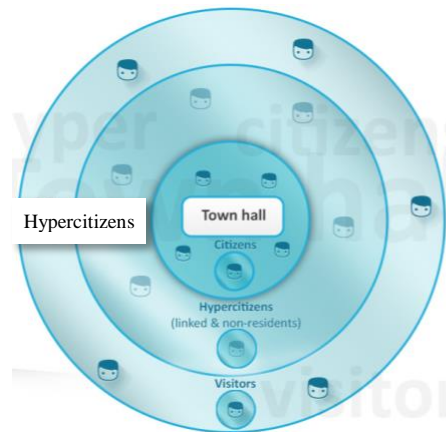
Then the relationship with information, people and groups is unique and really personalized, leading to efficiency and innovation.



4dlife connects all aspects of a city, developing new models of visualization, relationships and business between

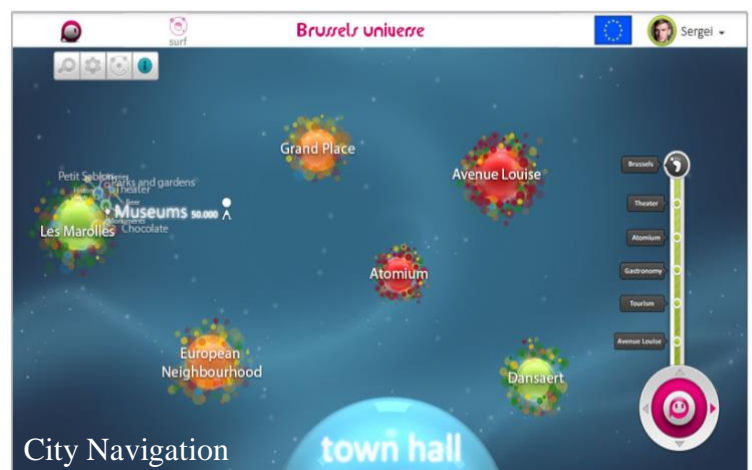
organizations, companies, people, products, citizens and tourists.

Enabling a new way of navigating in a city/territory based on the interests of citizens and businesses, having a way of understanding what is happening, of communicating with citizens, of connecting supply and demand, of making decisions in real time, of being inspired by citizens and businesses and, at the same time, that they can be inspired to create new opportunities.



We can navigate through the interests of a city/territory, through marketplaces, through companies. Get to know the visitor / tourist and be able to adapt the offer to what they really demand.

Thus, we create a new concept: **Hypercitizen**: anyone who is related to a city or region, without residing in it, and who wants their stay to be a unique experience and stay connected to the



region. It allows us to create territories with communities and companies beyond their inhabitants.

This allows us to create cities with digital territories of millions of people and companies that are interested in it, exponentially increasing business opportunities.

In the 1st UNWTO World Conference on Smart Destinations, UN raised 4 challenges and 4dlife is the only technology and methodology that allows to solve them.

How can 4dlife get them?

1. **Smart Destinations:** 4dlife is the unique technology that create the concept of Hypercitizen for Smart Cities based on people, companies and organizations above connecting things, nowadays, the only paradigm.
2. **Resilience:** for that is necessary to know in real time what happens in the city / territory.
3. **Creative Destinations:** offer in real time knowledge & inspiration for government, business, citizens and tourists.
4. **The Potential of the Data:** generate new products and services inspired and tested in real time.

Industry

There are disciplines such as Life Sciences that are vital to the development of humanity. Obviously, the 17 SDGs make it possible to expand the possibilities of industry, while at the same time being vital: clean water, protection of nature and connection with all peoples in order to discover new active principles and necessities. This would be a new paradigm that could be developed thanks to 4dlife. Life Science are becoming more and more complex and innovation should come from any place or person: we need to connect with AI: researchers, hospitals, patients,... Cognitive searches need context and have to reach researchers as proposals, in such a way that they can create disruptive innovations.

Tourism

For us, the tourist is anyone who comes to the city, lives in it or is planning to come. The idea is that we are all tourists and therefore we have to discover the territory continuously as our cities are alive.

The project consists of creating a new model of Smart City in which the person is the center. Supply and demand meet using Artificial Intelligence connecting people, interests, products, information, companies, public services and City Councils in a single environment.

With 4dlife, the technological project consists of creating a new model based on the Web 4.0® of Smart Cities connected in the cloud that make up a Smart Region.

Thus, with 4dlife, we will have a new model of tourism, tailored to each one, which allows you to discover the city in a personalized way, direct communication channels, inspiration in real time for the tourist offer, generating new business opportunities in real time. Tourists are invited to discover those places that directly or indirectly are identified as interesting for artificial intelligence algorithms.

We create a two-way communication channel where the tourist can participate in the construction of the supply, and where the demand is inspired in real time. We make the trade grow so that the tourist or the resident can access a city based on their interests and these attract with Artificial Intelligence the commercial offer to their profile.

The right offer comes at the right time to all people enjoying experiencing the city in a personalized way. It is about creating an information ecosystem where hypercitizens, companies, public organizations, culture, education, services and shopping, participate in a dynamic environment in which tourists discover a living territory and that adapts to them while inspiring cities to offer real time.

In this way, with these bases, we propose to transform our territories into knowledge, into a new environment that works for people.

4dlife is sensible to sustainable development goals and wants to contribute to bridge the digital divide between industrialize countries and developing world. That is the reason why 4dlife decide to make an offer to WIPO MATCH, because we believe that is on the line of our personal strategy. We don't forget why 4dlife was created: not only as a pure business model, also to make the world better.

Javier Córdoba

CEO & cofounder



The life based company