IEEE-SA 2016 IoT Startup Event
CES 2016

PaRADiSE: A Platform for Horizontal Application Development for Smart Cities

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How can Applications and Things search for other things for collaborative services?

Less than 1% of World’s Data is analyzed. Uniform treatment of IoT data is necessary.

Less than 20% Data is protected. How to secure smart city applications?

The Solution: PaRADiSE Platform

Horizontal Approach
- Enable creation of horizontal applications that cut-through many verticals.
- oneM2M standard oriented.

Three Pillars
- Complete solution for uniform IoT data collection, processing and visualizing the actionable intelligence.
- Ready made IoT application development templates for horizontal use-cases.
- Uniform and technology independent discovery mechanism.

Security
- Most challenging task in the smart city ecosystem.
- Securing device lifecycle, payload, communication, IoT data and enforcing access control.
What is Missing in Current Market

• **Seamless interoperation.**
• Uniform mechanism for Discovery and Data Analysis avoid creating data-silos.
• **Ready made** template for smart city application development.
• **Secure** products and IoT solutions.
• **Smart Cities** market worth $1.1 Trillion by 2020.

• **IoT security** market worth $28.9 Billion by 2020.

• **Fitness & Healthcare** market worth $100 Billion by 2020.

Target – Up to 5 percent of the market share over next 3 years.
## Unique Features, Key Take-Aways

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>App Templates</td>
<td>Providing ready-made horizontal templates for smart cities application development, <strong>simplifying</strong> the life of developers.</td>
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<td>Time to market</td>
<td>Quick development cycle, <strong>reduced cost of development</strong> and shorter time to market.</td>
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<td>No Data Silos</td>
<td>Strong orientation with oneM2M standards ensures <strong>seamless interoperability</strong> and avoid creation of data silos.</td>
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<td>Security</td>
<td>Privacy is a <strong>top-priority</strong> and is included by design.</td>
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<td>Deployability</td>
<td>Flexible to be deployed at – Cloud platform, Fog platform and even in Gateways.</td>
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<td>Consumer Centric</td>
<td>Giving more importance on <strong>consumer needs</strong>.</td>
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Go-To-Market

Social Media based Marketing

Technology Expos (CES, MWC, IoT Expo, Wearable Tech Expo)

Industrial Partnership with Wearable device companies

IoT Competitions, Technology Demonstrators, Startup Bootcamp
<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Location</th>
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<tr>
<td>Conception</td>
<td>April 2015</td>
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<tr>
<td>Market Study</td>
<td>April 2015 - ongoing</td>
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<td>Company Registered</td>
<td>August 2015 in India</td>
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<td>Tutorial</td>
<td>October 2015 in TX, USA</td>
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<td>Business Development</td>
<td>CES 2016, NV, USA</td>
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<td>Marketing &amp; Seed Raise</td>
<td>Q1 2016</td>
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