A platform utility for social value

Common issues for everyone

Repetitive Tasks for individuals

→ Identity Verification
→ Logging in
→ Managing passwords
→ Form Filling
→ Information Provision
→ Providing evidence
→ Updating information

Groundhog Day!!!

Current Issues for all

→ Friction
→ Effort
→ Duplication
→ Level of Risk, lack of security & imbalance of power
→ Cost, complexity, lack of interoperability
→ Lack of agility & Resilience

Addressing many social needs

1.Saanvi has a heart condition, diabetes and is recovering from a fall. She's struggling to deal with her doctor, hospital, social services, carer, physiotherapist. But they're not joined up. Saanvi and her family are drowning in repeated form-filling, phone calls and wasted effort.

2. Using her Mydex personal data store, Saanvi can automatically collect all the information she needs from providers and share it safely and easily when needed. She's free of form filling hassle, feels in control and can access the care she needs much more easily.

3. Thanks to better data sharing, service providers are achieving better, more timely interventions with streamlined admin. And the can now plan better. Critically, they are able to spend more time with those who need their support whilst reducing costs and risk.

4. With a person-centred integrated health and care record, organisations can provide responsive joined up services at lower cost. Citizens can initiate frictionless access and are able to transition seamlessly from one provider to another.

Creating a lasting impact

1. Eric went into a care home at the age of three. He left it two years ago and is looking for a job and a place to live. But he doesn't have the documents he needs to prove who he is or to get the support he needs. He feels trapped and excluded.

2. A support worker helps Eric build a bank of evidence from his past, and store it with Mydex. Eric can share these 'verified attributes' to register at college and get his own place to live. Eric is now re-connected to society.

3. Eric's data has been captured to create a trusted, lasting resource that can be re-used by multiple service providers supporting Eric. A spiral of decline has been halted.

4. Providers now have trusted digital relationship with people like Eric who are always connected, sharing and receiving updates to continue building their future

Multiplying, Accelerating and deepening impact...

1. Jackie is a pensioner. She's struggling to pay her heating bills and finding it hard to get lower tariffs from her energy compay as she is unable to prove her entitlement to specific benefits. She feels forgotten and isolated.

2. Working with her energy advice service, Jackie is able to create a trusted digital identity made up of information held about her across multiple systems. Freed from endless form filling she can easily apply for energy benefits and grants without stigma.

3. The redesigned service means providers can now spend more time helping people access the benefits they are entitled to rather than doing admin. Better quality data means better outcomes.

4. More of those entitled benefits can access them, thereby tackling the poverty premium and improving the wellbeing of the populace. Fraud and error is reduced through trusted data and identity exchange.

...in a way that makes it the new 'normal'.

1. Joel is stateless and currently living on the streets. He could access a range of support services but he can't prove his identity. That's making it hard to get the support he needs. He is in danger every day.

2. A support worker undertaking an assessment digitally captures Joel's fingerprint and stores it in a personal data store created for him. Joel's fingerprint gives him access to approved services. Each use of a service builds up an interaction history that helps create an identity for him.

3. No matter where individuals start, they can access front line services immediately with no friction. The instant means of re-identification means services can provide personalised life-long support while significantly reducing risk, cost and effort.

4. By removing friction and barriers and by enabling trust to build incrementally, this service enables dispossessed individuals to begin the journey of inclusion into society.

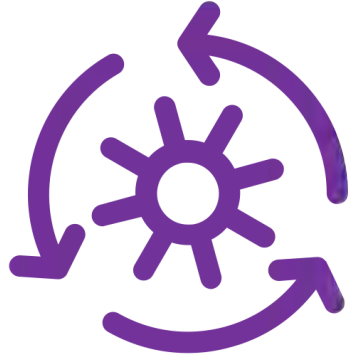# Mydex's Theory of Change

The current **organisation-centric** to collecting and using personal data is **dysfunctional**:

- organisations collect data about individuals and use it to **do things to them.** This creates duplication of effort, high levels of friction, delays and barriers to access

- organisations treat individuals as **passive data 'subjects'** instead of active participants

Mydex: a utility for social impact

Using Mydex equip and enable citizens to '**capture, create trustworthy data once, and use many times**' approach to data solutions means they can be replicated hundreds and thousands of times across the globe, at minimal incremental cost - thus *multiplying, accelerating and deepening their social impact through safe and easy inclusive access that removes friction, effort, risk and cost in online transactions and services for all parties*

The outcomes and benefits for everyone are clear

mydex

Outcomes for all

→ Seamless access
→ Automation
→ Streamlined processes
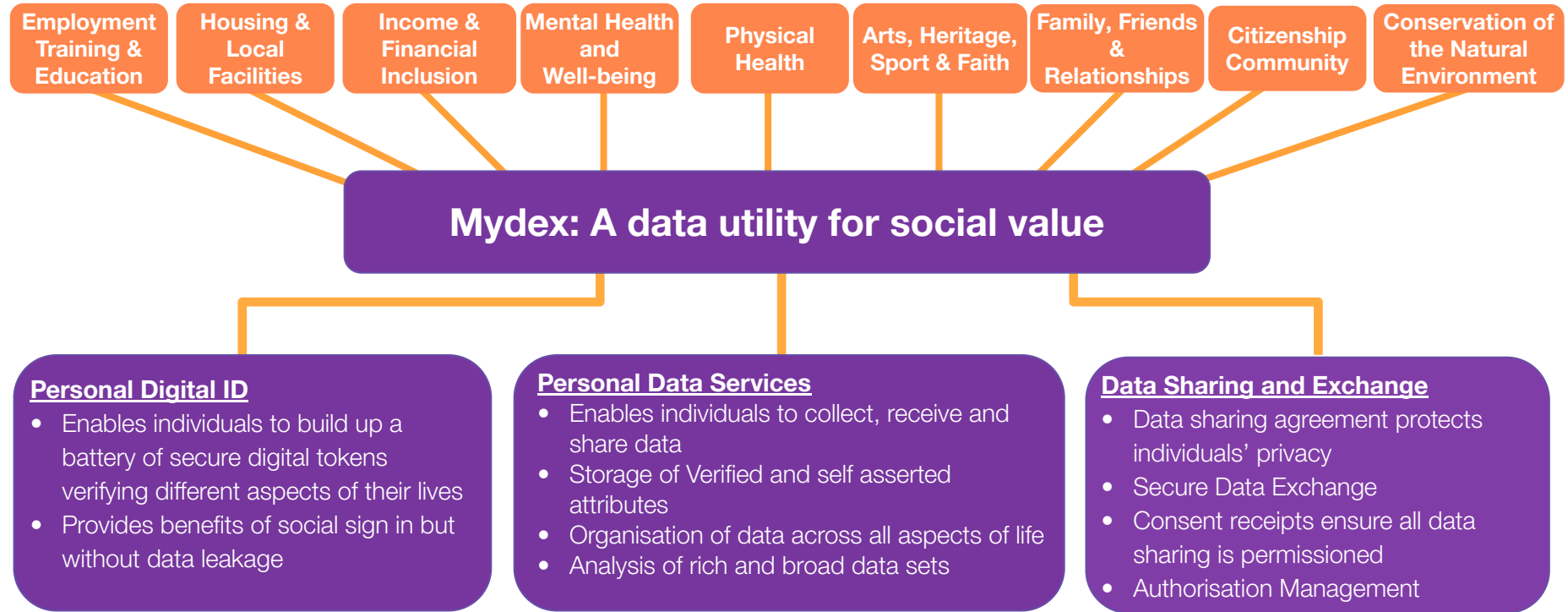→ Data captured once
→ Data assurance built in

Benefits for all

→ Reduced Friction and Effort
→ Reduced Risk through increased trust and security
→ Reduced Cost through automation
→ Higher success rates in transactions
→ Better outcomes - productivity, efficiency, impact
→ Improved public services
→ Accelerated Economy via adaptability & innovation
→ Increased satisfaction

Safe & Easy

How the platform delivers social impact

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Social Impact Categories

| Employment Training & Education | Housing & Local Facilities | Income & Financial Inclusion | Mental Health and Well-being | Physical Health | Arts, Heritage, Sport & Faith | Family, Friends & Relationships | Citizenship Community | Conservation of the Natural Environment |

Mydex: A data utility for social value

Personal Digital ID
- Enables individuals to build up a battery of secure digital tokens verifying different aspects of their lives
- Provides benefits of social sign in but without data leakage

Personal Data Services
- Enables individuals to collect, receive and share data
- Storage of Verified and self asserted attributes
- Organisation of data across all aspects of life
- Analysis of rich and broad data sets

Data Sharing and Exchange
- Data sharing agreement protects individuals' privacy
- Secure Data Exchange
- Consent receipts ensure all data sharing is permissioned
- Authorisation Management

Provides individuals with e**nd-to-end encrypted personal data stores** that only they can access, where the data remains under their control and which enables **seamless permissioned data sharing** with organisations.

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Person Centred Approach to Data Sharing

Streamline the citizen Experience

WE ARE MACMILLAN. CANCER SUPPORT

Glasgow CITY COUNCIL

cordia

The Scottish Government
Riaghaltas na h-Alba

advice direct scotland

age Scotland
Love later life

BEATSON cancer CHARITY
DETERMINED TO BEAT CANCER

Glasgowlife

Friends and Family Informal Carers

Cancer Support Scotland

Personal Data Store
ISO27001 | FairData Certified
Data stored in UK
Encrypted in storage and transit
Individual data controller
Free service to individual
Standard API's

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Trust Framework and Platform API Services

Cg carr gomm
Supporting People & Communities

NHS
Greater Glasgow and Clyde

DWP
Department for Work and Pensions

Wheatley Group

Improves
Data Quality
Citizen Journeys
Responsiveness
Efficiency

Reduces
Friction
Effort
Cost
Risk

Increases
Satisfaction
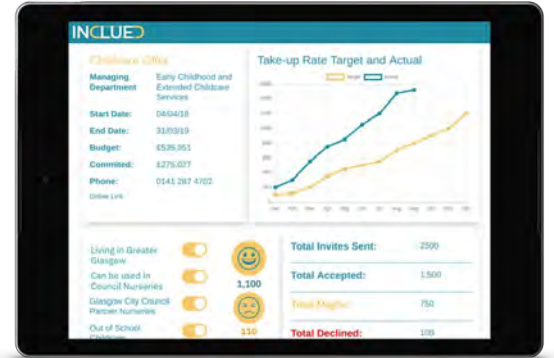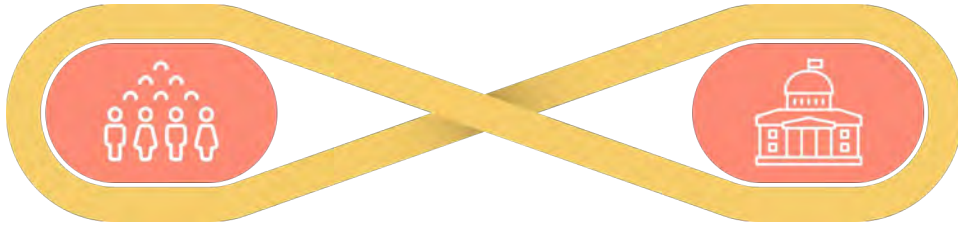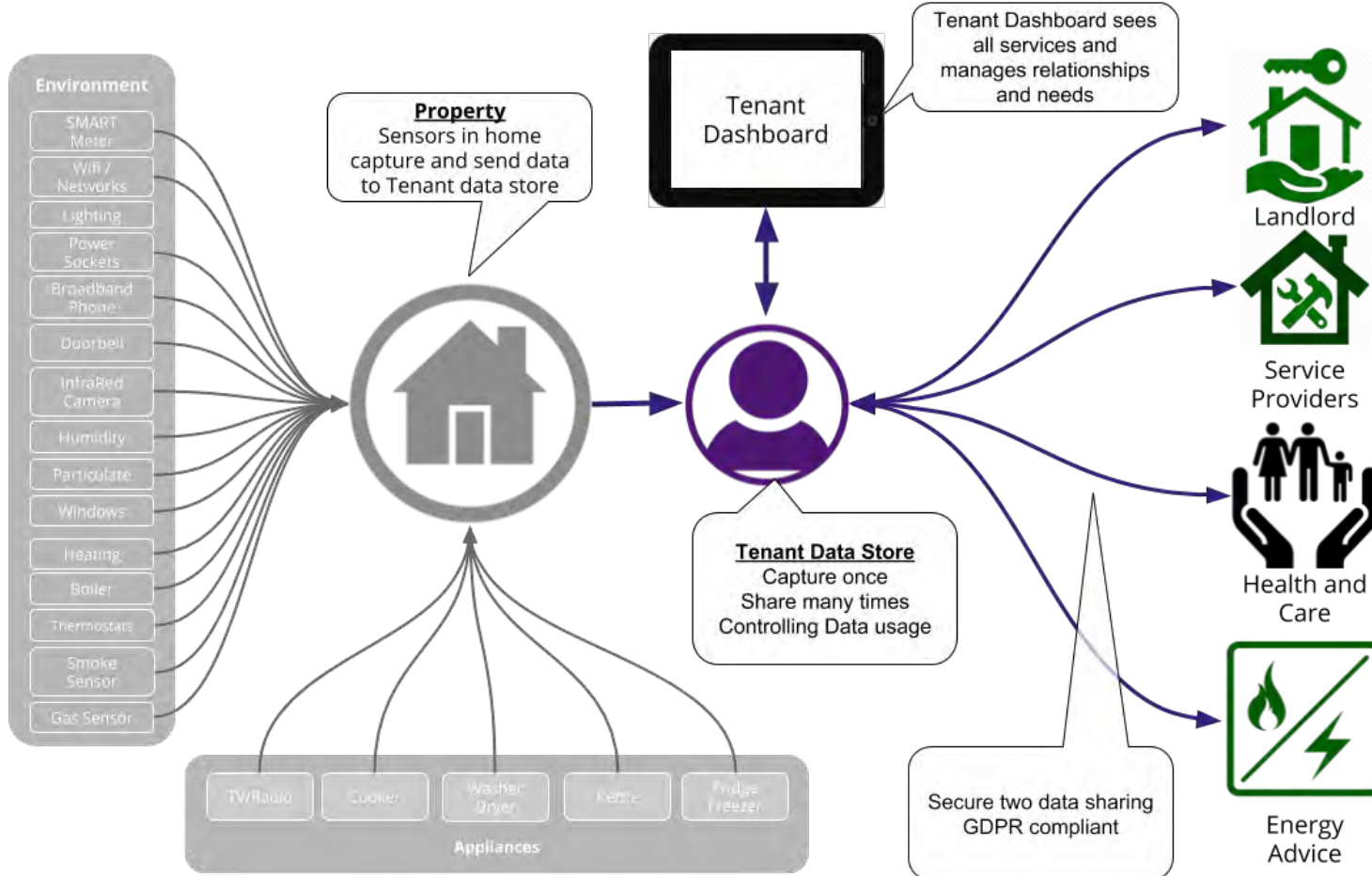Success rates
Trust
Confidence

Personal Data Store
Certified copy of data
-   Stored
-   Maintained
Combine data as needed
Share data as needed
Consent built in
-   Purpose
-   Timescale
End to end encryption
-   Data Storage
-   Data Exchange
Authenticated connection

Individual at the centre
-   Point of integration
-   Underpins whole life

Mydex: a foundation for trust and sustainability

- An **operational, trusted and secure** personal data store platform. (Mydex's platform is independently certified for data security)

- A **neutral layer** for safe data sharing. (Mydex's charging structure does not incentivise it to favour any party.)

- A **zero knowledge** platform (Mydex cannot see the data held in individuals' personal data stores).

Mydex: a foundation for trust and sustainability

- A mission and asset locked social enterprise in **Community Interest Company** legal form supporting individuals empowerment, inclusion and interaction with world around them

- An established **public services provider,** working across regional clusters in the UK

- **Designed for** citizens, public, private, social and third sector providers.

Mydex: empowering citizens

Build up a **portfolio** of verified shareable information about themselves	Safely and easily **connect** with service providers, avoiding both sign-in hassles and privacy/data leakage	Upload, collect, receive and store data (including secure **digital tokens** of 'verified attributes)	Use these verified attributes to **prove their identity** when doing anything online
Gain **insights** on behaviour from this data	**Share** their own data under their own control	Manage **consent** with third parties	Maximise the **benefits** they get from their data

Thank you