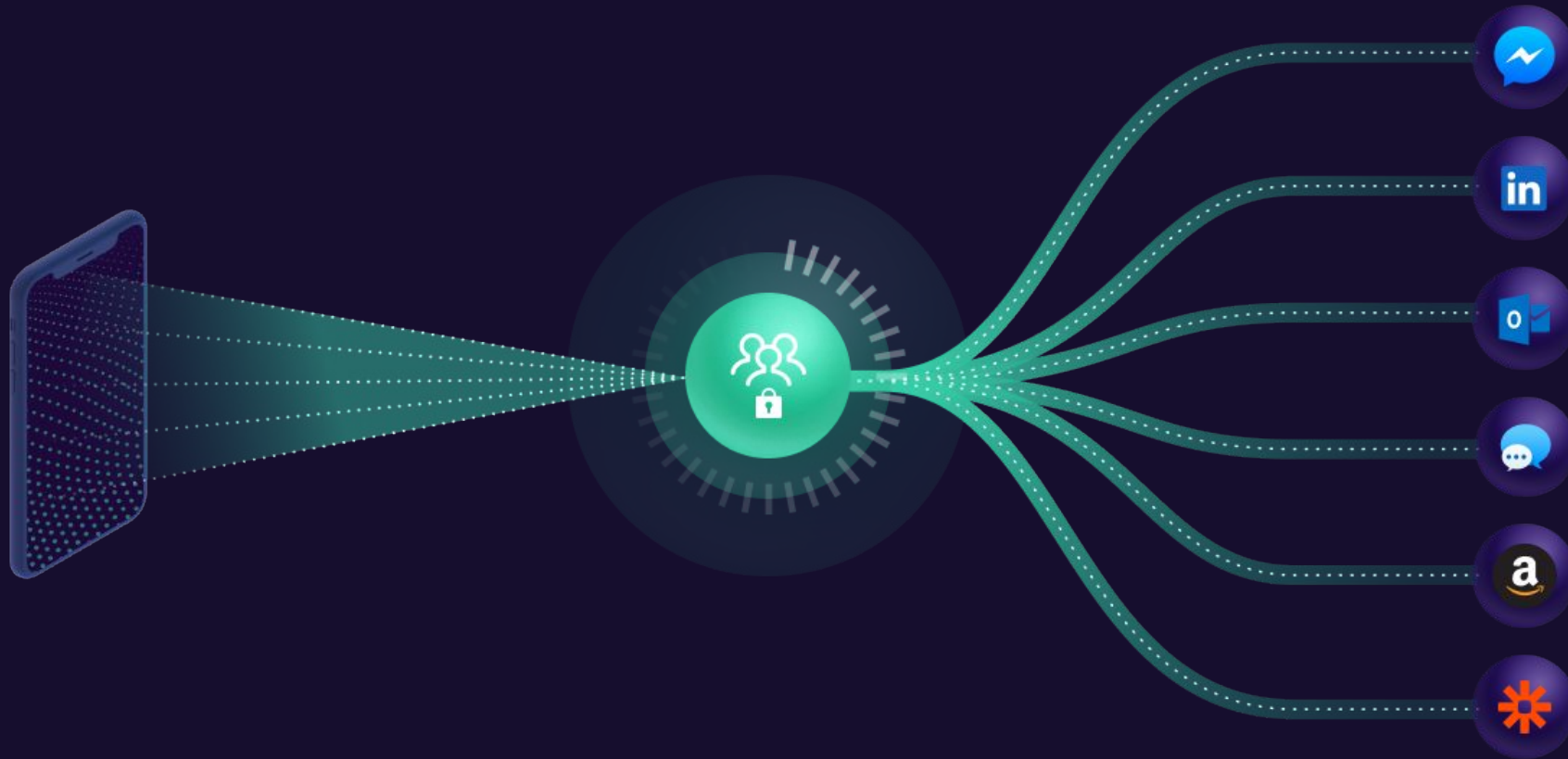




The simplest way for users to connect their accounts to an app

What Fathom does for B2C Apps



Our API lets users share data with apps
they've never had access to before

Accessing your data before Fathom

Time Consuming


How do I download a copy of my information on Facebook?

Computer Help ▾

Share Article

If you want to download a copy of your information from Facebook, you can use the **Download Your Information** tool.

To download a copy of your Facebook data:

1. Click  in the top right of Facebook.
2. Select **Settings & Privacy**, then click **Settings**.
3. In the left column, click **Your Facebook Information**.
4. Next to **Download Your Information**, click **View**.
5. To add or remove categories of data from your request, click the boxes on the right side of Facebook.
6. Select other options, including:
 - The format of your download request.
 - The quality of photos, videos and other media.
 - A specific date range of information. If you don't select a date range, you'll request all the information for the categories you've selected.
7. Click **Create File** to confirm the download request.

After you've made a download request, it will appear as **Pending** in the **Available Copies** section of the **Download Your Information** tool. It may take several days for us to finish preparing your download request.

Once we've finished preparing your download request, we'll send a notification letting you know it's ready.

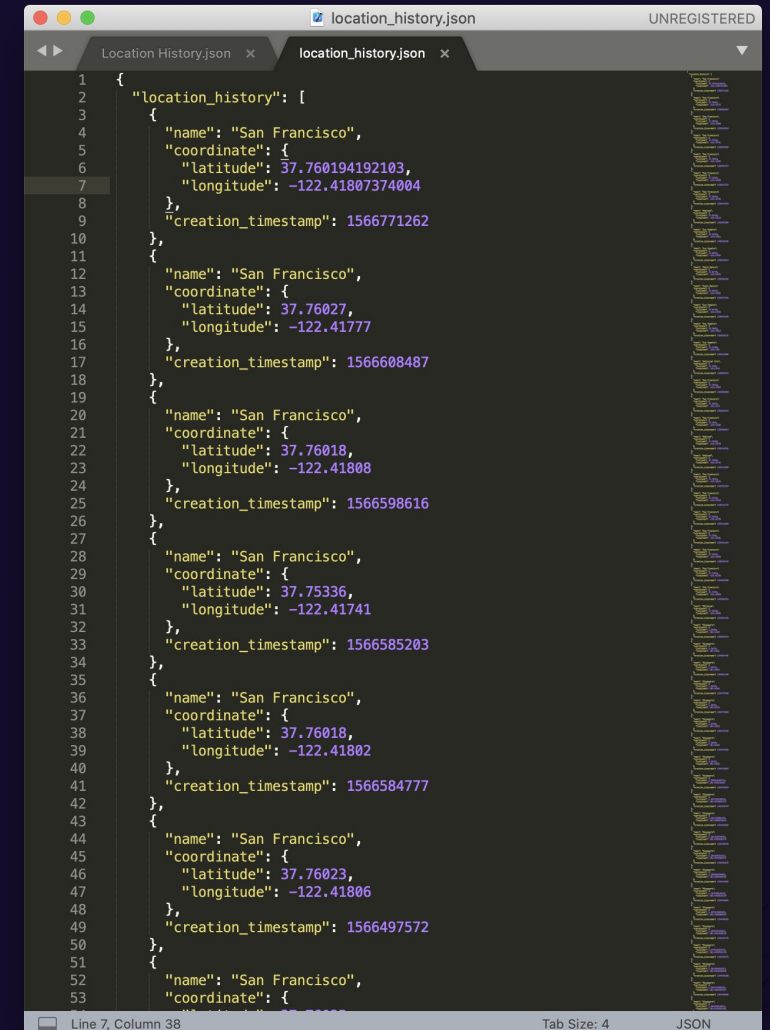
To download a copy of data you requested:

1. Go to the **Available Copies** section of the **Download Your Information** tool.
2. Click **Download** and enter your password.

Accessing your data before Fathom

Time Consuming

Technical



```
1 {
2   "location_history": [
3     {
4       "name": "San Francisco",
5       "coordinate": {
6         "latitude": 37.760194192103,
7         "longitude": -122.41807374004
8       },
9       "creation_timestamp": 1566771262
10    },
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13      "coordinate": {
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15        "longitude": -122.41777
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18    },
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23        "longitude": -122.41808
24      },
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40      },
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45      "coordinate": {
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53      "coordinate": {
```

Accessing your data before Fathom

Time Consuming

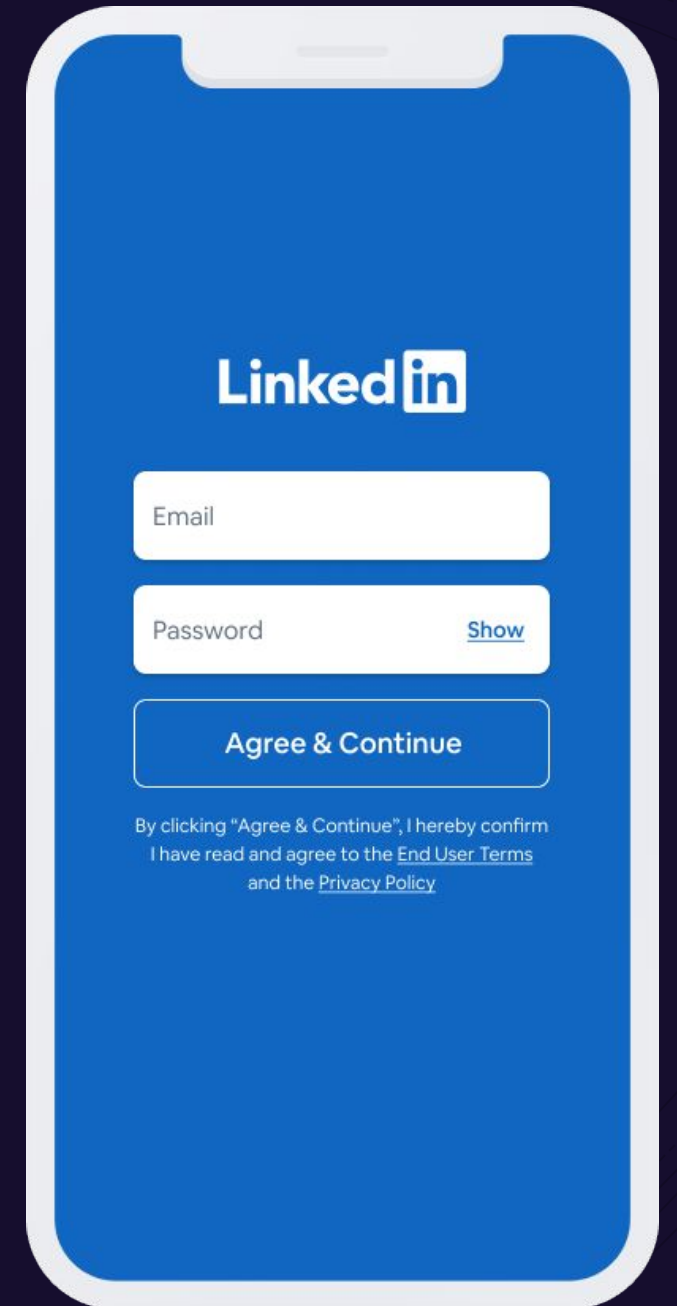
Technical

Useless



Accessing your data with Fathom

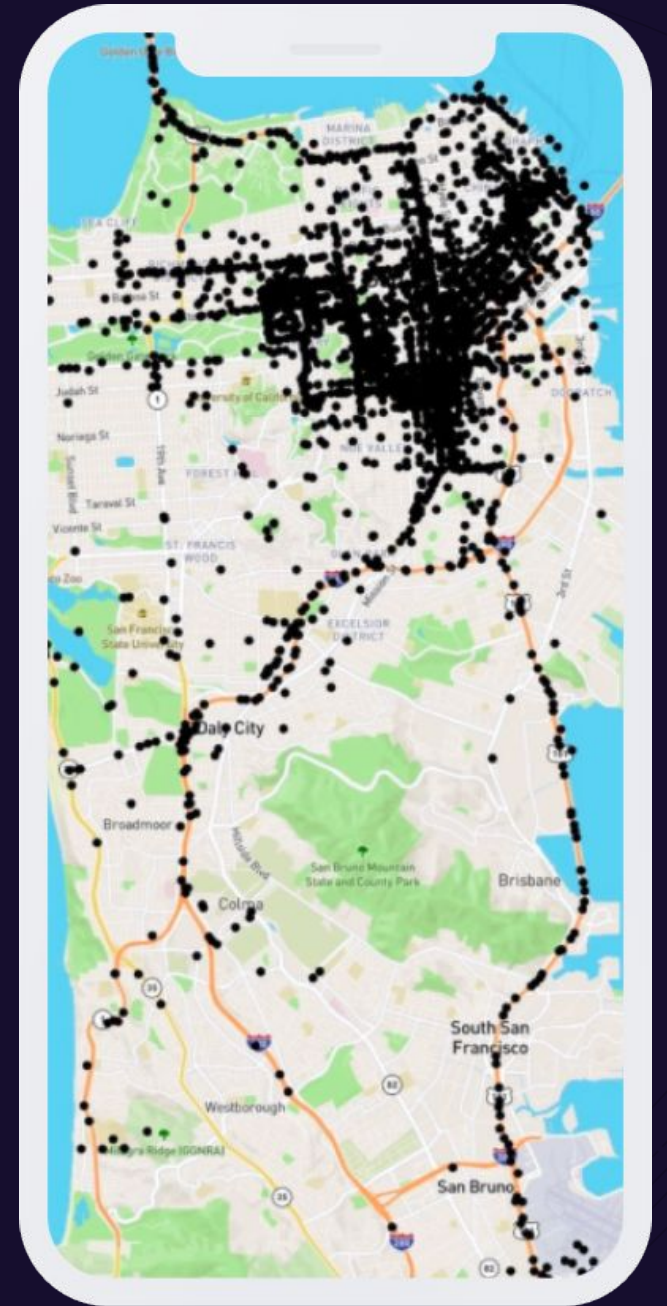
Fast: The API asks users to link their social accounts.
That triggers a simple front-end module.



Accessing your data with Fathom

Fast: The API asks users to link their social accounts. That triggers a simple front-end module.

Digestible: Users can output their data to be used easily

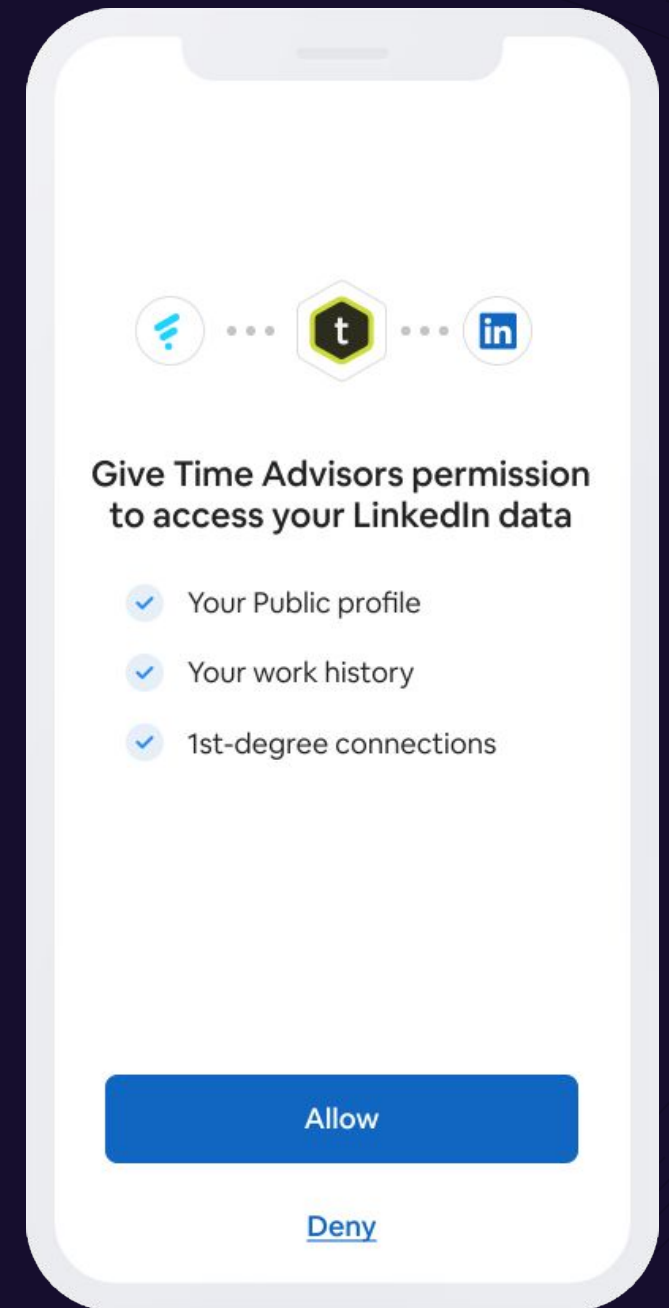


Accessing your data with Fathom

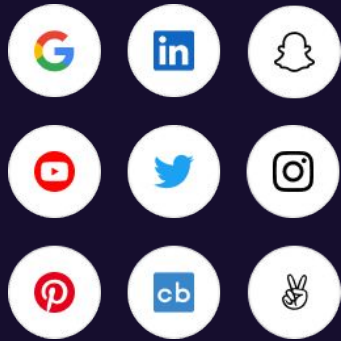
Fast: The API asks users to link their social accounts. That triggers a simple front-end module.

Digestible: Users can output their data to be used easily

Shareable: End-users can start sharing their data by easily signing in and giving consent



Some of the data consumers can share



Personal & Professional Relationships



Work & Experience History



Shopping History



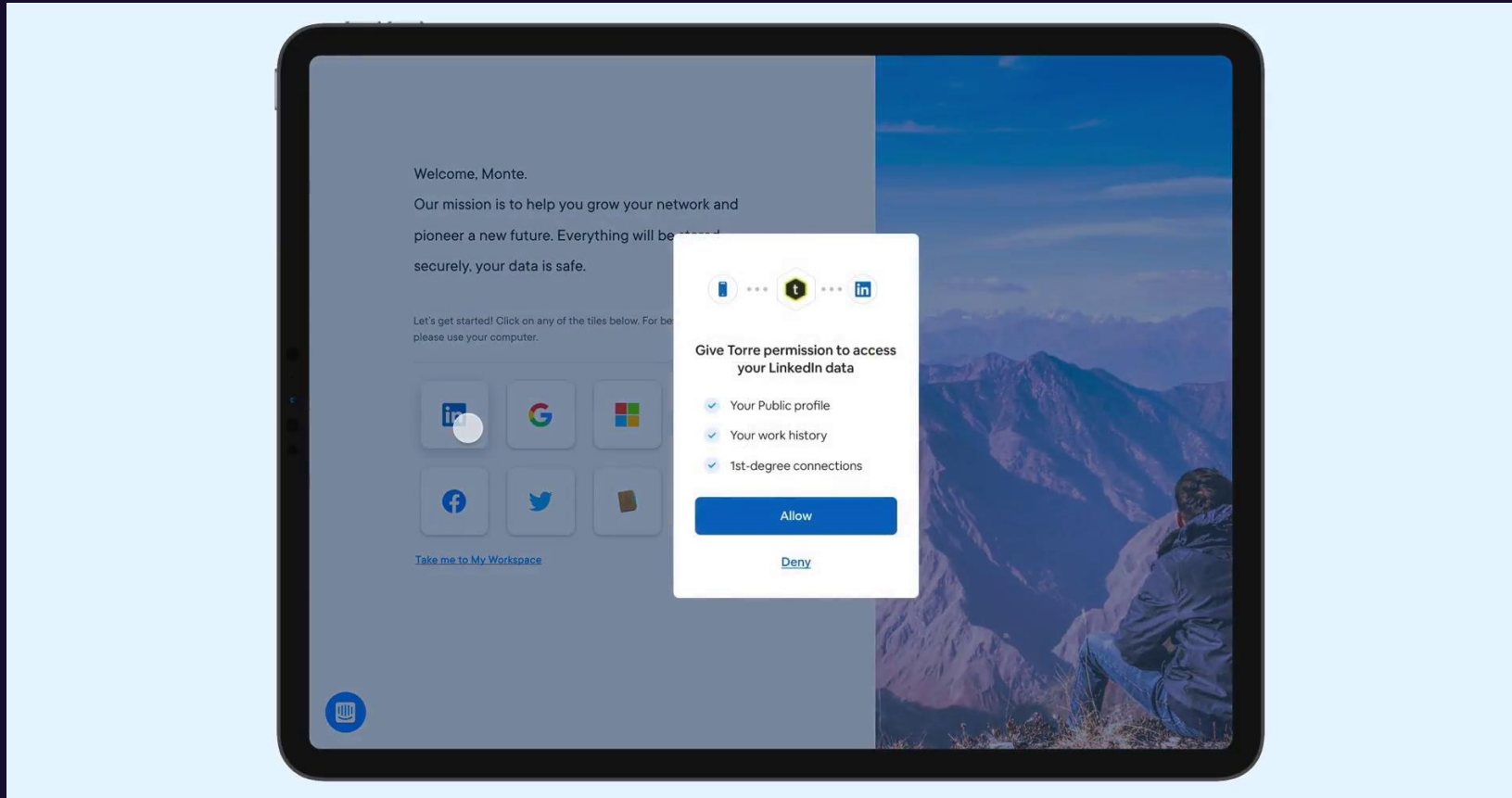
Location History



Likes & Interests

Working Demo

(our product is the pop-up tool)



Relatus currently using Fathom's tech to import digital relationships to help founders find introduction paths to investors

Happy (paying) customers

Sales



Recruiting



Finance



Happy (paying) customers

Sales



Recruiting








Finance



\$43,240

In revenue so far

Competitive Landscape

	 digi.me	memri	 TIKI	 Dataswift	 DATALUCENT	 fathom
EMAIL INTEGRATION	✓	✓				✓
OUTLOOK INTEGRATION						✓
FACEBOOK INTEGRATION				✓	✓	✓
LINKEDIN INTEGRATION						✓
AMAZON INTEGRATION						✓
CONSENT TO SHARE DATA	✓		✓	✓	✓	✓
PRIVACY FOCUSED	✓	✓				✓
DATA VISUALIZATIONS						✓
INTEGRATION API						✓

Data is Siloed in Walled Gardens

Data Ownership today



In 2020:

- Google generated **\$146.9 billion** in revenue from our data
- FB generated around **\$84.2 billion** in revenue from our data
- Equifax generated **\$3.1 billion** in revenue from our data

1. [statista.com/statistics/271258/facebooks-advertising-revenue-worldwide/](https://www.statista.com/statistics/271258/facebooks-advertising-revenue-worldwide/)
2. [statista.com/statistics/266249/advertising-revenue-of-google/](https://www.statista.com/statistics/266249/advertising-revenue-of-google/)
3. [inc.com/associated-press/equifax-data-money.html](https://www.inc.com/associated-press/equifax-data-money.html)

The Regulated Data Model

The Future of Data Ownership



Data regulations make this model **possible**

The Regulated Data Model

The Future of Data Ownership



Data regulations make this model **possible**

We build the tech to make this model **practical**

Team



Zane Witherspoon
Chief Executive Officer

- CTO @ Dispatch Labs
- Distributed Systems Architect
- Cybersecurity Engineer



Shadan Azali
VP of Strategy

- MPA, Columbia University
- Corp Philanthropy @ Ally Bank
- IR at Dispatch Labs



Jason Witherspoon
Chief Data Officer

- Harvard Alum
- Apple Data Wrangler
- Lucasfilm Data Specialist



Justin Litchfield
Engineer Extraordinaire

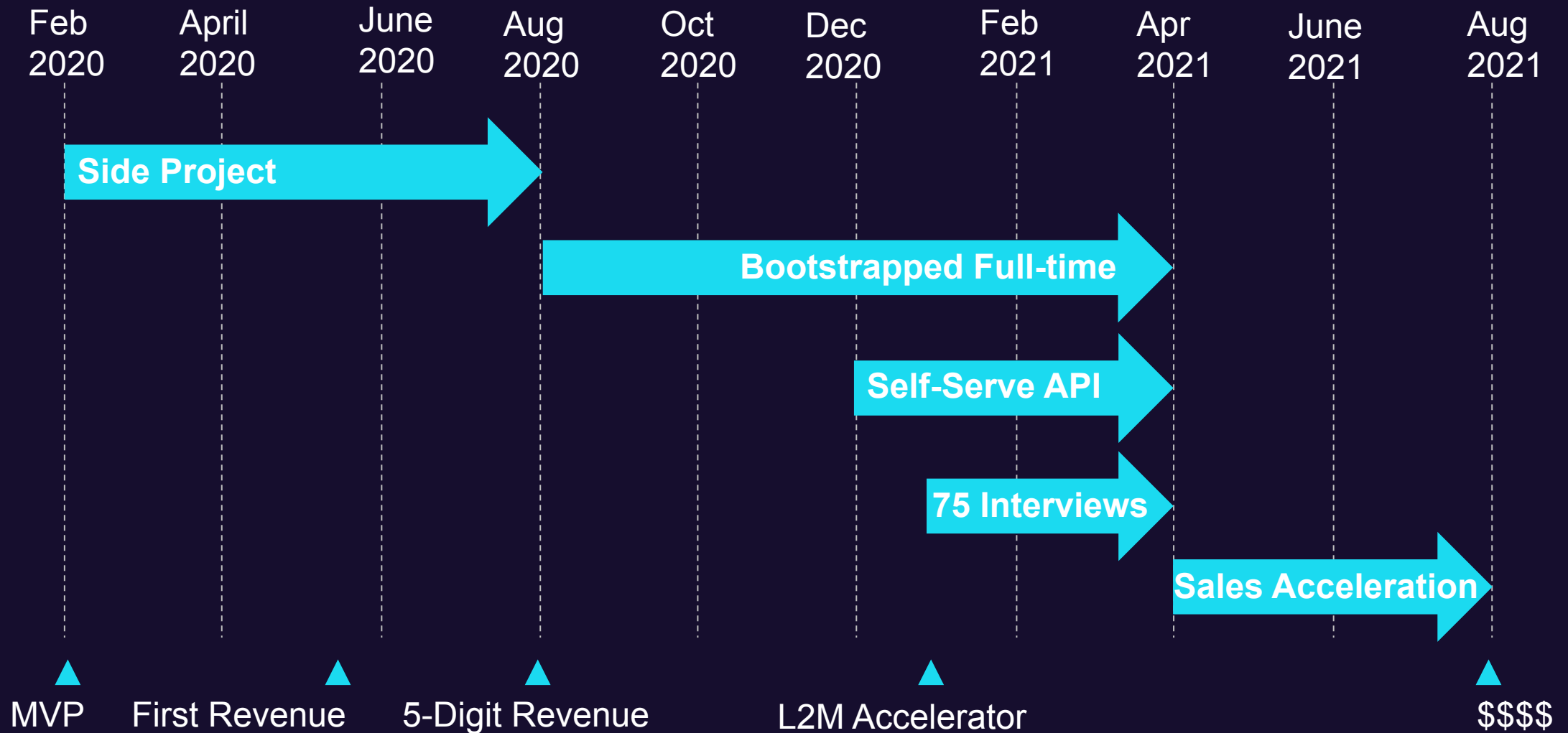
- Ph.D. from Stanford University
- CEO at Obsidian Software
- CTO at Prochain Capital



Asher Blumberg
Product Design Advisor

- Product Designer @ Amazon
- Product Designer @ TaskRabbit
- UI/UX @ StumbleUpon

Roadmap





fathom

Web: <https://FathomPrivacy.com>

Email: Zane@FathomPrivacy.com



Please reach out if:

You or someone you know is interested in investing

or

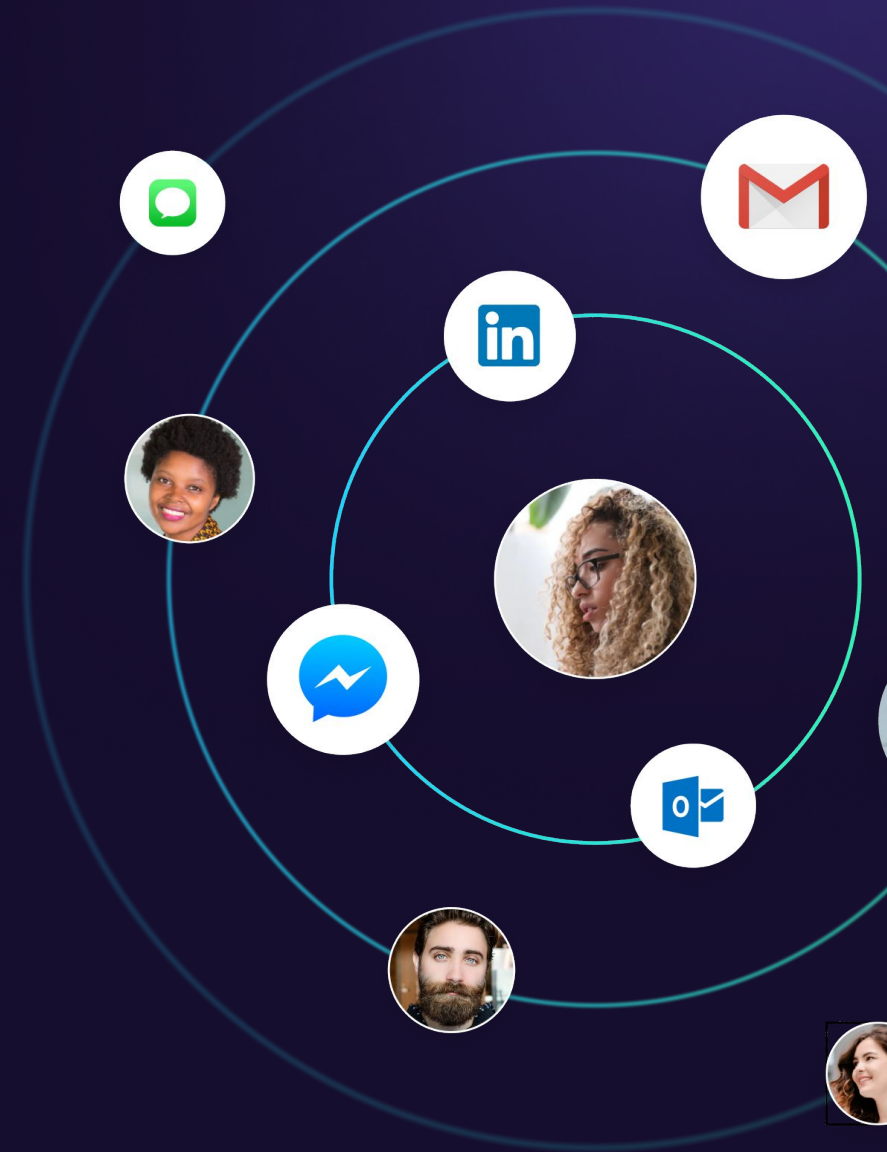
You would like to see the tech in action

bonus slides

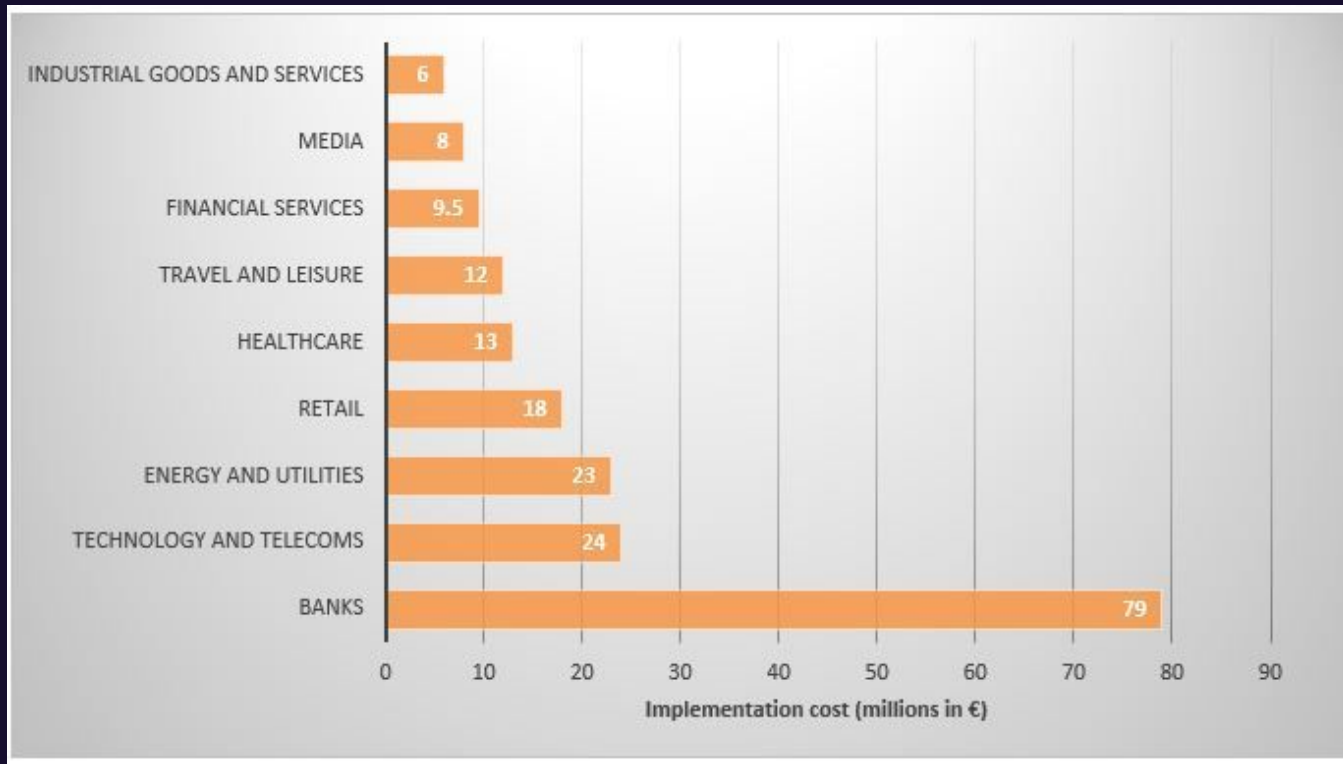
By 2023, companies that earn and maintain consumer trust will see **30% more** digital commerce profits than their competitors.

— Gartner Report: “The State of Privacy and Personal Data Protection, 2020-2022”

Your users can legally share their data.
We make sharing that data *seamless*.



Emerging Data Privacy Sector

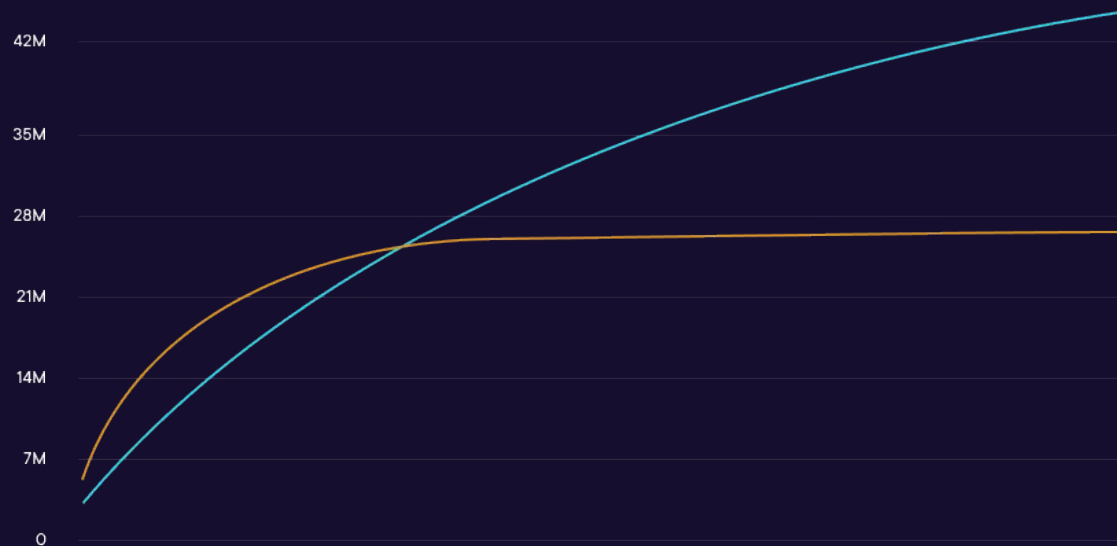


Since enactment of GDPR 2 years ago, the average enterprise is spending over \$3.5 million on data privacy

<https://www.itgovernance.eu/blog/en/how-much-does-gdpr-compliance-cost-in-2020>

Reduce churn now to break ahead:

After 3 years



Company A = 25M users

Company B = 42M users

Company A

5M new users per month,
80% monthly retention

Company B

2.5M new users per
month, 95% monthly
retention

*data from greylockpartners