



**spinoza.io**  
your web3 health wallet



By Every1Everywhere Health and Technology

≡E1E≡

**“Hi Dropbox. Meet Monzo.  
Welcome to privacy.”**

Health data is an asset class that has real-world utility.

YOUR PASSKEY INTO THE FUTURE OF IMMERSIVE INTERNET.



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PET

Privacy-enhancing technology for health data.



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## PROBLEM FROM USERS OF OUR DIABETES PLATFORM

**“WHY CAN’T I CONTROL MY OWN HEALTH DATA? IT’S EVERYWHERE BUT WITH ME.”**



### NO CONTROL

People can barely access their own data, much less share it.



### NO PEOPLE-CENTRIC SERVICE

Patients are the afterthought when institutions say they are trying to drive innovation.



### NO SHARING

Moving data for care across systems is nearly impossible. Even within a single trust. Paper anyone?



### NO WELLNESS

Healthcare systems don’t want your consumer data that you’re probably using to manage your health everyday.



HEALTH DATA IS AN ASSET CLASS WITH ACTUAL UTILITY (NOT THE SPECULATION OF NFTS)

## THE PROMISE OF WEB3 IS THE ANSWER

Not a strictly Web3 solution, but the promise of privacy from Web3.

Decentralise control over health data. Let consumers control their own health data in the coming internet platform shift.

Crypto Security | Zero-Knowledge Proof | Forward Secrecy | Spinoza's elegant consumer-facing application sitting on the top.

ReNFT: individuals control who sees what, when.



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## MARKET OPPORTUNITY

### DECENTRALISATION OF HEALTH DATA

#### Data security and privacy



#### MARK CUBAN - COST PLUS

Washington Post: Cost Plus could have saved Medicare in the US \$3Bn in its first year of operation.



#### AMAZON - ONE HEALTH

Good: Access to healthcare through Prime membership.  
Bad: How your data is accessed across biz lines.

**Problem: are we giving up control over our health data?**

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## BUSINESS OPPORTUNITY

Get in a lane. Build a business around consumer control over personal digital health data. Own that lane.

Merge health NECESSITY, consumer DESIRE and PURPOSE of Web3 infrastructure.

**SPINOZA: YOUR PASSKEY TO THE FUTURE OF THE INTERNET.**

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## PEOPLE



### **SHELDON STEED**

E1E founder | SX2 Ventures

PhD, LSE. Brought multiple tech products to market - notably, in diabetes, AI for the NHS and population health for Chelsea FC.

Contact Sheldon at SX2 Ventures, New York, London, Dubai  
[sheldon.steed@sx2ventures.com](mailto:sheldon.steed@sx2ventures.com)  
Contact Number: +447847137818

[sheldon@every1everywhere.org](mailto:sheldon@every1everywhere.org)

### **INITIAL CORE TEAM**

**Full stack engineer** - 10 years fintech  
**Architect/front end design-build** - web3/web2 - 10 years Chelsea Football Club  
**Full stack engineer** - 15 years experience Bentley, Tesco  
**Design team** - Disney+, Netflix, BBC

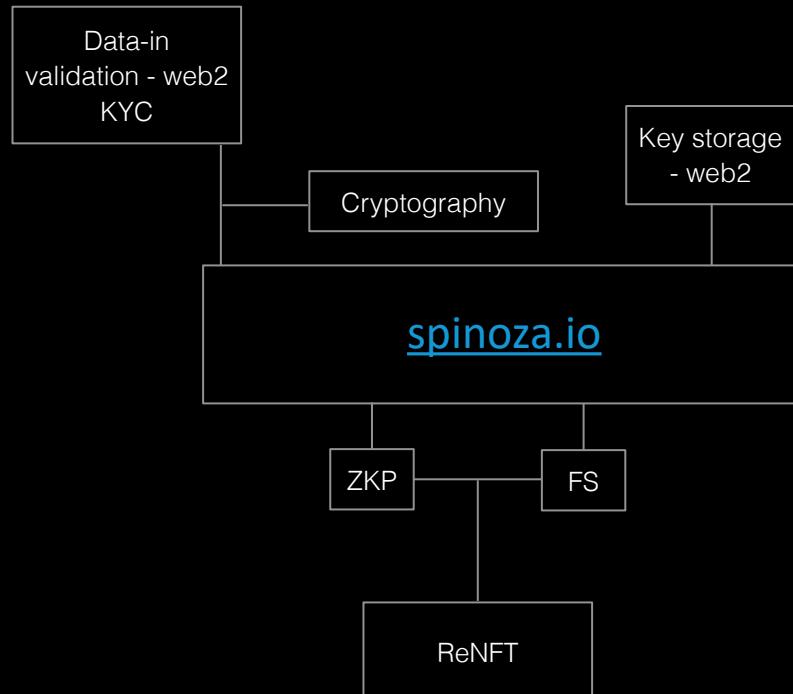
**We're building a team of employees who think about every step of your data processing experience.**



# REMIXING EXISTING TECHNOLOGY

## WEB3 TECHNOLOGY

Data-in validation (Web2)  
 Cryptography  
 Zero Knowledge Proof N2K  
 Future Secrecy TTL  
 Sharing ReNFT  
 Key storage



Hybrid model of our current event-sourcing database/blockchain-type ledger.

## WHY HYBRID?



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ZKP  
Future Secrecy  
= reNFT



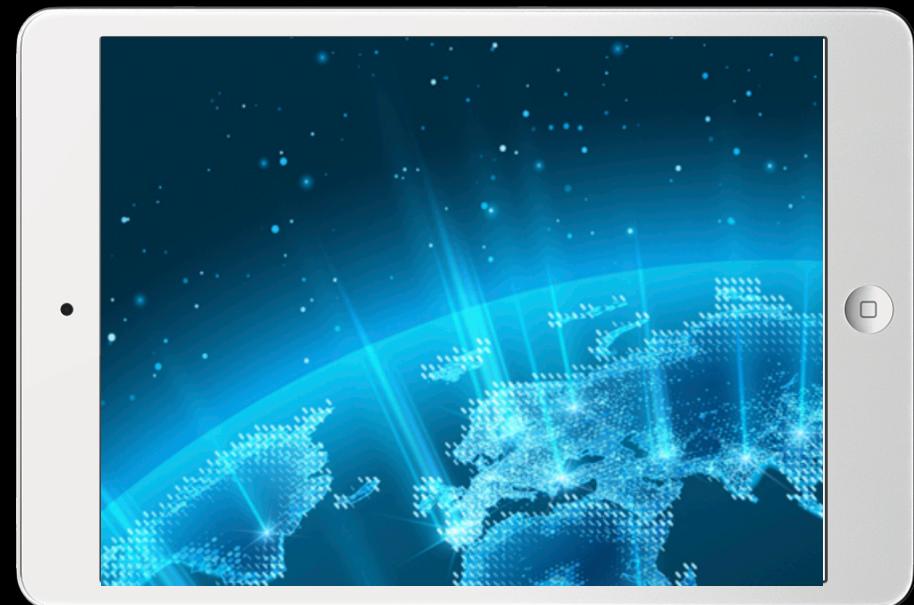


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## NETWORK EFFECTS

**SPINOZA** creates the foundation for network effects in the developing immersive internet. B2C2B.

- Virtual healthcare services
- Personal trainers
- 3rd party machines
- Government
- Insurance
- Mental health support
- Financial transactions for all the above



**SPINOZA IS YOUR PASSKEY TO THE INTERNET.**

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## REVENUE STRATEGY

### CONSUMER SUBSCRIPTION

**\$1-10/MO**

If it's free, you're the product.

### TURNKEY

**\$**

Third parties use the wallet for secure access to their customers.

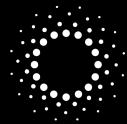
### MICROTRANSACTIONS

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The big win.

# VISION: IMPACT

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Be the best in the world at letting ANYONE share their secure health information: across geographies, organisations and verticals.





## CONTACT SHELDON

Contact Sheldon to hear about our plans for ROI. £4m at %TBD and 24 months runway.  
**OUR DEV STRATEGY, SEED ROADMAP, STRATEGIC ACQUISITION VERTICALS, MORE.**

### spinoza.io HQ

London, UK

### CALL OR EMAIL

[sheldon@every1everywhere.org](mailto:sheldon@every1everywhere.org)

+447847137818





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## APPENDIX: Design thinking and more on the problem

# IMPACT: Health data security is getting worse in the UK



The long read

## 'Our health data is about to flow more freely, like it or not': big tech's plans for the NHS

The government is about to award a £480m contract to build a vast new database of patient data. But if people don't trust it, they'll opt out - I know, because I felt I had to  
by [Cori Crider](#)

# What's possible?

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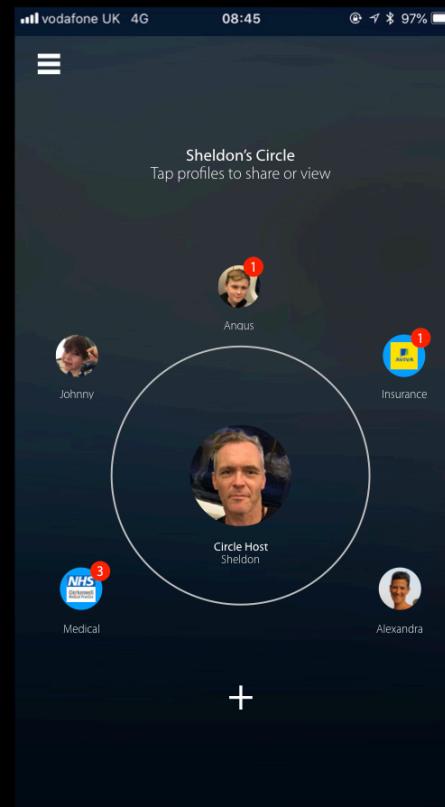
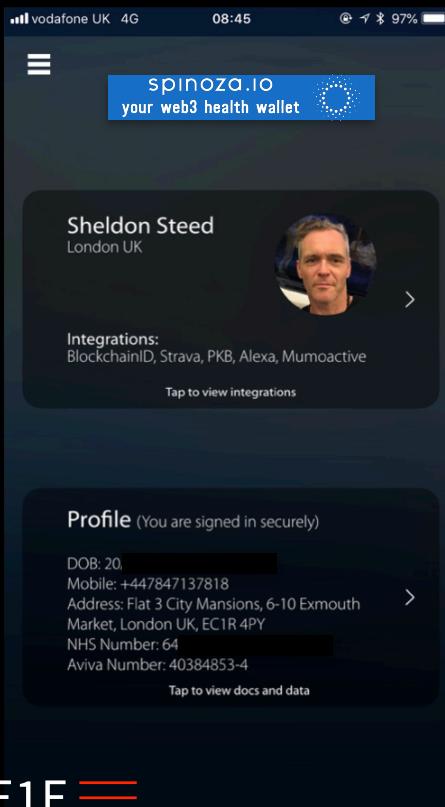
Solve the problem by letting users control who gets to see what health data, when - and for how long.

Instead of giving over data permissions to large organisations, control it yourself: share when and where you need it.



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## APP LAYER

**Consumers share digital health information like they transfer digital currency.**

Create a wallet in a few minutes.

Create a circle of people and service organisations with whom you can share parts of your wallet (like family, pharmacy, foreign health services and more).

Grant access to any information, with anyone you choose, anywhere in the world. Turn it off when you choose.

- Identity documents
- Healthcare documents
- Fitness data
- Health profile data
- Insurance details
- Vaccination records
- Digital healthcare data
- Link to your bank



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## APP LAYER

**Digital health information becomes a meaningful asset class underwritten by the value it brings for stakeholders.**

### In my Circle:

Family	Fitness trainer
Support	Physio/
Insurance	chiropractor
Healthcare	Emergency health
Employer	Retail pharmacy

