

“What if the next credit layer isn’t built only on banking data but on telecom data?”



Enabling Data Collaboration



Pryvx is privacy-safe infrastructure between the world's richest data, and the companies accessing it.

Executive Summary

The Deal Space

Round type:

Seed Round

Target raise:

€2.4 Million

Instrument:

Equity (Price Round)

Use of Proceeds:

**Market Expansion &
Product Development**

Fundraising Timeline:

7th April - 5th June

Company founded 2024 in Sweden.
Raised 415k USD in Pre-Seed.

Key Investment Highlights

1. Unique architecture:

Distributed computation eliminate data movement, solving data sovereignty that plague the incumbents

2. Validated early revenue:

14 Thousand USD revenue collected in Q1 from Telkomsel

3. Potential scale:

Deployed with Telkomsel Indonesia , RBI - Sahamati and RelianceJio India with total +760 million consumers

4. High growth TAM:

Combined PET+DCR TAM is ~\$6.0B in 2025, growing to ~\$17.4B by 2030 (23.8% blended CAGR)

5. Strategic traction:

Supply Side: Telkomsel, XLSmart, Indosat, RelianceJio
Demand Side: Boost Bank, Amarnya (OJK Indonesia)
WPP, BajajFinServ, ICICI, Saave, Finvu (RBI India)

AI models Are starving

80% of high-value data is locked in silos due to compliance and security risks.
The challenge: sharing sensitive data.

Data Supply Side



TELECOM

Privacy & Compliance

GDPR/PDP make raw data sharing illegal across organizations

Economic Friction

The economics are broken: sending, storing, and securing third-party data costs more than the value it returns

Trust & Silos

Competitors won't share even when both parties win and laws and regulations allow cooperation

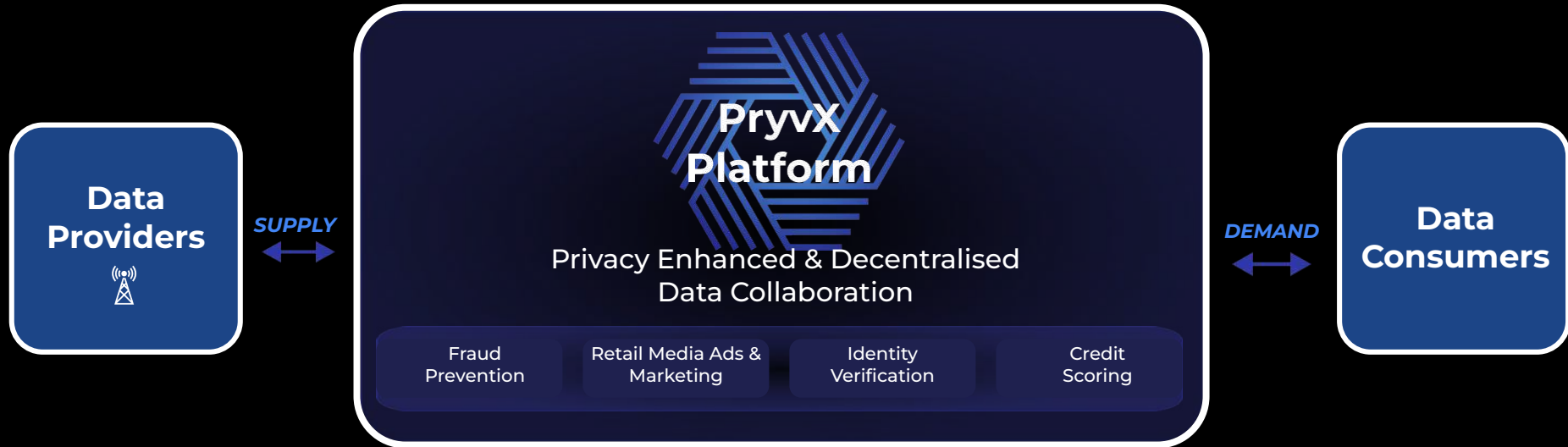
Data Demand Side



- FINSERV
- FINTECH
- E-COMMERCE
- ADTECH

Platform for Private Data Collaboration

*“AI is only as good as the data it’s trained on.
PryvX unlocks the high-fidelity data that was never accessible before.”*



PryvX enables industries to collaborate on their most sensitive data without ever exposing raw information — built on post-quantum cryptography and privacy-by-design architecture, 100% compliant with global privacy laws.

\$212B in Untapped and Locked Revenue.

Telcos own the world's richest behavioral dataset, but can't monetise it:

- Mobility patterns — where people go
- Network usage — apps, fintech, streaming
- Device & plan type — socioeconomic proxy
- Verified identity — phone, billing relationship
- Social graphs — communication patterns

Why Now: Macro Catalyst

Regulatory Compliance

India DPDP Law, Indonesia PDP Law and strict APAC data localisation laws (Data sovereignty) are forcing enterprises to adopt privacy-preserving computation. Financial penalties create existential risk.

AI/ML Adoption

Organizations need privacy-preserving methods like Federated Learning to train models on sensitive, distributed datasets across borders.



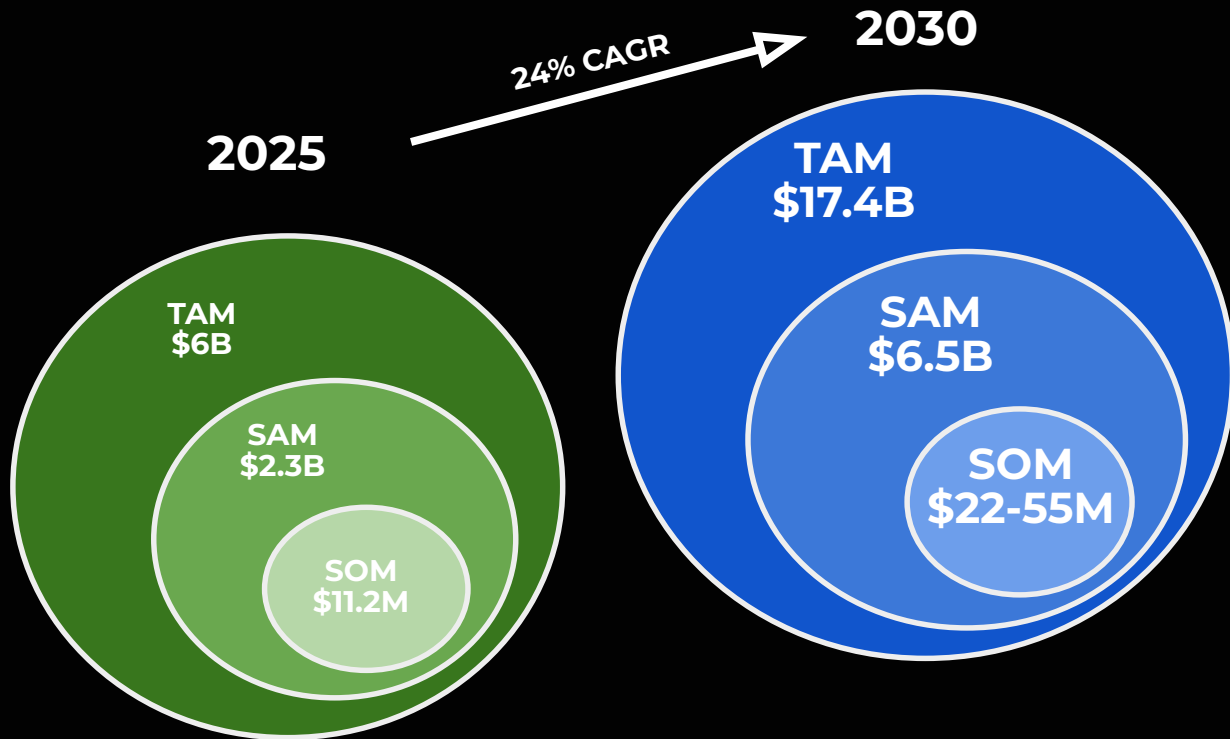
Rising Cyber Threats

SIM swapping, social engineering, account takeover, and payment fraud require real-time cross-institutional collaboration without exposing PII.

Signal Loss in Advertising

Third-party cookie deprecation forces advertisers toward privacy-preserving alternatives using first-party telecom data. DCR adoption growing at 38.5% CAGR.

Market Opportunity : TAM, SAM & SOM



Key Highlights:

- Combined PET+DCR TAM is ~\$6.0B in 2025, growing to ~\$17.4B by 2030 (23.8% blended CAGR)
- SAM of ~\$2.3B in 2025 and growing to ~\$6.5B by 2030 provides room to grow into a \$100M+ business
- SOM of ~\$11.2 in 2025 and growing to ~\$25 - ~\$55 by 2030 provides potential sizeable ARR
- Cookie deprecation + 1st-party data strategies are accelerating DCR adoption (38.5% CAGR)

Go To Market Strategy

PRIMARY FOCUS

Asia-First Expansion

What

Deepen APAC traction. Win SEA + India before attacking global markets.

Why

Lowest risk. Strong regulatory tailwind. Proven beachhead.

Timeline: 3–5 yrs

Target ARR: \$35–50M ARR

STRATEGIC EXPANSION

Telco Vertical Conquest

What

Use Telkomsel + Jio as lighthouse clients to win all global Tier-1 telcos.

Why

Highest LTV. Referral-driven. Telco = \$1–5M ACV deals. Defensible niche.

Timeline: 4–6 yrs

Target ARR: \$60–100M ARR

FUTURE EXPANSION

Privacy Data Marketplace

What

Monetize the 673M+ user base as privacy-safe data exchange platform.

Why

Highest upside. Platform network effects. But requires product + regulatory maturity.

Timeline: 5–7 yrs

Target ARR: \$150M+ ARR

Supply Side Traction

Telkomsel
(Indonesia)

160 Million
Customers

- Monetizing CDR & CRM data for market intelligence for FinServ, FinTech & Retail
- KYC, SIM-Swap, SNV via APIs
- \$14K revenue to date. Recurring fees starting Q3 2026

Scale & Quality

+760M users
(Data Volume & Veracity)

+2k Attributes
(Data Variety)

+100 TB/Day
(Data Velocity)

RelianceJio
(India)

600 Million
Customers

- Monetizing CDR & CRM data for market intelligence for FinServ, FinTech, Retail and Media
- KYC, SIM-Swap, SNV via APIs
- Eval agreement signed. Commercial conversion targeted Q3 2026

Demand Side Traction

Early proof of traction on the demand side,
looking to tap in on the real-time telco insights:



MOU signed, Pilot done & positive, Next step is RBI to push into production

180M+ Customers

The world largest
media company

Evaluation agreement,
NDA



14M Customers
Commercial negotiation



4M Customers
NDA signed, Pilot active



200 Agencies
fully onboarded & live



Indonesia
Regulator



KONDIGI

Indonesia
Regulator

The Revenue Engines & Business Model

MODEL A

Per Transaction

Fee per API call · volume scales revenue

MODEL B

Revenue Share

% of customer revenue · aligned incentives

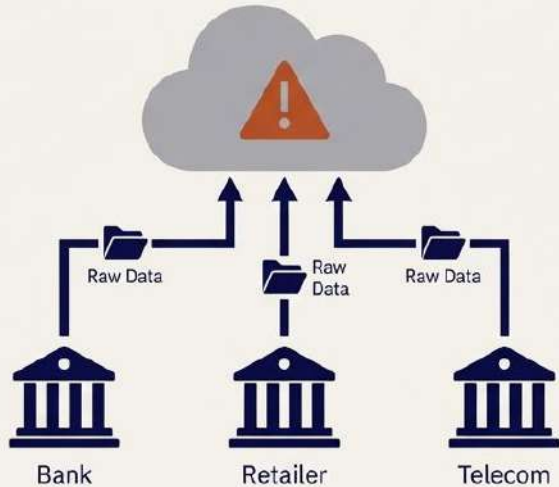
EVERY CUSTOMER

Platform License

Base fee

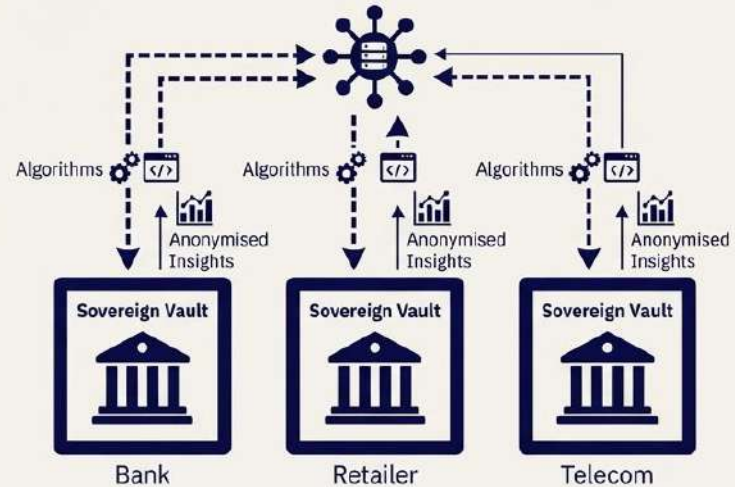
The Technical Paradigm Shift: *Compute-to-Data*

The Centralised Status Quo (Incumbents)



Data Movement: High friction, violates regional sovereignty, and centralises security risks.

The Pryvx Distributed Architecture



Compute-to-Data: Zero data movement, absolute sovereignty, and edge-enabled real-time processing.

Competition & Key Difference:

Dimension	Cloud DCRs (AWS · GCP · Snowflake · Habu)	PET Vendors (Opaque · Duality)	Pryvx Distributed DCR
Distributed Architecture	✗ Both parties must be on same platform	~ Federated; still needs coordinator	✓ Data stays at source; no coordinator
Post-Quantum Cryptography	~ TLS-layer PQC only; data unprotected	✗ No PQC implementation	✓ PQC at data & compute layer
Cloud Agnostic	✗ Requires platform account lock-in	~ Azure & GCP only	✓ Any cloud or on-premise
Compliance	✗ GDPR / CCPA only	✗ No SE Asia / India presence	✓ Global Privacy Ready: Already validated for Indonesia PDP & India PDPB.
Telco Use Case	~ Network infra; Western carriers	✗ Healthcare & finance; no telco	✓ APAC consumer data monetisation
Enterprise Integrations	✓ 900+ partners; AWS / GCP	~ Azure & GCP enterprise	~ Telco-first; roadmap 2027

Core Technologies & Defensibility

Distributed Computation Infrastructure

Post Quantum Cryptography (PQC)

Edge integration & Orchestration

Potential IP Moat

Cluster 1: Federated Learning + Adaptive Lattice-HE

Cluster 2: Post-Quantum SMPC + MLWE-MGHE Protocol Stack

Cluster 3: PQC Edge HE / IoT Inference Accelerator

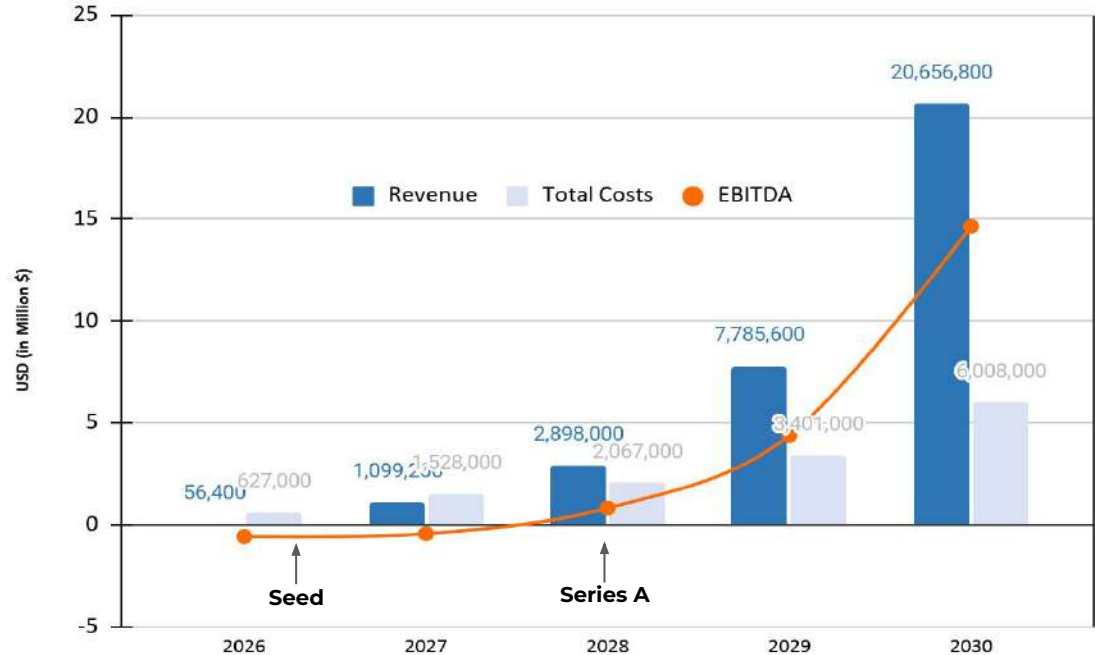
Accelerating patents application across EU, Asia and USA

The mandatory post-quantum cryptography (PQC) transition by NIST FIPS 203/204/205 (published August 2024), the rapid adoption of privacy-preserving AI/machine learning in regulated industries, and the deployment of encrypted AI inference to edge and IoT hardware

5Y Financial Projection

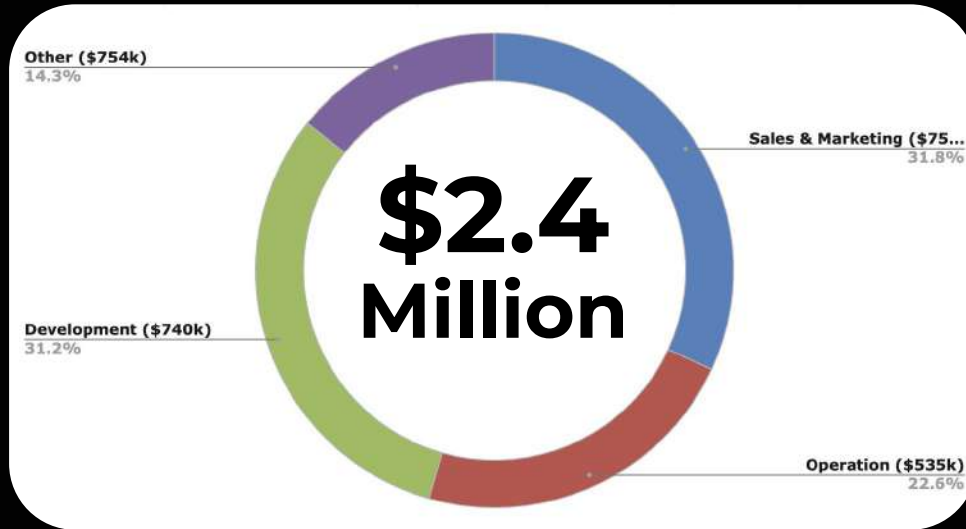
5Y Financial Summary

- **\$ 14 Thousand**
Q1 26 collected revenue (Telkomsel)
- **\$ 32 Million**
Total aggregated revenue
- **\$ 14 Million**
Total aggregated costs
- **58%**
Terminal Margin



Based on Telkomsel (+160 M users) signed + LOIs with XLSmart, Indosat, and RelianceJio on supply side (+800 M users) users, and active commercial pilots with Boost Bank, Amarnya and more on demand side.

Use of Proceeds & Path to Series A



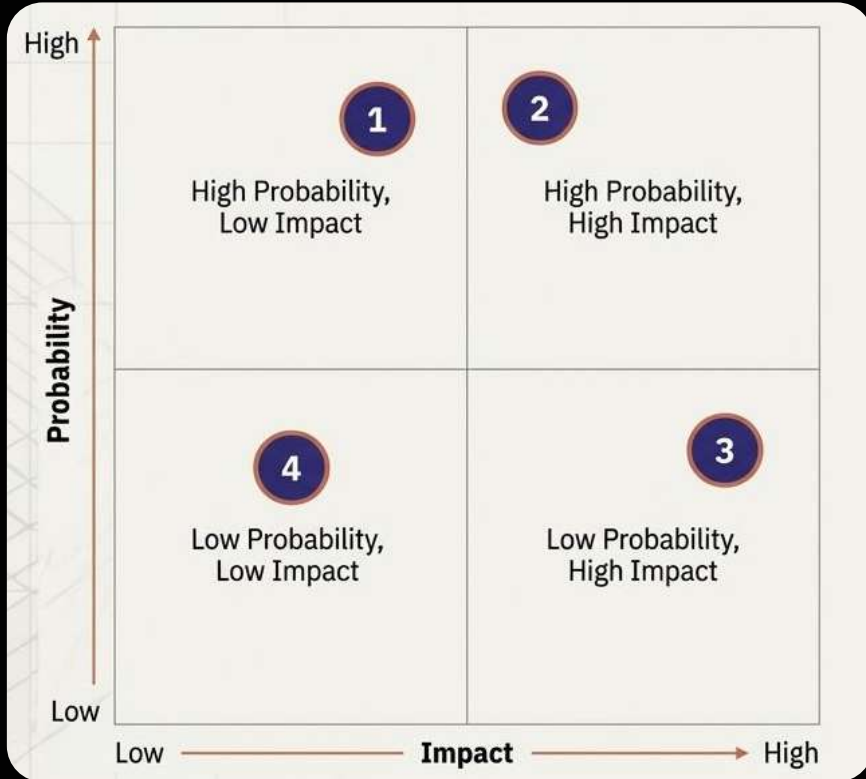
\$1.9 Million Remains for 1-2 strategic investors

Path to Series A

Key Milestones (18–24 Months)

- **INDONESIA** Scale Telkomsel Indico Platform to \$100K–\$250K ARR
 - Boost Bank (Commercial Negotiation)
 - Amartha (Commercial Pilot)
 - IOH and XLSmart (NDA & Lol)
- **INDIA** Scale Reliance-Jio Platform to \$150K–\$500K ARR
 - WPP (Evaluation Agreement)
 - Sahamati (RBI Regulatory Approval)
- **Build team to 10–15** with sales, product development and cryptography hires
- **Thought-leader for privacy compliance data collaboration**
 - PDPC Singapore (April 2026)
 - OJK Indonesia (July 2026)

Risk Mitigation



- 1 Slow adoption(Complex Tech.)**
Mitigation :
Proven production and operational readiness at Telkomsel, Reliance Jio and Sahamati. Reference playbooks for accelerate rollout
- 2 Big Competitive Threat (AWS, GCP, Snowflake)**
Mitigation:
Distributed architecture solve fundamental data sovereignty limitation that centralized clouds cannot fix without cannibalizing their core product
- 3 Execution Risk**
Mitigation:
High LTV/CAC ensure capital efficiency. In high value multi-year large enterprise contracts.
- 4 Market Inertia**
Mitigation:
Revenue sharing models drastically lower upfront adoption barriers. Targeting progressive CSPs in large market with strategic data monetization mandate

Telecom / AI & ML / Cybersecurity



GASPAR WOSA
CO-FOUNDER & CEO
Telecom

25 years+ in telco. Enterprise B2B sales & innovation leadership at Ericsson across 10+ countries.



JAYESH KENAUDEKAR
CO-FOUNDER & CTO
AI / ML

MSc AI & Data Mining, 5+ years federated learning & privacy-preserving AI.



LINKÖPING
UNIVERSITY



Academic
Work

MYCRONIC



MARGIT ARCTAEDIJS
CO-FOUNDER & CPO/CFO
Cybersecurity

Cybersecurity Specialist. Helped secure Iceland's national power grid using ML.

DARKTRACE

MINUT



CENTRALE
MARSEILLE



Built on Proof. Backed by top VCs.



Winner of MasterCard
LightHouse 24



Winner of EU Startup
Summit 25



Winner of India BFSI
Leader 26

Backed by:

< **norrskén** >

ANTLER



Sting

Every Data Shift Creates A New System of Records.

