

**EXUS**.INNOVATION

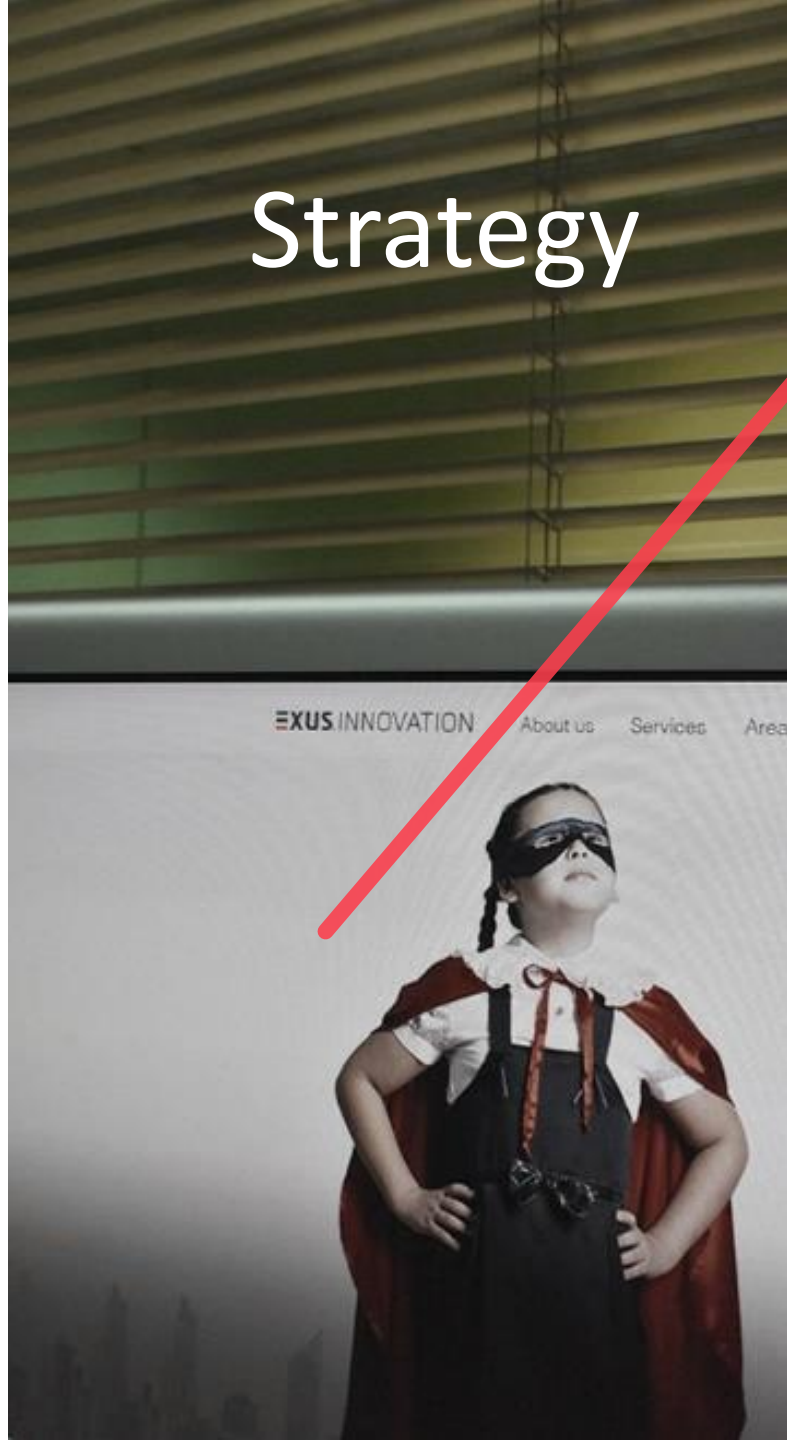


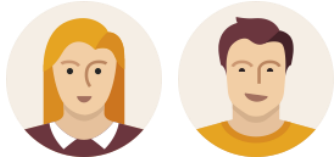
# Raison d'être

EXUS Innovation ensures the company's constant state-of-the-art and delivers the prototypes for the next generation of products

# Strategy

EXUS provides impact-driving innovative ideas in the areas of security, health, creativity and data analytics, through strong domain and coordination expertise and a network of key partners, that result in successfully implemented projects funded by European and National authorities (UK and Greece).





# 21

## Members

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Data Science, Artificial Intelligence

Telecommunications and Networks

Information Technology / Software Engineering

Embedded Systems, IoT

# 20

## Projects

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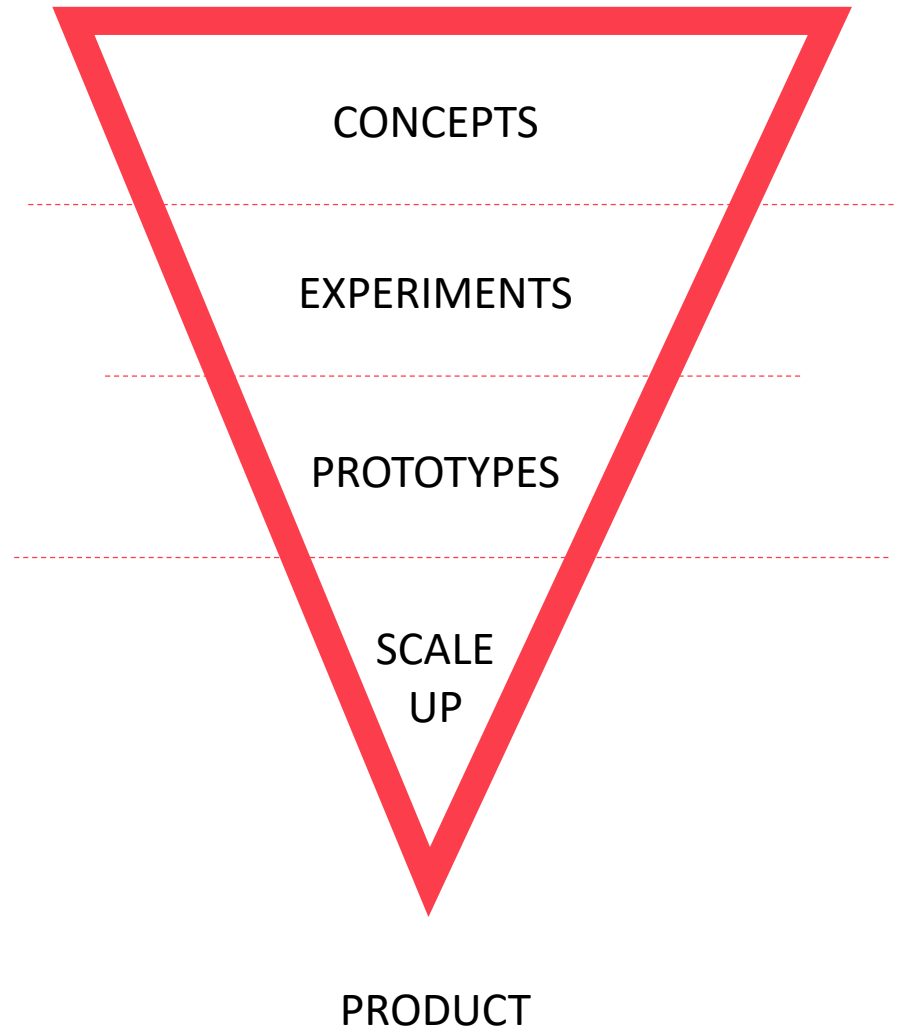
18 Funded by EU

2 Funded by UK

10 Coordinated by EXUS

# 70+ MEuros

Value



# INNOVATION Management

External sources

Virtual teams

Virtual product  
roadmaps and Sprints

# CORE Expertise

## Cloud Platforms and Data Analytics

Consumers

Analytics & BI  
Platforms

Web & Mobile  
Applications

Enterprise  
Applications

Data Discovery  
& Analysis

EAF

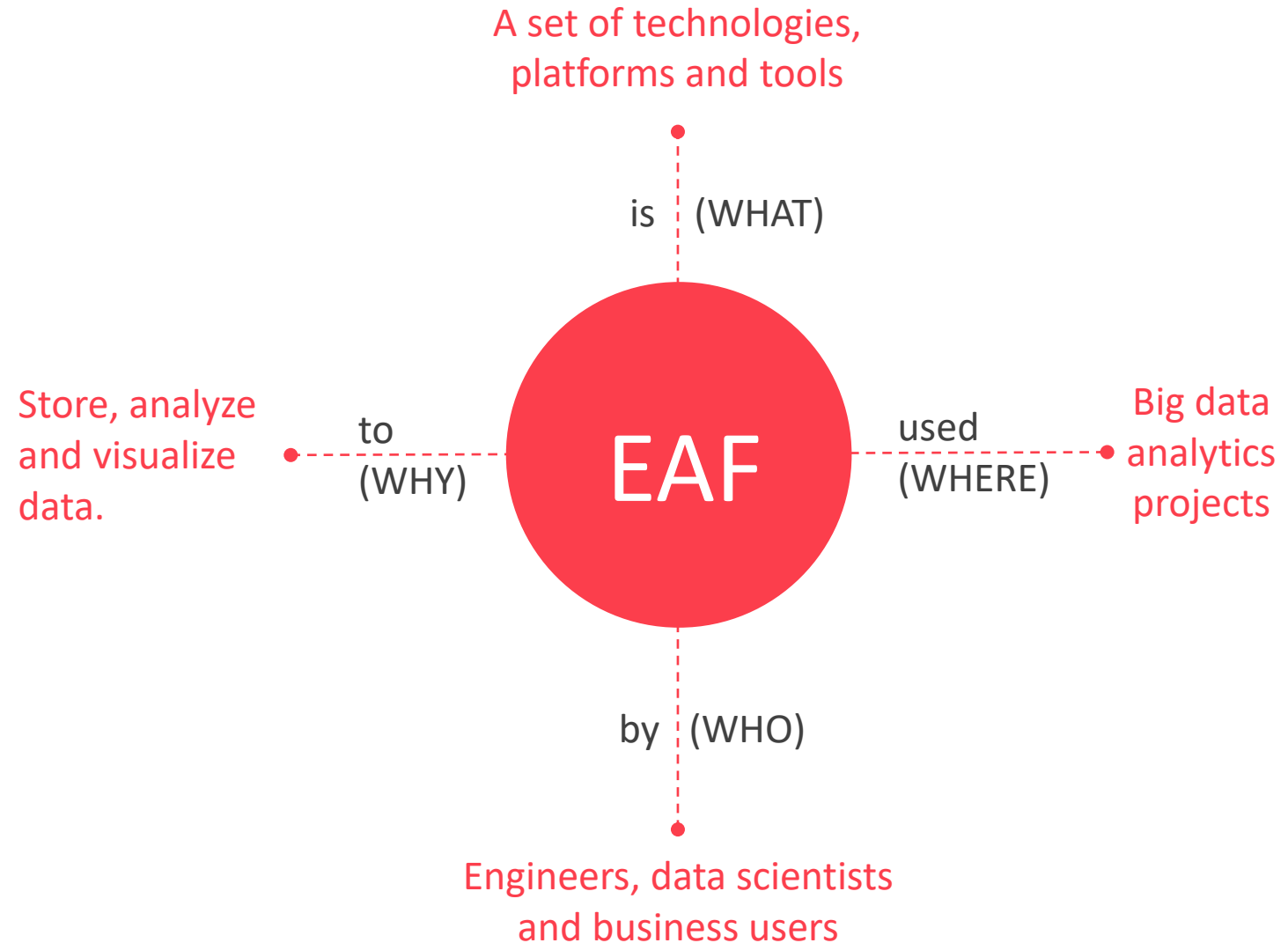
Suppliers

Documents,  
Logs

Database systems,  
Geolocation data

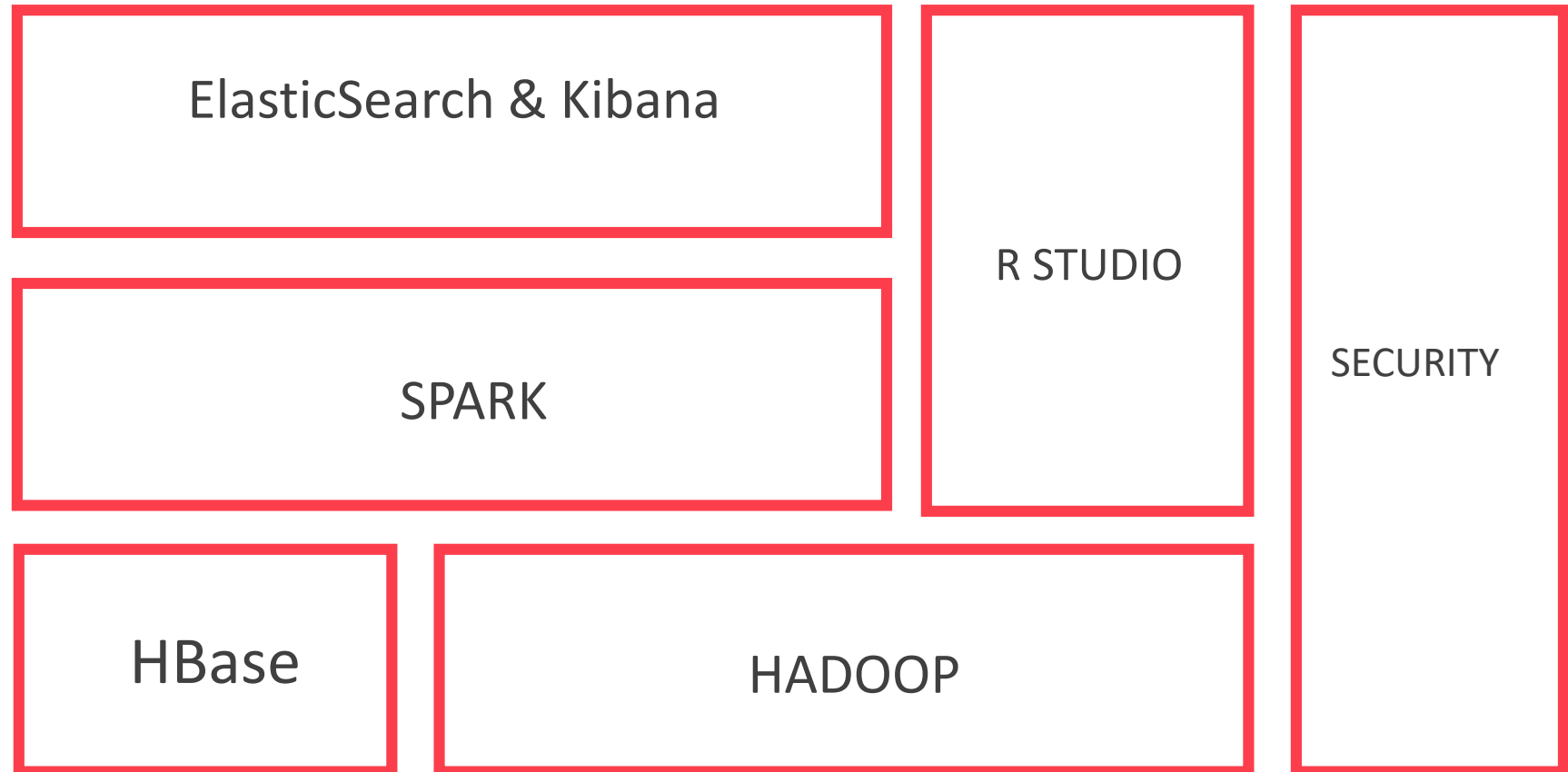
Social Media,  
Sensor Streams

# ANALYTICS Framework



# ANALYTICS Framework

Technology  
Stack





FINTECH

HEALTHCARE

SECURITY

CREATIVITY

MARKET

Verticals

**FINTECH**

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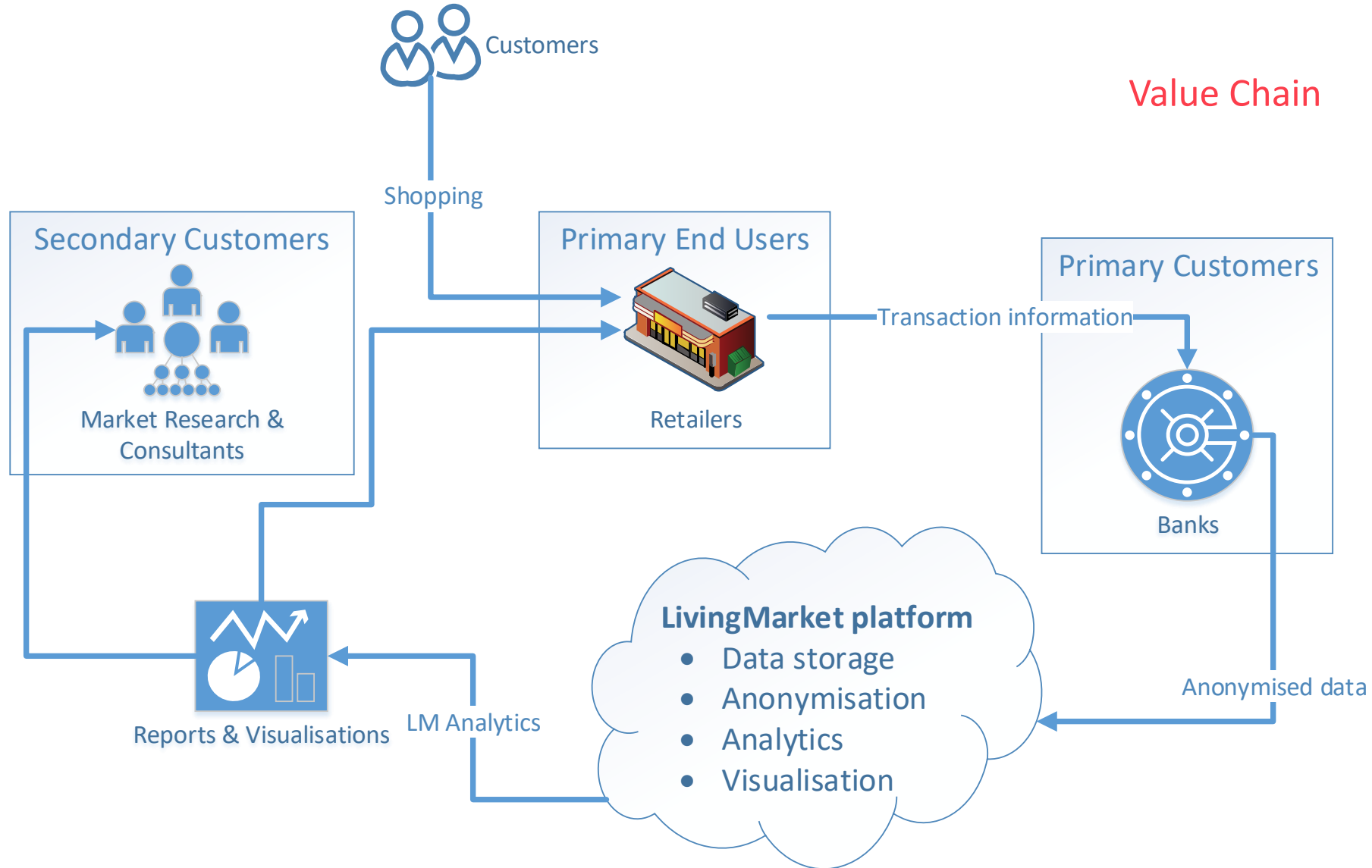
FINTECH

# LIVING MARKET

“LivingMarket has the potential to be for  
retail analytics  
what dropbox is for cloud storage”

FINTECH  
LIVING MARKET

Value Chain



FINTECH  
LIVING MARKET

## Prototyping dataset

Merchants	
Number of unique active merchants	79,025
Number of categories (segment) to which the merchants belong	29
Customers (Account holders)	
Number of unique customers	2,244,267
Number of unique Nationalities to which customer belong	188
Percentage of customers by Gender	60
Age range for largest percentage of customers	65+ (41%)
Debit Card	
Number of transactions	4,607,680
Credit Card	
Number of transactions	1,746,733

# FINTECH

## LIVING MARKET

# Geo-localized spending

**LIVING MARKET** Home About Contact User: creator@livingmarket.com Log off

- Living Market
- Info
- Visualizations**
- Viewers / Confirmed
- Viewers / Pending
- Datasets
- Add Dataset

**Visualizations** Living Market

- Total spending
  - Total spending as histogram
  - Total spending as line chart
- Total spending by sector
- Total spending by age group
- Avg spending by sector
- Avg spending by age group
- Avg spending by gender
- Multi-parameter graphs
- Tabulated returning vs non-returning
  - Tabulated returning vs non-returning as table
- Geo-Location map of spending**
  - Geo-Location map of spending as map

**Geo-Location map of spending**  
Geo-Location map of spending as map

Map Satellite

W1J 0QB  
Amount: £1328657.25  
Transactions: 1699

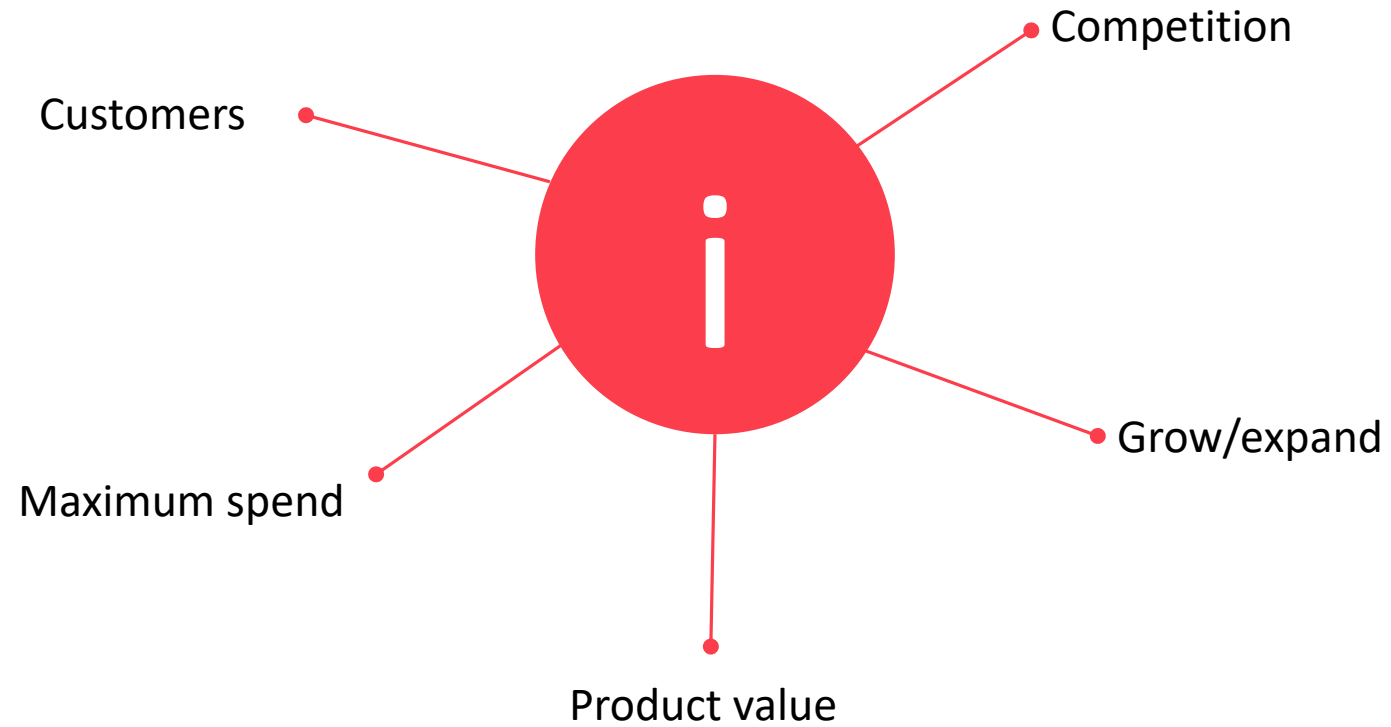
Date Range Last 12 Months

© 2016 - Exus Ltd.



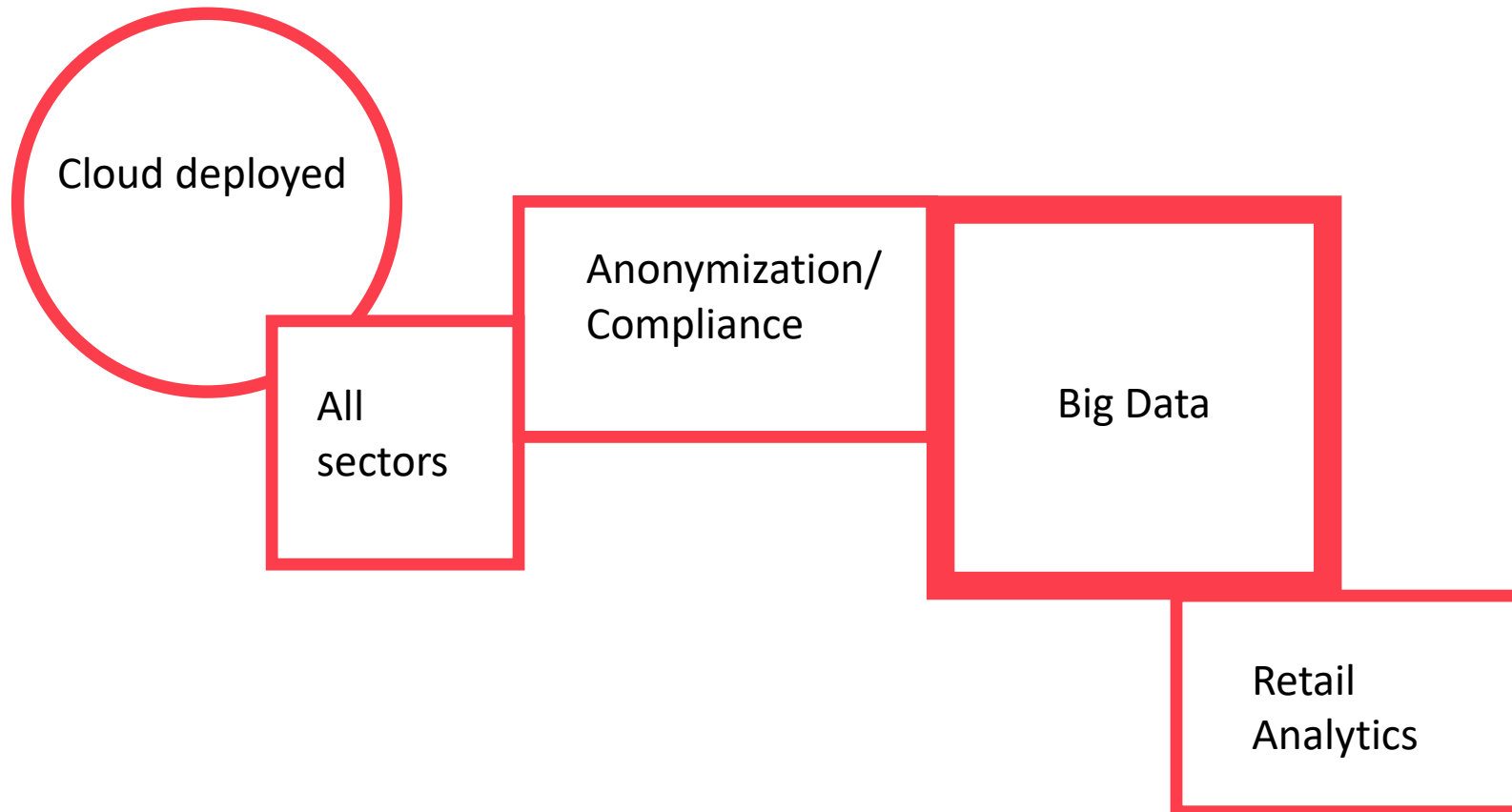
FINTECH  
LIVING MARKET

## Actionable Insights





## Value Proposition characteristics



**SECURITY**

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SECURITY

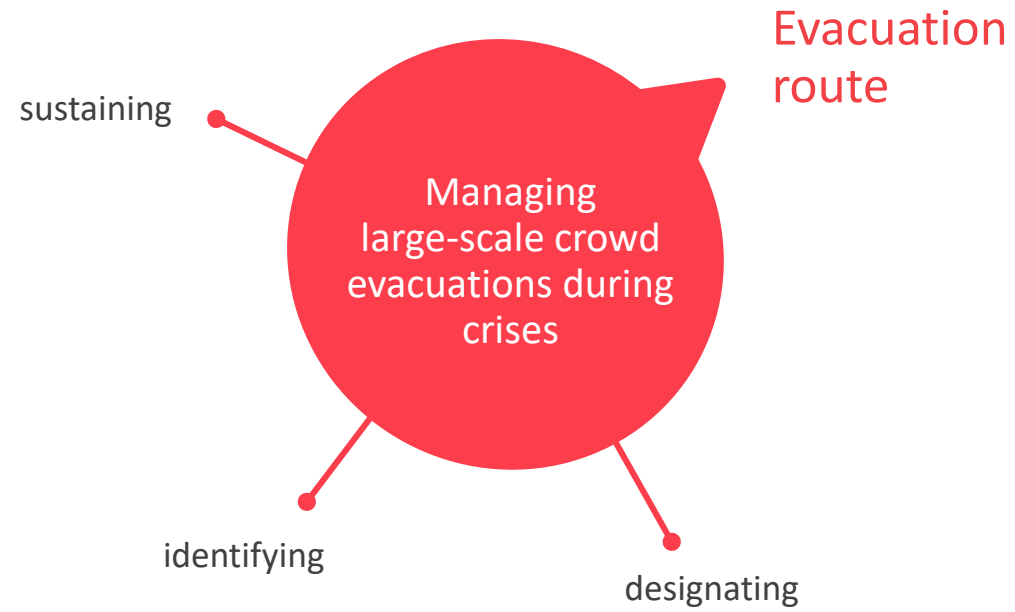


SECURITY

Managing  
large-scale crowd  
evacuations during crises



# SECURITY



SECURITY

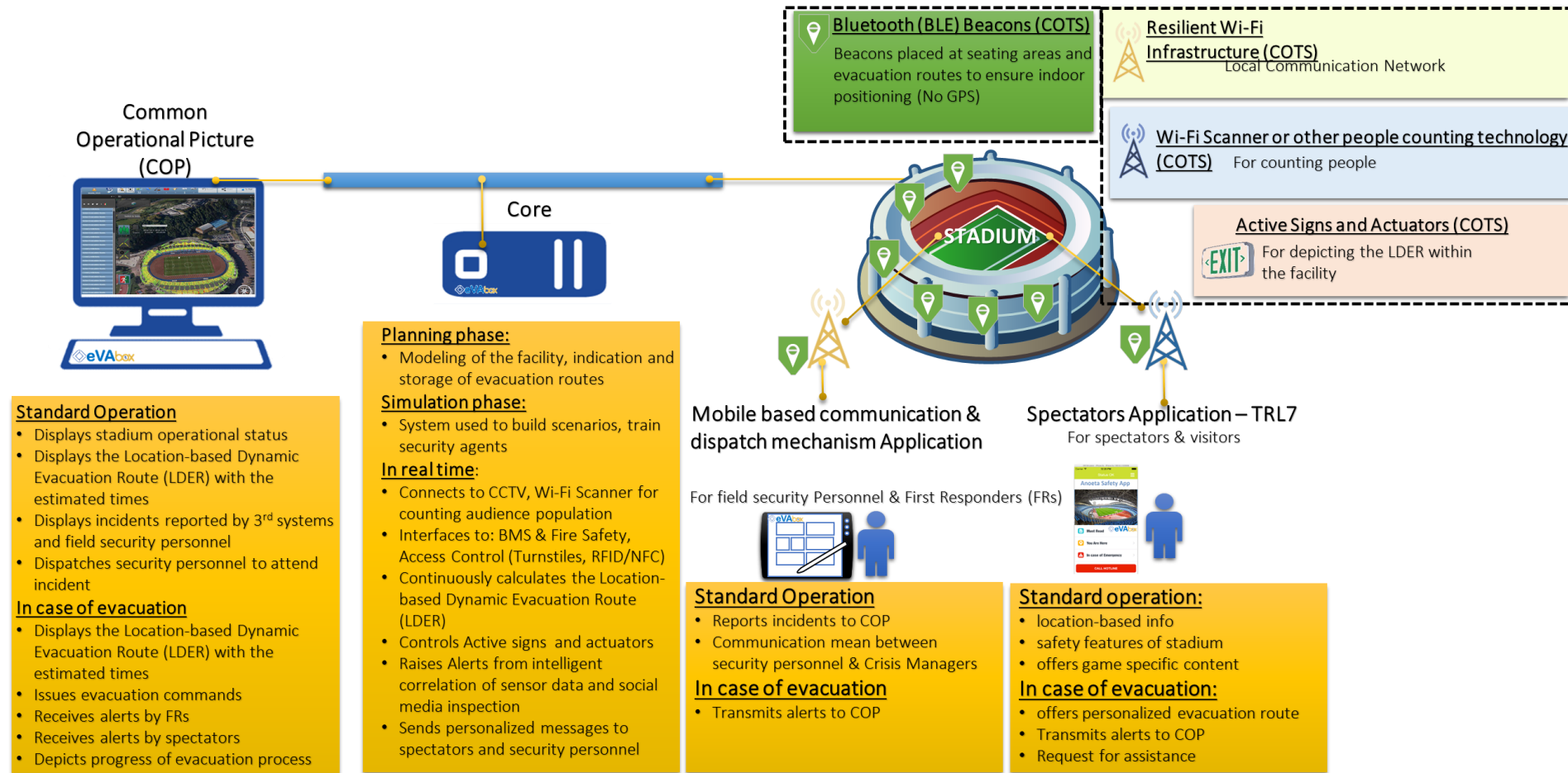


Identify, Designate and  
Sustain a dynamic  
Active Evacuation  
Route  
(AER) according to  
current evolving  
circumstances

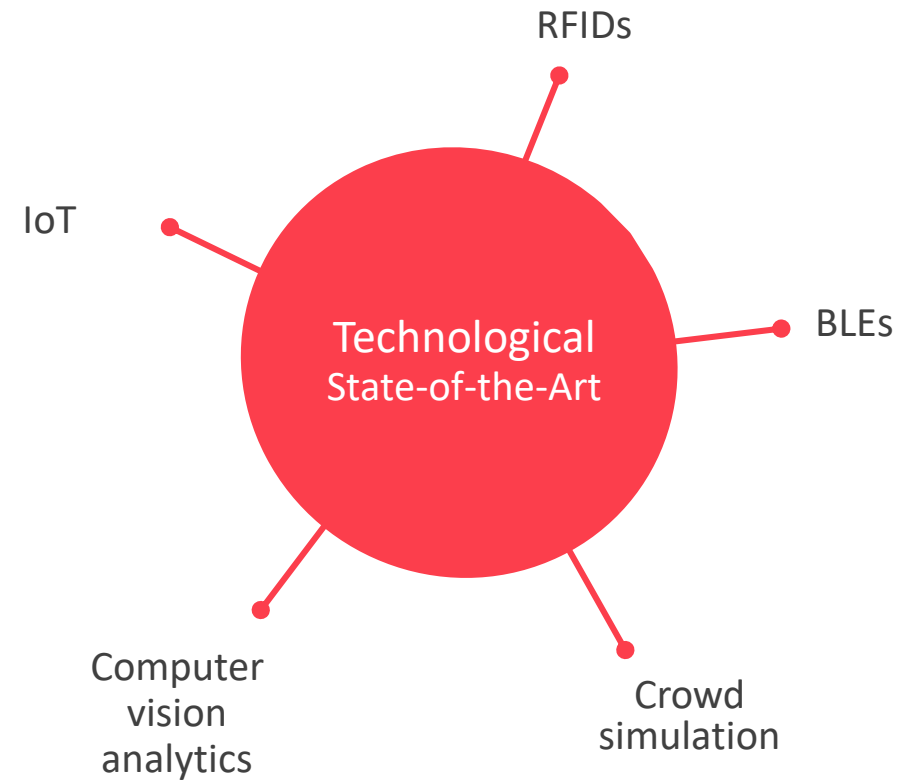
# SECURITY



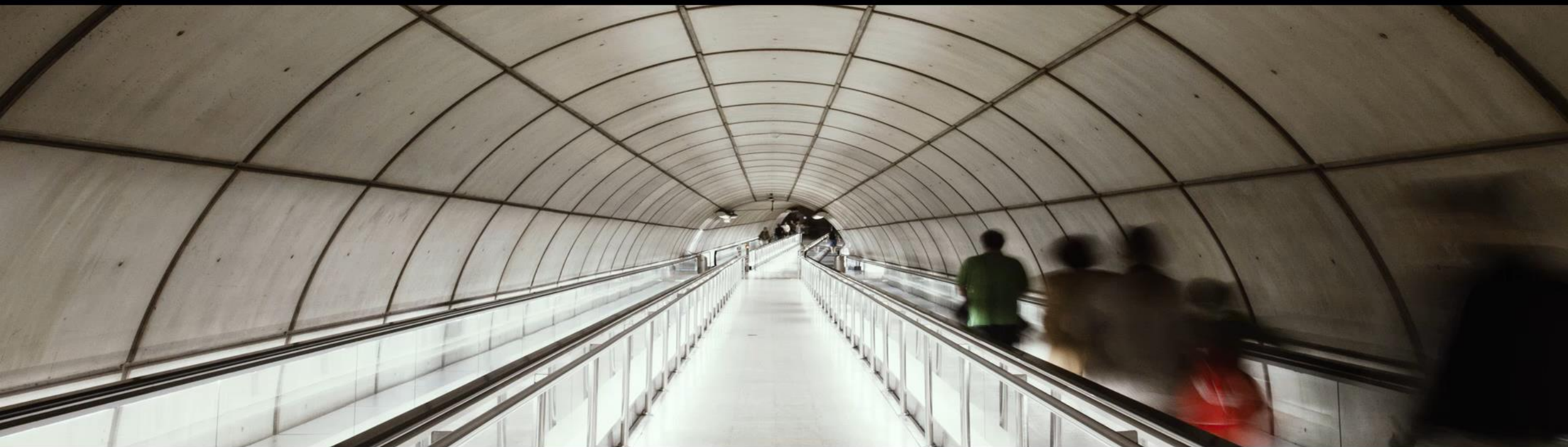
## Full-fledged system



SECURITY







HEALTHCARE

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## SECURITY

Data analytics for  
reducing avoidable  
readmissions in the  
National Healthcare  
System



HEALTHCARE

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**£12,500,000,000**

A&E Admissions for 2013

**£2,400,000,000**

19% readmissions



analysis of real admitted  
patient data

Risk prediction model

Decision Support System

Simple to use software  
application for Hospital staff,  
involving all necessary  
stakeholders and existing  
NHS instruments

Key  
aspects  
of the  
system



206,692 emergency admissions  
between 2007 - 2014  
17,553 of those were 30-day  
Readmissions (8%)

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£1,880,000 average annual cost  
(at £250 a day, 3 day avg. stay)

HEALTHCARE

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AFTER

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AVERAGE SAVINGS  
PER YEAR

£862K (10%)

AVERAGE SAVINGS  
PER DAY

£2,362 (10%)

HEALTHCARE

Web-based platform



My Tasks

View

This block represents a navigation menu item for "My Tasks". It features a blue header with a white calendar icon on the left and the text "My Tasks" on the right. Below the header is a light gray bar with the word "View" on the left and a small circular icon on the right.

Search

View

This block represents a navigation menu item for "Search". It features a blue header with a white magnifying glass icon on the left and the text "Search" on the right. Below the header is a light gray bar with the word "View" on the left and a small circular icon on the right.

Trends

View

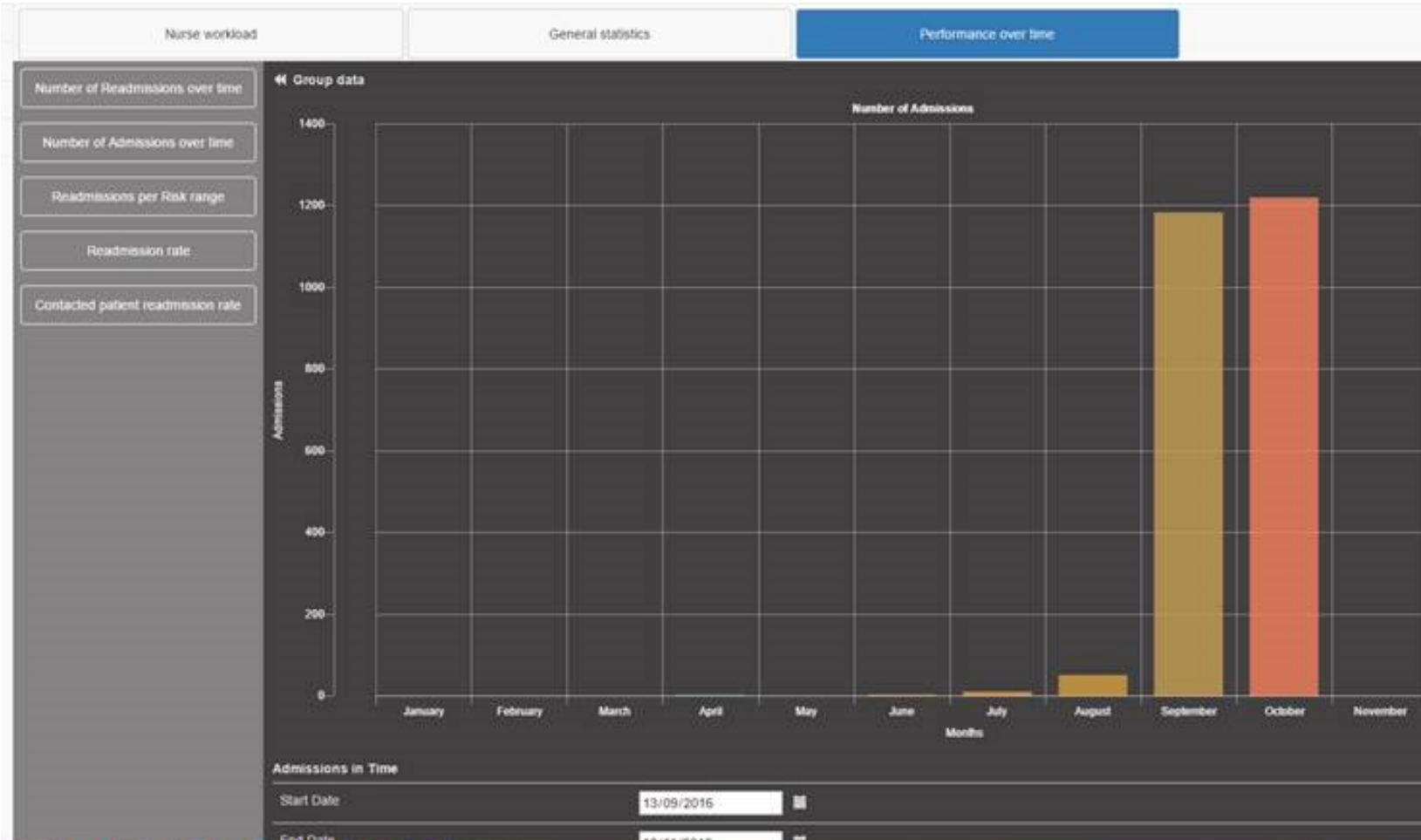
This block represents a navigation menu item for "Trends". It features a blue header with a white bar chart icon on the left and the text "Trends" on the right. Below the header is a light gray bar with the word "View" on the left and a small circular icon on the right.

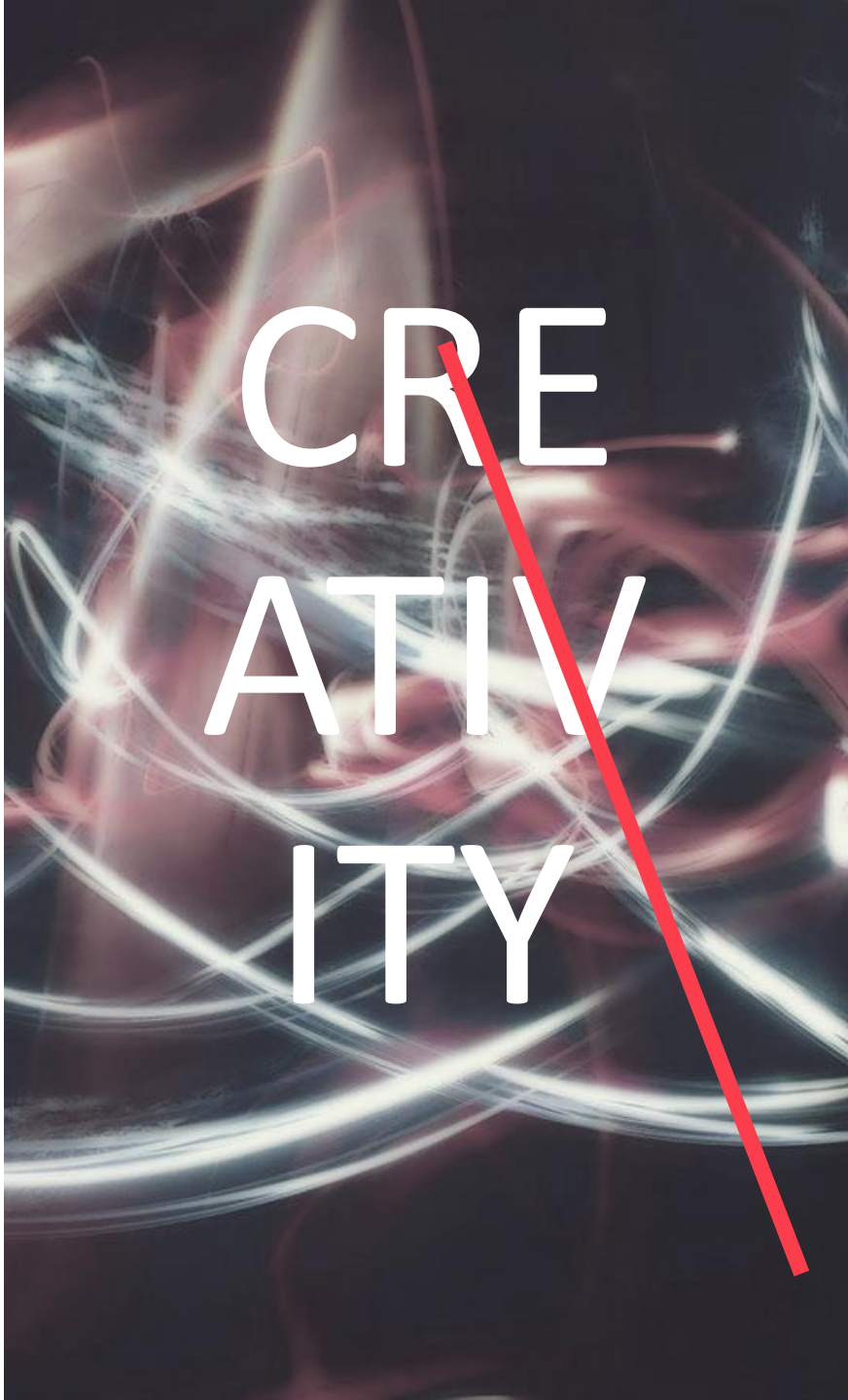
Admin

View

This block represents a navigation menu item for "Admin". It features a blue header with a white right-pointing arrow icon on the left and the text "Admin" on the right. Below the header is a light gray bar with the word "View" on the left and a small circular icon on the right.








CRE  
ATIV  
ITY

CREATIVITY



CREATIVITY

# MAGELLAN

A close-up photograph of a person wearing a VR headset, looking upwards. The image is partially obscured by a red circle containing text.

A codeless platform  
for the intuitive  
creation of multi-  
participant location-  
based experiences.

CREATIVITY

# MAGELLAN

Value Proposition  
characteristics

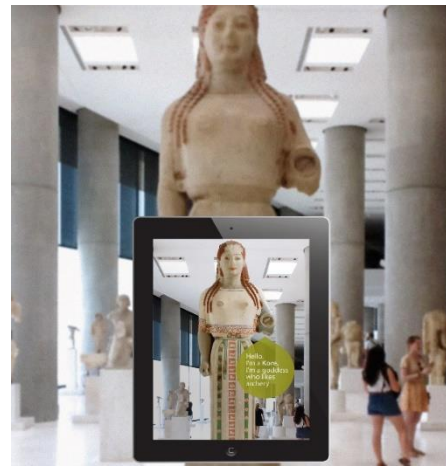
The image displays the Diginext Scenario Editor interface, which is used for creating interactive scenarios. The interface is divided into several panels:

- Editor Panel (Left):** Contains the project name "Dungeon", the developer "Diginext", a description "Enter the dungeon and fight all the medieval creatures!", and options for Teams, Roles, Items, Stylesheet (Medieval), and Network settings.
- Simulation/Main Graph (Center):** A flowchart showing the game's progression. It starts with a "Welcome video" (Media Player), followed by a "Choose Quest" (Question) screen. From there, it branches into two paths: one leading to a "Find the sword and fight the dragon" (Group) which includes "Forge The Sword" (Puzzle) and "Fight The Dragon" (Message), and another leading to an "Augm. Reality" (3D Activity) screen.
- Asset Library (Bottom):** A collection of assets including a dragon, a mask, a message icon, a puzzle piece, a question icon, a screen, a castle, a sword, and a lion's head.
- 3D Map (Right):** A 3D rendering of a city street with a red location pin and a blue triangular area, indicating a specific location within the game environment. The map includes coordinates: Lon E+1°26'50.60912" | Lat N+43°36'17.69148".

CREATIVITY

# MAGELLAN

Key offering



CREATIVITY

# MAGELLAN

Indicative concept art



CREATIVITY

# MAGELLAN

Indicative  
applications



Customer engagement: novel ways to reach large audiences



Human Resources: Team-building in corporate events



Cultural Heritage: Interactive site visits



Art: Music festivals audience engagement



Education: Train personnel



CREATIVITY

# MAGELLAN

LONDON

# FIRSTPARALEL

Create Mixed Reality Experiences

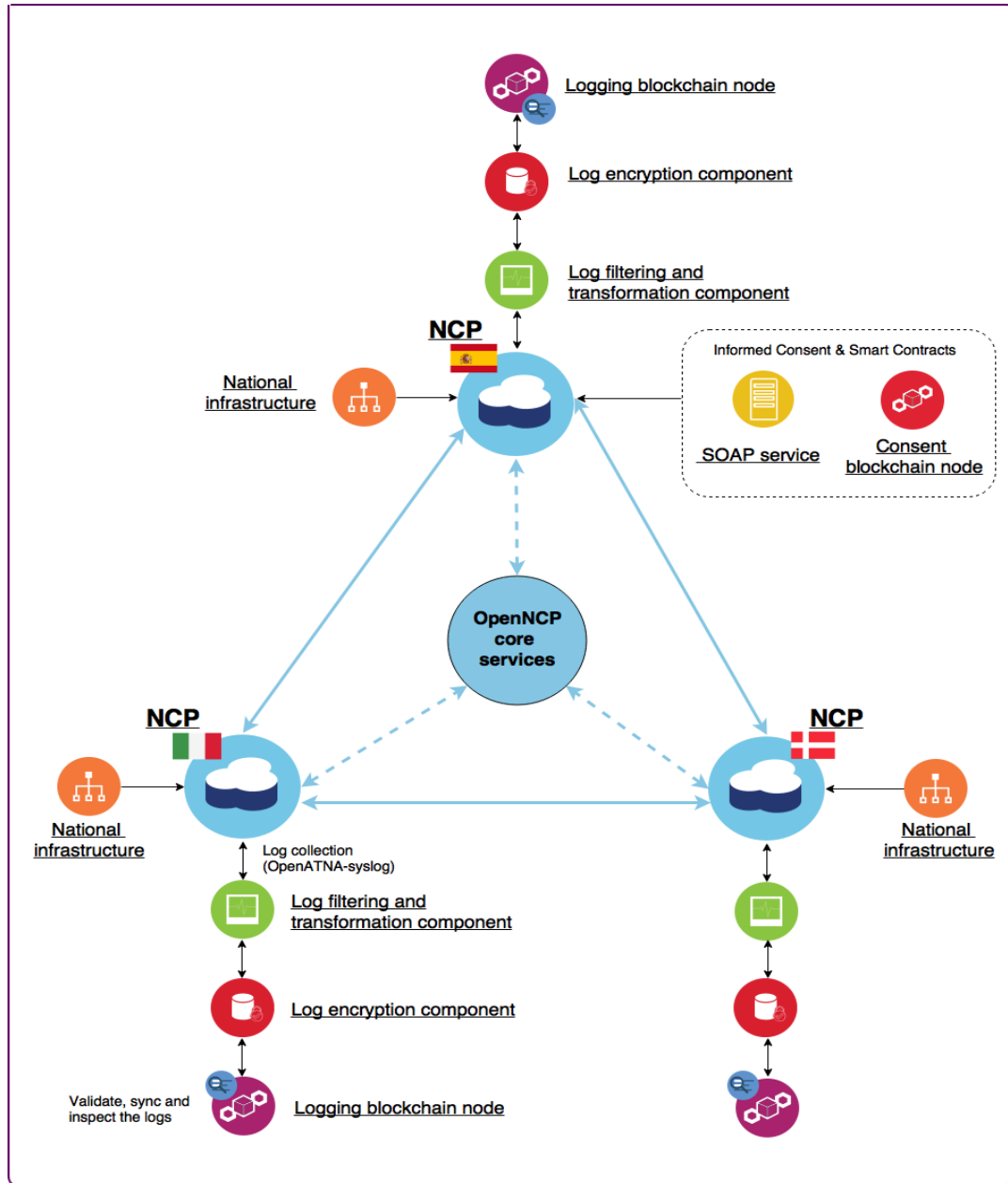


BLOCKCHAIN

ARTIFICIAL  
INTELLIGENCE

**EMERGING**

Technologies of interest



# KONFIDO BLOCKCHAIN

<http://www.konfido-project.eu/>

# Do

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Be Extrovert but selective

Scan thoroughly

Create your technology “stamp”

Lead

Deliver excellence

# Avoid

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Only working with “friends”

Doing “everything”

Exclusive Dependencies

Delivering the minimum



Lessons  
Learnt

# Wins

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Capability Building at almost zero cost

Sustainable technological advantage

Potential new market pathways

New alliances

**Growth**

Lessons  
Learnt

**EXUS**.INNOVATION

THANK YOU