NGI

INTERNET OF HUMANS

UNLOCKING THE POWER OF DIGITAL COMMONS

15-16 NOVEMBER, 2023

#NGIFORUM23

NGI
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NGI IMPACT STORIES

Showcasing exceptional contributions from NGI innovators

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GAËL DUVAL

Murena

NGI Impact Story: Murena & /e/OS

murena

choose freedom

What is Murena and /e/OS?

We design and develop /e/OS, a pro-privacy, Google-free operating system & cloud workspace.

No tracking, no ads.

100% open source.

Murena Smartphones

Running our private & sustainable mobile operating system: /e/OS.

Average Selling Price
€348,14

Murena Cloud

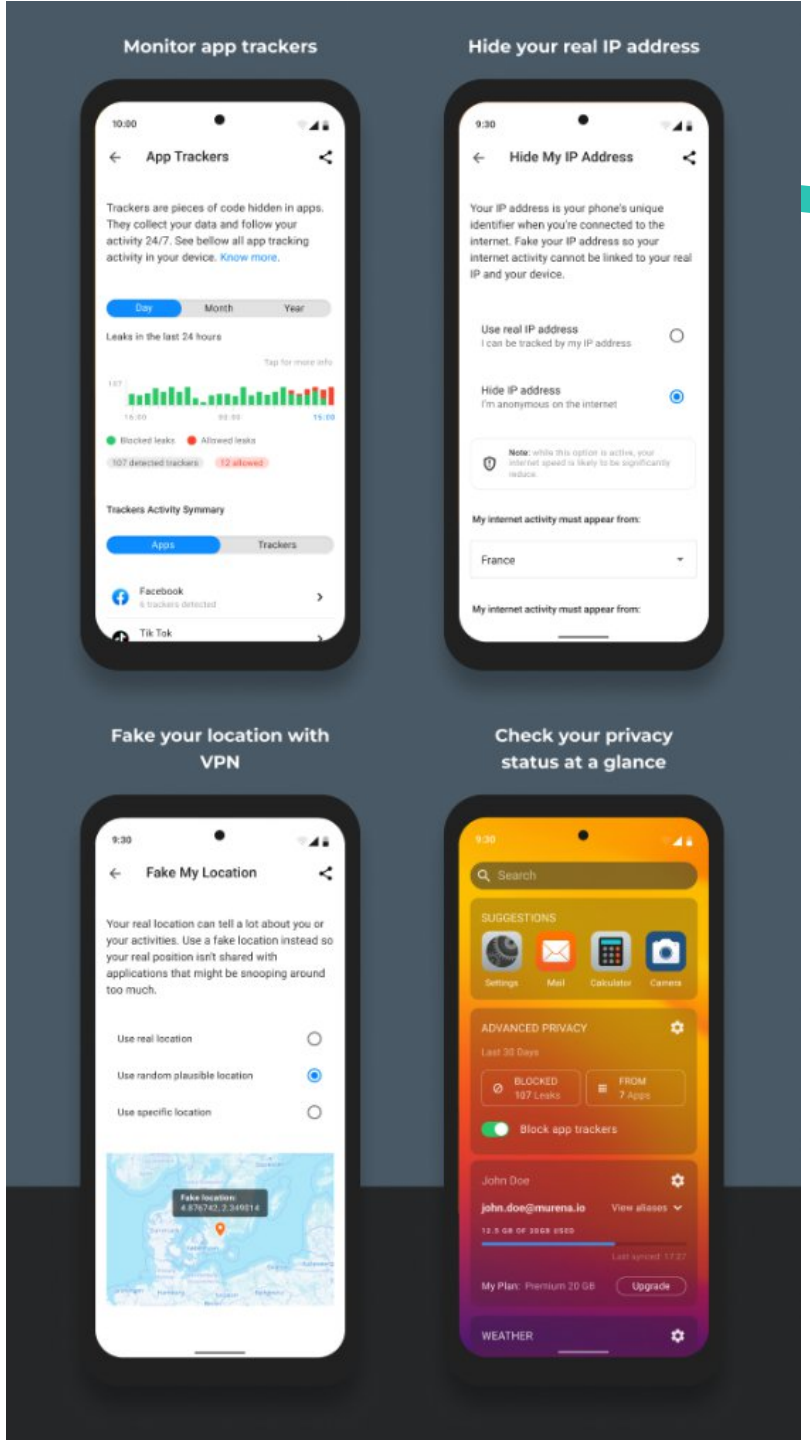
Email, agenda, contacts, office online suite and drive, based on Fremium model

Average Selling Price
€10,41 / month

Our Journey with NGI

- **NGI Ledger:** Participation in NGI Ledger to champion projects focusing on privacy by design, openness, and data sovereignty. Development of the 'Advanced Privacy' module for /e/OS.
- **NGI DAPSI:** Participation for data portability and interoperability. Upgraded encryption of our cloud to E2E encryption for specific components.
- **NGI Search:** Current participation to improve search functionalities focusing on open-source, privacy, and collaboration. Integration of the best LLM into /e/OS.

Example: Advanced Privacy



Making a Difference with NGI

Challenges: Competing with Big Tech monopolies and their data-driven revenue models.

NGI's Role: A beacon, enabling a paradigm shift in European IT.

Outcome: A robust, privacy-centric OS that aligns with European values.

Making a Difference with NGI

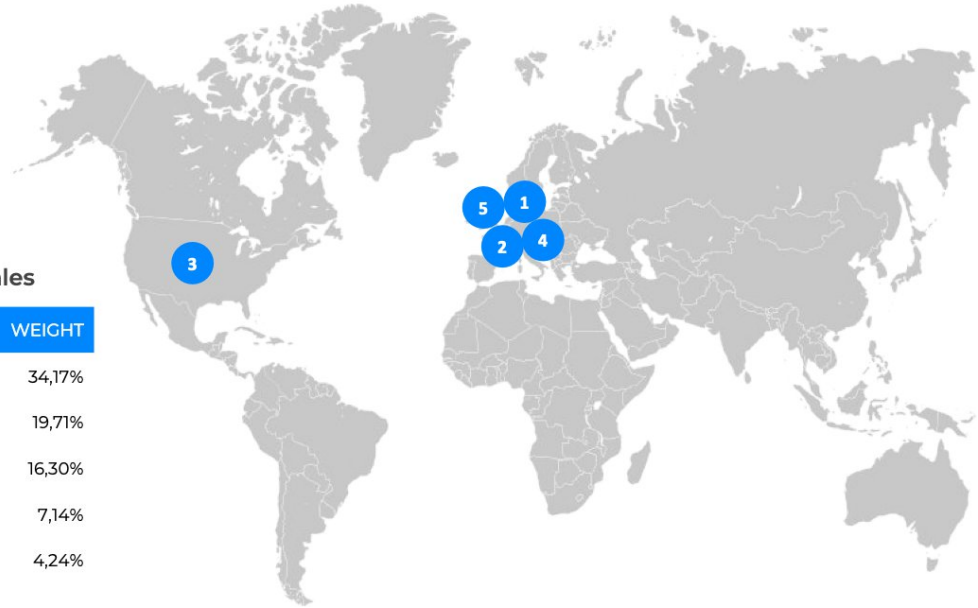
Building momentum with continuous growth

- Monthly Active Users on /e/OS: x2 in 2023

- Murena.io users: 100K+ accounts open

Making a Difference with NGI

Our current Top5 markets – a natural global reach



Weight on overall sales

COUNTRY	WEIGHT
1. GERMANY	34,17%
2. FRANCE	19,71%
3. USA	16,30%
4. SWISS	7,14%
5. UK	4,24%

The Future of Murena & /e/OS

- Strengthening our partners ships: FP4 USA / Fairphone w /e/OS on fairphone.com
- New devices: Murena 2 with killswitches
- B2B

The Future of Murena & /e/OS

We plan to become the leading mobile ecosystem with fair values for everyone:

- Open source
- Pro privacy
- ESG-positive approach

In other words: offer a European alternative to Big Techs, championing user rights and fostering collaboration.

Thank you!

https://murena.com

https://e.foundation

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