

UNDER EMBARGO UNTIL MAY 23, 2022 - 7:55 AM Davos, Switzerland (GMT+2)

RAINFALL RAISES \$1M PRE-SEED ROUND TO ADDRESS THE GLOBAL CRISIS OF DATA PRIVACY AND MONETIZATION

The startup's privacy-by-design platform leverages edge-AI and web3 technologies to create value from and for people's data safely and securely, unlocking a multi-trillion-dollar opportunity.

Davos, Switzerland - May 23, 2022 -- [Rainfall](#), the first privacy-by-design decentralized data monetization platform, today announced a \$1M pre-seed investment round led by Charly Kleissner, co-founder Toniic, Katapult Foundation, D3Jubilee, Brigitte Mohn of the Bertelsmann Foundation, and other renown impact investors. The funding will accelerate efforts to expand the partnership programs, scale the technology platform, and further build out the team.

Connected devices are growing exponentially, data generated is exploding, and the proceeds from this data are in the trillions benefitting a few companies, not the data owners, the people. It's more urgent than ever to address this global crisis of data privacy and monetization.

[Rainfall](#) is re-imagining data monetization by unlocking the financial value in the digital life of every connected individual while preserving data privacy. The company believes that every person has inherent value, measured by the digital data they create and own. Guided by the principles of data self-sovereignty, Rainfall's unique edge-AI generates Real-Time Social Intelligence™ from millions of data events as they happen. The insights enable companies, organizations, and governments to better serve everyday customers, from moms to farmers.

"We support Rainfall's vision. Data privacy is a human right and, with Rainfall, every connected individual can earn value from the data they choose to share without sacrificing their privacy. It's totally aligned with our impact strategy and focus," said Charly Kleissner, co-founder of Toniic.

"Data has immense value and it can, and should, be distributed equitably and responsibly to every individual who creates it, on their terms. It's a simple concept on paper, but it takes a village to execute with key partners, investors and collaborators who share our vision," commented Amit Pradhan, Rainfall's co-founder and CEO.

Today, Rainfall is also announcing key strategic partnerships. On the technology side, Rainfall is partnering with [CasperLabs](#) to build the platform on their highly-secure, customizable, enterprise-grade blockchain. On the business side, the startup is working with several visionary

charter partners, including [Joy of Mom](#), a global community of 3 million moms committed to the social, financial and emotional upliftment and impact for Mothers everywhere.

"Casper provides a powerful and customizable blockchain for forward-thinking companies like Rainfall," said Mrinal Manohar, co-founder & CEO, CasperLabs. "Rainfall is pioneering new applications in data self-sovereignty, and CasperLabs is all in to help them with their journey, by providing the reliable and secure framework on which they are building."

"Our mission to empower moms around the world is further enhanced by Rainfall," said Vicki Reece, founder, and CEO of Joy of Mom, "we moms generate more data than ever - it's time we get compensated for it, and on our terms."

About Rainfall

Rainfall, a responsible AI technology company, is re-imagining data monetization by unlocking the financial value in the digital life of every connected individual while preserving data privacy. The company believes that every person has inherent value, measured by the digital data they create and own. Guided by the principles of data self-sovereignty, Rainfall's unique edge-AI generates Real-Time Social Intelligence™ from millions of data events as they happen. The insights enable companies, organizations, and governments to better serve everyday customers, from moms to refugees. Established in 2020, headquartered in Zug, Switzerland, with a global team that possesses deep transformative technology and consumer software experience, Rainfall is on a mission to unlock the financial value of the next billion. To learn more, visit www.rainfall.one.

About CasperLabs

CasperLabs, a leading blockchain software company for the enterprise market, is re-imagining blockchain for enterprise with a future proof solution. The company also provides development, support and advisory services for organizations building on the Casper network. Guided by open-source principles, CasperLabs is committed to supporting the next wave of blockchain adoption among businesses and providing developers with a reliable and secure framework to build private, public and hybrid blockchain applications. Its team possesses deep enterprise technology experience with a cumulative 100 years of enterprise experience, hailing from organizations including Google, Adobe, AWS, Dropbox and Microsoft. To learn more, visit www.casperlabs.io.

About Joy of Mom

When Vicki Reece searched everywhere for authentic community and a platform she could trust, she couldn't find one, so she built it. Grown 100% organically through earned trust, Joy of Mom (JOM) is over 3 million moms strong. Their mission is to improve the lives of all moms everywhere by creating a place of support, friendship, growth, opportunity and positivity. As JOM's authentic community grows, their insight into motherhood is unmatched. Passionately committed to the social, financial and emotional upliftment and impact for Mothers everywhere, Joy of Mom is the first platform to unlock the economic power of the most coveted consumer while protecting their privacy. Making the world's toughest job a paying one, simply by being Mom. To learn more, visit www.joyofmom.com.

Media Contacts

Casper Labs	Rainfall
Donna Loughlin Michaels LMGPR +408 393 5575 donna@lmgpr.com	Mark Strehlow +41 76 287 02 17 mark@rainfall.one