FAME Project Announces Launch of Federated Data Marketplace for Embedded Finance

April 9, 2025 — The FAME Project is proud to unveil the **FAME Federated Data Marketplace for Embedded Finance (EmFi)**, a pioneering platform designed to facilitate secure, decentralized, and energy-efficient trading of data assets within the financial sector.

The FAME Marketplace serves as a comprehensive data space, enabling participants to access, share, and monetize a diverse range of data assets, including datasets, AI/ML models, and analytical tools. By fostering interoperability among heterogeneous data platforms and marketplaces, the platform promotes innovation and collaboration across the financial industry.

The onboarding process has already commenced with key stakeholders in the financial sector and internal partners, and soon FAME will be extending access to the general public, inviting data producers, providers, and consumers to engage with the platform, explore its offerings, and participate in the burgeoning data economy.

Key features of the FAME Marketplace include:

- **FAME Federation Application:** Providing the legal framework and the governance rules of the FAME Marketplace while enforcing compliance with the principals and rules of FAME.

- **Federated Data Integration:** Seamless aggregation and integration of data assets from multiple providers into a unified catalog, enhancing accessibility and discoverability.

- **Decentralized Trading and Monetization:** Utilization of blockchain, smart contract and tokenization technologies to enable secure, programmable trading and pricing of data assets.

- **Trustworthy and Energy-Efficient Analytics:** Integration of advanced analytical tools leveraging technologies such as Explainable AI (XAI) and edge analytics to ensure transparency and efficiency.

- **Learning Centre:** A repository of training resources, including courses, whitepapers, webinars, and tutorials, designed to support both technical and non-technical users in navigating the data economy.

- **FAME Regulation Tool**: Access to EU-related policy and regulation resources regarding the most recent developments in Data Protection and Data Governance in Finance and Insurance-Tech.

The FAME Project is a collaborative effort involving experts in data management, data technologies, the data economy, and digital finance, aiming to unlock the full potential of the data economy through innovative solutions.

Sign up for the FAME Newsletter to learn when you can access the FAME Federated Data Marketplace for Embedded Finance.