

Robert Bosch Venture Capital Invests in IOTA, Outlines Blockchain Plans Bus./Industry

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From CCN, Feb 10, 2018 Robert Bosch Venture Capital [is investing in IOTA](#). The firm is also joining the network's advisory board. **Digging In Deep With Data** Bosch is a 131-year-old company, yet it's on the cutting edge of crypto and IOTA's tangle-style platform. Clearly, the firm desires to go deeper into data rather than stick to its old business model and profit from hardware. Selling data is the future and Bosch views IOTA and autonomous cars as a great way to collect micropayments and information. Add this to the fact the city of Taipei, Taiwan is set [to use IOTA](#) to turn the city into an app-driven smart city. Its obvious IOTA is really making some waves. IOTA's data marketplace has been [in the making](#) since 2015. Around the same time, IBM [spent \\$2 billion](#) to acquire the Weather Company. The sole reason for the purchase was to get access to data. **IOTA's Automotive Ambitions** [IOTA is already taking care](#) of \$10 billion worth of transactions on its ledger. Wireless no fee micro-payments relating to electric vehicle charging and parking are already happening. As the exchange and value of data continues to grow in volume, IOTA's value will continue to grow on the open market. **The Future Is Friendly** The five most valuable publicly traded companies in the world [all rely on data](#) as their number one commodity. Those companies include Apple, Amazon, Facebook, Microsoft and Alphabet (Google's parent company). The Internet of Things industry is approximately [growing at a rate](#) of 28.5% annually. Boston Consulting Group predicts the industry will be worth \$267 billion by the year 2020. [...]<https://www.ccn.com/bosch-bets-big-on-iota/>