DATAWHALE

Data Curation & Management

AGENDA

BLOCKCHAIN USE CASES

DATA ECONOMY

INITIAL DATA OFFERINGS

USE CASES OF BLOCKCHAIN

BLOCKCHAIN & ONE-WAY TRANSACTIONS

- Blockchain technology verifies network transactions in a trustless manner, facilitating an exchange between two parties without an intermediary.
- Blockchain is a distributed ledger, where all transactions are verified by every network participant with the help of mathematical algorithms that are solved by “miners” (i.e. super-computers) in exchange for a fee.

“One-Way Transactions”

Bitcoin is a use-case of blockchain technology facilitating the exchange of value from one “wallet” to another without any intermediaries, such as banks.

THE USE CASE OF SMART CONTRACTS: CREATING TRANSACTIONAL RELATIONSHIPS

- Smart-contracts on the blockchain facilitate a **conditional exchange** of value between two parties in a trustless manner without the need for third parties.

- The transactions take place in the form of "tokens" on blockchains, such as Ethereum (ETH), and create transactional relationships.

The Real Estate Example

1. Person A owns a house with an estimated market value of US$1,000,000.
2. Person A decides to tokenize his real estate, allowing people to buy a fractional share of his property.
3. Person A creates 1,000 HOUSE tokens on the Ethereum Blockchain and determines that each HOUSE token is worth US$1,000.
4. Person B decides to speculate on a future value increase of the real estate and buys a fractional ownership represented in the HOUSE token.
5. Person B uses 1.5 Ethereum at a current US$ ratio of 1 = 1,400 and buys 2.1 HOUSE tokens (i.e. 0.21% share in Person A's house).

DATA ECONOMY

DATA ECONOMY: THE PAST & PRESENT

- In 2010, the world produced 1 ZB of data.
- In 2016, the world produced 16 ZB of data.
- In 2018, PWC valued the “data economy” at 300 Billion US$, determining data to be the “new oil”.
- Data is farmed by large corporations, such as Google or Facebook, creating monopolies when monetizing data.
- Data is locked in Silos by most companies, as the risk / reward ratio to share it may not be justifiable.
- The accuracy and success of algorithms for “artificial intelligence” is dependent on how much data is available.

DATA ECONOMY: THE FUTURE

- In 2025, the world will produce 160 ZB of data.

- Blockchain smart-contracts may provide the underlying framework for an open data market with the following benefits.

    1. Blockchain can provide the possibility to tokenize data-assets in the form of “data tokens”, providing the opportunity for people to speculate on data in the form of a “data stock exchange”.
    2. Blockchain can provide a historic ledger of all data token transactions, representing when each data asset was bought or accessed while providing a secure, tamper-proof record for each dataset.

INITIAL DATA OFFERINGS (IDO)

DATA ECONOMY: DATA TOKENS & IDO'S

- Data tokens can be considered as shares in a company's data that are traded on a data exchange, as opposed to shares in a public company traded on the stock exchange.
- Similar to IPOs, smart-contracts on the blockchain allow participants to tokenize their data, allocate an initial price per token and launch "IDOs" or Initial Data Offerings to investors.
- IDOs and data tokens allow data owners to explore a "natural" value discovery, in the form of the data token price and "market capitalization" of the dataset. This solves the challenge of determining the real value of the data.
- Data markets allow companies to acquire new customer base, such as AI researchers, data scientists or companies looking to optimize their business through accessing new, aggregated data streams related to their business.

TOKENIZING DATA

BENEFITS

1. Monetize a previously dormant asset (data).

2. Earn variable monthly returns, depending on vesting schedule, and create new opportunities through dataset sales on an open “data market”.

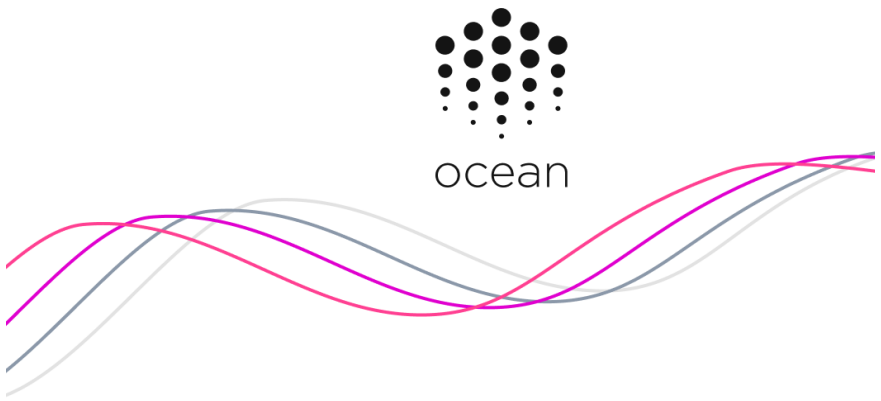
3. Gain exposure to a new asset class, cryptocurrencies, hedging against traditional fiat.

RISKS

1. Data theft and unauthorized sharing of data after buying access.
   - Only offer non-sensitive data.
   - Compute to data will solve this challenge

2. High volatility of cryptocurrency assets may impact US$ return in the short- to medium-term.

OCEAN PROTOCOL



Enterprise Partners

The following projects either have an ongoing agreement with Ocean Protocol or are currently working on integrating their project with Ocean Protocol.

DAIMLER · dexFreight · MOBI · Roche · XPRIZE

Market Capitalization:
225 m US$

Native Token:
OCEAN

Blockchain:
Ethereum

Founders:
Bruce Pon & Trent McConaghy (MIT)

Offices:
Singapore & Berlin

LIVE DEMO


THANK YOU!

TOKENIZE YOUR DATA WITH DATA WHALE

THE PROCESS

VARIABLE MONTHLY RETURNS
(DEPENDING ON MARKET VALUATION & DATA SALES)

DATA $-PRICE
+++

DATA USERS
DATA STAKERS

DATA OWNER

DATA WHALE

DATA MANAGEMENT AGREEMENT

DATA PROFITS SPLIT

50% FOR DATA OWNER

25% FOR DATA WHALE
(+25% MAINTENANCE FEES)

10% PROFIT SHARE P.M. FOR
DATA REFERRAL (UP TO 12 MONTHS)
5% PAID BY DATA OWNER
5% PAID BY DATA WHALE

IDENTIFY MARKET TRENDS AND UPDATE THE DATASET

MANAGE LIQUIDITY ("MARKET CAPITALIZATION") OF THE DATASET

1. QUALIFY & CURATE DATASET
2. MANAGE DATASET LISTING & INFORMATION

→

3. "TOKENIZE" DATASET
4. UPLOAD DATASET ON BLOCKCHAIN MARKETPLACE

→

5. MANAGE IDO
("INITIAL DATA OFFERING")