

DATA WHALE

“THE ART OF DATA”



07.11.20

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“THE ART OF DATA – A COMPREHENSIVE PLAN”

DATA WHALE DATA PLAN

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The following business paper will outline the timeline and roadmap, i.e. "Data Plan", for Data Whale Curation & Management.

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All of the below statements are based on assumptions and Data Whale Curation & Management may not be held liable for any changes or deviations from the initial document. Any financial implications mentioned herein are not financial advice and only represent our own opinion.

The "Data Plan" is a work in progress research document and may be updated on a regular basis.



EXECUTIVE SUMMARY

Data Whale Curation & Management emerged from the Ocean Marketplace, a decentralized data marketplace for on the Ethereum blockchain, which was developed by Ocean Protocol (www.oceanprotocol.com).

The marketplace provides an on-ramp for data owners to curate & monetize data by tokenizing each dataset and earning fees from an increasing liquidity staked on their “Initial Data Offering”, as well as proceeds from the sale of their dataset.

Data Whale aims to utilize its first-mover advantage on the marketplace to consult, curate and ultimately unlock datasets on behalf of data partners, managing their liquidity and earning a variable fee.

In addition, Data Whale will continuously develop, curate and update owned datasets, solving specific use-cases for both the community and a broader target audience to guarantee a high use-rate of the published data, in line with a growing liquidity.

KEY TAKEAWAYS

- Data Whale Curation & Management is the first data curation consultancy, managing initial data offerings on behalf of data partners and data owners, as well as providing owned assets on the Ocean Marketplace platform.
- Data Whale is an integral part of the Ocean Protocol community, adding value to the ecosystem in early stages of the project. It will continue to grow as the new data ecosystem will develop.
- Data Whale will continuously source and curate datasets and earn variable fees through a vested withdrawal schedule on its managed liquidity pools.



THE OPPORTUNITY OF A NEW DATA ECONOMY

“Data is the new oil” and PWC valued the total data economy at 300 billion US\$ in 2018.

In the past, the lack of incentive to unlock data kept valuable information sealed in silos, as companies were not satisfied by the risk/reward ratio of making their data available.

Nonetheless, large corporations such as Google, Facebook or Amazon, which are at the heart of the Web 2.0 network, are farming data about online behavior or personal information, which is then monetized for profit through algorithms re-targeting consumers. It is a vicious circle!

Web 3.0 is the next generation of internet technology, built on artificial intelligence and machine learning. It is therefore important that data is an accessible asset to guarantee the accuracy of algorithms and encourage multiple network participants in a Web 3.0 ecosystem.

Decentralized blockchain protocols enable new use-cases that can benefit all network participants opposed to only large enterprises. With blockchain development at the forefront, anybody can be their own bank and tokenize any asset that can be deemed valuable. Throughout 2017, the blockchain and cryptocurrency sphere experienced an influx of new network participants, fueled by speculative promises during the “ICO”-era (“Initial Coin Offering”), where blockchain startups “tokenized” shares in their companies.

Following their Initial Coin (Exchange) Offering in 2018, Ocean Protocol had the vision of building a marketplace where network participants may launch tokenized datasets and encourage a trade of previously locked assets.

Ocean Protocol delivered the Ocean Marketplace “V3” on 27th October 2020, providing network participants a simple user-interface to tokenize data on the Ethereum blockchain and launch “IDOs” (Initial Data Offerings), therefore providing data owners a financial incentive to unlock their data.

The objective of the marketplace is to unlock data for Artificial Intelligence and guarantee a decentralization of the Web 3.0 era.



ABOUT DATA WHALE CURATION & MANAGEMENT

Data Whale is the first data consultancy, curation and management company on the Ocean Marketplace, which was launched on 27th October 2020 on the Ethereum blockchain. On 1st November 2020, Data Whale published its first tokenized dataset called the "Ocean Marketplace Directory & Pool Ratings".

Within the first 7 days, the "Directory" dataset had increased to nearly 900.000 Euro in liquidity, representing a significant increase of initial valuation. The response of the community encouraged Data Whale to provide constant development updates to the Directory data and usability, a concept which will be replicated on other datasets.

The objective of Data Whale is to curate meaningful data and unlock datasets that have a positive impact for entrepreneurs, businesses, governments, community members and other data users, resulting in a high utilization of Data Whale's published assets. This may have a positive effect on the long-term development of Data Whale's managed liquidity pools.

Data Whale is based in Dubai, United Arab Emirates, which provides an opportunistic and promising business environment for all blockchain-related startups. Dubai aims to be the blockchain "capital" of the world and has also appointed a "Minister of Artificial Intelligence". Data Whale will leverage on the highly potential business environment to build data partnerships and unlock data on behalf of data owners.

Our team has a leadership background in business data analysis, commercial sales, forecasting, optimizing business processes and change-thinking.

Data Whale and its affiliates will remain in stealth mode for an undisclosed period of time, but may be willing to provide a confidential identification to the Ocean Protocol team for partner verification (if required).



DATA WHALE BUSINESS MODEL & SCOPE OF WORK

Data Whale will effectively structure the scope of work and growth of their business in three pillars, outlined below.

1. **Community Datasets**

Create, curate and develop community-focused datasets and analysis tools to encourage the long-term success of the data ecosystem and Data Whale. Our community-focused projects aim at providing a high use case and deeper understanding of the data economy and its trends for new stakeholders on the Ocean Marketplace.

Community focus is our main priority as outlined across all our communication. Data Whale has been part of the Ocean Protocol community since the beginning and aims to build a long-term, successful business.

2. **Owned Datasets**

In the short- to medium-term, Data Whale will focus on developing and curating datasets with a strong use-case for businesses from a multitude of industries or individuals. These datasets are developed in close collaboration with our network and affiliates, spanning across a variety of segments (e.g. government, sports, advertising, and e-Commerce).

Owned datasets may also provide solutions to entrepreneurs and companies to improve efficiencies in their existing business or provide a "starter-kit" when opening a new business. These assets are developed in line with market trends and will be updated on a regular basis, if required.

3. **Managed Datasets & Data Partners**

In the medium- to long-term, Data Whale aims to provide end-to-end consultancy solutions for enterprises, government entities and individual data owners. The Ocean Marketplace is still in early stages, with minimal recognition across a multitude of industries.

Data Whale identified a need for companies to unlock datasets through a third party, generating variable returns. Data Whale educates, qualifies, curates and manages the Initial Data Offering ("IDO") on behalf of data partners, whilst applying a fixed management fee on variable returns.

Please find Data Whale's client pitch on www.datawhale.online/research-1 highlighting the process on how Data Whale will manage the entire IDO roadmap on behalf of potential data partners (Slide 6). The process provides a comprehensive end-to-end solution for businesses to earn variable returns on their data and encourages a constant development process of the dataset to achieve higher returns.



DATA WHALE ROADMAP

The below roadmap is based on estimates and may not guarantee facts. Data Whale Curation & Management believes that defining a clear roadmap for its business growth is imperative for the development of Data Whale's reputation on the Ocean Marketplace.

The below quarterly milestones may be amended at any time, without prior notice.

Throughout the next 12 months, Data Whale will provide continuous improvements to its existing datasets to justify an increase in valuation and develop a long-term business model.

1st November 2020

- Data Whale Curation & Management launched the first liquidity pool "Ocean Marketplace Directory & Pool Ratings".

Q4/20

- Provide the Data Whale Data Plan (i.e. Business Plan)
- Provide at least 3 research and business papers related to the data economy
- Complete hardware security upgrade
- Begin acquisition process of official data partners for Data Whale
- Manage at least 5 community-focused and self-curated liquidity pools.
- Finalize company registration

Q1/21

- Upgrade brand presence with launch of new website and logo
- Target to receive official Ocean Protocol Data Partner verification
- Manage a minimum of 10 community-focused and self-curated liquidity pools

Q2/21

- Manage a minimum of 15 community-focused and self-curated liquidity pools
- Unlock at least 1 official data partner dataset under Data Whale's management
- Expand the Data Whale team by at least 1 full-time remote analyst
- Achieve a managed liquidity of at least 5 million Ocean.

Q3/21

- Manage a minimum of 20 community-focused and self-curated liquidity pools
- Unlock at least 1 official data partner dataset under Data Whale's management
- Achieve a managed liquidity of at least 10 million Ocean.

Q4/21

- Unlock at least 1 official data partner dataset under Data Whale's management
- Achieve a managed liquidity of at least 15 million Ocean.
- Expand the Data Whale team by at least 2 full-time remote analysts
- Acquire an office space within Dubai, United Arab Emirates
- Achieve official partnerships with government or enterprise entities to unlock valuable data through Data Whale.



OUR VESTING & WITHDRAWAL SCHEDULE

We proactively manage our liquidity pools on the Ocean Marketplace, whilst keeping in mind the benefit of both the stakeholders, data users and data owners. Therefore, we believe in a vested withdrawal schedule in-line with value growth of the dataset.

If Data Whale's number of pool shares is below 100, the following will apply:

CONDITION 1: Publisher's pool shares are between 75 – 99.99
Data Whale may withdraw a maximum of 3 pool shares per week

CONDITION 2: Publisher's pool shares are between 50 – 74.99
Data Whale may withdraw a maximum of 2 pool shares per week.

CONDITION 3: Publisher's pool shares are between 15 – 49.99
Data Whale may withdraw a maximum of 1 pool share per week.

CONDITION 4: Publisher's pool shares are between 0 – 14.99
Data Whale may not withdraw any pool shares.

If Data Whale's number of pool shares is above 100, the following will apply:

CONDITION 1: Publisher's pool shares are between 100 – 125
Data Whale may withdraw a maximum of up to 3% of owned pool shares per week.

CONDITION 2: Publisher's pool shares are between 125.1 – 150
Data Whale may withdraw a maximum of up to 4% of owned pool shares per week.

CONDITION 3: Publisher's pool shares are 150.1 or more
Data Whale may withdraw a maximum of up to 5% of owned pool shares per week.

Should Data Whale maintain pool shares of above 130 after every 90 days, the entity is entitled to withdraw up to 10% of owned pool shares (not total pool shares).

Data Whale may re-stake data tokens at any time, whilst keeping in mind the benefit of the pools' stakeholders and data owners and is entitled to withdraw a maximum of up to 10% of owned pool shares within 0 – 21 days from dataset listing.

The vesting scheduled outlined above applies to all datasets managed or owned by Data Whale. Should any of the liquidity pools vesting schedule vary from the proposed schedule, it will be outlined in the pools' description.

We believe that the above will guarantee a win-win collaboration between liquidity pool stakeholders, data owners and Data Whale Curation & Management. For a deeper understanding, please refer to our research paper on conditional liquidity withdrawals, under www.datawhale.online/research-1



OUR CHALLENGES & RISKS

Data Whale currently operates as an independent, freelance entity and may require up to 12 months to scale its business to a full-time operation. Nonetheless, Data Whale's first-mover advantage and community reputation score will support the venture in the long-term and may outweigh the initial gradual development phase.

The data economy is derived from a multitude of segments, covering healthcare, education, technology and many other use-cases. Therefore, identifying quality datasets is a complicated and long-term process. It is difficult for any data analyst to understand the value behind all datasets, as data may have many variable characteristics and could be valued differently for each use-case.

Data Whale aims to identify the most potential use-cases within their community-focused, owned and managed datasets, encouraging a high utility of the data asset, leading to consistent returns in the long-term.

Despite being a small business, security of Data Whale managed pools is our top priority. We have invested in basic, yet safe hardware, to manage the private keys of our liquidity pools. This will minimize the risk of bad actors gaining access to Data Whale's stake in its liquidity pools and protect the best interest of Data Whale and its stakeholders.

DATA WHALE VISION

The Data Whale team aims to grow into the largest data liquidity pool management company on the Ocean Marketplace, whilst unlocking valuable datasets with a high utility rate from individual data owners, enterprise startups, SMEs, government entities and corporate clients.

Our team aims to curate meaningful data, which makes a positive impact for data users and its stakeholders by growing in value over time.

Following 12 months of operations, Data Whale Curation & Management aims to curate data on behalf of at least 3 official data partners and manage a minimum of 30 liquidity pools comprising over 25 million Ocean in estimated liquidity (*estimate based on growth of Ocean Marketplace total Ocean liquidity*).

For questions, suggestions or input, feel free to reach out to
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