



Datafund

*"The secure blockchain-based
Personal Data Management
and Exchange"*

May 2018

Draft, contents subject to change, e&oe

Executive summary



Datafund is a **protocol and a decentralized infrastructure** that:

1. guards personal data
2. provides safe storage and
3. enables provable personal data exchange



Datafund has already developed a working product which is currently being **tested on 20,000 customers** with the **key technical features already in place** for the Reclaim phase



Datafund's ICO is scheduled for Q3 2018. The goal is to raise 12.000.000 USD



Datafund leverages **blockchain technology** to deliver an uncompromisingly transparent personal data exchange. Information is shared on a need-to-know basis according to an **agreement between exchanging parties**



Datafund is incorporated in the EU, the protocol and the platform are designed for full **regulatory (GDPR) compliance** and for **large scale opportunities**



Datafund is led by a team of undisputed **experts from blockchain technologies**, successful thought leaders and entrepreneurs, professionals with strong experience and from **leading European companies and top consultancies**



Datafund is working with **Ethereum Foundation's Swarm team** to create the best personal data protocol.

Content

I. Overview of personal data landscape

II. Overview of Datafund

- A. Problems it solves and opportunities it seizes
- B. How it works
- C. What we have already achieved

III. Overview of the business model and go-to-market

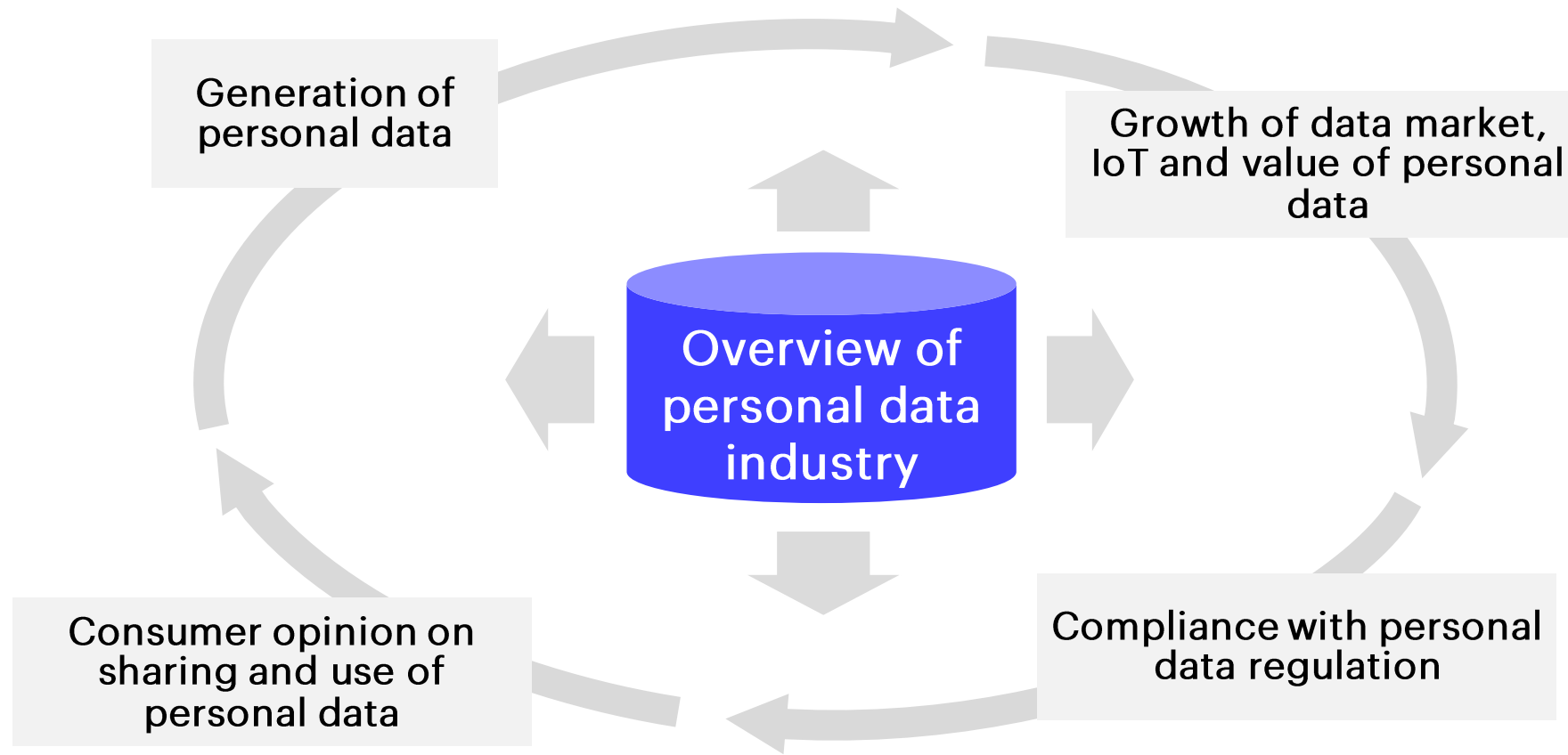
IV. Preliminary roadmap, milestones and project phases

V. Token sale and use of funds

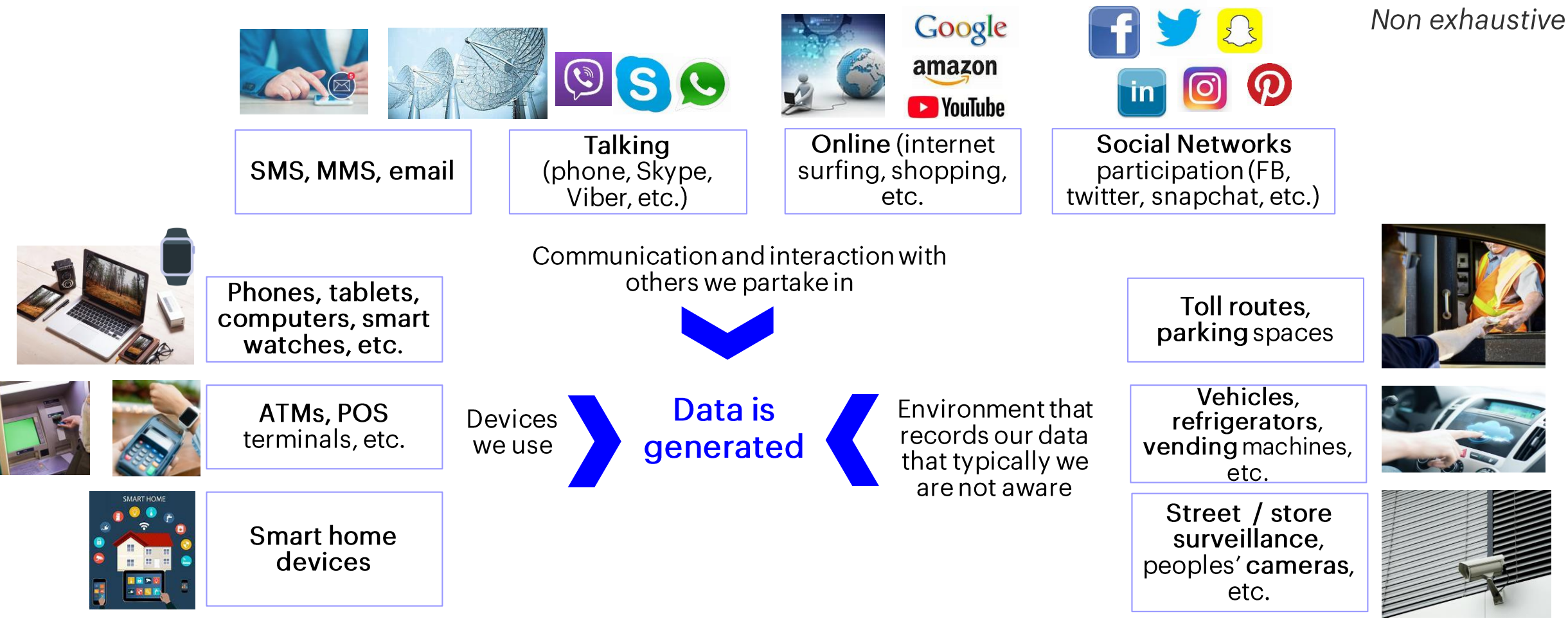
VI. Team and Partnerships

The personal data industry is assessed in terms of: generation of data, its value, regulation around it and the use of personal data

Areas of focus in personal data assessment:



Almost everything that we do today leaves a digital trace or generates some data, whether we are aware of it or not

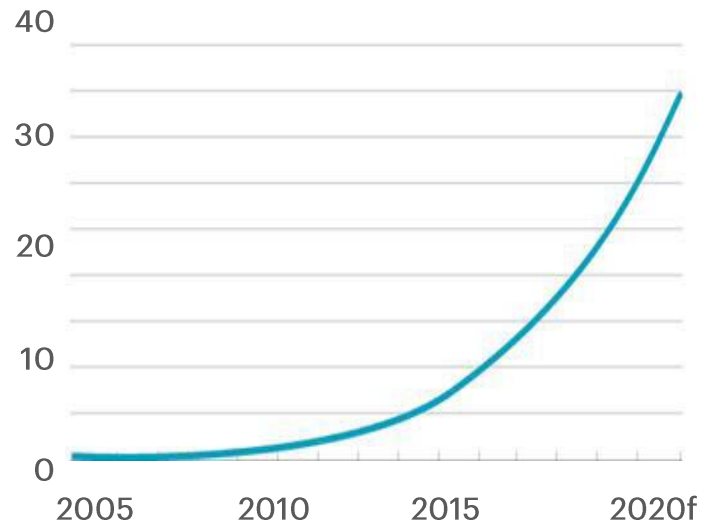


We live in a data-driven society fueled by personal data.

Explosive growth of data and IoT is creating a large market for data exchange both in the EU and Worldwide

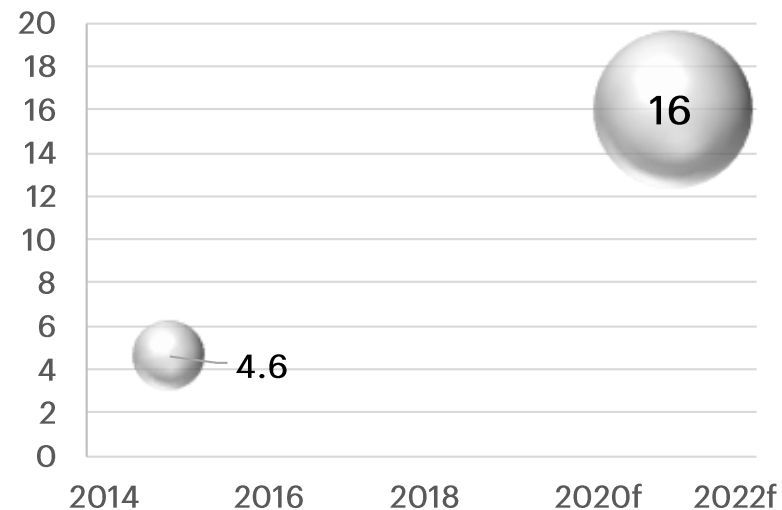
A global explosion of data

Worldwide data storage in '000 exabytes¹



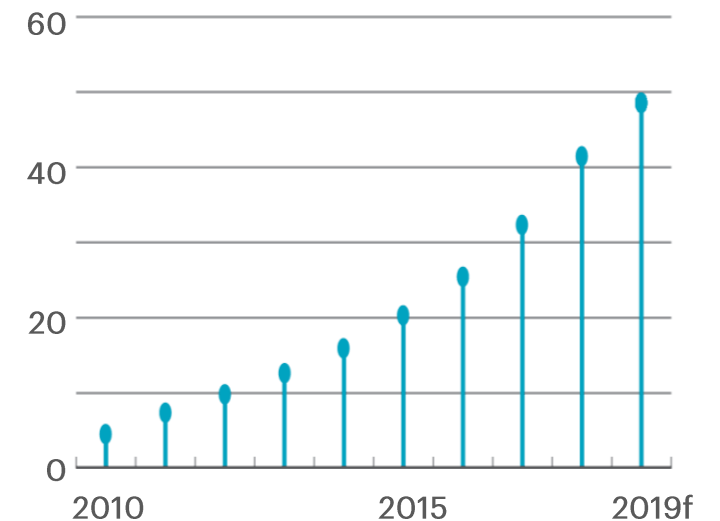
A global explosion of IoT

Worldwide IoT in bn devices²



Growth of big data market

Worldwide big data technology and services forecast in bn €¹



The European Commission estimates that by 2020 the value of European citizens' personal data is expected to reach €1 trillion solely in the European market, rising to almost 8% of the EU's GDP³

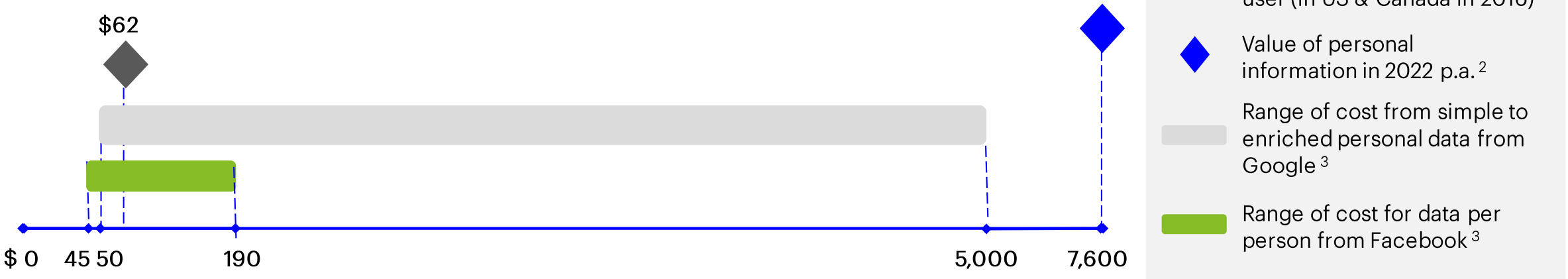
[Source: International Data Corporation Digital University Study, , https://ec.europa.eu/epsc/publications/strategic-notes/enter-data-economy_en]

[Source: Ericsson, 'Ericsson Mobility Report: On the pulse of the networked society', June 2016, <https://www.ericsson.com/res/docs/2016/ericsson-mobility-report-2016.pdf>]

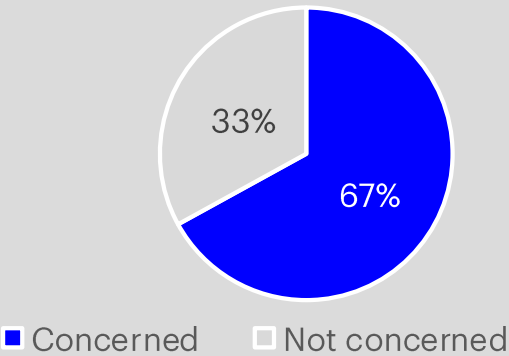
[Source: European Commission (2016) 'The EU Data Protection Reform and Big Data Factsheet' [online]. http://ec.europa.eu/justice/data-protection/files/dataprotection-big-data_factsheet_web_en.pdf]

Personal data is being sold by big corporations for considerable amounts, all the while without the control of individuals

Estimates of the cost of personal data in \$



People are mostly concerned about not having complete control over the information provided online, or its use⁴



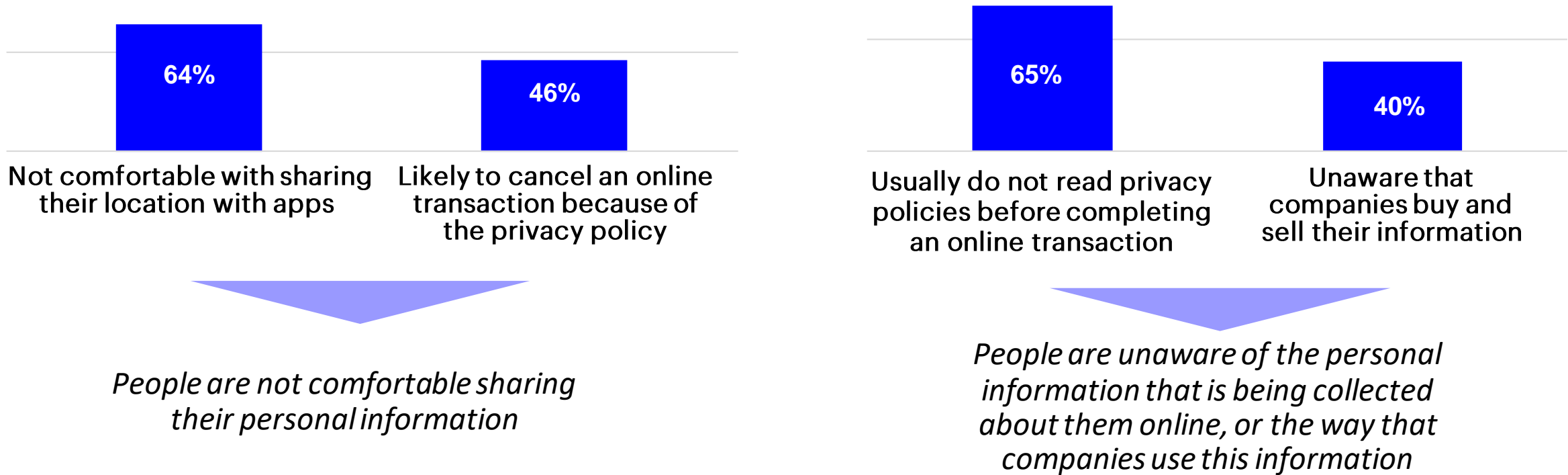
Value of personal data is dependent on population segment, as well as personal and lifestyle characteristics.

Regardless of how much their personal data is valued monetarily, people are still reluctant to share it.

1. [Source: Me, my data and I: The future of the personal data economy, pg. 6, DECODE, https://s21.q4cdn.com/399680738/files/doc_financials/2017/FB-Q1'17-Earnings-Slides.pdf]
2. [Source: Investopedia, <https://www.investopedia.com/news/blockchain-could-make-you-owner-data-privacy-selling-purchase-history/>]
3. [Source: <http://www.noidentitytheft.com/personal-data-worth-big-bucks/>]
4. [Source: Special Eurobarometer 431, "Data protection", 2015, http://ec.europa.eu/public_opinion/index_en.htm]

Market research shows that people are neither very comfortable sharing their information, nor aware of its use

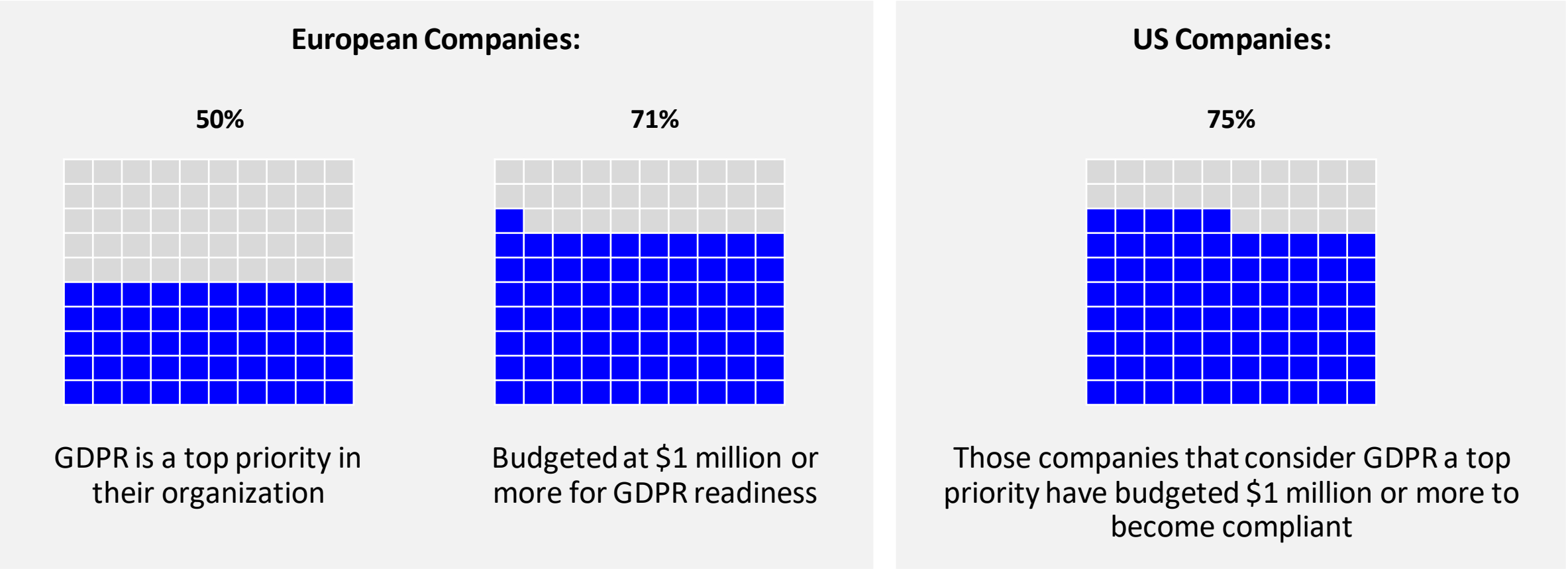
Assessment of online adults on personal data sharing and technology¹:



There is an opportunity in the marketplace to provide solutions that can make people feel comfortable about sharing their information online

Corporate budgets for General Data Protection Rules (GDPR) compliance are growing and are among the top CxO priorities, both in the EU and the USA

Assessment of CxO level management on their take on GDPR compliance¹:



1. [Source: The Data Security And Privacy Playbook, Enza Iannopollo, Renee Murphy, and Fatemeh Khatibloo April 21, 2017], Data Anlayzed by Datafund, 2018. Datafund | The secure blockchain-based Personal Data Management and Exchange 9

Data represents a tremendous opportunity for generating economic value for companies, through targeted approach to customers

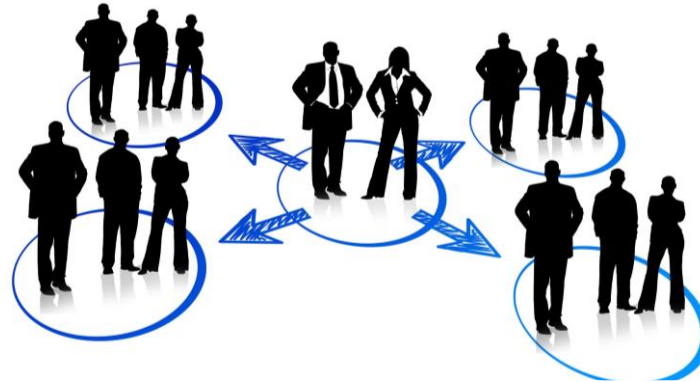
Personal data needs to be legal in order to be enriched and utilized by companies

Data with rights



- Those that have **data with rights** will **have an asset**, whereas data without rights will be a liability

Enriched data



- Increasing availability of data from partners, suppliers and customers will enable **expansion of utility** of a company's own data
- Organizations that know what information they have, or need, will be able to **enrich data** and leverage information as an asset

Targeted marketing



- Marketers need data to move from a volume-based funnel to **targeted 1:1** approach and **convert opportunities to sales**
- Data will become the basis of competition, enabling decisions to be made through **data-driven insight**

We are starting to perceive personal data in a new light, with various implications on what it is being used for and the power it has



We live in a **data-driven society** fueled by **personal data**.

Personal data is any data that can reveal the **identity** of an individual.



Psychologically targeted ads change our **beliefs** and attitudes **without our awareness**.



Our online actions reveal our **personality profiles**. Our offline actions are influenced by our online ones.



In the digital age, freedom begins with **owning your personal data**.

Privacy matters. A **human right** that protects the digital extension of you.

KEY TOPICS OF CONCERN RAISED BY THE ASSESSMENT OF THE PERSONAL DATA MARKET:

- Ownership and control of personal data
- Transparency and trust regarding the use of data
- Quality of personal data
- Regulatory **compliance** in attaining and using personal data
- **Compensation** for the data

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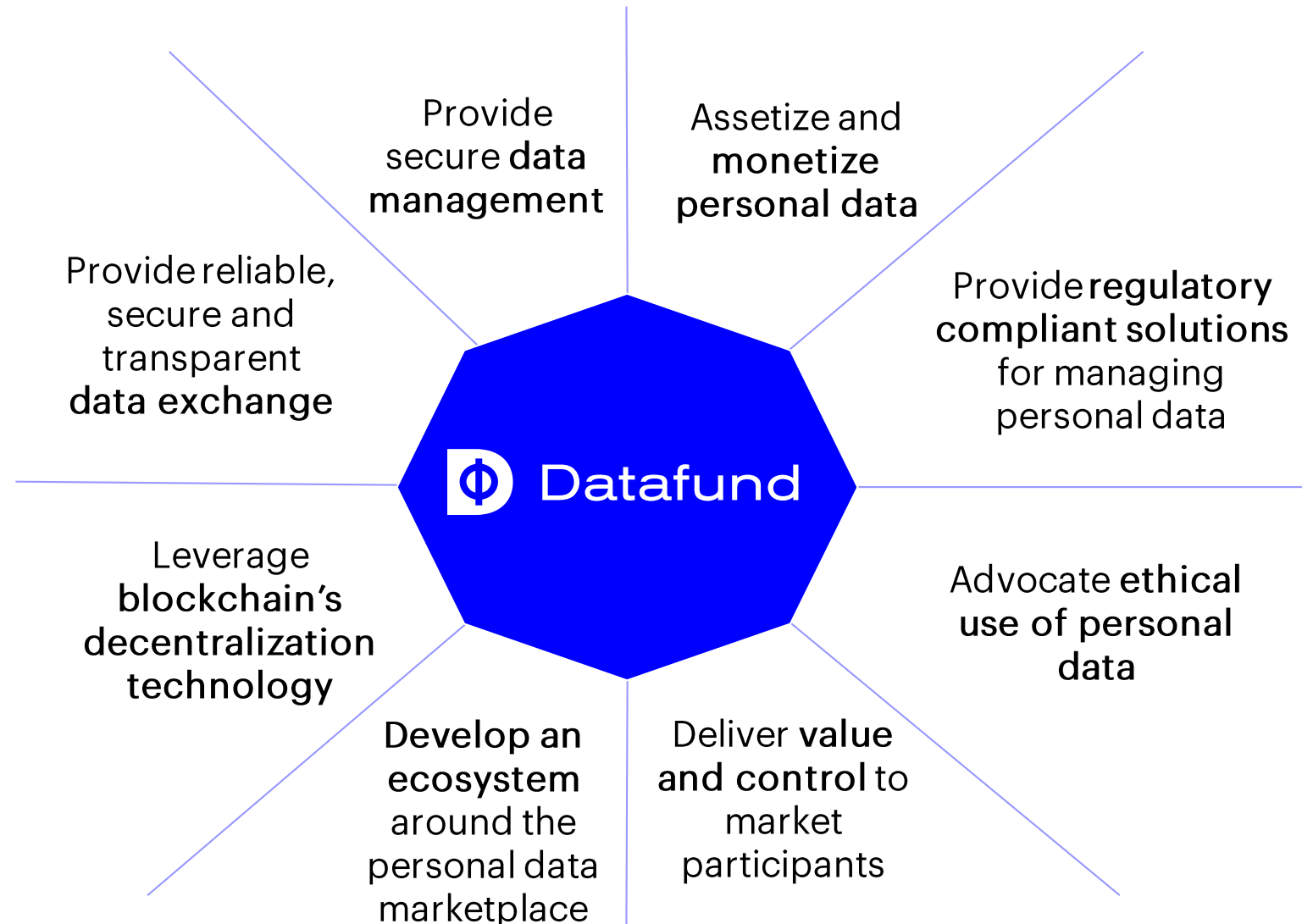
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Datafund ensures the achievement of objectives that bring value to all stakeholders of the personal data marketplace

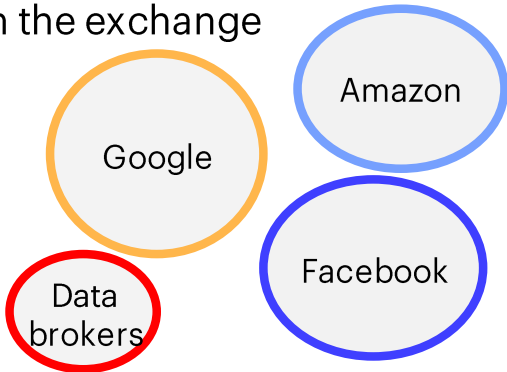
**Datafund
objectives:**



A decentralized, blockchain empowered data exchange will bring significant benefits to data providers, users and the data market ecosystem

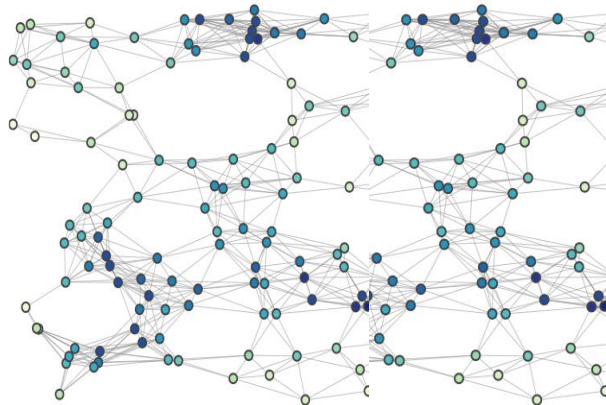
Traditional, centralized data exchanges:

Control	Data providers have little or no control over their data
Trust	A general lack of trust in consent, privacy, data sharing and data manipulation
Cost	Data providers are typically not economically rewarded for their data
Pricing	There is a lack of flexible pricing mechanisms
Compliance	Companies only periodically audit their licensing terms. Compliance not at the forefront of operations
Hosting	Data hosting is with the exchange
Data Market ecosystem	Dominated by data mega-silos



Decentralized, blockchain-empowered data exchanges (Datafund):

Data providers are in full control as to what they share and with whom
Full trust in the protocol, its use and privacy protection, traceability of data and use
Data providers economically rewarded for their data
Flexible pricing mechanisms
Solutions are regulatory compliant by design
Decentralized data hosting
Network of data marketplaces



Through Datafund, individuals are given full control over the management of their personal data

Individuals' perspective on personal data ...

...in the current ecosystem:

- Oftentimes not aware of the system collecting their data
- No control over their personal data
- Misuse of individuals' data is possible and anonymity is not protected
- Reluctant to participate in surveys and data collection activities
- Protect their personal data and access to it
- Provide false personal data to protect their privacy
- No compensation on individual level for their personal data



... through Datafund

- Directly giving consent to companies to use their data
- Full control over their personal data
- Misuse is impossible per se and protection of anonymity due to blockchain mechanisms
- Willing to participate in the market due to full privacy protection and compensation
- Individuals cooperatively provide personal data, thus enabling easy access to it
- Individuals provide correct personal data
- Individuals get compensation for the provided personal data, their data is monetized

Datafund will enable companies to quickly access legal and quality personal data

Companies' perspective on personal data use ...

...in the current ecosystem:

- Receive false or incorrect personal data and make wrong decisions
- Have to work through data brokers to access consumers' personal data
- Can only access data that is available in data brokers' database
- Several middlemen between consumer and companies
- Opaque and uncontrollable system
- Data is mostly underutilized and not monetized



... through Datafund

- Receive personal data of high quality and make better decisions
- Can quickly and easily access individuals' personal data
- Can access tailored personal data (e.g. web browsing, tracking data from wearables)
- No middlemen between consumer and companies
- Fully transparent, regulatory compliant, open marketplace
- Utilization of data through better customer insight, needs identification and target marketing

Content

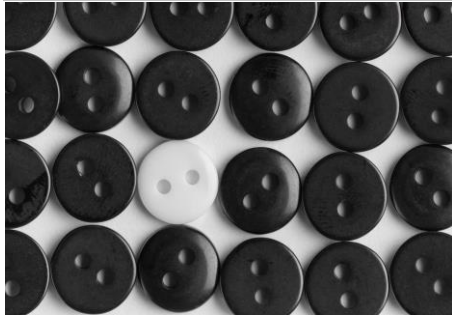
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Datafund leverages blockchain technology and new regulatory requirements to address key concerns regarding personal data

Personal data market levers and the current situation that Datafund utilizes

1

Individuals' concerns



Lack of **ownership** and control over personal data,
Lack of **transparency** in transactions of data,
Lack of **trust** regarding the use of data,
Lack of **compensation** to individual data contributor and owner of data

2

Companies' concerns



Lack of real **return** on data as an asset,
Lack of **data quality**, **regulatory compliance**, **legal uncertainty**,
Lack of simple, universal & comprehensive **solutions** and **tools** to manage data

3

Data Technology Trends



Big Data, IoT, AI, Data marketplaces, Blockchain, Decentralized applications

4

Key Regulatory Trends



GDPR, privacy bills, ePrivacy, anticipation of further and geographically **farther data privacy** and **protection laws**

1

Individuals' concerns with regards to personal data are linked to the lack of ownership, control, transparency, trust and compensation

Main concerns

Description

Lack of ownership and control over personal data

Individuals have *little control of their data*:

- Personal data is the center of a global economy articulated around individuals without their prior consent or oftentimes even acknowledgement

Lack of transparency in transactions of data

Use of personal data by businesses often appears fuzzy to private consumers, especially regarding *privacy concerns*

- Personal data is often traded from entity to entity, interplaying with various analytic processes

Lack of trust

Besides concerns regarding identity theft and fraud; there is also a growing sense of *being under surveillance* and the Big Brother Is Watching You effect

Lack of compensation to data contributor and owner

Individuals receive *little or no return* for the value of their data – they are not included in the value chain and financially reimbursed for the data they contributed. Compensation for data is mainly in the form of “free of charge” services

 Datafund brings

What individuals want

- **Reclaim, own** and gain **full control** over their personal data
- **Transparency** into the usage of personal data
- Ability to **manage** their privacy
- **Empower trust** towards companies that hold their personal data
- Reclaim fair **participation in profits** made with an asset that is rightfully theirs

Individuals should be empowered in the management of their personal data and privacy, as well as remunerated accordingly

2

Companies are both data users and service providers in the personal data ecosystem. Their key concern is how to manage the personal data they possess

Main concerns

Description

Lack of real return on data as an asset

Poor use of data and high acquisition costs

- Billions of dollars each year are spent to collect, authenticate and protect customers' data. A vast amount of data is underutilized and does not generate value or profit for companies

Lack of data quality

Data gathering processes are inefficient, resulting in poor quality of data

- Businesses are often unable to handle the vast amounts of unstructured data collected daily. Supplied (purchased) data sets are often lacking critical dimensions of information

Lack of regulatory compliance, legal uncertainty

Data markets vary in quality, regulation and legality

- Globally there are over 100 variations of data privacy standards
- Constantly growing regulatory environment (KYC, AML, GDPR)
- Customers expect companies to go the extra mile to protect their data

Lack of simple, universal & comprehensive solutions

An interoperable data transactional system for personal data exchange doesn't exist. No standardized identifiers that allow data brokers to link data from two separate sources. Lack of comprehensive solutions encompassing transparency, trust, traceability and privacy

 Datafund brings

What companies want

- Create new revenue streams: resell data, data mining, data management
- Client data that is a business asset
- Get easy and fast access to data
- **Certified data** is crucial to the onboarding process
- Integrated **individual users' consent** to share their data
- Access to multiple data marketplaces, cross-platform, user-specific, historic and real-time data

Companies need a solution that is regulatory compliant and allows a transparent and trustworthy data management platform

3

Key data technology trends are shifting the industry and are enabling opportunities for far greater data monetization for all participants

Key Trends

Highly personalized one-on-one interactions

Businesses adopting Artificial Intelligence (AI) to succeed

Big Data going side-by-side with the cloud

Opportunities for early entrants

Companies will use Big Data and AI as the source of valuable user information for the most effective **personalized marketing campaigns**. Knowing buyers' goals, decision-making habits, pain points and aspirations will enable **launching tailor-made messages**.

During the continuous digitalization of the business world, companies that start using AI algorithms sooner succeed faster. They will have a strong **competitive advantage using data mining**.

Corporations will have their big data moved to the cloud. Businesses will have employees easily **access important data, anywhere, any time**. Data will increasingly be moved to **personal data vaults with on-demand access**.

Key Trends

Higher demand in vertical data analytics, rather than horizontal

Faster Internet of Things (IoT) adoption

Blockchain enables secure, efficient and scalable exchange of data

Opportunities for early entrants

The demand for **comprehensive vertical data analytics solutions using big data** will be high: banking and finance, transportation, healthcare, insurance, manufacturing, trade (wholesale, retail), media and communications, etc.

By 2020 IOT will have achieved **"critical mass"**, linking enormous intelligence in the cloud to billions of mobile devices. With **inexpensive sensors and tags embedded in and on every thing**, there will be an opportunity to gather, transmit and use a vast variety of data











Blockchain's key concepts of **decentralization, traceability, immutability, permanency, trusted network consensus mechanisms** and lineage naturally are a great fit for effective data management

Datafund protocol will be the engine for the whole ecosystem, and will support the progression of transparency, management and monetization of personal data

4

Key Regulatory Trends, such as GDPR, are fundamentally changing the scope and obligations for companies that use data about EU citizens

The regulation, effective May 25, 2018, is changing the 1995 Directive (95/46/EC) in the following way...

 Broader territorial scope	Applies to players not established in the EU, but whose activities consist of targeting data subjects in the EU	 Consent	Spelled out more clearly and focused on the ability of individuals to distinguish consent
 Enforcement	Data Protection Authorities will be entitled to impose fines ranging up to €20 mn or between 2 - 4% of annual turnover	 Data breach notification	Report a personal data breach to the Data Protection Authority within 72 hours
 Accountability	Explicit obligation of the controller as well as the processor to be able to demonstrate their compliance with the GDPR	 One Stop Shop	Data Protection Authorities (DPA) of main establishment can act as lead DPA, supervising processing activities throughout the EU
 Expanded definitions	Personal data now explicitly includes location data, IP addresses, online and technology identifiers	 International data transfers	BCRs as tools for data transfers outside the EU and EEA are now embedded in law
 Data subjects rights	Reinforced rights: access, rectification, restriction, erasure, objection to processing; no automated processing and profiling	 Datafund protocol and platform are GDPR compliant by design!	

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Datafund is providing significant incentives to sharing of data between individuals and organizations

Drivers of change:

1. NEW REGULATION

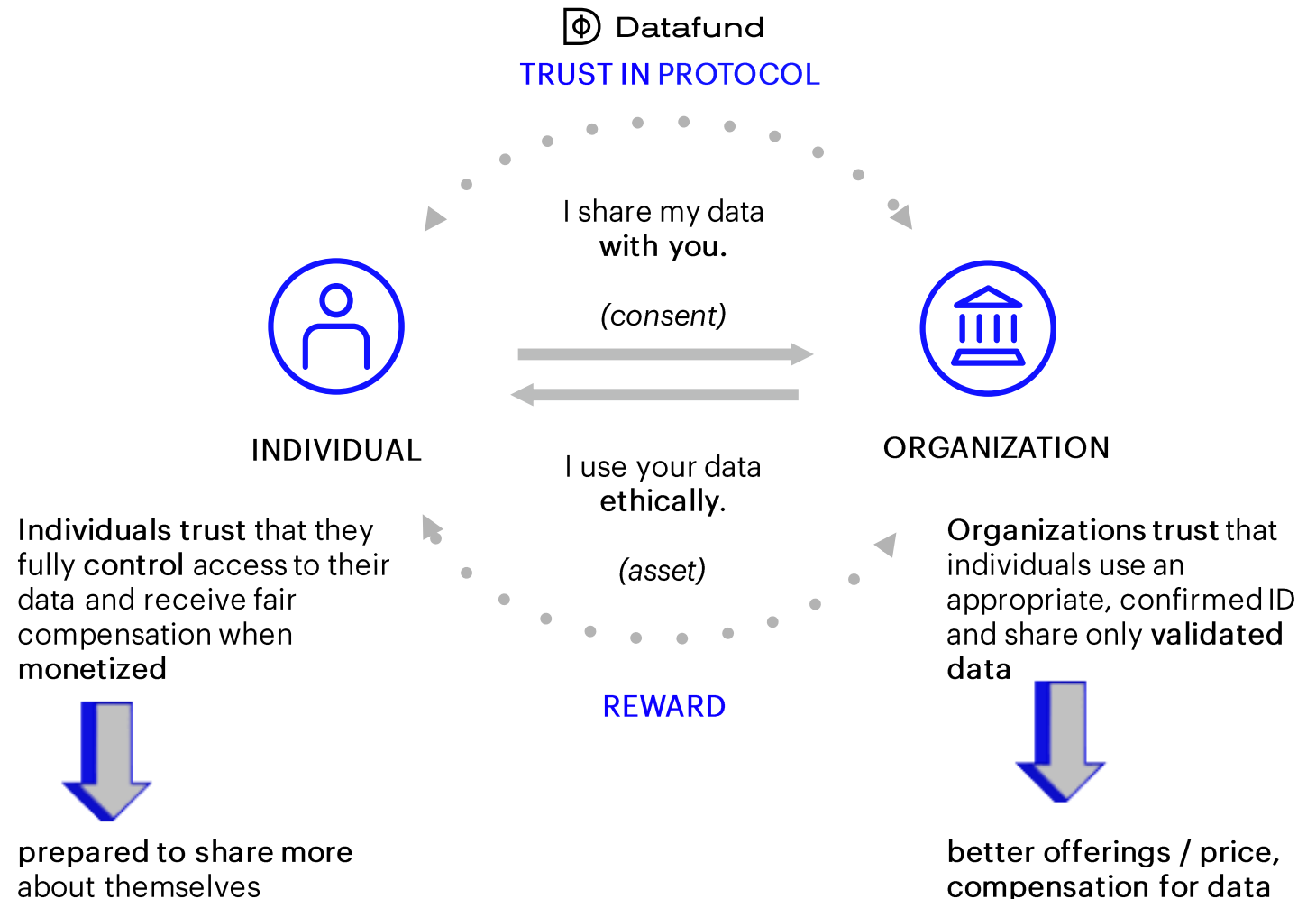
(GDPR, ePrivacy)
giving more rights to individuals

2. NEW TECHNOLOGY

Blockchain and decentralized
technology enabling solutions not
available before

3. HIGHER AWARENESS

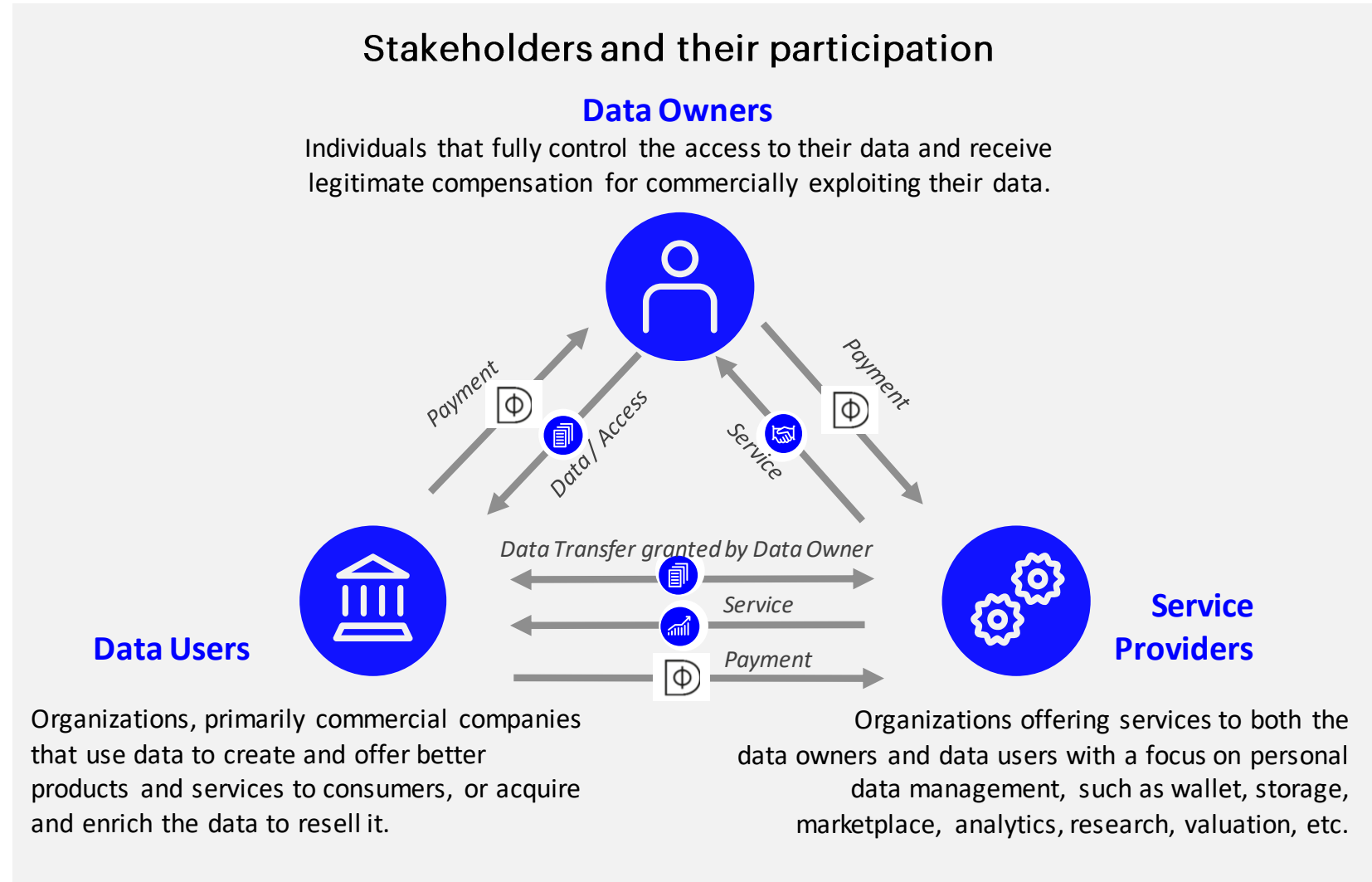
Increasing privacy awareness
among individuals



Datafund is developing a blockchain-based protocol and infrastructure for storage, exchange and enrichment of data without unnecessary intermediaries

Key guiding principles of the protocol:

- 1 Full Control over Data**
Consent to access his/her own personal data is granted by the owner of the data, thereby giving him/her full control over who is using their data
- 2 Exclusion of intermediaries**
All transaction types can run without intermediaries, thus establishing a direct line of contact between organizations and individuals – to get to data faster and at lower cost
- 3 Motivation to share data**
Decentralized transactions are forecast for:
 - Value (payments)
 - Data
 - Usage/Access rights
 - Services




Datafunds are the core element for personal data storage and a fair and reliable data exchange


- 01


Alice has her own datafund to control and curate data about herself
- 02


Companies provide data about Alice to her datafund and receive her FEE tokens
- 03

Companies access validated, combined and enriched data from Alice's datafund
- 04

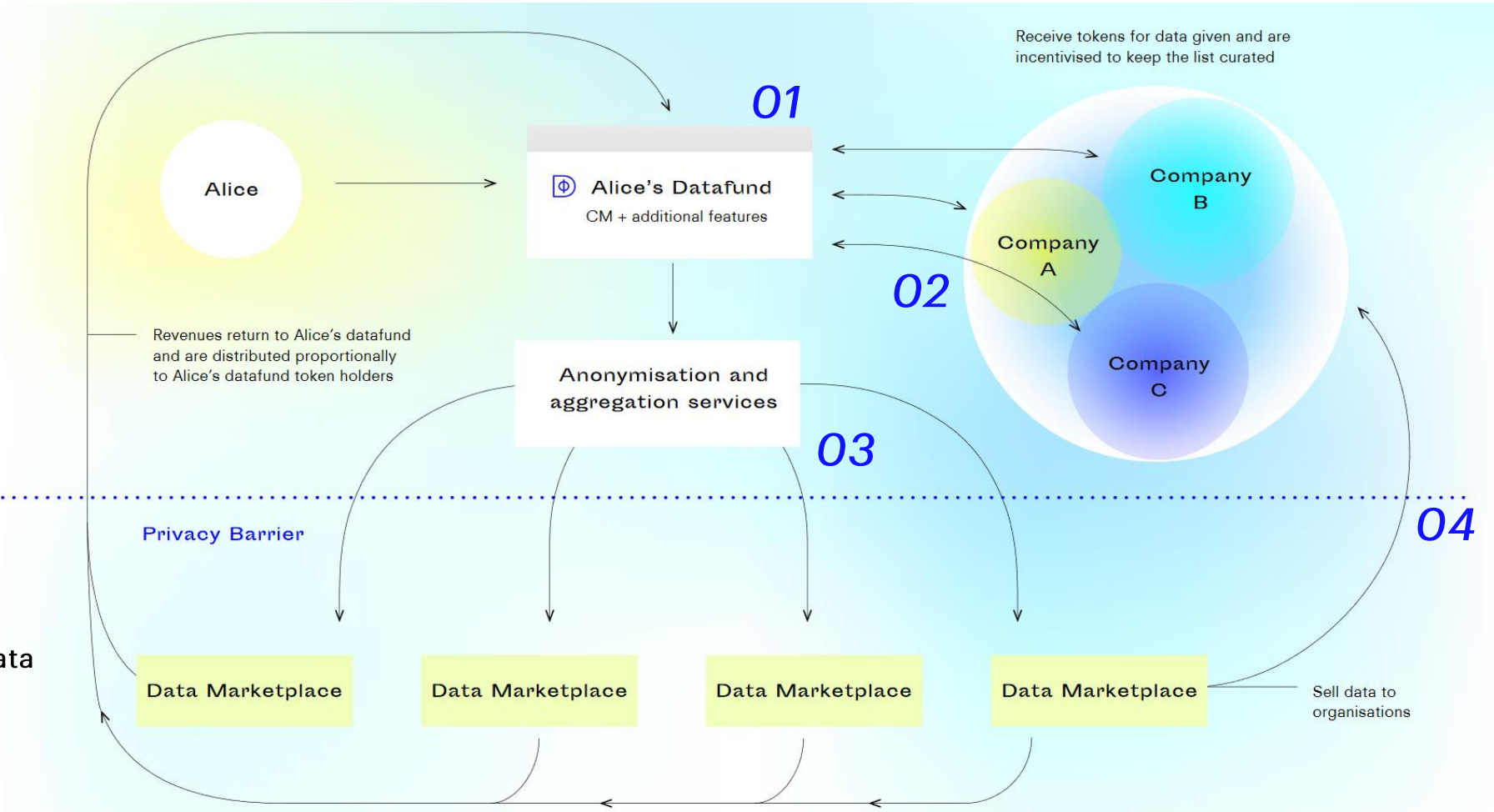
Revenues from eventual monetization of Alice's data is shared among her FEE token holders
- 

Curated and more valuable data
- 

Data-as-a-service
- 

Fair sharing of rewards
- 

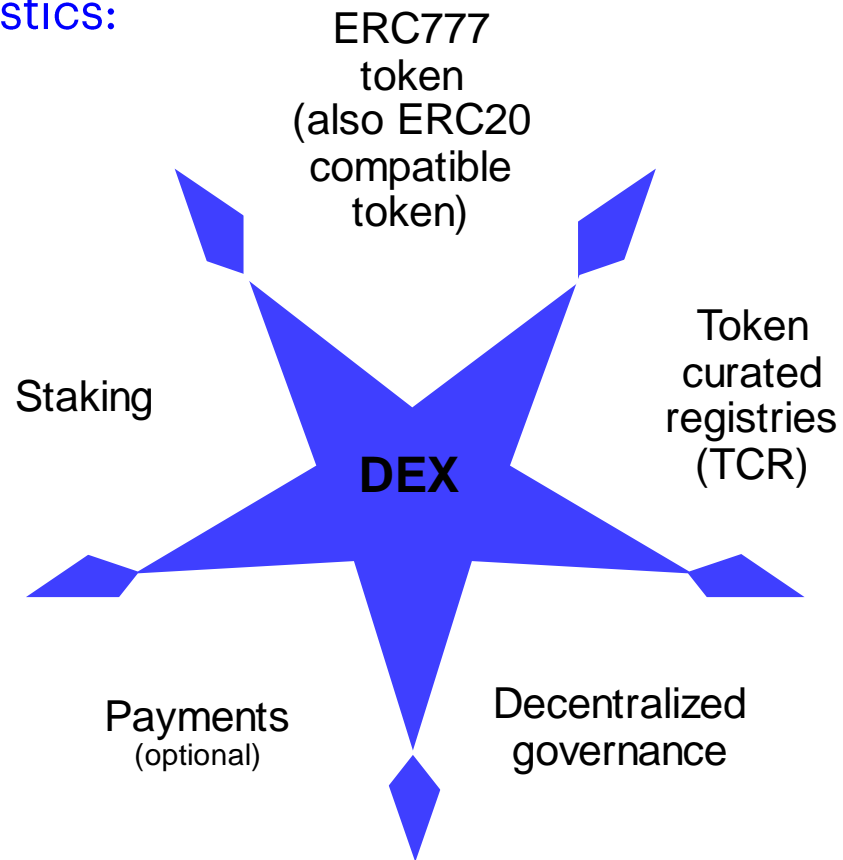
Controlled access



Tokens: DEX – governance, generates FEE FEE – network operations, base currency for curation markets FEE_i – personal token to individual's datafund

As the protocol development reaches its planned milestones, the utility of the Datafund's token DEX will also further develop

DEX characteristics:



DEX is necessary for the network to operate, as it:

- Allows access to the platform
- Enables staking and bidding for network members
- Optionally used as a payment for data usage (consents) and services
- Decentralized protocol governance once the Manage phase of the project is completed

Individuals using Datafund will be given ownership and control of their personal data in a convenient, trustworthy and financially beneficial way

Empowerment

- Use unified ID superset to simplify interactions with organizations
- Individuals to own and control data by controlling access
- Keep your data in private data vaults
- Determine the level of information that you share each time with any given entity

Convenience

- Manage all relationships (consents) with companies using your data in one place
- Automated data collection, data entry to connected applications (no re-entering of data)
- Receiving higher value services and products in return (e.g. personalized offers, simple sharing of data with colleagues, etc.)

Economic returns

- Sell access to your data on your own terms
- Personalized offering from companies
- Personal data monetization, per owners choice

Datafund's platform is designed to ensure individuals participate in a transparent, fair and ethical personal data exchange

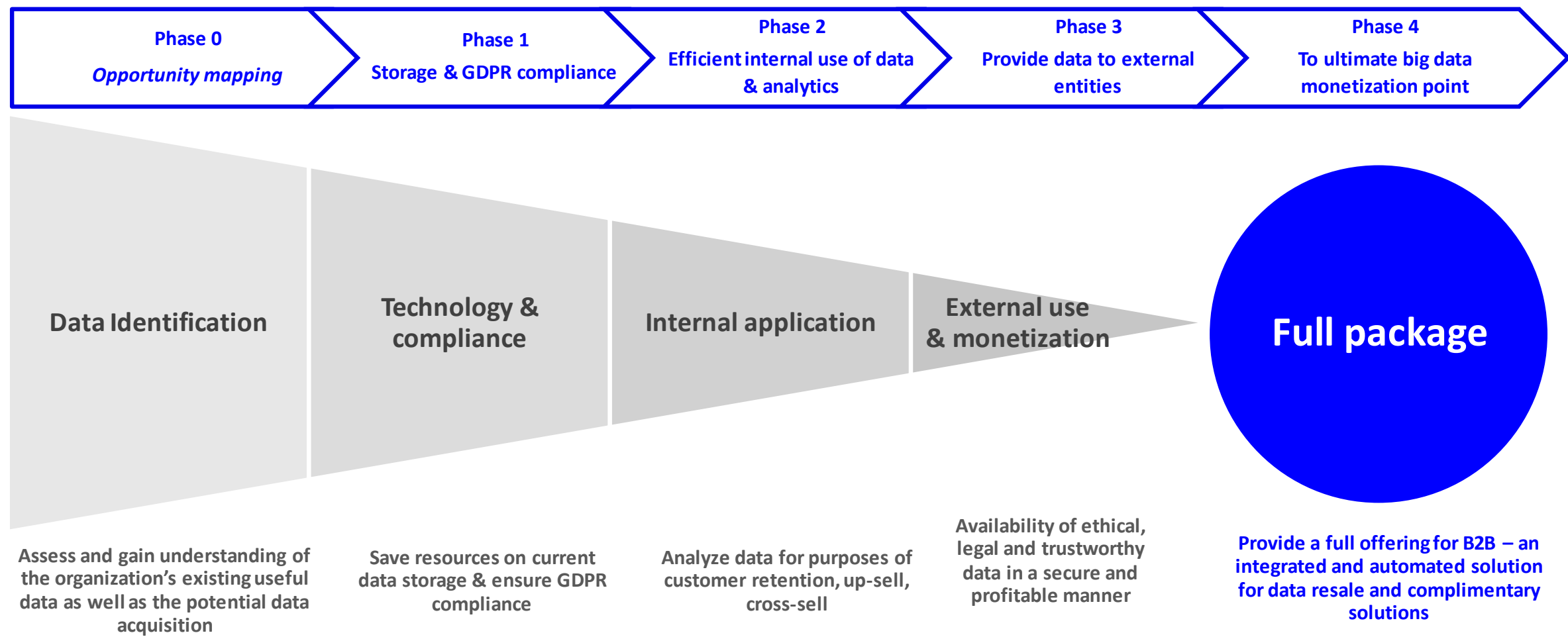
Datafund will support companies by offering a solution that is regulatory compliant and allows transparent, secure and financially smart data management

Risk mitigation	Regulatory compliance	Solutions that are fully regulatory compliant (GDPR, personal data privacy policies)
	Brand reputation	Data handled through a reputable and compliant solution will extend corporate social responsibility agenda
	Secure data exchange	Protocol that hosts extraordinarily secure transmission of rights and data
Cost reduction	Brand reputation	Data-as-a-service as an alternative to expensive collecting and handling of big data by the organization itself
	Secure data exchange	Lower costs of acquiring external data through access to more data providers from decentralized marketplaces
New revenue streams	Improved outcome	Indirect revenue creation through third-party data, as well as direct revenue creation through data as a service option
	Data monetization	Internal and external monetization of data creates opportunities for organizations with significant data volume

Datafund's platform is designed to support companies in effectively managing current challenges

Datafund’s solution for companies focuses on internal and external data monetization and related service offerings

In each phase of Datafund’s model there are opportunities for data monetization



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Datafund's achievements have progressed steadily, and placed Datafund in an excellent position for a strong rollout


Datafund has achieved significant milestones in the past two years











1. [Source: European Blockchain Summit 2018, April 11, 2018.]


Datafund's key platform functionalities have already been developed and are currently being Beta tested on a base of 20,000 customers (1/2)

Selection of functionalities for Individuals (data owners)

 Already implemented functionality

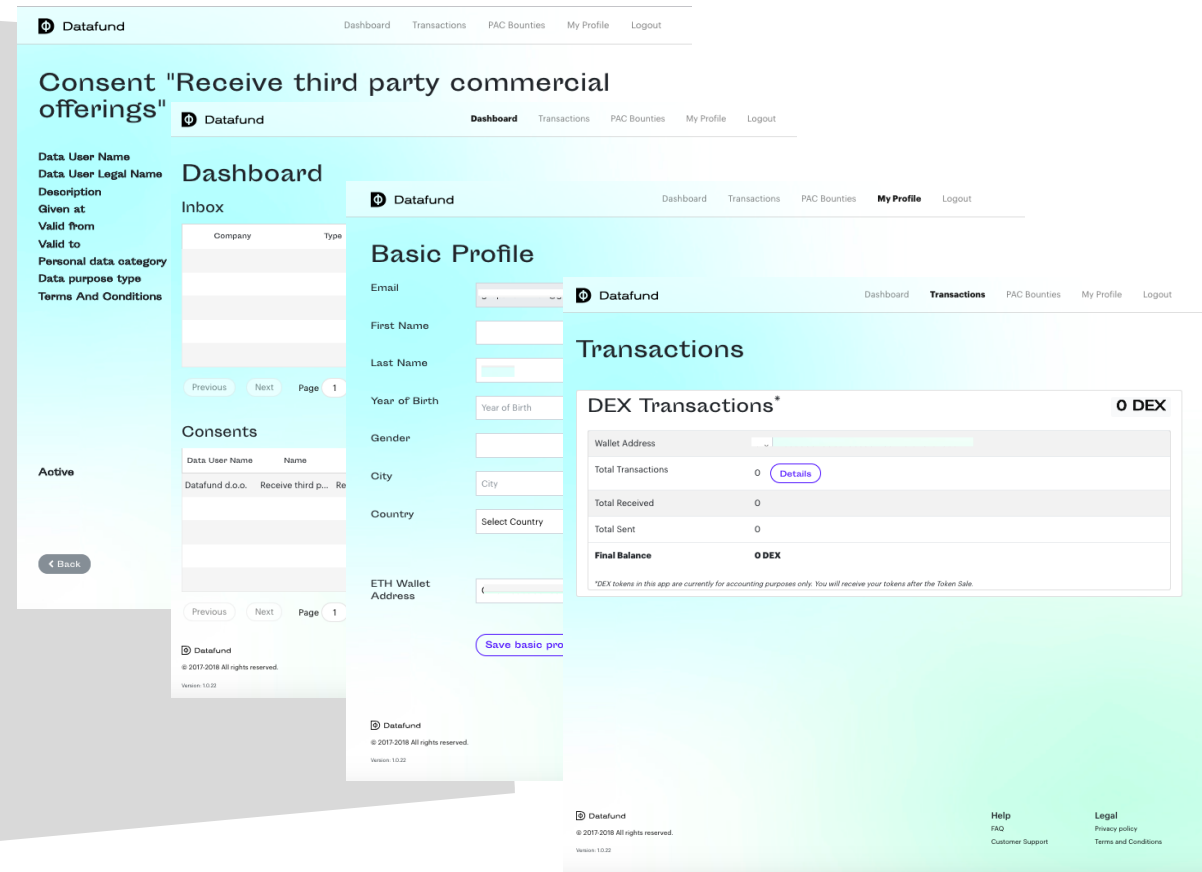
-  Basic personal ID system
-  Personal consent management
-  GDPR requests
-  Wallet for rewards (POC)
-  Receiving commercial offers (POC)
-  Personal data storage (POC)

-  Multi-level ID system
-  Personal data storage

-  Anonymous data exchange

Scheduled release date in 2019.






Scheduled release date in 2020.




The image displays three overlapping screenshots of the Datafund web application interface. The top-left screenshot shows a 'Consent' page titled 'Receive third party commercial offerings' with a sidebar menu containing 'Data User Name', 'Data User Legal Name', 'Description', 'Given at', 'Valid from', 'Valid to', 'Personal data category', 'Data purpose type', and 'Terms And Conditions'. The top-right screenshot shows a 'Dashboard' with an 'Inbox' table and a 'Consents' table. The bottom-right screenshot shows a 'Basic Profile' page with fields for Email, First Name, Last Name, Year of Birth, Gender, City, Country, and ETH Wallet Address, along with a 'Transactions' section titled 'DEX Transactions*' showing a table with columns for Wallet Address, Total Transactions, Total Received, Total Sent, and Final Balance. The footer of the interface includes copyright information for 2017-2018 and links for Help, FAQ, Customer Support, Privacy policy, and Terms and Conditions.

Datafund's key platform functionalities have already been developed and are currently being Beta tested on a base of 20,000 customers (2/2)


Selection of functionalities for Companies (data users, service providers) Already implemented functionality

-  Consent campaign management
-  Basic GDPR workflows
-  Rewarding management (POC)
-  Basic ID matching
-  New clients acquisition (POC)


 B2C systems integrations

Scheduled release date in 2018.

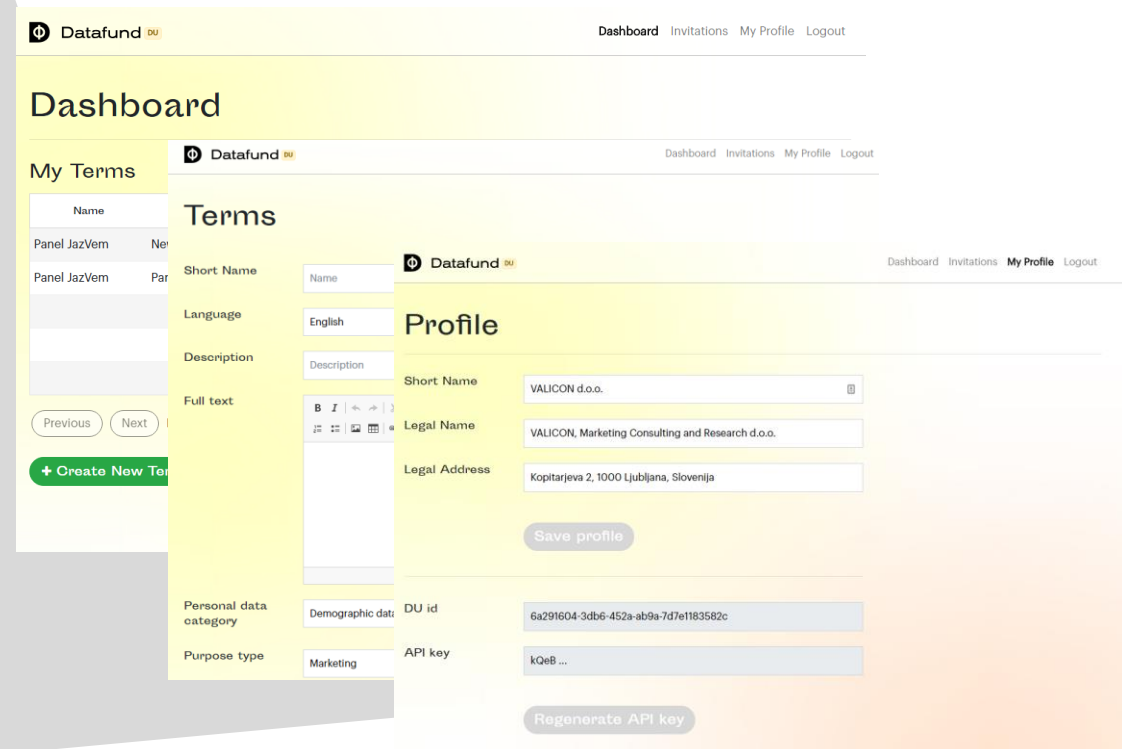
 Multi-level ID system

 Personal data storage

Scheduled release date in 2019.

 Anonymous data exchange

Scheduled release date in 2020.



The screenshot displays the Datafund dashboard interface. The top navigation bar includes links for 'Dashboard', 'Invitations', 'My Profile', and 'Logout'. The main content area is divided into three sections: 'My Terms', 'Terms', and 'Profile'. The 'My Terms' section shows a list of terms with columns for 'Name' and 'Status'. The 'Terms' section provides a form to create or edit terms, including fields for 'Short Name', 'Language', 'Description', and 'Full text'. The 'Profile' section shows a form to manage the user's profile, including fields for 'Short Name', 'Legal Name', 'Legal Address', 'DU id', and 'API key'. A 'Save profile' button is located below the 'Legal Address' field. A 'Regenerate API key' button is located below the 'API key' field.

Datafund is an EU-based and fully regulatory compliant company

Datafund is compatible with all regulations and legislative bodies

Areas of interest for regulatory discussions



- Project has invested significant resources to clarify all issues and achieve compliance related to the ICO, token metrics, business model and GDPR.

Key regulatory topics that have been resolved



- Accounting
- Corporate tax
- Anti money laundering regulation
- Issuing of project tokens
- Compliance of protocol and business model with the GDPR
- Token utility

Regulatory bodies and advisors consulted on key issues



- Ministry of Finance
- Central Bank
- AML agency
- Securities Market Agency
- Deloitte

Incorporation



- Datafund was registered in the EU due to the requirement of GDPR on personal data handling.
- Datafund is one of the first companies to issue tokens under existing regulations in the EU.

Content

I. Overview of personal data landscape

II. Overview of Datafund

A. Problems it solves and opportunities it seizes

B. How it works

C. What we have already achieved

III. Overview of the business model and go-to-market

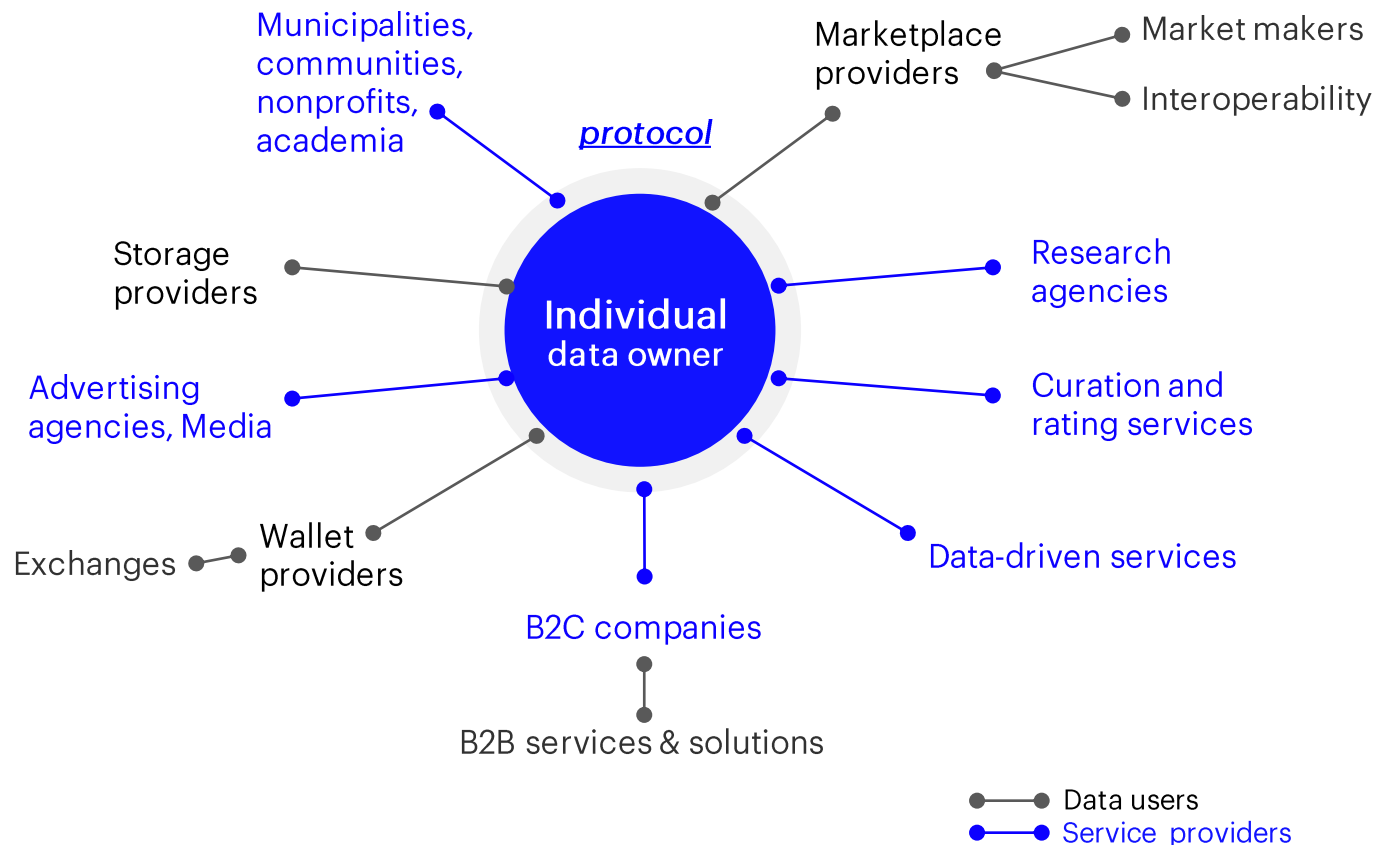
IV. Preliminary roadmap, milestones and project phases

V. Token sale and use of funds

VI. Team and Partnerships

Datafund is bigger than just the platform! Datafund is building the ecosystem of participants related to personal data

Entities within the personal data Marketplace



Marketplace participation

- Open source community engagement
- Partnerships with innovative technology projects
- Cooperation with academia (grants)
- Strategic partnerships with B2B and B2C companies for fast business scaling
- Support for early adopters of the Datafund platform (e.g. marketing)

Datafund is developing an open and participative community around its commercial solution

Go-to-market strategy consists of both for-profit and not-for-profit streams

For-profit Stream

Development of reference commercial applications such as:

- ID system
- GDPR automation
- Data wallets
- Data marketplaces
- Data enrichment services
- Loyalty schemes
- ...

Some functionalities of applications will be free of charge, whereas the majority will generate fees or commissions.

Not-for-profit Stream

- Non-profit foundation as organizational form
- Regulatory compliant Protocol development
- Open source community engagement
- Ethics on blockchain initiative
- Privacy awareness campaigns

Not-for-profit stream will create market traction before full-scale protocol deployment

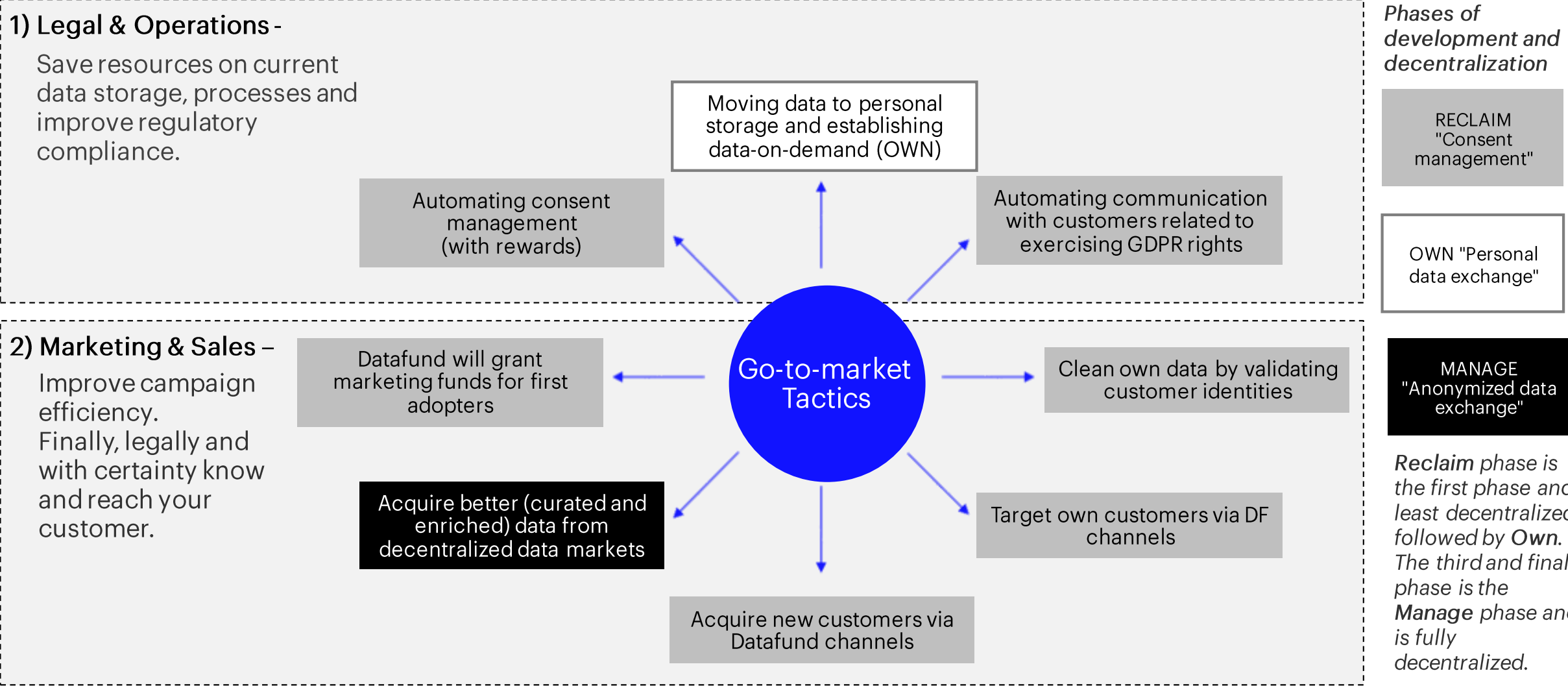
Datafund protocol is to become one of the principal data protocols and communities

Business model for both Individuals and Companies was developed based on the perceived benefits of key functionalities and their use

Datafund’s key platform functionalities and business model:

Key functions:	Individuals’ Business model				Companies’ Business model		
	Benefits	Free	Service fee	Trx fee	Benefits	Service fee	Trx fee
ID system	Multi-level and multi-purpose ID	X	X		Cost reduction and quality improvement	X	
Consent management	Control usage of personal data	X	X		Process automation, outsourcing, risk mitigation	X	
GDPR automation	Exercise GDPR rights	X	X		Risk mitigation	X	
Rewards and Loyalty	Monetize your data			X	Client retention		X
Personal datafunds	Use protected storage, combine and enrich data	X	X		De-assetize data, data on demand	X	X
Service brokerage	Access to services			X	Access to services		X
Data exchange	Monetize your data			X	New revenue streams		X

Go-to-market tactics for companies achieves quick regulatory compliance and allows for better understanding, retention and upselling opportunities to customers



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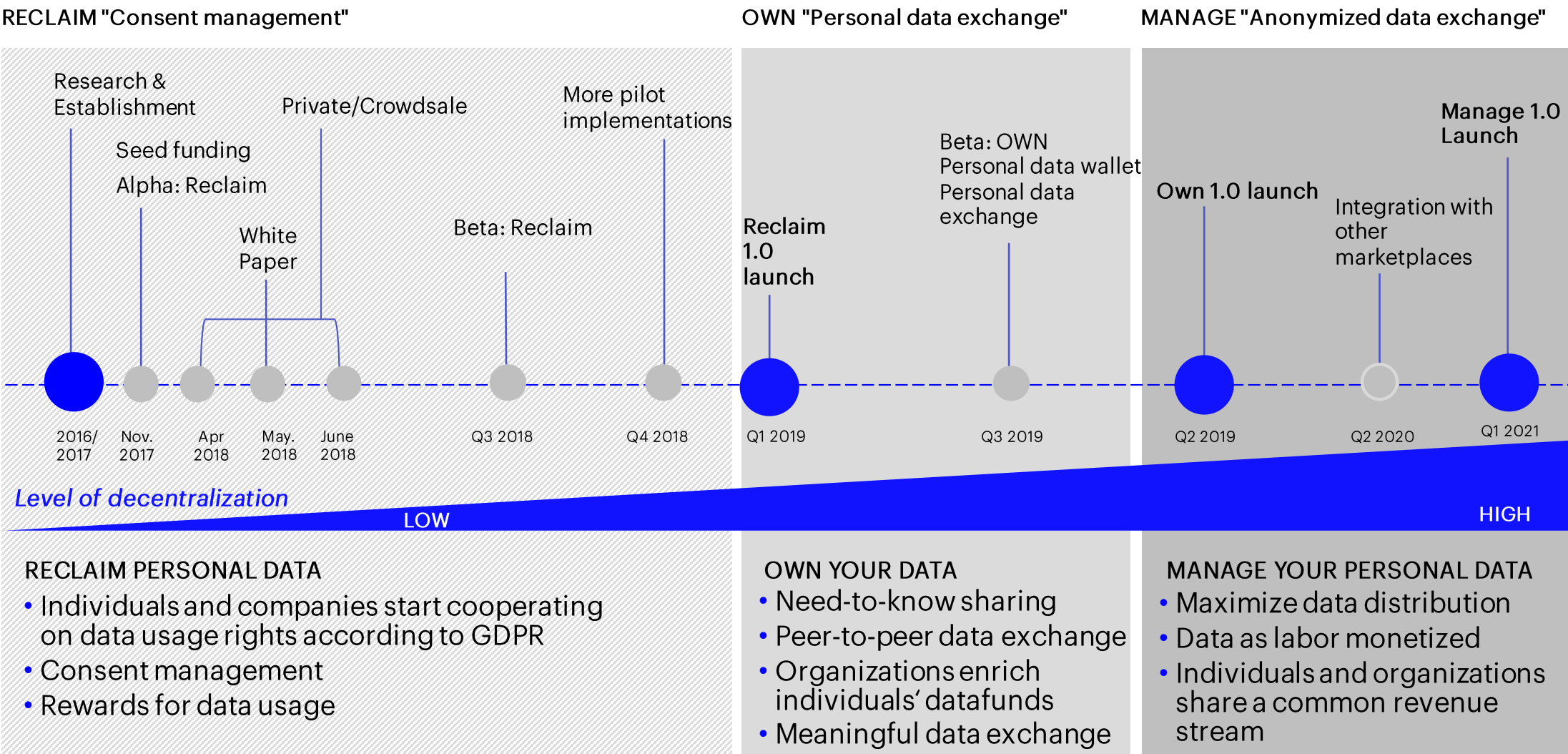
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Datafund will follow a pragmatic step-by-step development plan focused on fast adoption



Content

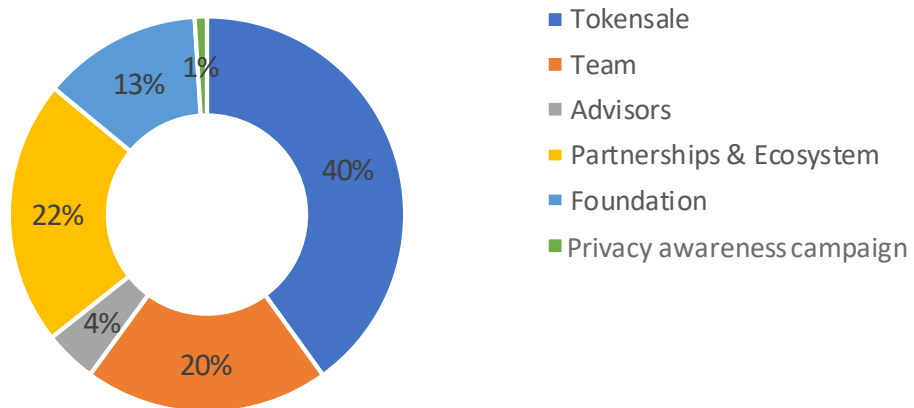
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Token sale and use of funds

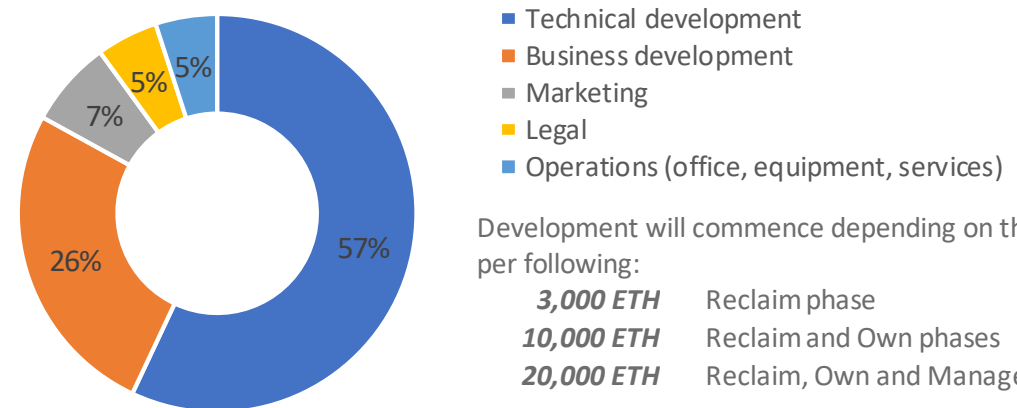
20,000 Amount to be raised (ETH)
3,000 Min. cap to be raised (ETH)
40% Emitted tokens (incl. seed and bonus)

50,000 # DEX for 1 ETH (nominal)
600 ETH-USD fixed price

DISTRIBUTION OF TOKENS



USE OF FUNDS



Development will commence depending on the amount raised, as per following:

3,000 ETH Reclaim phase
10,000 ETH Reclaim and Own phases
20,000 ETH Reclaim, Own and Manage phases

Content

- I. Overview of personal data landscape
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 - B. How it works
 - C. What we have already achieved
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Datafund's growing team of professionals, advisors and partnerships will bring cutting-edge solutions to the personal data economy (1 /3)

Professional team dedicated to Datafund:



Mihael Modic
Cofounder, CEO



Gregor Žavcer
Cofounder, Protocol



Zenel Batagelj
Cofounder, Chief Strategist



Viktor Tron
Cofounder, Protocol



Črt Ahlin
PMO, Data Analyst



Tadej Fius
Lead researcher



Damir Erznožnik
Senior Architect



Tadej Mali
Lead Developer



Markus Zevnik
Developer



Gašper Župan
Community Lead



Gorazd Ocvirk
Business Development



Mitja Pirc
Business Development / Ecosystem



Iris Straus
Business Development



Andrea Popovic Kumar
Business Development and Research



Anja Blaj
GDPR & Legal



Egor Kraft
Artistic Vision & Design



Miha Mohorko
Marketing



Andrej Čebokli
Community management



Rok Gorjan
Community management



Matej Kebe
Community management

Our team consists of: entrepreneurs, business professionals, scientists, engineers, hackers and freedom fighters, all with the same vision of *building a personal data economy*

Datafund's growing team of professionals, advisors and partnerships will bring cutting-edge solutions to the personal data economy (2/3)

Advisors to Datafund:



Matan Field

DAOstack



Jordi Baylina

Giveth



Simon Belak

Metabase



Torsten Kremser

Token Flow



Nejc Novak

Novak&Rutar Law



Andrej Muzetič

OriginTrail

Datafund's growing team of professionals, advisors and partnerships will bring cutting-edge solutions to the personal data economy (3/3)

Partners and supporters:

Deloitte.

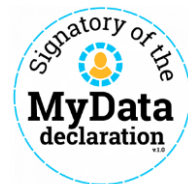


VALICON



cofound.it

GREY



Working on the same vision of building a **personal data economy**, where high value creation is achieved by trust and the practical use of cutting-edge **blockchain** and **decentralized** technology.

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