owndata
Decentralized Data Network

Monetize your owndata with Blockchain.

WHITEPAPER
by Owndata team

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This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by Owndata Network to purchase any Owndata coins or give any help in any investment decision.

You are not eligible and you are not to purchase any OWN coins in the Owndata Coin Sale if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a resident of the People's Republic of China or South Korea.

Our next generation decentralized data technology provides fast, secure and easy way to exchange your data.
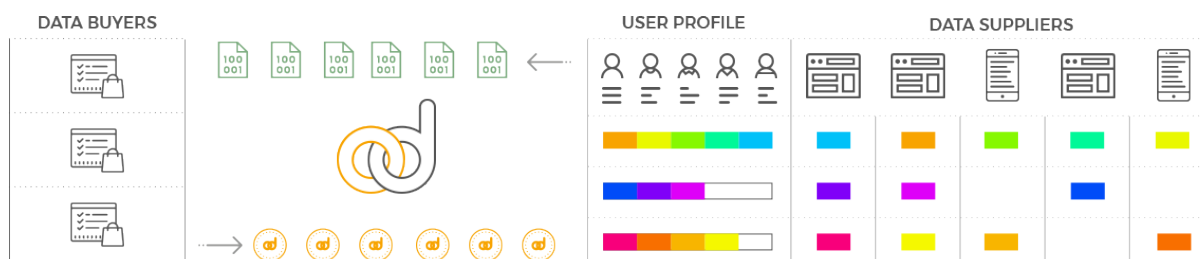
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What is Owndata?

Owndata is the World's ultimate blockchain based data exchange platform. Owndata is a crypto marketplace for data sellers and buyers.

You can earn money as coins by using our platform to share your data. Owndata provides sophisticated tools for sharing and managing the data with the targeted platform / user base.

Countries where Owndata collects data

UNITED STATES OF AMERICA	LATVIA	POLAND	IRELAND
UNITED KINGDOM	BULGARIA	ESTONIA	BAHRAIN
GERMANY	LITHUANIA	PORTUGAL	KUWAIT
AUSTRALIA	CROATIA	FINLAND	OMAN
CANADA	LUXEMBOURG	ROMANIA	QATAR
FRANCE	CYPRUS	SLOVAKIA	SAUDI ARABIA
ITALY	MALTA	SLOVENIA	UNITED ARAB EMIRATES
SPAIN	CZECH REPUBLIC	GREECE	
AUSTRIA	NETHERLANDS	HUNGARY	
BELGIUM	DENMARK	SWEDEN	

# How Owndata Works?

1. Collection of Data

Site Owners/Editors have to sign up and get a Owndata user account in order to register their websites to OwnData Blockchain Platform. Owndata generates a unique pixel code (unique cookie) for each website in return. The addition of this unique cookie to a web site, immediately enables the collection of visitors' data.

2. Segmentation & Profilisation of Data

Thanks to the user-friendly interface, Owndata users can flexibly segment the collected visitors' data however they (or the buyer) would like to take. Besides, it also allows the users to integrate their own algorithm for a deeper profilisation & retargeting. Such a flexibility paves the way to automatically tokenize and sell the segmented data to buyers on the OwnData exchange platform.

Who Can Benefit from Owndata?

Owndata is for content owners, website owners and editors, application developers, advertisers, publishers, data suppliers, data exchanges, ad networks, DSPs, DMPs and more!

Global Advertising Spending (2017)
Total Market Cap: $591B
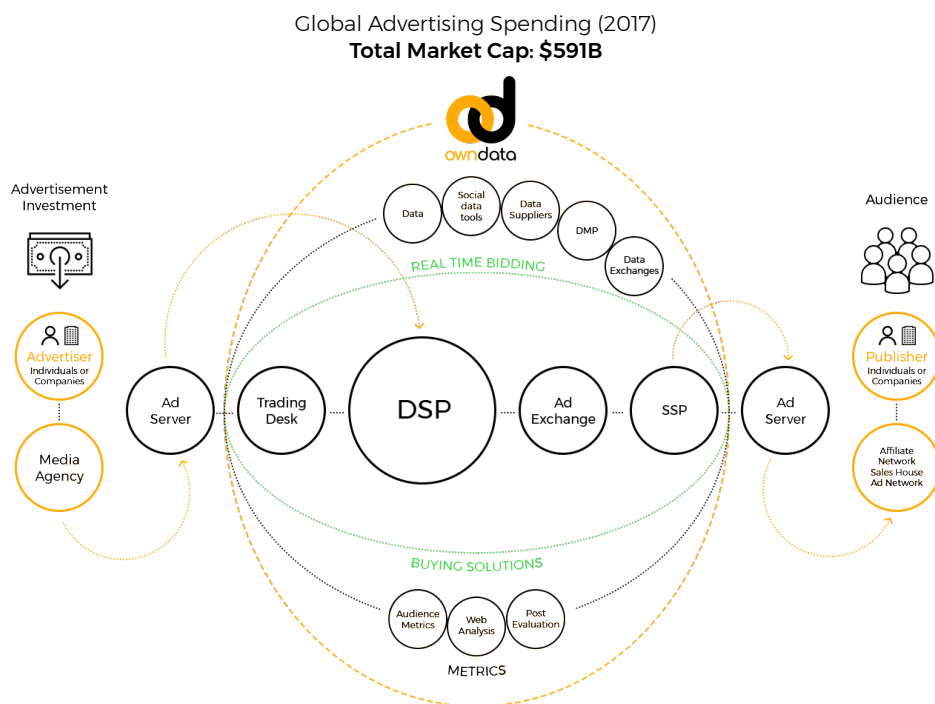
Basically, anyone who is in the advertisement business.

Digital Advertisement

Digital advertising includes promotional advertisements and messages delivered through email, social media websites, online advertising on search engines, banner ads on mobile or Web sites and affiliates programs.

TV Ads

Television advertisements have the advantage of sight, sound, movement and colour to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works.
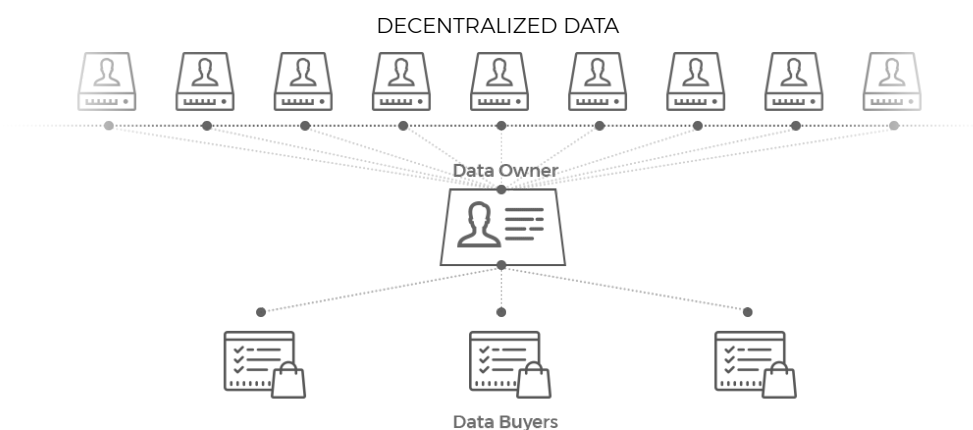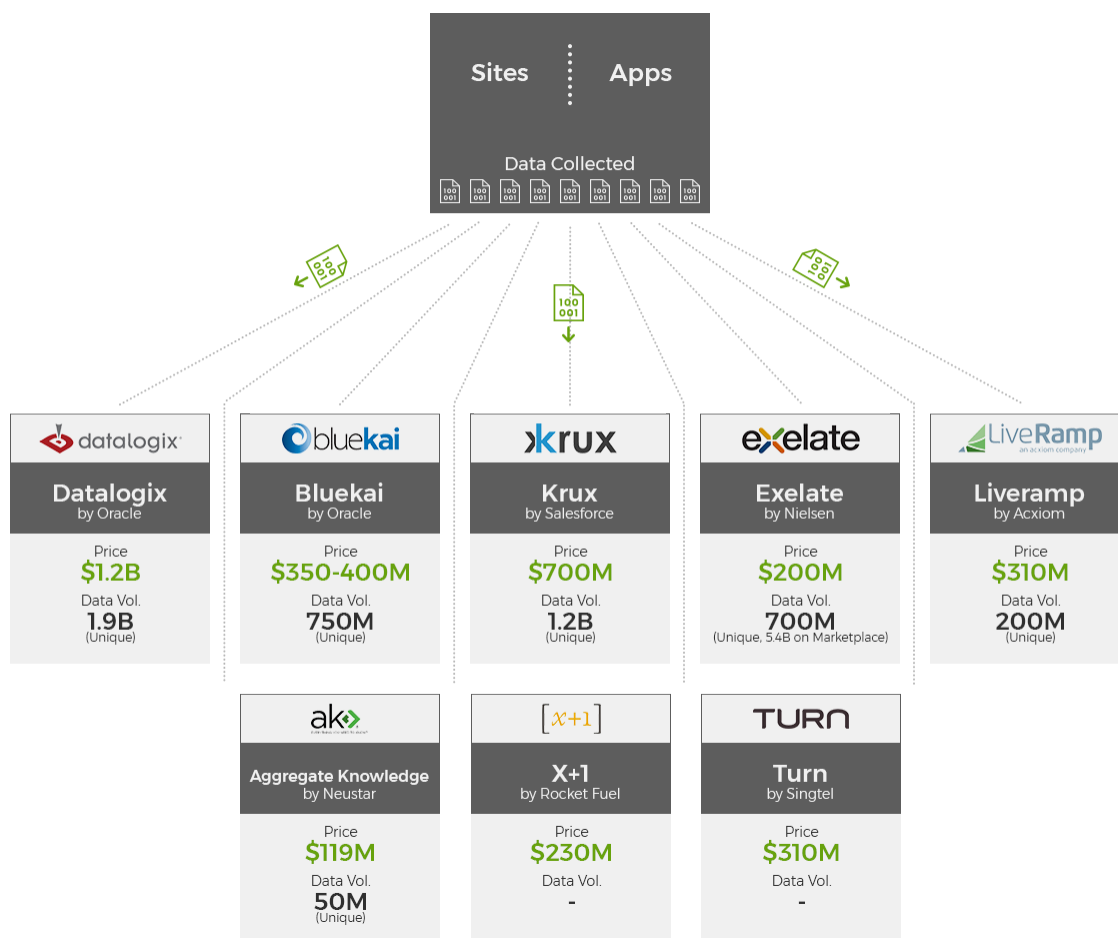
Print Ads

If an advertisement is printed on paper, be it newspapers, magazines, newsletters, booklets, flyers, direct mail, or anything else that would be considered a portable printed medium, then it usually comes under the banner of print advertising.

Near Future

Owndata plans to use data exchange not only on Digital, Media or Print platforms, but on all of the platforms that needs data, such as Telecommunications, Textile, Medical, etc...
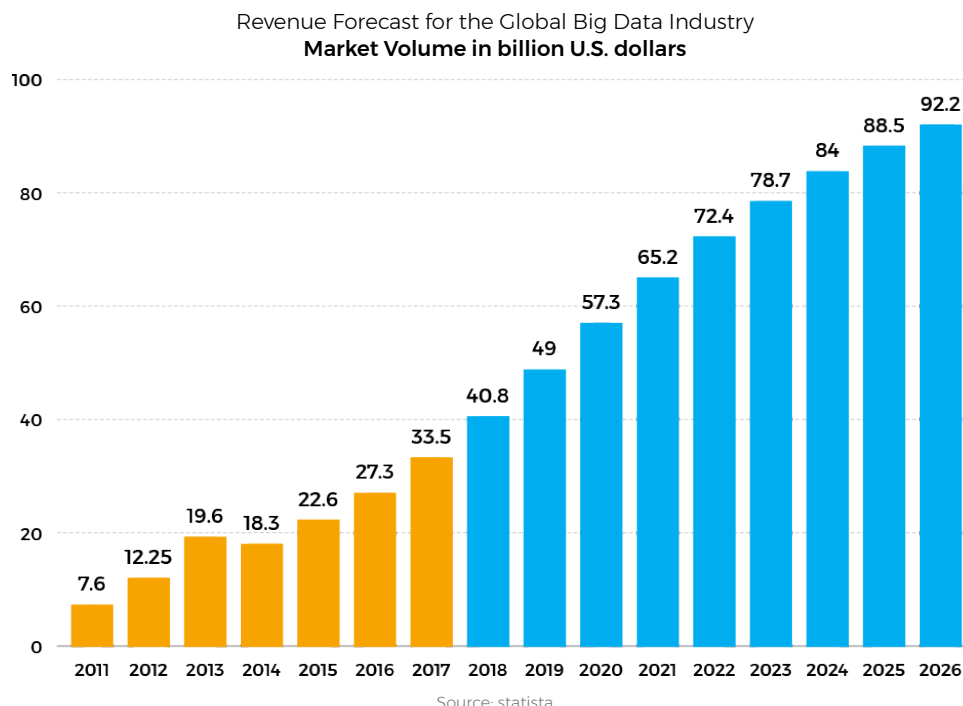
Problem That Owndata Solves

Data can generate quite big revenue, large companies collect data from users for free. Owndata platform allows users to monetize their data.

Datalogix by Oracle	**Bluekai** by Oracle	**Krux** by Salesforce	**Exelate** by Nielsen	**Liveramp** by Acxiom
Price **$1.2B**	Price **$350-400M**	Price **$700M**	Price **$200M**	Price **$310M**
Data Vol. **1.9B** (Unique)	Data Vol. **750M** (Unique)	Data Vol. **1.2B** (Unique)	Data Vol. **700M** (Unique, 5.4B on Marketplace)	Data Vol. **200M** (Unique)

Aggregate Knowledge by Neustar	**X+1** by Rocket Fuel	**Turn** by Singtel
Price **$119M**	Price **$230M**	Price **$310M**
Data Vol. **50M** (Unique)	Data Vol. **-**	Data Vol. **-**

DECENTRALIZED DATA

Data Owner

Data Buyers

Secure, reliable and immutable Data stored on OwnData Blockchain Platform

Potential of Owndata

The big data market size is increasing non-stop. So the revenue of the market is increasing as well. Owndata is the best way to make use of this growth and turn it into profit.

Revenue Forecast for the Global Big Data Industry
Market Volume in billion U.S. dollars

Year	Value
2011	7.6
2012	12.25
2013	19.6
2014	18.3
2015	22.6
2016	27.3
2017	33.5
2018	40.8
2019	49
2020	57.3
2021	65.2
2022	72.4
2023	78.7
2024	84
2025	88.5
2026	92.2

Source: statista

About graphics shows a revenue forecast for the global big data industry from 2011 to 2026. For 2017, the source projects the global big data market size to grow to just under 34 billion U.S. dollars in revenue.

The term "big data" describes the enormous amount of data that inundate businesses on a constant basis, as well as the industry which has grown around attempts to collect, analyze, and act upon that data. Due to the size and complexity of "big data" sets, traditional data processing applications are seen as inadequate. While the volume of data becomes largely unimportant beyond a certain point, it is what organizations are able to do with the data that matters. According to its proponents, the ability to harness big data effectively allows businesses to make faster, smarter decisions and improve short- and long-term strategic planning.

The largest big data segment is currently professional services, which represents around two fifths of the total market and generates around 10 billion U.S. dollars annually. Some analysts suggest this may not last, however, with service revenues giving way to big data software revenues over the coming decade. Across all segments, IBM is the current market leader, with revenues of about 1.5 billion U.S. dollars from big data. Hewlett Packard Enterprise and SAP round out the top three, with big data revenues for each company reaching close to a billion U.S. dollars.

While the industry is growing steadily, client companies continue to have some concerns with the wholesale adoption of big data. Employees and executives working with big data have listed security, cost, and a lack of technical big data expertise as some of their most pressing concerns, and many executives believe that maintaining the quality of collected data remains a significant challenge.
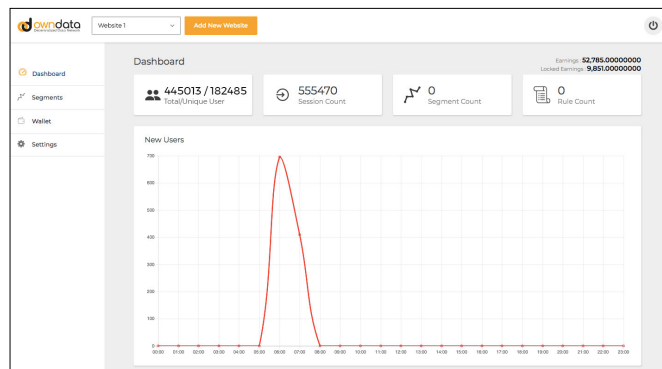
Data Wallet

Creating and using a data wallet takes a few simple steps, here is how data wallet is used;

Add your website / app

Inregration Code

Dashboard

Creating New Segments

Wallet and Coin Transfer

Websites / Apps

Transaction History

Coin Distribution

Learn how to earn coins in Owndata Ecosystem.
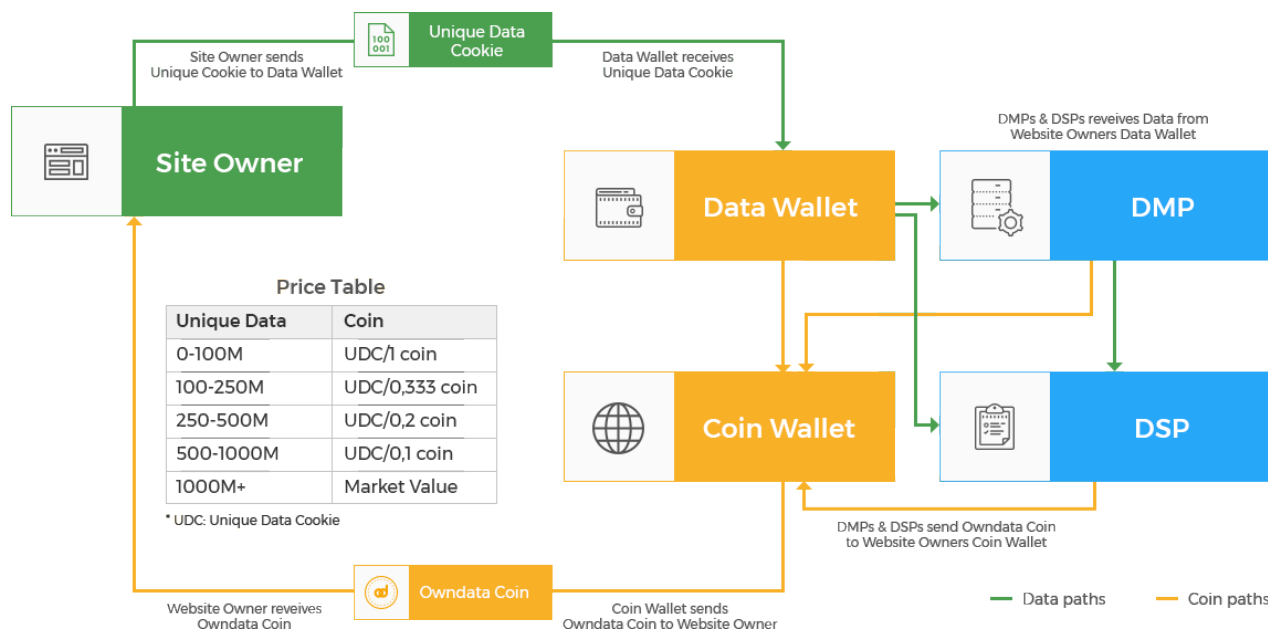
Site Owner

Users or companies who stores Unique Cookies to the system via Owndata Script in their website.

Data Wallet

Wallet that stores the Unique Data Cookies in the system in exchange for Owndata Coins.

Owndata Coin

Cryptocurrency of the Owndata Ecosystem.

DSP

Demand Side Platforms buy Data from Data Wallets of Website Owners in exchange for Owndata Coins.

Unique Data Cookie

Unique Data Cookie collected via Owndata Script in the visited page.

Coin Wallet

Wallet that stores Owndata Coins (Owncoin).

DMP

Data Management Platforms buy Data from Data Wallets of Website Owners' in exchange for Owndata Coins.

Pricing

Revenue per Unique Data Cookie is highest at 0-100M data range. Early adopters will get more coins for their data. As the amount of data in the ecosystem increases, the revenue earned decreases accordingly. When Owndata opens to the exchanges, the value of users' earned coins will be priced by market demand.

Bounty Program

We will be distributing some of the funds in the following system; the early users who bring the data get the highest earnings.

Total Coins	Bounty
110,000,000,000	**5,500,000,000**

DATA VOLUME		COIN VALUE
0-100M		$0,0001
100-250M	▲3x	$0,0003
250-500M Open to Exchanges	▲5x	$0,0005
500-1000M	▲10x	$0,0010
1000M+		Market Value

Early adopters will make the most profit.

Private Pre-Sale

Investors can login with a referral code and invest in owndata early by getting coins at a discounted price.

Total Coins in Private Pre-Sale
11,000,000,000

Coin Amount	Price	Discount
0 - 3,000,000,000	1 OWN = 0.00000001 BTC	50%
3,000,000,000 - 6,000,000,000	1 OWN = 0.000000015 BTC	25%
6,000,000,000 - 11,000,000,000	1 OWN = 0.00000002 BTC	

You can invest minimum amount of **0.1 BTC.**

The Team

Advisors

Thomas Brill [in]

OWNDATA Global Business Development Advisor

Vice President Board of Directors at Ventura Digital Solutions

Certificate in Management and Marketing at MMB

Thought leader, ignites staff and customer engagement, develops and deploys ambitious sales strategies to capture attention and sharpen the competitive edge.

Democratic, ambitious and resilient sales hunter, stimulated by high targets, raising market share and fortifying the brand to optimize business development. Innovative, develops compelling proposals, delivers enticing solutions. Inspiring and empowering leader maintains poise and calm in challenging and uncharted environments. Assertive communicator and avid listener, interacts effectively with all cultures and positions.

20+ years of experience in sales, business development of hi-tech products and services. He worked as executive for global technology companies such as Telit, Mobilcom, Orga Systems.

Vladimir Cambur [in]

OWNDATA Blockchain and Software Development Advisor

Founder & CEO, Vectorsoft SRL

Uludağ Üniversitesi

Vladimir is a self-motivated person also encourages his colleagues as well.

He has a strong technical background and is able to digest and learn the various solutions to become an expert. He plays active role to grow business in his region also with strong relationships.

Years of experince on Unix/Linux platforms and among the early adopters of Cryptonote and Forknote blockchains.

He follows blockchain technologies and crypto currency world since the beginning with a very close eye.

Aydın Çamlıbel [in]

OWNDATA Sales Advisor

Filbox CEO, Filbox TV, Former Assistant General Manager of Turk Telekom

Technische Universität Darmstadt

30 years experience in telecommunication sector, Siemens, Telsim, Vodafone Turkey and Turk Telekom Group.

(1983) Aydın Çamlıbel got a degree from the Darmstadt Technical University. He worked as an engineer, Cable TV Manager, and Access Network Manager at Siemens where he worked for more than 16 years.

After joining Telsim (now Vodafone) as Investments Coordinator, he subsequently worked as the Marketing and Regulations Coordinator and then became VP Sales&Marketing. Aydın Çamlıbel joined Türk Telekom in 2007.

Pasquale Longobardi [in]

OWNDATA USA and Canada Marketing Advisor, Project Management Advisor

Independent Consultant in Miami, FL, USA

Marconi University, Rome, Italy University of California, San Diego

Technology Executive having 20+ years experience in IT and Telco Skilled mainly in installation, configuration, migration, and implementation of Business Support Systems. Dedicated to identifying and cultivating team members' skills and talents to improve team performance and efficiency. Pasquale has enormous international experience. He has played key roles in delivering many strategic transformation projects of giant infrastructures such as telcos.

He worked for technology giants such as Ericsson, Atos, LHS, Schlumberger at different levels and positions.

İsmail Hakkı Polat in

OWNDATA Strategy & Marketing Advisor

President at Digital Transformation Association of Turkey

Middle East Technical University

Ismail Hakki Polat graduated from The Middle East Technical University Electrical & Electronics Engineering Department in 1989. In his professional carrier, he mainly worked in the globally leading telecommunications companies such as Siemens, Nortel, Ericsson and Turkcell in different positions ranging from engineering to executive management.

Since 2004, he has been lecturing on New Media at Kadir Has University as well as setting up the new media services of local media conglomerates such as Dogan Holding, Merkez Broadcasting & Publishing Group and Ciner Media Group as an active consultant. He also works for BBC Media Action as a freelance consultant during the preparation of New Media Journalism Curriculum in Baku Slavic and Baku State Universities.

Polat is the founder of the first New Media University Department as well as the Founding President of The Digital Transformation Association in Turkey further to his course module authorship for Mobile Journalism at Open School of Journalism in NYC. He has a column in Bloomberg Business Week Turkiye where he shares his opinions on new media, digital transformation and cryptocurrencies on a weekly basis.

Emmanuel Steins in

OWNDATA Technology and Architecture Advisor

Director of BI&CRM, Lead Architect

Rheinisch-Westfälische Technische Hochschule Aachen / RWTH Aachen

20 years of visible achievements on numerous engagements, Overall extensive experience in management of IT organizations and large & international projects, Planning & delivery Digital, BSS and BI Transformation, Manager & practitioner experience in IT Strategy, Enterprise/IT Arch. & Information Mgmt, Exposure to both service provider & operator sides, Experience in systems integration, implementation & delivery of complex Business solutions.

Proven acumen in vendor mgmt., integration with 3PP, and alignment on Business objectives, Skilled in organization building, development and management, Has worked for many high reputational projects and companies such as Accenture, Ericsson, Atos. Emmanuel is also guest lecturer at a private university.

Roadmap

Get an idea about our progress and plans.

Progress	Timeline	Description
Completed	**Before 2017**	Data, Adserver, DSP, SSP, OmniChannel Software
Completed	**Q1 2017**	Project Fundamentals
Completed	**Q3 2017**	Data Wallet Development
Completed	**Q4 2017**	Coin Wallet Development
In Progress	**Q1 2018**	Go Live *(completed)* Data Supplier Admission *(completed)* Data Wallet Integration of Apps *(in progress)*
Planning	**Q2 2018**	Integration to Exchanges, Mobile Wallet
Planning	**Q3/Q4 2018**	DSP and DMP Integrations