



Monetize your owndata  
with Blockchain.

WHITEPAPER

by Owndata team

## **DISCLAIMER**

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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 tokens or give any help in any investment decision.

**You are not eligible and you are not to purchase any OWN tokens in the Owndata Token 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.*

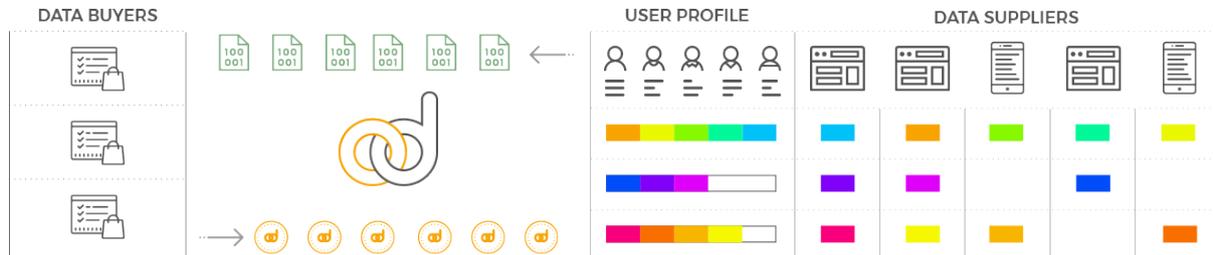
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# What is Owndata?

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 tokens 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

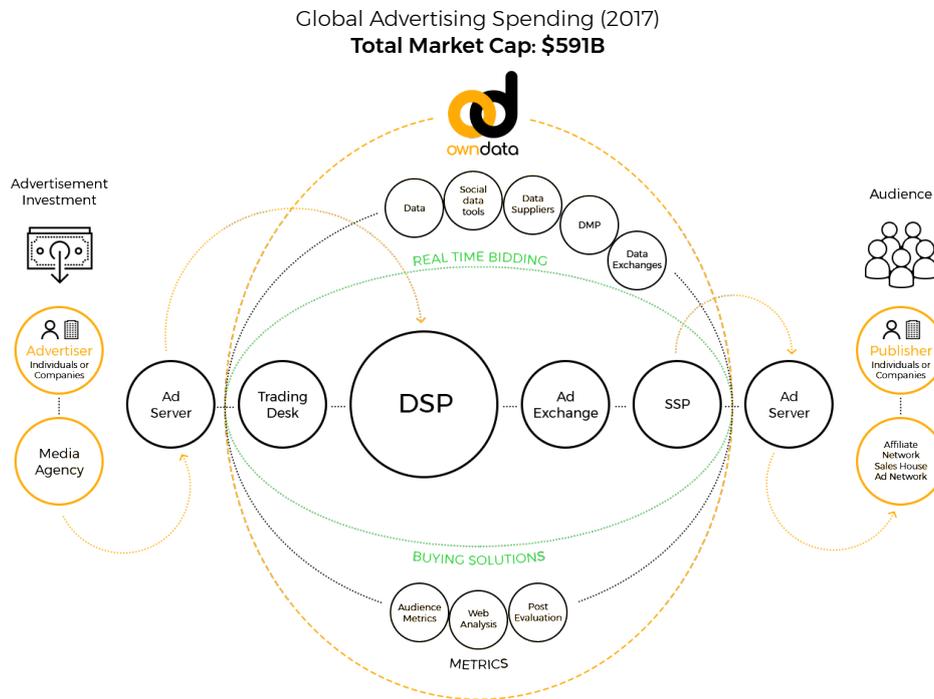
Site Owners/Editors have to sign up and get a Owndata user account in order to register their websites to OwnData Blockchain Platform. Owndata generates a unique pixel code (unique cookie) for each website in return. The addition of this unique cookie to a web site, immediately enables the collection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



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

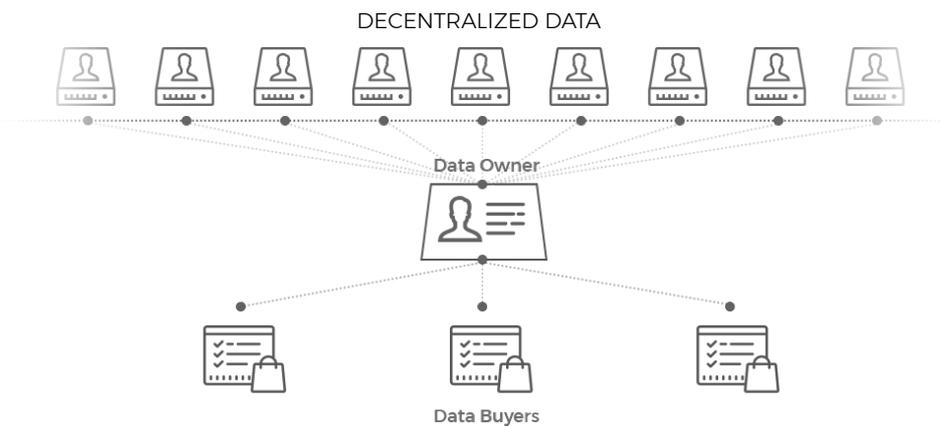
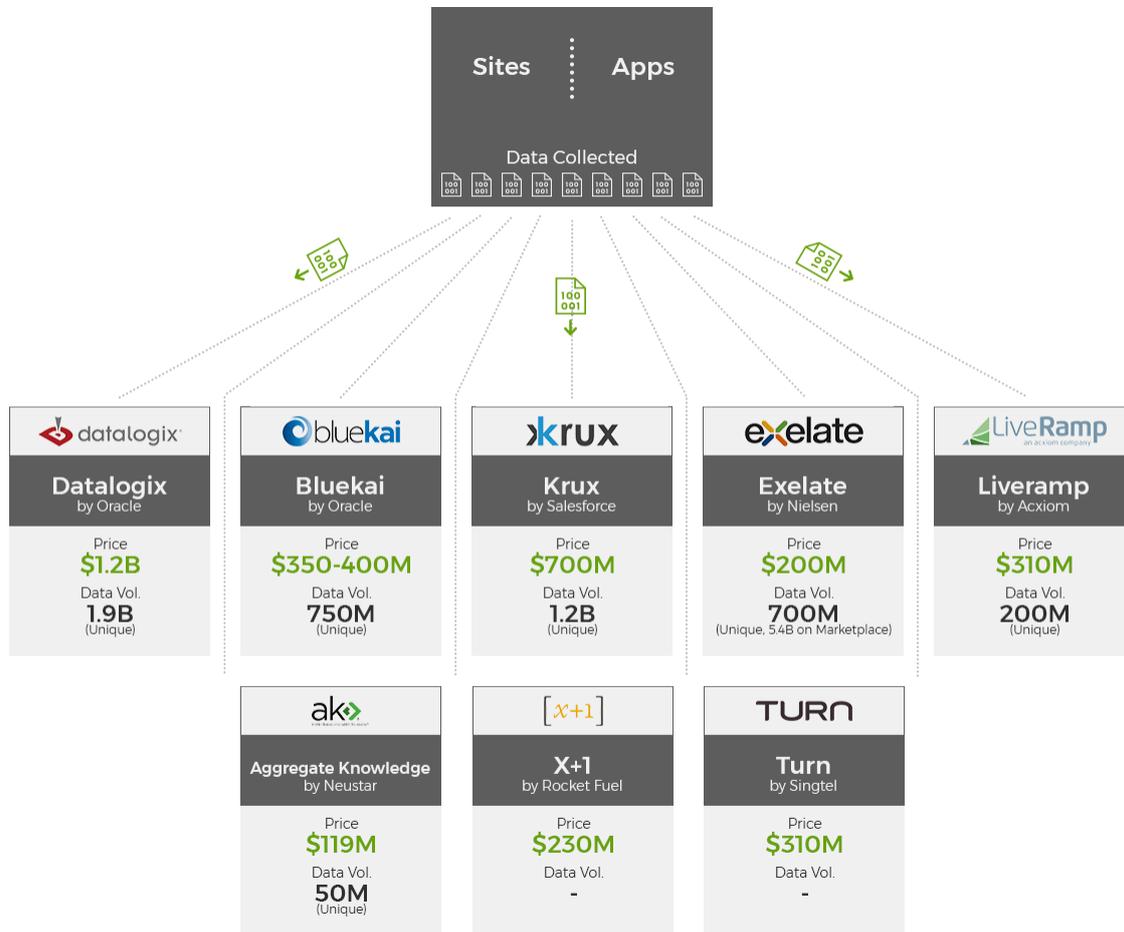
If an advertisement is printed on paper, be it newspapers, magazines, newsletters, booklets, flyers, direct mail, or anything else that would be considered a portable printed medium, then it usually comes under the banner of print advertising.

## 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

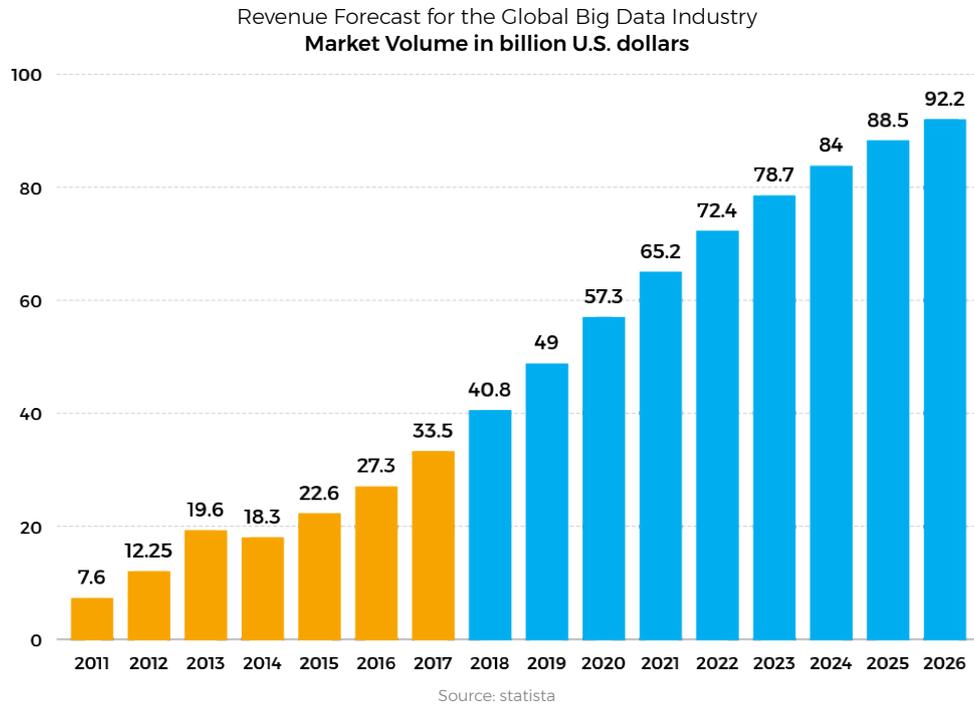
Data can generate quite big revenue, large companies collect data from users for free. Owndata platform allows users to monetize their data.



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.



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.

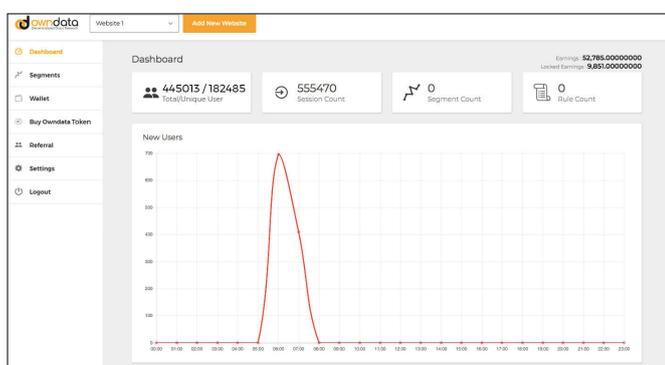
# Data Wallet

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

## Add your website / app

## Inegration Code

## Dashboard



## Creating New Segments

## Wallet and Token Transfer

## Websites / Apps

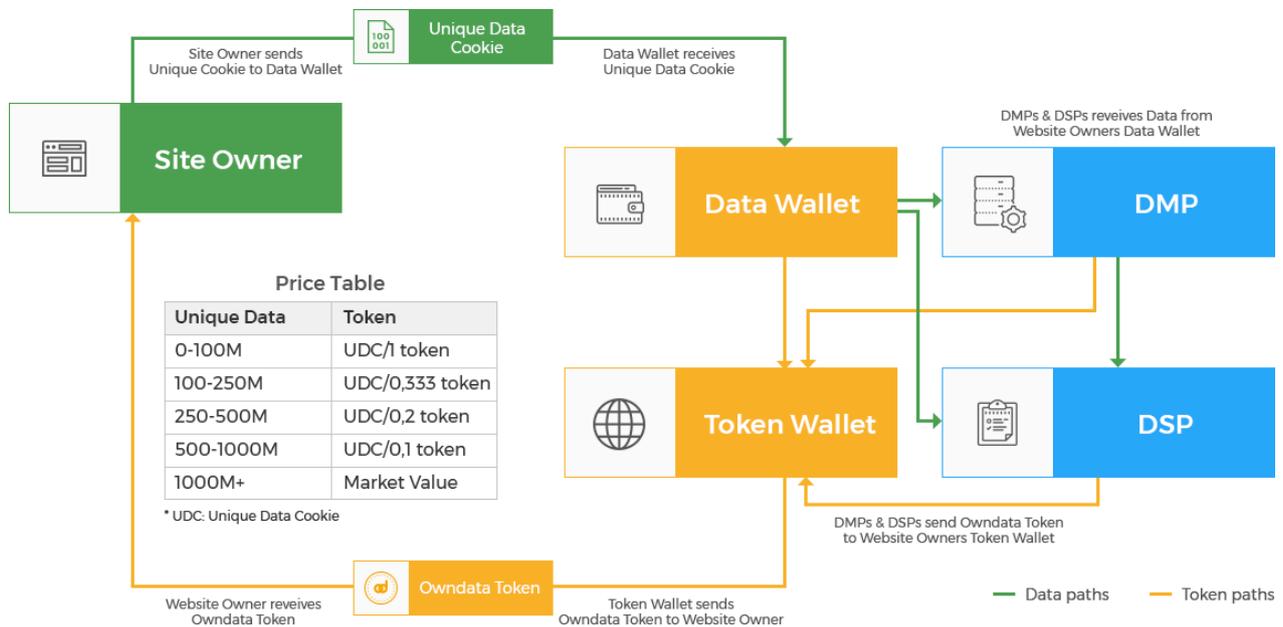
Entity	Total User	Session Count	Segment Count	Rule Count
Website 1 (https://website1)	416	501	1	0
App 1 (https://app1)	7297	8935	0	0
Website 2 (https://website2)	445709	556381	0	0
Website 3 (https://website3)	38	85	0	0

## Transaction History

Description	Amount	Date	Status	Payment ID
Daily Payment - Unique User - Website - Website 1	2	2018-02-01 07:39:50	Waiting	a135277279b009115a10c6a31...
Daily Payment - Unique User - Website - Website 2	281	2018-02-01 07:39:50	Waiting	76c8564547b5d387266685...
Daily Payment - Unique User - Website - Website 3	3	2018-02-01 07:39:50	Waiting	87a958196bc0c0ac6f0636e...
Daily Payment - Unique User - Website - Website 4	5305	2018-02-01 07:39:50	Waiting	61695fa4a479abab866c5d54...
Daily Payment - Unique User - Website - Website 5	1	2018-02-01 07:39:50	Waiting	d532df8f5883549c8bb0c85...
Daily Payment - Unique User - Website - Website 6	1	2018-02-01 07:39:50	Waiting	797507c3c51023e4c3e4e42...
Daily Payment - Unique User - Website - Website 7	1	2018-02-01 07:39:50	Waiting	c9568fcd24992a0a8f4d38d...
Daily Payment - Unique User - Project - Project 1	2	2018-01-31 08:52:43	Waiting	6a4d40ba79ec3172fbc85ed...
Daily Payment - Unique User - Project - Project 2	1	2018-01-31 08:52:43	Waiting	8612ae25a32e466ed900b097...
Daily Payment - Unique User - Project - Project 3	340	2018-01-31 08:52:43	Waiting	4ed807239e1849544fc99...

# Token Distribution

Learn how to earn tokens 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 Tokens.

## Owndata Token

Cryptocurrency of the Owndata Ecosystem.

## DSP

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

## Unique Data Cookie

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

## Token Wallet

Wallet that stores Owndata Tokens (Owntoken).

## DMP

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

## Pricing

Revenue per Unique Data Cookie is highest at 0-100M data range. Early adopters will get more tokens 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 tokens will be priced by market demand.

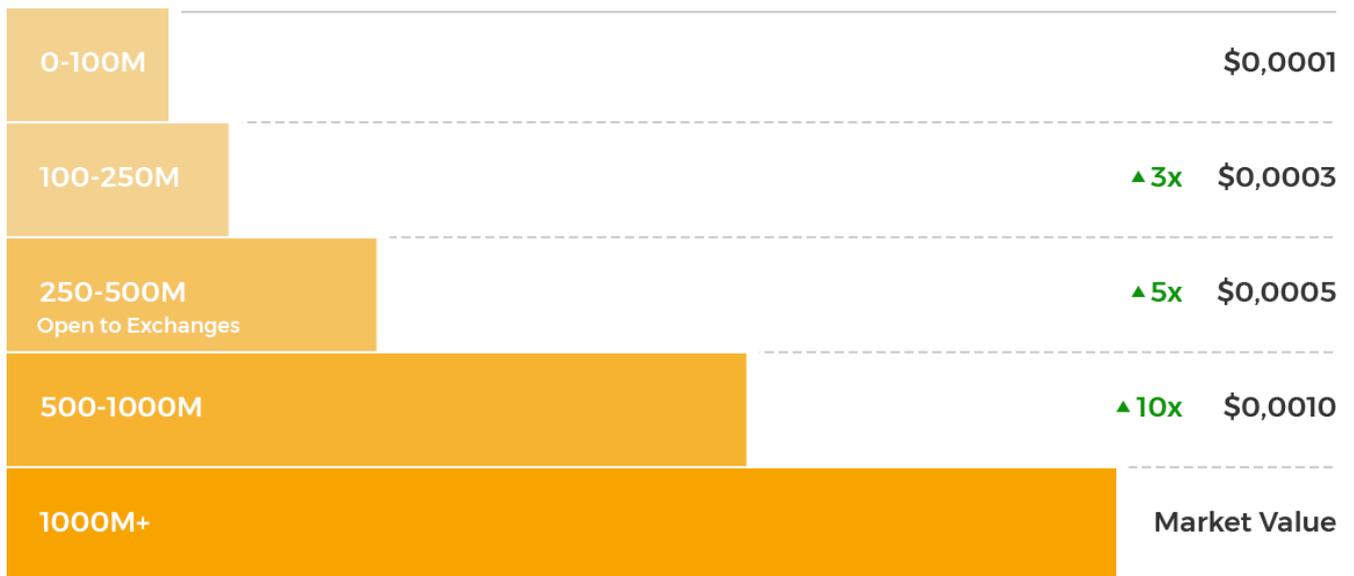
# Bounty Program

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

Total Tokens  
**110,000,000,000**

Bounty  
**5,500,000,000**

TOKEN 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 tokens at a discounted price.

Total Tokens in Private Pre-Sale  
**11,000,000,000**

Token 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



**Andrea Febbraio** 

**OWNDATA Advisor**

Co-Founder Teads.tv (bought by Altice for \$308 million)

*Università degli Studi di Napoli Federico II*

Andrea Febbraio is an Italian entrepreneur, writer, professor, and investor. He is the founder of PromoDigital, a company he later sold for four times its revenues after two years of operation. Febbraio also co-founded Ebuzzing (now known as "Teads"), a video adtech company he led from startup to \$100 million in revenue after four years of operation.

Febbraio began his career working at internet platform and digital media agencies during the dot-com boom in the 1990s. He is an economics graduate and became a business school lecturer in 2010. Febbraio is the former CEO of PromoDigital, an online advertising company he founded in 2008. The company was the first buzz marketing platform in Italy and was sold two years later to the Wikio Group, Europe's top blog ranking service.

Febbraio is the co-founder of Ebuzzing (now known as "Teads"), a video adtech company he launched in 2010. The company creates video advertising for companies and is credited as the creator of "outstream video." The company had revenues of \$67.5 million in 2013, operating in the United States, Latin America, Europe, and Asia. Ebuzzing has created campaigns for major brands that includes Heineken, Acer, LG, and Evian. The content it creates is distributed through 20,000 media, websites, social media sites, and mobile apps. Febbraio remained with the company as the vice president of sales through 2014 when the company's revenue topped \$100 million for that year.

Febbraio's expanded his career to encompass that of an educator in 2010. He is a senior lecturer at SDA Bocconi School of Management and LUISS Business School where he teaches M.B.A. students. He is also a professional speaker, previously speaking at events such as the Cannes Lions International Festival of Creativity, Social Media Week, I Strategy, and IAB Forum. His investing career is that of an angel investor as well as a partner in the venture capital firm Adriadne Capital.

As a writer, Febbraio has published two books. The first is Buzz Marketing Nei Social Media, a business book about buzz marketing in social media that was published in 2009. In 2014, he co-authored Viral Video: Content is King, Distribution is Queen along with Dario Caiazza and Umberto Lisiero.



**Vedat Barha** 

**OWNDATA Advisor**

CEO OK.NET LTD

*Boston University*

Ok.net is a cryptocurrency trading platform.

Vedat is an entrepreneur with over 25 years of experience in diverse businesses but mostly in finance related activities.

He successfully founded, managed and sold various Financial Services and Commodity trading Companies. He started his career in Private Banking in a first class Private bank.

He is a specialist in Private Banking, Institutional Sales and Trading.

Vedat has a deep understanding of financial products as well as Private Equity.

He has experience in most financial assets, Stocks, Bonds, Derivatives, FX Trading and Cryptocurrency Trading. He is an investor in one of the most and highly anticipated ICO.

He has been an active investor in Private Technology companies such as Zong (sold to PayPal).

Vedat has acquired over the years and through his friendships an unprecedent network of people in Switzerland, Palo Alto and Turkey. Vedat graduated from Boston University in 1993 with a degree in Business Administration and Finance.

Prior to his CEO position at Ok.Net, Vedat was a Senior Vice President at Bedrock SA, the largest Independent Financial Services company in Switzerland in terms of assets under management



**Aydın Çamlıbel** 

**OWNDATA Advisor**

Vice President - Sales, Bein Media Group

*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.



## Jun Hao

### OWNDATA Advisor

Huobi Exchange Community Ambassador, Serial Entrepreneur Singapore  
ICO Consultant | ICO Advisor | Cryptocurrency Expert

Consulted for more than 10 ICOs. Over 25,000 followers on different platforms. Passionate about Cryptocurrency and the underlying technology, blockchain. Deep understanding of the cryptocurrency market. Amassed over 17,500 followers on Telegram (<https://t.me/CryptoAnalysisTM>)

One of the ICO (Kinguin.io) that he was very involved in crafting the whitepaper as a technical advisor, won the “Best ICO of year 2018” at the Berlin Summit at the Cryptocurrency World Expo.

He is also working closely with huobi exchange (one of the top few exchange globally) to help increase the size of their global community.

He has helped grow various groups to approximately 20k-30k in size, including, BTU protocol, Lendo, AgentNotNeeded, Axens, Kinguin’s Telegram groups. Build a total community of more than 150,000 across multiple ICOs.



## Brian Wu

### OWNDATA Advisor

Senior Bigdata Architect, JP Morgan  
New Jersey Institute of Technology

Brian Wu has over 16 years extensive hands on experience on design and development on Blockchain, Big data, Cloud, UI, System infrastructure. He has been worked for top investment banks as lead architect for many years. He is a coauthor of ‘Seven NoSQL Databases in a Week’. As technical reviewer, he reviewed over 40 computer technical books for packtpub and hold more than 20 IT professional certifications. He is currently focusing on blockchain application design and development. Also serve as board advisor for several blockchain startup companies.



## Rifat Elhadeef

### OWNDATA Advisor

Serial Entrepreneur, Investor Business Development Director  
University of Leeds

Born in 1975 in Istanbul. After graduating from University of Leeds, England, BSc (Hons) in Textile Management, he started his career in New York. On returning to Turkey, he was appointed as the Managing Director of W brand Men’s Wear Collection. He has been active in multiple well known brand investments such as TOMS, V-Count, E-Food, Lidyana as well as Seed & Early Stage investments in various national as well as international companies. Has been actively working in non-profit social responsibility projects together with TEGEV.



## İsmail Hakki Polat

### OWNDATA Advisor

President at Digital Transformation Association  
Middle East Technical University

İsmail 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.

**Thomas Brill** **OWNDATA 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.

**Pasquale Longobardi** **OWNDATA 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.

**Emmanuel Steins** **OWNDATA 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	<b>Before 2017</b>	Data, Adserver, DSP, SSP, OmniChannel Software
Completed	<b>Q1 2017</b>	Project Fundamentals
Completed	<b>Q3 2017</b>	Data Wallet Development
Completed	<b>Q4 2017</b>	Token Wallet Development
In Progress	<b>Q1 2018</b>	Go Live <i>(completed)</i> Data Supplier Admission <i>(completed)</i> Data Wallet Integration of Apps <i>(in progress)</i>
Planning	<b>Q2 2018</b>	Private Pre-Sale <i>(completed)</i> Migration to ERC20, Integration to Exchanges <i>(completed)</i>
Planning	<b>Q3/Q4 2018</b>	DSP and DMP Integrations



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