Personal Data Token

Roadmap

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DATACOUP

	PHASE 1	PHASE 2	PHASE 3
Goals	• Raise bridge capital and develop ecosystem	• Complete token generation event and scale network	• Generate revenues and grow network
Timing	• Immediate	• 3 to 18 months	• 18 months to 5 years
Revenues		• Initial GMV/early revs	• Stable platform GMV and ecosystem rev
Datacoup Apps **-Web** **-Mobile** **-Browser**	• App improvement / development	• Web: Integrate SSI, Enigma • Mobile: SSI solution • Browser: Roll-out as key user data source	• Mobile: Data connection and deployment ability • Browser: Data connection and deployment ability
Requester API	• Version 1	• Version 2	• Version 3
Decentralization / Blockchain	• SSI: Development/ implementation of SSI solution	• SSI: Mobile app for registration, login • Compute: Enigma V1 • Smart Contracts: Basic marketplace	• Storage: Decentralized data- storage (version 1) • Compute: Enigma V2 • Smart Contracts: Marketplace Proliferation
Network **-Data Providers (DP)** **-Data Requesters (DR)**	• DP: Acquisition (email collection, possible data connections)	• DP: Accelerate acquisition efforts • DR: Ramp biz-dev efforts	• New/varied ways to transact/ monetize data • DR: On-board requesters
Token	• Finalize token economics and projections	• Implement PDT min balances • PDT distribution to users (acquisition, add data)	• Ability for users to spend PDT on apps, products, services • Min balances and staking

Phase 1 - Immediate Term: Capital Raise and Ecosystem Preparation

Focus on the capital raise (pre-sale) and general preparation for launching the ecosystem and TGE

Phase 1 goals:

- Capital raise – Proceeds to fund early platform growth
- Web-app release – Release the primary application for Data Providers to connect data
- User acquisition commencement

Description:

All immediate term roadmap goals serve the overarching phase 1 objective of beginning to scale the key ecosystem resource - data. The development team will primarily focus on web-app preparation, but also early version implementations of the mobile app (Self-Sovereign Identity), browser extension and Data Requester API.

Phase 2 – TGE: Distributing the Token and Scaling the Marketplace

TGE and focus on scaling the key ecosystem resource – consumer personal data

Phase 2 goals:

- Token generation – Creation and distribution of tokens to TGE participants
- Aggressive Data Provider acquisition via token incentives – Scale underlying data-set. Implement min balance requirements
- Continued app development - Web-app, mobile, browser extension, Data Requester API/UI
- Initial marketplace smart contract deployment, storage, compute, SSI

Description:

TGE proceeds will fund new hires that will enable rapid app development and ecosystem growth. We'll be aggressively acquiring users via several different channels including organic and partnership-based acquisition. Implementing PDT minimum requirements for Data Providers will help to keep liquid supply low, lending itself to low PDT velocity. Phase 2 also marks the early stages of scaling the demand-side of the marketplace (Data Requesters). We'll be cultivating relationships with early Data Requesters and continuing to build out marketplace smart contracts and the Data Requester API.

Phase 3 – Revenues: Growing Marketplace GMV, Scaling the Exchange

Focus on generating increased marketplace GMV and continue revenue development/growth on the platform

Phase 3 goals:

- Growing GMV – Increasing scale on both sides of the market
- Limiting liquid PDT supply – Implementation of minimum balance requirements and staking
- Development – Further improvement to ecosystem apps
- Revenue opportunities – Generating revenue through platform services

Description:

With both supply (Data Providers) and demand (Data Requesters) lined up in the marketplace, we'll be focused on growing sustainable revenues in the ecosystem. Minimum withholding for Data providers and staking for Data Requesters will still largely limit liquid PDT supply. With more data and increased means of monetizing it, the marketplace becomes more attractive for both supply and demand, generating ever higher value and GMV. The tech team will focus on improving both Data Provider and Requester UI's, and increasing the capacity of marketplace smart contracts to facilitate more complex data transactions.