



**databroker  
dao**

# Global market for local data

**ONEPAGER**

## THE CHALLENGE

Individuals, companies, researchers and governments are spending hundreds of billions each year on buying and maintaining IoT sensors. The growth of the investment and applications in IoT is truly staggering and the high operation costs are a huge entry barrier. And yet, all data captured by these devices is locked up in silos and walled gardens.

## STAKEHOLDERS

Data Buyers, Data Processors, Gateway Operators, Sensor Owners.

## THE SOLUTION

DataBroker DAO is the first marketplace for IoT Sensor data that will connect sensor owners with purchasers of the data directly, utilising existing infrastructure from telecommunication providers operating sensor connectivity networks based on GSM, LoRa, SigFox or via a proprietary gateway of the sensor owner. In a sense, the DataBroker DAO can be likened to a "secondary market" for IoT sensor data and has been referred to as an "eBay" or "Amazon" for IoT sensor data.

## THE BENEFITS

- Monetize your data
- Recoup sensor costs
- Gain access to thousands of sensors
- Turn expenses into investments

## WHO IS IT FOR

- Sensor Owners
- Network operators
- Sensor manufacturers
- Smart city initiatives
- Agricultural sector
- Academics

## THE ALLIANCE

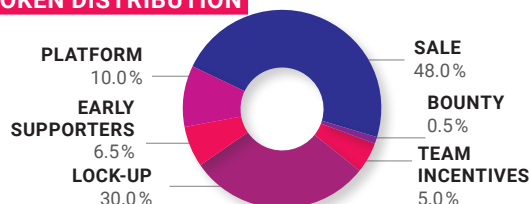
We formed the DataBroker DAO alliance to help facilitate this collaborative ecosystem. Apart from gaining essential insights into the requirements of the platform, we feel that guiding the stakeholders through this foundational change in doing business together will be the linchpin in the further development of the platform. At this time there are 15 companies that have formally joined the alliance. They include players in each of the stakeholder groups and are a good cross section of the ecosystem.

## TOKEN SALE

- Pre-sale start → March 19th, 2018
- Pre-sale bonus → 50%
- Main sale start → April 26th, 2018
- Base rate → 1 ETH = 4000 DTX
- Main sale bonus → First day 10% (4400 DTX)
- Tokens for sale → 108.000.000 (48%)
- Total supply → 225.000.000
- Exchanges → Chankura.com ...

We will lock up 30% of these tokens for 3 years and an additional 5% of the tokens will be released to new team members over 4 years, effectively decreasing the supply to 146,250,000 DTX.

## TOKEN DISTRIBUTION



## DTX TOKEN (DATA EXCHANGE)

The DTX token is a utility token in the Databroker DAO platform. The DTX token is a ERC20 compliant token with 18 decimals. The token will serve as the credits to buy and sell sensor data within the platform. Apart from the initial use in the platform, the token is based upon the MiniMe standard. The goal is to have 1 DTX token to cover the average value of the data from a sensor for one week. This allows us enough granularity (at 18 decimals) to work with micropayments, even after significant growth and price increases. We determine the maximum number of tokens issued to be 225 million, the amount of sensors on the platform in 2024.

## ROADMAP

- **2016**
  - Q4:** Launch Databroker DAO
- **2017**
  - Q1:** Development beta marketplace
  - Q2:** Recruitment of the first team members
  - Q3:** Early token sale
  - Q4:** Development and preparation for main token sale
- **2018**
  - Q1:** Main token sale
  - Q2:** Setup and onboarding of an extended team and gateway operator integrations
  - Q3:** Improving the (white labeled) frontend interface
  - Q4:** Private data sales and white labeled platform
- **2019**
  - Q1:** Initial data enhancement integrations
  - Q2 - Q4:** The team will look for, and work with partners in the Alliance to provide valuable services based on the raw data by providing libraries and integrations for commonly used tools.

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## THE TEAM



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