



iCoin

A Decentralized Insight Marketplace.

Hackathon Q4 - 2017

Team:

Aditya

Harshit

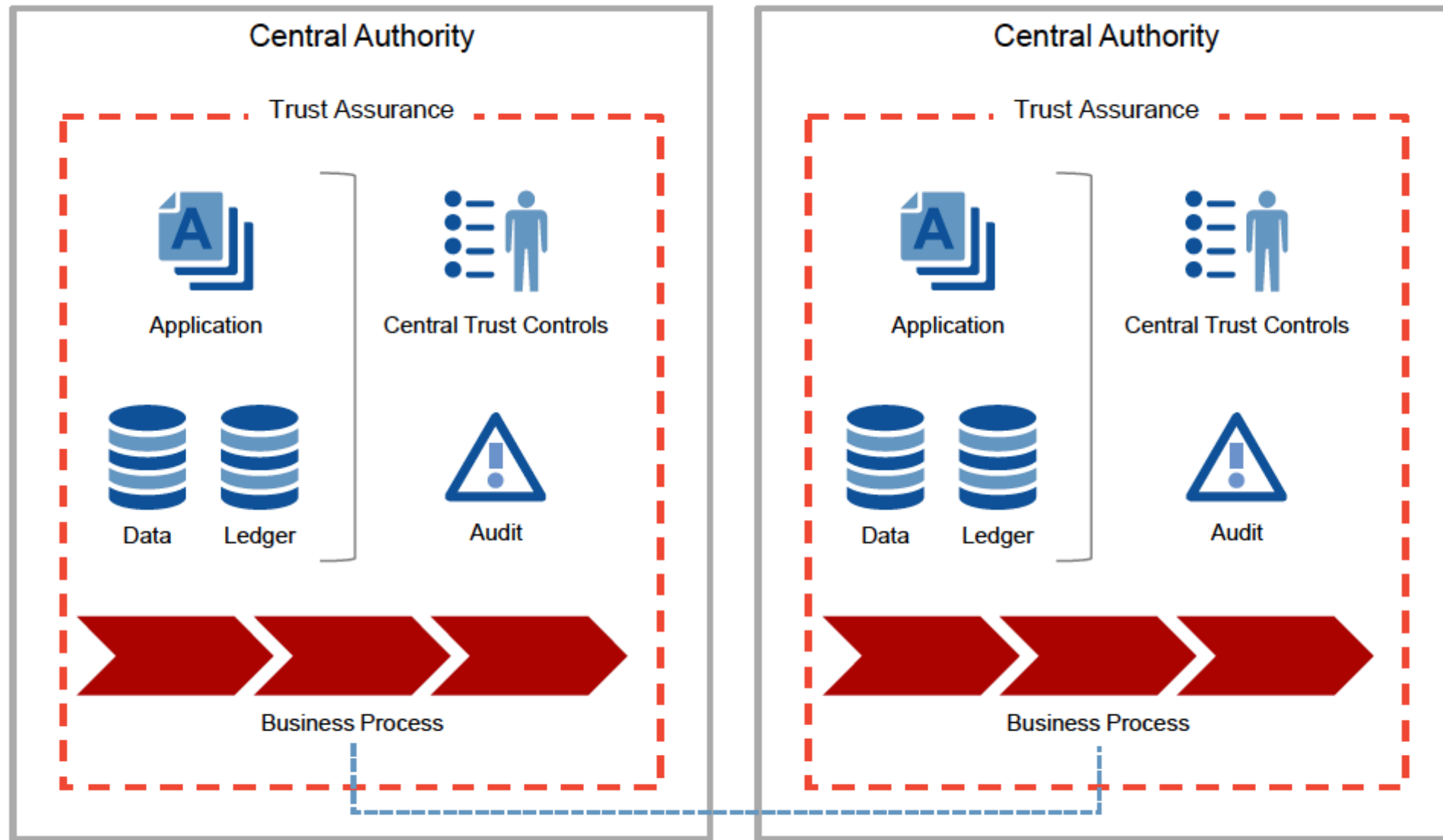
Mayank

Prakhar

Savan

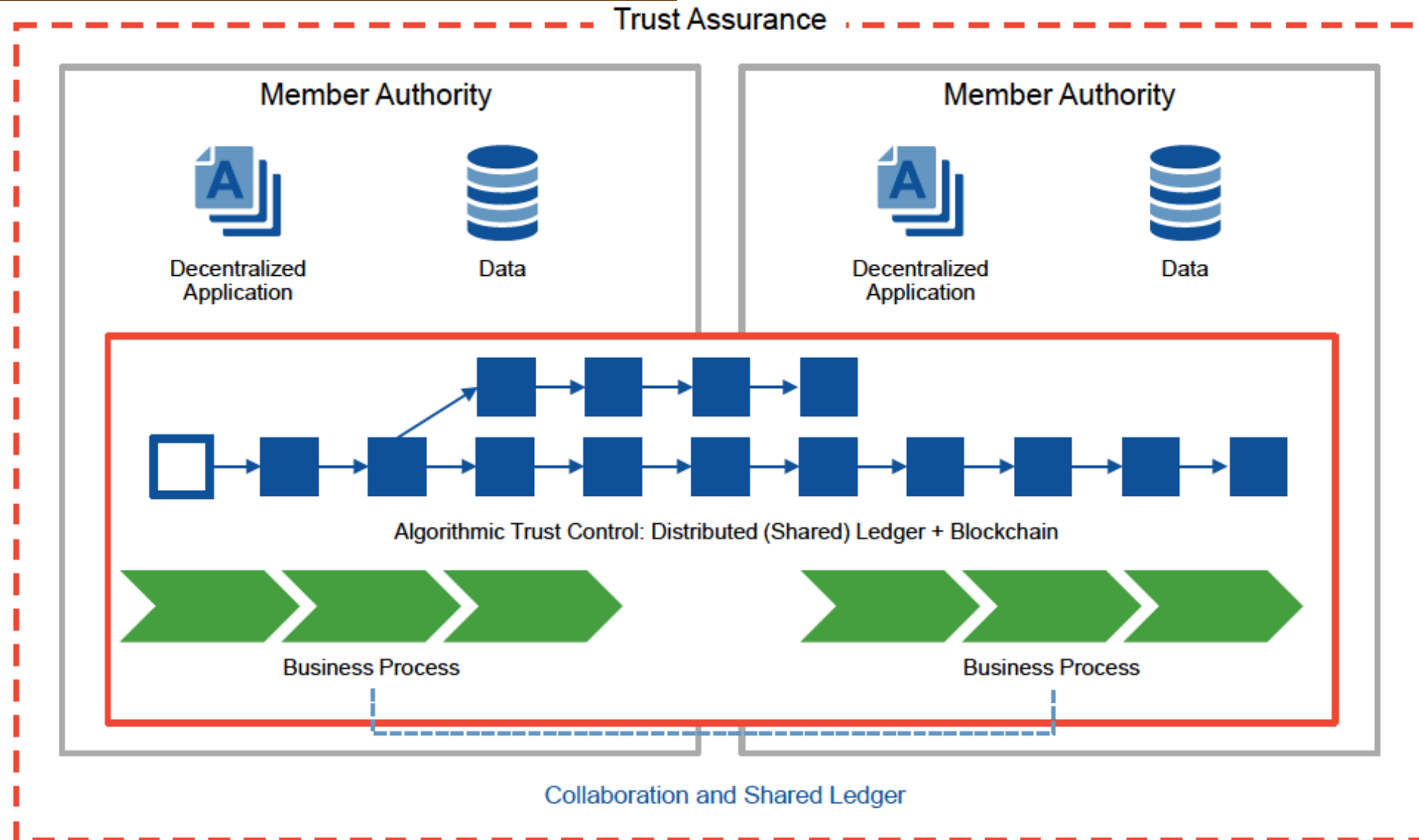
Vinayak

Traditional Trust Controls



Friction and Reconciliation

Algorithmic Trust Controls



Insight Ledger on Blockchain



Problem

Insights generated by various sources (ML Models, Proprietary Engines) lack consensus across participants. External sources lack incentive to contribute relevant insights for same target event.



Use Case

Blockchain based ledger store insights score from different sources which were assigned based on the profile score of the source. Crypto tokens awarded to sources whose insight were used by the end user.



Solution

For the same target event, there could be multiple sources producing relevant insights. The insights are scored based on the profile score of the source producing the insight and other attributes like timestamp, sector score, etc. The insights are stored on blockchain with the insight score. The insights are shown to end user based on his Po1. The sources are awarded with crypto tokens based on the actions by the user on the insights.



Business Impact

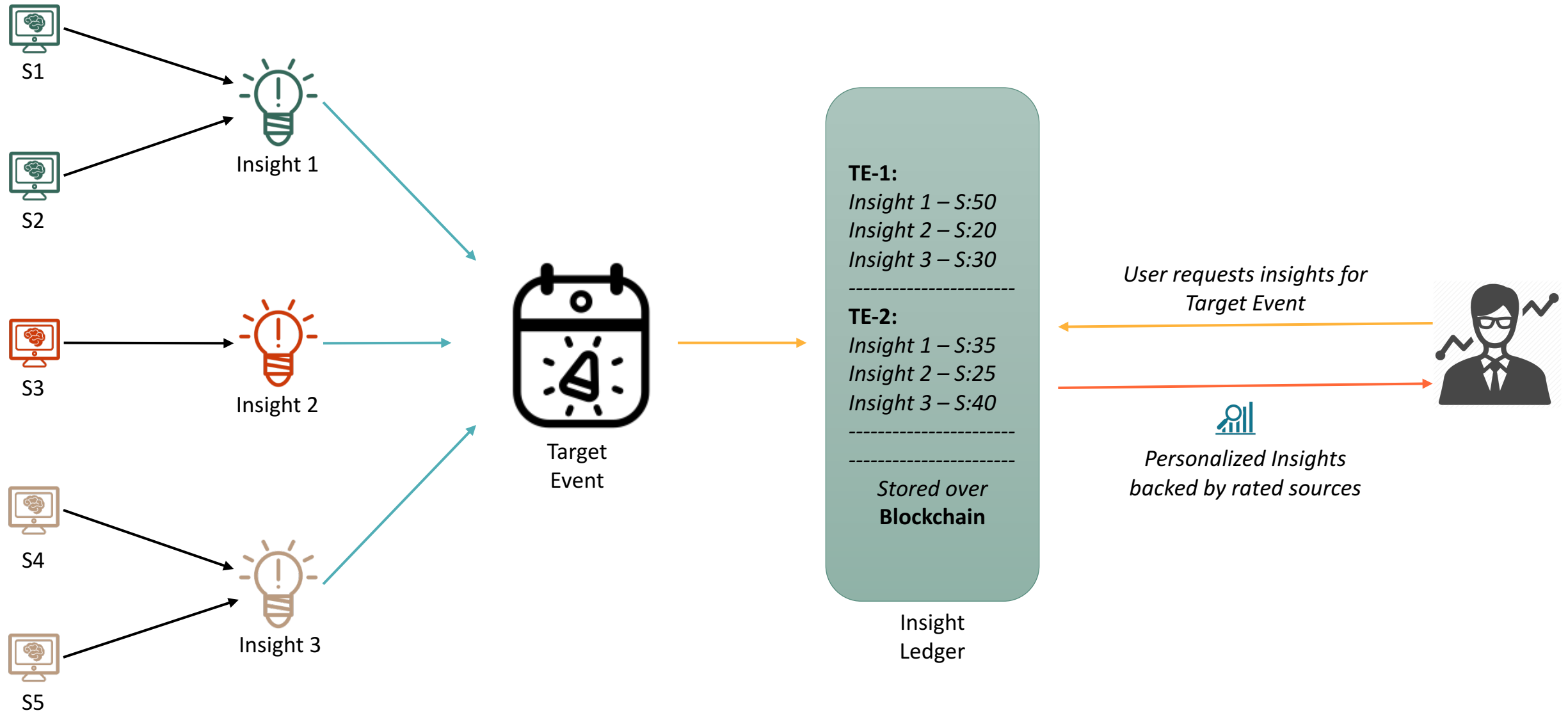
A tamper proof ledger to check performance of past insights generated by a particular source. The platform provide incentive to external sources to contribute insights generated by them.



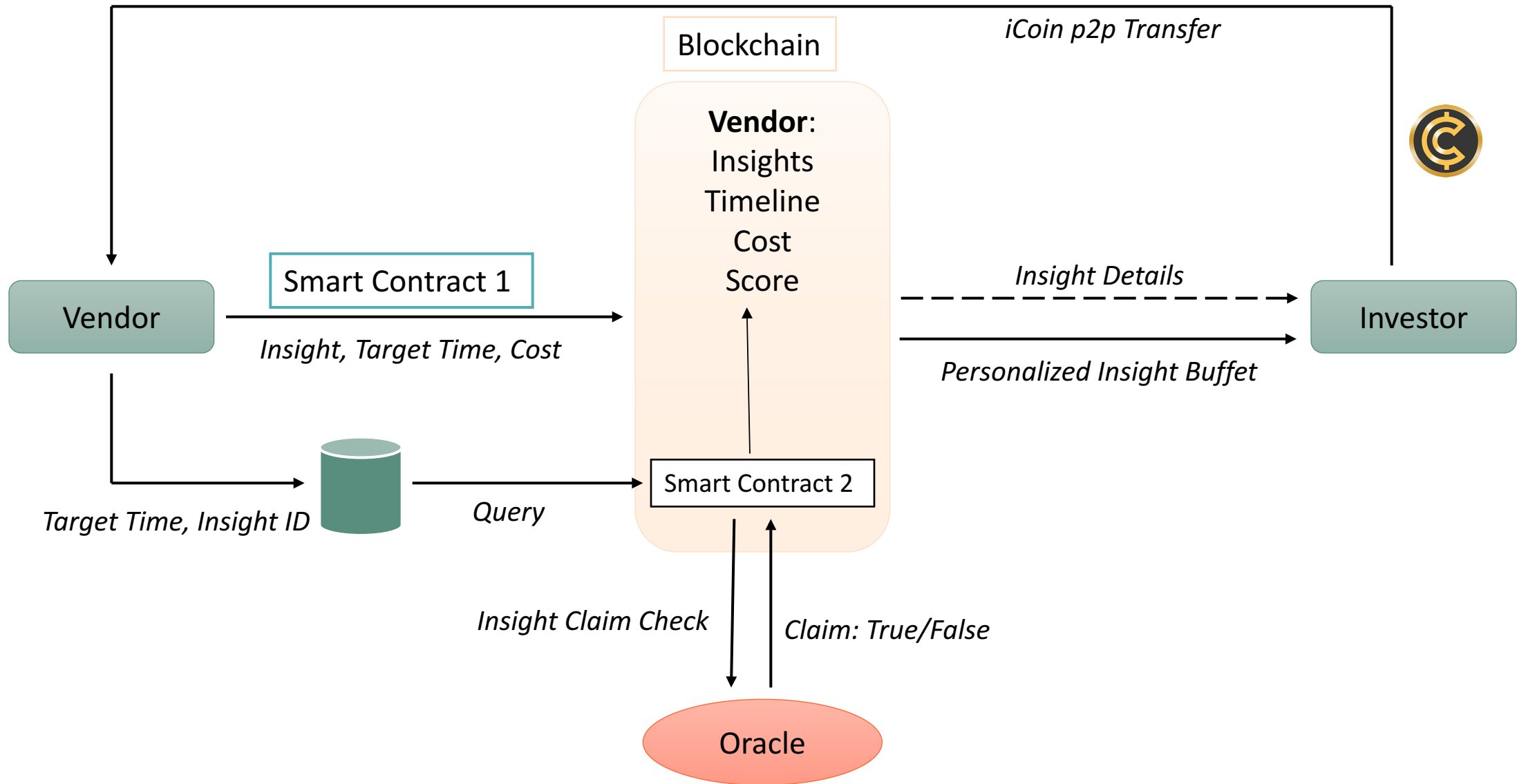
Further Scope

Insight ranking based on Po1 of end user and insight score of source.

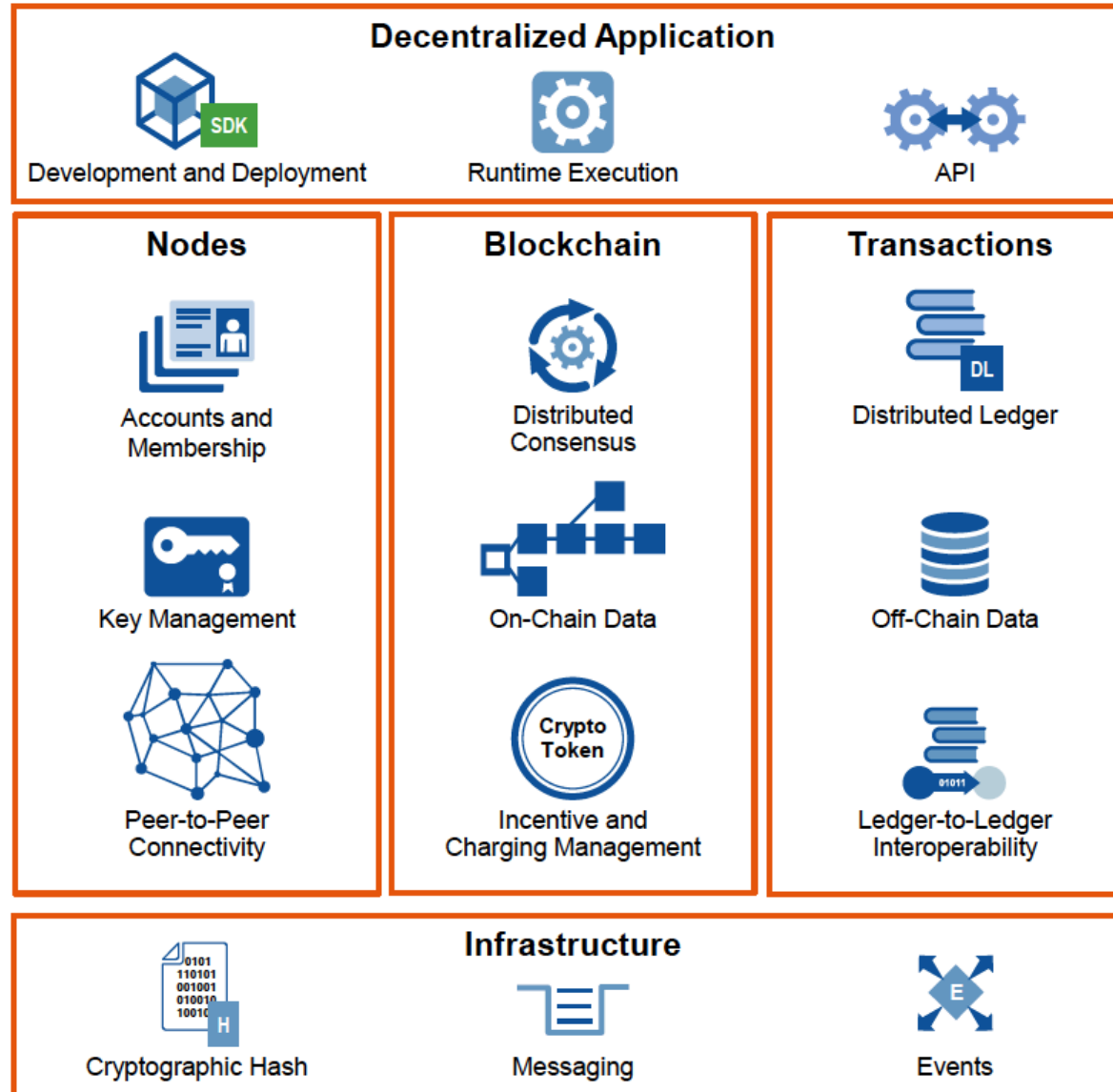
Insight Ledger on Blockchain



Architecture Diagram



Platform Integration



Characteristics of Blockchain Platform

1. **Scalable** to global economy
2. True **open source** from inception
3. Configurable for **private/hybrid** Blockchain
4. Modular **architecture** and open APIs enable ecosystem
5. **Ecosystem** of third party tools and framework
6. Embedded **value token** or cryptocurrency
7. Bug resistant **smart contract** capabilities

Thank You