

Monetize your owndata with Blockchain.

WHITEPAPER

by Owndata team



DISCLAIMER

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The Owndata tokens are not intended to constitute securities in any jurisdiction. Owndata tokens are utility token and cannot have a performance or a particular value outside the Owndata Platform. Therefore this Whitepaper cannot constitute a prospectus or offer document for investment in securities.

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.

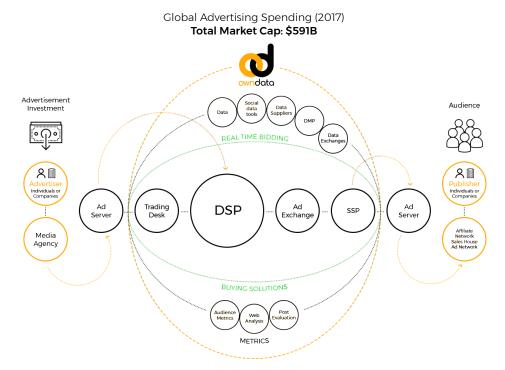
2. Segmentation & Profilisation of Data

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.

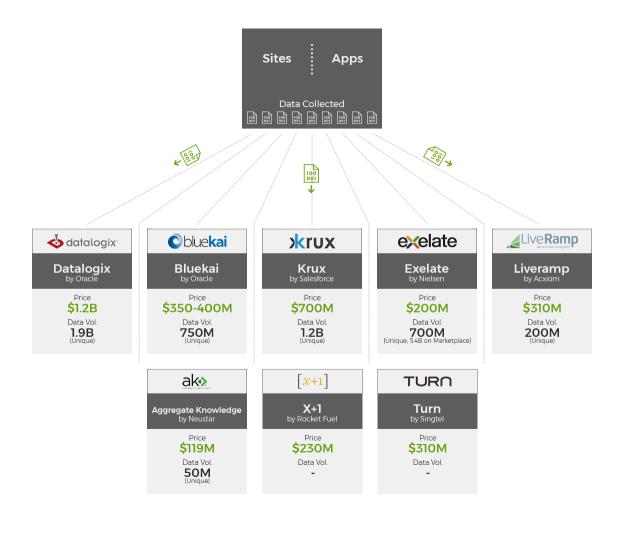
Near Future

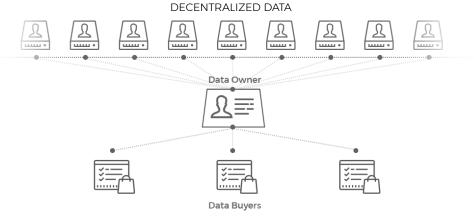
Owndata plans to use data exchange not only on Digital, Media or Print platforms, but on all of the platforms that needs data, such as Telecommunications, Textile, Medical, etc...



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.



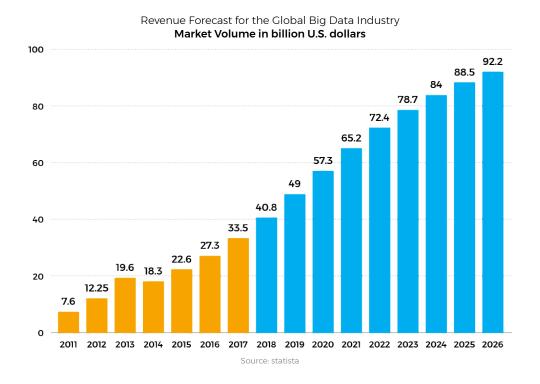


Secure, reliable and immutable Data stored on OwnData Blockchain Platform



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.

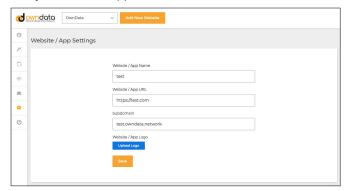
While the industry is growing steadily, client companies continue to have some concerns with the wholesale adoption of big data. Employees and executives working with big data have listed security, cost, and a lack of technical big data expertise as some of their most pressing concerns, and many executives 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



Inregration Code



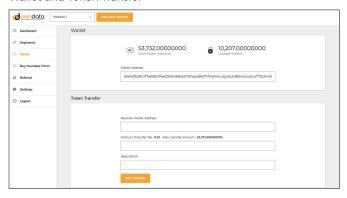
Dashboard



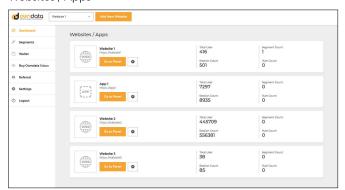
Creating New Segments



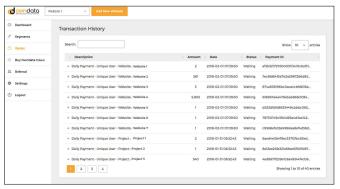
Wallet and Token Transfer



Websites / Apps



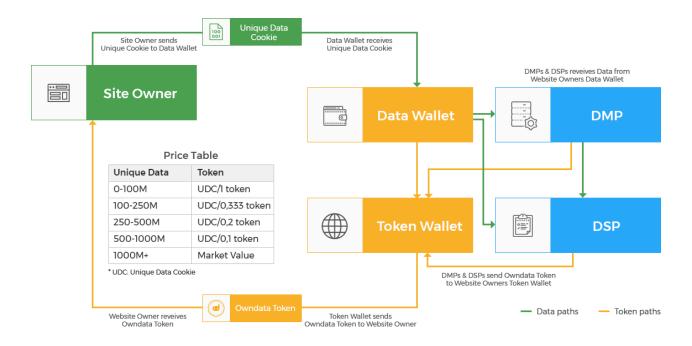
Transaction History





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.

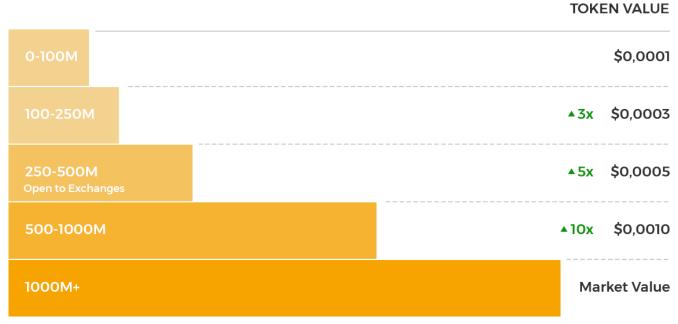


Bounty Program

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

5,500,000,000



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 in

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 Caiazzo and Umberto Lisiero.



Aydın Çamlıbel in

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 in 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 Wuin

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 Elhadef in

OWNDATA Advisor

Serial Entrepreneur, Investor Business Development Director

University of Leeds

He was born in 1975 in İstanbul. After graduating from Leeds University Textile Management in England, he started his career in New York. Following his return to Turkey after the W Collection brand, the founder and general manager of Vakkorama general manager, He led the initiative abroad for new business development and brand at Vakko Holding group. He has been active in social responsibility projects as well as brand investments such as TOMS and Folli Follie.



Ismail Hakkı Polat in

OWNDATA Advisor

President at Digital Transformation Association

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.





Thomas Brill in 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 in



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 in

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





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