

# White Paper on Data Capitalization Concept

The Internet economic model is a relatively open and shared economic model, which is also a relatively complex economic model of data explosion and access to key information. Data capitalization is an application of building blockchain economic model on the basis of Internet economic model, and the purpose is to save the company's personnel cost and resources cost, at the same time, to make the industry competition and market development more open, fair and reasonable, and to enable the professionals from all walks of life to develop and display their professional skills more effectively.

## **Tripartite model**

Data party: manufacturers, companies, organizations, and institutions store data on the network through simple processing, and their data indexes are used in the form of blockchain to provide external use;

Model party: users or companies with professional knowledge background design and research the models required by relevant industries to publish the relevant model encryption to the blockchain.

Computing party: users or manufacturers with relatively strong or idle computing power provide corresponding computing power, and publish data to the blockchain through the results of computation models.

## **Basic trading market**

Model market: the market used to provide transactions for both data parties and model parties;

Computing market: the market used to provide transactions for both data parties and computing parties.

## Solved basic problem

Reduce the three main costs of the data party in the tripartite model:

**Hardware cost:** The data parties do not need to provide a large number of storage devices to store the weakly associated data that the company has developed, nor to provide large amounts of host devices for short-term performance improvement. They only need to spend a small amount of money in computing market to find computing parties willing to undertake corresponding computation.

**Personnel cost:** The rational use of data does not need to cultivate and train relevant talents by itself, but it can find more professional model parties in the model market and pay for services.

**Strategic cost:** The company doesn't need to use high-cost and non-reliable market investigation means to obtain industry data, because the whole industry blockchain data is public, free inquiry, and with more and more people docking blockchain, the data will be more referable, false data will be less and less, which produce positive effects on the company's strategic planning. Moreover, with the improvement of the participation rate of companies in various industries, the corresponding industries will provide a reasonable and decoupled competitive information platform, which will bring benign development to the industry.

The model party has a better and more focused development platform:

Many companies plan data together with their related model designs, and achieve them through the cross-professional and professional cross-modules of talents. There are several disadvantages or hidden dangers in doing so:

First, the model design and the actual development have set the trend, and this is especially obvious in big companies. This is actually the inertia of the bottom personnel (just use the inherent model to embed the existing data, without the energy and time to design and study a good enough model), the closure of the company's information ("cannot see the wood for the trees", in many cases, the company's data is big enough, and the company thinks it is enough to study the data itself. So it is easy to ignore the external factors for the whole industry and the market.), and even the bias of the thinking set on the situation (this is the development orientation deviation of the company as a whole by the strategic thought of the leader or the corporate culture, this is the so-called situation of "standers-by see more than gamesters").

Second, talent development and company development are not adapted, and this is particularly obvious in those companies that have grown faster in the short term. In order to design relevant industries suitable for the development model of the company, it is necessary

to pay the corresponding time and personnel costs and make different attempts, and then it is possible for the iteration to obtain the model applicable to the short-term development. And if the growth critical period is short, it may not be too late for the market to be eliminated.

The model party based on the blockchain will provide a solution to the above two problems. Because what the model party does is to focus on the development of the industry, model planning and design, the concentrated talent is also more specialized and more refined, the breadth of the industry is also the one that a company in the industry can do even if it is a benchmarking, looking at problems more objective, more rational. Because of its research is similar to the micro and macro concepts of the industry itself, and there is virtually no competition with the data party, but the dependence relationship, namely, the better the development of related industries of the data party, the better the model party will be, this is a win-win situation. The model party can save a lot of talent costs for the development of the data party in the middle and later stages, and the feedback data of the data party can greatly save the research cost of the model party.

So as to sum up, although the model party is not the benchmark of the industry, it can provide a relatively perfect theoretical basis for the benign development of the industry.

More rational use of computing resources:

With the development of hardware, the host will be over-performance or more and more idle. Data computing does not have relatively strict time regulation, or with the development of corresponding distributed computing, this part of resources can be used for a long time. This is not only environmentally friendly, but also conducive to resource capital return. At the same time, the high-performance computing will promote the development of host hardware, and the low-performance computing is beneficial to the effective utilization of the old mainframe.