PromΘeus

Prometeus network is secure and decentralized ecosystem for people-owned data markets with AI enhancements

Current problems of people-own data market

The real owners and producers of personal data get no reward and often are treated like an asset rather then real persons. Furthermore the raw data is of little interest for the end buyers and must be enhanced beforehand by machine learning experts to create valuable data that can be used in multiple spheres.
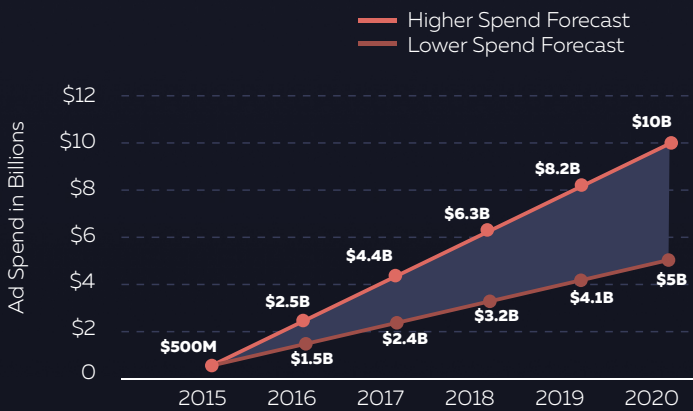
Market size & trends

$49B
is the estimated annual value of personal data in USA

$155B
is its annual value across the world

158
million new users join social networks annually

32%
increase of social networks by 2021 is forecasted

INFLUENCER MARKETING
GLOBAL SPEND

— Higher Spend Forecast
— Lower Spend Forecast

Ad Spend in Billions

$12, $10, $8, $6, $4, $2, 0

2015: $500M
2016: $2.5B / $1.5B
2017: $4.4B / $2.4B
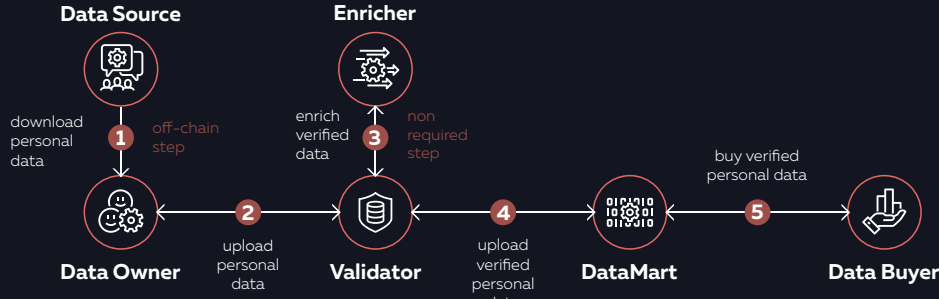2018: $6.3B / $3.2B
2019: $8.2B / $4.1B
2020: $10B / $5B

Our Solution

The Prometeus team has designed secure and decentralized ecosystem for people-owned data markets that overcomes current real-world barriers and serves as an infrastructure for gathering ,validating, processing, enriching, and selling people-owned data.

- System designed to solve particular problems of growing markets with real clients and high demand
- Censorship-resistant, trustworthy data storage with fair access for everyone
- Working system of incentives to network members for providing and updating the data and inviting new members to the network
- Direct reward for data owners for every access to their data
- Encryption mechanism for secure storage of people-owned data and transaction settlement
- GDPR compliant system

How it works

Data Source — download personal data
1 off-chain step

Enricher — enrich verified data
3 non required step

Data Owner
2 upload personal data

Validator
4 upload verified personal data

DataMart
5 buy verified personal data

Data Buyer

Native Token

Utility token functions: the network currency, a possible acquirer's payment medium, a possible owner's payment medium.

Work token functions: network service fees, proof-of-stake deposits for ecosystem participants

TOTAL EMISSION: 1 BILLION TOKENS

60%
20%
20%

Private token sale
Company reserve
Mining (Pos minting)
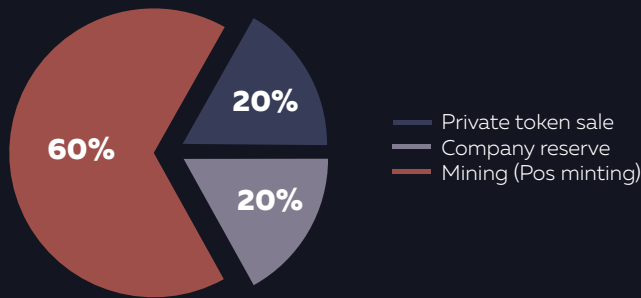
Roadmap

Prometeus ecosystem will be launched with the application - Influencer Marketing. In this area, our team has already built the pool of clients that will serve as early adopters and fill the network with liquidity.

Mid-Q2 2019 — Prototype Release
Q3-Q4 — MVP (testnet)
Q1 2020 — New features
Early Q2 2020 — Main net

Our team leaders & experience

Yandex · ClickHouse · kaggle · badoo · SUKHOI CIVIL AIRCRAFT · Deep Social · Web Effector · bdbd.ru · @mail.ru group

Pavel Maurus
Chief Executive Officer

Pavel founded 19 currently active internet companies with consolidated revenue $100m+. One of them is RBS Corp, Russia's #1 SEO & Online Marketing company. Pavel started career 20 years ago as a Head of Online Advertising at Mail.Ru Group, largest Russian Internet Media Holding (MAIL $5.476B). After, he successfully (in 3 years) completed the task of doubling users number at Badoo, where acted as Marketing Executive and Adviser to CEO.

Arthur Suilin
Chief Technology Officer

Software developer & data scientist with 20 years of experience. Arthur took part in Clickhouse (among the fastest bigdata/analytical DBs) development . He is ex-Head of Yandex Metrica (2nd largest web analytics service) and a Founder of WebVisor & Runrew companies, acquired by Yandex (YNDX $10.5B) & Mail.ru (MAIL $5.476B). Arthur has deep knowledge of Machine learning methods & Bayesian data analysis. Also, he is Kaggle competition winner.

Gennady Telegin
Chief Software Architect

Gennady is technology leader in all aspects (architecture, business, vision, implementation), who builds engineering teams from scratch. He is an experienced developer in Python, PHP, Go, Java, C and C++ and skilled MongoDB, MySql, ClickHouse databases architect. Feels free working with Docker&Swarm. Gennady started his career as a Google and Intel intern.

Alexey Polyakov
Senior Software Engineer

A rare combination of coding skills (Java, Perl, C, Python, Go, Haskell), with a deep databases knowledge (MySql, Postrgress, mongodb, click-house) and data mining experience (content indexing, text analysis, data parsing, storage and analysis of social graphs) makes Alexey ideal fit to be the Senior Software Engineer at Prometeus.

Arstan Toregojing
Senior Project Manager

Arstan was responsible for development, marketing and monetization of 11 sites and 8 mobile apps with consolidated DAO over 2m at Mail.Ru Group (MAIL $5.476B). He has 10+ years of diverse experience in software developing, mobile apps building, sales and marketing. Being a student, Arstan became Microsoft Certified Professional Developer (MCPD)

Our Clients

While working on influencer data services the founders of Prometeus Labs helped 44,817 of brands and agencies to enhance their marketing campaigns. We see all of them as potential participants of Prometeus ecosystem.

VIACOM · Reebok · L'ORÉAL · WHOLE FOODS MARKET · nielsen · Ogilvy

Cartier · CLARINS · FURLA · zalando · Edelman · SONY MUSIC

Contacts & social

Pavel Maurus
CEO at Prometeus Labs
+447544398318
pmaurus@gmail.com

Address: PO Box 7502B, London, SW1P 9QZ