


PromeΘeus

N E T W O R K

**Secure and decentralized ecosystem for people-
owned data markets with AI enhancements**

Overview



Prometeus Network is secure and decentralized ecosystem for people-owned data markets with AI enhancements solving real-world problems in Data broker industry (including such segments as Influencer Marketing, Medical, Insurance and other data markets).

Prometeus Network is developed by Prometeus Labs, the team of data scientists with more than 10 years experience in machine learning and data analysis and professional entrepreneurs with 15 years of business development and marketing experience.

Current problems of personal data market

In the era of digital society terabytes of valuable personal data is generated every minute. However the only beneficiaries of this data are big corporations including social networks, social media, search engines etc.. The real owners and producers of personal data get nowhere and often are treated like an asset rather than 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 - from internet advertising to medical research. Prometheus is creating an ecosystem that connects all the interested parties including data owners, aggregators/validators, machine learning experts and buyers primarily rewarding real people - influencers, patients, etc.



Users, not assets

User data is scattered on different platforms and is being sold without any reward for users, sometimes without their direct consent. Access to users data is limited by the major players (FB, Google, Apple, etc) limiting opportunities for AI technologies and start-ups.



Access and quality

Raw data represents low value and must be enriched by AI beforehand. Without official way to purchase valuable data businesses and analytics have to use "black markets" with questionable provenance and low quality of data.



Regulation limbo

GDPR and Facebook-Cambridge Analytica data scandal drive social platforms towards limiting the use of their data by cutting the API down to its complete uselessness, however real data owners finally can get access to their data under the same regulations.

Current limitations of influence marketing

One of the most practical applications of personal data analysis is Influence Marketing. To conduct an effective Influence Marketing campaign, it is necessary to find and pick the most relevant influencers, analyze their audience on each of the platforms by interest, geo, social demography, engagement and other parameters, to estimate the percentage of bots and the "worn out" of the audience, and many other factors. Below are several limitations that each participant has to deal with.



Typical Brand interested in Influence Marketing Campaign

Has close to zero ways to get comprehensive report on audience and ads efficiency of particular blogger/influencer

Has to rely on quantity over quality - work with as many influencers as possible in hope to engage the audience and thus wasting more than 50% of the budget

Missing an opportunity to work with rising stars and local influencers with relatively small but dedicated and engaged audience



Typical Social Influencer

Has close to zero information about his/her own audience due to very limited analytics provided by social networks

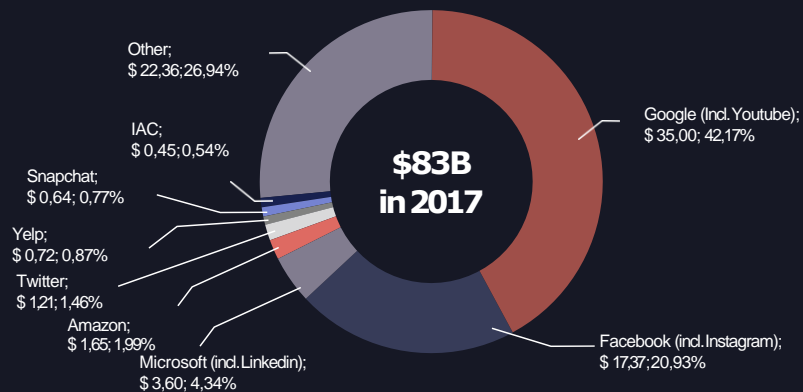
Struggles to find advertisers with relevant products that will interest the subscribers

Actively participates in cross-promos however often get bad results due to working with influencers with high number of bots or just not relevant audience

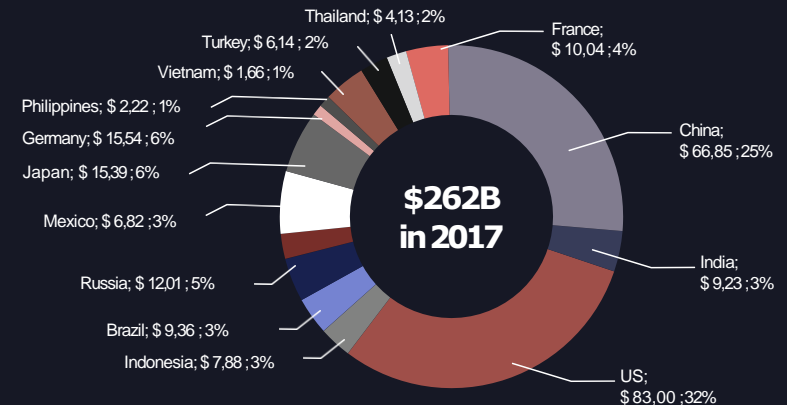
People-owned data market size indication

Nowadays an official people-owned data market is non-existent, value is generated among grey market players – non-transparent personal data aggregators. To estimate the potential of this new market, we present revenues generated from digital ads across top social platforms. This is how much advertisers pay to take advantage of targeted marketing that is based on personal data.

Digital Ad Revenues per Social Platforms in USA*



Countries Markets with most social network users**



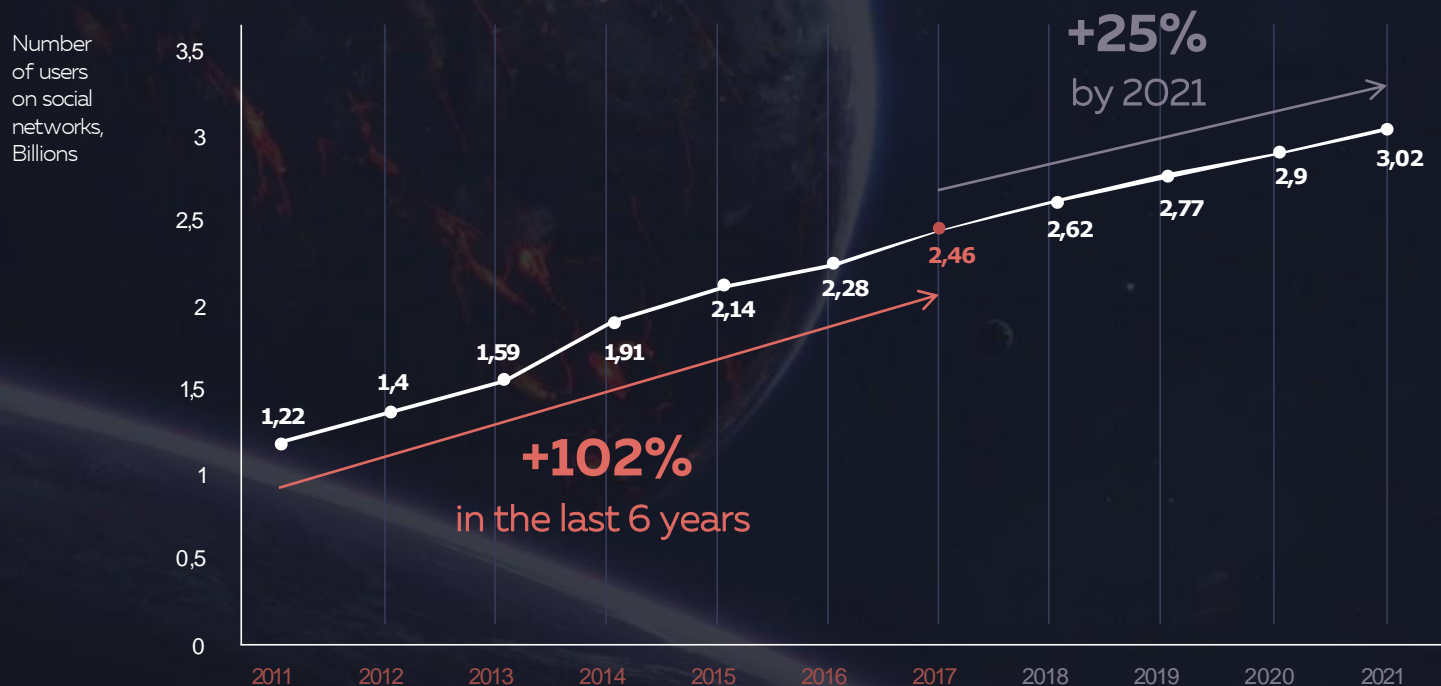
* sourced from eMarketer Report, 2017

** Estimated based on US market revenue data, considering number of social network users per country (Statistica Report, 2017) and GDP per capita (World Bank, 2017)

University of Rochester research paper (2017) concludes that 59,2% less revenue is generated if behavioural targeting is not used. Thus we derive that \$49B is the value of personal data in USA every year, and \$155B across the world. Prometheus decentralized ecosystem will redistribute the value of data from big players to actual data-owners. Moreover additional value will be generated by having data from all sources in one place powered by AI enhanced analytics.

People-owned data market growth rate

Over the last 6 years, the number of people using social networks, generating personal content, has more than doubled, and it will continue to grow further. An estimated forecast indicates a 25% increase by 2021. This is a clear indication of people-owned data market growth potential and trend.

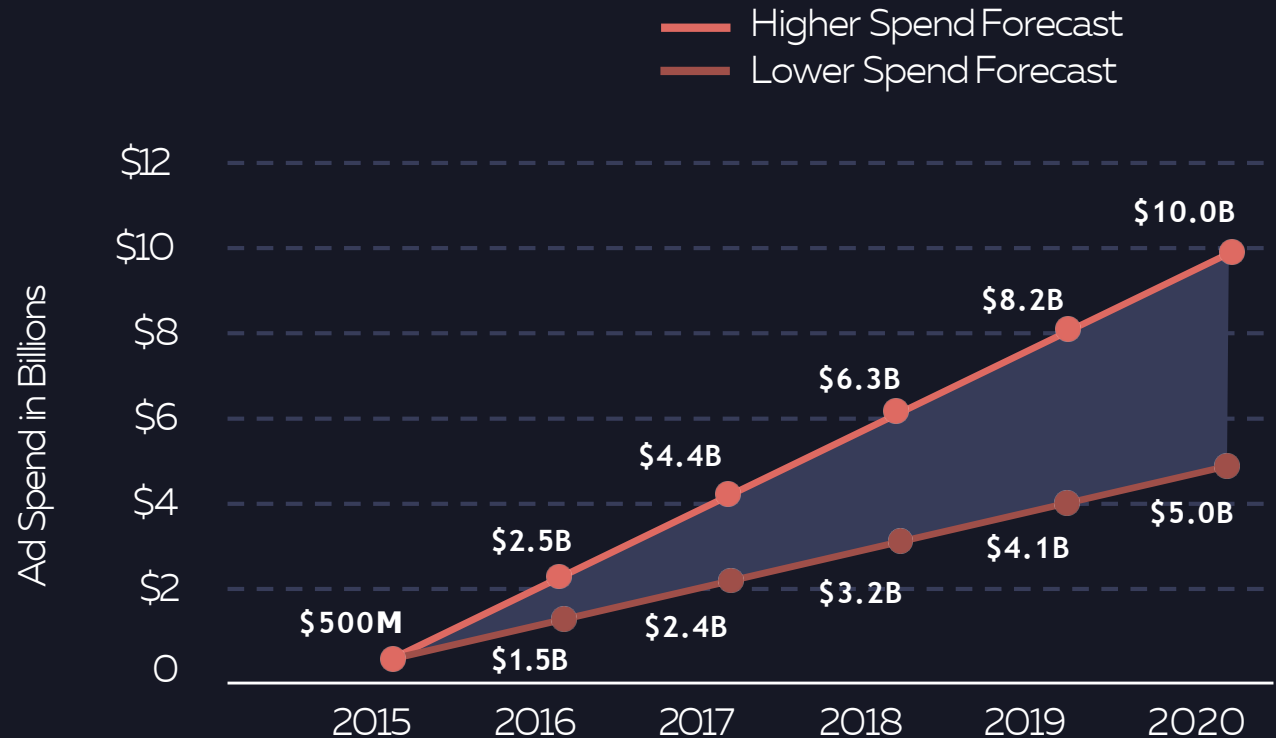


Influencer marketing market growth rate

The Influencer marketing industry will be a \$5-\$10 billion market by 2020

The Influencer marketing industry will be a \$5-\$10 billion market in the next 2 years. According to Google Trends, interest in influencer marketing has more than doubled within the year.

This is a significant increase from the previous year which saw almost a 40% increase.



Our solution

The Prometheus team has designed secure and decentralized ecosystem for people-owned datamarkets 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

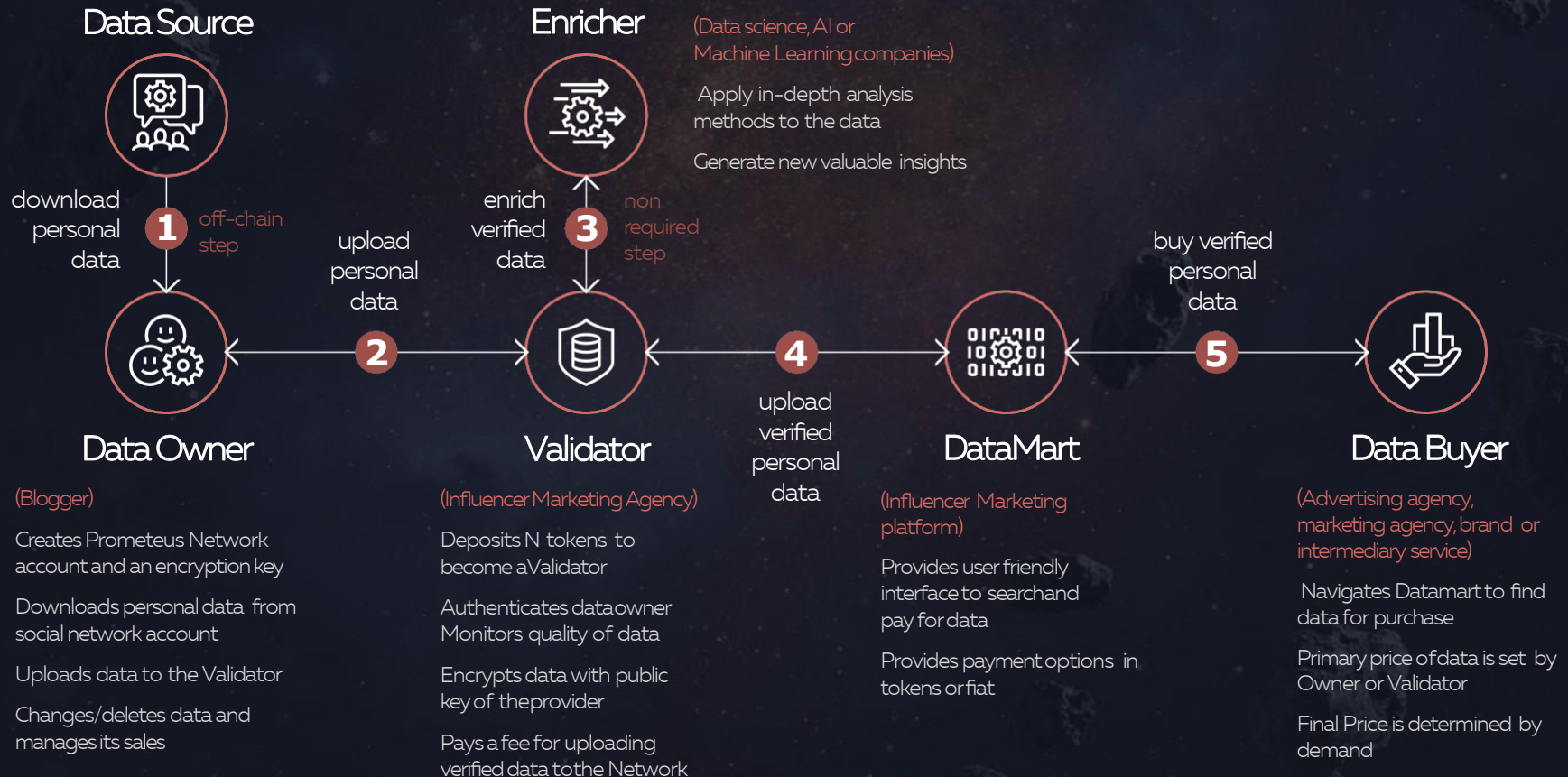


Encryption mechanism for secure storage of people-owned data and transaction settlement



GDPR compliant system

How it works



Network Features



Smart Contracts

All business rules, including verification, sale and payment, are strictly enforced through smart contracts in a transparent and accessible manner



Nodes & Storage

Data is uploaded into nodes' storage by Validator and Enricher. Hash, keys, list of all participants, Data sales announcements are fixed on blockchain



Dead man switch

To go offline without stopping the sale of data, Data Owner delegates generation of the keys to Dead man switch mechanism - off-chain key storage



Encryption

Encryption with the Data owner's key is performed by Validator. Secure transportation of data to the Buyer is provided using the re-encryption keys



Participants Rating

The popularity of participants is expressed in Reputation. It is based on transparent indicators, attributed via smart contracts, making it impossible to forge



Data access

Data management is implemented through Data owner's private key, which allows change/delete data and manage its sales



MetaData

To protect data from being copied, Validator publishes only metadata in public access. Buyer will be able to value data but not to steal it without purchasing



Data History

All network participants own a public identifier and use it as a key to the history of data. Who, when and how many times sold/ bought/processed this data

Network Applications

FEATURES

Decentralized and secure personal data storage and marketplace

APPLICATIONS



Marketing tasks

- Influencer Marketing
- Work with Micro-Influencers (1k-100k followers)
- Insurance data market
- Marketing research in other various fields



Research and Statistics

- Statistics gathering for research and analysis in various fields
- Medicine and genome research
- Human resource statistics analysis
- Photos and other multimedia statistics analysis

FEATURES

Infrastructure for decentralized apps (Dapps) development

APPLICATIONS



Develop/Train AI models

- Socio-demographic data inference
- Sentiment analysis
- Object and face recognition
- Influencer matching, audience matching for marketing campaigns
- ROI modeling for marketing campaigns
- Customer churn prediction.
- Predictive Customer Lifetime Value modeling



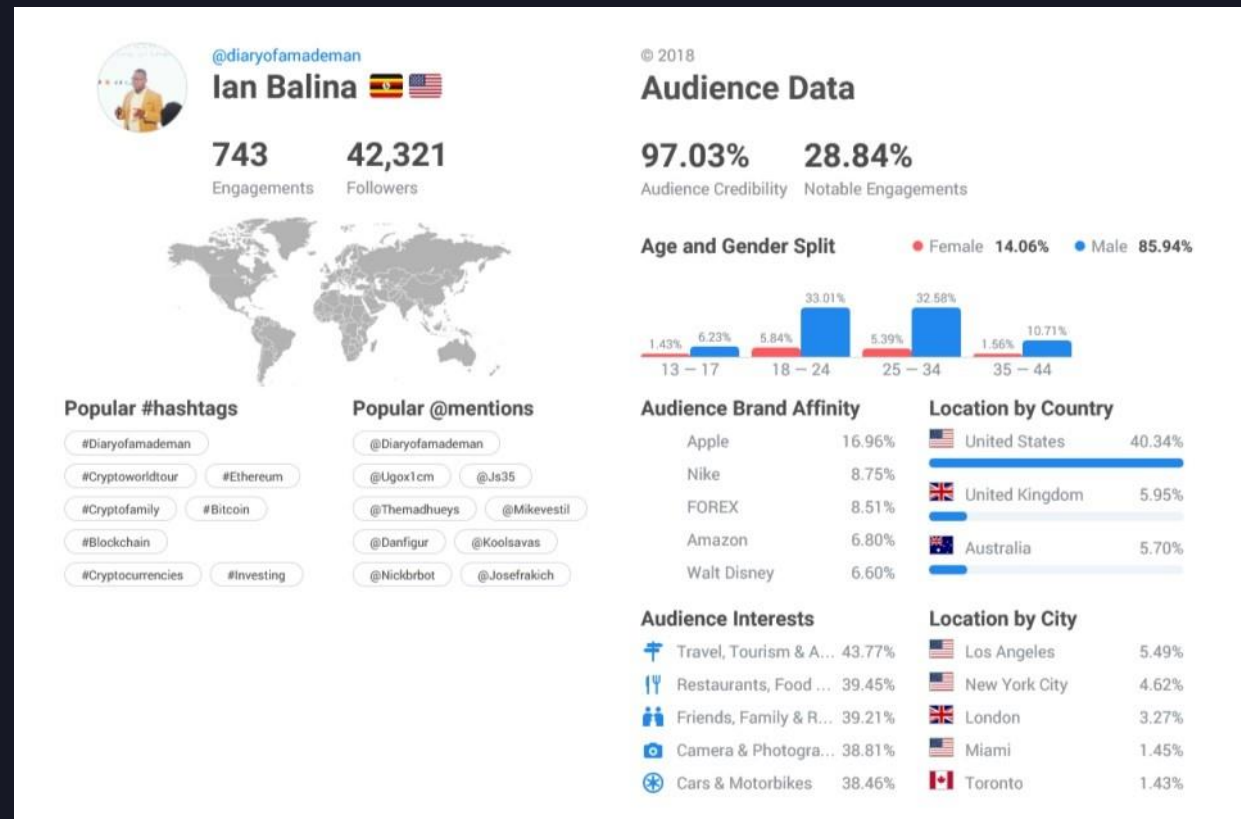
Other Dapps

- Implement monetization mechanisms

Influencer Marketing Case

For Influencer Marketing Prometheus Network offers an application with a convenient interface that includes a wide range of metrics and tools related to data representation and analysis for both the Influencers (Data Owners) and Marketing Agencies (Data Buyers)

You can see the fragment of 20+ pages report with statistical data on the right. All statistics are based on enriched raw-data (posts and followers) that was uploaded from Instagram.



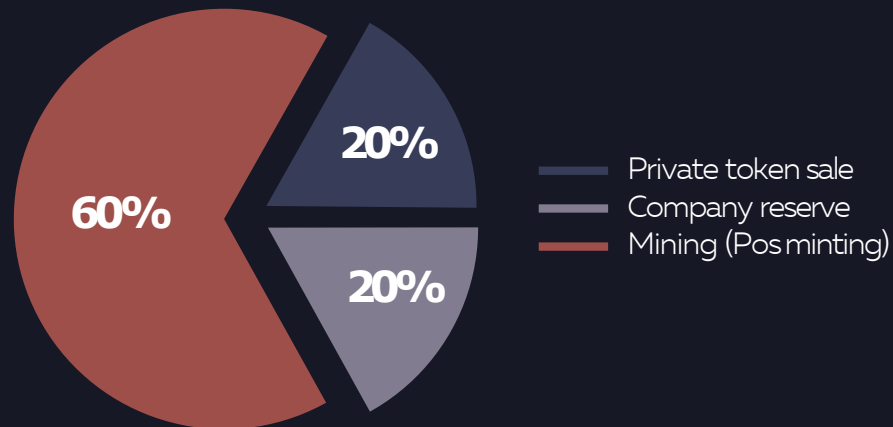
Native Token

TOKEN DESCRIPTION

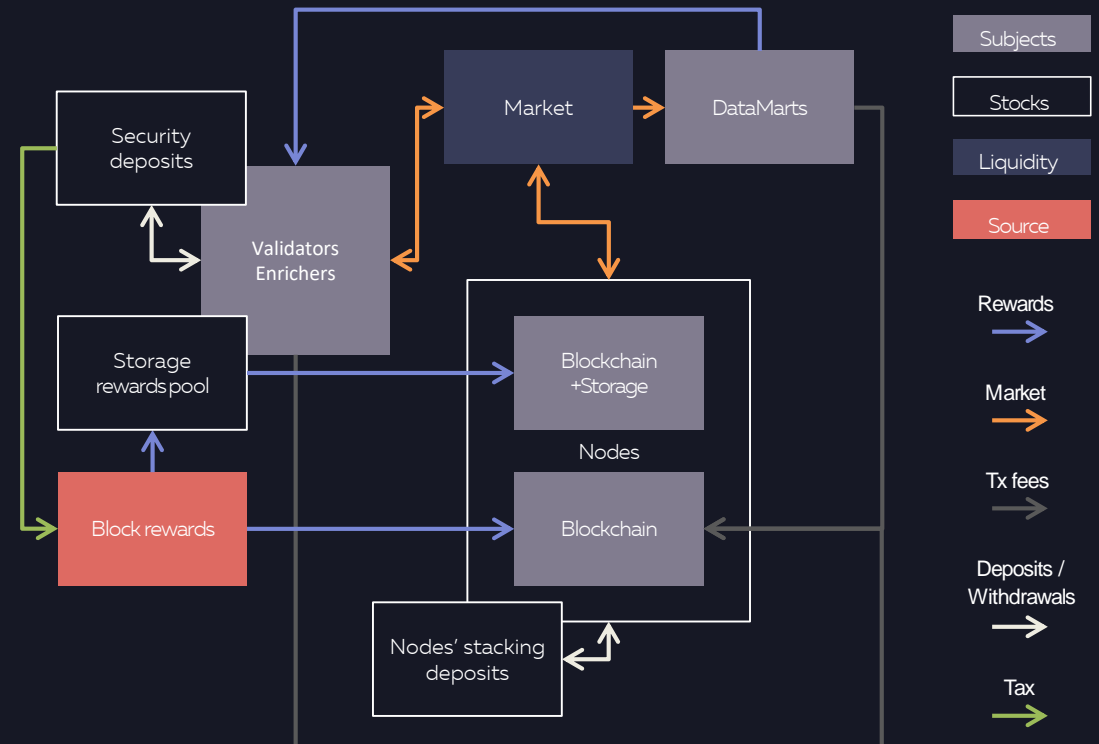
Utility token functions: the network currency, a possible acquirer's payment medium, a possible owner's payment medium

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

TOTAL EMISSION: 1BILLION TOKENS



TOKEN GENERALSCHHEME



Road map

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.



Our team leaders & experience



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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.



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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 & Rusnew 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.



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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.



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Alexey Polyakov
Senior Software Engineer

A rare combination of coding skills (Java, Perl, C, Python, Go, Haskell), with a deep databases knowledge (MySQL, PostgreSQL, MongoDB, ClickHouse) 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 Prometheus.



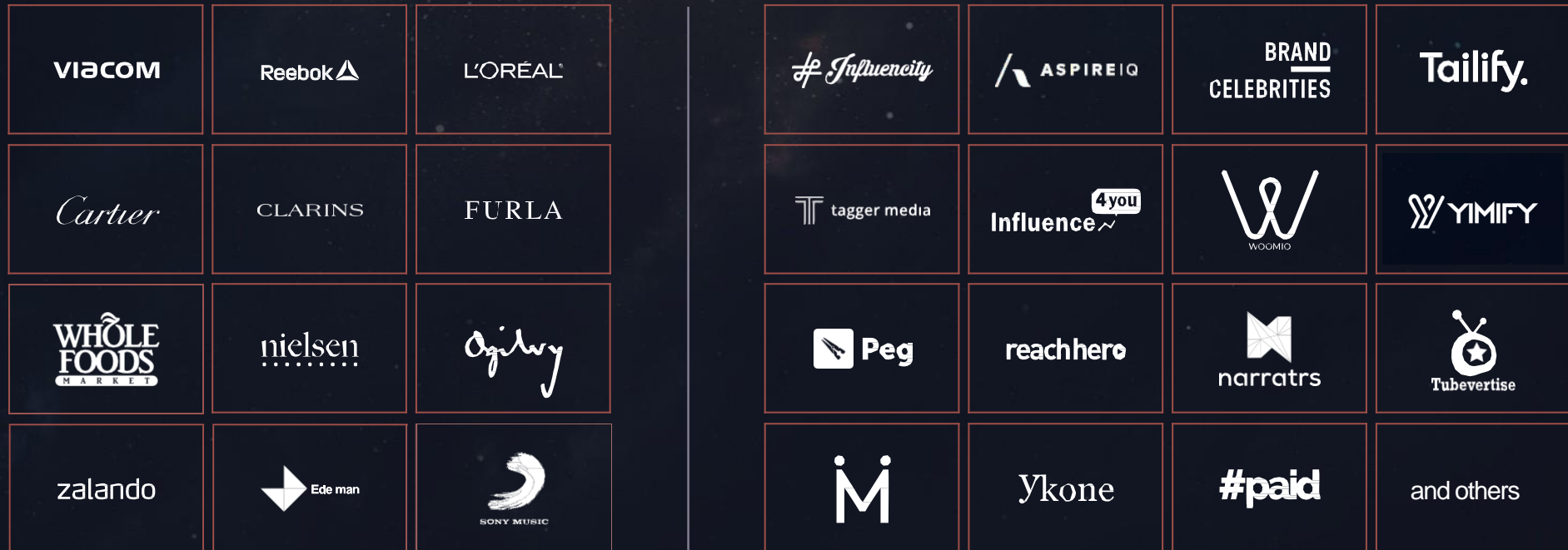
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Arstan Toregojij
Senior Project Manager

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 \$5.478B). 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).

Hundreds of brands and agencies

While working on influencer data services the founders of Prometheus Labs helped hundreds of brands and agencies to enhance their marketing campaigns. We see all of them as potential participants of Prometeusecosystem.



Contact us



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