



My Data Coin

By changing the existing data market paradigm,
we bring new social and commercial values
based on innovative Web3 technology

www.mydatacoin.io



CURRENT GLOBAL CHALLENGES

02

👤 Social

- privacy and security issues related to the digital processing of personal data.
- Low level of digital literacy and hygiene;

⌚ Economic

- unfair and nontransparent distribution of digital dividends on personal dataflow;

🛡 Legal

- lack of an innovative mechanism to comply with the legal and regulatory requirements in the new Web3-enabled economics.





- 1 281.5M individuals were affected in different data breaches in 2021.
- 2 \$156B revenue generated in digital marketing - individuals get \$0.
- 3 International Association of Privacy Professionals report found that companies reported spending an average of \$1.3 million per year on GDPR compliance costs.
- 4 \$0.021 - average value of the primary personal data includes name, DOB, address, place of work, and industry.
- 5 Consulting company AggregateIQ was fined 20 million euros for violating the GDPR.
- 6 46% of the EU population are concerned about providing their personal data to third parties.





OPPORTUNITY

04

- 1 With an **explosion in digital services** due to the Industry 4.0 revolution, the number of digital service users is dramatically increasing. Increasing demand for the privacy and security of personal data, and restoration of a right to own and monitor personal data processing flow;
- 2 Increasing demand for **fair and transparent distribution of digital dividends** to create equal and inclusive conditions for socio-economic development (decrease digital economic divide, create new income opportunities, etc.);
- 3 Demand for a **legal framework** to address privacy and digital dividends issues, and protection of interests of individuals, digital companies, and governments in the pace of fast development of digital technologies.

The combination of these factors creates a rare innovation opportunity to create a company of enormous economic value and social impact. The new area of metaverse represents a multibillion-dollar opportunity.





READINESS OF THE ECOSYSTEM

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Legal:

- General Data Protection Regulation;
- Information Commissioner's Office - The UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals

Current demand:

- Strong demand for privacy and new sources of individual income;
- 46% of EU population do not trust digital platform and less keen to provide their data.

Digital ecosystem:

- Companies collect 98 groups of personal data on any Internet user;
- Proven and trusted blockchain technologies;
- Ready-for-use Meta and Google APIs on personal data.

90%

of readiness for our unique platform and innovative solution!





- 1 We do not sell a solution - we provide innovative social and new opportunities in the innovative Web3 blockchain industry!
- 2 Our innovative solution - MyDataCoin will enhance privacy control and trust, transparency in a data flow, and fair distribution of digital dividends across actors of the personal data market.
- 3 MyDataCoin will provide the mechanism to trade personal data on behalf of the owner without violating the right to data protection and privacy.
- 4 It is a new social, digital coin, and smart solution to control the data flow through digital consent based on the Web3 digital trust ecosystem.



OUR VALUES

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🔒 Privacy

Our solution will enhance privacy control and trust, transparency in a data flow, and fair distribution of digital dividends across the actors.

⌚ Monetize

MyDataCoin will provide the mechanism to trade personal data on behalf of the owner without violating the right to data protection and privacy.

✳️ Social and simple

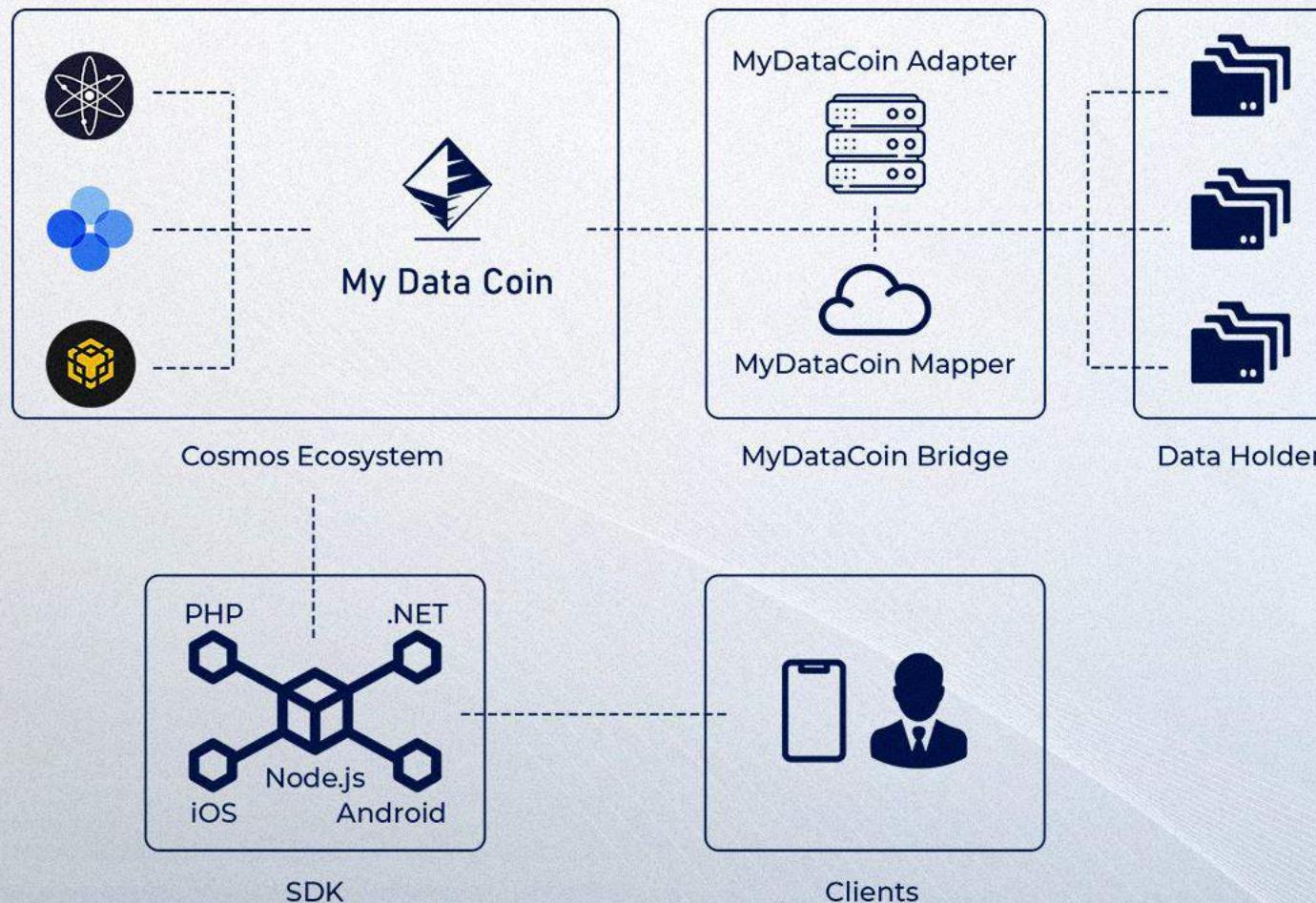
It is a new colonial, digital coin, and digital solution to control the data flow through digital consent based on the digital trust ecosystem based on SSI.





THE PROTOCOL ARCHITECTURE

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The basis of this protocol will be based on the MyDataCoin network. The MyDataCoin network will be a protocol that implements a binding solution for connecting to data holders. The mechanism is a basic decentralized linking solution for interaction between data owners and data holders.

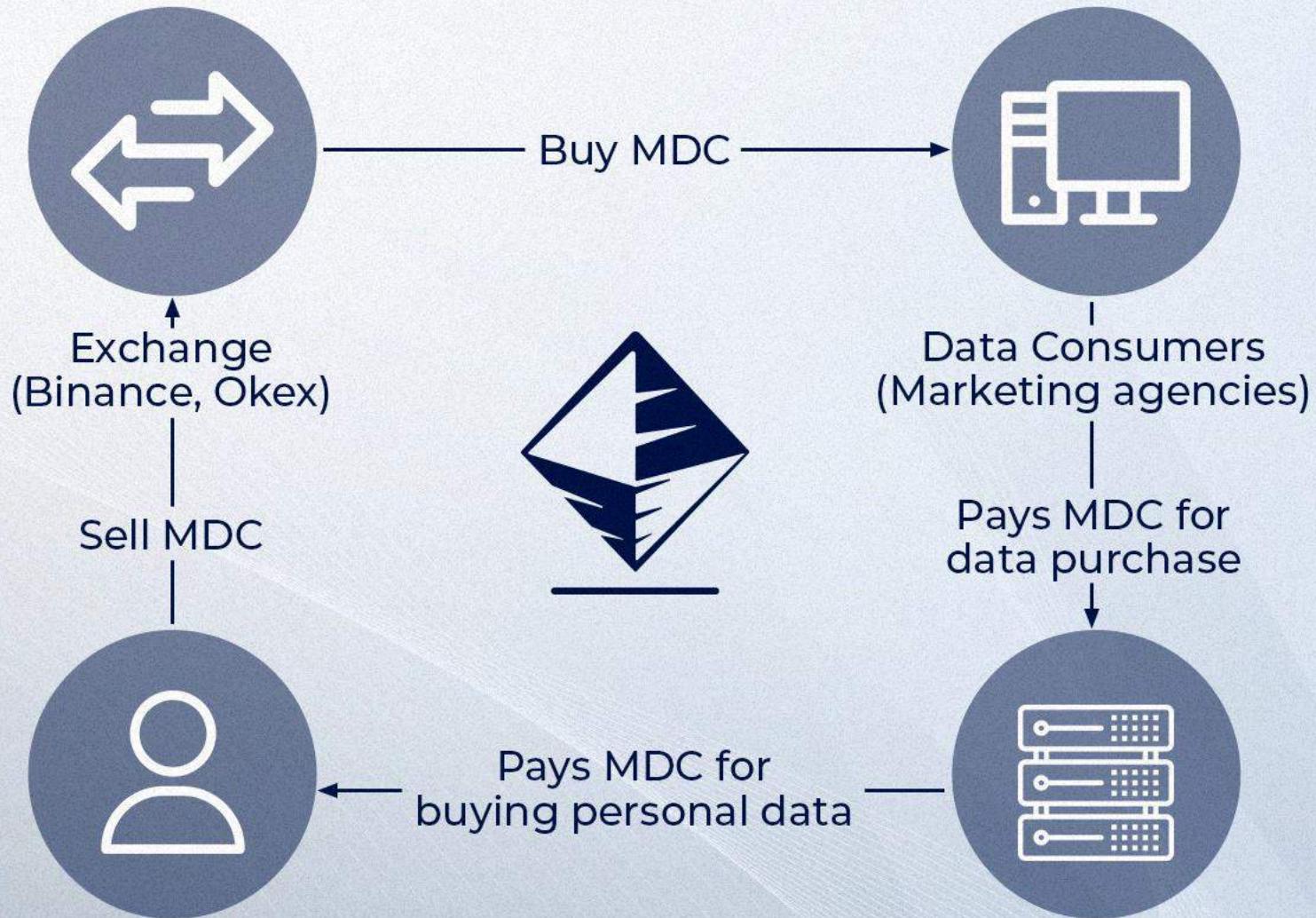
The protocol intends to use the MyDataCoin Bridge implementation, which is the link between the main network and the data holders. It is also planned to use a “MyDataCoin Mapper” solution, which is necessary to combine many accounts from different data holders into one.

The remaining
10%



THE MDC MARKETFLOW

09





POWERFUL & SECURE DECENTRALIZED NETWORK

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High-performance, consistency, flexibility, and secure consensus from [The Tendermint Core](#).



A rich set of modules that address common concerns such as governance, tokens, other standards, and interactions with other blockchains from [Cosmos SDK](#).



The [IBC application layer](#) is used to token transfers, interchain accounts, non-fungible token transfers and oracle data feeds.





OUR MOBILE APPLICATION

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Managing your private data has become even easier than it has ever been.
Use our mobile app to provide only the data you want.



Your Data Explorer

User-friendly and intuitive interface for managing the privacy of your data



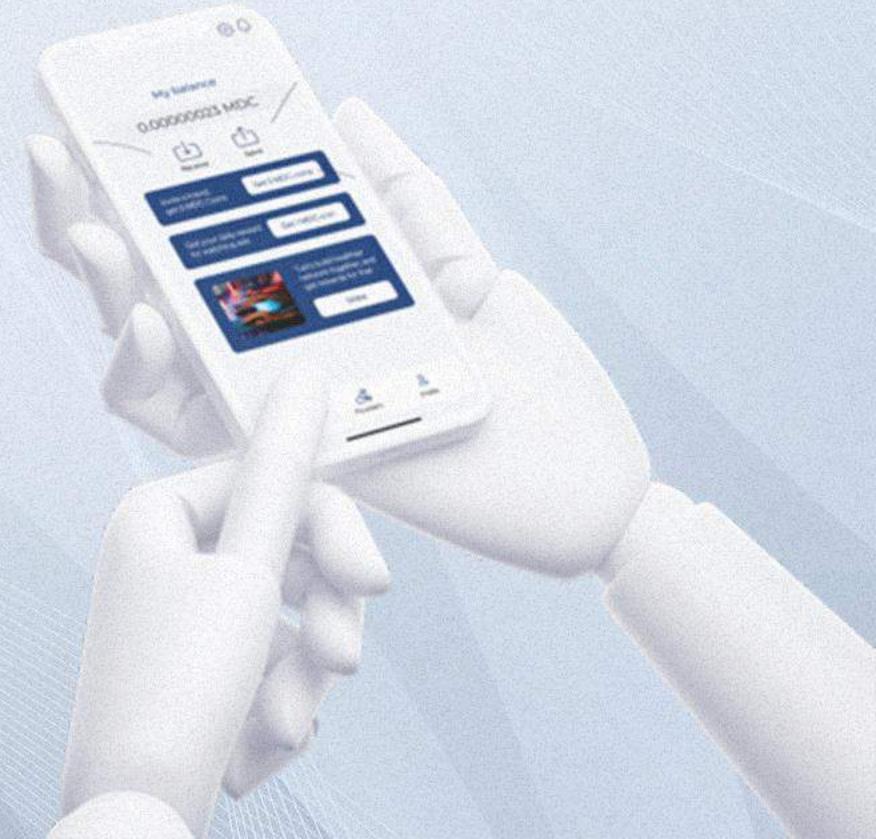
Signing Smart Contracts

Smart Contracts based on CosmWasm used for confidence in the transparency of the fulfillment of obligations



Send And Receive Your Dividends

Less than 10 seconds to confirm a transaction with a price less than 0.01\$





MoUs:

- **10** signed MoUs with telco, IT, marketplace companies, and NGOs.

Current contract potential:

- Letter of intent to sign a contract for MyDataCoin services from the online scoring company - 140k USD.
- Letter of intent to sign a contract for MyDataCoin services from the online banking SaaS company - 100k USD.

Organizational:

- Fully functional management team;
- Fully functional IT team (Czech Republic, Kyrgyzstan);
- Fully functional legal team.

Total value
240k USD





- 1 Given the present market size, a presumed growth rate of 22% over the next years would yield a market of €330B in 2020 with consumer benefits of €670B.
- 2 The size of the personal data market is about \$156B. With a total U.S. marketing and advertising market of \$298B.
- 3 The value of European citizens' personal data can grow to nearly €1 trillion annually.



Direct – Tapmydata, DataCoup

Indirect – Digital service providers

Substitutes – tapmydata coin

MyDataCoin introduces a new product in digital social currency, which will transform the personal data market of person-data holders and data consumers.

The MyDataCoin's competitive strategy is to strengthen digital rights to data protection and privacy by providing digital proof of ownership and integrating all existing stakeholders into one secure and trusted Web3 ecosystem.





COMPARATIVE ADVANTAGES

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Potential Partners:

Digital personal data holders
Digital services providers

Digital government platforms
Non-for-profit organizations

The primary beneficiary is an individual



FAIR

Transparent mechanism
of data processing

Fair trade of personal data



RECORD

Capture personal data
processing transactions

Privacy control
Security measures



MONETIZE

A new source
of income for individuals

Fair distribution
of digital dividends

New socio-economic
opportunities





We are providing a new social opportunity of building a new social brand/image for the business, which will optimize their costs and strengthen trust by:

- Forming exclusive strategic partnerships with industry leaders for the delivery of fair, transparent, trusted, and secure personal data flow;
- Forming strategic partnerships with the digital privacy rights protection leaders to promote the fair and transparent distribution of digital dividends; and
- Building an in-house, proprietary digital infrastructure to deliver **digital currency services, establish a trusted and recognized brand, advance the technology, market, and educate clients and partners.**





BUSINESS MODEL CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS
<p>PARTNERS:</p> <ul style="list-style-type: none">- Digital personal data holders;- Digital service providers;- Government;- NGOs. <p>SUPPLIERS:</p> <ul style="list-style-type: none">- Digital personal data holders;- Individuals. <p>KEY RESOURCES:</p> <ul style="list-style-type: none">- Data. <p>MOTIVATIONS:</p> <ul style="list-style-type: none">- Optimization and economy;- Reduction of risk and uncertainty;- Trust building;- New opportunities.	<p>KEY ACTIVITIES</p> <p>Development and integration; Software maintenance.</p> <p>KEY RESOURCES</p> <ul style="list-style-type: none">- Software and hardware development teams;- Consulting services;- Financial resources. <p>COST STRUCTURE</p> <ul style="list-style-type: none">- Labor;- Cloud services;- Marketing and sales.	<p>B2C/B2B Markets:</p> <ul style="list-style-type: none">- Innovative Web3 blockchain technology;- Privacy control and trust, transparency in a personal data flow without violation of individuals' rights;- Fair distribution of digital dividends;- New social, digital coin. <p>CHARACTERISTICS:</p> <ul style="list-style-type: none">- Newness;- Privacy by Design;- Simplicity;- Risk and Cost reduction;- Trustful;- Usability.	<p>CUSTOMER RELATIONSHIPS</p> <ul style="list-style-type: none">- Product website/blog/chat;- Social networks;- Product App;- Business conference and seminars. <p>CHANNELS</p> <ul style="list-style-type: none">- Partners' channels;- Market places and social media- Media;- Influencers (bloggers, opinion makers, journalists, social activists). <p>REVENUE STREAMS</p> <ul style="list-style-type: none">- Dividend distribution commission;- Monthly fee for corporate clients;- MyDataCoin trading commission.





«Partners selection» model, which unites «clients» and «users» under one innovative digital solution.

Future vision: To become an ecosystem that ensures deep integration of industry solutions to achieve a trusted, transparent and equal distribution of digital dividends.

Solution as a Service to represent citizens' interests digitally, to act on behalf of population and to promote the fair and transparent distribution of digital dividends.

Allows to meet expectations and requirements of all actors, it will generate a new service (demand), it will provide a solution as a service and creating a trusted ecosystem of partners.

Users



Digital royalty



Revenue



Digital companies





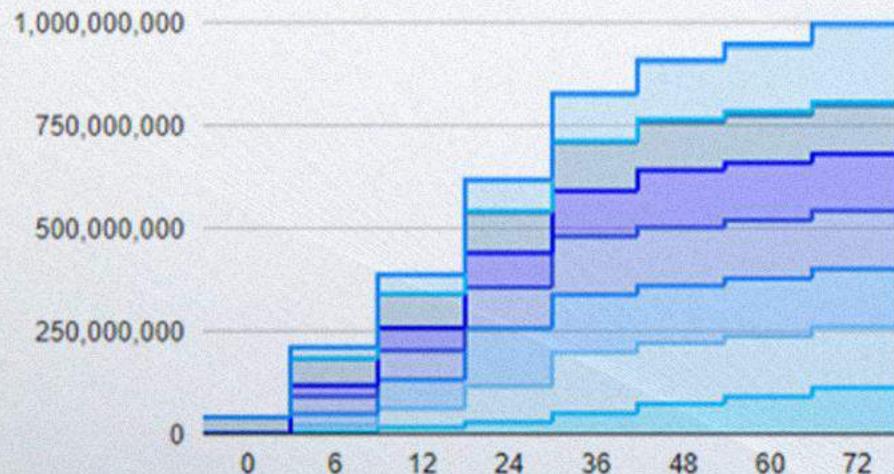
TIMELINE

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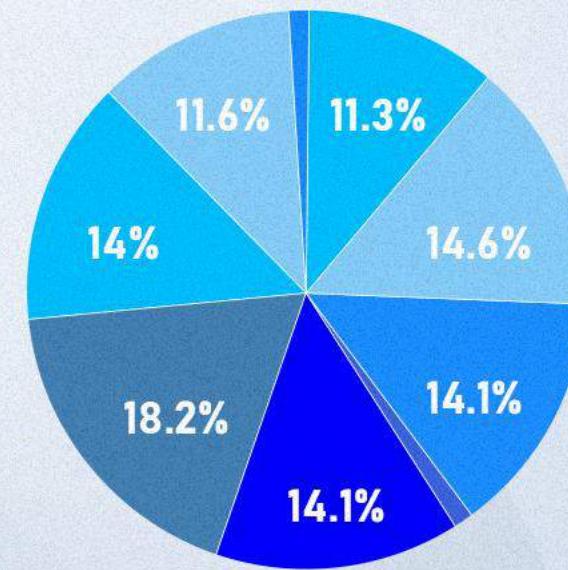




Unlock Schedule



Initial Token Distribution



■ Team ■ Seed Round ■ Series A ■ Core Contributors
■ Public Sale ■ Ecosystem ■ Foundation ■ Marketing ■ Advisors





TEAM



CEO/Founder
Dastan Dogoev



Chief Corporate Officer/Director
Saaly Temirkhanov



Chief Technology Officer
Azimbek Sagynbaev



Chief Marketing Officer
Tatyana Shahin-Baylo



Chief Legal Officer
Timur Alkhozhoev

Our team comprises digital transformation professionals with unique knowledge and experience.





TEAM (CONT.)

CEO/Founder - Dastan Dogoev

Former Deputy Chairperson of the Cabinet of Ministers (Deputy Prime Minister) – Minister of Digital Development of the Kyrgyz Republic. He began his career at Freebalance Inc., a Canadian Government ERP software company as a Functional specialist. Beginning his career as a civil servant, Mr. Dogoev's portfolio included the Deputy Chairman and Chairman at the State Registration Agency under the Government of the Kyrgyz Republic, Digital Development Advisor to the President of the Kyrgyz Republic, Director of the "Digital Central Asia-South Asia" project funded by the World Bank, Chairman at the State Committee of IT and Communications of the Kyrgyz Republic. Prior to these appointments, he was the ICT Development Director of state-owned company Info-Systema under the Ministry of Finance of the Kyrgyz Republic. Mr Dogoev earned an MPA from Harvard Kennedy School and holds a BA (Hons) in Corporate Strategic Management from Kingston University London.

CCO/Director - Saaly Temirkhanov

Mr Temirkhanov is the Executive Director of London based global e-wallet system. He has a wealth of experience in regulated financial institution industry focused on banking and payments.

He is an innovator and entrepreneur with many years in business leadership. He is experienced in business formation, operations, finance, and management. Mr Temirkhanov is a visionary product developer with deep knowledge in research and analytics. He is an effective communicator and motivator who identifies and leverages assets in teammates to reach organisational goals.

Mr Temirkhanov holds a BA (Hons) in Business Studies from the University of Wales Institute, Cardiff. Recently, he completed a course in AI in Finance and Open Banking Programme at the prestigious Said Business School – Oxford University.

He has received professional training in AML (ICA Certificate), marketing management, professional development, business ethics, consumer behaviour and several IT systems.

Chief Marketing Officer - Tatyana Shahin-Baylo

Tatyana is a dedicated professional with 18 years of experience in Integrated Business Communications, Strategic PR, Digital Communications, CSR, Personal Brand, Media Relations, Community management, Digital Transformation Business Strategies. Her background includes telco, banking, construction, and international donor organizations such as World Bank, UNDP, E.U. Commission, ADB, and OSCE.

Chief Technology Officer - Azim Sagynbaev

Solutions-oriented IT Software Director highly regarded for more than 10 years of progressive experience developing , implementing and supporting complex infrastructures and technical solutions for leaders in the Blockchain industry.

Chief Legal Officer - Timur Alkhozhoev

Timur Alkhozhoev's career began with the National Broadcasting Corporation of the Kyrgyz Republic and after continued with a telecommunications company "Alfa Telecom". The main specialization is GR, authorities industry and antimonopoly regulators.

After years in the telecommunications sector, he was invited to work for the government, where he worked on fields of a digitalization.

Timur Alkhozhoev is additionally working on a scientific dissertation in the field of legal aspects of information security. In 2017, the Parliament of the Kyrgyz Republic approved Timur Alkhozhoev as a member of the Supervisory Board of the National Public Television and Radio Company. Timur Alkhozhoev is presently the head of the Center for Digital Health at the Ministry of Health of the Kyrgyz Republic.





ADVISORS

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AMIT PRASANNA FCA
Chairman guardian group



MARK BAMBER
Executive Director S&P Global



RYAN OTTMAN
Lawyer





ASSUMPTIONS

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REVENUE ASSUMPTIONS:

Average settlement value per user per month	£10
Average userbase growth per month	0.10%
Market acquisition yearly	
Year 1	1.20%
Year 2	2.40%
Year 3	3.60%

Commission %:

Basic rate	1.00%
Higher rate	3.00%
Flat Fee per user/per settlement	£0.20

POPULATION BY JURISDICTION

Internet users	
US	288,100,000
UK	62,860,000
EU	397,988,000
Total world	4,649,872,000

WORKING CAPITAL ASSUMPTIONS

Accounts receivable days	30
Accounts payable days	10
Client cash (days of transaction value)	6

INCOME TAX ASSUMPTIONS:

Income Tax Rate	19.0%
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FINANCING ASSUMPTIONS - EQUITY:

Funds raised from capital:	
Month 1	£5,000,000





PROFIT AND LOSS ACCOUNT

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P&L - Year 1

INCOME	
Commission %:	403,265
Flat Fe per user/per settlement	268,843
<u>Total Sales:</u>	672,108
COST OF REVENUE	
Payment fees/bank fees	134,422
Server cost per user £0.01p	7,543
<u>Total Direct Costs:</u>	141,965
GROSS PROFIT	
Gross Profit Margin:	79%
EXPENSES	
<u>Total Expenses:</u>	1,289,068
EARNINGS BEFORE INTREST AND TAX	
758,924	
CORPORATION TAX	
-	
PROFIT AFTER TAX	
758,924	
NET PROFIT MARGIN	
	-113%

P&L - Year 2

INCOME	
Commission %:	1,265,618
Flat Fe per user/per settlement	843,745
<u>Total Sales:</u>	2,109,363
COST OF REVENUE	
Payment fees/bank fees	421,873
Server cost per user £0.01p	8,298
<u>Total Direct Costs:</u>	430,170
GROSS PROFIT	
Gross Profit Margin:	80%
EXPENSES	
<u>Total Expenses:</u>	1,395,141
EARNINGS BEFORE INTREST AND TAX	
284,054	
CORPORATION TAX	
53,970	
PROFIT AFTER TAX	
230,082	
NET PROFIT MARGIN	
	11%

P&L - Year 3

INCOME	
Commission %:	3,972,054
Flat Fe per user/per settlement	2,648,034
<u>Total Sales:</u>	6,620,085
COST OF REVENUE	
Payment fees/bank fees	464,060
Server cost per user £0.01p	9,127
<u>Total Direct Costs:</u>	473,187
GROSS PROFIT	
Gross Profit Margin:	93%
EXPENSES	
<u>Total Expenses:</u>	1,533,603
EARNINGS BEFORE INTREST AND TAX	
4,613,294	
CORPORATION TAX	
876,526	
PROFIT AFTER TAX	
3,736,768	
NET PROFIT MARGIN	
	56%





Values

Privacy by Design, Social and Simple, Trust, Financially attractive

Revenue model

Transaction commissions and Solution as a service payments

Retaining market share strategy

IP

Creating industry best practices and standards

High level of involvement due to the values of the solution

Required Investments

We need the investment of **GBP £5mln** to develop and launch of the solution in the UK (the development and implementation of the Blockchain MVP 2.0). We will also use the investments to strengthen the team's financial, legal, sales, and marketing expertise. The assumptions are made only for the UK market. The UK and US markets are entirely different pictures.





My Data Coin

If you believe in synergies between data protection and privacy regulations, consumer law, and competition law, **and innovative technologies then our solution right for you!**

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