



My Data Coin

Disrupting the personal data market landscape



OUR SOLUTION

01

- 1 We do not sell a solution - we provide innovative social and new opportunities in the innovative Web3 blockchain industry!
- 2 Our innovative solution - myData.coin 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 myData.coin 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

02

- 1 Privacy by Design
- 2 Social and simple
- 3 Trust
- 4 Financially attractive





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.





- 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.





OPPORTUNITY

06

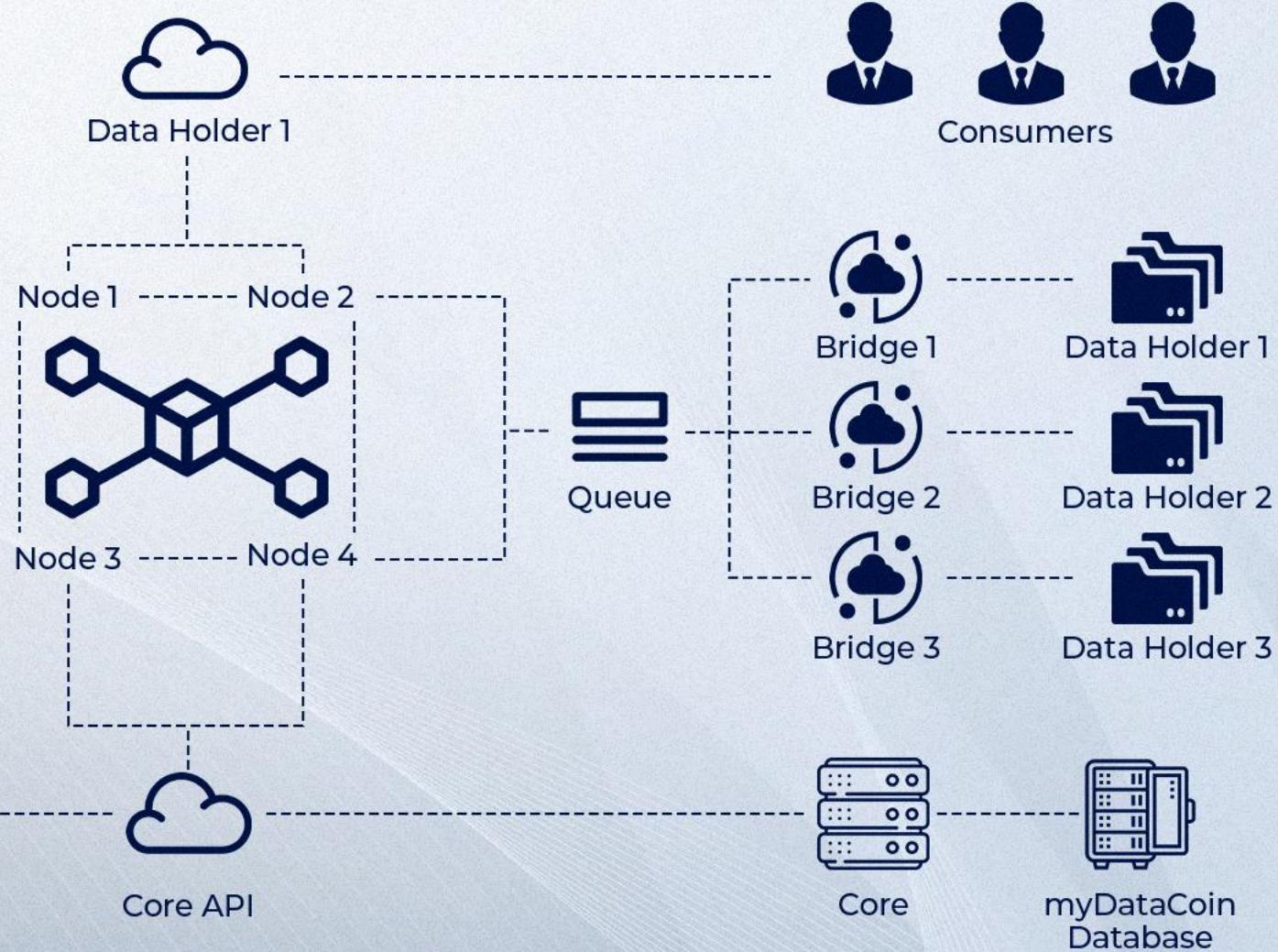
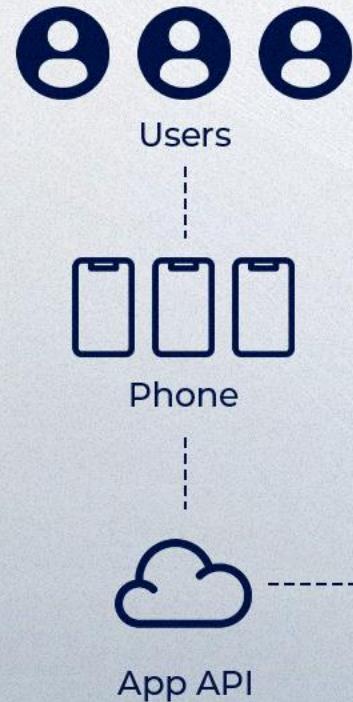
- 1 With an **explosion in digital services** due to the Industry 4.0 revolution, the number of digital service users is dramatically increasing. Increasing demand for the privacy and security of personal data, and restoration of a right to own and monitor personal data processing flow;
- 2 Increasing 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.





THE SOLUTION



myDataCoin Schema:

07



Phase 1

As part of the first stage, it is planned to complete the work on developing the basic infrastructure and fundamental nodes of the entire system. It is planned to complete the development of the system core, modules for interaction with data banks, as well as the development of the clients (Android, iOS apps). Since the "Data Banks" have different communication protocols, it is planned to create a separate bridge for each for further interaction. The key activity for the first phase is the development of the "User Mapping" module.

Phase 2

The second phase of the project involves the improvement of existing modules of the system and the development of dividend calculation systems. It is also planned to develop all types of reporting for all system participants. Also, the critical task for the second phase is introducing blockchain technology into the project infrastructure, as blockchain provides us: Distributed ledger technology, Immutable records, and Smart contracts





- 1 Our innovative solution includes mobile for users, an innovative blockchain platform, and a standardized API for data holders and consumers to be part of our trusted ecosystem. Furthermore, all components of the solutions are integrated under one digital social currency "myData.coin".
- 2 myData.coin provides a non-fungible token (NFT) that certifies a digital currency to be unique and therefore not interchangeable in terms of privacy rights. NFTs are tracked on blockchains to provide the owner with proof of ownership due to the nature of personal data to protect privacy and security rights per the requirements of GDPR.





«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





- 1 Local Kyrgyz company on digital data scoring is willing to sign a contract to be part of the solution.
- 2 Legal clarifications with the Kyrgyz mobile operators (data holders) to prove the business model.
- 3 The UK Competition Appeals Tribunal has filed a class-action lawsuit against the American company Meta on behalf of 44 million British users of the social network Facebook. Our solution perfectly fits this case.





TIMELINE

12





Direct – Tapmydata, DataCoup

Indirect – Digital service providers

Substitutes – tapmydata coin

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

The myData.coin'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.





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.**





- 1 Dividend distribution between the stakeholders - commission
- 2 Certified solution for digital companies to comply with GDPR – payments (fees)
- 3 myData.coin – cryptocurrency trading – commission





ASSUMPTIONS

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%
-----------------	-------

FINANCING ASSUMPTIONS - EQUITY:

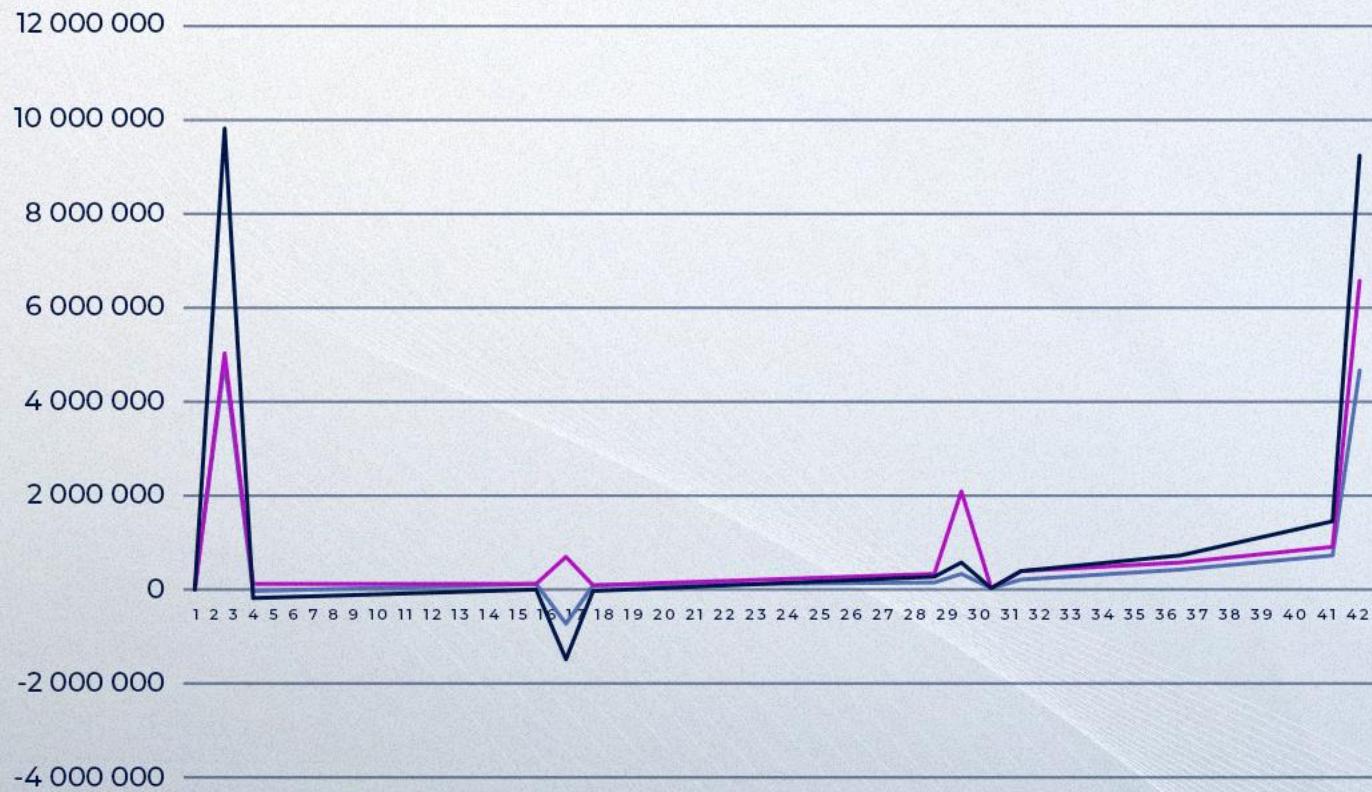
Funds raised from capital:	
Month 1	£5,000,000





CASH FLOW

18



NET CASH





PROFIT AND LOSS ACCOUNT

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 **\$5 mln** to develop and launch of the solution in the EU (to hire the IT team). 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 EU and US markets are entirely different pictures.





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

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 Temirkanov

Mr Temirkanov 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 Temirkanov 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 Temirkanov 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.





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!**

ERNESS LTD |
85 Great Portland Street, W1W 7LT, London, UK
Tel.: +44 7711 991954
Email: st@mydatacoin.io