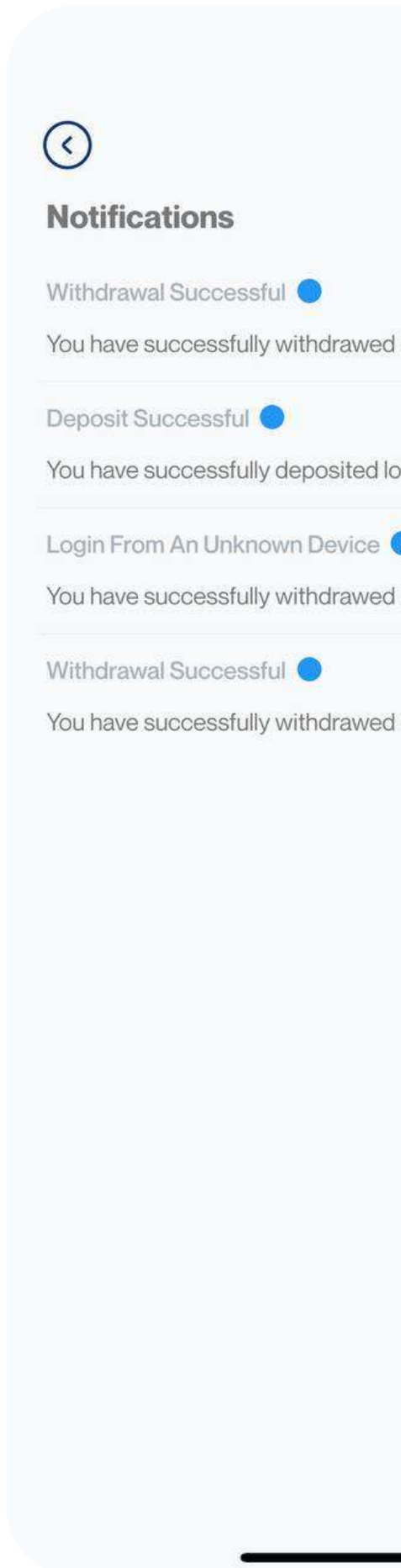
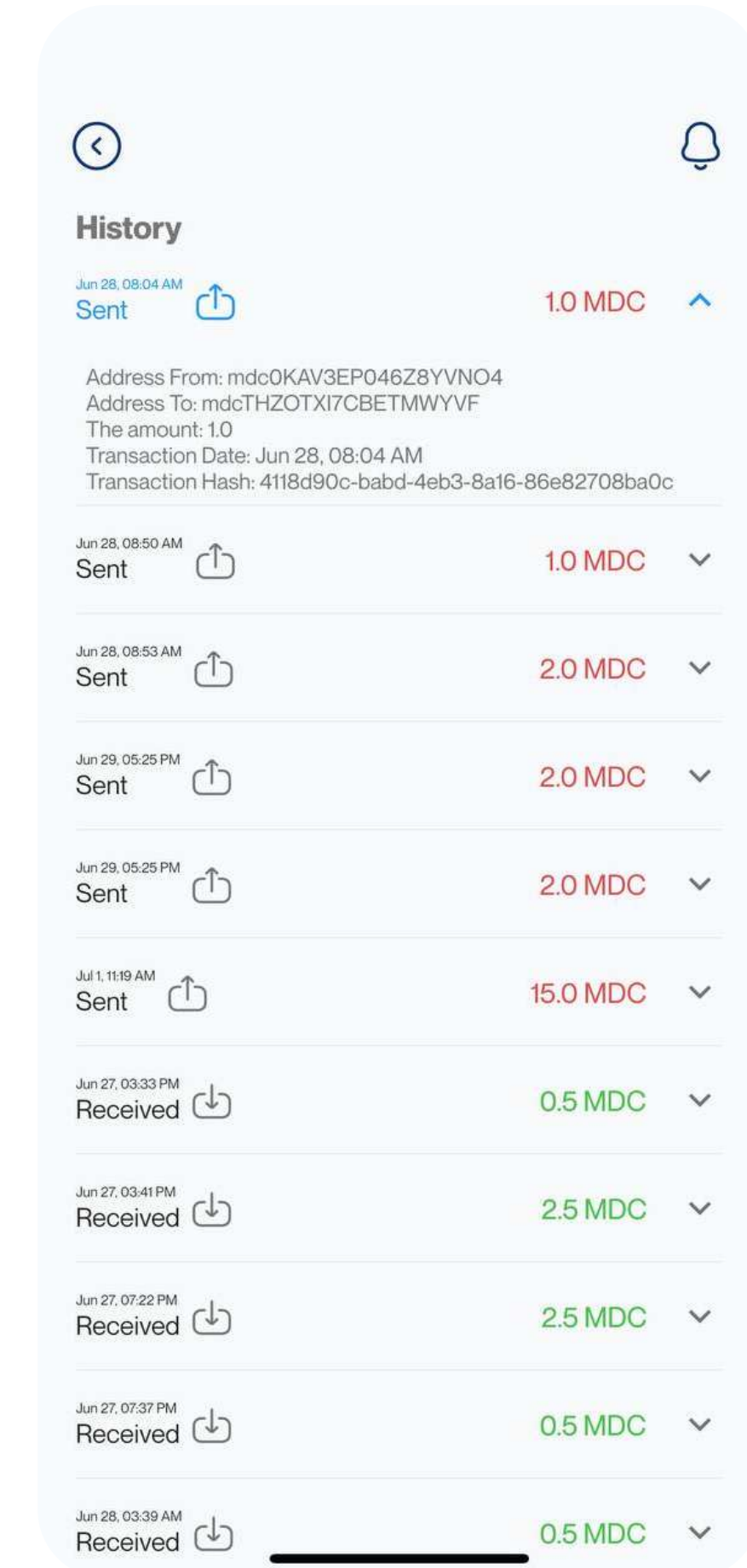
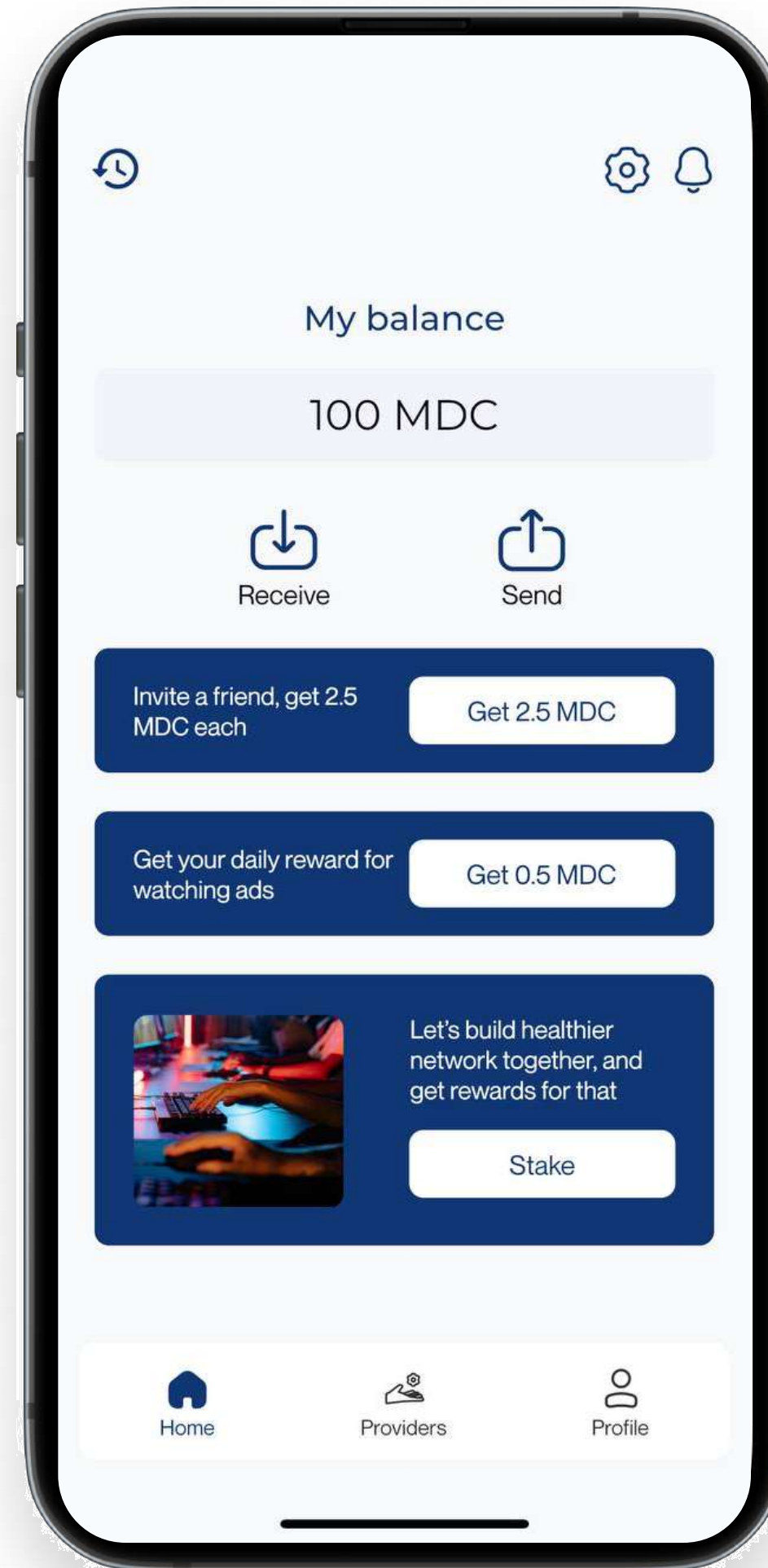




MyDataCoin

**Invest in
MyDataCoin - the
ultimate solution
for personal data
protection and
monetization!**





SUMMARY

Privacy made simple with MyDataCoin.

MyDataCoin is a revolutionary **blockchain-based platform** that enables revenue sharing of Personally Identifiable Information (PII). Unlike traditional systems where businesses solely profit from people's data, our platform allows users **to take control** of their **data privacy** and benefit financially from their information.



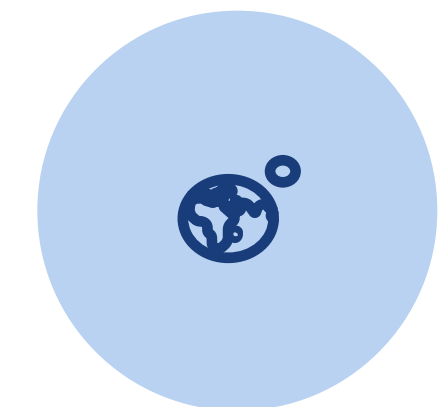
Compliance Monitoring



Digital dividends



Personal Data Marketplace



Data monetization standard

PROBLEM

MyDataCoin aims to address these problems by providing a more transparent, ethical, and equitable model for personal data exchange.



Lack of control over personal data

Many individuals currently have little control over how their personal data is being used, and may not be aware of the full extent of data collection and sharing by companies.



Privacy concerns

The current personal data market often lacks transparency and may not adequately protect individuals' right to privacy.



Inequitable distribution of digital dividends

Currently, companies often generate significant value from personal data, while individuals receive little or no benefit from the use of their data.



Lack of trust

The personal data market can be opaque and difficult to navigate, leading to a lack of trust among both individuals and businesses.



Regulatory compliance

Companies operating in the personal data market may struggle to comply with evolving regulatory requirements, leading to potential legal and reputational risks.



SOLUTION

The MyDataCoin ecosystem includes several components, including:

1. A **non-custodial wallet** for storing MyDataCoin tokens and managing digital consent for controlling personal data.
2. A personal data **marketplace** where individuals can choose to share their data with trusted companies in exchange for MyDataCoin tokens.
3. **Decentralized and secure ledger** that enables the transparent and efficient exchange of personal data while protecting the privacy and rights of individuals.
4. An identity verification system based on **Self-Sovereign Identity** (SSI) principles.
5. A **compliance monitoring system** that ensures that data buyers comply with data protection regulations.





ADVANTAGES

Governments and Businesses should support MyDataCoin and be interested to be part of the product

In terms of governments, MyDataCoin can help with **data regulation and protection**. By offering a secure and transparent platform for individuals to control and monetize their personal information, MyDataCoin can help governments address growing concerns around data privacy and security.


For businesses, MyDataCoin can enable enhanced customer engagement by allowing individuals to share their personal information with businesses **on their own terms**. Our platform will help with compliance with data protection regulations and also build trust and loyalty among customers.



COMPETITION

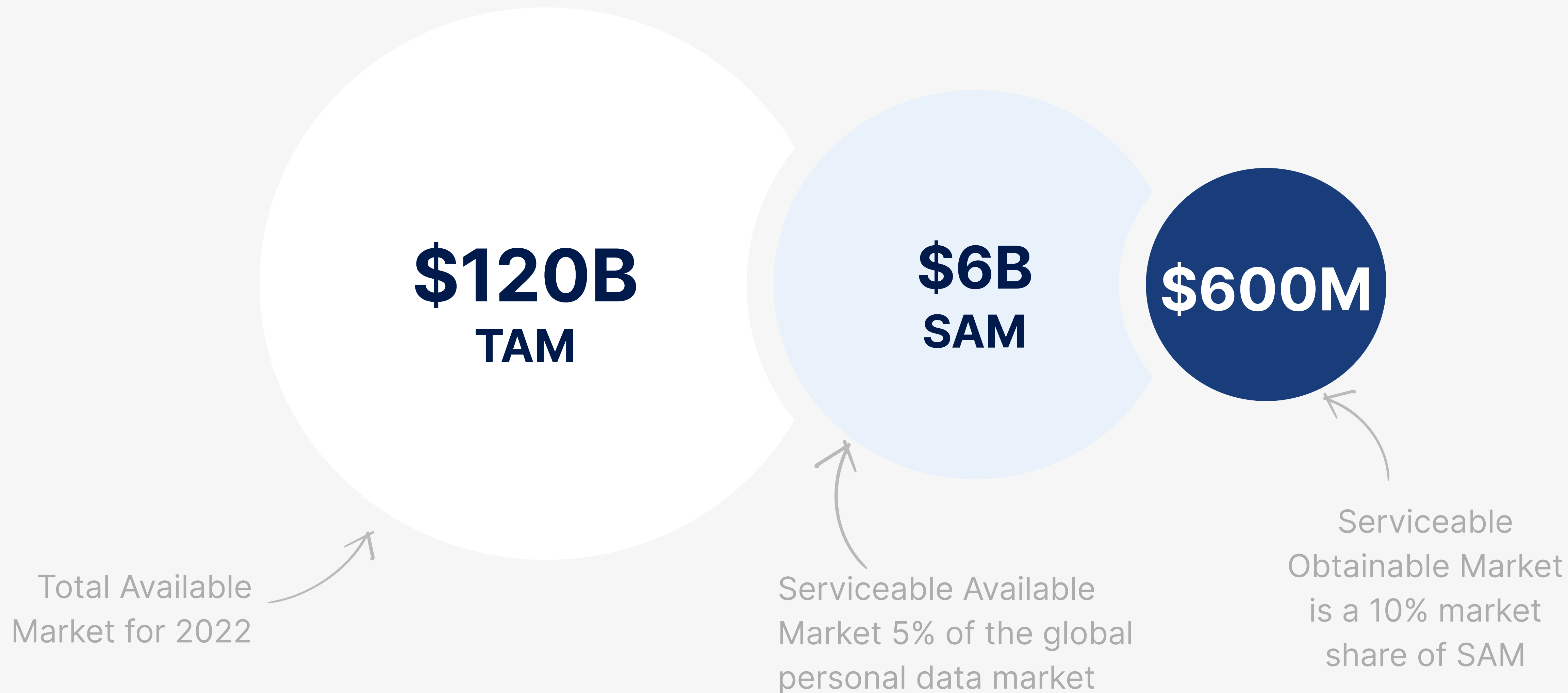
Comparison

The competitive advantage of MyDataCoin lies in its ability to provide a secure and transparent platform that enables individuals to maintain control over their personal data while facilitating fair and transparent trading.

	GENER8	TAPESTRI	 MyDataCoin
Data privacy and protection			<input type="radio"/>
User-centric approach	<input type="radio"/>		<input type="radio"/>
Blockchain-based technology			<input type="radio"/>
Compliance with regulations			<input type="radio"/>
Digital dividends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

MARKET SIZE

Annual growth rate (CAGR) of around 25% from 2022 to 2028

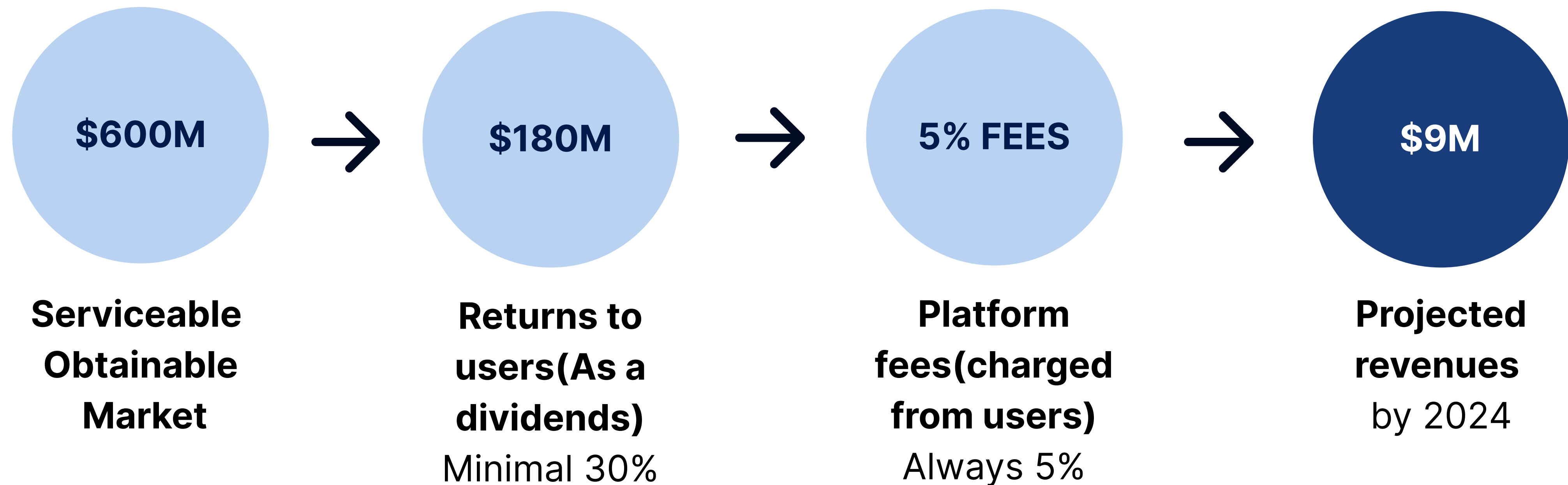


BUSINESS MODEL (CANVAS)

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<ul style="list-style-type: none">• Data providers;• Data brokers;• Blockchain platforms;• Regulators.	<ul style="list-style-type: none">• Platform development and maintenance;• Business development and marketing;• Legal compliance;• Customer support;• Data processing and analysis.	<ul style="list-style-type: none">• Security and Privacy;• Control and Transparency;• Monetization;• Access to Data;• Compliance.	<ul style="list-style-type: none">• Self-service;• Community;• Feedback;• Social media;• Co-creation.	<ul style="list-style-type: none">• Individuals;• Businesses;• Data Brokers;• Researchers;• Governments.
	<div>KEY RESOURCES</div> <ul style="list-style-type: none">• Development teams;• Consulting services;• Financial resources.		<div>CHANNELS</div> <ul style="list-style-type: none">• Partners' channels;• Social media;• Influencers (bloggers, journalists, social activists);• Referrals.	
COST STRUCTURES		REVENUE STREAMS		
<ul style="list-style-type: none">• Labor;• Cloud services;• Marketing and sales.		<ul style="list-style-type: none">• Transaction Fees;• Privacy Subscription;• Data Analysis and Consulting.		

BUSINESS MODEL

5% commission on each transaction



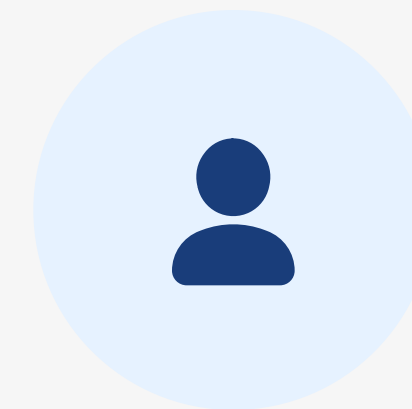
The business model of MyDataCoin is based on creating a marketplace for personal data that benefits both individuals and companies, while generating revenue for the platform through a 5% commission fee.

BUSINESS MODEL

Subscription business model

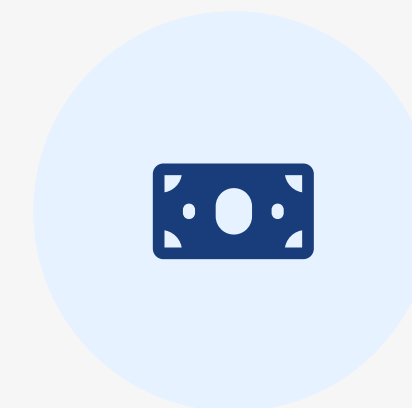
\$2/mo

Monthly subscription



300 000 users

Our hypothetical user acquisition



\$600 000

Our hypothetical revenue in 2024

Additionally, a monthly subscription model is planned to be implemented, where each user can choose to restrict the monetization of their personal data (estimated subscription cost per month is \$2).

BUSINESS MODEL

Data management, analysis, visualization tools and services(CDP)

Lite

- ✓ Data Collection
- ✓ Data Integration
- ✓ Data Segmentation
- ✓ Customer Profiling
- ✓ Real-time Updates
- ✓ Cross-channel
- ✓ Analytics & Reports
- ✓ Customization
- ✓ Support(Emails only)

\$199,99/mo

Basic

- ✓ Data Collection
- ✓ Data Integration
- ✓ Data Segmentation
- ✓ Customer Profiling
- ✓ Real-time Updates
- ✓ Cross-channel
- ✓ Analytics & Reports
- ✓ Customization
- ✓ Support(Emails only)

\$499,99/mo

Pro

- ✓ Data Collection
- ✓ Data Integration
- ✓ Data Segmentation
- ✓ Customer Profiling
- ✓ Real-time Updates
- ✓ Cross-channel
- ✓ Analytics & Reports
- ✓ Customization
- ✓ Support(Priority)

\$999,99/mo

TEAM

Key executives



CEO AND FOUNDER

DASTAN DOGOEV

Former Deputy Chairperson of the Cabinet of Ministers. Ex-Minister of Digital Development of the Kyrgyz Republic.



CTO AND CO-FOUNDER

AZIM SAGYNBAEV

IT Director with more than 10 years of experience developing and supporting complex infrastructures and technical solutions.



**CHIEF OFFICER ON
STRATEGIC DEVELOPMENT
AND COMMUNICATIONS**

TATYANA SHAHIN

18 years of experience in Integrated Business Communications, Strategic PR and Digital Communications.



CHIEF LEGAL OFFICER

TIMUR ALKHOZHAEV

The main specialization is GR, authorities industry and anti monopoly regulators.

TEAM

Advisors



CHAIRMAN GUARDIAN
GROUP

AMIT PRASANNA
FCA



EXECUTIVE DIRECTOR S&P
GLOBAL

MARK BAMBER



EXECUTIVE DIRECTOR
JETON

SAALY TEMIRKANOV



LAWYER

RYAN OTTMAN

TRACTION

Some of our numbers since Sep 2022



100+

DOWNLOADS



25+

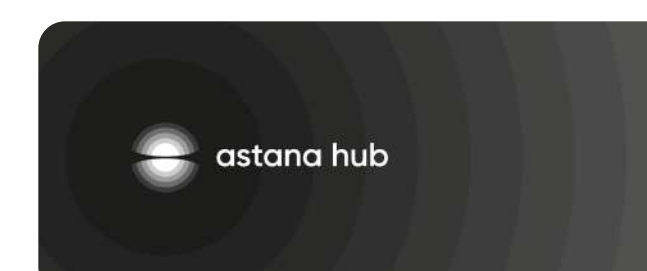
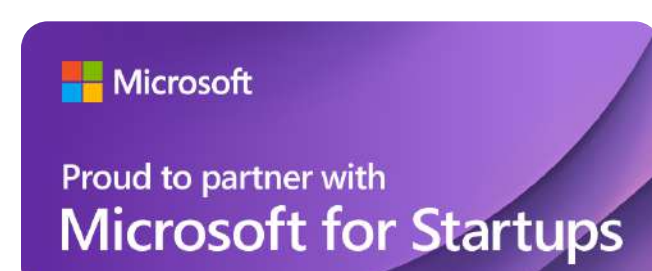
DATA CATEGORIES



50+

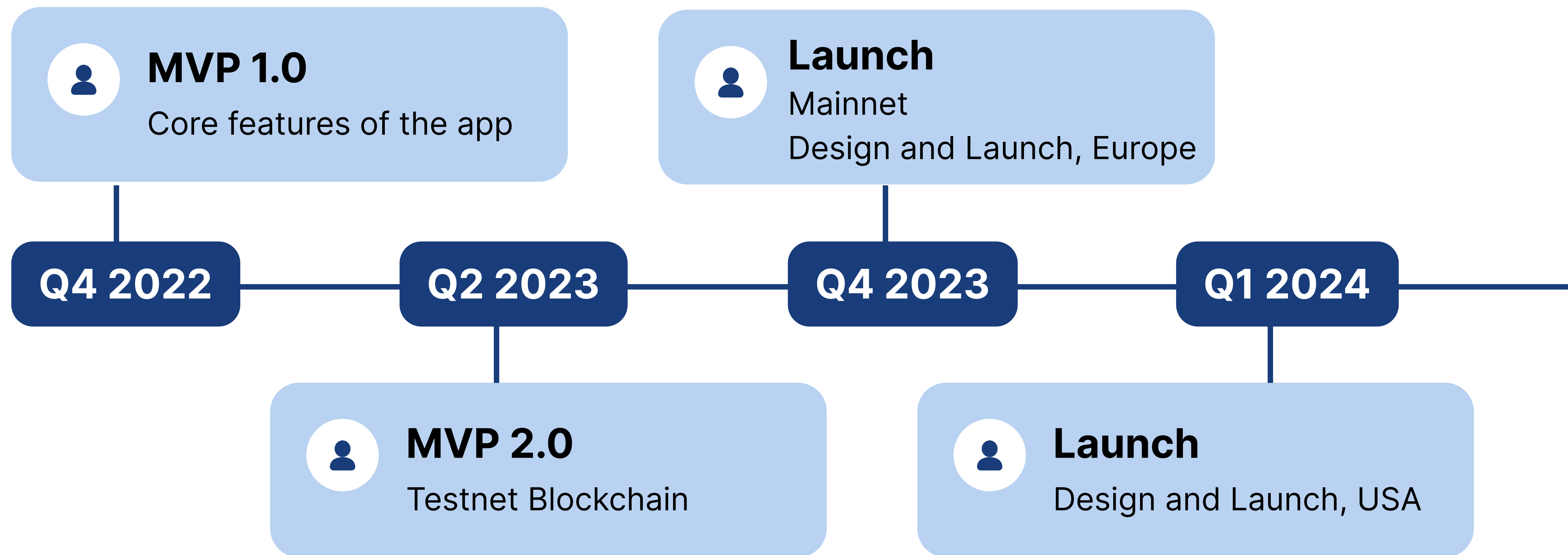
DAILY USERS

Incubators and partners



MILESTONES

Our timeline



CUSTOMER ACQUISITION

Acquisition strategy



Social media marketing

MyDataCoin will leverage social media platforms such as Facebook, Twitter, and LinkedIn to promote the platform and attract new users.



Influencer marketing

MyDataCoin will partner with influencers in the data privacy and blockchain space to promote the platform to their followers.



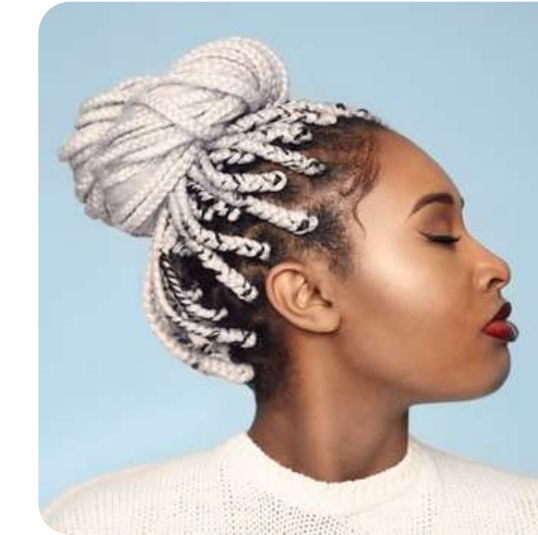
Content marketing

MyDataCoin will create informative and engaging content such as blog posts, videos, and webinars to educate users about the platform and the benefits of joining.



Referral marketing

MyDataCoin will incentivize existing users to refer their friends and colleagues to the platform.



Target audience

18 - 35 y/o

uses various online services and platforms, such as social media, e-commerce, and financial services

The main tool for user acquisition is sending SMS and Email messages to all users within the DataSet uploaded by the Data Holder. In this way, we create targeted messaging to reach all users whose data can potentially be monetized.



THE ASK

Seed round



Expansion and growth

As MyDataCoin grows and expands into new markets, it will need to raise funds to support its expansion efforts, including hiring new staff, opening new offices, and investing in new technology.



Marketing and promotion

MyDataCoin need to acquire new users through a number of different channels and strategies.



Legal and regulatory compliance

MyDataCoin need to cover the costs of legal and regulatory compliance, such as obtaining licenses and certifications, and ensuring that the platform is compliant with data protection and privacy regulations.

Raising

\$2,92M

We are looking for \$2,92M for 14,6% of total token supply, linearly vested in 48 months.

VISION

Future vision

MyDataCoin's future vision is to become the **leading ecosystem** that empowers individuals with **control over their data**, while also ensuring a trusted and transparent distribution of digital dividends. We strive to achieve this by offering a comprehensive Solution as a Service (SaaS) that represents citizens' interests, promotes fair distribution of digital dividends, and acts on behalf of the population. By meeting the expectations and requirements of all stakeholders, we aim to generate a high demand for our services and create a trusted ecosystem of partners. Our ultimate goal is to revolutionize the way data is managed and utilized, enabling a more equitable and prosperous digital economy for everyone.

Users



Digital royalty



Revenue



Digital
Companies



MyDataCoin

**IF YOU BELIEVE IN SYNERGIES BETWEEN DATA PROTECTION, PRIVACY
REGULATIONS, CONSUMER LAW, COMPETITION LAW, AND INNOVATIVE
TECHNOLOGIES THEN OUR SOLUTION RIGHT FOR YOU!**



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mydatacoin.io