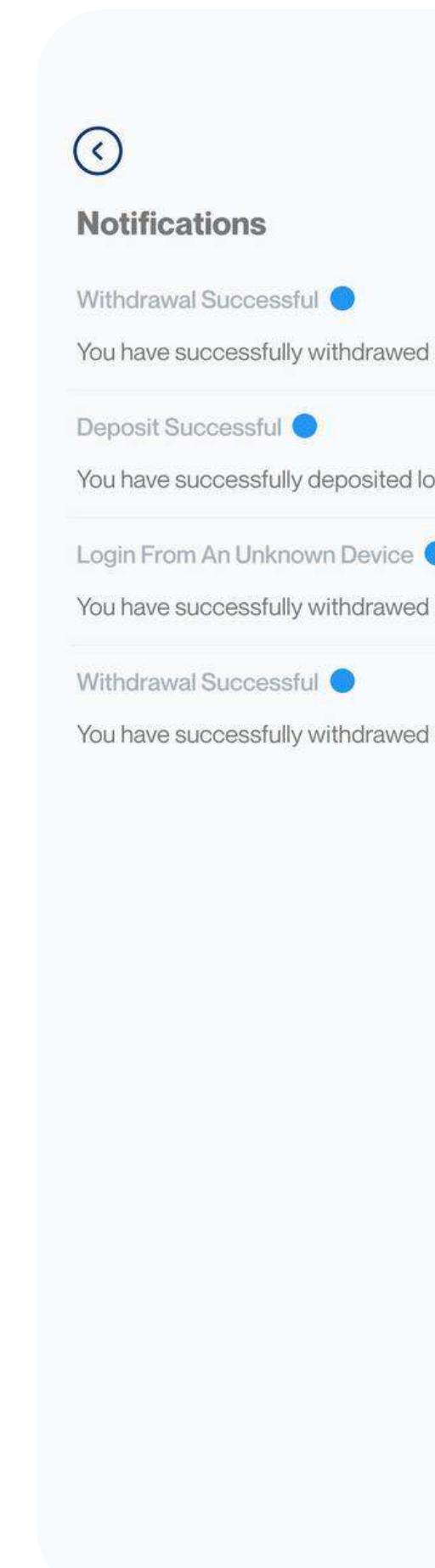
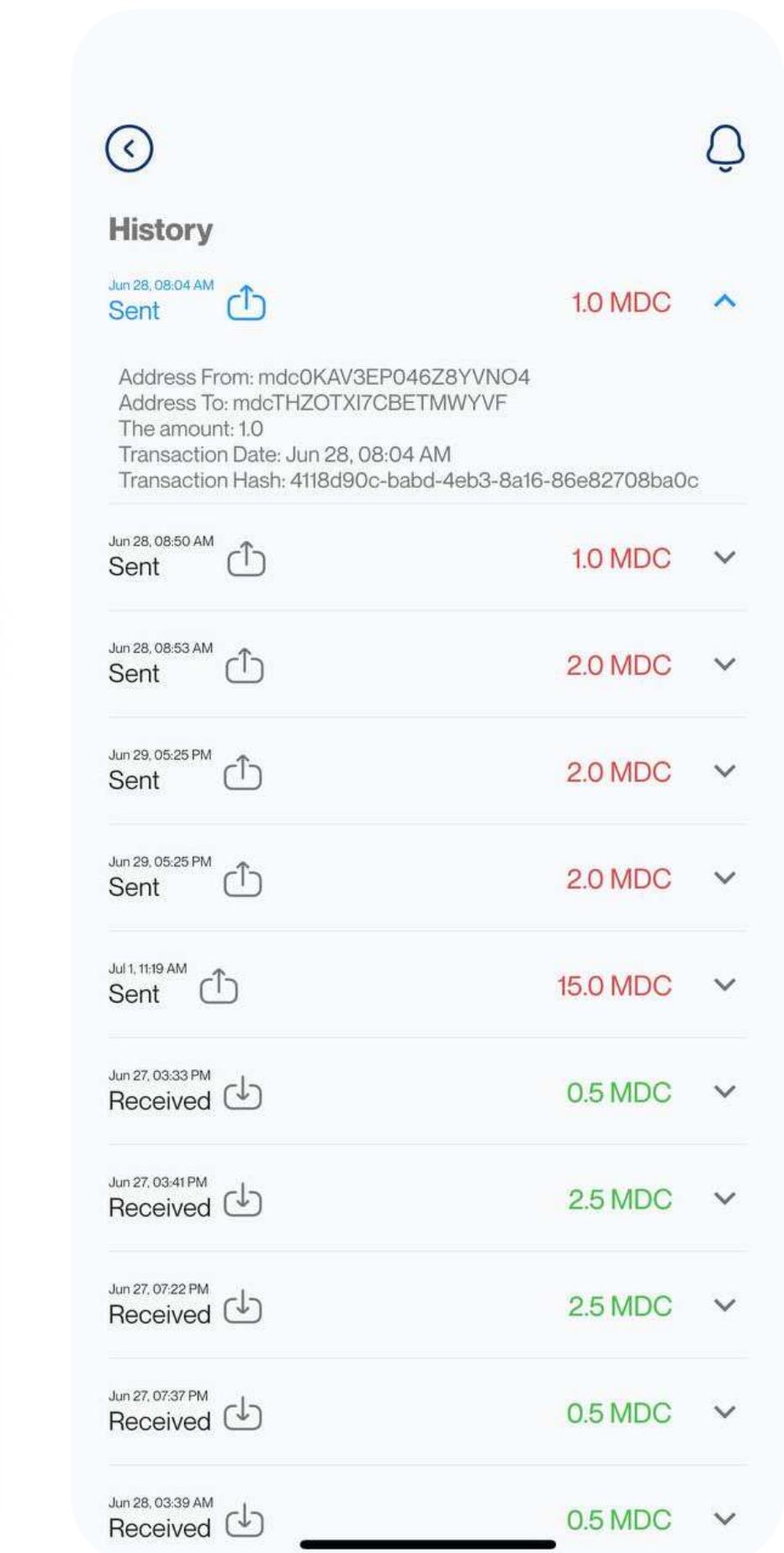
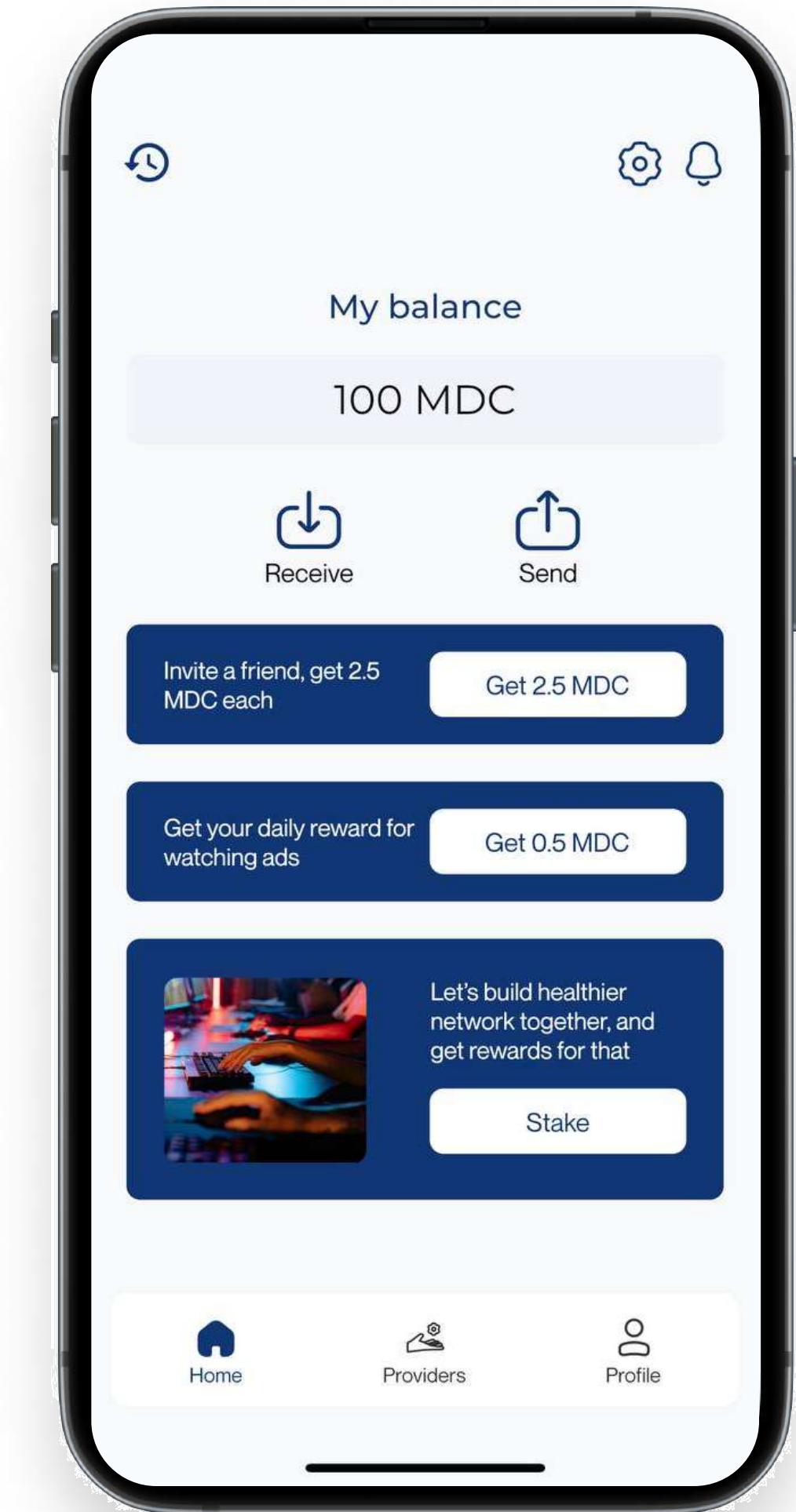




MyDataCoin

**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.



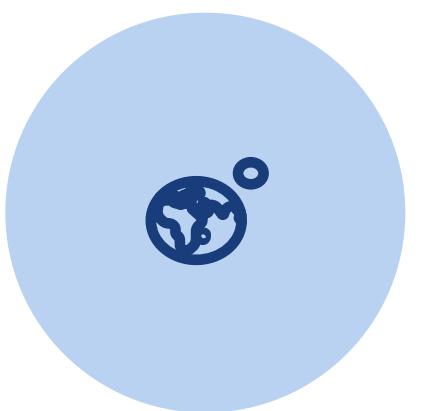
**Compliance  
Monitoring**



**Digital  
dividends**



**Personal Data  
Marketplace**

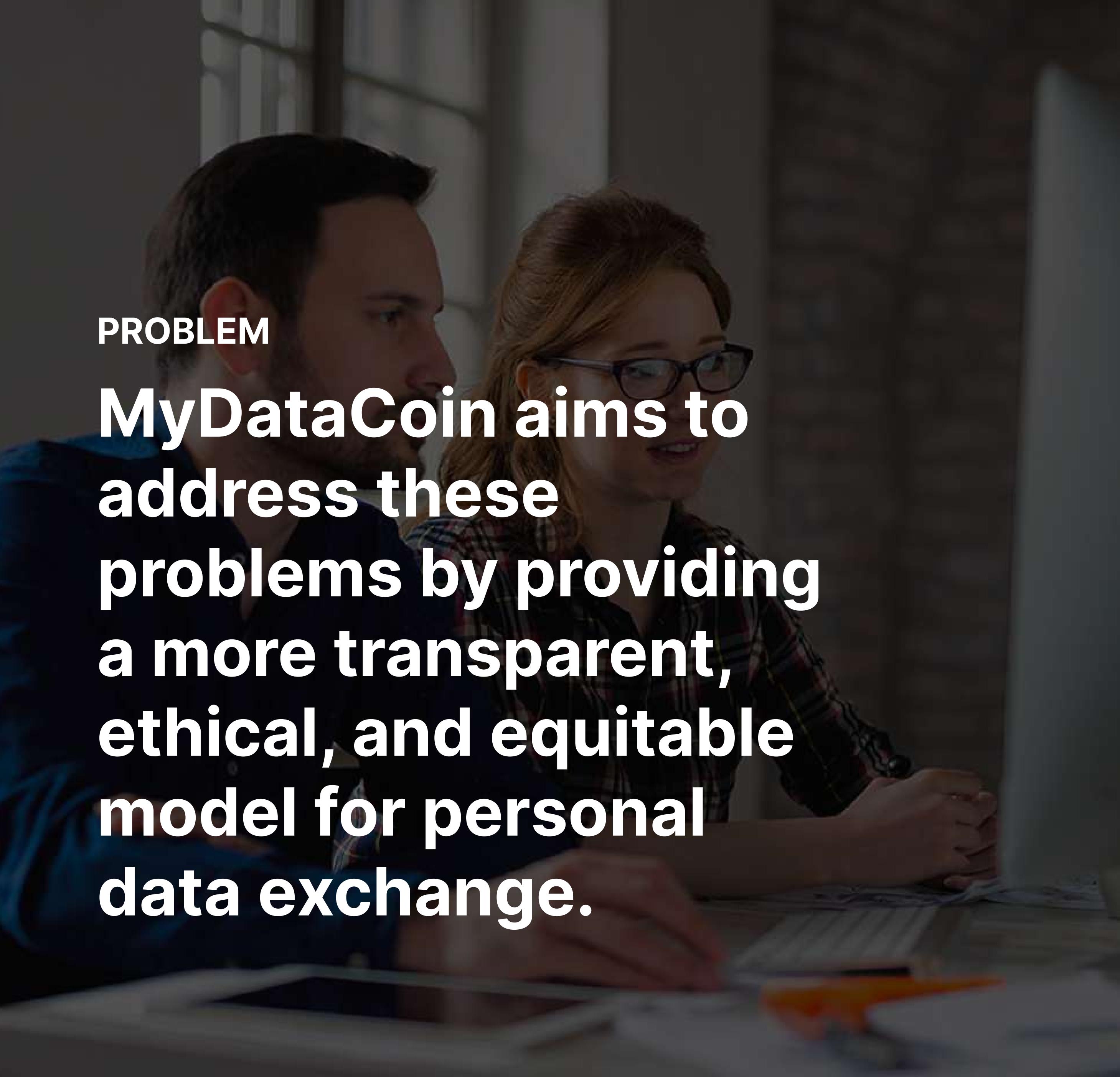


**Data  
monetization  
standard**



## PROBLEM

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

A photograph of a man and a woman sitting at a desk, looking intently at a computer screen. The man is on the left, wearing a dark t-shirt, and the woman is on the right, wearing glasses and a patterned shirt. They appear to be working together on a project, possibly related to the topic of the slide.

### 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

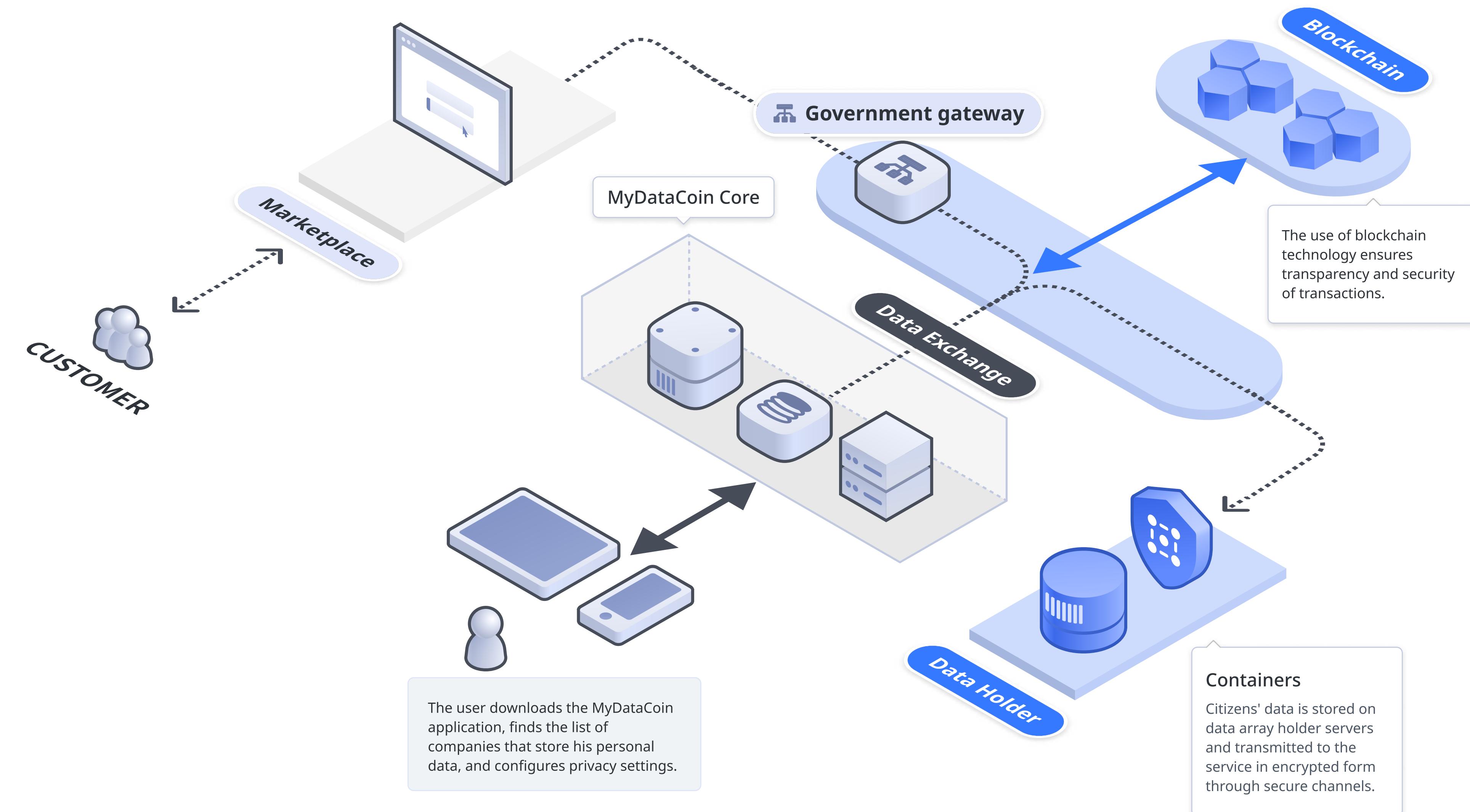
The MyDataCoin ecosystem includes several components, including:

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.





# CONCEPTUAL SCHEME





## 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.

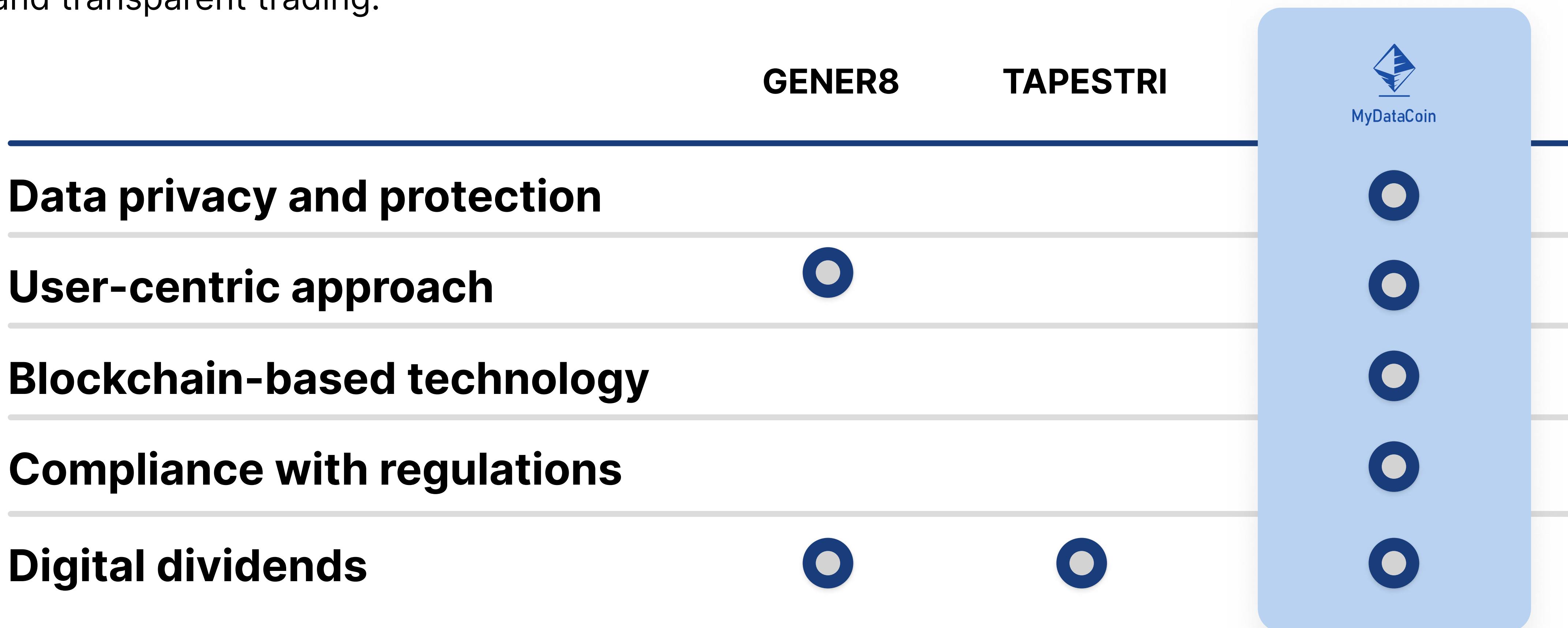




## COMPETITION

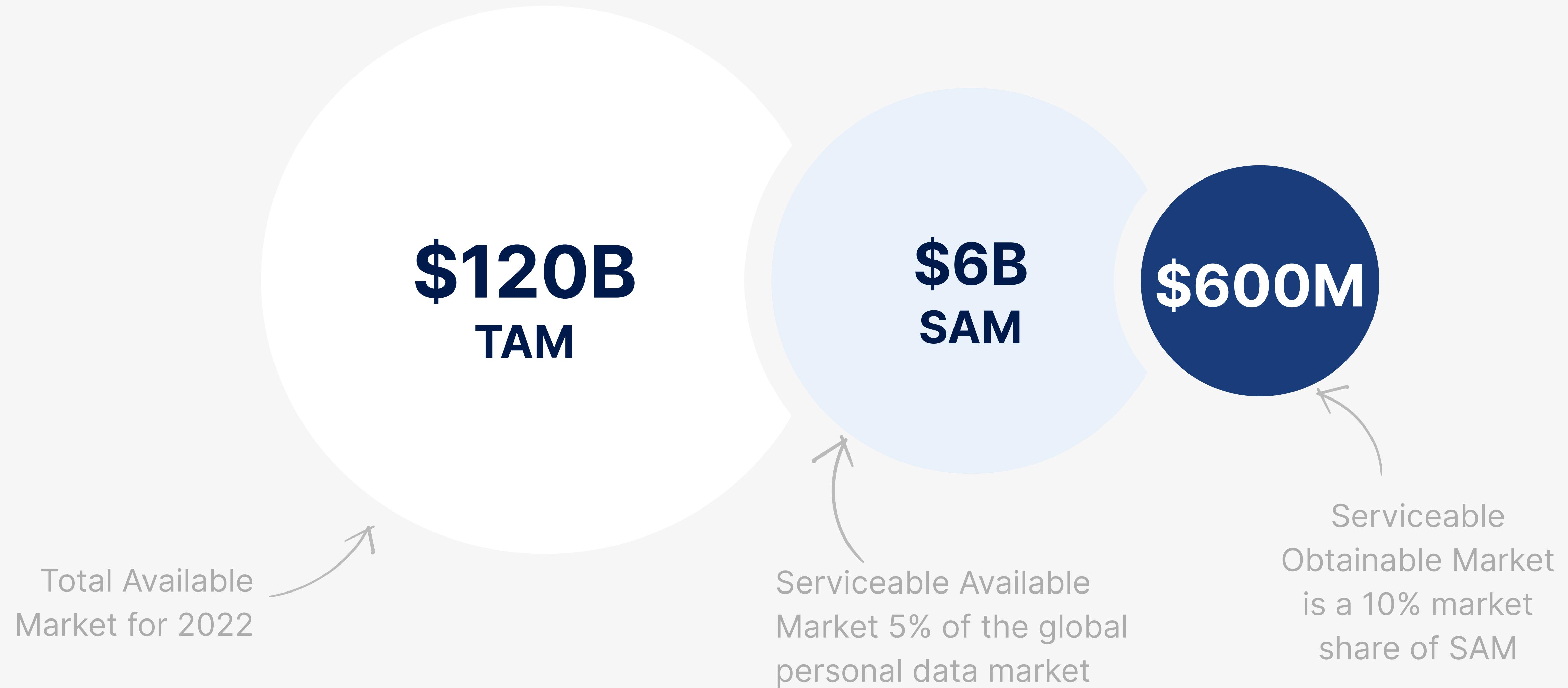
# Comparison

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.



## MARKET SIZE

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





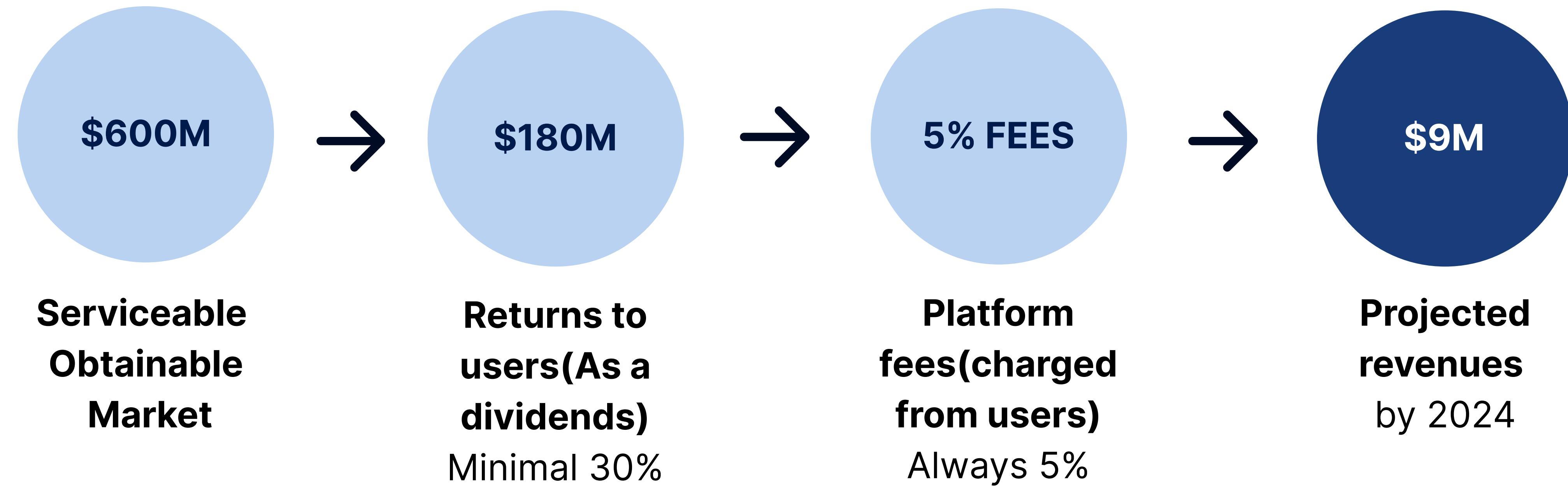
## BUSINESS MODEL (CANVAS)

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



## 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 ALKHOZHOEV**  
  
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**

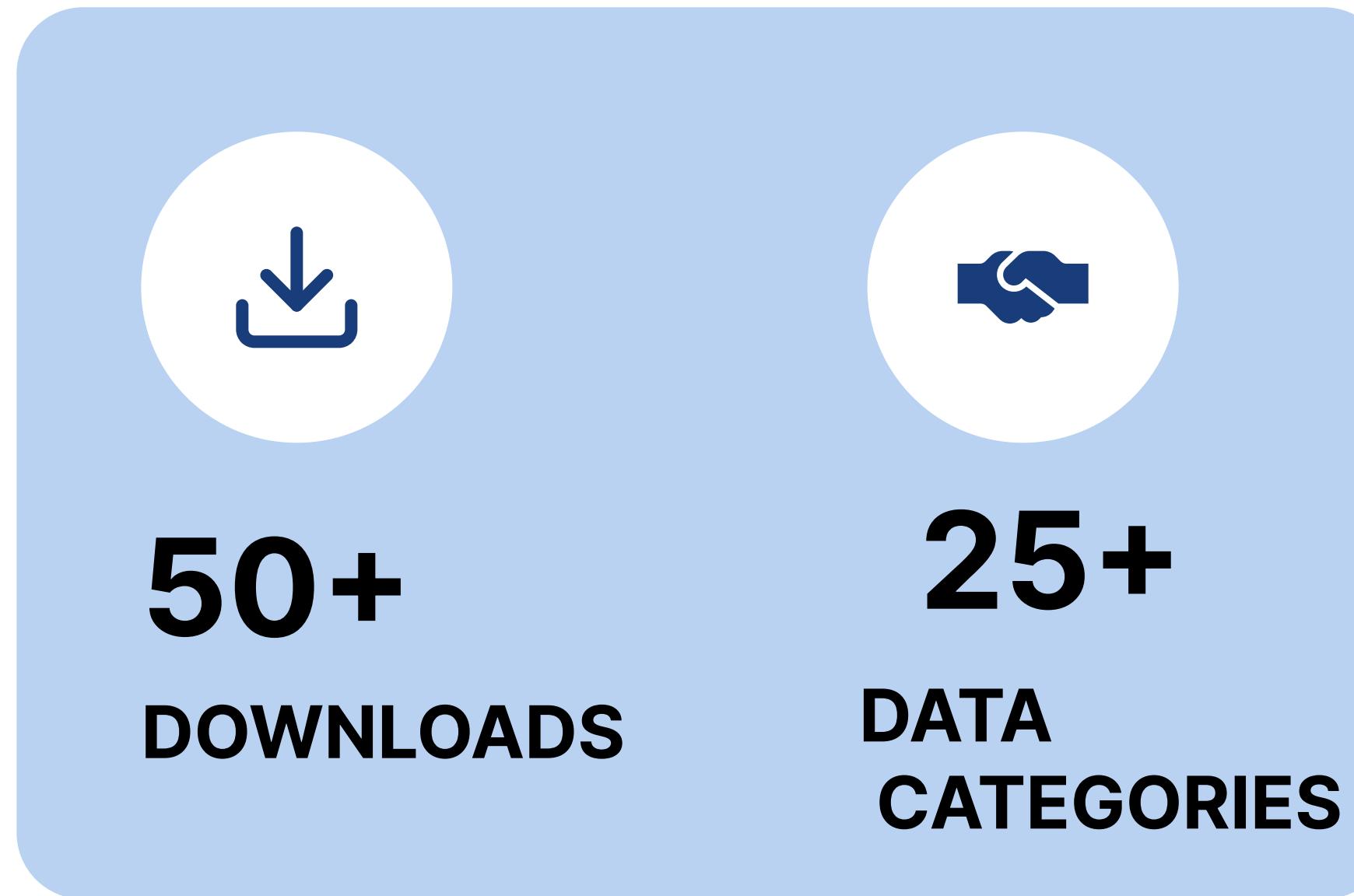


**LAWYER**  
**RYAN OTTMAN**



## TRACTION

# Some of our numbers since Sep 2022



## FIRST SUCCESSFUL CASE

We have successfully reached an agreement with the first customer and supplier.

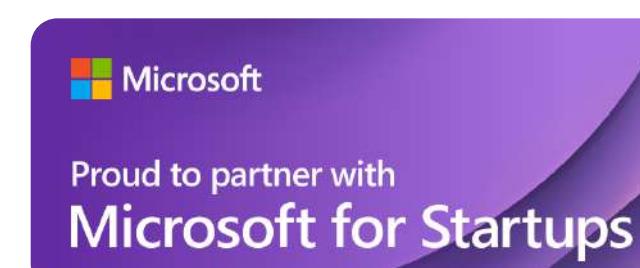


NAIMI.KZ



ADATA.KZ

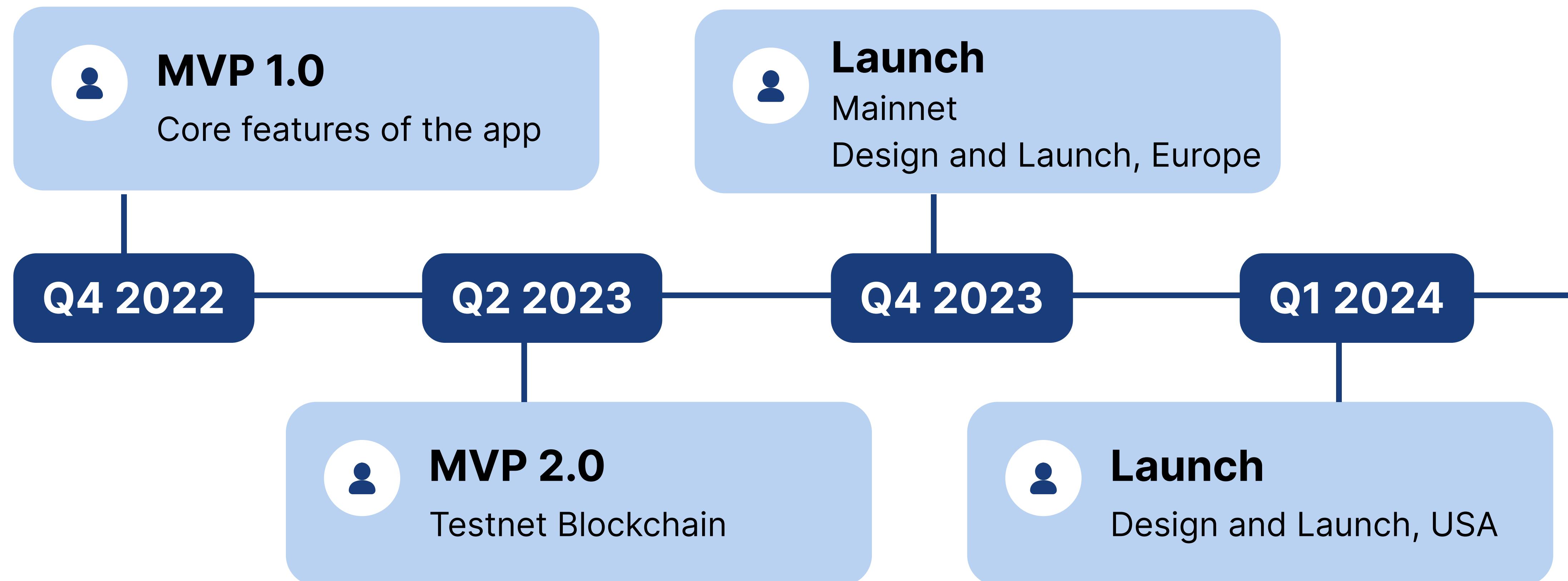
## Incubators and partners





## 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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