The Future of Data

Ora Whitepaper V1

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Contents

Executive Summary

Personal data has never been more valuable than it is today. **Ora Technology Holdings Inc.** (Ora) is a privacy-focused Big Data company embarking on an exciting journey to disrupt the data industry and build a new digital economy based on the currency of consumer data. To accomplish this mission, Ora will build and run a blockchain-inspired data ecosystem that will create a mutually beneficial, harmonious relationship between data providers (online users) and data consumers (enterprises, organizations and other paying customers). Ora's ecosystem will connect both users and data consumers, whereby online users will receive the most lucrative compensation for their anonymous data (metadata) while data consumers can enjoy the most up-to-date, real-time bi-directional data available anywhere. Ora will streamline the entire data collection/distribution process by using efficient UI designs, massive data and process automation, AI analytics technology and blockchain technology.

Ora's business model represents an immense growth opportunity as made apparent through Metcalfe's Law which states that "***the value of a telecommunications network is <u>proportional to the square</u> of the number of connected users of the system."***

Ora will disrupt and modernize the data industry by:

1. Providing the most lucrative financial compensation for user's data.
2. Providing absolute anonymity for users by not linking their identity and exact location to their data[1].
3. Enabling the ability for data consumers to poll and pull any data from users, no matter how specific.

Ora is revitalizing an outdated data acquisition/data distribution model by creating a frictionless blockchain ecosystem that allows market analysts and researchers to efficiently access high-resolution customizable data in real-time. Ora's ecosystem is a unique data monetization model that will access and leverage an annual addressable market in excess of $650 Billion[2]. Ora's unique business model focuses on generating significant revenue growth opportunities within a rapidly evolving digital economy growing by 20% - 40% per year[3].

The engine that powers Ora's data ecosystem is Ora's cryptocurrency utility token called **TIME**. **TIME** is based on Ethereum's ERC-20 protocol and will be utilized as a benchmark that measures the underlying value of Ora's database and ecosystem. **TIME** <u>allows users to monetize their data for their benefit.</u>

Revenue generated from the sale of data not only supports and expands our corporate growth objectives, it also supports and expands Ora's data ecosystem and establishes **TIME** as a <u>currency of data</u>.

TIME will be blockchain agnostic, and as such, Ora app users will enjoy reduced transaction fees with lightning-fast transaction speeds. Ora's app will allow users to transact **TIME** on the Binance Smart Chain (BSC) and Polygon's Matic (Matic) blockchain platforms. Ora will initially subsidize **TIME** transaction fees for use within the Ora app via our planned BSC and Matic blockchain integrations.

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[1] Throughout this whitepaper the word "data" shall in fact mean "metadata" for any data that leaves the Ora ecosystem.
[2] WPP's GroupM forecasts, Adage, 2021: https://adage.com/article/datacenter/global-advertising-forecast-set-new-record-2021/2302256
[3] Data verified from numerous sources such as Allied Market Research, Valuates, Research and Markets amongst others.

Ora's business model is focused on creating, growing and monetizing a massive user database powered by **TIME** within Ora's proprietary data ecosystem. Initially, Ora's tokenomics calls for a period of **TIME** inflation to allow Ora to develop and grow its network of users and data. **TIME** inflation will continue until Ora achieves sufficient data scale and revenue cash flow from commercial data operations. Once Ora achieves its desired critical mass, Ora will transition from an inflationary token model to a deflationary token model described below in the "Tokenomics" section under the "Deflation" subsection.

Use Case

In the simplest use case example, an Ora customer, "EZD", owns a thriving gym business called "EZD Fitness[4]." EZD wants to open up a new gym at a location that she feels is underserviced. Being a prudent savvy business owner, EZD wants to assess the market feasibility of the new location before making a sizeable investment. EZD Fitness is a high-end gym brand with multiple locations that cater to wealthier clients. Therefore, EZD wants to confirm the annual income breakdown, age demographics and the level of interest in health and fitness within the target area. EZD would log in into the Ora client portal and build a simple data query with our easy-to-use drag-and-drop UI query builder tool, and within a few minutes, she has her answers. The target area is in the sweet spot of her business model; higher than average disposable incomes, favorable age distribution and 78% of the people in the dataset indicate that they value health and fitness. Based on the encouraging results of her initial query, EZD decides to proceed with the new gym, but what features and amenities do people want and value? This data does not exist anywhere unless you ask people personally, but Ora allows clients like EZD to make data requests to Ora users to find answers to specific questions important for EZD.

EZD's next task is to determine what features and amenities are important for her new gym. EZD would log in to the Ora client portal to create a data query with Ora's easy-to-use query builder tool. Once completed, EZD submits a data request (which is a request for a quotation at this point) specifying a target group, the desired geographic region of interest, people who value health and fitness (the target market). The data request asks them to pick the top 5 things they want their local gym to have: a pool, a basketball court, racquetball, tanning beds, sauna, hair salon, spa, personal training, nutrition training, daycare, and so on. Based on the specifics of the data request, the Ora system would generate an automated price quotation for the data request and attach a short report summary detailing the size of the available target audience in addition to any other relevant details.

If the quotation and report are acceptable, then EZD would proceed by accepting the data quotation. The quotation converts to an active order that immediately executes if there are sufficient funds already in EZD's account. If EZD's account is not already funded, then EZD must fund the account before she can execute the data request. Once EZD's account is sufficiently funded and the command is issued to execute the data request, Ora's automated systems would push EZD's gym data request to Ora's targeted (filtered) audience on the Ora app. The data collection process begins immediately. EZD may also elect to run a smaller pilot run first to fine-tune the data request before proceeding with a full run.

Ora users that respond to the EZD's data request (a multiple-choice questionnaire that could take 30 seconds or less to complete depending on the size and complexity of the data request) are instantly

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[4] EZD is a fictitious person and EZD Fitness does not actually exist, and is presented here to illustrate various use case scenarios only.

rewarded with **TIME** via smart contract programming. EZD has real-time access to data as it comes in. EZD's account is debited for each reply until the data allocation has been reached or EZD elects to "pause" or "stop" the data request. EZD can also expand or modify the data request on the fly. She can drill down to target a subset of respondents for deeper insights for a given area of interest or concern, or she can cut the data request short if she has enough information to make her business decisions.

Bottom line: EZD's gym market analysis problem is solved quickly, easily and accurately. She now knows what people want in a new gym and what they are willing to pay for it. Better yet, 83% of the respondents have also opted-in for news updates and promotions. EZD created a new marketing channel and a sales pipeline for new interested prospects even before the gym is opened and a shovel breaks ground. EZD can then offer her Ora channel followers a special pre-opening membership promotion as a reward for opting into the EZD, and all of this can be done before the gym even opens.

The whole process is simple, efficient and highly effective. Ora can deliver high-value market intelligence working directly with the desired target market. This newfound relationship allows a client to build brand awareness, qualify sales leads, build sales pipelines, access valuable customer feedback, create new value-added services, provide verified testimonials and much more, all with just a few clicks (or touches) here and there.

Ora is growing a global database that will continually evolve to create high resolution / high-definition user profiles that is bi-directional and very accurate. Data can be recycled, reused and resold repeatedly since data does not degrade appreciably over time. Data does not degrade after each use. Depending on the data type, data can have a shelf life of decades being sold repeatedly. There is no limit as to how many times the same data can generate revenue for Ora.

Initially, Ora will focus on three data profit centers to drive revenue and growth:

1) **Unique Real-Time Target Marketing:** Subscribing clients can analyze and extrapolate information based on our opt-in user-supplied database. Ora clients will have at their disposal all of the necessary tools to extract and formulate an accurate picture of a market opportunity or consumer sentiment. A client-initiated data request into Ora's data ecosystem is a direct pipeline into the consumer marketplace. Subscribing clients will directly manage and execute their data requests through our easy-to-use online data facility management interface. Ora will have a team of in-house data specialists on hand ready to help clients tailor, implement and manage all of their data requirements. Ora will invest in having ample humans available to assist customers because time is money. Ora's up-to-the-minute data will vastly simplify marketing analytics, allowing clients the opportunity to identify the best marketing strategies and opportunities quickly and easily.

2) **Mass Human Emotion-Based Data Analytics:** Mass human emotion-based data requests allow data collection that leverages individuals' opinions. These opinions may be grouped and categorized in many valuable ways, such as by age, geography, religion, political affiliations and so on. Solicited opinions and measuring how individuals react to various stimuli can provide valuable insights for researchers and commercial enterprises.

3) **Sales Growth Derived from Advertising, User Engagements and Brand Exposure Opportunities:** Longer-term user engagements are a core focus for Ora. Ora's long-term user engagement strategy is similar to that of The Shopping Channel (TSC). While TSC generates its success predominantly on TV, Ora will engage users on its mobile application platforms, desktop web browsers (through Ora browser extensions), and other evolving technology platforms as they become commonly available. Users will receive compensation for spending their time responding to data requests, viewing advertisements, clicking on ads to view products and services and other innovative data intake initiatives. For the first time, users will receive compensation for viewing ad-based potential purchasing opportunities within a seamless mobile app experience. Sales generated click-throughs from ads will enable Ora to tailor future ads that are more likely to appeal to Ora users and earn more **TIME** rewards. Ora will establish a robust and evolving ecosystem that will allow users to view, compare and make purchases online directly on the Ora app and desktop platforms.

There is an enormous potential to compile extensive social profiles within the Ora ecosystem. The wide variance in average monthly earnings worldwide allows for long-term scalability regarding human-emotion-based data analysis that will further enhance Ora's data monetization opportunities.

Ora will leverage its technology platform to accumulate data anywhere individuals spend their time online. This type of anonymous opt-in real-time data will provide users with attractive **TIME** compensation rates to reflect that this category of information is immensely valuable for data consumers.

How It Works

TIME powers the Ora data ecosystem. The Ora process works like this:

1) **Registration:** Users register on the Ora website or mobile app and receive a **TIME** reward. They enable notifications and opt-in with email and indicate their interests to receive further **TIME** rewards.

2) **Profile Updates**: Future profile updates will be a simple one-touch button in the Ora mobile app immediately rewarding the user with **TIME** to their wallet.

3) **Data Requests:** Ora client posts a data request, the data request pushes to Ora users via the Ora app; users receive rewards in **TIME** for every question they answer.

4) **Data Monetization:** Ora monetizes data by collecting and providing data for subscribing clients. Once Ora is cash flow positive, Ora will allocate 10% of its data revenue to buy **TIME** in the open market.

Process Details

Registration

Initial registration will require user identity verification to ensure that the person is real and their registration details are accurate. Ora will reward users with **TIME** if they sign up for email notifications and/or enable mobile phone notifications. Ora will instantly notify users when data requests and registration upgrades are available via email and mobile notifications. Notifications and in-app updates allow for simple one-touch mobile updates.

- Ora is not interested in a person's name and address but require this and other personal information to (a) verify the identity of the user, (b) ensure Ora is compliant with all laws such as the age of consent (for example) and (c) to give Ora's data subscribing client's complete confidence that the metadata Ora is providing is authentic and accurate. User identity and exact location data shall be strictly used for internal purposes only (compliance and verification purposes only) and will never be linked to any metadata that Ora sells or distributes to subscribers. User anonymity and privacy is Ora's top priority.

- Mandatory registration fields to open an account include (but may not necessarily be limited to) name, gender, address, email address, date and place of birth, country of citizenship. Users receive a base **TIME** reward for successfully opening an Ora account. Users receive additional **TIME** rewards for providing additional personal information, which is optional. Optional Personal Information (OPI) may include (but is not necessarily limited to) monthly salary, marital status, number of dependents, car ownership, ethnicity, spoken languages, favorite color, monthly spending, interests, hobbies, political affiliations, music preference, amongst others. Suppose a user initially opts out of OPI at the time of registration; in that case, the OPI request remains open and available in the Ora app for a future user update if and when the user wishes to participate. Unanswered OPI requests will remain open to a user to complete at their convenience and comfort level. Users receive **TIME** as a reward for every OPI question they answer, even after registration.

Profile Updates

Users will have the ability to update their profiles from time to time to keep their personal profiles up to date. The update process will be simple, quick and easy to complete. Users will receive a notification that a requested profile update is available. Incentivizing simple ongoing user updates will become a key Ora feature. Growing a database that is accurate and up-to-date is essential for Ora's success. As such, it is a core focus; updates will be a continuous process, and most of the data collected by Ora will be in the form of ongoing data requests and simple one-touch profile updates.

Data Requests

Once a user is verified, the user has the opportunity to complete any data request for which they are eligible. Ora's data growth will result from client-driven demand for specific data that is hard to come by anywhere else. Once collected, it becomes available for other subscribers to access.

For example, if Ora is working with a pet food company, users will receive a notification in the Ora app to quickly select an answer from a set of one-touch multiple-choice answers. For example:

Q1: "How many pets do you have?"

A1 via multiple-choice options: 0, 1, 2, 3 or 4 or 5+ Pets?

If zero is selected, the data request ends; if more than zero is selected, the data request continues.

Q2: "Please select what pets do you own?"

A2: Cats, Dogs, Birds, Fish or Other (please specify)

The data update will take less than one minute, and in most cases, will only require one-touch responses per question for which participants receive an immediate **TIME** reward. At this point, Ora would have a database of pet owner profiles that is readily available for interested subscribing parties to access.

Ora filters data requests based on a user's known interests and preferences. Users will not see a data request option unless it is a general information request or within their stated areas of interest.

Some data requests may attempt to gauge dynamic user responses to various provided stimuli. User reactions to product names, designs, advertisements and brand images may yield valuable marketing insights irrespective of the target market. This type of data can refine further to better understand market sentiments for any given area of interest.

TIME rewards will scale up or down based on the intrinsic value of data requested by Ora, the data's overall necessity or level of demand, demographics or even the level of engagement by the user. More detailed data requests require more time and effort to complete. Therefore, these requests are more valuable when benchmarked against the spot value of **TIME** in the open market and/or internally pegged against the number of records in the Ora database and the number of users in the Ora network.

Data Analysis

Ora's client-facing data management facility will be entirely automated. The back-end data engine will employ sophisticated AI-based algorithms to analyze, prepare and present data with deep AI-inspired insights not available from raw data alone. Ora will assemble a knowledgeable team of data specialists to support and work with clients to help them develop and fine-tune their data strategies and maximize their data investment returns. Data strategies may include ongoing registration campaigns, user profile update requests and client-specific data requests. AI-inspired data inferences will allow clients to filter, analyze and potentially identify obscure market opportunities quickly and easily. Ora provides clients with the solid foundation to design and implement successful marketing and research campaigns.

Further automation and convenience will be made possible through Ora's application programming interface (API) that will allow clients to connect and work directly with Ora's database in real-time as if it was their own database. Clients will have the opportunity to leverage Ora's database, which at scale, we believe will become the world's largest subscription-based market insight search engine.

Data Exchange

Ora is creating a digital data exchange whereby data brokers and other bulk data providers can subscribe for data directly.

Tokenomics

TIME Token

Ora will operate a utility cryptocurrency token under the ticker symbol **TIME.** **TIME** will be a mintable ERC-20 token that will be blockchain agnostic to ensure fast transaction speeds and low transaction costs. **TIME** is the only method Ora uses to compensate users for their data. Users who provide data will have the opportunity to enjoy the benefits of their data, the data of others in the network and the ecosystem through the issuance and utility of Ora's **TIME** token.

Initial TIME Supply

The initial supply of **TIME** will consist of 150,000,000 tokens. As a mintable token, **TIME** will initially be inflationary with no cap limit. Ora will utilize supply / demand / data valuation algorithms to balance the supply and demand of **TIME** against the growing value of accumulated data and users in Ora's ecosystem.

Initial TIME Supply Breakdown:
- 35% Team + Advisor Supply
- 15% Presale Token Offering
- 5% Airdrop to Initial Users
- 5% Crypto Twitter Marketing
- 40% Initial Token Offering

Team + Advisor Supply (35%)
Team supply includes an allocation for founders, future hires and advisors. The team will be taking a sustainable approach to growth and incentivizing those who become instrumental in helping Ora achieve its vision for the future. Team supply is vested and restricted from selling **TIME** outside of a 2-year vesting schedule.

Presale (15%)
The initial presale will raise necessary funds before the Initial Token Offering.

Airdrop (5%)
Initial registrations will receive an "airdrop," which will unofficially be the first installment for data. There will be no staking associated with this airdrop.

Crypto Twitter Marketing (5%)
Key Twitter partnerships with influencers within the crypto space will assist in driving Ora app user registration growth.

Initial Token Offering (40%)
The initial token offering will be completed through a reputable exchange or pre-determined plan to allow the open market an opportunity to support the Ora ecosystem and help us shape the future of data.

Inflation

Inflation will occur as **TIME** is minted and issued to users for registering, providing data, making referrals, staking and so on, causing the overall inventory of **TIME** to increase. However, it is essential to note that

as the volume of data increases, **TIME**'s underlying value will increase faster than inflation since the value of a telecommunications network is proportional to the square of the number of connected users in a system per Metcalfe's Law.

Deflation

Ora will implement a "TIME Buy Back" Program to counteract and balance inflation so that **TIME** growth becomes zero or slightly negative over time to reduce the inventory of **TIME** in circulation. 10% of Ora's revenues will buy **TIME** in the open market after Ora becomes cash-flow positive. In so doing, Ora will have created a true full-circle utility token that is sustainable into the future. Of the **TIME** purchased:

- Ora will hold 50% as an asset on Ora's balance sheet. Buying and holding **TIME** will (a) remove supply from circulation and (b) provide excellent ongoing open market bid support for the token.
- The remaining 50% will be "burned[5] from existence," a deflationary measure designed to reduce the amount of **TIME** in circulation that will serve to concentrate the same amount of data value in fewer **TIME** tokens.

Staking

Staking is a process whereby **TIME** token holders receive rewards with additional **TIME** for storing their tokens on-chain[6] to support the company, the token and the network. The staking process will be completely automated through the use of smart contracts. Actual staking percentages will vary from time to time depending on the rate of user data generation and the network's overall growth.

For every unit of **TIME** created and paid to a user, four additional units of **TIME** shall be created into the staking pool in year 1. The initial staking to compensation ratio is 4:1. This 4:1 ratio design (a) provides an attractive incentive for early adopters and (b) reduces selling pressure on **TIME** by reducing the supply in the open market. Staking payouts are directly correlated to data generation.

Ora adjusts this ratio every year for three years. Once staking has been live for one full year, this ratio of 4:1 drops to 3:1. After two full years, it drops to 2:1, and after three full years, the staking ratio drops to 1:1, where it remains moving forward.

Ora allows users to receive staking benefits that their data creates. Staking issuance will commence every day at 00:01 UTC. Users who provide data will have at least 24 hours to stake their **TIME** to receive staking benefits from their newly acquired **TIME**. Alternatively, users can select the auto-stake option to stake their **TIME** immediately upon receipt.
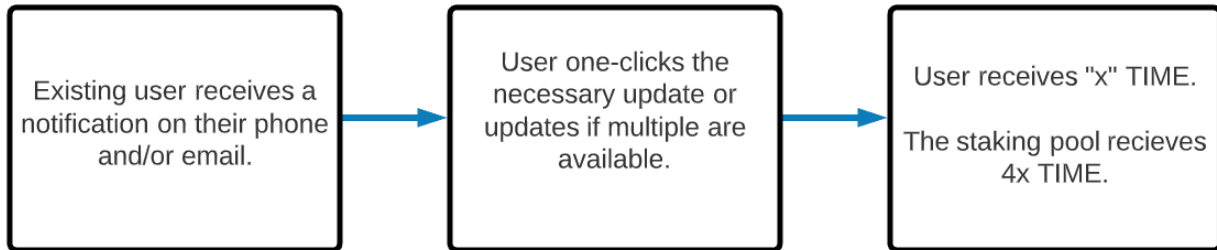
Staking works as follows:

1. The user submits data.
2. The user gets paid **TIME.**

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[5] Burning tokens is the financial process whereby tokens are bought back by the token issuer and deleted from existence to reduce the number of tokens in circulation. Burning tokens is a deflationary practice to increase the per unit value of each token, it is similar in nature to the practice of public companies buying back their shares.

[6] On-chain means a secure blockchain location where Ora can automatically provide token holders with additional tokens.

3. The staking pool receives 4x the total **TIME** paid out to all users for the previous day. This process allows the user 24 hours (or automatically if auto-staked) to get their **TIME** staked on-chain to receive their staking benefits.

Existing user receives a notification on their phone and/or email.	User one-clicks the necessary update or updates if multiple are available.	User receives "x" TIME. The staking pool recieves 4x TIME.

User Rewards

When a user completes any data request, they will receive **TIME** and have the option to trade **TIME** for any counterpart that might be available in the future (such as Bitcoin or USD). Alternatively, the user may hold **TIME** on-chain to reap staking benefits.

Users who have notifications enabled will receive an additional **TIME** bonus.

- Enabling mobile notifications shall entitle users to receive an additional 15% **TIME** bonus.
- Enabling email notifications shall entitle users to receive an additional 15% **TIME** bonus.

Affiliate Referral Program

Individuals who help Ora develop and grow our network will be eligible to receive substantial financial compensation proportional to the results they deliver. Ora will offer users a "Refer a Friend" incentive program that will allow them to earn a 20% **TIME** bonus in perpetuity of whatever the referred individual earns. The individual that gets referred also receives a one-time 20% **TIME** bonus.

- There are no limits on the number of people that an individual, group or organization can refer.
- Individuals who register without a referral may later select anyone in the Ora network to be their referrer. That referrer would receive a one-time 20% **TIME** referral bonus.
- Users cannot change from one referrer to another.
- Top earners each month will receive additional bonuses; details surrounding this marketing campaign will be released when the program is ready.
- If someone has Ora approval to receive a marketing multiplier, the referral bonus will temporarily increase further.

The potential is uncapped for individuals who take advantage of the referral program. There is no limit to the size of the referral network one can build, allowing individuals the opportunity to capitalize on the value of their established social network.

Self-Regulating Ecosystem

Ora's system of checks and balances creates a **TIME**-based data economy backed by user data worth a multiple when compared to the negative price pressures arising from inflationary payments. Ora's automated internal **TIME** / data digital economy management algorithms ensure that data prices, revenue generated per unit **TIME**, **TIME** supply through inflationary payments, inflation from staking rewards,

TIME buybacks, burning of **TIME**, and other **TIME** programs are in perfect harmony. This self-regulating design ensures that **TIME** reflects the real-time value of Ora's database and underlying ecosystem.

Conclusion

Ora will simplify and streamline the entire data collection, preparation and distribution process for data customers. Leveraging blockchain smart contracts will allow Ora to automate transactions to make us highly efficient and cost-effective. Naturally, economies of scale will magnify these benefits immensely.

Ora will bring equitable compensation for millions of users worldwide while delivering fine-tuned data to paying data consumers. Ora believes that this model will generate considerable value for stakeholders as it gains acceptance globally. Ora is positioning itself to become the de facto leader in data acquisition and distribution by creating a global data-driven economy powered by **TIME**.