The D Coin Whitepaper

& The Datalus Ecosystem

Datalus Corporation
December 28, 2021

Giving Users Back Control

Web 2.0 is broken. Systems for advertising and data tracking expose users to malware, degrade the browsing experience, and compromise our data privacy while providing users nothing but a bad browsing experience. Datalus takes a holistic approach to give users back control of their data and browsing. First, the Datalus browser blocks ads and third-party domains by default, providing a cleaner and better browsing experience. The user then has the choice to opt-in to individual offers from companies on the Datalus Marketplace to track, advertise, and sell their data with the option to donate their proceeds. We provide this value with web 3.0 technology through the D Coin crypto token, the value for your data. Data buyers can simply go to our marketplace and ask users for their data, setting a monthly spending limit in USD. Third-party domain and website owners can also create offers to allow their domain through our built-in ad and track blocking. That money is then converted into D Coin and passed to individual opted-in users daily or donated on the users' behalf. Our users get mostly ad-free private browsing or they get paid in a decentralized, anonymized token that can then be monetized on crypto exchanges. Datalus and the D Coin allow every user to browse better.

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Introduction

A Broken System

In the current web system, ads make web browsing painful. They degrade performance, especially on lower-power devices, by increasing bandwidth usage and decreasing usability. All this increases costs and decreases the experience.

Beyond the ads, there is also targeting by third parties. When visiting a website, that site has the ability to track you. That is the price of visiting the site. But now, third-party sites also take and use this information. In this system it is impossible to know how your data is used or by whom.

Ads and tracking can serve the interests of both buyers, advertisers, and users, but the main costs are currently borne by the users almost exclusively.

To Change the World, We Have To Change Ourselves

As web users, we do not have control over what websites and advertisers do directly. The only thing we can control is our attention and eyeballs, which is how they are rewarded.This means our influence and our power comes from being able to control what we view, including which parts of a website we load.

By blocking third-party domains in Datalus, we block most ads and tracking that is done outside the website you are visiting. This ad blocking resets the playing field between users and third-party domain owners and vendors.

Not all ads and tracking are bad; they can provide desired functionality and direct you to products you want. However, as we discussed above, the costs are currently borne by the user but the rewards are not. The blocking Datalus accomplishes is merely the first stage.

Shifting the Value Chain

Now with our users protected through the Datalus Browser, the Datalus Data Marketplace allows users to make money from their data by opting in to offers from companies to sell all or part of their browsing, demographic, search, and location data. They can also allow third-party domains to load by opting in to those types of offers. They are compensated with D Coin that can be exchanged for other cryptocurrencies or converted into USD. The conversion may happen on any number of decentralized exchanges (DEX).

This method creates a user-centric compromise by allowing opt-in tracking and compensating the user, while creating a direct relationship between the user and the companies that they allow to track them.

The process of selecting offers themselves exposes users to the organizations that request their data. This increases the ad and perception value of the interaction to the advertiser while decreasing the amount of ads and tracking for users.

Providing Transparency to Advertising and Data Collection

Utilizing a blockchain ledger, we can create a transparent record of offers and payments between wallets of advertisers and of users while maintaining the user's privacy. This will also allow us and others to more easily implement systems to track and stop fraudulent views and for it to be easily verifiable.

We won't be disclosing our detection and prevention methods, but it is something we take seriously and will be implementing fully automated controls. Due to the anonymity, this may inflict false positive casualties, so that will need to be monitored to maintain focus on our goal of providing the best browsing experience possible.

For The Greater Good

One of the goals of Datalus is to shift back control to users, but a secondary goal is to do good. That is part of our DNA. This is why we are reserving 10 percent to match in donations from our users, functionality that we will be building into the system.

Datalus - Browse Better

Datalus Browser

Built on solid open-source technology, Datalus browser utilizes the Firefox core from Mozilla, retaining compatibility with most Mozilla extensions. Default third-party blocking and linking to the Datalus account and bookmarking system retain the same functionality as Firefox.

Datalus will separate itself by supporting multiple profiles from within the browser, fighting for Chrome compatibility for items like video and linking that often do not work as expected. We'll contribute these back to Firefox and the Mozilla foundation.

Channelling Mosaic and Netscape heritage, we take delivering the best browsing experience to our users as our call to arms. Succeeding where the Mozilla Foundation left off, we will reinvigorate the open source browser, separate from Chrome and the Chromium derivatives.
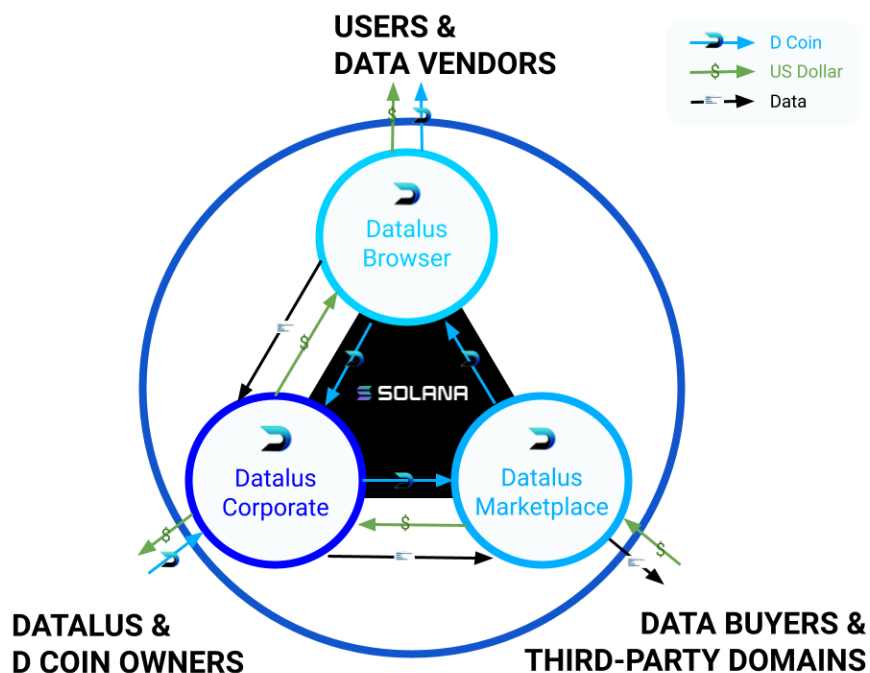
Datalus Data Marketplace

The Datalus Data Marketplace allows users to opt in to offers, set their storage preferences, and update their wallet information as well as update their Datalus profile(s). The identity system operates across devices and makes sure we only store the data the user intends.

Then we unobtrusively pair that with user offers and notify the user if they wish. The user can then opt in to have their data licensed to individual companies or groups of companies. They can also allow third-party domain data such as cookies, ads, and functionality to be allowed as well. The user is paid daily from the merchant's D Coin account directly to their wallet. Or for added security, we can aggregate them and send them from the Datalus wallet.

We expect to be able to compensate a user 2.7 DCoin per month for their data but we may also need to charge a storage fee for keeping it in the marketplace.

Our goal is to provide cash out ability directly from the Datalus marketplace by converting from D Coin to USD but that may not be possible until we hit a general availability release.

D Coin Ecosystem

- The decoin ecosystem encompasses the Datalus marketplace, browser and third-party exchanges on the Solana blockchain.

- In our system, data buyers and third-party domain owners buy up D Coin that is then provided to users for accepting their offers and providing data.

- Users can then take the D Coin to another wallet where they can exchange them for other tokens or USD or keep it in the Datalus ecosystem.

- The market liquidity offered by data buyers will keep the D Coin useful and valuable.

- Datalus will profit off the original coin sale and fees from USD to D Coin conversions.

Roadmap

Overall our goals are to launch the coin, build the browser and marketplace, and then focus on user growth and data buyers. Here's our complete roadmap over the next year.

2021 Q3: Founded.

2021 Q4: Minted D Coin and Built first browser build.

2021 Q4: Started private beta signup drive and airdrop.

2022: NYE: Release browser preview to users.

2022 Q1: Start Presale.

2022 Q1: Start onboarding data buyers.

2022 Q1: Public coin sale.

2022:Q2: add donation feature.

2022:Q3: add multi-profile support.

2022 Q4: General Availability, 1.0.

Right now we are working in three directions. First, we created and launched D Coin to achieve added development funding and prefund the marketplace. Second, on the development side, we are in full browser customization ahead of the Jan 1 preview. Meanwhile, we are also setting up the first website.

The Business

Competitive Analysis

We believe our focus on user experience and unobtrusive data collection and monetization makes us a better value for users than our competition, but we all agree on data privacy. The following is a look at our competitors.

Brave

A privacy-focused browser with its own crypto token BAT. Focused on the relationship between publishers, advertisers, and users, it seeks to replace the ads you see and compensate you for them. Built on Chromium, Google's open source version of Chrome.

DuckDuckGo

Chromium-based browser and search engine that makes money from advertising on your search pages. They may be a good partner for us for our default search.

Datacy

Datacy is a Chrome/Chromium plugin that lets users monetize their data through partner offers. But it does not provide privacy or protection from others getting that same information. It does not enhance your browsing experience and their platform is not yet available.

Gener8ads

This is a Chromium browser that serves you ads. They are focused on providing targeted ads with which you will engage more. If your goal is to have good ads, their method seems like a good one. This is fundamentally different than our goal of less but more profitable user ads.

The Marketplace Mechanics

The data marketplace connects browser users with different types of offers. Once the offer is accepted, the user gets paid either per occasion or and per time period.

Buy Offers

Several offer types exist in the marketplace, focused on two sections: allowing users to access third party content during their browsing experience and licensing all or part of their data to data buyers.

Data Buyers

Data buyers will create offers for one of the following types:
- Search
- Location/IP
- Telemetry

They will be able to select minimal required fields and field fidelity (accuracy), as well as ad demographic information sharing requirements. Then lock it down to a geographic region and set the monthly spend for minimal and optional fields.

Third-Party Domains

Third-party domain owners will be able to ask users to allow their domain through the third-party blocker. They can offer to pay per month or per load, limited to a certain amount. Different types of domain owners will have different fee recommendations, but in the end they will be able to decide how much to pay per user per month. The following third-party ad types will be created.
- Ad
- Tracking
- Functionality

Users

The focus on user experience allows us to maintain our user base and provides a sustainable base. Users will have full transparency and control over who and what they share. Buy offers will have transparency into where their money went and to whom. Users see which data is shared.

Payment

Buy offers can be made in USD and D Coin, where we will convert the USD into D Coin to distribute to the users.

The D Coin allows us to compensate users from day one, even before data buyers and third-party vendors opt into the marketplace. We provide every new user with D Coin and an uncompromising user experience.

The Team

We have an excellent and technical team of Crypto, business, and technology experts to fully execute on our vision.

Mikhail Kozorovitskiy - Founder
- 17 years building and advising tech
- Startup, agency, and enterprise experience

- Employee during 2 exits and an IPO

Steven Becht - Chief Blockchain Officer
- Principal Architect
- Blockchain Engineer
- Minter of our D Coin

Jason Nunnelley - Capital and Strategic Advisor
- CEO, Upgrade Media
- Experienced CTO
- Web 3 Funding

Evandar Dancy - Software Engineer
- Front-End Developer
- Crypto Enthusiast
- Web3 developer

Advisory Dream Team

We're backed by subject matter experts in our advisory dream team.

Seth Griffin - Chief Creative Officer, Telegraph Creative
William Rhyne - Enterprise Analytics Strategic Leader
Dr. Lindsay Sutton - Senior Director of Experiential Strategy & Operations, Shipt
Chase Morrow - Co-Founder, goodjob.io
Sanjay Kumar - CEO, Kind Perks
Dewar Gaines - Coin Operator, Crypto Investor
David Gibson - Owner Marketer and Entrepreneur, Judge Roy Brown Whiskey

Launching the D Coin

Minting has been disabled at 3 billion. The D Coin distribution has been designed to protect public users, grow the market, and utilize the Datalus marketplace to maintain market liquidity. As long as user data is valuable, the D Coin will have value. Further restrictions on early investors have been implemented to prevent deflation.

Private Sale

We've updated our timeline a bit and the presale numbers to be more flexible while supporting our end funding goals. Depending on the exchange rate we may float a few more or less coins to achieve our 100k funding.

Public Release: 100 Million D Coin

Possible Exchange Rate: 1 SOL = 200,000 D Coin
Possible Sale Price: 1 D Coin = $.001 USD
Estimated Financing: $100,000 - $120,000
Launch: Eary; Q1 2022 depending on milestones.

Launch Event

Financial Summary

Public Release: 1.5 Billion $DCN
Possible Exchange Rate: 1 SOL = 100,000 $DCN
Possible Sale Price: 1 $DCN = $.002 USD
Estimated Sale: $30 Million
Launch: Late Q1 or early Q2 depending on milestones.

D Coin ($DCN) Distribution

Total: 3 Billion
Coin Partners/Presale: 100 Million
Publicly available: 1.5 Billion
Marketplace:
      Reserved for new Users: 500 Million
      Reserved for charity match: 300 Million
      Marketplace 12 Month Reserve: 200 Million
Datalus Corporation Restricted 6 to 12 months: 600 Million
      Employee Compensation: 300 Million

Post-Launch Stability

Datalus Corporation self-imposed a 6 month restriction on all sales of internal D Coin, followed by a maximum vesting for employees of one fifth per year for anyone holding 1 percent or more of the allocation.

Platform-restricted D Coin would only be given out to new users and would drastically increase the number of holders.

Data buyers would be translating their dollars on the open exchange to create offers and that will create a virtuous cycle of liquidity.

Per Datalus Offer User Release

Browser Download 5 $DCN
US KYC account setup: 10 $DCN
Anon account setup: 5 $DCN
Max anon monthly sharing with Datalus Corp 2.7 $DCN
Max KYC monthly sharing with Datalus Corp 5.4 $DCN
First year user cost/income: 47.4 $DCN

Non-Profit Sharing Match

We've left 300 million coins to support our users' donations to charity. We'll match their donations 1 per 1 until we run out of that pool. In the end our users and us will have contributed a total of 20 percent of the equity in D Coin to various charitable organizations rated 4 or above on charity navigator.