

demodata

Data to the People

How much is your data worth?

How much is your data worth?



1,027 USD

MACKEEPER

6,000 USD



997 USD

LUTH
research

1,000 USD

FINANCIAL TIMES

3 USD

Personal Data Management in 2019



- **Big tech firms exploit personal data**
 - Abusive data collection
 - Exclusive access to the data within big tech
 - Profit never shared with users
- **Data brokers steal your personal data**
 - Scrape data from public sources (gov. DB, social media)
 - Deceptive acquisition tactics (personality quiz, games)
 - Profit never shared with users

How many companies have access to
internet user data?

How many companies have access to internet user data?



Almost none!
(Except for the big ones)

Personal Data Market in 2019



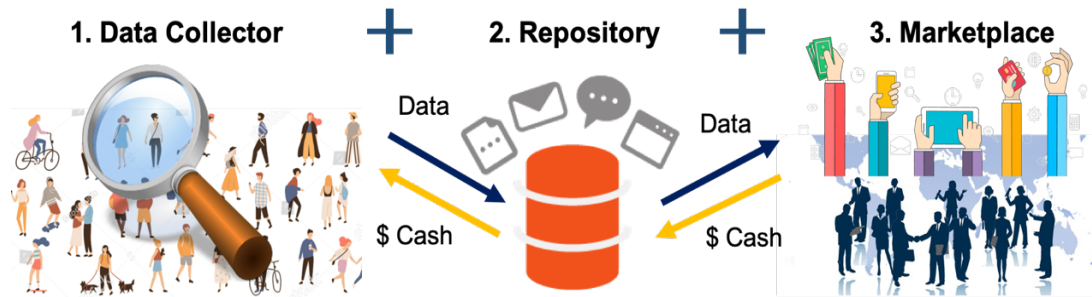
- **Brokers offer limited access**
 - Most data brokerage firms focus solely on B2B data trades
 - Access limited to publicly available data
 - Government census data, demographic, social media network graph
- **Illegal data trading prevalent on dark web**
 - Your identity (SSN) is traded for less than \$1 on black market
 - Paypal login (\$200), credit card # (\$100), driver's license (\$20)
 - Widely available, just cannot be used legally

DemoData Concept



- First commercial bank for data, currency for digital economy
 - Accrue and make profit over data
- Limitless, legal, transparent data market ecosystem
- Latest Database and AI Technology
- The “Netflix of Data Services”

Easy-to-use Data Asset Platform



1. **Legal Spyware**
 - Automatically records all data users generate
2. **Secure cloud storage**
 - Allows users to store data in personal repository
3. **Consent based data publication**
 - Pick-and-choose which data to open for commercial use
4. **Create Profit**
 - Revenue created by data bundle sales is distributed according to contribution

Key Differentiators from data offerings from Google, facebook, ...



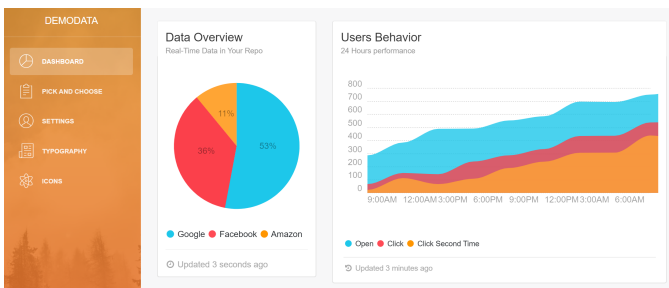
1. **Raw data accessibility** – train your AI product and service
2. **Cross-analyzability** – complex analysis across difference services
3. **Real-time update** – daily updates for keen business insights
4. **Quality assurance** – high-quality guaranteed by data scientists
5. **AI-based recommendation** – no need to suffer from abundance

Use Case for Data Providers (Sellers)

How to Use:



Benefits:



Check dashboard to see data accruing and associated profit



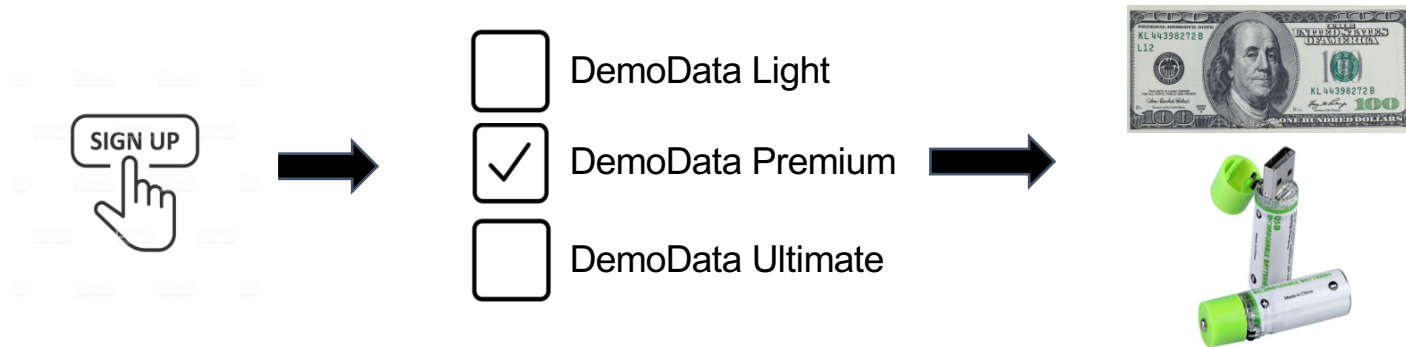
“Cash out” to receive direct deposit in your bank account or Venmo



Receive gift from DemoData's enterprise partners

Use Case for Enterprise Customers (Buyers)

How to Use:



Benefits:



Configure analytics dashboard to display relevant indicators



Refresh or reconfigure dashboard each month as DemoData releases new dataset

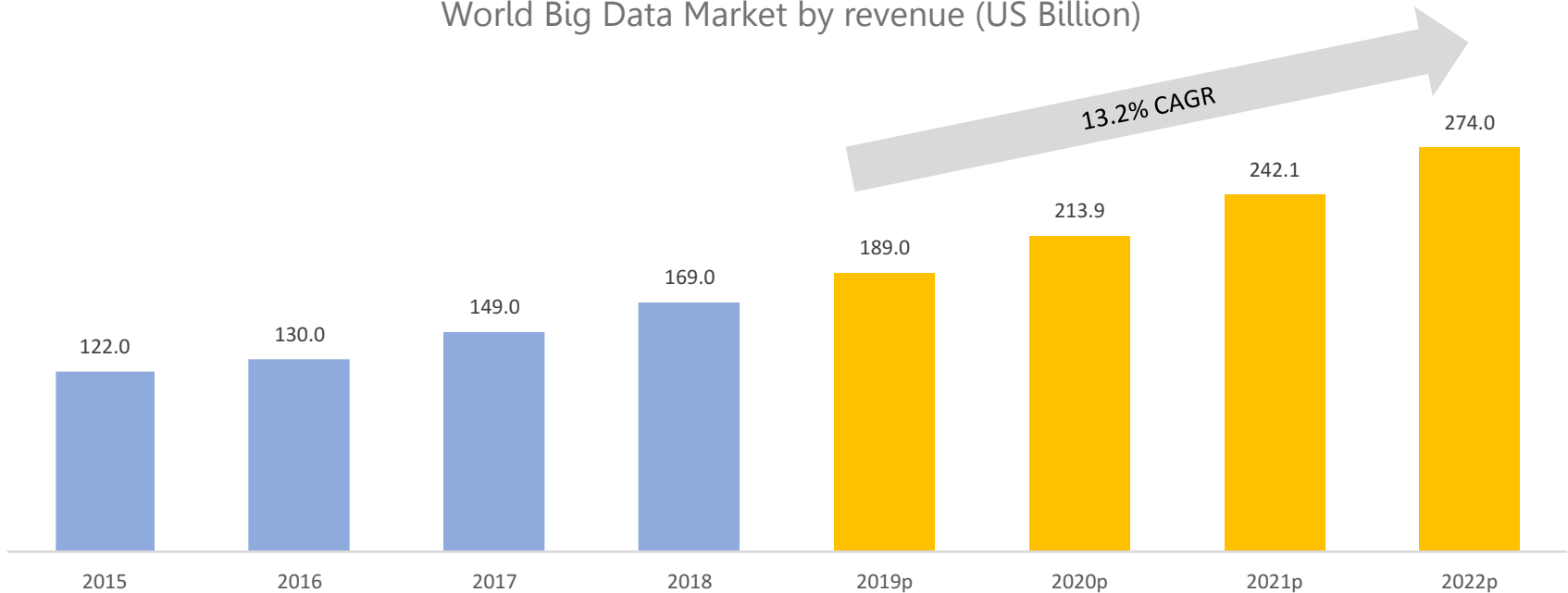
Product

Prototype

MARKET SIZE ANALYSIS (DATA MARKET)

demodata aims to disrupt a +\$190 billion market

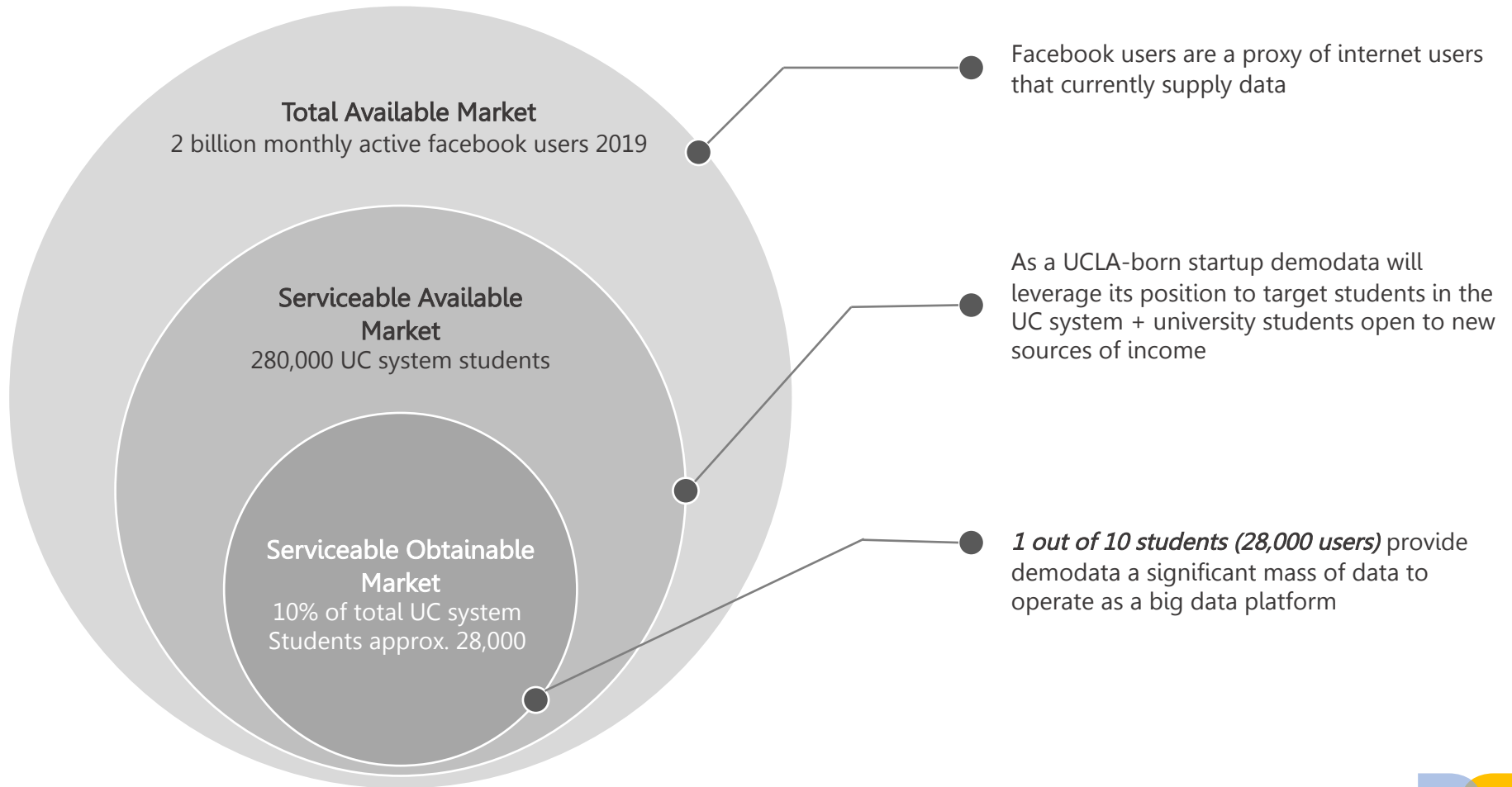
World Big Data Market by revenue (US Billion)



Capturing a market share of 0.1% in the first 3 years of operation will yield revenues of approx. \$270 million

MARKET SIZE ANALYSIS FOR LAUNCH (DATA PROVIDERS)

demodata will target students in the UC system in its first year



Go-to-Market: Acquiring data providers

Objective: 1,000 collocated early adopters in first 2 months

Target



- 280,000 students total
- Represent Millennials

Value Proposition

Take back the power
of your data

\$, gift, or coupon in
your pocket too!

Promotion

Grassroots

Social Media

Viral Marketing

Go-to-Market: Partnering with data buyers

Objective: 100 SMB/SME customers in first 6 months

Target



- Small to medium businesses in California

Value Proposition

Primary market research data at fraction of cost

A venue to spread user experience and trial of product or services

Promotion

Direct marketing

Targeted call campaign

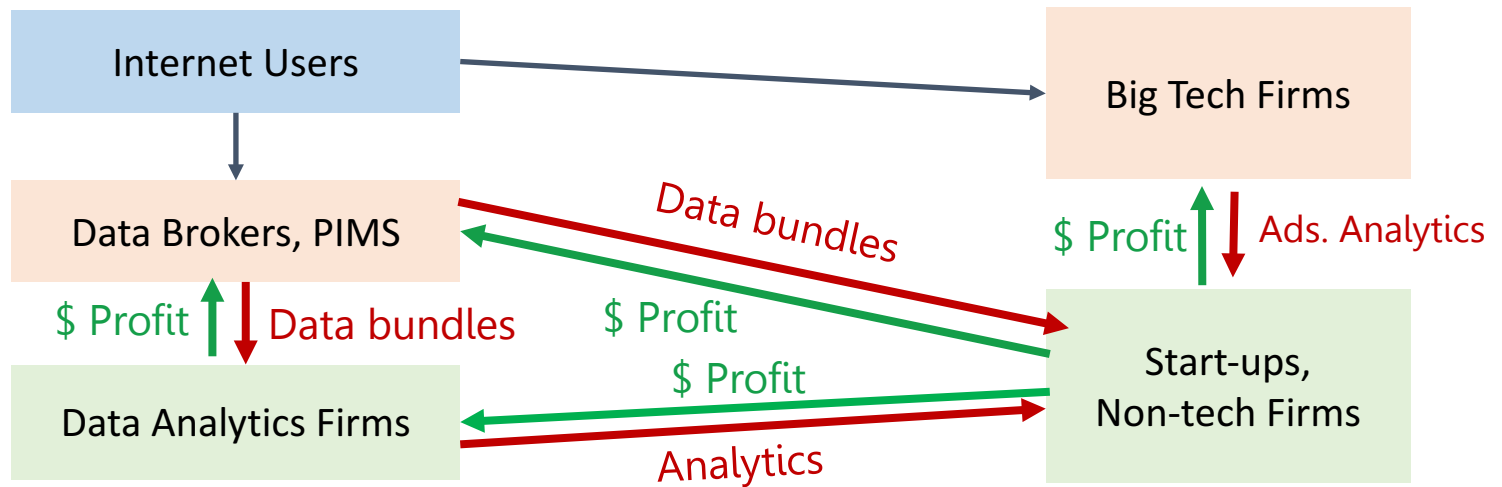
Competition

Data Suppliers

Competitors

Data Buyers

Personal Data Ecosystem



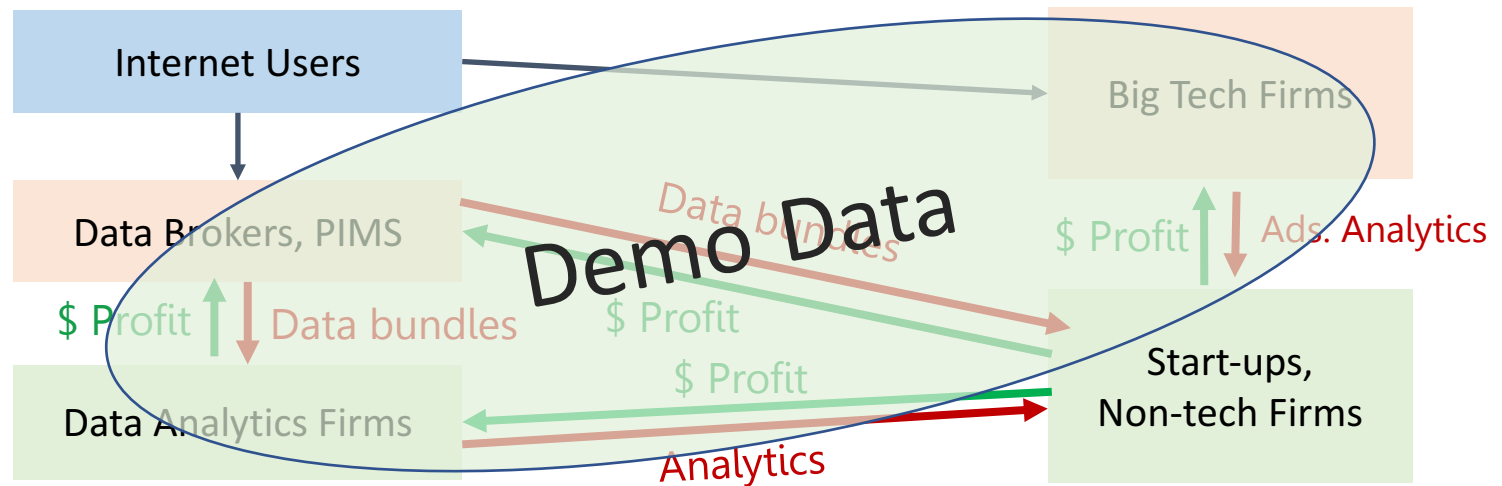
Competition

Data Suppliers

Competitors

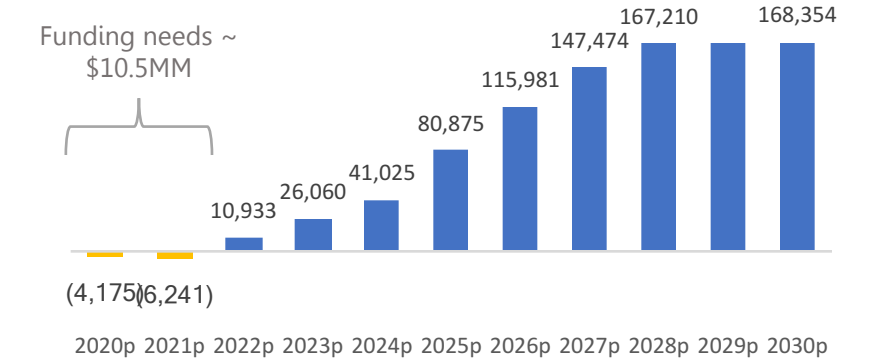
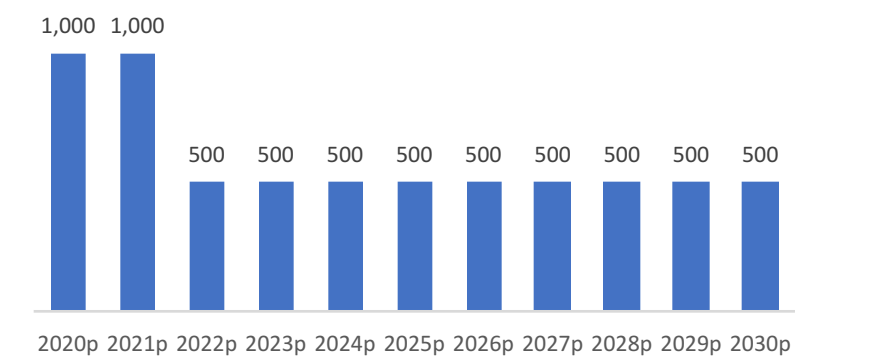
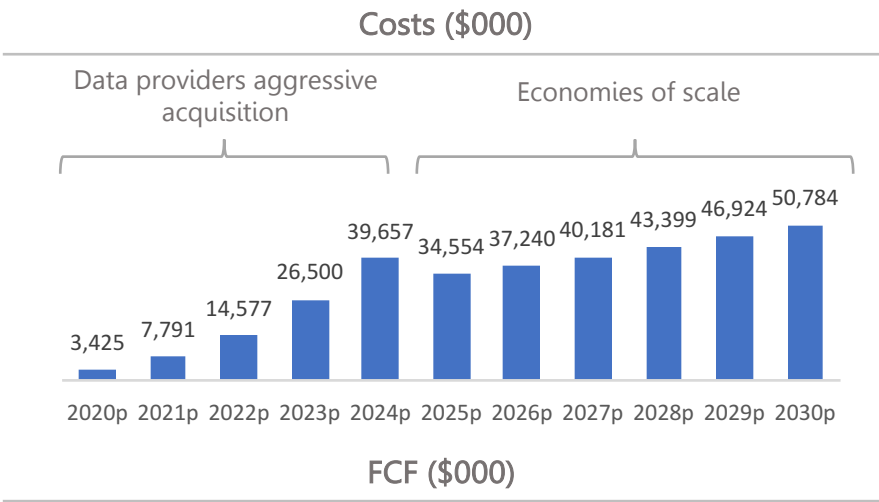
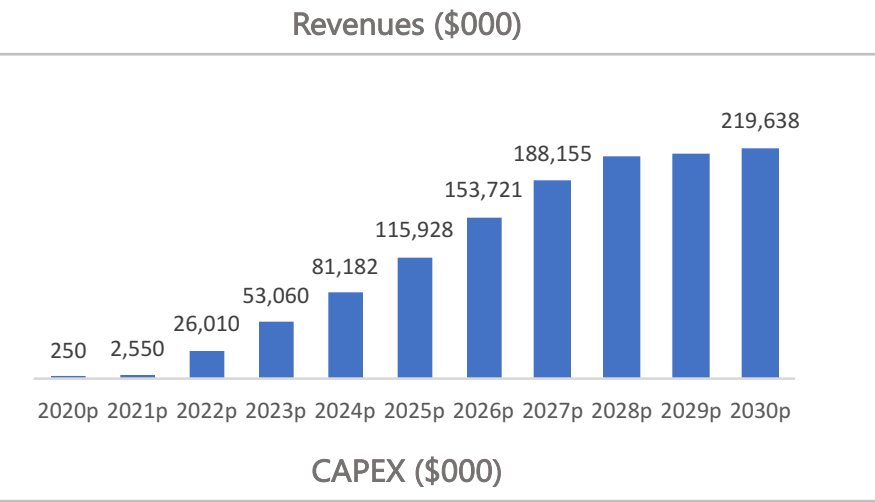
Data Buyers

Personal Data Ecosystem



- Easier!
- Cheaper!
- Faster!

FINANCIAL PROJECTIONS



What about Privacy?

- **Will not collect:**
 - Sensitive data that users do not want to share
- **Will anonymize:**
 - Identification information (e.g. email addresses, phone numbers..)
 - Will only publish this only if user opts in (for targeted marketing)
- **Will not publish:**
 - Anything that users choose not to publish (make your own decision)
- **Will employ The best security to protect the data repository**

Competitor Strengths/Weaknesses

- **Big tech**
 - (S) Has the most comprehensive and large dataset
 - (W) Does not provide access to raw data (only analytics services)
- **Data brokers**
 - (S) Can scrape data from public sources (gov. DB, social media..)
 - (W) Do not have access to raw data and cannot update in real time
- **Personal Information Management Services**
 - (S) Collect information from tech-service APIs with user consent
 - (W) Volume and quality of data collected is limited

Key Differences

	Collect with user consent?	Shares profit with users?	Raw data available to market?
Demo Data	Yes	Yes - Distributes All Revenue	Yes - all data user generates
Big Tech	Yes	No	No
Data Brokers	No	No	No
Personal Information Management Services(PIMS)	Yes	Yes - Shares a fraction of their profit	Yes - data big tech allowed to be accessed with APIs

FINANCIAL PROJECTIONS

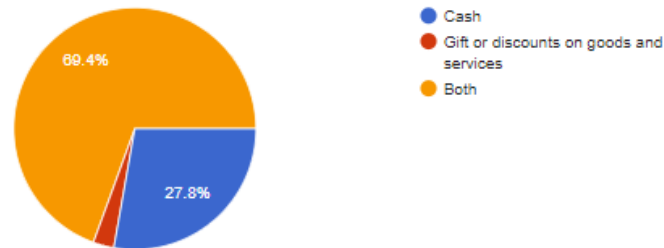
	2020p	2021p	2022p	2023p	2024p	2025p	2026p	2027p	2028p	2029p	2030p
Revenues	250	2,550	26,010	53,060	81,182	115,928	153,721	188,155	211,110	215,332	219,638
COGS	(3,425)	(7,791)	(14,577)	(26,500)	(39,657)	(34,554)	(37,240)	(40,181)	(43,399)	(46,924)	(50,784)
SG&A	(1,000)	(1,000)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)
Operating cash flow	(4,175)	(6,241)	10,933	26,060	41,025	80,875	115,981	147,474	167,210	167,908	168,354
CAPEX	(1,000)	(1,000)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)
FCF	(5,175)	(7,241)	10,433	25,560	40,525	80,375	115,481	146,974	166,710	167,408	167,854

Appendix - E

Consumer Preferences Survey

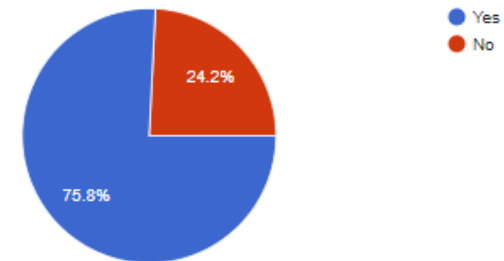
What type of benefit would you want to receive in return for your data?

72 responses



Given that your anonymity is guaranteed and identity secured, would you be willing to open your online data for commercial purposes in exchange for some benefit?

95 responses



What is the total minimum value of benefit in USD [cash + goods and services] that you would require in exchange for sharing your data for 1 year?

72 responses

