



# Koi

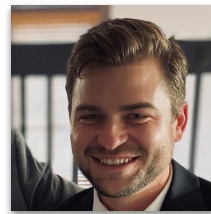
Future-proof the Truth

Koi is aligning incentives and technology to ensure the preservation of human knowledge.



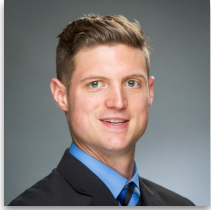
**Alexander Morris**  
Architect & CEO

Robotics engineer, and co-founder of the WeTeachBlockchain global network, Alexander is a generalist with a background in technology innovation and prototyping.



**Clayton Leslie**  
Growth & Product

Private equity analyst with experience in SaaS sales, Clayton brings an in-depth understanding of the defi markets and the ability to communicate complex ideas in the most important terms.



**Shane Moore**  
Systems & Operations

Chemical process engineer turned software developer, Shane has a unique blend of operational and technological expertise. He brings nearly a decade of production experience to the team.



**Kayla Kroot**  
UX & UI Design

Multifaceted career in design and user experience, and as the originator of the Koi brand, Kayla keeps our product and vision focused.

## Problem

Early web pioneers fundamentally altered the knowledge landscape, bringing opportunity, but also creating confusion.

Misaligned incentives have contributed to a siloed and at times inaccessible human knowledge system.

*Today's web lacks incentives that promote an accountable and accessible knowledge system.*

## Solution

*Society requires an honest web, incentivised to ensure human progression as it pertains to awareness and communication.*



Koi peers retrieve, verify, and validate online content to produce clean, open, and accessible datasets.

Anyone with an internet connection can participate.

## Technology

Koi combines mature application-layer technologies with cryptocurrency and blockchain primitives to build incentive models for complex behaviour.

Koi nodes combine [headless browsing](#) with hash tables to create a decentralized network for web scraping. The native KOI token aligns incentives through staking and bounty programs.

The structured data Koi collects is held in archival blockchains and monetized in data marketplaces.

## Market

The 'Artificial' in AI is rapidly being removed as billions of web users unwittingly train computers to think like people.

The global machine-learning market is expected to exceed \$120 Billion by 2025. Good training data depends on two things: a high volume of information and reliable human feedback.

Koi is a decentralized data aggregation network, scraping web2 to bridge it to web3 with oracle and data marketplaces.

## Traction

People make AI possible. From Google's ReCaptcha to Amazon's Mechanical Turk, human feedback is at the core of these training efforts.

Web scraping is the primary vehicle to produce training data for machine learning, especially where NLP and image recognition are concerned.

Koi provides the tools for anyone to take part in this growth, and simultaneously keep AI accountable and build an open web.

## Advisors

Deji Jimoh  
CTO of Wealthblock.ai

Brendan Joyce  
Co-Founder & CEO of LeagueHeads

Brandon Burr  
CEO of Jet Webinar

Dan Danay  
CEO, keyTango.io



**Outlier Ventures**  
base camp

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All information provided by KOI Co. on 3 January 2021

Whitepaper: [openkoi.com/whitepaper.pdf](https://openkoi.com/whitepaper.pdf)