

Monetize your owndata with Blockchain.

WHITEPAPER

by Owndata team



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You are not eligible and you are not to purchase any OWN coins in the Owndata Coin Sale if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a resident of the People's Republic of China or South Korea.



Our next generation decentralized data technology provides fast, secure and easy way to exchange your data.



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What is Owndata?

Owndata is the World's ultimate blockchain based data exchange platform. Owndata is a crypto marketplace for data sellers and buyers.

You can earn money as coins by using our platform to share your data. Owndata provides sophisticated tools for sharing and managing the data with the targeted platform / user base.



Countries where Owndata collects data

UNITED STATES OF AMERICA	LATVIA	POLAND	IRELAND
UNITED KINGDOM	BULGARIA	ESTONIA	BAHRAIN
GERMANY	LITHUANIA	PORTUGAL	KUWAIT
AUSTRALIA	CROATIA	FINLAND	OMAN
CANADA	LUXEMBOURG	ROMANIA	QATAR
FRANCE	CYPRUS	SLOVAKIA	SAUDI ARABIA
ITALY	MALTA	SLOVENIA	UNITED ARAB EMIRATES
SPAIN	CZECH REPUBLIC	GREECE	
AUSTRIA	NETHERLANDS	HUNGARY	
BELGIUM	DENMARK	SWEDEN	

How Owndata Works?

1. Collection of Data

Site Owners/Editors have to sign up and get a Owndata user account in order to register their websites to OwnData Blockchain Platform. Owndata generates a unique pixel code (unique cookie) for each website in return. The addition of this unique cookie to a web site, immediately enables the collection of visitors' data.

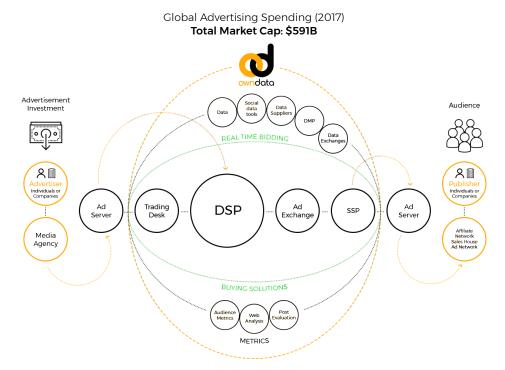
2. Segmentation & Profilisation of Data

Thanks to the user-friendly interface, Owndata users can flexibly segment the collected visitors' data however they (or the buyer) would like to take. Besides, it also allows the users to integrate their own algorithm for a deeper profilisation & retargeting. Such a flexibility paves the way to automatically tokenize and sell the segmented data to buyers on the OwnData exchange platform.



Who Can Benefit from Owndata?

Owndata is for content owners, website owners and editors, application developers, advertisers, publishers, data suppliers, data exchanges, ad networks, DSPs, DMPs and more!



Basically, anyone who is in the advertisement business.

Digital Advertisement

Digital advertising includes promotional advertisements and messages delivered through email, social media websites, online advertising on search engines, banner ads on mobile or Web sites and affiliates programs.

TV Ads

Television advertisements have the advantage of sight, sound, movement and colour to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works.

Print Ads

If an advertisement is printed on paper, be it newspapers, magazines, newsletters, booklets, flyers, direct mail, or anything else that would be considered a portable printed medium, then it usually comes under the banner of print advertising.

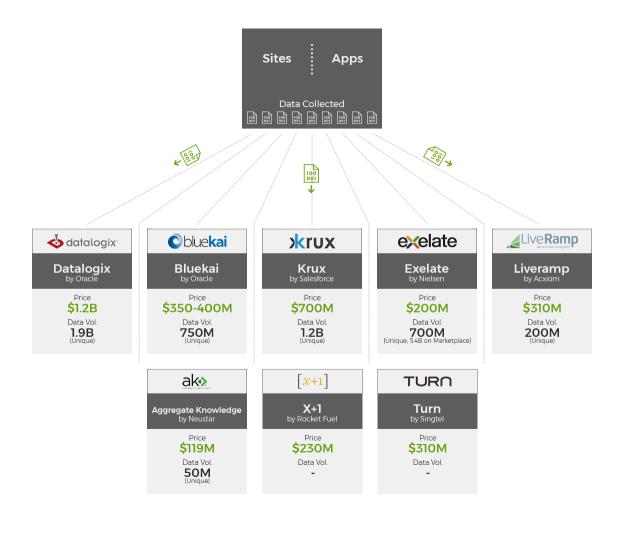
Near Future

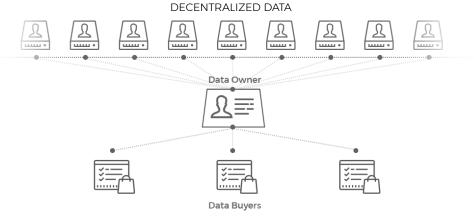
Owndata plans to use data exchange not only on Digital, Media or Print platforms, but on all of the platforms that needs data, such as Telecommunications, Textile, Medical, etc...



Problem That Owndata Solves

Data can generate quite big revenue, large companies collect data from users for free. Owndata platform allows users to monetize their data.



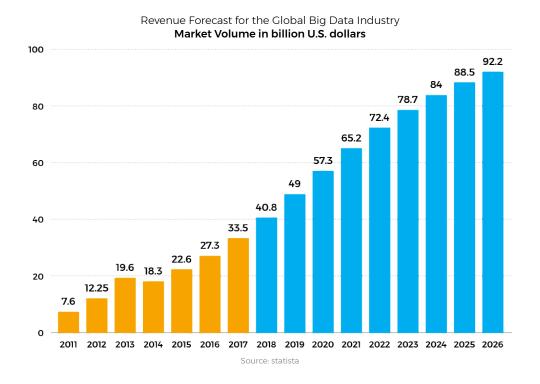


Secure, reliable and immutable Data stored on OwnData Blockchain Platform



Potential of Owndata

The big data market size is increasing non-stop. So the revenue of the market is increasing as well. Owndata is the best way to make use of this growth and turn it into profit.



About graphics shows a revenue forecast for the global big data industry from 2011 to 2026. For 2017, the source projects the global big data market size to grow to just under 34 billion U.S. dollars in revenue.

The term "big data" describes the enormous amount of data that inundate businesses on a constant basis, as well as the industry which has grown around attempts to collect, analyze, and act upon that data. Due to the size and complexity of "big data" sets, traditional data processing applications are seen as inadequate. While the volume of data becomes largely unimportant beyond a certain point, it is what organizations are able to do with the data that matters. According to its proponents, the ability to harness big data effectively allows businesses to make faster, smarter decisions and improve short- and long-term strategic planning.

The largest big data segment is currently professional services, which represents around two fifths of the total market and generates around 10 billion U.S. dollars annually. Some analysts suggest this may not last, however, with service revenues giving way to big data software revenues over the coming decade. Across all segments, IBM is the current market leader, with revenues of about 1.5 billion U.S. dollars from big data. Hewlett Packard Enterprise and SAP round out the top three, with big data revenues for each company reaching close to a billion U.S. dollars.

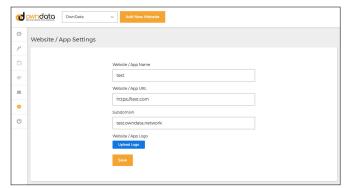
While the industry is growing steadily, client companies continue to have some concerns with the wholesale adoption of big data. Employees and executives working with big data have listed security, cost, and a lack of technical big data expertise as some of their most pressing concerns, and many executives believe that maintaining the quality of collected data remains a significant challenge.



Data Wallet

Creating and using a data wallet takes a few simple steps, here is how data wallet is used;

Add your website / app



Inregration Code



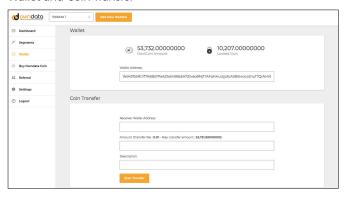
Dashboard



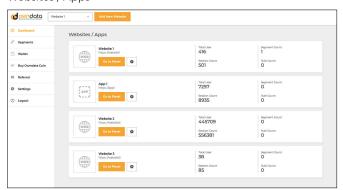
Creating New Segments



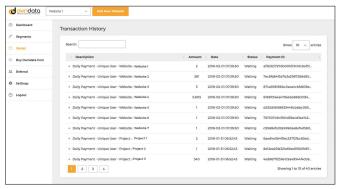
Wallet and Coin Transfer



Websites / Apps



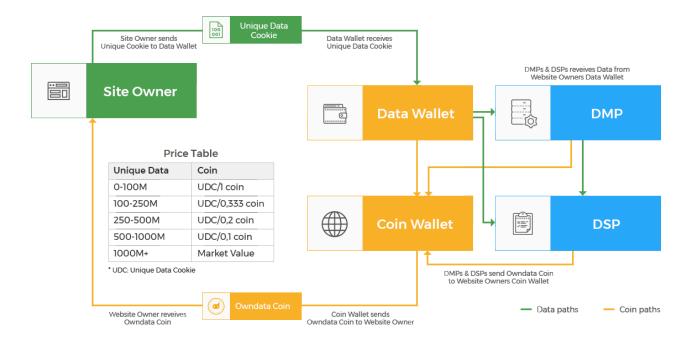
Transaction History





Coin Distribution

Learn how to earn coins in Owndata Ecosystem.



Site Owner

Users or companies who stores Unique Cookies to the system via Owndata Script in their website.

Data Wallet

Wallet that stores the Unique Data Cookies in the system in exchange for Owndata Coins.

Owndata Coin

Cryptocurrency of the Owndata Ecosystem.

DSP

Demand Side Platforms buy Data from Data Wallets of Website Owners in exchange for Owndata Coins.

Unique Data Cookie

Unique Data Cookie collected via Owndata Script in the visited page.

Coin Wallet

Wallet that stores Owndata Coins (Owncoin).

DMP

Data Management Platforms buy Data from Data Wallets of Website Owners' in exchange for Owndata Coins.

Pricing

Revenue per Unique Data Cookie is highest at 0-100M data range. Early adopters will get more coins for their data. As the amount of data in the ecosystem increases, the revenue earned decreases accordingly. When Owndata opens to the exchanges, the value of users' earned coins will be priced by market demand.

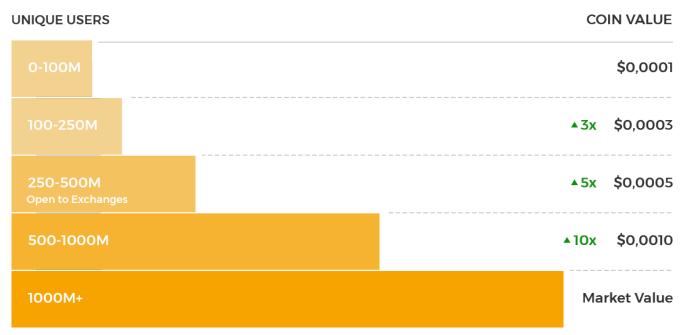


Bounty Program

We will be distributing some of the funds in the following system; the early users who bring the data get the highest earnings.



5,500,000,000



Early adopters will make the most profit.



Private Pre-Sale

Investors can login with a referral code and invest in owndata early by getting coins at a discounted price.

Total Coins in Private Pre-Sale 11,000,000,000

Coin Amount	Price	Discount
0 - 3,000,000,000	1 OWN = 0.00000001 BTC	50%
3,000,000,000 - 6,000,000,000	1 OWN = 0.000000015 BTC	25%

6,000,000,000 - 11,000,000,000 1 OWN = 0.00000002 BTC

You can invest minimum amount of 0.1 BTC.

The Team

Advisors



Vedat Barha

GLAD Advisor

Senior Vice President, Bedrock Group

Boston University

Vedat joined Bedrock in September 2016. As a serial entrepreneur, Vedat founded, managed and sold various Financial Services and Commodity trading Companies and was also involved in highly successful large real estate projects in Geneva. Vedat has a deep understanding of financial products as well as Private Equity. He has been an active investor in Private Technology companies such as Zong (sold to PayPal). Vedat first met David and Ariel at Republic National Bank of New York in Geneva, where he started his career in 1993. Vedat graduated from Boston University in 1993 with a degree in Business Administration and Finance.



Aydın Çamlıbel in

OWNDATA Sales Advisor

Filbox CEO, Filbox TV, Former Assistant General Manager of Turk Telekom

Technische Universität Darmstadt

30 years experience in telecommunication sector, Siemens, Telsim, Vodafone Turkey and Turk Telekom Group.

(1983) Aydın Çamlıbel got a degree from the Darmstadt Technical University. He worked as an engineer, Cable TV Manager, and Access Network Manager at Siemens where he worked for more than 16 years.

After joining Telsim (now Vodafone) as Investments Coordinator, he subsequently worked as the Marketing and Regulations Coordinator and then became VP Sales&Marketing. Aydın Çamlıbel joined Türk Telekom in 2007.



Jun Hao in

OWNDATA Cryptocurrency Expert

Serial Entrepreneur Singapore

ICO Consultant | ICO Advisor | Cryptocurrency Expert

Consulted for more than 10 ICOs. Over 25,000 followers on different platforms. Passionate about Cryptocurrency and the underlying technology, blockchain. Deep understanding of the cryptocurrency market. Amassed over 17,500 followers on Telegram (https://t.me/CryptoAnalysisTM)

One of the ICO (Kinguin.io) that he was very involved in crafting the whitepaper as a technical advisor, won the "Best ICO of year 2018" at the Berlin Summit at the Cryptocurrency World Expo.

He is also working closely with huobi exchange (one of the top few exchange globally) to help increase the size of their global community.

He has helped grow various groups to approximately 20k-30k in size, including, BTU protocol, Lendo, AgentNotNeeded, Axens, Kinquin's Telegram groups. Build a total community of more than 150,000 across multiple ICOs.



Rifat Elhadef in

OWNDATA Business Development Advisor
Investor Business Development Director
University of Leeds





İsmail Hakkı Polat in



OWNDATA Strategy & Marketing Advisor

President at Digital Transformation Association of Turkey Middle East Technical University

Ismail Hakki Polat graduated from The Middle East Technical University Electrical & Electronics Engineering Department in 1989. In his professional carrier, he mainly worked in the globally leading telecommunications companies such as Siemens, Nortel, Ericsson and Turkcell in different positions ranging from engineering to executive management.

Since 2004, he has been lecturing on New Media at Kadir Has University as well as setting up the new media services of local media conglomerates such as Dogan Holding, Merkez Broadcasting & Publishing Group and Ciner Media Group as an active consultant. He also works for BBC Media Action as a freelance consultant during the preparation of New Media Journalism Curriculum in Baku Slavic and Baku State Universities.

Polat is the founder of the first New Media University Department as well as the Founding President of The Digital Transformation Association in Turkey further to his course module authorship for Mobile Journalism at Open School of Journalism in NYC. He has a column in Bloomberg Business Week Turkiye where he shares his opinions on new media, digital transformation and cryptocurrencies on a weekly basis.



Thomas Brill in



OWNDATA Global Business Development Advisor

Vice President Board of Directors at Ventura Digital Solutions Certificate in Management and Marketing at MMB

Thought leader, ignites staff and customer engagement, develops and deploys ambitious sales strategies to capture attention and sharpen the competitive edge.

Democratic, ambitious and resilient sales hunter, stimulated by high targets, raising market share and fortifying the brand to optimize business development. Innovative, develops compelling proposals, delivers enticing solutions. Inspiring and empowering leader maintains poise and calm in challenging and uncharted environments. Assertive communicator and avid listener, interacts effectively with all cultures and positions.

20+ years of experience in sales, business development of hi-tech products and services. He worked as executive for global technology companies such as Telit, Mobilcom, Orga Systems.



Vladimir Cambur in



OWNDATA Blockchain and Software Development Advisor

Founder & CEO, Vectorsoft SRL Uludağ Üniversitesi

Vladimir is a self-motivated person also encourages his colleagues as well.

He has a strong technical background and is able to digest and learn the various solutions to become an expert. He plays active role to grow business in his region also with strong relationships.

Years of experince on Unix/Linux platforms and among the early adopters of Cryptonote and Forknote blockchains.

He follows blockchain technologies and crypto currency world since the beginning with a very close eye.



Pasquale Longobardi in



OWNDATA USA and Canada Marketing Advisor, Project Management Advisor

Independent Consultant in Miami, FL, USA

Marconi University, Rome, Italy University of California, San Diego

Technology Executive having 20+ years experience in IT and Telco Skilled mainly in installation, configuration, migration, and implementation of Business Support Systems. Dedicated to identifying and cultivating team members' skills and talents to improve team performance and efficiency. Pasquale has enormous international experience. He has played key roles in delivering many strategic transformation projects of giant infrastructures such as telcos.

He worked for technology giants such as Ericsson, Atos, LHS, Schlumberger at different levels and positions.





Emmanuel Steins in



OWNDATA Technology and Architecture Advisor

Director of BI&CRM, Lead Architect Rheinisch-Westfälische Technische Hochschule Aachen / RWTH Aachen

20 years of visible achievements on numerous engagements, Overall extensive experience in management of IT organizations and large & international projects, Planning & delivery Digital, BSS and BI Transformation, Manager & practitioner experience in IT Strategy, Enterprise/IT Arch. & Information Mgmt, Exposure to both service provider & operator sides, Experience in systems integration, implementation & delivery of complex Business solutions.

Proven acumen in vendor mgmt., integration with 3PP, and alignment on Business objectives, Skilled in organization building, development and management, Has worked for many high reputational projects and companies such as Accenture, Ericsson, Atos. Emmanuel is also guest lecturer at a private university.



Roadmap

Get an idea about our progress and plans.

Progress	Timeline	Description
Completed	Before 2017	Data, Adserver, DSP, SSP, OmniChannel Software
Completed	Q1 2017	Project Fundamentals
Completed	Q3 2017	Data Wallet Development
Completed	Q4 2017	Coin Wallet Development
In Progress	Q1 2018	Go Live (completed) Data Supplier Admission (completed) Data Wallet Integration of Apps (in progress)
Planning	Q2 2018	Integration to Exchanges, Mobile Wallet
Planning	Q3/Q4 2018	DSP and DMP Integrations





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