



OPIRIA & PDATA TOKEN

Summary

Opiria-Platform and PDATA Token are creating a global decentralized marketplace for the secure and transparent buying and selling of personal data.

Companies worldwide desperately need personal data from consumers to understand their needs and requirements in order to design products and services that fuel desire as well as perfectly target marketing and sales activities. This is why data brokerage is a 250 billion USD/year industry and personal data the oil of the 21st century.

Opiria-Platform enables consumers to earn money by monetizing their personal data. Companies can buy personal data directly from consumers and compensate them with PDATA Tokens. PDATA Token is the currency that expresses the value of personal data and enables its trading by using smart contracts on the blockchain. Opiria platform will connect consumers and companies globally and become the world's largest decentralized personal data marketplace.

Opiria-Platform and PDATA Tokens will democratize the brokerage of personal data in a secure, lawful, fair and transparent way, by making use of blockchain technology and the principle of choice - your choice to securely sell your personal data with whom you want with the help of our platform.

We give companies access to real, reliable and high-quality consumer data and compensate consumers for their data with PDATA tokens - all the while respecting their privacy, in line with rigorous General Data Protection Regulation (GDPR) guidelines.

PDATA - monetize your personal data



Challenge & Solution

Companies worldwide desperately need to know their customers. They need fundamental human insights about consumers in order to design innovative products and services that fuel desire, which leads to sales. Companies also need precise personal data from and about consumers to perfectly target marketing and sales activities. Now companies face ever-growing demands for consumer data, as the world becomes more interconnected and new competitors emerge. This is why data brokerage became a 250 billion USD per year business. The data brokerage industry grew by 13.5% in the past 4 years and is expected to grow at the same rate during the next few years.

Data brokers operate inconspicuously behind a veil of secrecy and a good number are evidently stealing personal data, packaging and reselling it as a commodity, to companies worldwide. By doing so, data brokers are violating consumers' data privacy and not even compensating consumers.

Consumers worldwide are becoming increasingly aware of these unethical practices and have begun to actively protect their data privacy. This has prompted an ensuing arms race where, for example, consumers blocking their web browsing cookies may be answered by the surreptitious gathering of IP addresses, and so on. This is only one simple and innocuous example. Increasingly tech savvy users and new privacy laws are making it harder for data brokers to access quality personal data. As a result, data brokers may engage in much more sophisticated or veiled methods that can cross to line into questionable practices.

To sum it up, the current system is opaque and uncontrollable, consumers' privacy is violated, and companies are hardly getting enough quality data to meet their market research requirements. This already leads to failed investments in the double-digit billions. In addition, the General Data Protection Regulation (GDPR) of the European Union becomes enforceable from May 25th 2018 and will make it even more complicated for data brokers to access personal data.

It seems like we are in an accelerating downward spiral with no way to stop or reverse the trend.



The good news is that there is a solution for these serious problems!

The solution needs to be fully transparent and secure, while providing an open marketplace that enables and ensures the following:

- Consumers can control with whom they share specific personal data
- Consumers get proper compensation for providing personal data
- Personal data flows directly from consumers to companies with no middlemen

And that is exactly what Opiria will be doing.

With the PDATA token and the blockchain-based Opiria platform, we want to create a global decentralized marketplace where companies can buy personal data directly from consumers without any middlemen.

The PDATA token puts a value on personal data and creates a currency that expresses that value. Consumers can create a profile on the Opiria platform and start disclosing personal data, or granting permission for their personal data to be collected via e.g. a browser plugin, a smartphone app, wearables and smart devices, or through surveys. They can decide which data they disclose to the Opiria database. The more they disclose the more valuable their profile becomes.

Companies can ask consumers for permission to access their disclosed personal data via the Opiria platform. Consumers that consent to provide their data would trigger a smart contract between the consumer and the company. On this basis the consumer is paid with PDATA tokens and the company receives the requested personal data.

An important advantage Opiria has over today's traditional data brokers is that Opiria and PDATA token enable companies to gather directly from consumers - this leads to the possibility of acquiring very specific pieces of personal data that are not otherwise available today from data brokers (e.g. tracking data from wearables, smartphone usage, or eye tracking and browsing behavior on the web). This brings huge added value for companies!

The following figure shows how the blockchain-based Opiria ecosystem works, what personal data can be accessed and how consumers are compensated via PDATA tokens for disclosing personal data.



Figure: visualization of how the Opiria ecosystem works

Opiria and the PDATA Token create an ecosystem for the secure trading of personal data while fully protecting consumers' data privacy and granting them full control over direct payments for their personal data.

This fully transparent, open and secure marketplace will motivate consumers to provide data instead of fighting against surreptitious data brokers. Companies get a quick and easy way to access more specific and higher quality personal data - giving them the tools they need to make much more informed and thus more financially secure decisions when designing new innovative products and services, with better targeted marketing and sales activities.

Utility of the PDATA Token

PDATA Token provides utility for both the companies and the consumers. Companies need PDATA tokens in order to purchase personal data from consumers respectively to send them surveys. Consumers earn PDATA tokens by selling their personal data and by participating in surveys. Owning PDATA Tokens increases the likelihood for a consumer to receive a "personal data request"

from a company earlier than other consumers that own less PDATA Tokens. This gives consumers with more PDATA Tokens on average a small time advantage to sell their data to companies.

Utility of PDATA Token:

Utility for companies	Utility for consumers
<ul style="list-style-type: none"> ● Buy consumer’s personal data from the database with PDATA Tokens ● Spend PDATA Tokens to send surveys to consumers and receive specific personal data 	<ul style="list-style-type: none"> ● Receive PDATA tokens for selling personal data ● Receive PDATA tokens for participating in surveys ● Holding PDATA Tokens increases likelihood for receiving a “personal data request” from companies

Value Proposition

The Opiria platform provides:

To consumers	To companies
<ul style="list-style-type: none"> ● full control over their provided personal data ● protection of their anonymity ● protection of their data privacy ● proper compensation for the provided personal data 	<ul style="list-style-type: none"> ● motivated consumers willing to provide personal data ● accurate personal data ● quick and easy access to high quality personal data ● more specific personal data, such as tracking data from wearables, smartphone usage, browsing behavior on the web, and so on ● better decisions when designing new products and services ● better targeted marketing and sales activities



Our Vision

Establish PDATA token as the currency that expresses the value of personal data. Enable consumers to monetize their personal data.

Our Mission

Develop a global decentralized marketplace for the secure and transparent trading of personal data based on the blockchain.

Objectives

- To raise 30 million USD through a token sale, for the development of the Opiria ecosystem
- To develop the PDATA token ecosystem by March 2019 and to have at least a quarter billion consumers in the database by the end of 2023
- To have 27,000 customers of the Opiria platform by 2023
- To cover the 50 most relevant countries for market research from all across the world until 2023.