



# Merging Big Data, Artificial Intelligence and BlockChain Technology to Bring Critical Information to the World

## MISSION

DataBlockChain.io aims to democratize Big Data and level the data playing field by providing the most comprehensive marketing data solution to all businesses and individuals.

## OUR MAIN OBJECTIVES ARE TO:

- 01 Empower Data Source Providers to provide access to their data and monetize it
- 02 Provide full transparency, traceability, and auditability to the data providers
- 03 Build confidence between the end user and data sources
- 04 Give Businesses and Consumers quality verified data
- 05 Give End Users a simplified easy-to-use interface with a quick payment system

## PROBLEM

The key to both acquiring new customers and retaining your current customers is possessing the critical data that can help you market to prospects with the highest propensity to use your products and services and help identify your current customers' needs, ensuring their long-term loyalty. The data industry today is both complicated and highly fragmented, offering a confusing number of choices to businesses desperately in need of this critical information. The existing data marketing ecosystem of data/list owners, managers and brokers is inefficient and often ineffective, costing businesses unnecessary time and money.

## SOLUTION

DataBlockChain.io will provide a robust interface between the users and the data sources. DataBlockChain.io will create a single-point solution that will eliminate the need for multiple data vendors and layers of list managers and brokers that create inefficiency in the marketplace. The backend systems will ensure full confidence in data quality for the end user as well as transactional finality for the data providers.

## USE CASES FOR DATA

- Digital/Online Marketing
- CRM/Customer Retention
- Risk Management
- Analytical Modeling
- Customer Acquisition
- Health Insurance Companies
- Media Buying
- Enhancement of Existing Data
- Background Checks
- Direct Marketing
- People Finder
- Real-Time Leads

## TOKEN

The DBCCoin tokens will be used for transactions on DataBlockChain.io and be used to remunerate Data Providers. The DBCCoin token will also function as an essential marketing tool for DataBlockChain.io as it will serve as the basis for the Rewards Program as well as incentivizing partners through a Promotion Program. These functionalities will be fully supported in the Smart Contract using Solidity.

## THREE REVENUE MODELS

- 01 Big Data Partner contributes via API
- 02 DataBlockChain.io's Data
- 03 Data Partners Onboard Data to DataBlockChain.io

## Pre-Sale/Main Token Sale Info

- Total Tokens Created: 870MM
- Total Tokens Being Sold: 522MM (60%)  
Private Sale: 100MM Tokens
- **Pre-Sale (5/27 - 6/21)**  
Total Tokens Being Sold: 164.58MM  
Token Price: \$0.08 (\$0.12 w/ 50% bonus)
- **Main Token Sale (6/27 - 7/21)**  
Total Tokens Being Sold: 257.42MM  
Token Price: \$0.12
- Team/Advisors Allocated: 221.1MM (25%)
- Bounty Campaign: 10MM (1%)
- Air Drop/Marketing: 10MM (1%)
- Exchanges/Reserve: 106.9MM (12%)
- Min purchase for Pre-Sale: 1 ETH
- Min purchase for Main Sale: 0.1 ETH
- All Unsold Tokens will be burned
- Team members will be on a 12 month vesting schedule with 25% released quarterly
- Soft Cap: \$10 Million | Hard Cap: \$50 Million

## DEVELOPMENT TIMELINE



## KEY TECHNOLOGIES

- Smart Indexing Engine (SIE)
- Blockchain Integration
- DBCWallet to Simplify Buying Process
- IPFS

## STRATEGIC RELATIONSHIPS

- Media Direct, Inc. – contributing billions of records tied to 300MM+ consumers and 16MM+ businesses
- Appsbar – 2MM+ SMB requiring critical data for business growth