



DATABLOCKCHAIN.IO

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

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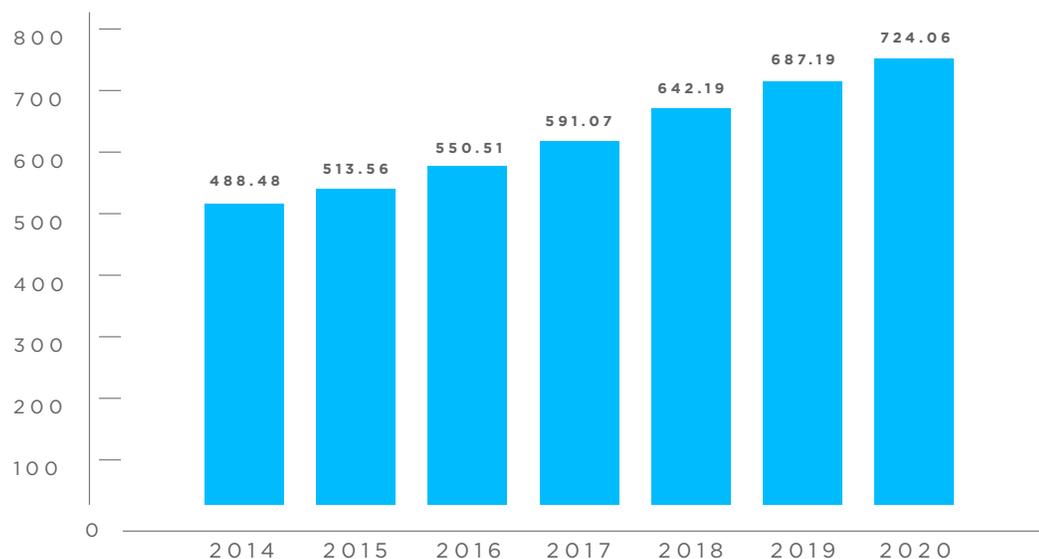
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# THE BIG PROBLEM

One of the biggest challenges businesses face today is customer acquisition and retention. The key to both acquiring new customers and retaining your current customers is possessing the critical data that can help you market to those prospects with the highest propensity to use your products and services and further help identify the needs of your current customers 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.

## Global advertising spending from 2014 to 2020 (in billion U.S. dollars)



Global advertising revenue for 2017 was \$591 billion with \$209 billion of it dedicated to digital advertising. Data is the backbone of digital advertising/marketing.

Yet effective data sources have become even rarer as the need for data becomes more essential. The high demand for big data sources that provide quality and complete data has skyrocketed in today's digital age.





# DATABLOCKCHAIN.IO

DataBlockChain.io, in association with Media Direct, Inc. aims to democratize big data and level the data playing field by providing the most comprehensive marketing data solution to all businesses and individuals.

DataBlockChain.io will provide a robust interface between the business or individual and the data sources. The backend systems will ensure full confidence in data quality for the end user as well as transactional finality for the data providers.

## Our main objectives are:

- 🕒 **To empower Data Source Providers to provide access to their data and monetize it**
- 🕒 **To provide full transparency, traceability, and auditability to the data providers**
- 🕒 **To build confidence between the end user and data sources**
- 🕒 **To give Businesses and Consumers quality verified data**
- 🕒 **To give End Users a simplified easy-to-use interface with a quick payment system**

DataBlockChain.io will comply with applicable privacy rules and regulations including the General Protection Regulation Act. DataBlockChain.io will not offer financial data covered in the Graham Leach Bill.

## EMERGING BLOCKCHAIN INDUSTRY

The pipeline for new token sales is deep and growing daily. Thousands of new and existing businesses are embracing blockchain technology. Many are drawn in by the transparency offered by the public ledger, the decentralization of databases and the allure of creating a new cryptocurrency.

While these new blockchain projects and the crypto entrepreneurs behind them differ greatly from one another in many ways, they are all early adopters who have embraced a disruptive technology before the masses. Virtually all of these new varying blockchain projects will require critical data to optimize their performance in this new business paradigm.

As the reconfigured, efficient, and transparent way for these businesses to access the data and information they need to succeed, DataBlockChain.io will be uniquely positioned to capitalize on the rapidly growing needs of blockchain pioneers.





EXEC SUMMARY

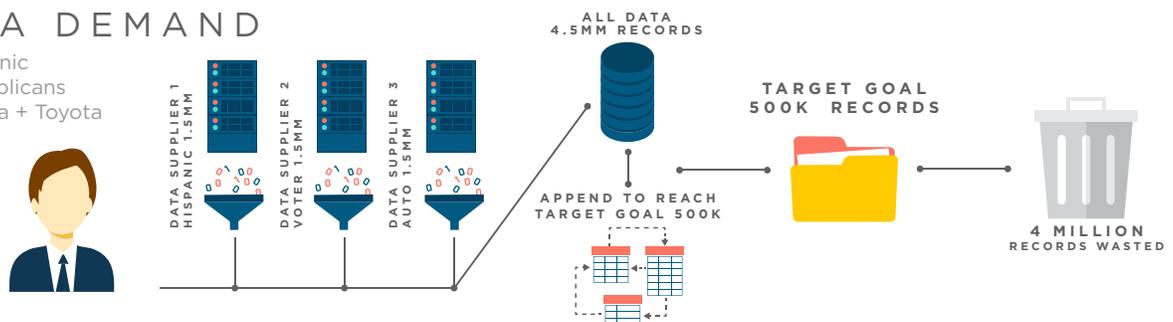
# CURRENT LANDSCAPE

DataBlockChain.io's objective is to provide a comprehensive solution that serves as both an upgrade to the demand and supply side of the data industry, and solves two key market flaws: disparate data sources and lack of transactional transparency, both in utilization and payment, to data owners.

Today, an individual, entity or brand looking to acquire a specific data set will have to spend extensive time and resources locating sources that meet its target audience, negotiating costs, and establish privacy standards for the transferring of the data. This leads to a decrease in quality and a duplication of data records. These three (3) challenges not only make it extremely cost prohibitive to identify and acquire the multiple datasets required to build the exact data that is needed, but for small and medium sized businesses (SMB), it creates a barrier to enter the data marketplace.

## DATA DEMAND

- Hispanic
- Republicans
- Honda + Toyota
- 500K



Attempting to generate revenue today from existing datasets brings its own unique set of challenges. The first main challenge is the time and money it takes to create data cards and collateral for the data owner to monetize. At the same time, they need to identify the right organization or marketplace offering the widest reach and one which represents the highest demand for their data. The second major challenge is integrity and accountability. Data owners do not trust outside organizations to properly store, manage and monetize their data. The last major concern surrounds the security of the storage environment. Data abuse and lack of transparency in the revenue share business model are underlying fears that will ultimately prevent a list owner from making his/her unique data set available for purchase.

DataBlockChain.io aims to remove layers of inefficiency, provide an open and transparent audit into data use and payment, as well as maximize profits for both the data owner and data purchaser.

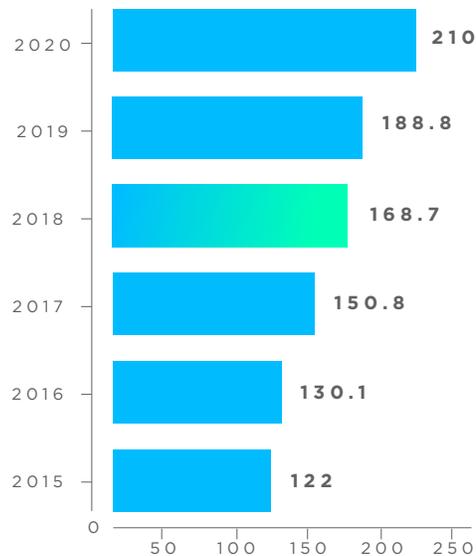
# CURRENT LANDSCAPE (cont...)

## Revenue from big data and business analytics worldwide from 2015 to 2020

(in billion U.S. dollars)

“The demand for data is growing. In 2018, big data and business analytics is expected to generate 168.7 billion USD worldwide and climb to over 210 billion USD worldwide in 2020 (Statista 2018).”

In addition, the need for hyper-targeted data is more prevalent than ever - it takes intelligence from multiple sources to build the exact profile of data.



The following industries have continued to display a growing need for the type of data and transparency provided by DataBlockChain.io

- Blockchain
- Automotive
- Political
- CPG
- Travel
- Fitness and Health
- Education
- Finance
- Military & Government

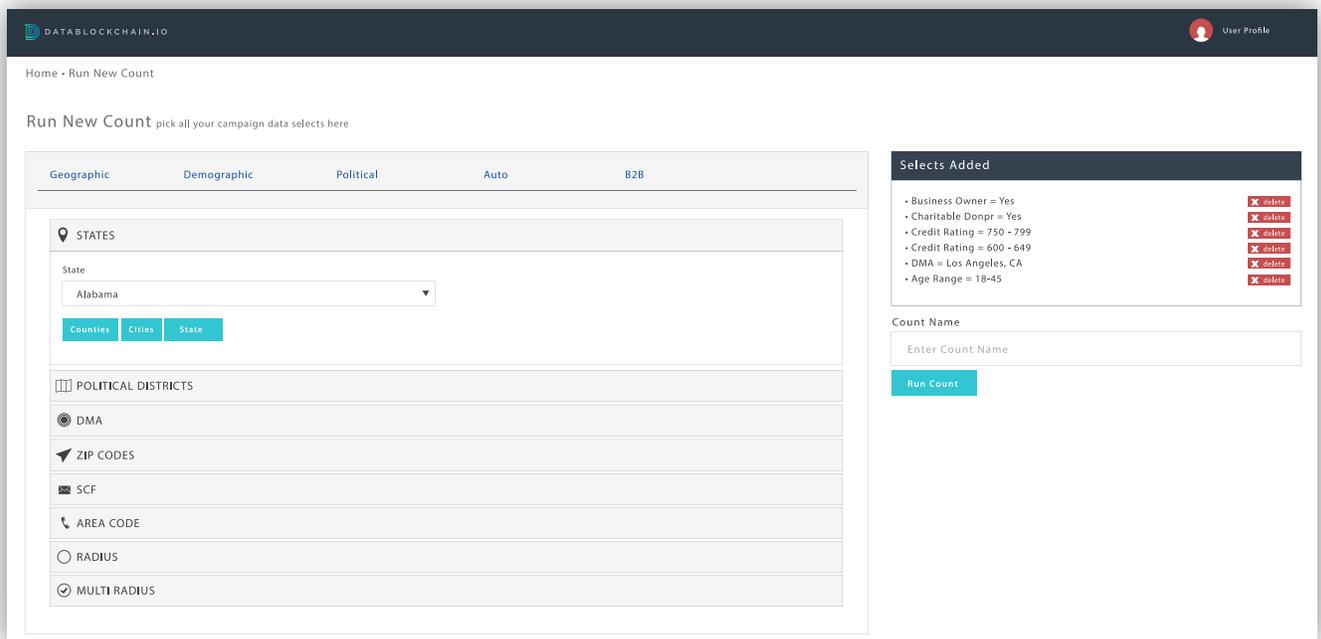
Employees and executives working with big data have listed security, cost, and lack of technical big data expertise as some of their most pressing concerns.

<https://www.statista.com/topics/1464/big-data/>



# OUR VALUE

DataBlockChain.io will revolutionize the data list industry by eliminating unnecessary middlemen and creating a more efficient data sourcing and delivery process. DataBlockChain.io will build a unified User Interface to allow an entity to search varying and diverse sources of data for records that match their search query parameters. The parameters can range from geographic, demographic, psychographic and behavioural attributes. A single query would be able to span hundreds of sources and billions of records.

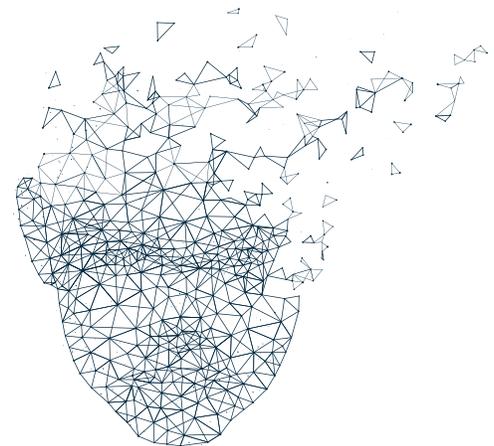


The screenshot shows the DataBlockChain.io interface. At the top, there's a navigation bar with the logo and 'User Profile'. Below it, the main heading is 'Run New Count' with a subtext 'pick all your campaign data selects here'. The interface is divided into several sections:

- Geographic:** Includes a 'STATES' section with a dropdown menu set to 'Alabama' and buttons for 'Counties', 'Cities', and 'State'.
- Political Districts:** Includes options for 'DMA', 'ZIP CODES', 'SCF', 'AREA CODE', 'RADIUS', and 'MULTI RADIUS'.
- Selects Added:** A list of selected filters with 'X delete' buttons next to each:
  - Business Owner = Yes
  - Charitable Donpr = Yes
  - Credit Rating = 750 - 799
  - Credit Rating = 600 - 649
  - DMA = Los Angeles, CA
  - Age Range = 18-45
- Count Name:** A text input field with the placeholder 'Enter Count Name' and a 'Run Count' button.

# SMART INDEXING ENGINE

The Smart Indexing Engine will utilize predictive analytics (a type of artificial intelligence using data analysis and machine learning) for Confidence Scoring to provide the most accurate and up-to-date data. It can also combine sources to provide all required attributes. The entity would receive a record set which it could download and utilize. The record set can be a single individual that matches all parameters or millions of records that match the parameters.





## OUR VALUE (cont...)

The Backend Agent (Ethereum/Smart Contracts) will keep track of all sources used to provide the data to the entity. It will calculate and disperse payments to all sources involved based on the licensing agreements with said agents. The payments are immediate and do not require authorization, manual invoices, or bank/wire transfers. For complete transparency, an Ethereum-based Blockchain is used for all record source management, invoicing and payments. Smart contracts are utilized for tracking record usage and the multiplex of licensing and data sources. All payments are made through the DataBlockChain.io cryptocurrency DBCCoin.

The Data source partners can use different licensing models to add their data set into the system. They can provide their data to be added to our data set or they can utilize an API (Oracle) to give our system access to their data. The API can be used by the Smart Indexing Engine to query the data of the data partner and build a heuristic index for fast searching. Each data source is analyzed, scored and sorted. A Confidence Score is applied to each source based on the data age and the attributes available. The Confidence Score is organic and changes as more data is analyzed and as the data is utilized in the system. A higher Confidence Score translates to higher payouts for the data source partners.



The Data Source Partners and their data are segregated from each other. Only the Smart Indexing Engine knows which source is providing which data. The privacy of the data as well as the privacy of the data partners is protected.

Because all payment transactions are made through the Blockchain, the Data Source Partners can trust the payments will be immediate and immutable. Full traceability of record usage is available to the Data Source Partners.

# USE CASES

The use cases for DataBlockChain.io are diverse, but the most common include:

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

# REVENUE MODEL

While BigData has traditionally been available only to big companies, DataBlockChain.io lowers the barrier for entry and expands our potential client base to include small, medium and large businesses around the globe as well as Token Sales seeking data for their new ventures.

DataBlockChain.io will collaborate with a network of diverse data partners contributing billions of data points from thousands of sources. DataBlockChain.io will manage and help monetize their data helping those data partners reach a broader global audience of potential customers.

When a customer places an order on DataBlockChain.io that utilizes a partner both DataBlockChain.io and the data partner will get a percentage of the sale. The DataBlockChain.io approach will streamline and maximize profits for all parties involved.

## There are three distinct revenue models

### 1. Primary Revenue Model

- a. Big Data Partner contributes via API

Data is not hosted by DataBlockChain.io but is Indexed by the SIE  
20/80 Rev Share Model

### 2. Secondary Revenue Model

- a. DataBlockChain.io's Data

Data is Locally Stored in a Secure Data Warehouse  
100% Revenue

### 3. Tertiary Revenue Model

- a. Data Partners Onboard Data to DataBlockChain.io

Data is Locally Stored and Secluded in a Secure Data Warehouse  
50/50 Rev Share Model

DataBlockChain.io has an exclusive agreement with Appsbar.com, the leading DIY mobile app development community, and its 2+ million small business users to provide consumer data leads from its Blockchain powered platform. Appsbar.com is renowned for its users being early adopters to new technology and embracing multi-channel marketing to best serve their small business users.





# ABOUT MEDIA DIRECT

Established in 2008, Media Direct, Inc. is a leader in the digital data industry. Product lines include Email and Digital Marketing, Consumer/Business Data Analytics, Direct Mailing Data, Data Enhancements and Hygiene, and Data Modeling and Analytics. Media Direct, Inc. has a talented team of developers that build in-house proprietary solutions for Data Analytics and Mobile+Web Application Development. Media Direct, Inc. provides data and marketing services to a large portfolio of Fortune 100 Brands and Leading Agencies such as Verizon, AT&T, Wells Fargo, Nissan, Chrysler, Harte Hanks, Ford, Chevy, Lifetime Networks, and Walgreens. Media Direct, Inc.'s core areas of expertise include: Automotive, Consumer Package Goods, Travel, Financial, and Political.

Media Direct is contracted to be DataBlockChain.io's  
initial primary data & technology partner



Transportation  
Security  
Administration



DataBlockChain.io has an exclusive agreement with Media Direct, Inc's data warehouse of consumer and business marketing records.



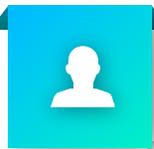


DATA ASSETS

# DATA ASSETS

DataBlockChain.io has a competitive advantage due to the massive data assets of Media Direct, Inc. Media Direct, Inc. has spent years gathering, sorting, validating, analyzing and enhancing its data above and beyond industry standards.

## CURRENT DATA ASSETS



**Base Consumer File - 300MM+ Records**  
• 400+ demographic, psychographic and lifestyle attributes  
• Pre Mover File  
• Real Estate and Property Closing File



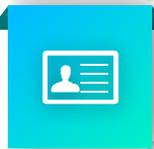
**IP Address**  
• 450MM tied to Consumer  
• 109MM tied to Household



**Automotive File - 175MM Records**  
• Year, Make, Model, Vin



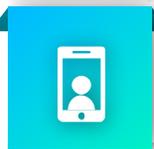
**Mobile Phone File - 180MM**



**Voter File - 185MM Records**  
• Voter Registration  
• Modeled Voters  
• Modeled Swing Voters



**Social Profile File - 325MM**  
• FB, Skype, LinkedIn, Twitter, Instagram



**Device ID File**  
• 2.7T (650MM unique) tied IP, Lat/Long  
• 400MM tied to Hashed Email,  
• 8 Billion Monthly



**Base Business File - 16MM+ Records**  
• New Business File  
• Professional / Occupational License File  
• Diversity Business File  
• Transportation Files  
• Building Permits

We are in the process of finalizing relationships with other major data providers worldwide. We are also aggressively looking to forge relationships with as many data sources as possible to contribute to the DataBlockChain.io ecosystem.





# DATA ASSETS

DataBlockChain.io has already obtained over one billion records on over 300 million consumers and sixteen million businesses. Our in depth consumer and business profiles contain hundreds of valuable demographic, psychographic and firmographic attributes that our Smart Indexing Engine (utilizing AI/ML for Predictive Analysis) will evaluate to provide our customer the precise data to meet each of their individual needs.

## An abridged list of our current attributes includes:

### Marital Status

- Married
- Single
- Divorced/ Separated
- Widowed

### Home

- Own Home
- Rent Home/Apartment
- Live With Parents
- Equity Homeowners
- Recent Movers

### Length of Residence

- Under 1 Year
- 1-5 Years
- 6 Years and Longer

### Presence of Children

- Age 0-18
- Inquire about specific age(s)
- Grandchildren
- Empty Nesters
- Single Moms

### Pets

- Household Pets (non specific)
- Own a Cat
- Own a Dog

### Credit Card Provider

- Mastercard
- Visa
- American Express
- Discover

### Political

- Party Affiliation
- Swing Voters
- Voter History

### Activities/Hobbies

- Automotive Work
- Books
- Collectibles/Memorabilia
- Crafts/Needlecrafts
- Cultural/Art Events
- Fine Arts Antiques
- Gambling
- Photography
- Sweepstakes
- Watching Sports
- Wine

### Music Preferences

- Alternative Music
- Classical
- Country
- Easy Listening/Light Sounds
- Gospel
- Jazz
- Latin
- Metal
- Pop/Dance
- R&B
- Rap
- Rock (hard & soft)

### Attendance

- Galleries
- Restaurants
- Concerts
- Opera
- Sporting Events/Theme Parks

### Automotive

- In The Market Auto Intenders
- Make
- Model
- Year
- Class

### Cooking/Dining

- Gourmet Cooking
- Home Cooking
- Pleasure Cooking
- Wines

### Gardening

- Flower Gardening
- Houseplants
- Outdoor Gardening
- Vegetable Gardening

### Travel

- Cruises
- Foreign Travel
- Recreation Vehicles
- US Travel
- International Travel
- Vacation Packages

### Home & Family

- Home Decorations/Furnishing
- Do It Yourself Projects



# DATA ASSETS (cont...)

## Occupation

Administrative  
 Clerical or Service  
 Craftsman  
 Doctor  
 Farm Worker  
 Foreman  
 Home Office  
 Homemaker  
 Lawyer  
 Management  
 Middle Management  
 Military  
 Operative  
 Professional  
 Proprietor  
 Retired Military  
 Retired  
 Sales/Service  
 Service Worker  
 Student  
 Teacher  
 Unskilled  
 High Paid Blue Collar  
 Retirees (65+)

## Hi-Tech/Entertainment

Audio/Video Equipment  
 Cable TV  
 Cellular Phone/Pager  
 Computer/Electronic Games  
 Computer Hardware  
 Computer Software  
 DVD's  
 Internet  
 Long-Distance Telephone  
 Satellite Dish  
 CD's

## Geo

Country  
 State  
 City  
 Zip Code  
 Area Code  
 DMA

## Sports & Recreation

Horseback Riding  
 Hunting/Shooting  
 Motorcycling  
 Powerboating  
 Running/Jogging  
 Sailing  
 Scuba Diving  
 Snow Skiing  
 Soccer  
 Tennis  
 Water-Skiing/Water Sports  
 Bicycling  
 Bird Watching  
 Boating/Sailing  
 Bowling  
 Camping/Hiking  
 Fishing  
 Golf

## Online Activities

Pay Bills  
 Shop for Insurance  
 Shop for Mortgage/Loans  
 Shop for Vehicles  
 Surf the Net  
 Purchase Books or Music  
 Purchase Clothes  
 Purchase Hardware/Software  
 Make Travel Arrangements  
 Trade Stocks/Bonds  
 Job Searching

## Construction

Architect  
 Carpenter/Furniture/Woodworking  
 Construction  
 Craftsman  
 Crewman  
 Electrician  
 Dock Worker  
 Foreman  
 Foreman/Crew leader  
 Foreman/Shop Foreman  
 Estimator

## Transactional

Orders - Health  
 Orders - Personal Care  
 Orders - Electronics  
 Orders - Home Furnishings  
 Orders - Furniture  
 Orders - Housewares  
 Orders - Home Care  
 Orders - Garden  
 Orders - Jewelry  
 Orders - Music  
 Orders - Pets  
 Orders - Sports and Leisure  
 Orders - Travel  
 Orders - Videos/DVDS  
 Payment - AMEX  
 Payment - Credit Card  
 Payment - Discover  
 Payment - House Charge  
 Payment - Mastercard  
 Payment - Retail Card  
 Payment - Visa

## Health

Chiropractor  
 Dietician  
 Dental Assistant  
 Dental Hygienist  
 Dentist  
 Health Care  
 Health Services  
 Medical Assistant  
 Medical Doctor/Physician  
 Medical Secretary  
 Medical Technician  
 Medical/Paramedic  
 Nurse  
 Nurse (Registered)  
 Nurse/LPN  
 Nurses Aide/Orderly  
 Technician/Lab  
 Technician/X-ray  
 Doctor



# DATA ASSETS (cont...)

## Buying Behavior

Subscribe To Cable TV  
High Speed Internet Access  
Luxury Car Buyers

## Banking/Finance

Accounting/Biller/Billing clerk  
Banker  
Bookkeeper  
Broker  
Broker/Stock/Trader  
Banker/Loan Office  
Banker/Loan Processor

## Banking/Finance

Accounting/Biller/Billing clerk  
Banker  
Bookkeeper  
Broker  
Broker/Stock/Trader  
Banker/Loan Office  
Banker/Loan Processor

## Contributors

Charities/Volunteer Activates  
Community/Civic Activates  
Current Affairs/Politics  
Democratic Contributor  
Donate To Charitable Causes  
Environmental Issues  
Our Nation's Heritage  
Republican Contributor  
Support Health Charities  
Wildlife/Environmental Issues

## Collectibles

Crafts  
Crocheting  
Cross-Stitching  
Needlework/Knitting  
Sewing  
Scrap-Booking  
Quilting

## Voting

Number Of Times Voted  
Swing Voters  
Party Affiliation  
Presidential Voter History  
Other Election History

## Readers

Magazines  
Science Fiction  
Romance  
Adventure  
Mystery  
Satire  
Drama  
Horror

## Sports Viewership

NASCAR Enthusiast  
Soccer  
Football  
Baseball  
Hockey  
Golf  
Tennis  
College Sports  
Basketball  
Olympics

## Computer

Communications  
Computer  
Computer Operator  
Computer Programmer  
Computer/Systems Analyst

## DIY

Web Design  
Marketing  
Home Improvement  
Crafts  
Automotive  
Cooking

## Age

18-29  
30-39  
40-49  
50-59  
60-65  
65+

## Healthy Choices

Dieting/Weight Control  
Healthy/Low Fat Cooking  
Health/Natural Foods  
Physical Fitness Exercise  
Self-Improvement  
Vegetarian

## Legal

Lawyer  
Legal Secretary  
Legal/Attorney/Lawyer  
Legal/Paralegal/Assistant  
Court Reporter

## Ethnic Groups

Southeast Asian  
Central & Southwest Asian  
Scandinavian  
Other  
Western European  
Hispanic  
Unknown  
Eastern European  
All African American Ethnic Groups  
Middle Eastern  
Jewish  
Mediterranean  
Native American  
Far Eastern  
Polynesian

## Financial Interests

Investing  
Buying/Renting Residential  
Buying/Renting Commercial  
Online Business  
Credit Repair  
Debt Consolidation



# DATA ASSETS (cont...)

## Management

Manager/Assistant Manager  
 Manager/Branch Manager  
 Manager/Credit Manager  
 Manager/District Manager  
 Manager/Division Manager  
 Manager/Marketing Manager  
 Manager/Office Manager  
 Manager/Plant Manager  
 Manager/Product Manager  
 Manager/Project Manager  
 Manager/Property Manager  
 Manager/Regional Manager  
 Manager/Sales Manager  
 Manager/Store Manager  
 Manager/Traffic Manager  
 Manager/Warehouse Manager  
 Manger/General Manager

## Income

\$20,000-\$29,000  
 \$30,000-\$39,000  
 \$40,000-\$49,000  
 \$50,000-\$74,000  
 \$75,000-\$99,000  
 \$100,000+

## Entertainment Jobs

Actor/Entertainer/Announcer  
 Artist  
 Model  
 Musician/Music/Dance

## Gambling

Online  
 Poker  
 Sports  
 Racing

## Insurance

Adjuster  
 Insurance/Agent  
 Insurance/Underwriter

## Engineering

Engineer/Aerospace  
 Engineer/Chemical  
 Engineer/Civil  
 Engineer/Electrical/Electronic  
 Engineer/Field  
 Engineer/Industrial  
 Engineer/Mechanical

## Education

Some Highschool  
 Highschool Graduate  
 Some College  
 Associate's Degree  
 College Degree  
 Graduate's Degree  
 Masters/PHD

## College Degree

Education  
 Political Science  
 Journalism  
 Marketing  
 Health/Fitness  
 Business/Finance  
 Management  
 Science  
 Engineering

## Continuing Education

Electronics  
 Construction  
 Marketing  
 Computers  
 Educational

## Military

Marine Corps  
 Air Force  
 Armed Forces  
 Army Credit Union Trades  
 Coast Guard  
 National Guard  
 Retired Military

## Investing

Real Estate  
 Business  
 Stocks  
 Funds  
 Bonds  
 Online Businesses  
 Other

## B2B

CEO/CFO/Chairman/Corp Officer  
 Executive/Upper Management  
 Middle Management  
 Manager

## Government

Firefighter  
 Police/Trooper  
 Civil Service/Government  
 Air Traffic Control

## Office

Sales  
 Sales Clerk/Counterman  
 Sales/Service  
 Public Relations  
 Printer  
 Production  
 Data Entry/Key Punch  
 Customer Service/Representative  
 Clerical or Service  
 Administration/Management

## Service

Waiter/Waitress  
 Maintenance/Supervisor  
 Loader  
 Janitor  
 Instructor  
 Hostess/Host/Usher  
 Housekeeper/Maid  
 Food Service  
 Bartender





# DATA ASSETS (cont...)

## Online Shopping

- Apparel
- Automotive
- Food
- Electronics
- Educational
- Parent/Child
- Beauty/Health Products

## Seasonal Shopping

- Christmas
- Valentine's Day
- Thanksgiving
- Fourth Of July
- President's Day
- Halloween
- Memorial Day
- Veteran's Day

## Men's Apparel

- Style
- Size (Small, Large)
- Shoes
- Jewelry
- Sports Apparel
- Online Shopping
- In-Store Shopping

## Women's Apparel

- Style
- Size (Petite, Small, Large)
- Shoes
- Jewelry
- Sports Apparel
- Online Shopping
- In-Store Shopping

## Magazine Subscribers

- Health/Fitness/Dieting
- Cooking
- Automotive
- Entertainment
- Sports
- Gaming
- Business/Finance

## Natural/Organic

- Vitamins
- Foods
- Healing
- Childcare

## Credit Rating

- 550-Below
- 550-649
- 650-699
- 700-749
- 750-Above

## Charities

- Donate Time
- Donate Money
- Donate Goods & Services
- Volunteering
- Religion
- Political
- Environmental
- Health

## Senior Citizen Activities

- Traveling
- Interests
- Healthcare
- Political
- Mortgage
- Financial Assistance

## Childcare

- Babysitting/Nanny
- Tutor
- After School Care
- Learning Disability Assistance

## Home Appliances & Décor

- Affordable
- High-end
- Online Shopping
- Electronics
- High-Tech

## Primary/Secondary Language

- English
- Spanish
- French
- Italian
- German
- Greek
- Arabic
- Hindi
- Polish
- Russian
- Korean
- Creole
- Hebrew

## Dining Preference

- Delivery
- Takeout
- Restaurant
- Italian
- French
- German
- Chinese
- American
- Hispanic

## Banking

- Bank Of America
- JPMorgan Chase
- Wells Fargo
- Citigroup
- Goldman Sachs
- Morgan Stanley
- Capital One
- BB&T
- SunTrust Banks





# SMART INDEXING ENGINE

DataBlockChain.io utilizes an open source Smart Indexing Engine (SIE) to index all data sources and assign confidence scores on the sources. The SIE constantly checks and reevaluates the sources updating the scores.



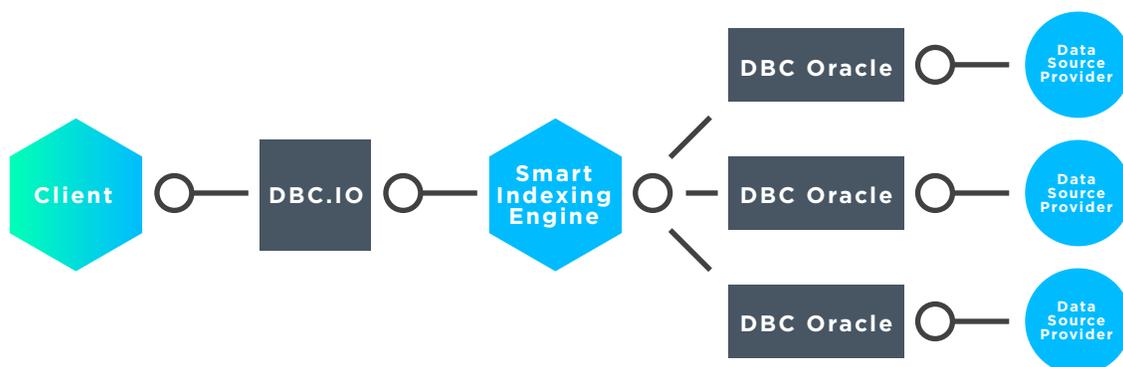
The SIE uses predictive analytics to create an appropriate score. The AI in the SIE quantifies each of the discrete values to build an evolving quantitative analysis. Through sample population validation, a qualitative component is built to accompany the quantitative analysis. The SIE periodically runs performance evaluations and uses past performance modifiers to learn and adjust the score.

The scoring algorithm takes into account the speed of the data source, the age of the data, the amount of data available, the quality of the data based on source metrics, the attributes available, coherence with other data sources and validation of a sample population.

The data sources with higher scores receive preferential treatment as long as query parameters are observed.

The SIE connects to data sources using smart Blockchain oracles called DBCOracles (based on Chainlink/Oraclize).

Smart Contracts generated by DataBlockChain.io contain the signatures of the DBCOracle for full traceability.

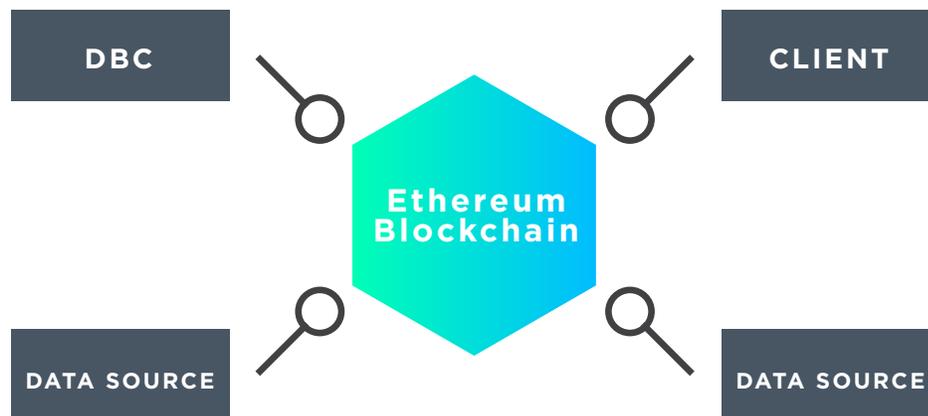


# BLOCKCHAIN INTEGRATION



DataBlockChain.io utilizes the Ethereum Blockchain and Smart Contracts for all transactions and payments. Blockchain is a secure transaction ledger database that is shared across a distributed network of computers. Blockchain uses state-of-the-art cryptography to keep transactions secure. The ledger stores immutable records and cannot be hacked. The Blockchain adds trust across transactions.

The Ethereum Blockchain empowers DataBlockChain.io to make complex payment contracts to diverse data sources. DataBlockChain.io supports Smart Contracts for transactions, payments and auditing. It allows existing data sources to have full faith in the transactions and payments. Transactional history includes data sources used, records obtained from each source, and payments made to these data sources. Every Transaction can be Audited. The Blockchain protocol keeps these transactions transparent, immutable, and verifiable.



DataBlockChain.io utilizes IPFS to store the completed transaction record. This record allows Data Providers to scrutinize their transactions to check data usage and payouts. A cryptographic hash pointer to the full transaction is stored in the public Ethereum Blockchain for full auditability. Data Providers can view a complete breakdown of their transactions using a Management UI provided by DataBlockChain.io.

# DBC WALLET

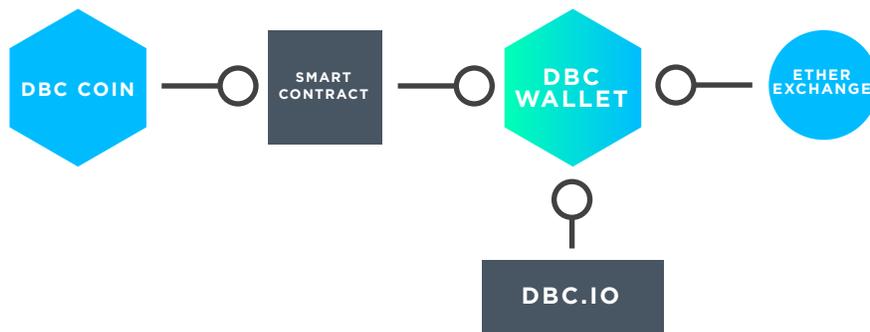
The current process for using utility tokens is very complex and not user friendly, thereby limiting potential usage.

The user will require multiple wallets and a technical understanding of Exchanges, Ethereum, Wallets, and Token Exchange. The process is complex and involved. The steps include:

- 01 Creating an Ether wallet that has access to the main Ethereum network. (This is a complex process that involves many steps and an understanding of Private and Public Keys)
- 02 Use an exchange to purchase Ether which is stored in the exchange wallet. (Some exchanges allow Fiat to Ether purchase but others require you purchase BTC separately and then convert the BTC to ETH)
- 03 Transfer the Ether from the exchange wallet to the user wallet. (Needs an understanding of wallet addresses and exchange fees)
- 04 Find the Token Sale for DBCCoin and transfer ETH using a Smart Contract to exchange for DBCCoin. (Requires an understanding of Smart Contracts, Gas, Wei, and Transaction Hashes)
- 05 Use DBCCoin for purchases by sending DBCCoin to a transaction address.

## THE DBC WALLET MAKES A COMPLEX PROCESS SIMPLE

DBCWallet is a browser extension that allows the user to store DBCCoins and use them to purchase services on DataBlockChain.io with a few clicks.

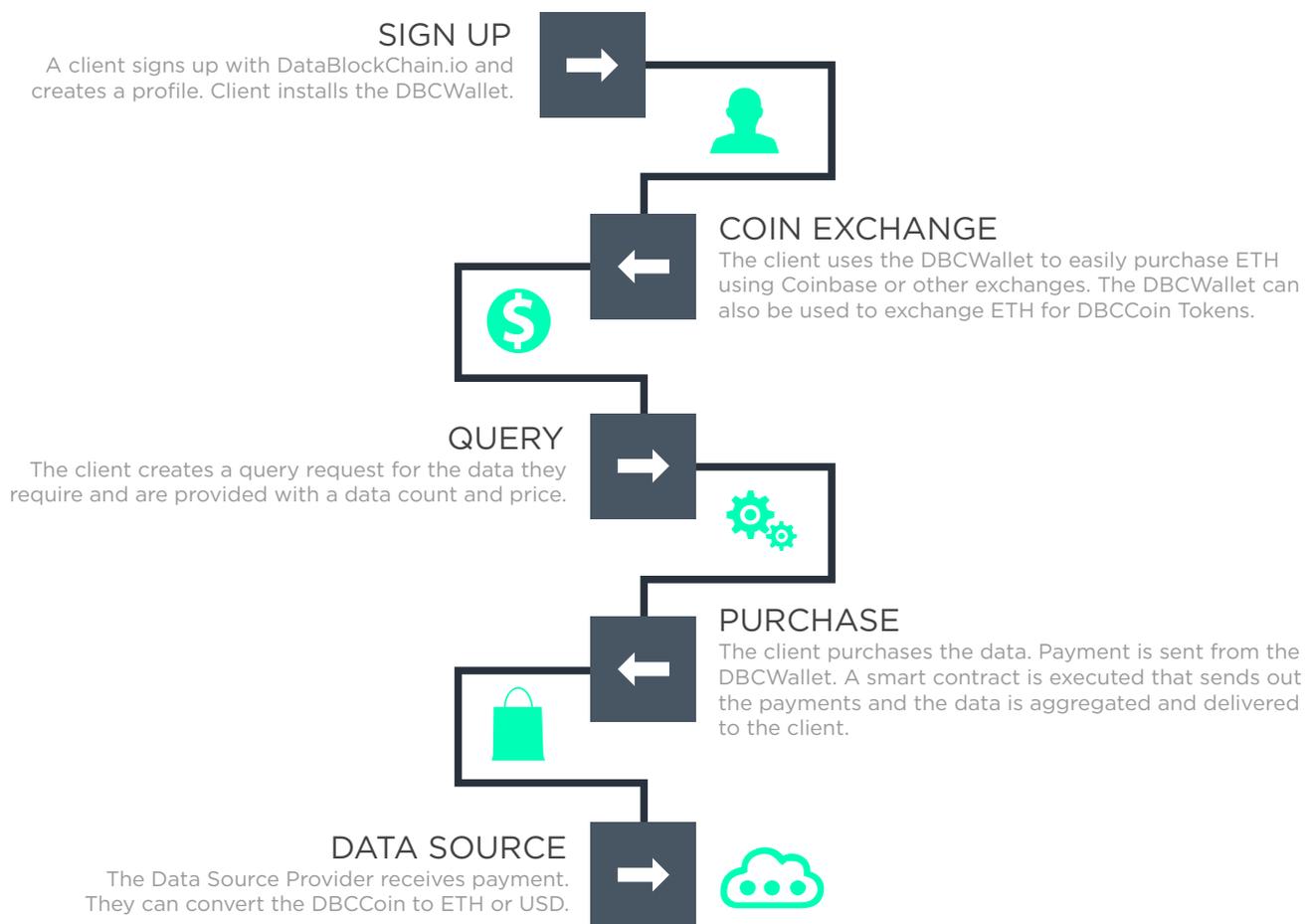


The DBCWallet creates a secure local Ether wallet that is stored on the user's computer. DBCWallet creates a simple process for the user to purchase Ether through a trusted exchange. The Ether can then be easily exchanged for DBCCoin with one click using the wallet. The DBCWallet can be used to pay for transactions on the website like a credit card.

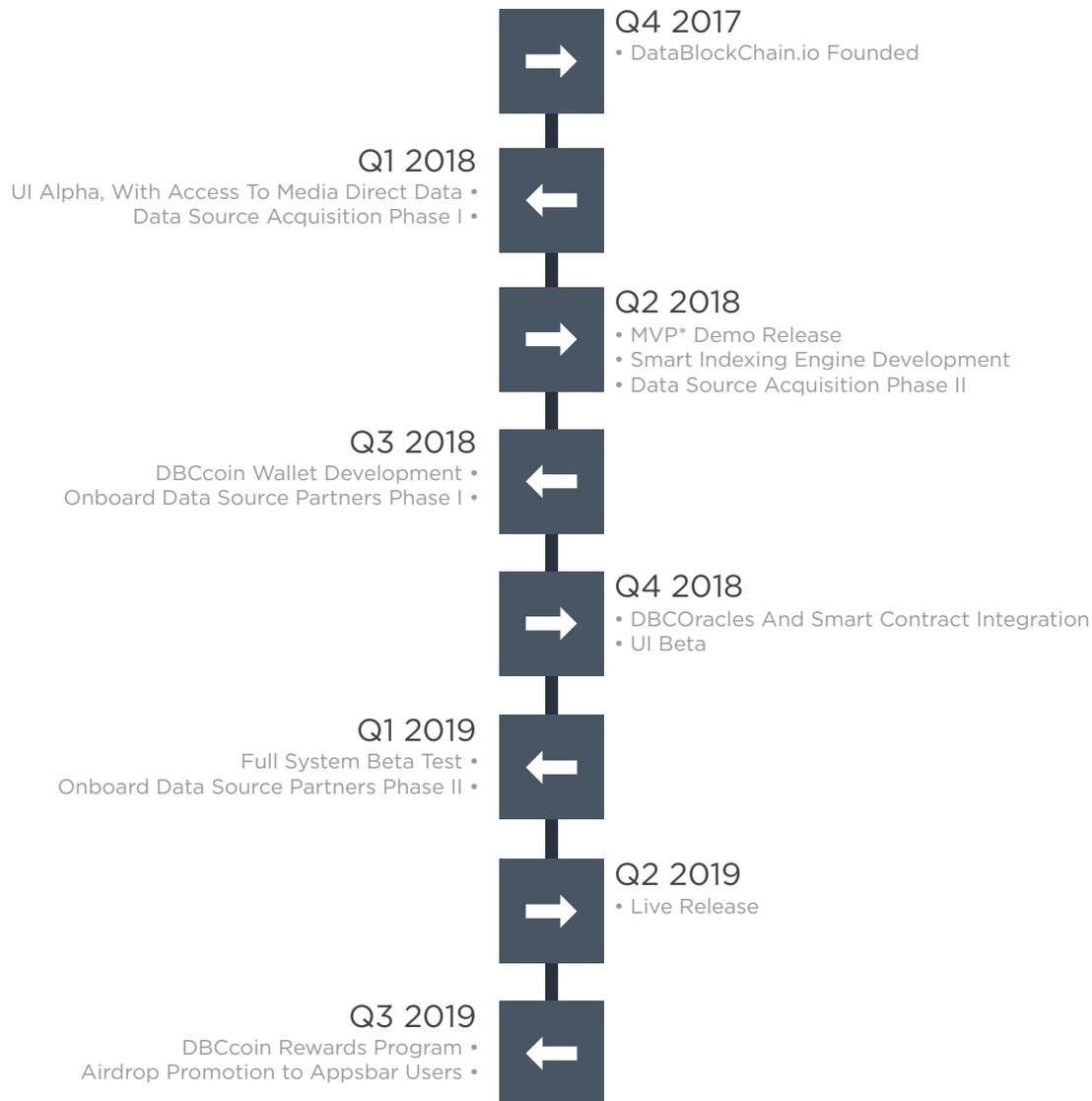
# TOKEN MECHANISM

DBCCoin is an ERC-20 Token (with ERC-677 functionality) that is implemented on the Ethereum blockchain. DataBlockChain.io utilizes Smart Contracts written in Solidity for transactions, auditing and payments. 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.

## Token Mechanism:



# DEVELOPMENT ROADMAP



\*MVP, the Minimal Viable Product, will demonstrate the capabilities of the system and have a functional UI for querying and purchasing data. The query system will utilize the Smart Indexing Engine Beta. The payment system will utilize Blockchain technology.



## OUR TEAM

Our team is comprised of top-notch data industry executives, seasoned leaders and engineers with decades of experience working in the data and technology industries. We are uniquely positioned to capitalize on the cross section of big data, artificial intelligence and Blockchain technology to provide our global customers with the critical information they need.



### Scott Hirsch

Scott a serial entrepreneur and an internationally recognized expert in digital data marketing. Scott pioneered many commonly utilized data technology concepts including opt-in email, e-appending, affiliate marketing and DIY application development. Scott has been published in Fortune, Time, INC, Forbes, Huffington Post, Ten Republic, Entrepreneur and Fox Business.

Scott is the founder and CEO of full-service advertising agency Media Direct Inc. and also founded its two wholly owned subsidiaries DigDev Direct and Appsbar. His career spans founding roles at RelationServe Media, Seisint, Naviant, eDirect and Lens Direct. Scott's clients include national brands including Fortune 500 companies and large advertising agencies. In 2002 Hirsch sold Naviant to Equifax for 135 million dollars.



### Jesse Brown

Jesse is an accomplished Blockchain Architect with exceptional decentralization, cryptocurrency and distributed ledger technology (DLT) expertise complemented by hands-on Token Generating Event (TGE) experience. Proven ability to communicate complex Compliant Token Sale, Crypto and Blockchain concepts to stakeholders and non-technical audiences. Jesse has been involved in four successful Blockchain ventures, ServerCube Inc., Patientory, Inc. and Enterprise Blockchain. Jesse also served as Blockchain Enterprise Architecture Consultant at Ford Motor Company.





CIO

### Sunny Rajpal

Sunny is Chief Information Officer for Media Direct, in a role he has occupied since 2009. He is responsible for the strategic use of Information Technology (IT) resources for DigDev Direct. He is also responsible for Data Integrity and Business Applications. Mr. Rajpal spent many years in a broad range of IT positions, including Software Development and Database Administration. Throughout his career, he has had a tremendous track record of innovation and successful large-scale software projects allowing for productivity gains and competitive advantage. Prior to his joining DigDev Direct, he served as CTO for Come&Stay, Inc. Sunny is a graduate of Florida Atlantic University with a degree in Computer Science.



CDO

### Dennis John

Dennis has worked in digital marketing for over 10 years. In 2008, he joined Google as a programmer and was later promoted to Principal Digital Strategist specialized in telecom, search and paid campaigns. Later, he became the Chief Business Officer for Interactive Solutions in New York where he worked with multiple Fortune 500 clients. Dennis moved to Media Direct in 2014. Since then, Dennis has built up the Digital Media Department of DigDev Direct which now specializes in digital and search campaign management for some of the top advertising agencies in the country. Over the years, Dennis has utilized his experience to assist hundreds of clients including Rolex, Casio, Timex, Lenovo, CarMax, Acura, Media Direct and Appsbar among others.



CMO

### Adam Mittelberg

Adam is an expert in sales and marketing with more than two decades of experience in online sales, digital data, direct marketing, mass media & lead generation. He is an innovator who has successfully created customized marketing solutions for several highly successful businesses, utilizing the latest tools and technologies. Most recently, Adam was Chief Marketing Officer of American Addiction Centers, a NYSE-listed healthcare company. Prior to that role, Adam was director of global sales and marketing for Griffin Technology.





*Analytics*

### **Brad Mitchell**

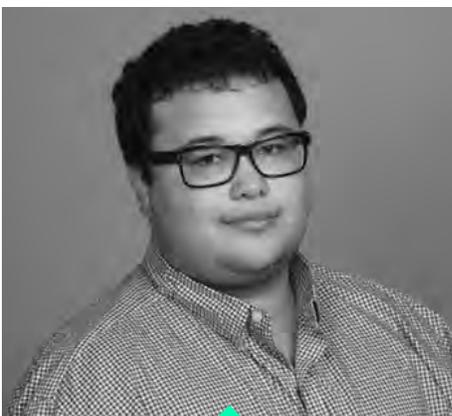
Brad was previously the President of Entiera Data Services which was sold in part to FICO. Prior to Entiera, he served as President and GM of the PRIMIS MarketModels Division. In 1999 he co-founded MarketModels and served as President and Director until its acquisition by PRIMIS Marketing in 2005. MarketModels was the only company to be named in the Top 10 Fastest Growing Companies in Rhode Island for 5 consecutive years, growing over 100% each year. Prior to this he served as VP of Major Account Sales for iMarket, a developer of CD-ROM based marketing tools which was subsequently acquired by Dun & Bradstreet.



*Data Aggregation*

### **Peter Surprenant, Ph.D.**

Peter is Founder of Datagraphix, LLC a leading and innovative data mining and compilation company, most recently expanding into proprietary software and product development specifically geared to be utilized in file builds and data integration across numerous real time and non-interactive media platforms and data streaming feeds. Its assets include numerous B2B, B2C, real estate, U.S. master license database, and specialty data files as well as numerous custom files built per client needs and specifications. Datagraphix has a presence in the US as well as in Europe.



*Database Development*

### **Joshua Hirsch**

Joshua has served as Media Direct Inc.'s Chief Data Officer since 2013. In this role, he is responsible for the compilation, development, and management of all of Media Direct's data solutions. Media Direct has billions of records on 290 million individuals and 16 million businesses with in-depth profiles with and up to four hundred demographic psychographic and firmographic attributes included in each profile. Prior to this role, he was a database developer with TLO where he helped to develop one of the world's most sophisticated data marketing platforms.





*Statistician*

### **Dr. Kate Webster, Ph.D.**

DBS, Inc. Dr. Webster serves as Chief Statistician of Marketmodels, Inc. She has worked with MarketModels since 2003, providing statistical analysis toward the development of predictive and segmentation models that include analysis into acquiring new customers, selling additional products or services, retaining existing Customer base, increasing possible usage, converting leads to orders-orders to dollars, predicting future customer behavior, determining the size and success of a campaign, and segmenting populations for campaign management and marketing strategies. Her training is in multivariate statistics and research methods including Discriminant Function Analysis (DFA), Logistic Regression, Factor Analysis, Structural Equation Modeling, Canonical Correlation, and MANOVA/MANCOVA. She also has training in Power Analysis, Parsimonious Models, and Evaluation Research, all of which facilitate complex model development that is fast, cost effective, and statistically valid. Dr. Webster obtained a Bachelor's degree in 1995 from the University of Alaska Southeast and a Ph.D. in Experimental Psychology at the University of Rhode Island (URI) in 2001.



# OUR ADVISORS



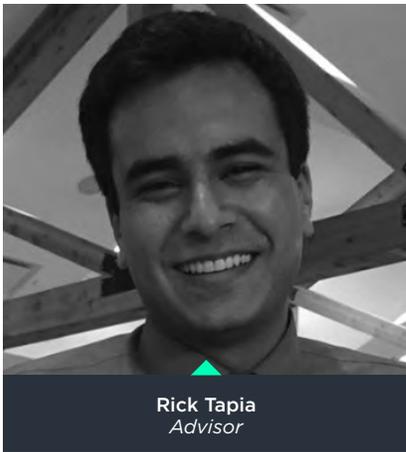
Dr. Jeff Wilkins, Ph. D  
*Advisor*



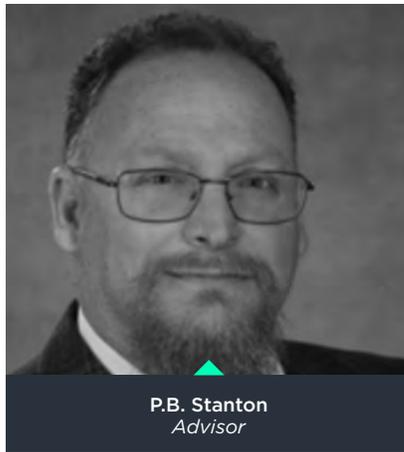
Nathan Christian  
*Advisor*



Tyler Sanford  
*Advisor*



Rick Tapia  
*Advisor*



P.B. Stanton  
*Advisor*



James Whelan  
*Advisor*



Preston Junger  
*Advisor*





# INTELLECTUAL PROPERTIES

# INTELLECTUAL PROPERTIES

## US PATENTS

### US8788935B1

Systems and methods for creating or updating an application using website content

**Inventors:** Scott Hirsch, Sunny Rajpal  
**Current Assignee:** Media Direct Inc  
**Priority date:** 2013-03-14

### US8898630B2

Systems and methods for a voice- and gesture-controlled mobile application development and deployment platform

**Inventors:** Scott Hirsch, Arsen Pereymer, Sunny Rajpal  
**Current Assignee:** Media Direct Inc  
**Priority date:** 2011-04-06

### US9134964B2

Systems and methods for a specialized application development and deployment platform

**Inventors:** Scott Hirsch, Arsen Pereymer, Sunny Rajpal  
**Current Assignee:** Media Direct Inc  
**Priority date:** 2011-04-06

### US8898629B2

Systems and methods for a mobile application development and deployment platform

**Inventors:** Scott Hirsch, Arsen Pereymer, Sunny Rajpal  
**Current Assignee:** Media Direct Inc  
**Priority date:** 2011-04-06

### US8832644B2

Systems and methods for a mobile application development and deployment platform

**Inventors:** Scott Hirsch, Arsen Pereymer, Sunny Rajpal  
**Current Assignee:** Media Direct Inc  
**Priority date:** 2011-04-06

### US6868389B1

Internet-enabled lead generation

**Inventors:** Jeffrey Kohl Wilkins, Jack Marshall Zoken  
**Current Assignee:** Media Direct Inc  
**Priority date:** 1999-01-19

### US7136880B2

Method and apparatus for compiling business data

**Inventor:** Jeffrey K. Wilkins, Prashant P. Devdhar  
**Current Assignee:** Media Direct Inc  
**Priority date:** 2000-07-20



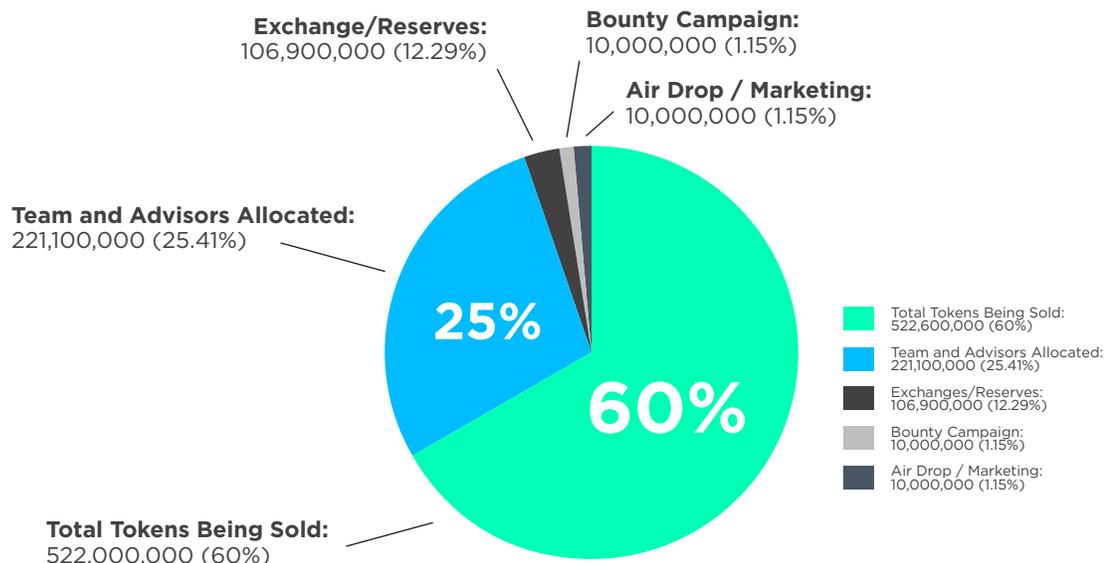


TOKEN DISTRIBUTION



# TOKEN DISTRIBUTION

- 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)**  
Tokens Being Sold: in Token Sale: 257.42MM  
Token Price: \$0.12
- Team/Advisors Allocated: 221.1MM (25.41%)
- Bounty Campaign: 10MM (1.15%)
- Air Drop / Marketing: 10MM (1.15%)
- Exchanges/Reserve: 106.9MM (12.29%)
- Min purchase for Pre-Sale: 1 ETH
- Min purchase for Public: 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



The logo is a stylized letter 'D' composed of three concentric, rounded rectangular lines. The innermost line is a solid light blue, the middle line is a slightly darker blue, and the outermost line is a very light blue. The lines are slightly offset from each other, creating a sense of depth and movement.

USE OF FUNDS

# USE OF FUNDS

Funds raised during the DBCCoin Token Sale will be used for the development of the app and DBCCoin and for ongoing expenses required to support the growth of the project. Seventy-five percent of collected funds will be spent on equipment, development, data acquisition, and marketing. The rest will be allocated for wages, offices, and legal and consulting services.

