

# RD DATA



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# INTRODUCTION

**RDATA AIMS TO BE A DATA EMPOWERMENT ECOSYSTEM, PROVIDING AND ALL IN ONE SOLUTION FOR INDIVIDUALS TO BE IN CONTROL OF ALL ASPECTS OF THEIR ONLINE DATA. DELETE, COPY, MONETIZE OR EVEN LEVERAGE YOUR DATA FOR INTERNET CHANGE.**

# CURRENT PROBLEMS

**OLIGOPOLISTIC CONTROL  
OF YOUR DATA BY BIG  
TECH COMPANIES**

**MISUSE OF YOUR DATA**

**NO CONCEPT OF  
INDIVIDUAL DATA  
MONETIZATION**

**NO SINGLE DATA  
EMPOWERMENT  
PLATFORM**

# OUR PROPOSED SOLUTION

**A SINGLE DATA EMPOWERMENT ECOSYSTEM**

**DELETE, COPY, MONETIZE AND LEVERAGE YOUR  
DATA ALL IN ONE PLACE**

**DISCUSS AND EDUCATE ABOUT ONLINE DATA**

**INITIATE INTERNET/DATA RELATED CAMPAIGNS**

**UTILIZE COLLECTIVE STRIKE ACTION AGAINST  
LARGE ONLINE COMPANIES**

**ENABLE IMMEDIATE BASIC DATA MONETIZATION  
VIA PAID AFFILIATE QUESTIONNAIRES**

**A DATA MARKET PLACE OF THE FUTURE, WHERE  
YOU MAY CHOOSE TO SELL YOUR DATA IF YOU WISH**

# PHASE 1 COMPETITORS

## CHANGE.ORG

**260,316,856 USERS.  
A PETITION WEBSITE  
OPERATED FOR-PROFIT,  
COVERING A WIDE  
VARIETY OF SUBJECTS.  
DIFFERENTIATED FROM  
OURSELVES DUE TO A  
LACK OF SPECIFICITY AND  
OUR ADDITIONAL  
FEATURES.**

<https://www.change.org>

## QUORA

**QUORA IS SIMILAR TO OUR  
DISCUSSION AND  
EDUCATION PLATFORM. IT  
IS ALMOST A FORUM IN  
ITS STRUCTURE AND  
ORGANIZATION, BUT IT  
ONLY ALLOWS FOR Q&A  
TOPICS.**

<https://www.quora.com>

## REDDIT

**REDDIT IS AN AMERICAN  
SOCIAL NEWS  
AGGREGATION, WEB  
CONTENT RATING, AND  
DISCUSSION WEBSITE.  
REGISTERED MEMBERS  
SUBMIT CONTENT TO THE  
SITE SUCH AS LINKS, TEXT  
POSTS, AND IMAGES,  
WHICH ARE THEN VOTED  
UP OR DOWN BY OTHER  
MEMBERS. IT'S CONTENT  
IS SOMETIMES OF A  
DELIBERATELY  
CONTROVERSIAL NATURE.**

<https://www.reddit.com>

# PHASE 2 COMPETITORS

## WIBSON

CONNECT DATA SOURCES, SUCH AS YOUR FACEBOOK ETC TO SELL YOUR DATA IN EXCHANGE FOR WIBSON TOKENS. LIMITED IN SERVICE OFFERING AND PAYMENT

<https://wibson.org>

## OCEAN PROTOCOL

SIMILAR TO WIBSON, REWARDS USERS WITH OWN CRYPTOCURRENCY. MORE VAGUE THAN WIBON. THE COMPANY IS STILL DEVELOPING THEIR PRODUCT.

<https://oceanprotocol.com>

## DATACOUP

DATACOUP IS MOST SIMILAR TO PART OF WHAT WE ARE PROPOSING. ITS LIMITED BUT IT ALLOWS THE USER TO HAVE ACCESS TO OTHER APPS IN ONE PLACE, SHOWS WHICH APPS ARE ACTIVE, HOW MUCH YOUR DATA IS WORTH ETC. THEY ARE CURRENTLY OFFLINE AFTER HAVING RUN A BETA TEST.

<http://datacoup.com>

# ADVANTAGES OF OUR SOLUTION

**SIMPLE, ALL IN ONE DATA  
EMPOWERMENT ECOSYSTEM**

**DELETE YOUR DATA FROM THE  
INTERNET IN ONE PLACE**

**EASILY DOWNLOAD COPIES OF THE  
DATA COMPANIES HOLD ON YOU**

**REQUEST REAL MONEY FOR YOUR  
DATA BY OFFERING IT FOR SALE**

**DISCUSS AND EDUCATE ABOUT DATA**

**USE YOUR DATA TO CAMPAIGN FOR  
A BETTER INTERNET FOR ALL**

**NO COMPETITOR OFFERS ANYTHING  
CLOSE TO OUR HOLISTIC SOLUTION**

# MARKET VALIDATION

THE MARKET IS IN THE EARLY STAGES OF REALISING THE TRUE VALUE TO INDIVIDUALS THEIR DATA REPRESENTS

REDDIT, QUORA AND CHANGE.ORG SHOW THAT THERE IS MASSIVE DEMAND FOR PORTALS THAT OFFER DISCUSSION, EDUCATION AND ACTION AROUND POPULAR SUBJECTS

LARGE TECH COMPANIES HAVE BEEN MAKING BILLIONS FOR YEARS, WHILST THEIR USERS GET NOTHING

FUNDING WILL ALLOW US TO CAPITALIZE ON THIS SUNRISE INDUSTRY AND CARVE OUT A LARGE MARKET SHARE



# **BUSINESS MODEL PHASE 1A**

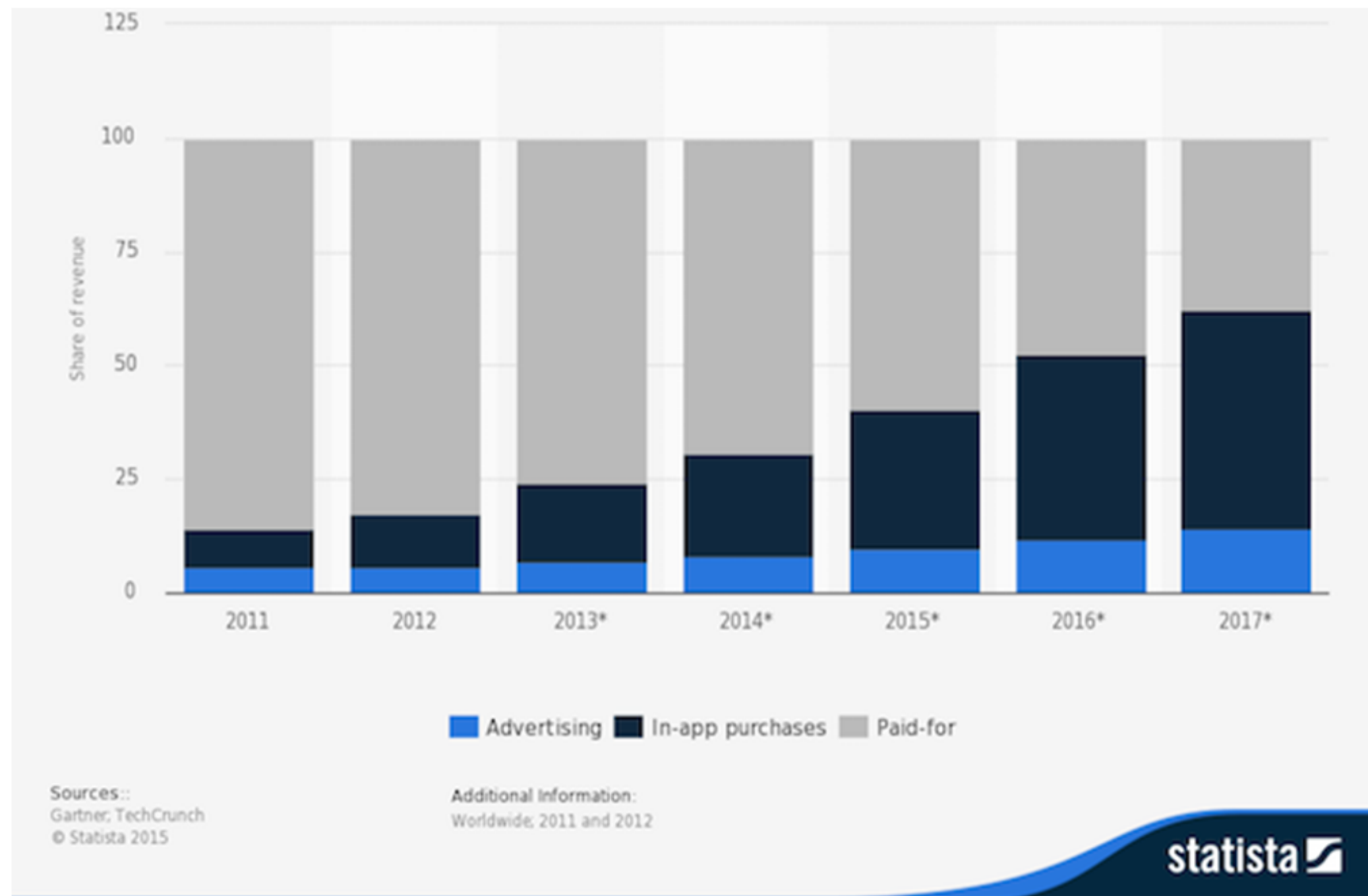
**INITIALLY WE INTEND TO LAUNCH AN APP THAT PROVIDES AN ENVIRONMENT FOR USERS TO DISCUSS, EDUCATE AND CAMPAIGN FOR INTERNET CHANGE RELATED TO PERSONAL DATA. THIS WILL SECURE LARGE NUMBERS OF USERS IN THE SAME MANNER AS CHANGE.ORG, QUORA OR REDDIT BUT UNIQUELY RELATED TO INTERNET DATA AND IT'S USE.**

**REVENUE WILL BE GENERATED BY ADVERTISEMENTS AND IN APP PURCHASES.**

**A CONSERVATIVE CPM OF £1, WITH 10,000 USERS ON THE APP FOR AT LEAST A MINUTE WITH AN ADD SHOWN EVERY 30 SECONDS A REVENUE OF £20 A DAY.**

**THIS WILL BE SUPPLEMENTED BY IN APP PURCHASES**

# APP REVENUE SHARE



**PAID APP SHARE DECLINING**

**IN-APP PURCHASES INCREASING**

**ADVERTISING REVENUE STABLE**

# BUSINESS MODEL PHASE 1B

**IN APP PURCHASES WILL BE ROLLED OUT ALONGSIDE THE PREVIOUS ADVERTISING PROPOSAL.**

**EXAMPLES OF IN APP PURCHASES MAY BE;**

**'DATA SCRUB' REMOVING UNNECESSARY DATA FROM POPULAR APPS.**

**'MONETIZE REQUEST' CREATED BY A REPUTABLE SOLICITOR ASKING FOR MORE PROFITABLE USE OF USER DATA.**

**'PRIVACY CHECK' PROVIDING THE USER A BREAK DOWN OF THE DATA HELD ON THEM BY BIG TECH.**

**1K USERS A DAY OF 1M OR 0.01 PERCENTAGE PURCHASING A MONETIZE REQUEST AT 99P, THE APP WOULD GENERATE £361,350 ANNUALLY.**

# BUSINESS MODEL PHASE 2

**IF THERE IS A PRECEDENT SETTING LEGAL CASE/AGREEMENT IN FUTURE AND COMPANIES START PAYING REGULARLY, THIS COULD BECOME A FREE TO USE, PERCENTAGE OF PAYMENT TO USER FEE MODEL?**

**1000 DAILY DATA SALES PAYING AN AVERAGE OF £100 TO USERS FOR THE YEAR. OUR FEE FOR THE SERVICE IS SAY 9%, BRINGING IN A REVENUE OF £3,285,000 ANNUALLY.**

**THIS OBVIOUSLY HAS POTENTIALLY TO SCALE;**

**10M USERS, 10K REQUESTS PAYING £100, 5% FEE = £18,250,000**

**100M USERS, 100K REQUESTS PAYING £100, 2% FEE = £73,000,000**

**1B USERS, 1M REQUESTS PAYING £100, 0.5% FEE = £182,500,000**

# INVESTMENT

**15K TO FUND THE BETA OF APP PROVIDING PROOF OF CONCEPT**

**150K TO CREATE, MARKET AND ROLL OUT THE CONSUMER READY APP AND WEBSITE, WITH 90% FUNCTIONALITY**

**1.5M TO ADD THE LAST MOST COMPLEX 10% OF FUNCTIONALITY INCLUDING THE DATA MARKETPLACE**