The Web3 Data Economy Ocean Protocol

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Every time you write an email with Gmail, thousands of people (hundreds of companies) are looking over your shoulder reading it. In addition to every other email you've written or received. Privacy? Hah! *You're* the product. \sim



Tech's 'Dirty Secret': The App Developers Sifting Through Your Gmail Software developers scan hundreds of millions of emails of users who sign up for email-based services. Disclosures are often buried in user agreements.

"Don't be evil" died a long time ago





Russian President Vladimir Putin has denied that he was involved with meddling in the 2016 U.S. presidential election. | Brendan Smialowski/AFP/Getty Images

What we know about Russia's election hacking

U.S. officials have laid out a wealth of details about how they believe Moscow executed its plot.

By MARTIN MATISHAK | 07/18/2018 08:54 PM EDT

Privacy settings

"...an infamous Russian 'troll farm' ... used Facebook ... to influence the U.S. voting public, mostly through thousands of fake 'bot' accounts and misleading advertising..." [politico.com] Facebook's data honeypot tipped the scales in the 2016 US Presidential election



Data is money.







2008. "Not your keys, not your money"

CE

6·71%

6.71*



The Token Economy Is Opening Up Money

Opaque, Power Concentrated

Transparent, Permissionless

Shadow Money
Economy
The Fed, BanksToken
Economy
BTC, ETH



Just as We Opened Money, Let's Open Data

Opaque, Power Concentrated Transparent, Permissionless





Towards a solution



Al is the linchpin

Have ++ data (1000 enterprises)

Have ++ Al expertise (1000 Al startups)

Have *both*: Goog, FB, a handful

Connect them!

Connect 1000+ enterprises With 1000+ Al startups All get lotsa data & Al



Connecting substrate

Connect data owners with data scientists





Connecting substrate: Web3 data incentivization

Block rewards to incentivize data supply Add to data commons, make \$

Avoid data escapes: bring compute to the data







Framings

"SABRE for data"

SABRE is metadata/substrate for airline tickets. Ocean, for data itself.



"Al Compute Pipeline"



"Inter-Service Network"



"Network of Networks, for AI Stack"

Crypto perspective: Ocean is L2 on L1



Al perspective: Ocean is L1





User Experience

Keep Data Science Tooling, Add Crypto





New powers for data scientists

- Way more data. Data commons. Enterprise data without data escapes via on-premise compute.
- **Provenance** in data & AI training. Goodbye data honeypots.
- More \$. For generating data. For cleaning, labeling, feature engineering data. For algs. For curation.



Manage Datasets

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	Select your	account	
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Curation of Datasets & Algs Via Bonding Curves

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	2	Dataset 87ertHG Facial Recognition Data	Publisher Name: VoyeurDrone Inc. Date Published: 20-06-2018	VOY	ZAP 10.00 BAR 4523.12 NTT 100.00 URD 200.00 AAC 22.45						• +4.5%
	3	Dataset 000x567 Thermal Sensor Data	Publisher Name: Predator Movement Date Published: 31-09-2022	ктн	M 02 Dataset 0XhjijkA	y Dataset Portfolio	42.10 OCN				Current 9.20 OCN
	4	Dataset 96zERC Human Locations based on IP	Publisher Name: SkyNet Date Published: 09-11-2020	KLO	10 Dataset 0XhjijkA04 Dataset qfij875	 ✓ -0.5% 2.47k RED ▲ +2.1% 5.89k INT 	01.10 OCN 30.10 OCN				2.99k AAC
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Applications



Q: For autonomous vehicles, need 500G driven miles. How? A: *Together*. MOBI: 70% of auto production. Toyota, BMW, ...

ConnectedLife: Way more data for Parkinson's research

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Grow Asia (WEF Spinoff): Help small farmers manage their plots & protect biodiversity

Govt of Singapore Data Authorities (IMDA): Give policymakers optionality to better address privacy, yet benefit from AI data





Fred Werner @fredwerner73

Following

On stage at World AI Summit with @xprize @FondationBotnar @SColesPorter @trentmc0 @frossi_t announcing #Alcommons and @ITU #Aiforgood Global Summit. Big congrats to @SColesPorter and team for another amazing #wsai18!!



Al Commons: 40+ UN Agencies, AI XPRIZE Using Web3 Data Substrate in #AlforGood

What does a data economy look like?

Inspiration: The Token Economy



Q: What will the Web3 data economy look like? A: \approx The Token Economy



How do we instantiate a data economy?



Reward making relevant data available Via *staking assets* as a signal of relevance

More stake = more block reward when serving data asset X



A *bonding curve* sets price of an asset's token



Supply of DX = # drops of X minted

Easy "mini ICOs" of each data asset



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Reserve currency for data assets

Ö / ĐX = # Ocean tokens per drop (stake) in dataset X



Supply of DX = # drops of X minted



Connect AI data & compute networks. Paid services are purchased with tokens.



Together, fulfill base layer of the data economy



Catalyze the last utility mile & last financial mile





Conclusion

Data is Money. Let's Open It in Web3.



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