

The background of the slide is a deep blue color, featuring several glowing jellyfish in various sizes and orientations. The jellyfish have a translucent, ethereal appearance with internal structures visible in shades of light blue and white. They are scattered across the frame, creating a sense of depth and movement.

Opportunities in the Web3 Data Economy

@oceanprotocol
Trent McConaghy

2008 Financial Crisis





The Token Economy Is Opening Up Money

**Opaque, Power
Concentrated**

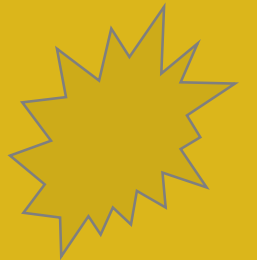
**Transparent,
Permissionless**

Money

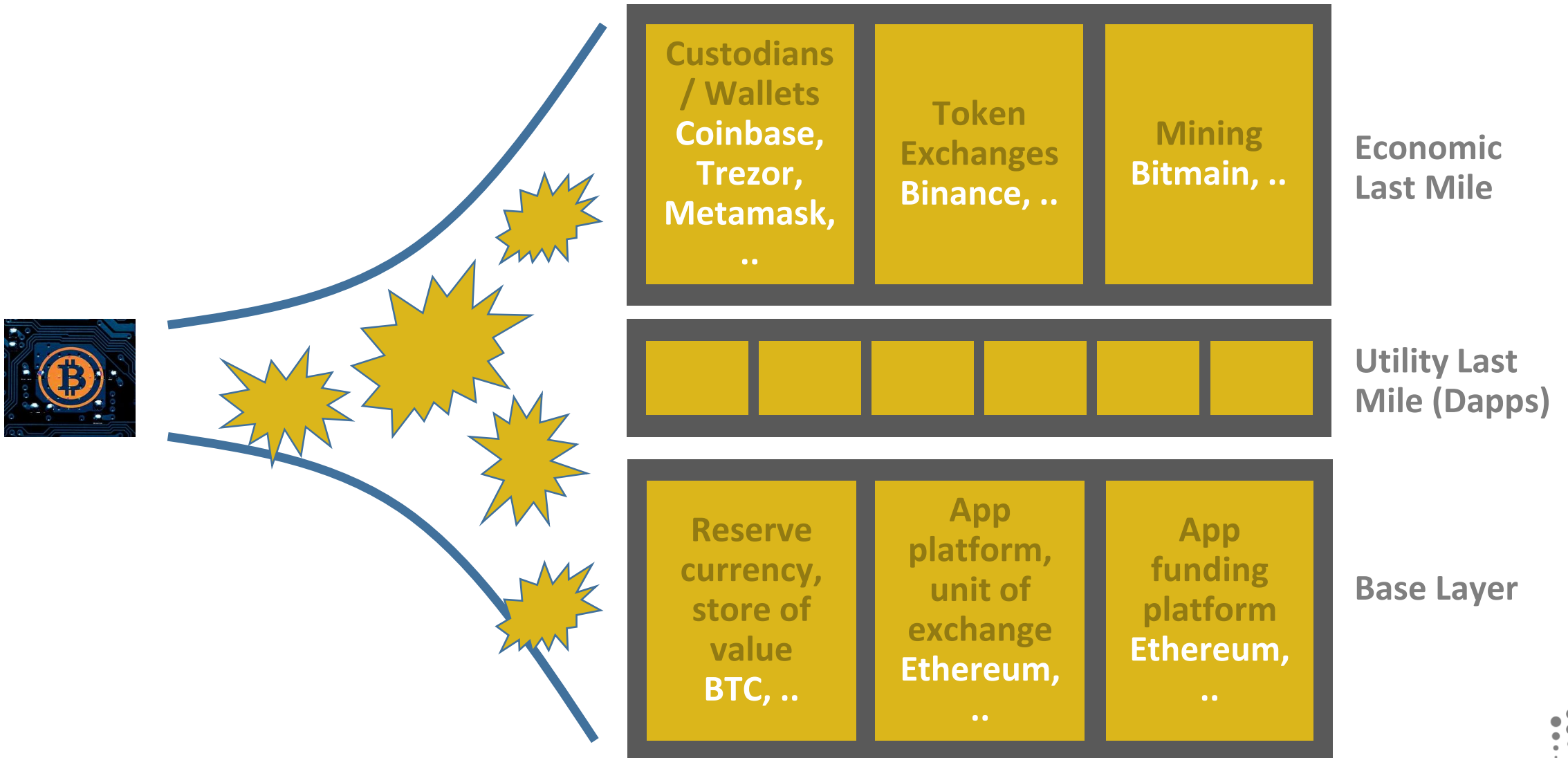
**Shadow Money
Economy**
The Fed, Banks



**Token
Economy**
BTC, .*



Opening Up Money = Explosion of Opportunity



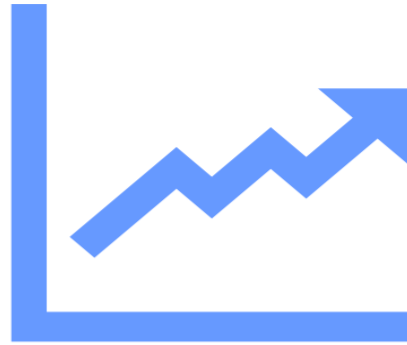


Data

World Bank: “Digital Economy is a Data Driven Economy”



In 2016, the global Digital Economy was worth \$11.5 trillion, 15.5% of the world's GDP.



It is expected to reach 25% of the world's GDP in less than a decade.

“Data as the Fuel of Digital Economy”

**The
Economist**

The world's most valuable resource

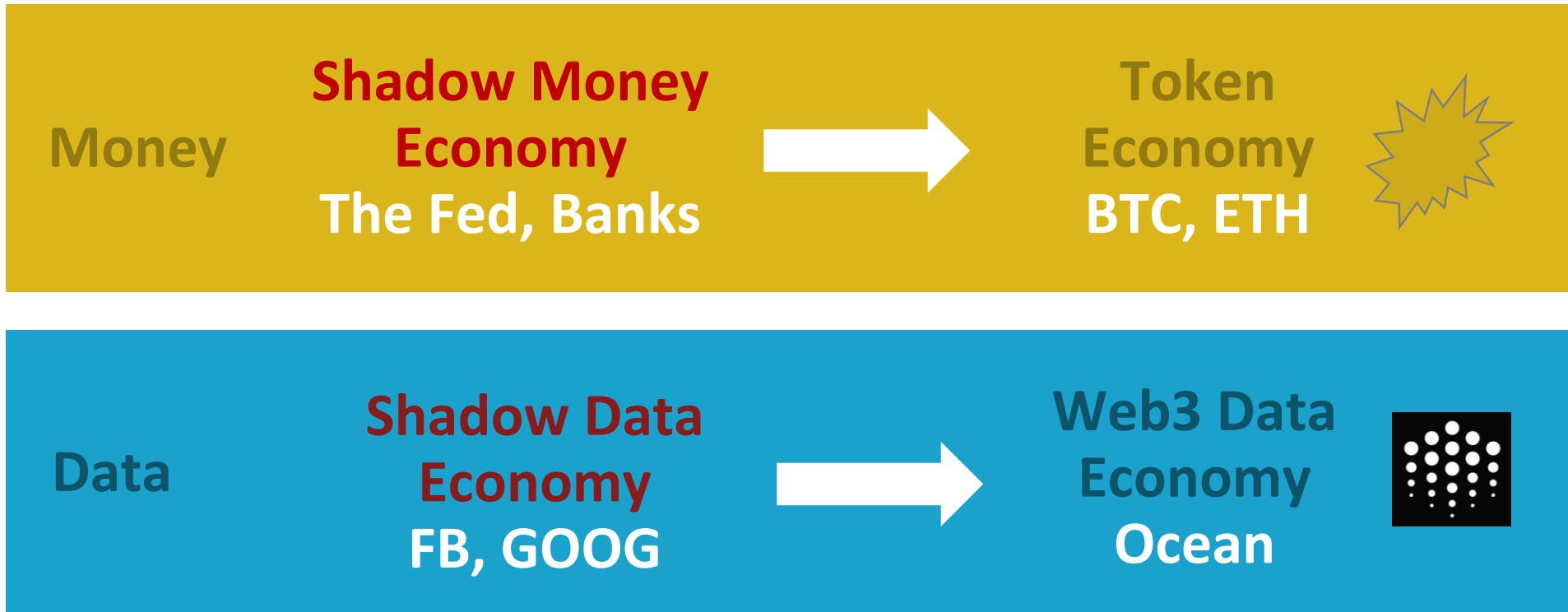


**Data and the new rules
of competition**

Just as We Opened Money, Let's Open Data (While Maintaining Privacy)

**Opaque, Power
Concentrated**

**Transparent,
Permissionless**



Q: What will the Web3 data economy look like?

A: *The Token Economy*

Token Economy

Data Economy

Economic
Last Mile

Custodians
/ Wallets
Coinbase,
Trezor,
Metamask

Token
Exchanges
Binance, ..

Mining
Bitmain, ..

Custodians
/ Wallets

Data
Exchanges

Mining:
Service
networks

Utility Last
Mile (Dapps)



Base Layer

Reserve
currency,
store of
value
BTC

App
platform,
unit of
exchange
Ethereum/
ETH, ..

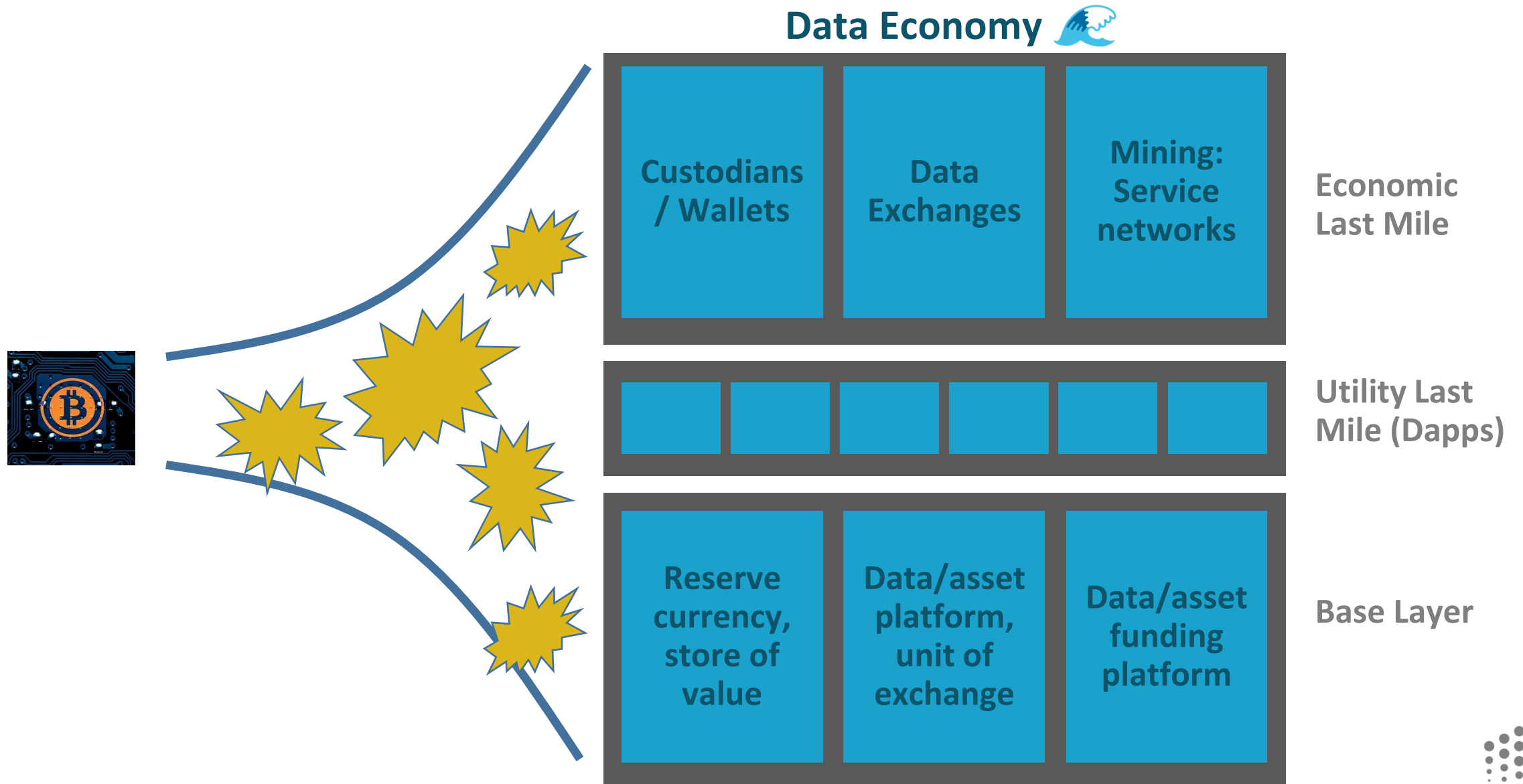
App
funding
platform
Ethereum

Reserve
currency,
store of
value

Data/asset
platform,
unit of
exchange

Data/asset
funding
platform

Opportunities in The Data Economy Will Explode



**How to
unlock data?**



How to unlock data?

1. Connect data-haves with data-wants



**Have ++ data
(1000 enterprises)**



\$\$

**Have ++ AI expertise
(1000 AI startups)**





Connect them!

**Connect 1000+ enterprises
With 1000+ AI startups
All get lotsa data & AI**



Connecting substrate

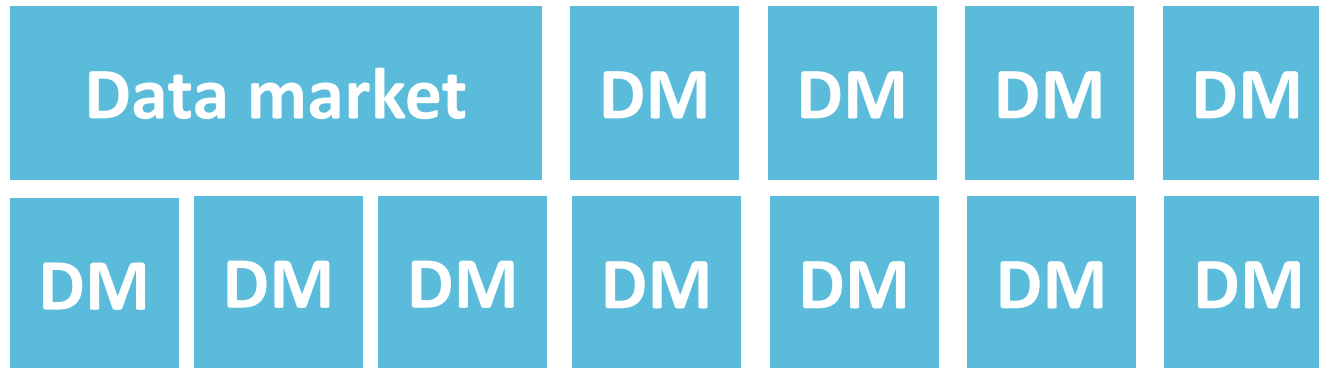
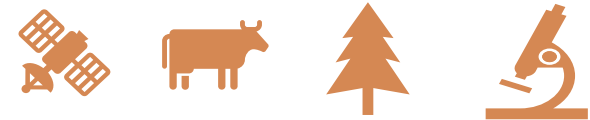


Reduce the friction to create & use data marketplaces

Enterprises, govts, NGOs
With data & compute



Analysts & Data scientists
With problems to solve



Comes for free:

Internal data sharing, with provenance



How to unlock data?

1. Connect data-haves with data-wants
2. **Unlock private data, while preserving privacy**



**The most valuable data
Is private data**





**Data
you
have**

1 bank

**(Private)
Data you want**

100 banks



ocean



**Data
you
have**

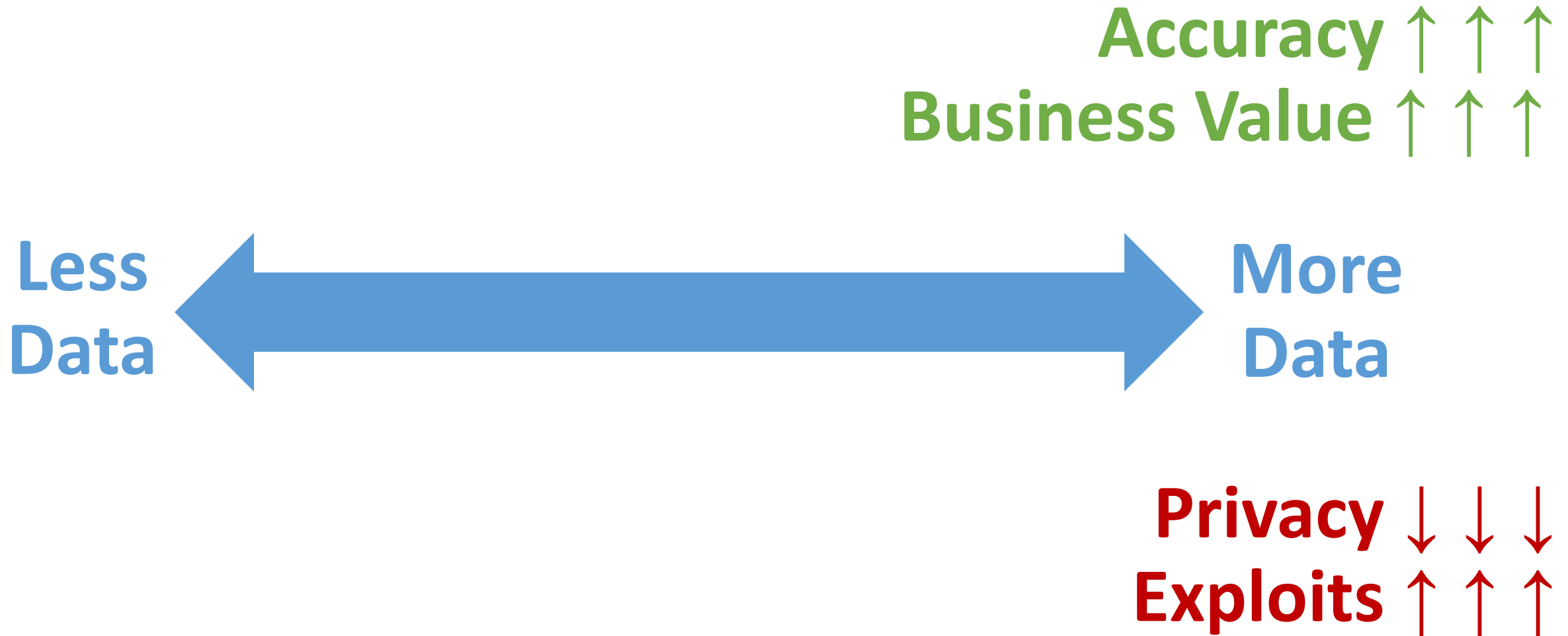
1 bank

**Showstopper:
Privacy concerns**

Data you want

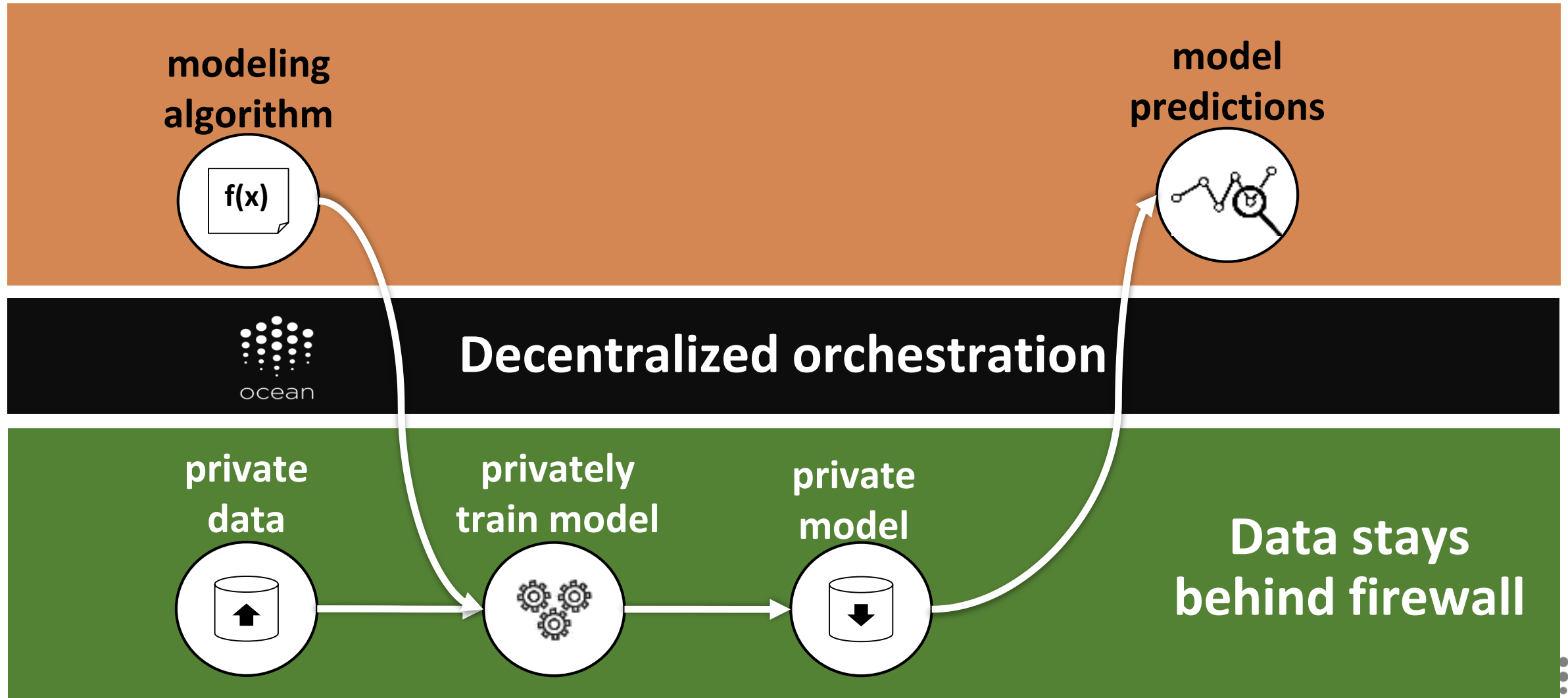
100 banks

More Data is **Good** *and* **Bad**

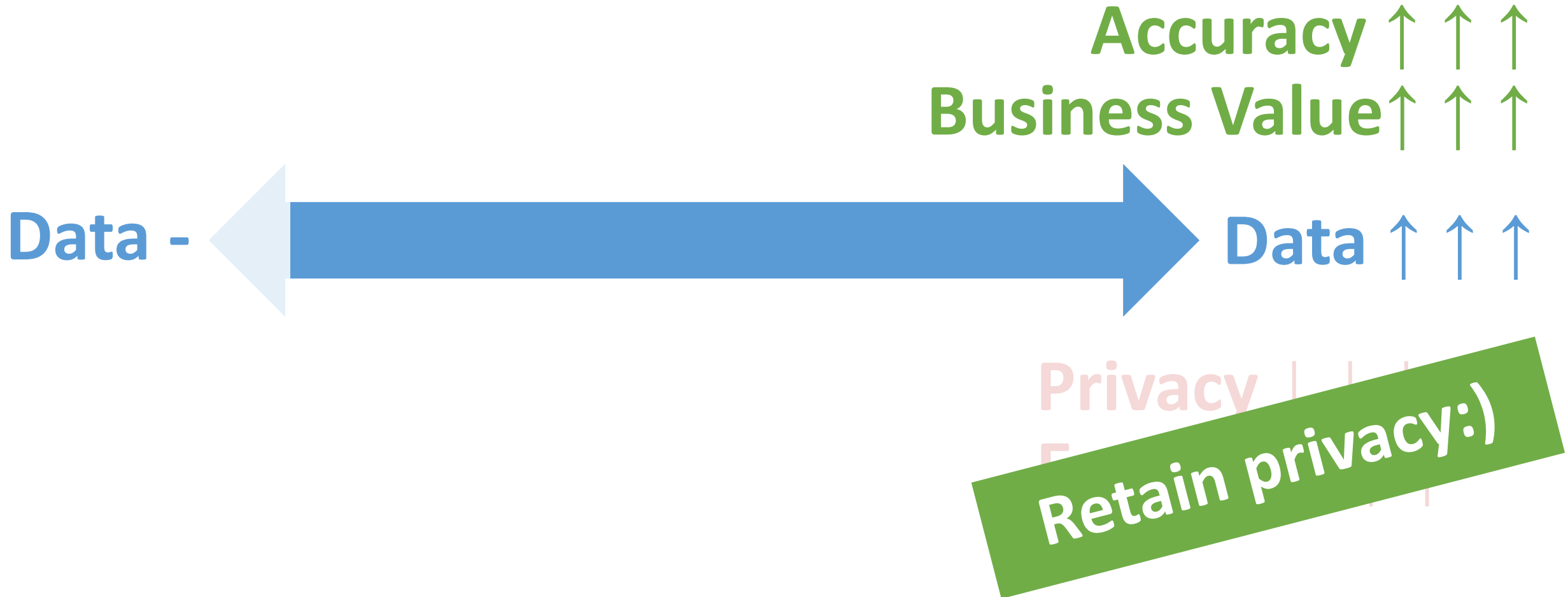



Unlock the *value* of the data while preserving privacy

How: Bring compute to the data



Ocean Resolves the Tradeoff by Bringing Compute to the Data



The background features abstract, glowing blue and yellow shapes against a black field. On the left, a bright yellow and orange flame-like shape is partially visible. On the right, a blue, translucent, shell-like structure with internal white lines and a bright yellow point of light is shown. The overall aesthetic is futuristic and digital.

**What does the beginning of a
data economy look like?
(Use cases)**

Vertical: Automotive

Who: MOBI (70% of Auto Production)

Benefit: Autonomous Vehicle sooner, more lives saved



"I'm proud to support Ocean and their commitment to a more democratic data economy." –CEO, MOBI

Vertical: Health

Who: ConnectedLife, TU Munich, more

What: Data sharing for chronic disease detection & treatment



“[Using Ocean] to build a **“trustless” environment between several health data providers and consumers**, who want to share data..

Concurrently, we are building a **chronic disease data commons marketplace** with international partners.”

-Chief Scientist, ConnectedLife

Vertical: Government / National AI Strategy

Who: AI Singapore

What: Research collaboration, training, academic-industry link



“AI advances six times faster when data is available.”

-Alexander Wissner-Gross

Vertical: Government / National Data Strategy
Who: IMDA (Govt of Singapore data authority)
What: Sandboxes for Regulatory Fast Lane



Vertical: Retail

Who: NextBillion, Unilever

What: Connect data from rural shops in India to market research



Vertical: Agriculture

Who: Syngenta

What: Help small farmers manage their plots & protect biodiversity



Enterprise & SME Collaborators

With the support of Singapore, several companies are participating in the data sharing use cases. Based on the progress in building the decentralized data exchange protocol, we hope that more companies will embark on the path to unlock their data.

Here is a sample list of companies that are partaking in data sharing use cases. If you would like to join, please contact us at partners@oceanprotocol.com.



Other Governments, NGO, Academic

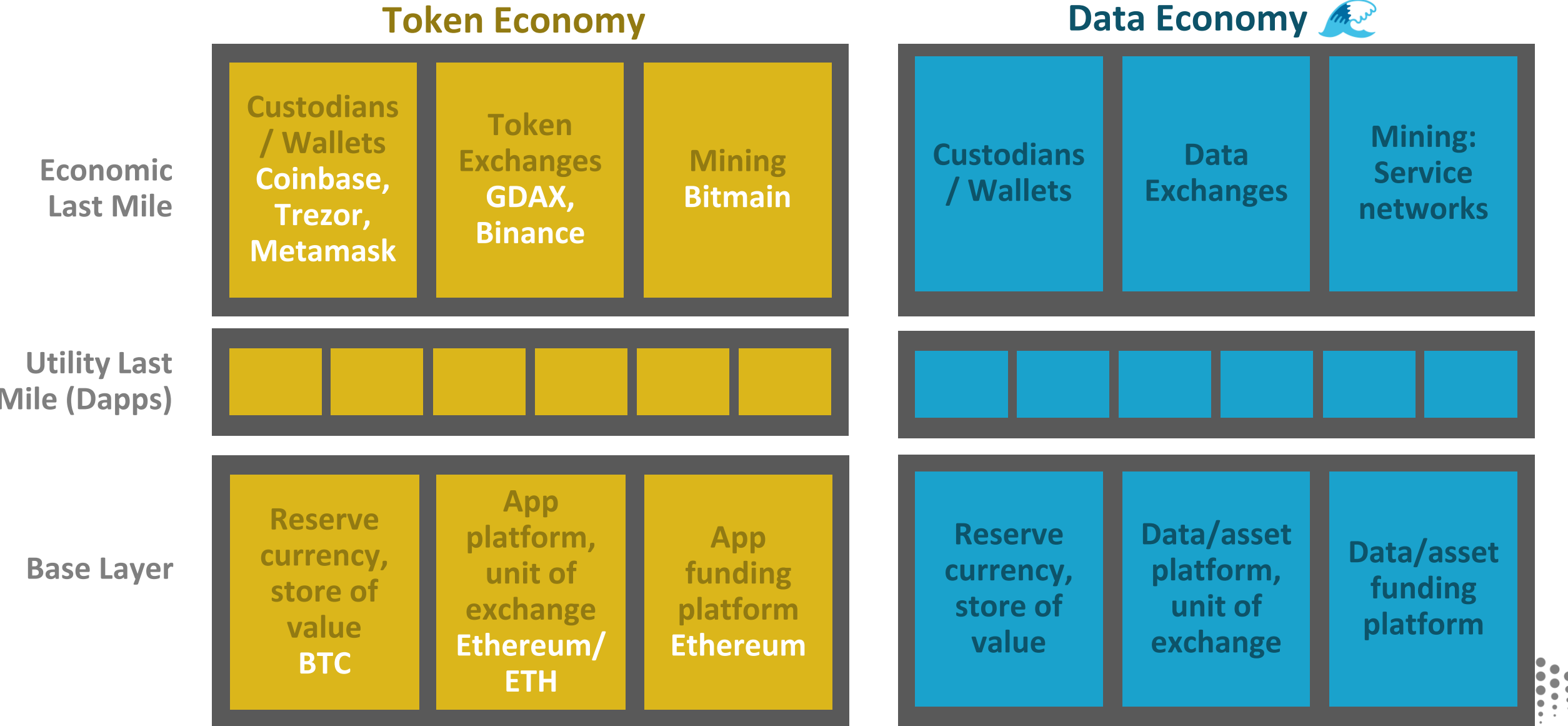
Ocean Protocol should be used to unlock public data and solve important challenges facing the planet. We have partnered with other governments, as well as with non-governmental, academic, and public service initiatives to kick-start use cases centering around the United Nations Sustainability Development Goals and AI for Good. By devoting resources to “commons” initiatives, Ocean Protocol can become a vital tool for global researchers.

The XPRIZE logo, featuring a stylized 'X' followed by the word 'PRIZE' in a bold, sans-serif font.

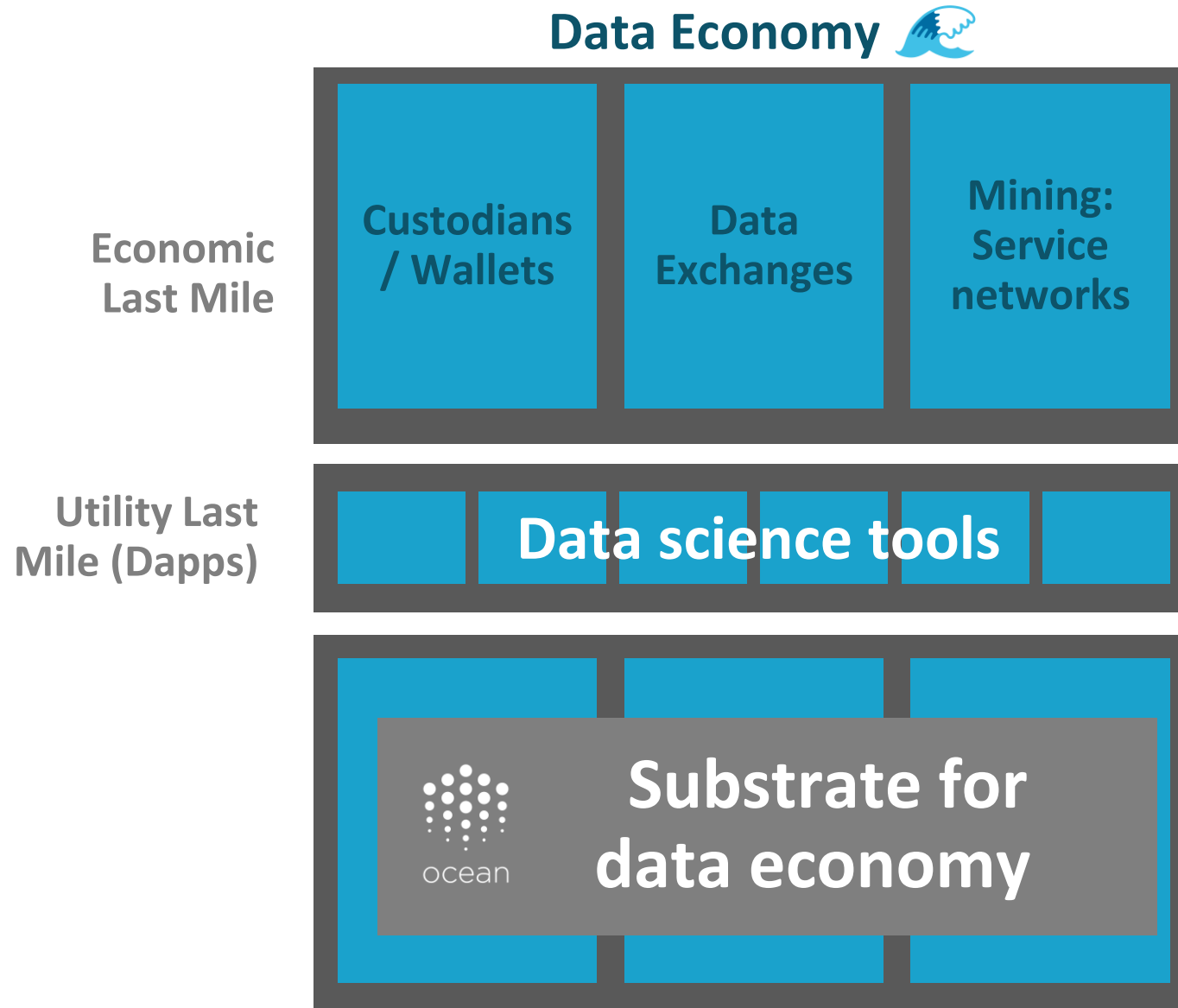
An underwater scene featuring a dense field of sea anemones with long, pinkish-orange tentacles. Several clownfish with orange bodies and white stripes are swimming among the anemones. The background is a deep blue, suggesting an underwater environment.

Opportunities in the Web3 Data Economy

Recall Web3 Data Economy \approx *The Token Economy*



Ocean is the base layer



Ocean catalyzes the utility last mile: analytics & data science

Data Economy

Economic
Last Mile

Custodians
/ Wallets

Data
Exchanges

Mining:
Service
networks

Utility
Last Mile
(Dapps)

Data science tools

Base Layer

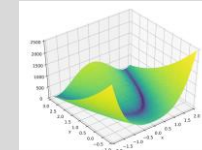
Reserve
currency,
store of
value

Data/asset
platform,
unit of
exchange

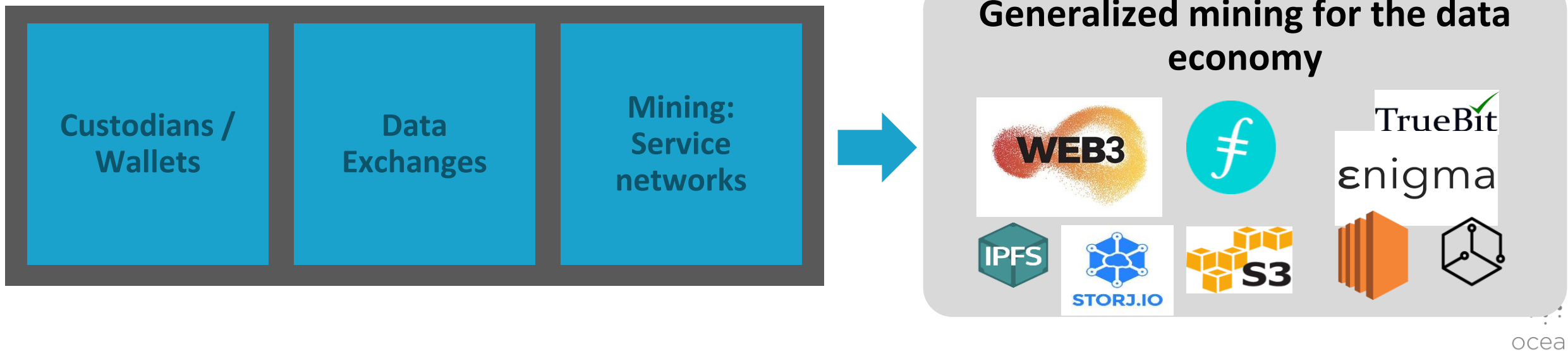
Data/asset
funding
platform



++capabilities for users:
Buy/sell services via wallets
Way more data
Data/compute provenance



The last financial mile is unbounded opportunity



The last financial mile is unbounded opportunity

Riff on crypto wallets:
-*Way* more tokens.
-Data security, meet
token security



Custodians /
Wallets

Data
Exchanges

Mining:
Service
networks

The last financial mile is unbounded opportunity

Riff on crypto exchanges:
-*Way* more tokens to sell
1M datasets = 1M tokens (!!)
-Adapt product specifically for data



Custodians /
Wallets

Data
Exchanges

Mining:
Service
networks

The last financial mile is unbounded opportunity

#DeFi for Data

Riff on crypto wallets:
-*Way* more tokens.
-Data security, meet token security

Riff on crypto exchanges:
-*Way* more tokens to sell
1M datasets = 1M tokens (!!)
-Adapt product specifically for data

Data economy
market makers

Data debt

Data-backed
stablecoins

Data
insurance

Custodians /
Wallets

Data
Exchanges

Mining:
Service
networks

Generalized mining for the data
economy



People are starting to build Data Marketplaces on Ocean DCI, ConnectedLife, ...



Digital Commerce Intelligence (DCI) Founder Kyriakos Zannikos explains how Ocean marketplaces will advance commerce market research and help

The background of the slide is a deep blue, featuring several jellyfish of different sizes and species. Some jellyfish are illuminated with a bright blue light, while others have a purple or magenta glow. The jellyfish are scattered across the frame, with some appearing more prominent than others. The word "Conclusion" is centered in the middle of the image in a white, sans-serif font.

Conclusion

The Token Economy Opened Money.

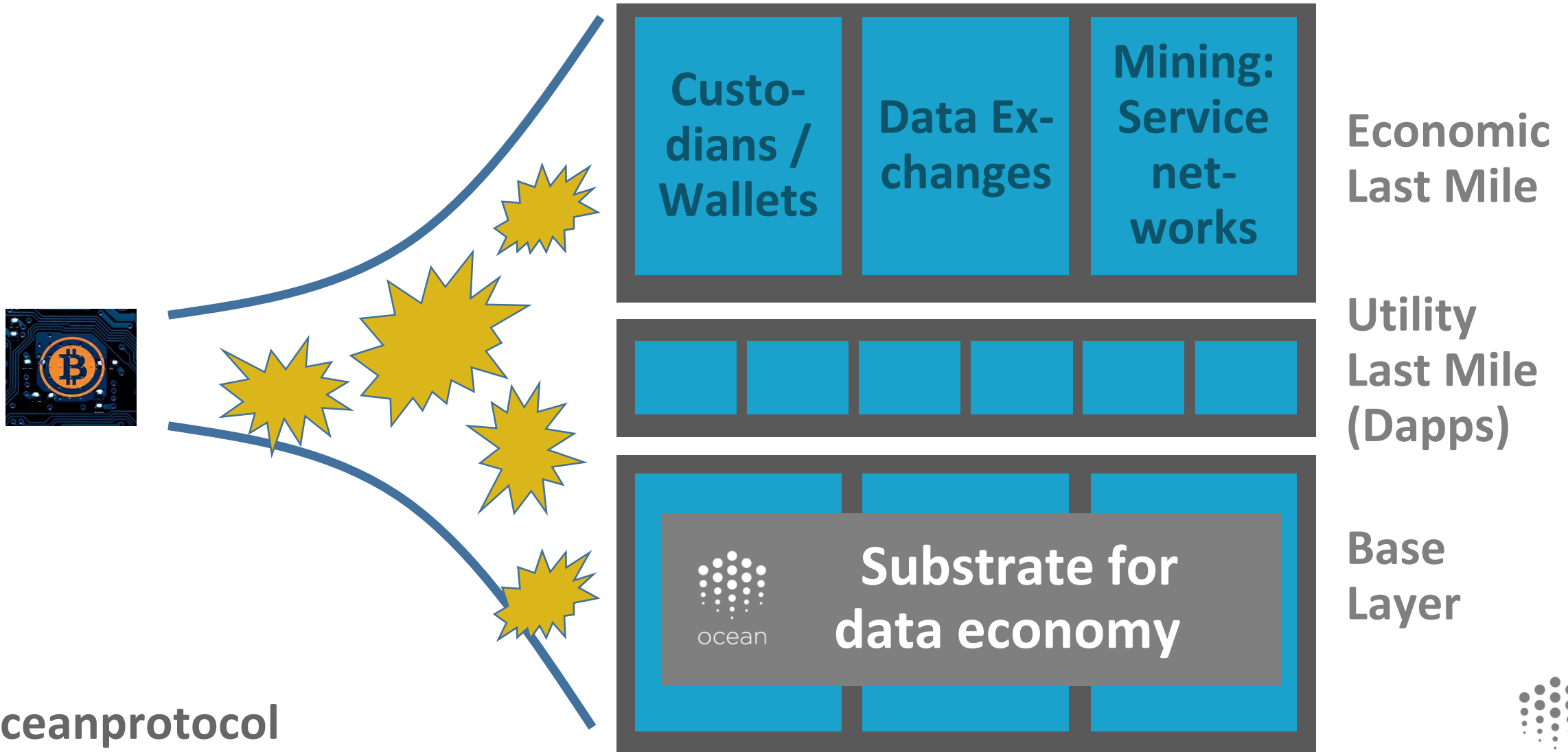
The Web3 Data Economy Opens Data (Retaining Privacy)

**Opaque, Power
Concentrated**

**Transparent,
Permissionless**



The Web3 Data Economy Brings an Explosion of Opportunity



@oceanprotocol

