

Ocean Protocol: Tools for the Web3 Data Economy

Intro to Ocean V3: Datatokens & Ocean Market



Ocean: Tools for the Web3 Data Economy

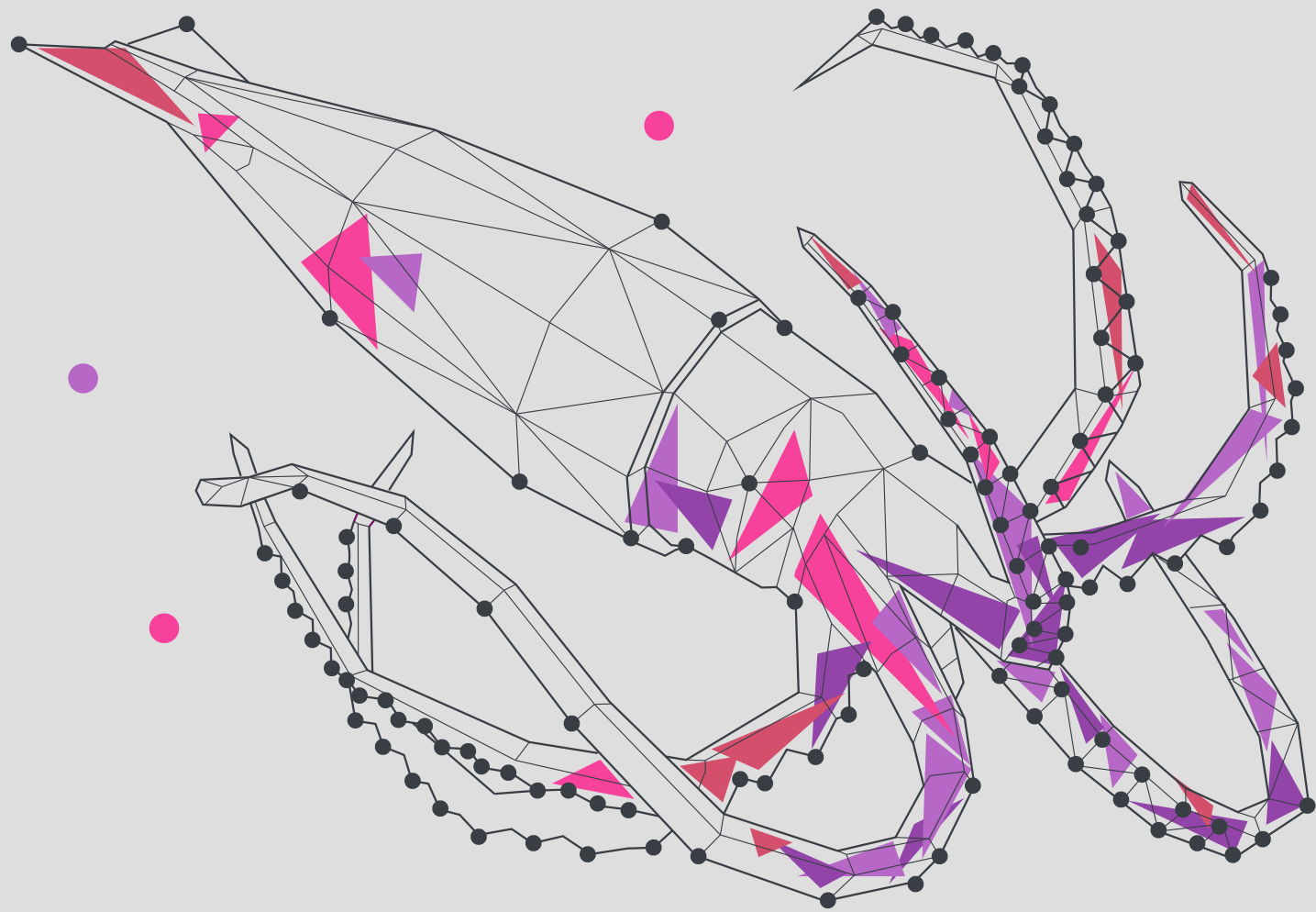
Earn on data.

- **Use Ocean Market app** to earn by selling data and curating / staking on data.
- Use Ocean Protocol libraries to **build your own app** for secure, privacy-preserving data exchange.

In Ocean Protocol, each data service gets its own **datatoken**.

- This enables data wallets, data exchanges, and data co-ops by directly leveraging crypto wallets, exchanges, and more.





Ocean Vision

Crypto is Opening Money



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

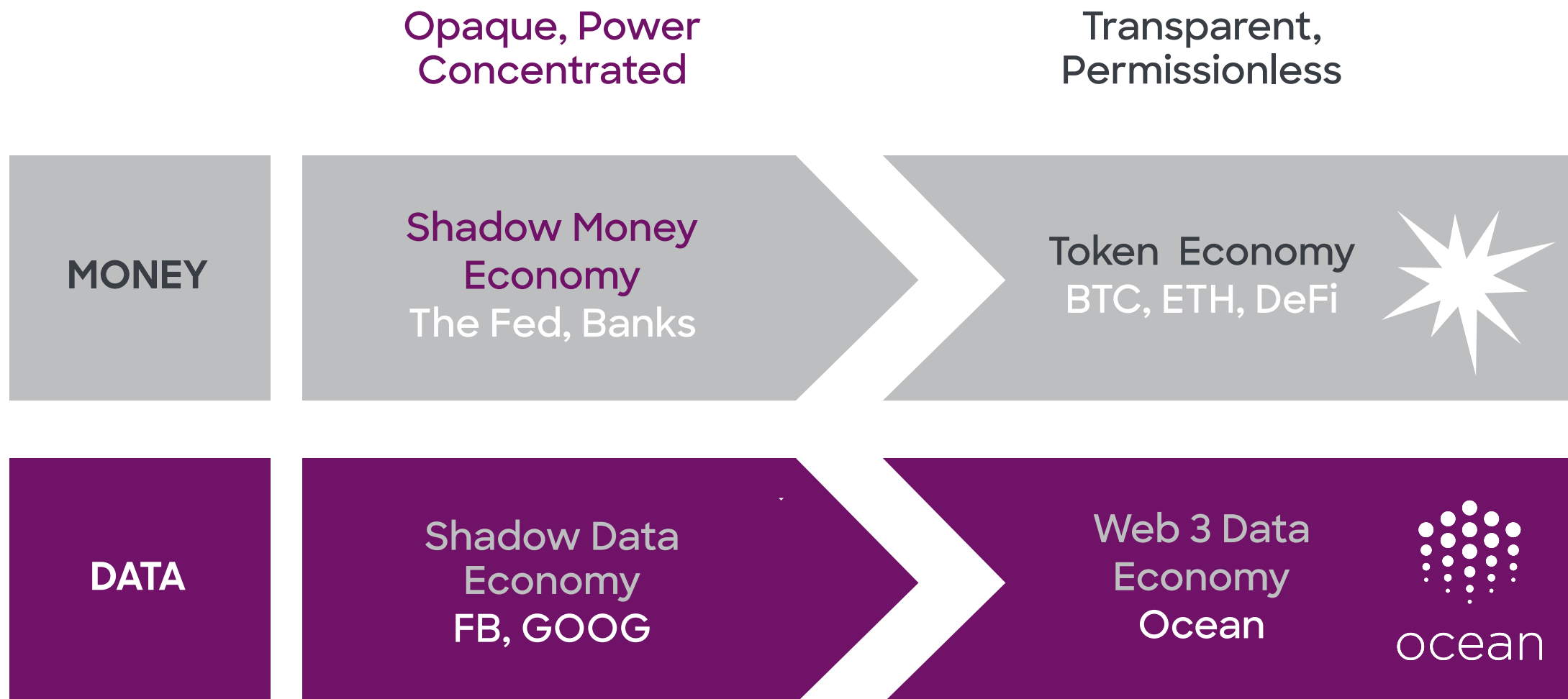


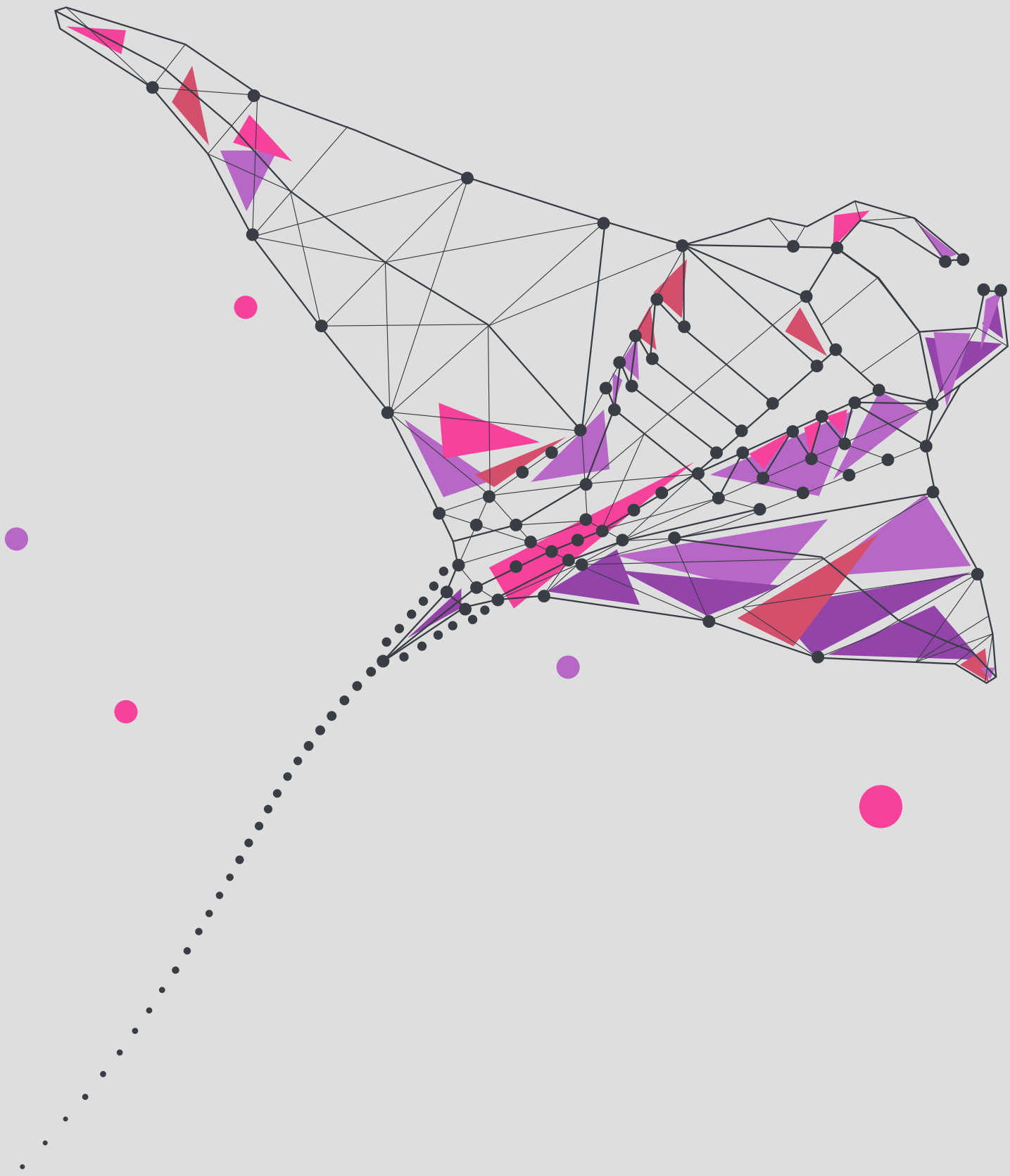
In 2016, the global Digital Economy was worth \$11.5 trillion, 15.5% of the world's GDP



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

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





What is Ocean V3?

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Main:

- **Datatokens** – wrap each data service with an ERC20 token. Ramp into DeFi.
- **Ocean Market** – a DEX tuned for data. With staking.
- **Deployed to Ethereum** mainnet. Therefore permissionless & composable.

And:

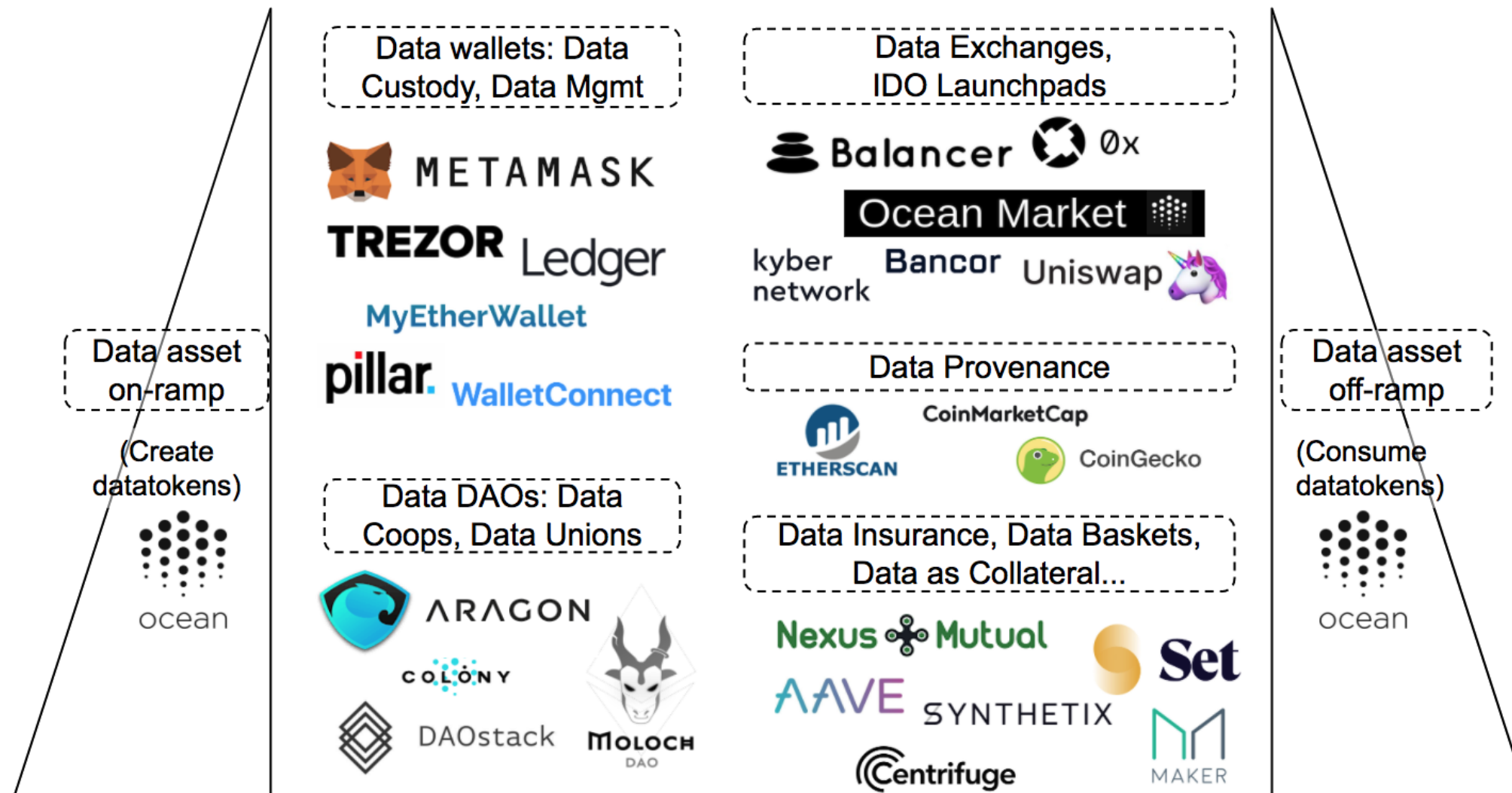
- **Privacy-preserving.** Retains V2 Compute-to-Data
- **Growth & sustainability.** OCEAN token is designed for near-term growth & long-term sustainability.



Ocean Datatokens

It's an on-ramp and off-ramp to crypto. Especially DeFi.

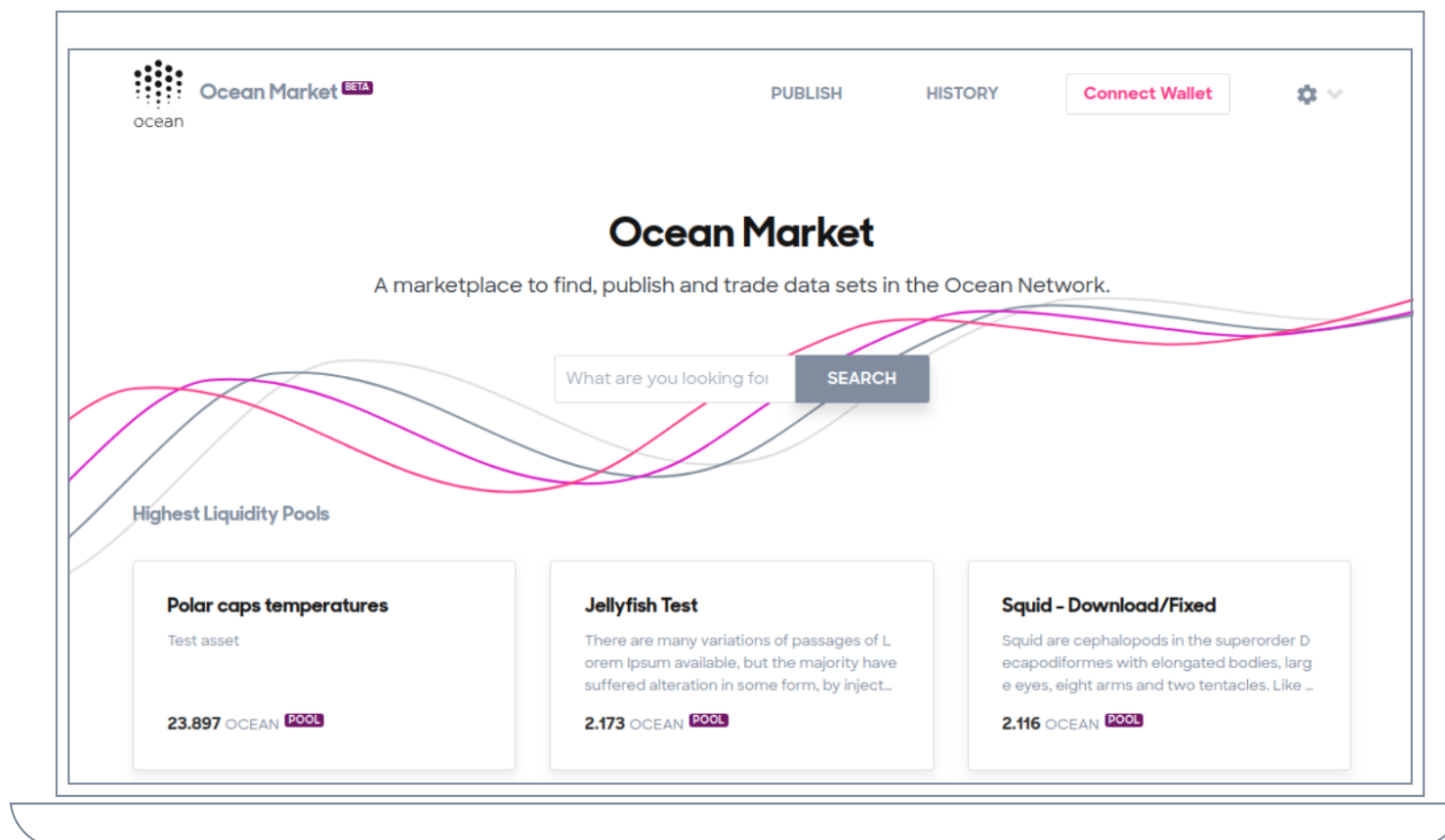
Ocean makes it easy to publish data services (deploy and mint ERC20 datatokens), and to consume data services (spend datatokens). Crypto wallets, exchanges, and DAOs become data wallets, exchanges, and DAOs.



Ocean Market

It's a decentralized exchange (DEX), tuned for data.

- Actions: publish data, buy & sell data, consume data, and stake on data (curate).
- Earn by selling data, staking on data, or running your own fork of Ocean Market.
- Auto price discovery. How: Automated Market Maker, powered by Balancer
- De-emphasizes spam. How: stake is a proxy for quality.
- Buy & sell private data while preserving privacy. How: compute-to-data.



Ocean's on Ethereum mainnet

As of V3, Ocean is deployed to Ethereum mainnet.

Therefore:

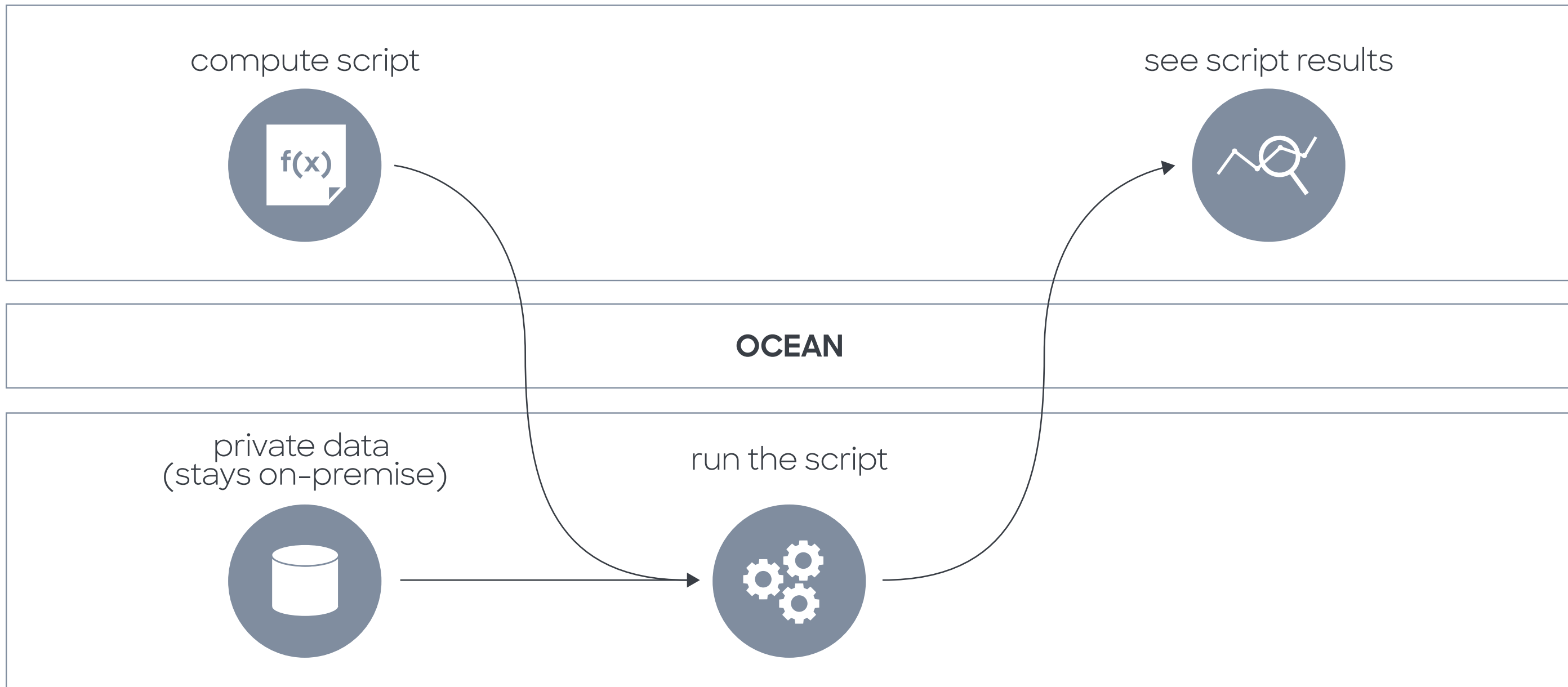
- Permissionless
- Easier to build on, awesome dev community
- Composability / direct integration with wallets, DEXes, DAOs, Etherscan, etc
- No bridges needed
- Leverage rollups & other improvements in scale & privacy



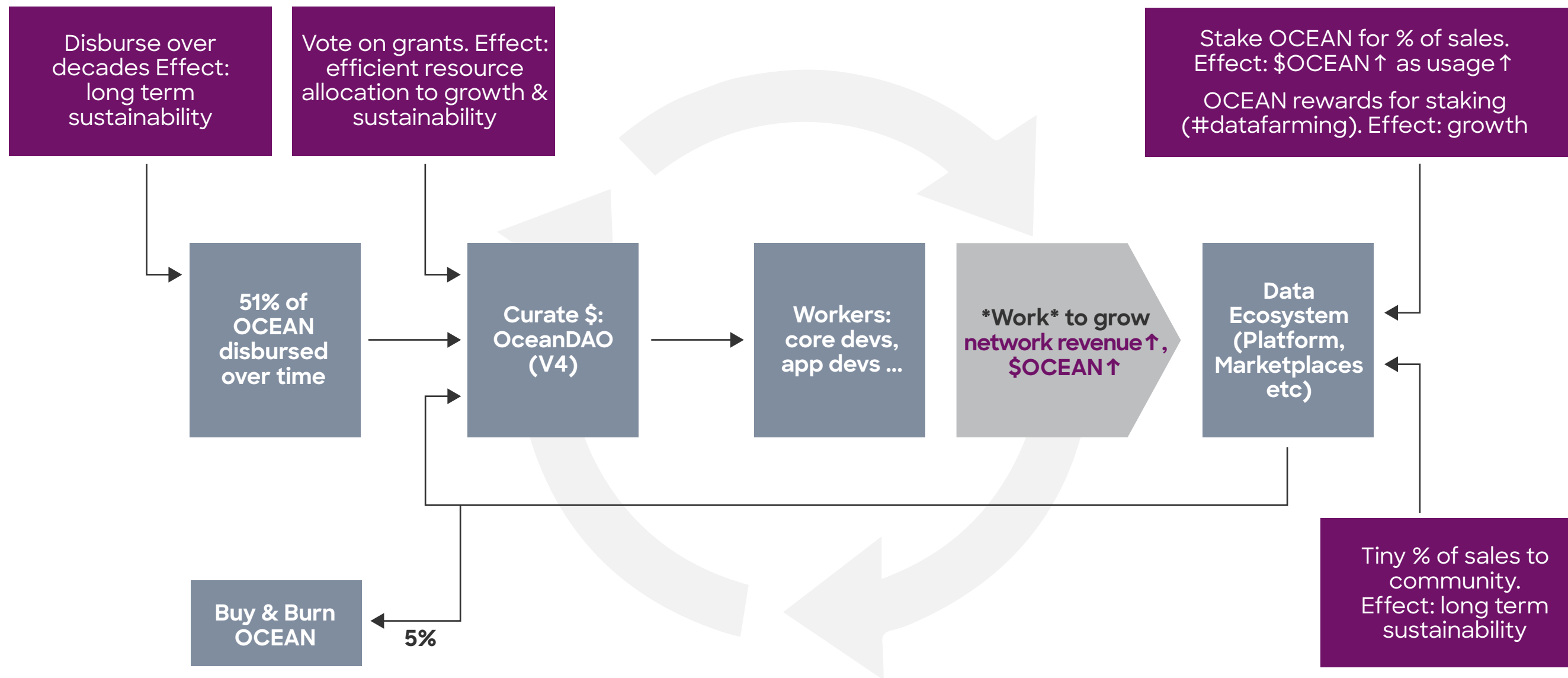
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Buy & sell private data while preserving privacy

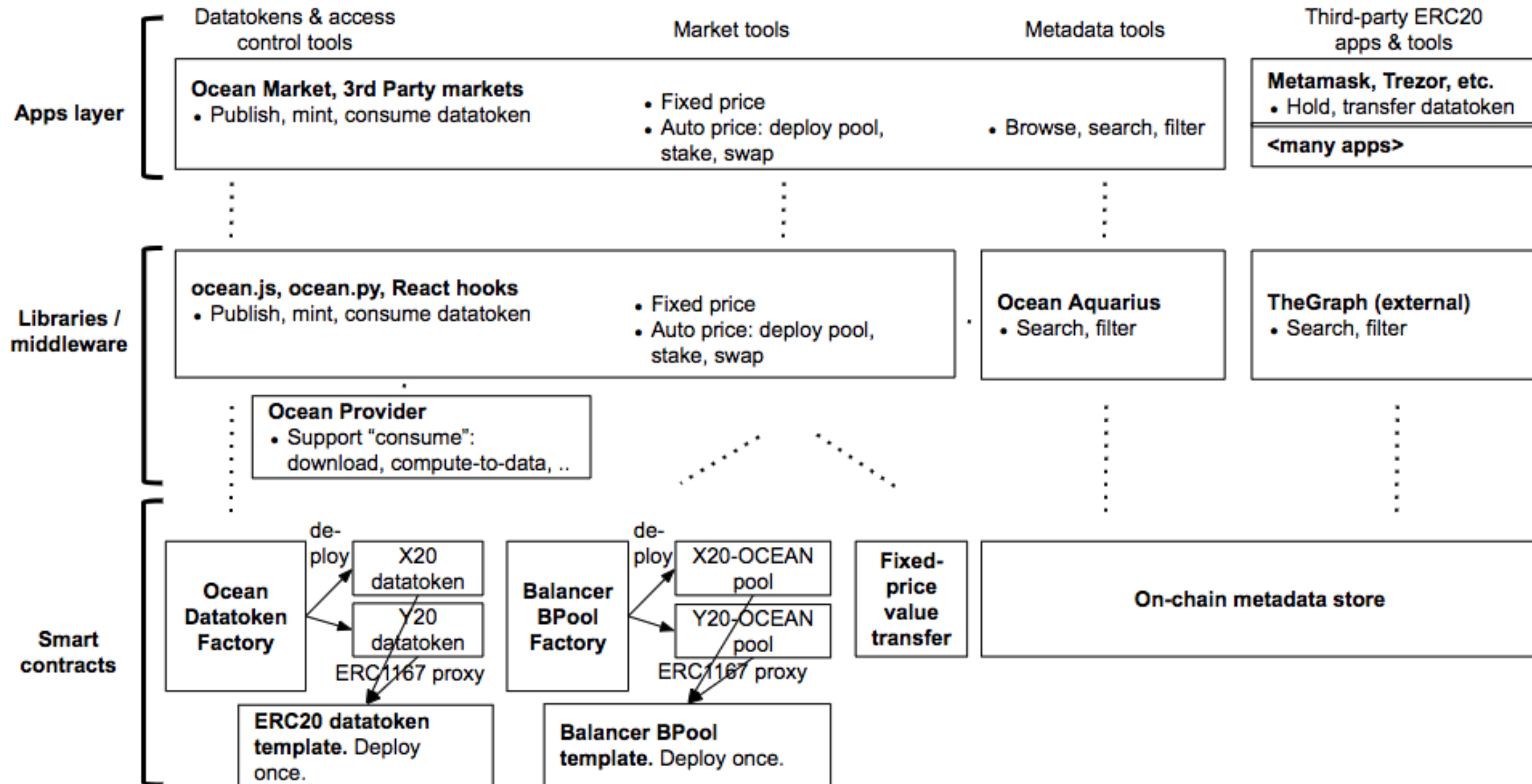
How: bring compute to the data (introduced in V2)

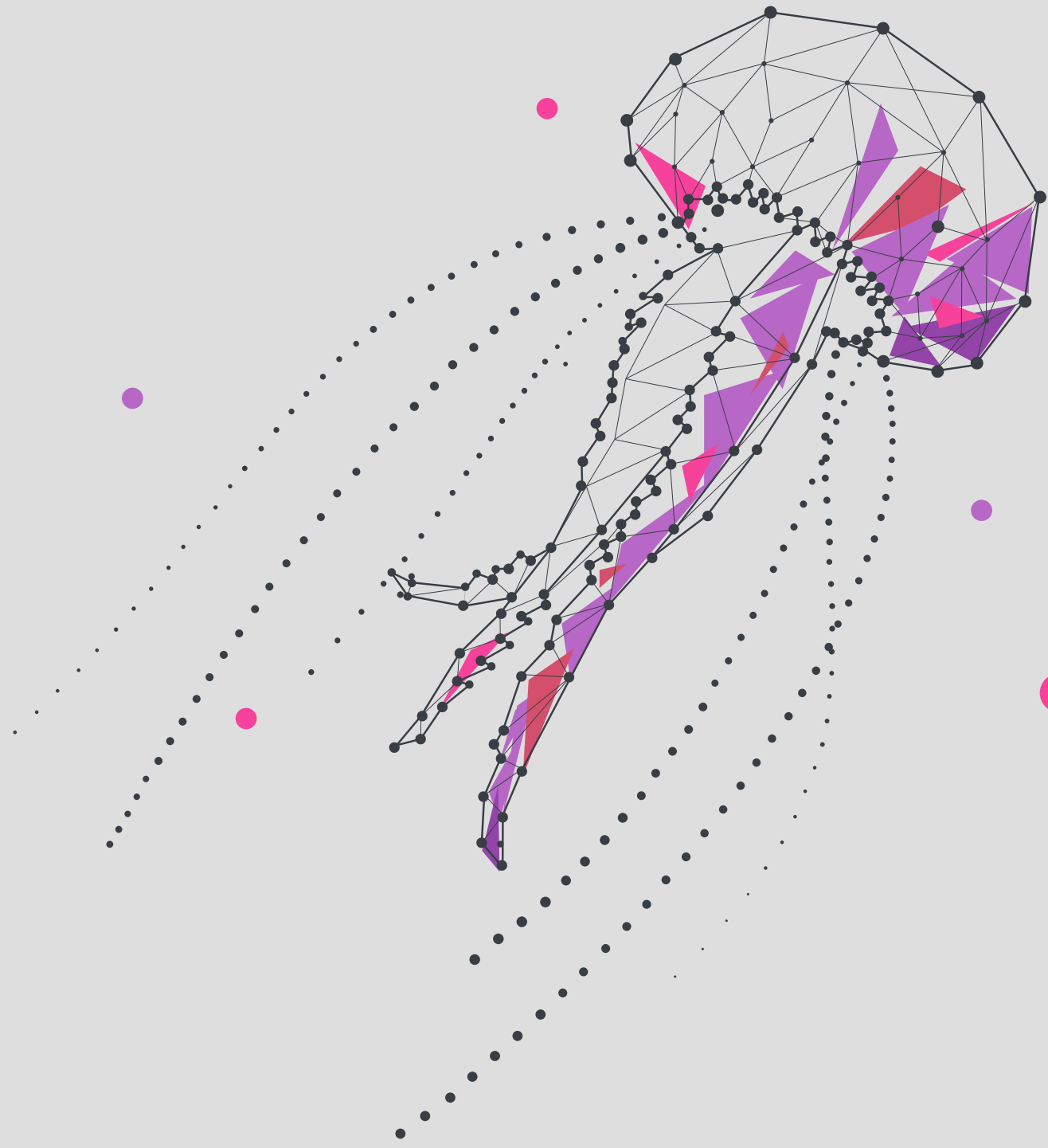


OCEAN token is designed for near-term growth & long-term sustainability



Ocean Architecture





Conclusion

Ocean is Tools for the Web3 Data Economy

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