

Own and Trade your Data in the Metaverse

Decentralized Data Brokerage Technology

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Using web3 Tech to unlock Personal Data for Social Good



Case Study - Effective **Drug Repurposing** via **Genomic Data Analysis** (Creating a DNA Marketplace in the African Continent)

Challenges



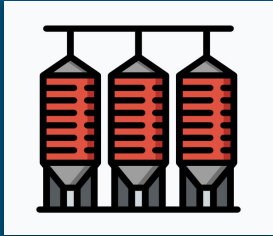
- Drug Discovery via drug repurposing as drug availability is a big issue



- Genomics data for a next-generation approach that has the potential to increase the speed of drug discovery at a lower cost

1. Incentivize people to share their genomics data?
2. Who owns the data?
3. What is the governance behind the usage of the data?
4. Can the provenance, lineage and veracity of the data be guaranteed?
5. Can people and researchers earn from participation?

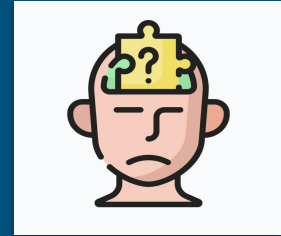
Top-Down Does Not Work



- Majority of personal data is in data silos
- Data Brokers fill the “gap” : A \$200 billion industry
- 3000 data points on each one of us

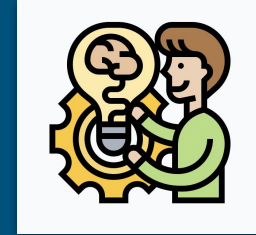
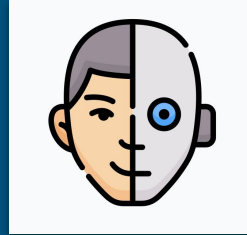
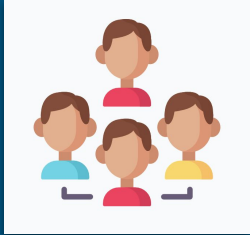


- Existing blockchain solutions focus on “top-down”
- This won’t work - threat to the incumbent power balance



- Topic of “data ownership” too complex and “boring”

A New Approach : Bottom-Up



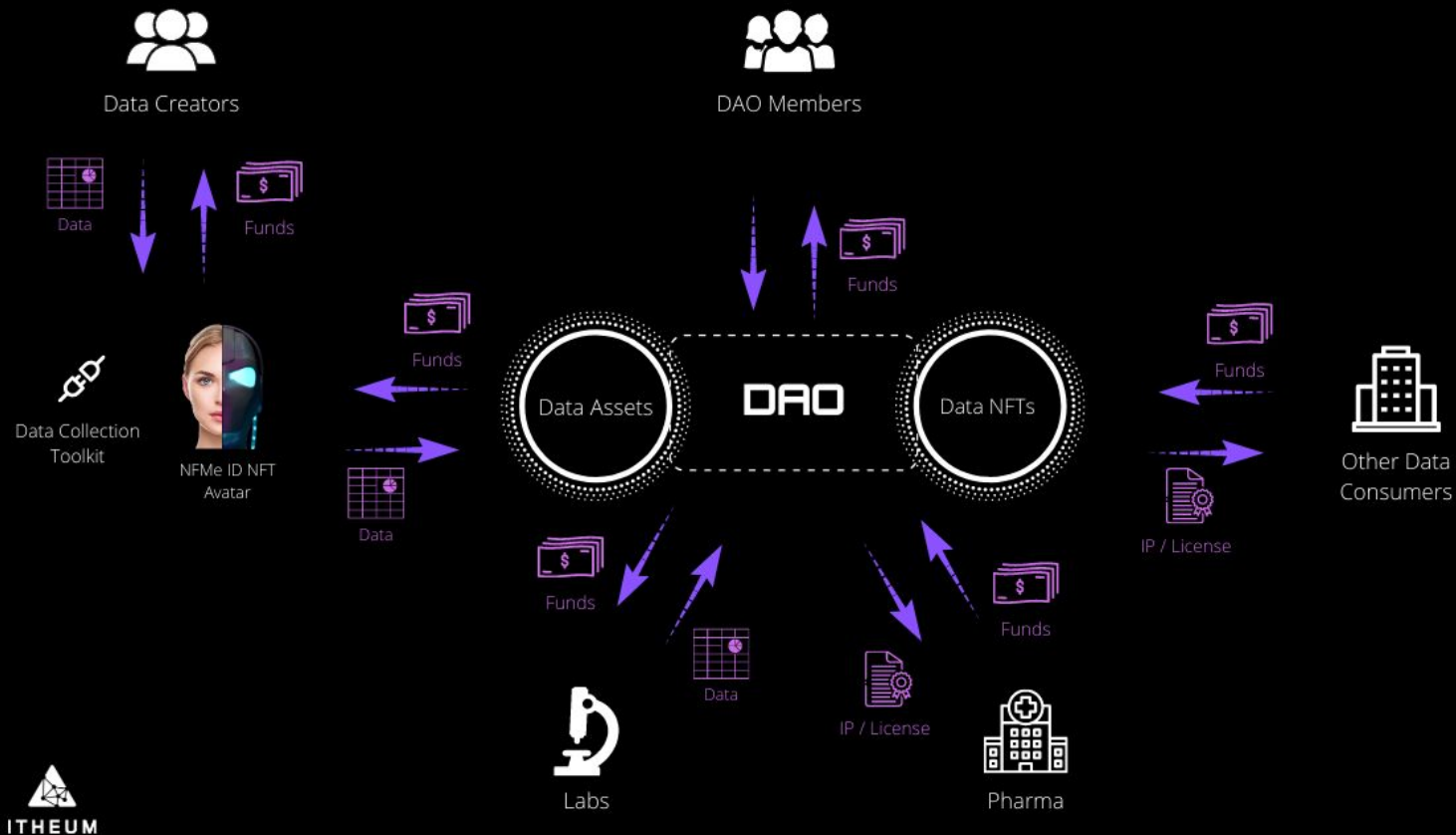
- Our goal is to get the “humans” to understand their data has value
- A small “dent” to current dynamic leads to exponential global impact

- Itheum makes data ownership “viral”, and therefore “interesting”
- “Bottom up” approach. Tools for maximum adoption & impact

Itheum’s tech is for:

1. **Data Creators** (the humans who create the data)
2. **Data Value Enablers** (the entities that need data for social impact)

Itheum provides an End to End Shared-Value web3 Data Framework – any industry, any vertical



Making it worthwhile and fun for the Data Creators

(Citizens of the world)



- Data tech complexity is *hidden behind NFMMe ID Avatars*
- *Soulbound NFT* Avatar backed by verified identity & personal data
- Makes data ownership fun
- Avatars are linked to Personal Datasets minted as NFTs : *Data NFTs*
- Align to a *Data Coalition DAO* that bulk trades your data
- “Set and forget” approach to trading your data
- Royalties attached to your Data NFT and Avatar assets generate earnings
- Earn passive income for a lifetime; the next generation UBI

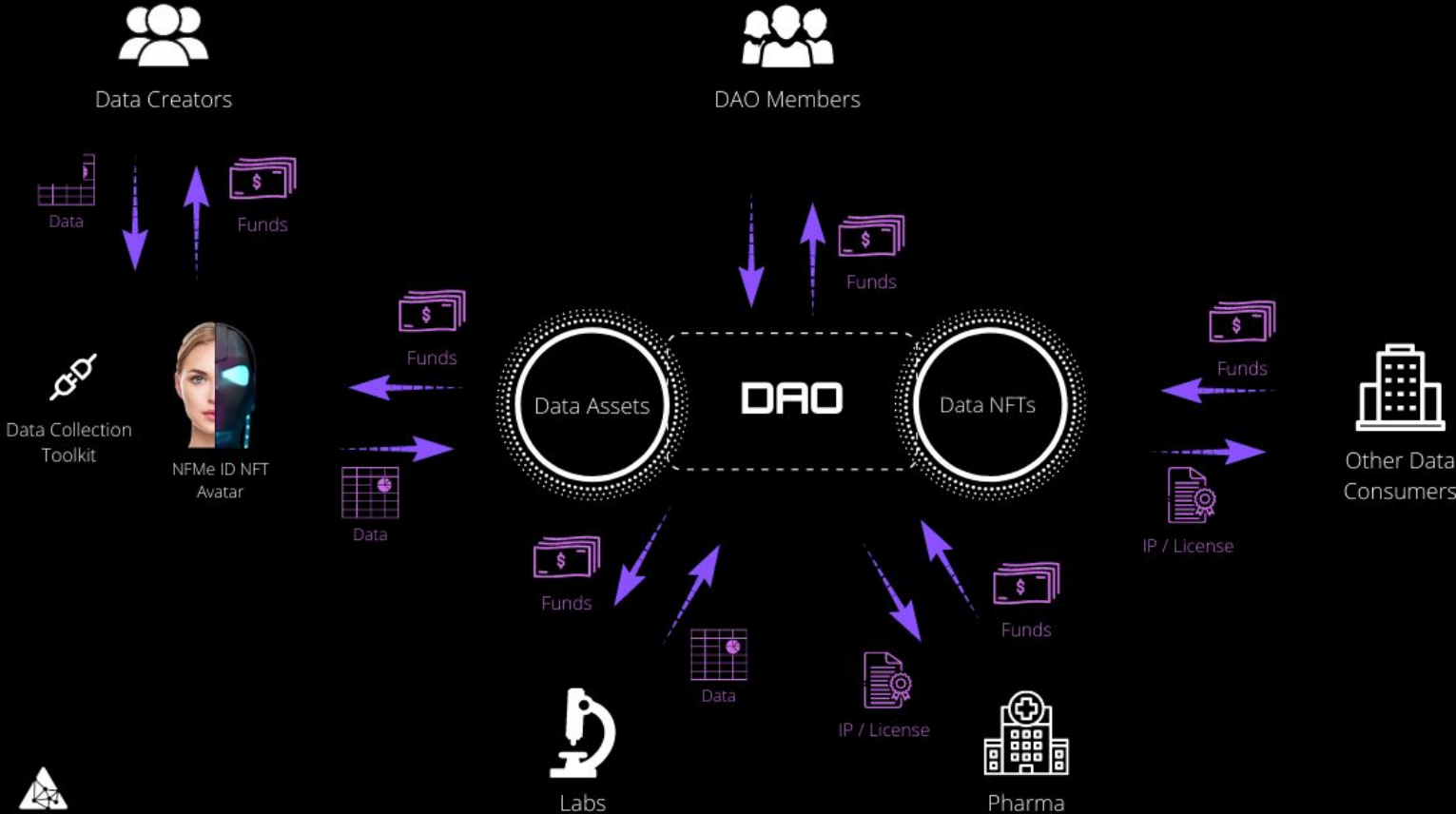
Making it worthwhile for the Data Value Enablers

(Research institutes, academia, government, non-profits)



- Data Coalition DAO Governance makes operations *ethics committee* and regulation friendly
- Earn % of trades that move via the Data Coalition DAO
- New source of revenue to fund more R&D and social programs
- Have program participants who are loyal and happy as they earn from sharing their data

Creating a DNA Marketplace in the African Continent



Challenges

Data
Regulation

Data Storage
Complexity

DAO
“Governance
Locks”

“Re-trading”
without
permission

Fiat on-ramps
for the
Participants

Token
Volatility

Thank You : Join Us

itheum.io/community



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