

Version 2.0

The D Coin Whitepaper

& The Datalus Ecosystem

Datalus Corporation

March 28, 2022

Abstract

Market trends and changing regulations make it the right time to grow a personal data marketplace. D Coin (DCN) is the token that will serve as the medium for payment in the market. Utilizing the latest blockchain technology, we will provide transparency and equity to users. The Solana blockchain was chosen to provide a reasonably priced platform and is environmentally friendly. D Coin will also have a built-in public good, with 10% earmarked to match user donations to charity through the platform. D Coin is currently available for a limited sale on the Serum order book and DexLab.

Table of Contents

Abstract	1
Table of Contents	2
Introduction	3
Our Why	3
The Value Chain	3
Providing Transparency to Advertising and Data Collection For The Greater Good	3
D' Nauts Community - Future	4
Datalus - Inner Workings	4
Datalus Data Marketplace	4
D Coin Ecosystem	4
Datalus Plugin	5
Roadmap	5
The Business	6
Competitive Analysis	6
Brave	6
DuckDuckGo	6
Datacy	6
Gener8ads	6
The Marketplace Mechanics	6
Buy Offers	6
Data Buyers	7
Users	7
Payment	7
The Team	7
Advisory Team	8
Launching the D Coin	8
Post-Launch Stability	9
Per Datalus Offer User Release	9
Non-Profit Sharing Match	9

Introduction

Our Why

Companies take to use data, and we get nothing. We believe there is a more equitable future where users can choose to provide their data, and companies reward them.

The Value Chain

I started Datalus to give users control of their data. The data marketplace will provide users the ultimate ability to make money from their data while providing companies with the data they need and creating a connection to the users who would be their customers. This process also makes third-party information first-party and, with the transparency of the D Coin transfer engine, can serve as validation of data usage permission for companies.

The Datalus Data Marketplace allows users to make money from their data by opting into offers from companies to sell all or part of their browsing, demographic, search, and location data. They are compensated with D coins that can be exchanged for other cryptocurrencies or converted into USD. The conversion may happen on decentralized exchanges (DEX) and Circle's USDC.

This method creates a user-centric compromise by allowing opt-in tracking and compensating the user while creating a direct relationship between the user and the companies they authorize to track them.

Providing Transparency to Advertising and Data Collection

Utilizing a blockchain ledger, we can create a transparent record of offers and payments between wallets of advertisers and users while maintaining the user's privacy. This process will also allow us and others to implement systems to track and stop fraudulent views more efficiently and quickly verify.

We won't be disclosing our detection and prevention methods, but it is something we take seriously, and we will be implementing fully automated controls. Due to the anonymity, this may inflict false-positive casualties, so that will need to be monitored to maintain focus on our goal of providing the best browsing experience possible.

For The Greater Good

One of the goals of Datalus is to shift back control to users, but a secondary goal is to do good. That is part of our DNA. We are reserving 10 percent to match in donations from our users, functionality that we will be building into the system.

D' Nauts Community - Future

We've partnered with DOG Labs to create ten thousand beautiful D'Naut NFTs that we will give away to our first users and those who have D Coin in their Solana accounts. We will retain a 5% commission on resale and split it with DOG Labs. D'nauts are Datanauts that take control of their data in the ocean of the internet.

Datalus - Inner Workings

Datalus Data Marketplace

The Datalus Data Marketplace allows users to opt into offers, set their storage preferences, update their wallet information, and update their Datalus profile(s). The identity system operates across devices and makes sure we only store the data the user intends.

We unobtrusively pair and notify the user if they wish. The user can then opt to have their data licensed to individual companies or groups of companies. They can also allow qualified third-party domain data such as cookies, ads, and functionality. The user is paid daily from the merchant's D Coin account directly to their wallet. Or we can aggregate them and send them from the Datalus wallet.

We expect to be able to compensate a user 27 DCoin per month for their data, but we may also need to charge a storage fee for keeping it in the marketplace.

Our goal is to provide cash-out ability directly from the Datalus marketplace by converting from D Coin to USD. We will do this through various DEXs and Circle's USDC.

D Coin Ecosystem

- The D Coin ecosystem encompasses the Datalus marketplace, plugin, and third-party exchanges on the Solana blockchain.
- Data buyers buy D Coin in our system, which will be transferred to users in the marketplace.
- Users can then take the D Coin to another wallet to exchange them for other tokens or USD or keep it in the Datalus ecosystem.
- The market liquidity offered by data buyers will keep the D Coin valuable.
- Datalus will profit off the original coin sale and fees from USD to D Coin conversions.

Datalus Plugin

The Datalus plugin allows users to access the marketplace websites and captures their data from all major browsers.

Roadmap

Overall our goals are to launch the coin, build the marketplace, and focus on user growth and data buyers. Here's our complete roadmap for the following year.

2021 Q3: Founded.

2021 Q4: Minted D Coin and Built first browser build.

2021 Q4: Airdrop.

2022: NYE: Release browser preview to users.

2022 Q1: Start coin sale and switch to plugin from browser.

2022:Q1: Beta Marketplace

2022:Q2: Beta plugin

2022 Q4: General Availability, 1.0.

Right now, we are working in three directions. First, we created and launched D Coin to achieve added development funding and pre-fund the marketplace. Second, on the development side, we are developing the plugin. Meanwhile, we are setting up the marketplace website.

The Business

Competitive Analysis

We believe our focus on user experience and hidden data collection and monetization makes us a better value for users than our competition, but we all agree on data privacy. The following is a look at our competitors.

Brave

Brave is a privacy-focused browser with its crypto token BAT. Focused on the relationship between publishers, advertisers, and users, it seeks to replace the ads you see and compensate you for them. It is built on Chromium, Google's open-source version of Chrome.

DuckDuckGo

The chromium-based browser and search engine make money from advertising on your search pages. They may be a good partner for us for our default search.

Datacy

Datacy is a Chrome/Chromium plugin that lets users monetize their data through partner offers. But it does not provide privacy or protection from others getting that same information. It does not enhance your browsing experience, and its platform is not yet available.

Gener8ads

Gener8ads is a Chromium browser that serves you ads. They are focused on providing targeted ads with which you will engage more. If your goal is to have suitable ads, their method seems good. It is fundamentally different than our goal of more minor but more profitable user ads.

The Marketplace Mechanics

The data marketplace connects browser users with different types of offers. Once the offer is accepted, the user gets paid either per occasion or per period.

Buy Offers

Several offer types exist in the marketplace, focused on two sections: allowing users to access third-party content during their browsing experience and licensing all or part of their data to data buyers.

Data Buyers

Data buyers will create offers for one of the following types:

- Search
- Location/IP
- Telemetry
- Demographics

They will be able to select minimal required fields and field fidelity (accuracy), as well as ad demographic information-sharing requirements. Then lock it down to a geographic region and set the monthly spend for minimal and optional fields.

Users

The focus on user experience allows us to maintain our user base and provides a sustainable base. Users will have complete transparency and control over who and what they share. Buy

offers will have transparency into where their money went and to whom. Users see which data is shared.

Payment

Buy offers can be made in USD and D Coin, where we will convert the USD into D Coin to distribute to the users.

The D Coin allows us to compensate users from day one, even before data buyers and third-party vendors opt into the marketplace. We provide every new user with D Coin and an uncompromising user experience.

The Team

We have an excellent technical team of Crypto, business, and technology experts to execute our vision fully.

Mikhail Kozorovitskiy - Founder

- 17 years of building and advising tech
- Startup, agency, and enterprise experience
- Employee during two exits and an IPO
- Organizer, Birmingham Software Area Enthusiasts
- Co-Organizer, DevOpsDays Birmingham, AL

Steven Becht - Chief Blockchain Officer

- Principal Architect
- Blockchain Engineer
- Minter of our D Coin

Min Sun Lee - UX Design

- A decade of startup UX Experience
- UX Professor at University of Montevallo

Seth McCoin - Fractional CFO

- Financial Modelling
- Bookkeeping
- President at Cardinal Resource Management, LLC

Advisory Team

We're backed by subject matter experts in our advisory dream team.

Jason Nunnelley - CEO, Upgrade Media

Seth Griffin - Chief Creative Officer, Telegraph Creative

William Rhyne - Enterprise Analytics Strategic Leader

Dr. Lindsay Sutton - Senior Director of Experiential Strategy & Operations, Shipt

Chase Morrow - Co-Founder, goodjob.io

Sanjay Kumar - CEO, Kind Perks

Dewar Gaines - Coin Operator, Crypto Investor

David Gibson - Owner Marketer and Entrepreneur, Judge Roy Brown Whiskey

Launching the D Coin

Minting has been disabled at 3 billion. The D Coin distribution has been designed to protect public users, grow the market, and utilize the Datalus marketplace to maintain market liquidity. D Coin will have value as long as user data is valuable. Further restrictions on early investors have been implemented to prevent deflation. We'll do our best to maintain market prices above .0004 USDC.

Public Sale

We've updated our timeline and the presale numbers to be more flexible while supporting our end funding goals.

Public Release: 100 - 200 Million D Coin

Possible Exchange Rate: .0004 - .0013 USDC = 1 D Coin

Estimated Financing: \$40,000 - \$260,000

Launch: Early; Q1 2022 depending on milestones.

Launch Event

Financial Summary

Public Release: 1.5 Billion \$DCN

Possible Exchange Rate: .0004 - .0013 USDC = 1 D Coin

Estimated Sale: \$600k - \$1.95 Million

Launch: Early Q2, depending on the price of D Coin. We will launch in 10 million D Coin increments.

D Coin (\$DCN) Distribution

Total: 3 Billion

Limited Public Sale: 100 - 200 Million

Publicly available: 1.5 Billion

Marketplace:

Reserved for new Users: 500 Million
Reserved for charity match: 300 Million
Marketplace 12 Month Reserve: 200 Million
Datalus Corporation Restricted 6 to 12 months: 600 Million
Employee Compensation: 300 Million

Post-Launch Stability

Platform-restricted D Coin would only be given out to new users and would drastically increase the number of holders.

Data buyers would be translating their dollars on the open exchange to create offers, creating a virtuous cycle of liquidity.

Per Datalus Offer User Release

Plugin Download 50 \$DCN
Account Setup: 50 \$DCN
Max anon monthly sharing with Datalus Corp 27 \$DCN
First-year user cost/income: 424 \$DCN

Non-Profit Sharing Match

We've left 300 million coins to support our users' donations to charity. We'll match their donations 1 per 1 until we run out of that pool. In the end, our users and we will have contributed a total of 20 percent of the equity in D Coin to various charitable organizations rated four or above on charity navigator.