



IS DATA THE NEW MONEY? OCEAN PROTOCOL AND DATA AS A NEW ASSET CLASS

Sheridan Johns, Head of Ecosystem, Ocean Protocol

Webinar

Wednesday, 28 April 2021, 12:00 BST

A Word From Today's Chairman



Professor Michael Mainelli

Executive Chairman

Z/Yen Group



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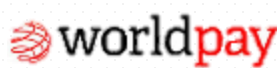


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Today's Agenda



- 12:00 – 12:05 Chairman's Introduction
- 12:05 – 12:25 Keynote Presentation – Sheridan Johns
- 12:25 – 12:45 Questions & Answers

Today's Speaker



Sheridan Johns

Head of Ecosystem

Ocean Protocol

Is Data the New Money?

Ocean Protocol and
Data as a New Asset Class



Agenda

The value of data

The problem

Data as an asset

Decentralization

Ocean Protocol

Incentivization

Collaborations



Sheridan Johns
Head of Ecosystem
at Ocean Protocol



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Data is Powerful and Valuable

“The invention of deep learning means that we are moving from the age of expertise to the **age of data**. Training successful deep-learning algorithms requires computing power, technical talent, and **lots of data**. But of those three, it is the volume of **data** that will be **the most important going forward...**”

Kai-Fu Lee, [AI Superpowers](#)



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The Problem

**We don't feel
comfortable
sharing our data.**

**We don't know
the value
of our data.**



Data is hoarded and its value stays latent and wasted

Data is silo'ed

It's designed to be locked up and not shared

Only **3%** of companies say that they have access to excellent data - Forbes

Few companies are able to leverage their data for AI, advanced research and monetization

A **10x** increase in data is expected to be generated from 2016 to 2025, **97%** of it unused

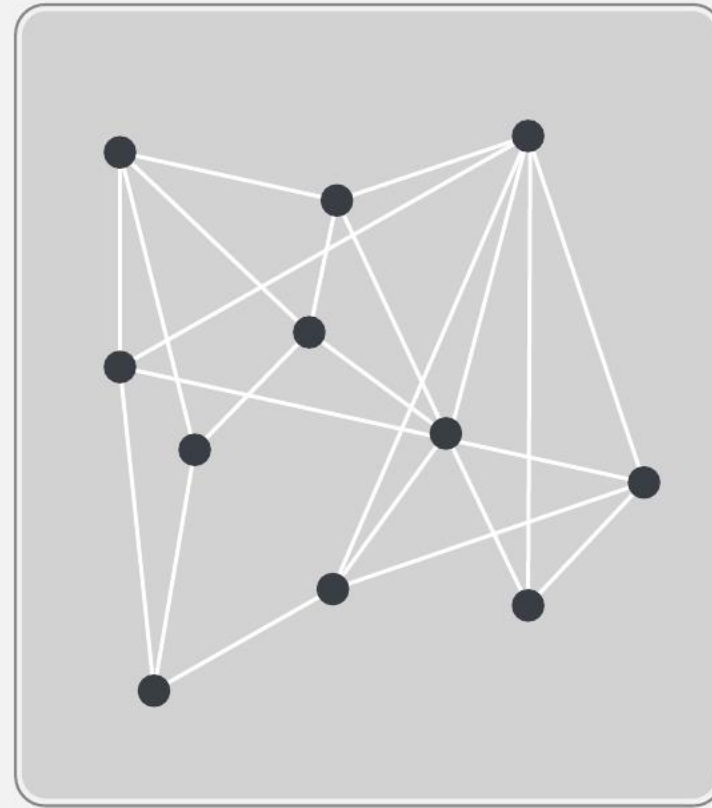
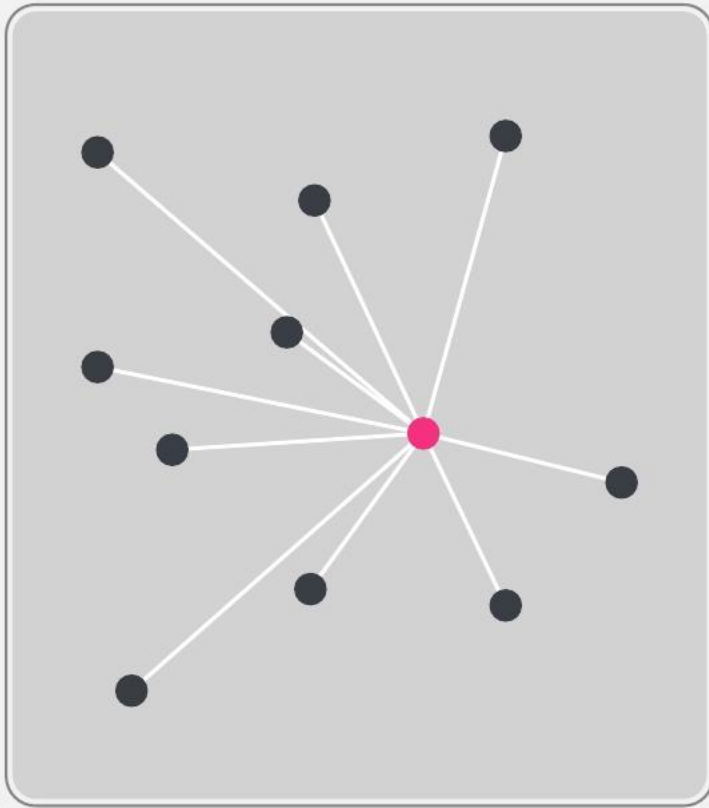


If we could turn data into an asset class, we could...

- Unlock the Open Data Economy
- Give power back to people over their data

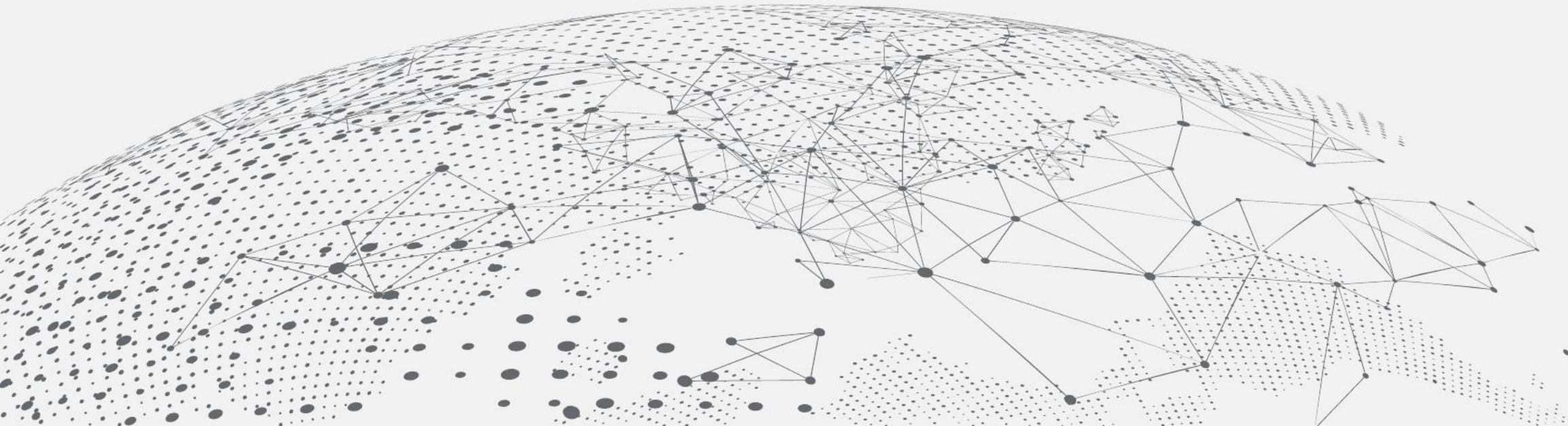


Web 2.0 vs Web 3.0

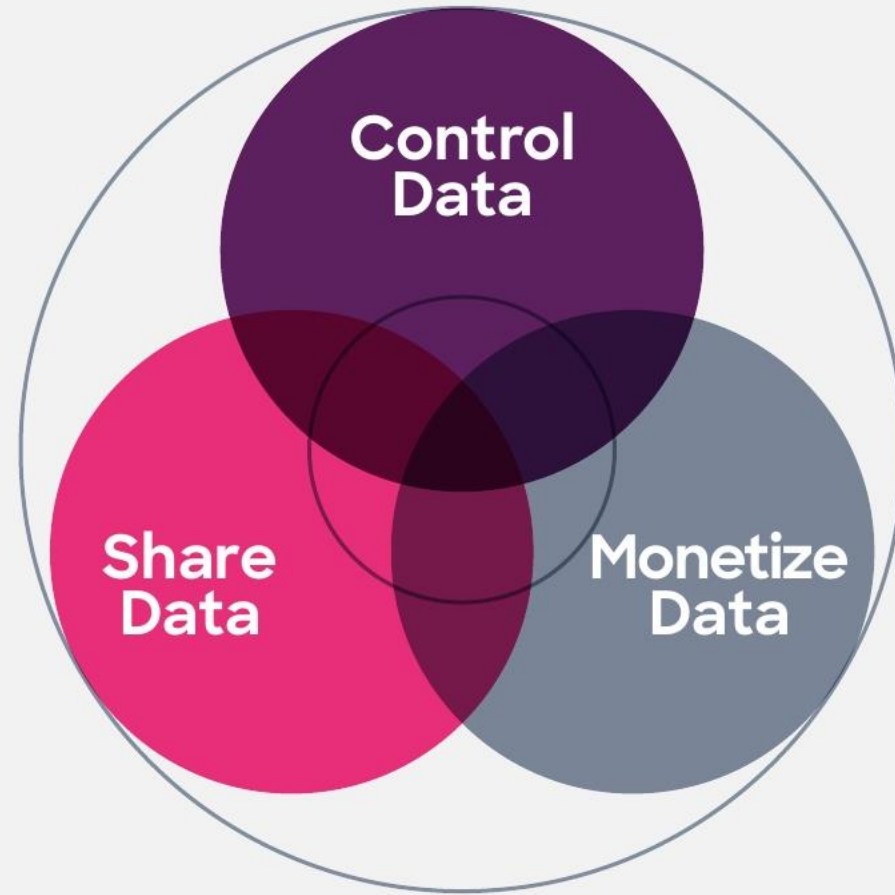


Decentralization tech allows value to be digitized

- ① Web3 is the next big wave of the fourth industrial revolution
- ① Blockchain will shape our relationship to anything of value
- ① A global utility for the world



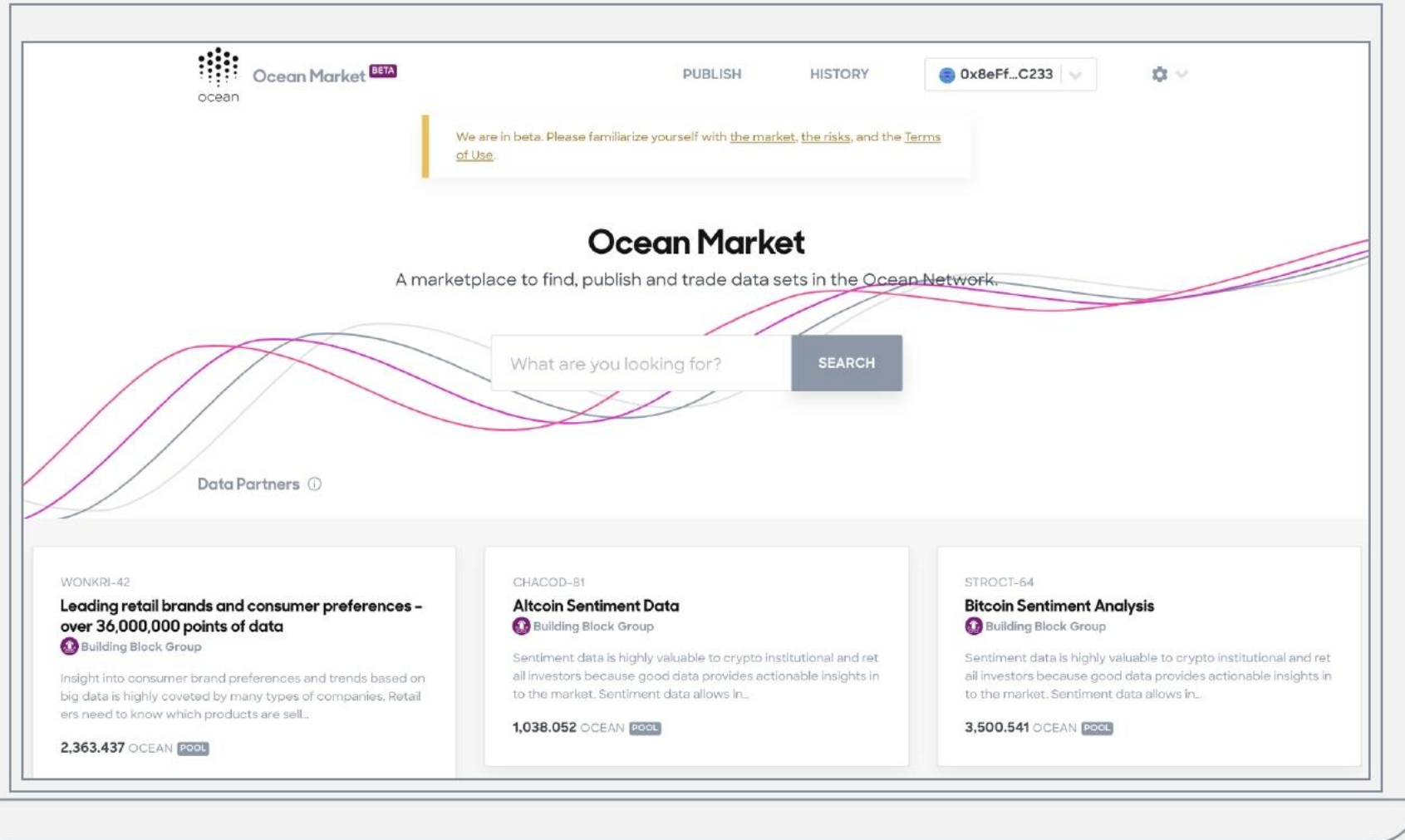
Ocean makes it possible



4 key elements of Ocean



Ocean Market



Ocean Market in 1 month

30.626
visitors to
the marketplace



1.322.631

OCEAN pooled



58.500
transactions



1.505.557 pageviews





268
datasets
published

market.oceanprotocol.com
#farmresponsibly



Datatokens


Ocean Market is [available on Polygon](#). [SWITCH TO POLYGON](#)

 Ocean Market **BETA** [PUBLISH](#) [HISTORY](#) [Connect Wallet](#) 

Publish

Highlight the important features of your data set to make it more discoverable and catch the interest of data consumers.

Given the beta status, publishing on Ropsten or Rinkeby first is strongly recommended. Please familiarize yourself with [the market](#), [the risks](#), and the [Terms of Use](#).

Title*
e.g. Shapes of Desert Plants 
Enter a concise title.


Description*

Add a thorough description with as much detail as possible. You can use [Markdown](#).

File*
e.g. <https://file.com/file.json> [ADD FILE](#)
Please enter the URL to your data set file and click 'ADD FILE' to validate the data. This URL will be stored encrypted after publishing.

PREVIEW

TIMEOUT
Forever

 **No account connected**
Please connect your Web3 wallet.

Initial Data Offerings


The screenshot displays the Ocean Market interface. At the top left is the Ocean Market logo with a 'BETA' tag. Navigation links for 'PUBLISH' and 'HISTORY' are visible, along with a 'Connect Wallet' button and a settings icon. The main heading reads 'eBay DATASET - 10 Million Data Points (1,000,000 Product Listings)'. Below this, a card for 'Exceptional Whale Token - EXCWHA-70' is shown, published by 'Data Reservoir' 6 months ago. The card features the Data Reservoir logo and a description of the dataset. To the right, a modal window is open, showing options to 'USE', 'POOL', or 'TRADE'. The 'POOL' option is selected, displaying a price of 724,967 OCEAN POOL (equivalent to 797,46 €) and a 'BUY' button. A message at the bottom of the modal states 'No account connected' and prompts the user to connect their Web3 wallet.

Ocean Market BETA

PUBLISH HISTORY [Connect Wallet](#) ⚙️

eBay DATASET - 10 Million Data Points (1,000,000 Product Listings)

Exceptional Whale Token – EXCWHA-70 ↗
Published By [Data Reservoir](#) — Profile ⓘ Explorer ↗
6 months ago



DATA RESERVOIR

This dataset has a massive total of over 10 million data points from over 1,000,000 product listings on eBay using the electronics category. This dataset is from the first week of November 2020.

- Updated monthly

USE POOL TRADE

html **724,967** OCEAN POOL
= 797,46 €

BUY

For using this data set, you will buy 1 EXCWHA-70 and immediately spend it back to the publisher and pool.

No account connected
Please connect your Web3 wallet.

Poll

The screenshot shows the Ocean Market interface. At the top, there is a navigation bar with 'Ocean Market BETA', 'ocean', 'PUBLISH', 'HISTORY', and a 'Connect Wallet' button. The main content area is titled 'BMW Used Car Auctions'. It features a dataset card for 'Hubristic Manatee Token - HUBMAN-24' published by '0xf799...EACe' 6 months ago. The card describes a dataset of 4843 records of BMW used car sales in the USA during 2018. It includes a section for 'Potential Use cases' with four bullet points: identifying vehicle features on price sustainability, value retention over time, popular models with high value retention rates, and the importance of vehicle mileage for price valuation. The card also states 'Number of data points: 4000+ GEO: USA' and provides a 'DOWNLOAD SAMPLE' link. At the bottom of the card are tags for 'bmw', 'car', 'car-data', 'used-cars', 'used-bmw', 'sales', and 'usa'. A modal window is open on the right, showing a 'BUY' button and a 'No account connected' message. The modal also displays '593.53 KB' and '??? OCEAN POOL = ??? €'.

Poll Question: What is the market price for this dataset?

1. €5
2. €50
3. €100
4. €300



Compute-to-Data coming to Ocean Market

April Release.
The countdown begins.



Incentives: Data as an asset class



Anyone

can publish
and
sell data



Entrepreneurs

can set up
new
marketplaces
to gather data



Curators

can stake on
data that they
think are likely
to gain value



DeFi protocols

can apply
their tools to
data and
financialize
data asset



Developers

can vie for
grants and
bounties, in
return for
maintaining
and improving
the network

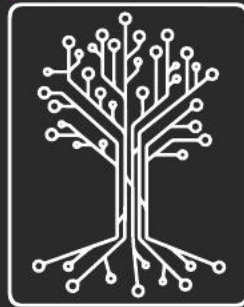


Collaborations of note

Ocean and Daimler ran a proof-of-concept project to test the blockchain capabilities for data exchange among internal as well as service partners.

DAIMLER

Ocean is a Day 1 Member of GAIA-X, the European Association for Data & Cloud. Together, we're creating data standards & norms for the Europe of the 21st century.



GAIA-X



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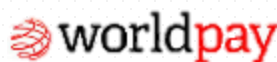
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Forthcoming Events

- Thu, 29 Apr (09:00-10:00) Launch Of Global Green Finance Index 7, Guernsey
- Fri, 30 Apr (15:00-15:45) Navigating The New Physical And Digital Workplace In The Age Of Pandemics
- Wed, 05 May (15:00-15:45) How Capitalism Could Save The Planet
- Thu, 06 May (10:00-11:00) Fighting Climate Change: The Important Role Of Global Green Finance Centres

Visit <https://fsclub.zyen.com/events/forthcoming-events/>