

VERSION 0.3

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# THE DATAVLT BUSINESS PLAN OVERVIEW

SUSTAINABLE BUSINESS WITH UTILITY TOKENS

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## THE DATAVLT BUSINESS PLAN OVERVIEW

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### EXECUTIVE SUMMARY

This document aims to present an overview to the business viability of the DATAVLT product. The plan looks into the market opportunities, issues that DATAVLT aims to resolve and the methods and approaches that the company may undertake to drive business viability and sustainability. However, this document will not show intimate nor explicit projections or strategies that may be adopted to drive its business into profitability.

The company has observed the market in general and realized that there is a true need for more sophisticated business and marketing data analytics tools that are efficient, secure, affordable and efficient. With the impending exponential increase in data consumption and generation, especially with IoT devices, the world will be facing an increasing deficit in the speed and capacity to analyze data and produce correlated insights. These factors are vital to any size businesses as speed of translation of insights to execution strategies matters greatly as hyper-personalization evolves – customers want to be engaged almost instantaneously through an experience that is *tailored* to the individual.

DATAVLT, a proud product of XYPER PTE LTD, has been designed to address this gap in the market and aims to also change the way analytics is being served as a product/platform via its overall design framework – dynamic vs absolute structure. This method will allow of *pay-per-use* models that delivers and affordable value that smaller entities can use and maintain. At the same time, the importance and integration of the blockchain technology also means data security, immutability and reducing processes that can be cost prohibitive to aspiring and growing companies.

The difference in the DATAVLT product/platform is the focus on the real-world use of the blockchain technology rather than the associated digital tokens/currencies. This means that should the digital currency market face demise, for whatever reasons, DATAVLT will be able to continue due to its subscription duality to both the digital currency inclined and more traditional fiat users.

The greater aspiration for DATAVLT is to help mid-tier economies grow so that the market can maintain competitiveness and not fall into the possibility of network monopolies.

**Ambition** – To do good with technology by designing and producing analytical tools that can support make a difference in the way companies do business to survive the future.

**Mission** – Level the playing field by delivering a differentiated and more affordable way to do business and marketing data analytics, and also democratize the methods of which insights, researches and reports can be shared or traded safely.

**NOTE:** DATAVLT tokens are known as DVLT(s) and are utility based.

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## GENERAL BACKGROUND

Here's the reality – to maintain a competitive and viable business growth, not only do companies need to understand the states of the market and consumers, but the internal shift change in any organization's strategy *should have* moved from just a customer-driven approach to *'helping the customer getting their job(s) done'*. Here's the catch, the world is at the dawn of hyper-digitalization and the challenges that companies face are staggeringly steep:

- The need for *relevant* digital presence to consumers, which means;
- Requiring digital capabilities (no longer sufficient to just do basic tracking nor publishing), which leads to;
- Rudimentary consumer and customer data collection and tracking, and with customer digital consumption sophistication, this means;
- The need for data analytics to provide not just statistics but correlated insights, that suggests;
- Sizable investments into data science infrastructures and capabilities if companies were to take in-house, and;
- Mandatory cybersecurity measures to protect consumer/customer information.

Information/data democracy and hyper-personalization will become a norm and businesses will be expected to serve out targeted tailored content with **speed** and more importantly, with **accuracy**. Bearing in mind that less than 1% of the world's data is currently being analyzed today, these indicators dictate the **rising necessity to upscale and upgrade current basic capabilities of content and data aggregation with more sophistication**.

This impending future also suggests the potential proliferation of cyber hacks, theft and attacks, since 'digital-connectedness' is already ingrained in life as we know it. Are we ready to give up our digital consumption habits for the safety of our details?

## POTENTIAL OF THE BUSINESS MAJORITY IN ASIA

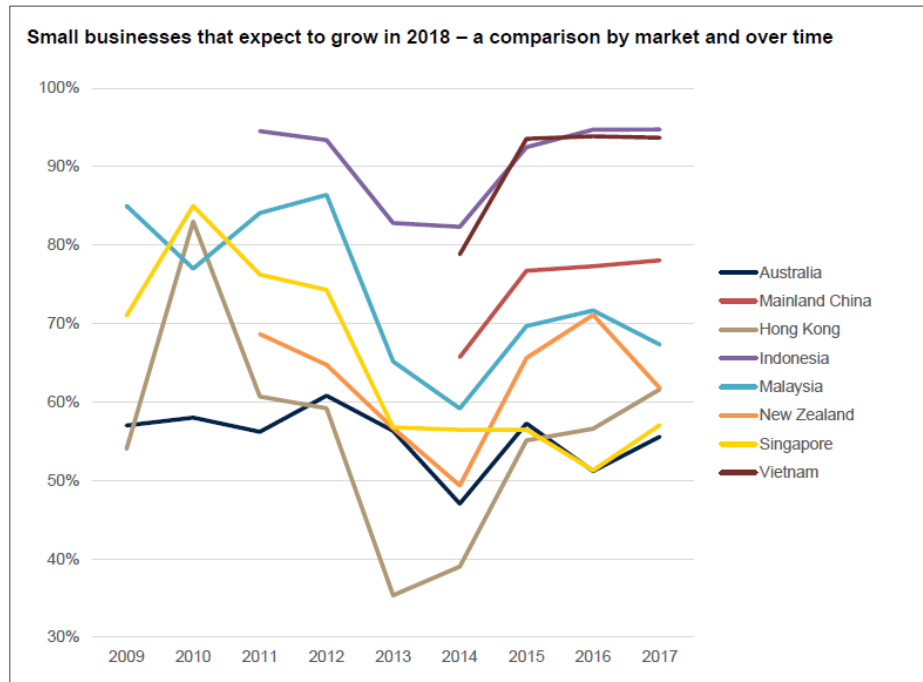
Micro firms and SMEs account for majority of entities in most countries (95 per cent on average), and for the vast number of jobs. They also figure prominently in most governments' social and economic policies.<sup>1</sup> Asia has the world's fastest growing economies and number of SMEs, including the speediest adoption of technologies into business processes.<sup>2</sup>

According to the Asia Pacific Small Businesses survey conducted by CPA Australia in 2017,

1. It would be difficult to find a small business in Asia that does not use social media or sell online.
2. Small businesses from Mainland China are the leaders in the adoption of new payment technologies, such as AliPay, ApplePay and WeChat Pay, with 34.2% stating that payments via these digital platforms made up over 30 per cent of sales.
3. More than 50% of Asian businesses believe a cyberattack on their business is very likely, or somewhat likely.

4. They also found technology was one of the most positive influences on their business.

Coupled with data consumption and generated speeds today, and the impending future of a global state of hyper-personalization, these factors present unique opportunities for DATAVLT. With less than 1% of the world's data analyzed and the growing number of connected devices (IoT), growing at a CAGR of 14.82%, the world is churning data faster than it can manage (*global revenue of big data and data analytics growing at a CAGR of 11.47%*). These numbers indicate the need for even more data analytics to be done, especially for the new wave of growing SMEs which leverage on technology to grow their business.



<sup>1</sup>Source: World Trade Organization ([Click here](#)); <sup>2</sup>Source: CPA Australia ([Click here](#))

## FACTORS TO LEVERAGE ON

In a recently published study, CIO Technology Priorities 2018<sup>3</sup>, showed that;

- 57% of companies are likely to explore new vendors that provide technology in big data and analytics,
- Data/analytics and Internet of Things are expected to have the greatest organizational impact over the next 3 to 5 years,
- 47% are looking to increase spending on predictive analytics, and
- Business continuity/disaster recovery was reported as the most important.

What is implied;

- a) **INCREASING DATA CONSUMED AND GENERATED MEANS GREATER NEED FOR DATA ANALYTICS** - Increased technological adoption and consumption trends will only mean that exponentially more data will be generated, and this equates to the even greater catch-up needed for analytics to help businesses with insights and information.
- b) **AFFORDABILITY for the UNDERSERVED SEGMENT** – Whilst businesses face the consistent struggle with growth and managing their bottom line, this suggests that they will either not be able to afford or will be reluctant to pay hefty costs for analytical services that needs to be more sophisticated because of consumers' maturing digital habits. Additionally, with the gap in the global market for capable digital and 'data entrenched' talents, companies everywhere will be faced with a real shortfall even if recruitment is a part of the capability sustainability strategy.
- c) **CONTINUITY AND SECURITY** - There is a growing concern on data continuity and security, especially with the possibilities of disaster, example: data centre outages due to the weather, data hacks and theft. Currently most are only implementing superficial cybersecurity prevention measures and are still using traditional data repository methods.
- d) **DATA IMMUTABILITY and ACCOUNTABILITY** – With the imminent increase in data analytic implementations, there will be an undeniable demand for tracked and accounted cleaned data, through time, due to the integration of artificial intelligence automations especially for machine learning.

<sup>3</sup>Source: IDG ([Click here](#))

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## THE OPPORTUNITY

The growth challenges of digital economy have presented great opportunities for DATAVLT:

**To create a synthesized product category** which integrates the blockchain technology with the data analytics process that changes the way analytics is served as a product, service or platform by:

- a) Reducing processes through enhanced cryptography
- b) Developing a hybrid blockchain framework
- c) Designing a dynamic approach to the core analytical engine
- d) Include artificial intelligence and machine learning as an integral part of the analytical process
- e) Continuous research and development on;
  - a. Analytical trends, refinements and requirements
  - b. The blockchain technology, including enhancing cryptography
- f) Remove the possibility of network based '*single points of failures*' which are usually the main causes of digital mishaps or disasters.

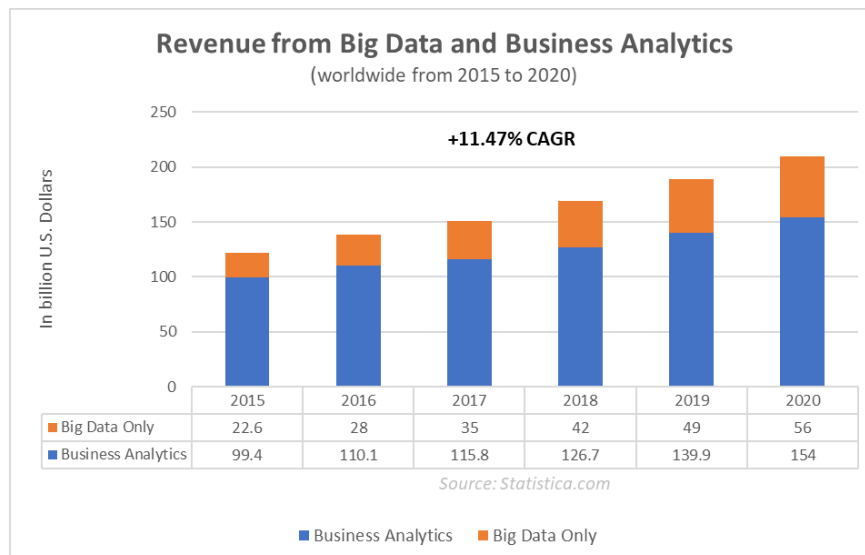
All of which, because of this integration, DATAVLT will be able address the challenges faced by business as listed in the previous section.

## BUSINESS POTENTIAL

### Market Share Gains Potential

The projected revenue growth just for the Big Data and Business Analytics segment is at +11.47% CAGR from 2015 to 2020. *This projected growth does not necessarily include the considerable data increase from IoTs and other segments of analytics.*

Approximately 30% of the global market share for business analytics and intelligence tools are not significantly contested. This means that DATAVLT has real opportunities to gain from the industry. . (Refer to pages 9 & 10 to find out more.)



## TARGET MARKET & AUDIENCE

The target audience will be sector and category agnostic. Do note that the DATAVLT business model will be driven primarily by self-served subscription model vs that customized projects approach;

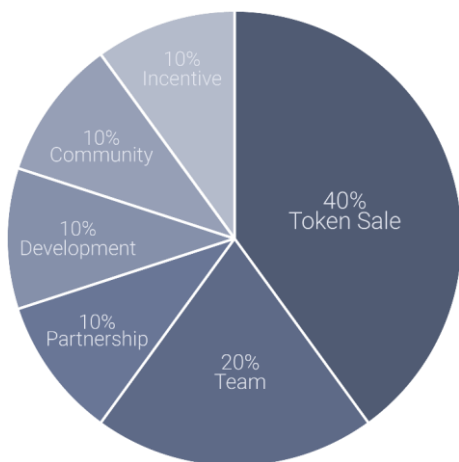
- Primary** Asia Pacific region, especially markets with;
- Higher SME (medium to large) growth rates,
  - Businesses with potentially faster technological adoption speeds, with lesser transition and or legacy issues (especially for younger set-ups, ≤10 years old),
  - Entities that have identified the real need for data analytics to grow or expand capabilities for their business.
  - *Segment targeting will be category agnostic due to the methodology of how the DATAVLT dynamic analytics engine is being designed and built.*
- Secondary** Similar factors as stated above but for the developing markets and the rest of the world.

## TOKEN FLOW & AVAILABILITY TO MARKETS

Due to some enhancements and updates made to the smart contracts, DATAVLT will be replacing its old DVT utility tokens with new ones named DVL(s).

**New DATAVLT tokens are known as DVL(s)**

Total number of tokens created                    650,000,000 DVLs  
 Updated ratio    1 ETH to 6,000 DVLs



<b>Token Sale</b>	260,000,000 (40%) DVLs
<b>Incentive</b>	65,000,000 (10%) DVLs – incentive for 3 <sup>rd</sup> party developers to develop verticals for DATAVLT platform
<b>Community</b>	65,000,000 (10%) DVLs for community building and events
<b>Development</b>	65,000,000 (10%) DVLs - incentive for pilot partners, early adopters and internal capability testing
<b>Partnerships</b>	65,000,000 (10%) DVLs - for relationships with partners in both traditional industry and blockchain space, to be distributed over the course of partnership.
<b>Team</b>	130,000,000 (20%) DVLs - incentive for the founding team and advisors of the project, to be distributed over a course of 3 years

DATAVLT will be placing processes that ensures stability and corporate responsibility, and this includes:

- DVLTs will always be required to access products and services to ensure token demand
- Controlled redistribution of DVLTs back into the ecosystem with DVLt resale taken from a previous 3-month average banded value

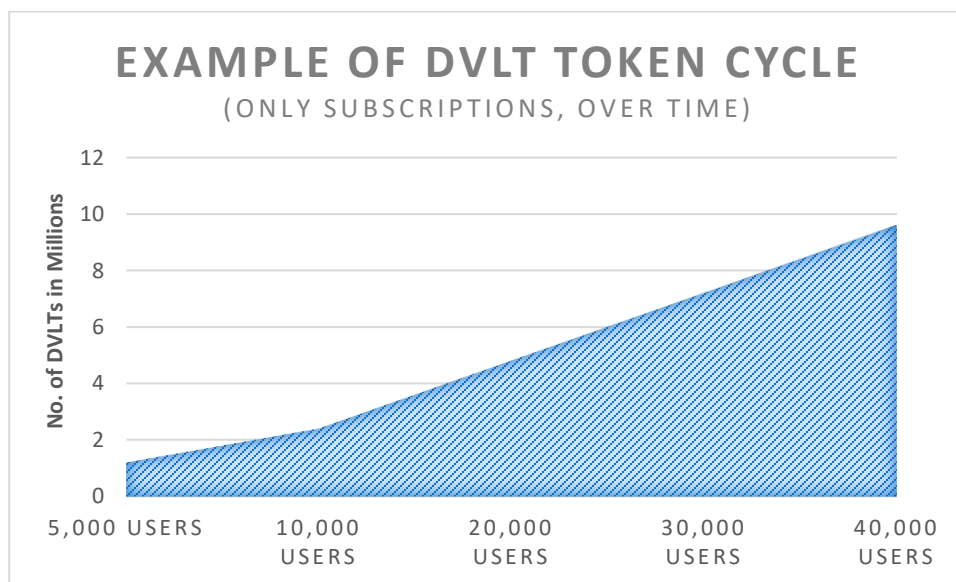
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Ensuring that the DATAVLT product, platforms and services are available to both digital currency and fiat-based companies:

Traditional Route (Fiat)	Digital Currency Route
a) Purchase DVLTs from authorized resellers with fiat to digital currency wallet capabilities via the DATAVLT ecosystem. b) Use DVLTs for subscriptions, services and or any trading activities. c) DVLTs will be collected and recirculated back into the market at averaged values.	a) Purchase DVLTs from exchanges or sellers. b) Use DVLTs for subscriptions, services and or any trading activities. c) DVLTs will be collected and recirculated back into the market at averaged values.

The number of DVLTs available is fixed. Revenue is projected to increase as the demand and cycle for product utility increases. This means that increase in revenues will result in a faster utility token cycle.

*Utilization increase = Increase in token cycle speed and demand = Increase in revenues*

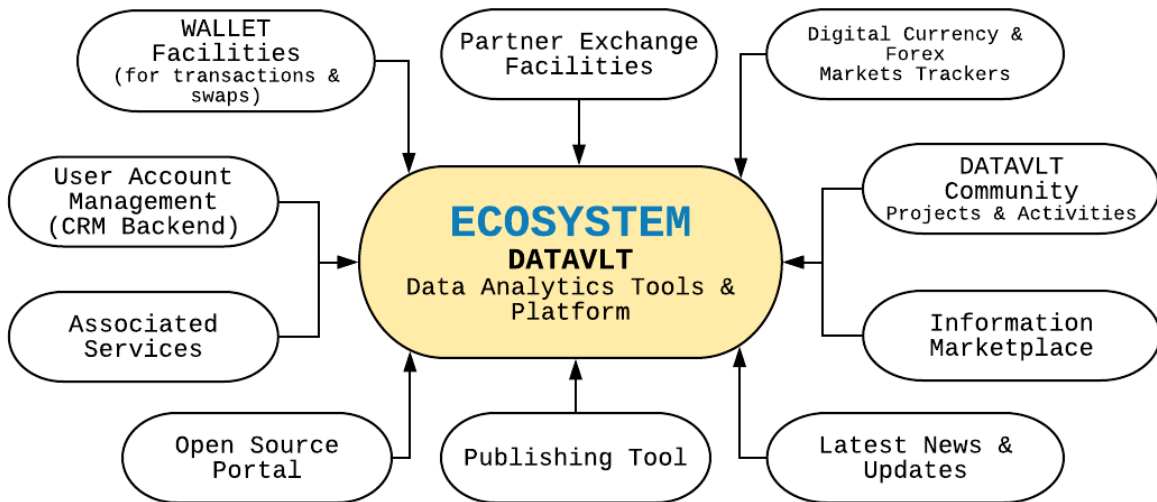




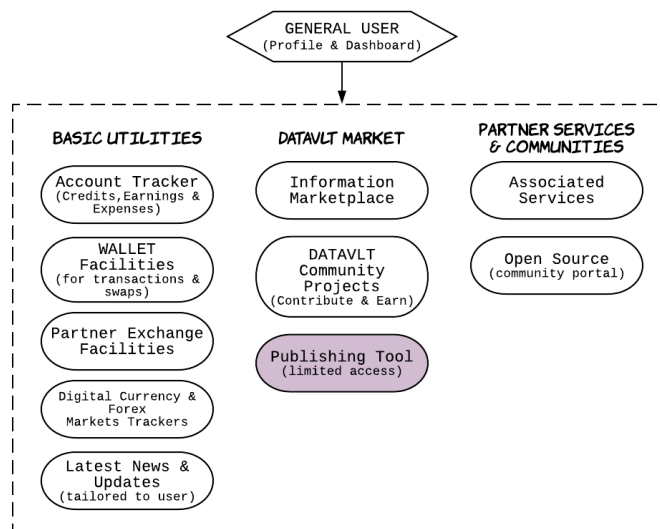
## THE APPROACH

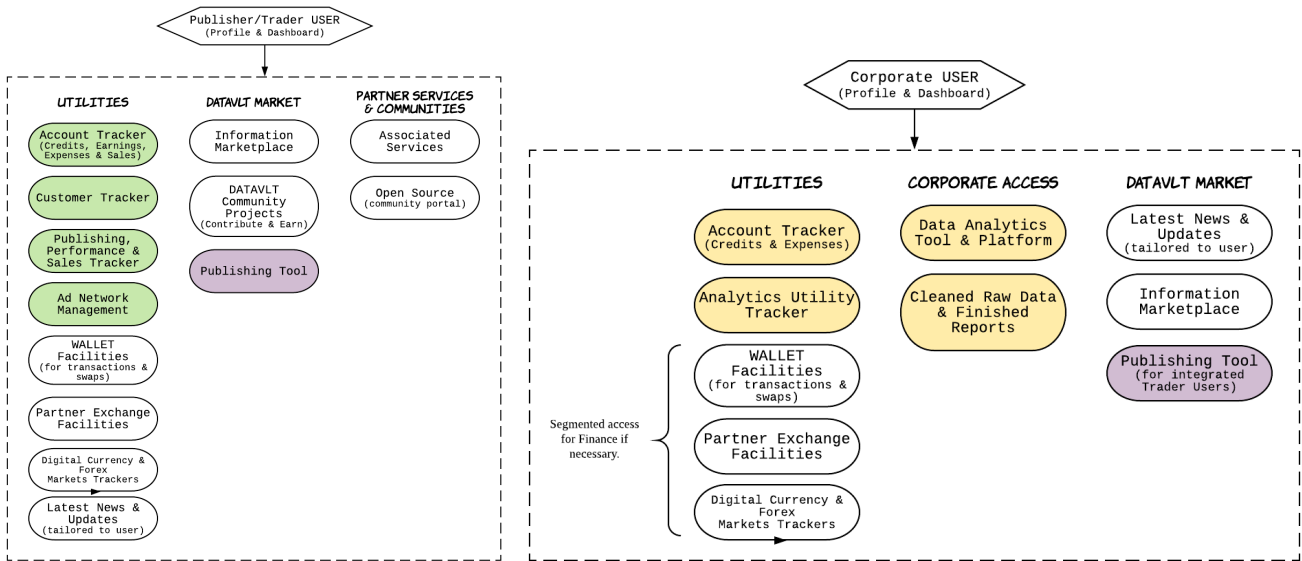
To build an encompassing ecosystem that includes these mains activity pillars:

1. Data Analytics (subscribed access to tool only)
2. Insights, Researches and Reports Publishing, Sale and or Trade
3. Customer Relationship Management (Front and backend interfaces)
4. Individual and Corporate Accounts Management (activity maintenance and facilitation)



Examples of the types of users and access to the DATAVLT ecosystem, beyond the use of analytical tools;





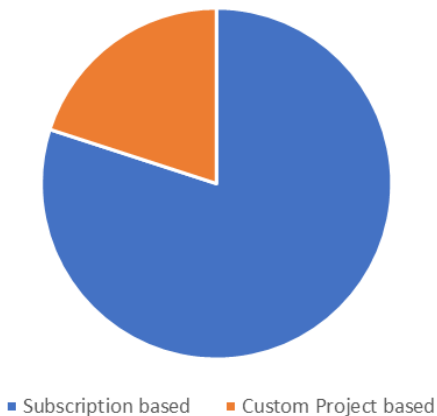
**Basic Revenue Model**

As the DATAVLT solutions model is predominantly focused on the capability of providing quality and reasonable affordability, it would only make business sense to have a revenue model with a larger focus on products, platforms and or services that are;

- More automated
- Self-served
- Smart (A.I and M.L. enhanced)

Vs. a model with high man-hour investments and management requirements.

Overview of Revenue Model



**Subscription Model – Volume (est. 80%)**

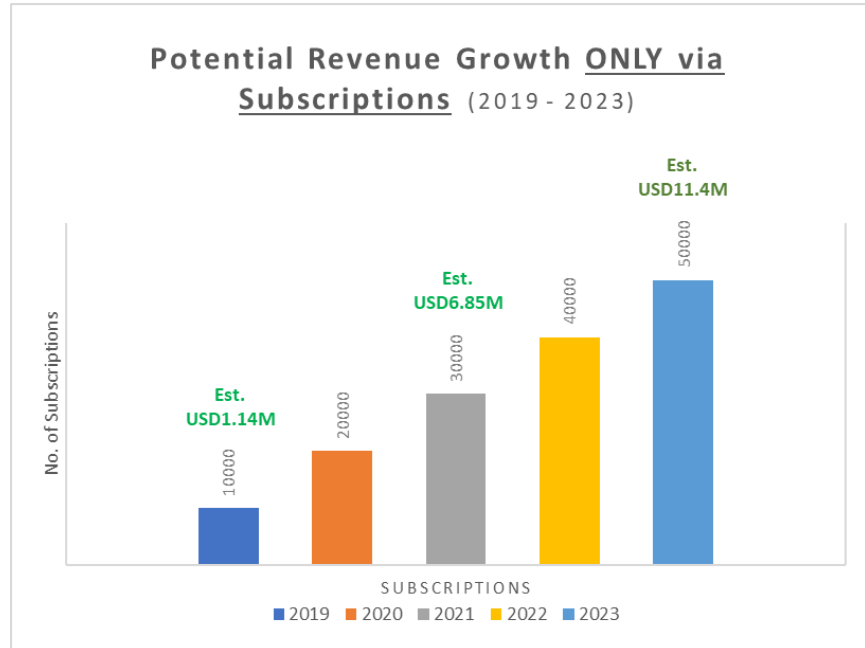
- Shorter term revenue generation cycle
- Regular monthly subscription
- Additional in-app/SaaS platform purchase options
- Minimal transaction fees for sales via the DATAVLT ecosystem

**Custom Project Model – Value (est. 20%)**

- Longer term revenue generation cycle
- Charge either by man-hours or bundled project scope
- Custom projects will be privately linked into the DATAVLT ecosystem and as such a hybrid subscription model will be put in place

The ambition of the company is to grow DATAVLT into a USD\$20M revenue generating business within the first 5 years, post launching the first product/platform, with a modest estimated market share of 0.01% (based on current market size - 2017). As such, DATAVLT will be a profitable business from the second year, post launch, should the projected goals be met.

*Do take note that the estimation below does not include additional revenues from analytic report generation, custom projects and or transactional charges from insights, researches and reports publishing and sale. This projection is product and platform agnostic.*



## SUMMARY

The potential is great for DATAVLT as it does not only serve to provide a more democratized approach to analyze and access data and information.

The brief overview of the business plan shows sustainability and the potential for this business to grow in several directions, associated and beyond its core focus – data analytics:

- Insights, Researches and Reports Publishing, Sale and or Trade
- Customer Relationship Management (Front and backend interfaces)
- Individual and Corporate Accounts Management (activity maintenance and facilitation)
- Custom Projects

At the rate growth of the big data and analytics (a >USD150B industry with a 11.47% CAGR) , with about 30% of the market share uncontested, and a large part of the mid-tier economies underserved in this area, the opportunities are endless and open to DATAVLT, a product that can innovate with the integration of the latest technologies to drive positive market impact and market competitiveness.

***For any investment queries and/or more detailed information on the business plan, please contact us at [support@datavlt.com](mailto:support@datavlt.com).***

## DATAVLT Development Roadmap

