

# datalife

## **DATALIFE TOKEN: PAYMENT SOLUTIONS FOR DATA DRIVEN ECONOMIES**

WHITE PAPER

JULY, 2017



## **INTRODUCTION**

Cryptocurrency is attracting mainstream attention, resulting in notable growth in trade volumes and token values. Multiple blockchain-based currencies have seen massive growth since the beginning of 2017, including Bitcoin. There has also been a recent boom in alternative cryptocurrencies, especially Ripple (XRP) and Ether (ETH). This has caused Bitcoin's share of the total cryptocurrency market cap to fall below 50% for the first time in history, despite the significant growth of the coin.

One of the largest online cryptocurrency exchanges, Poloniex, recently issued a press release stating that it was working hard to cope with the influx of new users and increased transactions. The exchange said that since January 2017, it has seen an increase of over 600% active traders online, and a 640% increase in the amount of transactions processed. Poloniex said it is working to scale up its operations to meet the massive increase in active traders, including hiring more developers and exchange staff.

It is in the view of all these growth and changes in the Crypto ecosystem that we at Datalife have refined and clearly mapped out plans to sanitize and create a difference in this future of payments and technological solutions, to bring in the best practices in micropayments, easy and transparent means of funding projects anywhere in the world by introducing Datalife token created on the fastest developing and dynamic blockchain - Waves Platform. A currency basically driven by the payment needs of data seeking organisations, businesses and individuals.



## **DATALIFE CORPORATION**

Human-directed and machine-refined, Datalife platform will index and analyze millions of observations that will be captured daily by our global network of contributors, unearthing connections between them to map reality on the ground, and help global decision-makers move faster and make more impactful, data-driven decisions.

### *DATALIFE PROVIDES A BETTER WAY TO COLLECT LOCAL DATA AND PAY OUR DATA COLLECTORS IN DATALIFE TOKEN*

The best way to obtain accurate, real-time information from anywhere in the world is ask someone who lives there. Datalife connects businesses with locals who have access to this information.

### *DATALIFE POWERS OFFLINE SEARCH*

Valuable data continues to exist that cannot be readily found online. Businesses can create customized data sets to derive insights. Major multinationals use Datalife for new market entry, brand audits, site visits, local economic data and surveys.

### *DATALIFE EMPOWERS THE WORLD'S INFORMATION ENTREPRENEURS*

We empower people in emerging markets who have intimate local knowledge and access to information.

### *ON-DEMAND DATA COLLECTION REVOLUTIONIZES HOW COMPANIES DO BUSINESS*

Integrate into your workflow and seamlessly collect new and unique data for your projects.



## **SOME PROBLEMS WHICH DATALIFE CAN PROVIDE SOLUTIONS**

There's been a paucity of independent gauges on growth or economic activity in top markets in sub-Saharan Africa, which limits foreign investment activity in these important global economies.

### **Solution**

We can partner with our clients to create food price index and indicators across Africa. Africa is a good place to document and there is a great potential to document and provide information that is not commonly found on the internet. These information is usually local to specific areas that allow investors to make informed critical decision. Powered by Datalife, we can give our clients and their customers a high resolution, real-time read on food prices at the shelf level, helping them better manage substantial risk, investment and trading opportunities.

An example of the kind of data research we can look into as a potential service we intend to offer below. This gives an insight into consumption of local food items across Nigeria and how the holiday feast periods influences it.

### **HOLIDAY FEASTS IN NIGERIA**

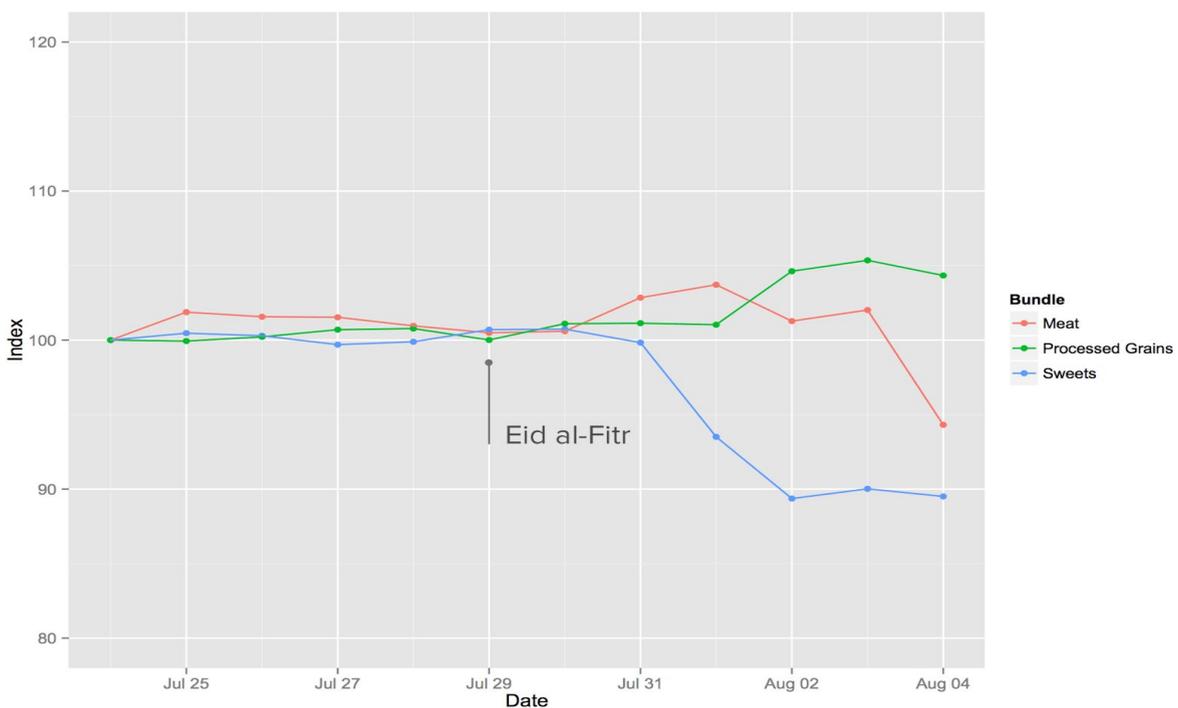
Muslims around the world recently observed the holy month of Ramadan by spending their days fasting and their nights sharing family meals. The month ended with Eid al-Fitr, a celebration traditionally marked with feasts. These holidays provide an opportunity to showcase one of the most powerful aspects of Datalife platform: the ability to drill down below national-level statistics and measure trends at the city level. City economies are heavily influenced by their specific industries, geographies,



and cultures. One of our newest areas of operations, Nigeria, illustrates just how different these city-level trends can be.

Kano is a large, predominantly Muslim city in northern Nigeria. In the city's markets, prices for meat and sweets – and other items enjoyed during the holidays – remained consistently high throughout the holy month of Ramadan. After the Eid al-Fitr celebrations on July 29, however, prices for these luxury items dropped, reflecting a return to long-term trends. Prices for staple items, such as bread and other processed grains, remained fairly constant throughout the month and did not demonstrate sharp declines after the holidays.

Fig. 1 Kano Price Indices

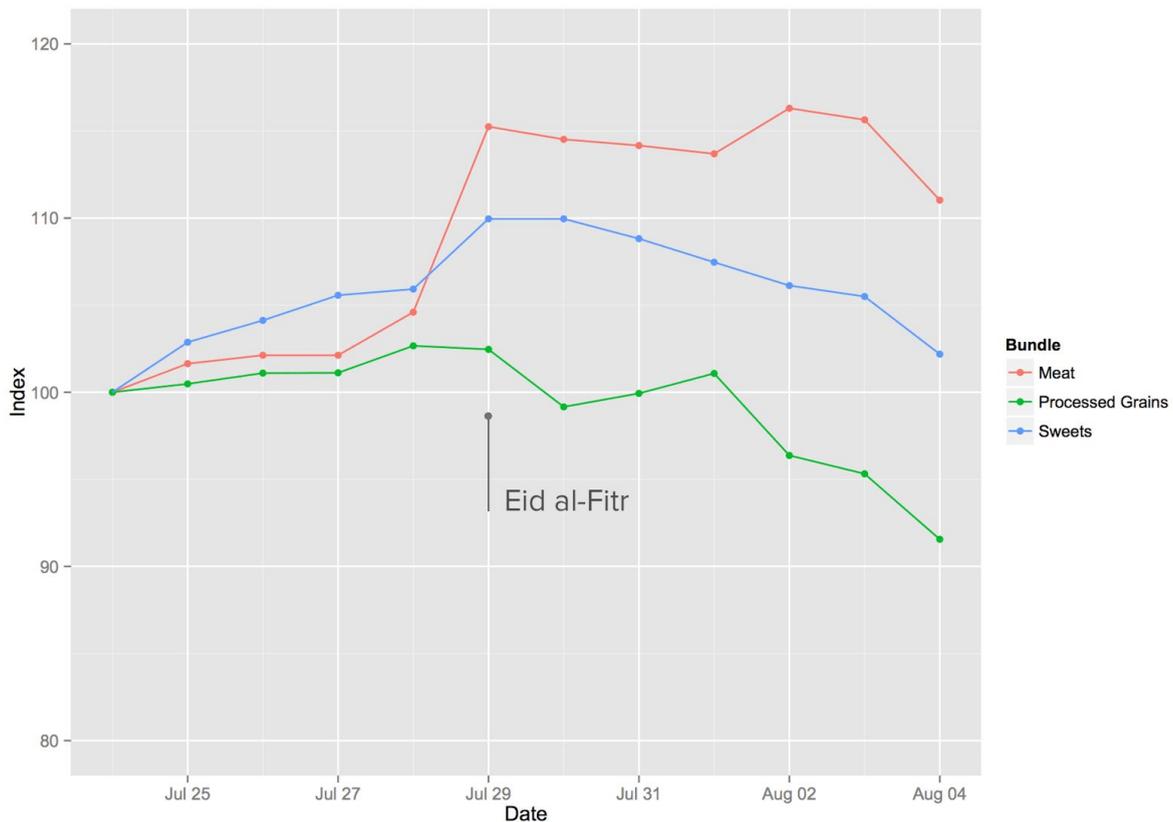


We see different trends in Lagos, the predominantly Christian, bustling commercial center in the south. Most of Lagos' residents do not observe Ramadan, but they do celebrate Eid, a national holiday in Nigeria. Unlike in Kano, food prices in Lagos reflected typical trends throughout the month. Celebratory items such as meat and sweets, however, show a



dramatic spike right around the Eid holiday on July 29, before slowly returning towards normal. Prices for staple items such as processed grains do not show this holiday spike.

Fig. 2 Lagos Price Indices



Observing city-level trends in real-time creates new possibilities for monitoring economic health, responding to food shocks, and managing supply chains. The insights from Datalife platform, however, don't stop there. The data can also be used to monitor neighborhood-level trends – which we explored during the World Cup. But most importantly, if you find yourself in Lagos before a major holiday, be sure to stock up on meat and sweets at least two days prior to the celebrations.



## **HOW WILL DATALIFE ENSURE DATA AUTHENTICITY?**

We prepare the data field for the local data collectors and they sign in to access the tasks. Once they sign in (by checking in the location), we get their location data which will have to correspond with the location we need them to be. If they are not in the location, they can't access the tasks neither can they check in such locations so they won't be able to falsify their location and data entry. For example : if we need data from Shoprite Ikeja, Lagos Nigeria, the data collection agent won't be able to access the task from any other location because the task is pinned to a specified location which will be tracked with GPS. We also take geo location data of necessary photos to verify that the work is being done. This and other features will help us make sure that we are not getting manufactured or fake data.

## **DATALIFE TOKEN (DAT)**

Datalife Token (DAT) will serve as means of payment to our local data collectors when the datalife app is launched. A payment system will be integrated in the app which will allow data collectors to cash out when they have completed their tasks. Datalife Token will also serve as payment currency for our customers that uses our data collection service. Datalife Token will be tradeable on the waves decentralised exchange after ICO. We will also speed up processes towards launching Datalife Token on other major exchanges where it will be traded against bitcoin and other cryptocurrencies. We intend to make payment for our services as easy as possible while promoting the technological advancement which

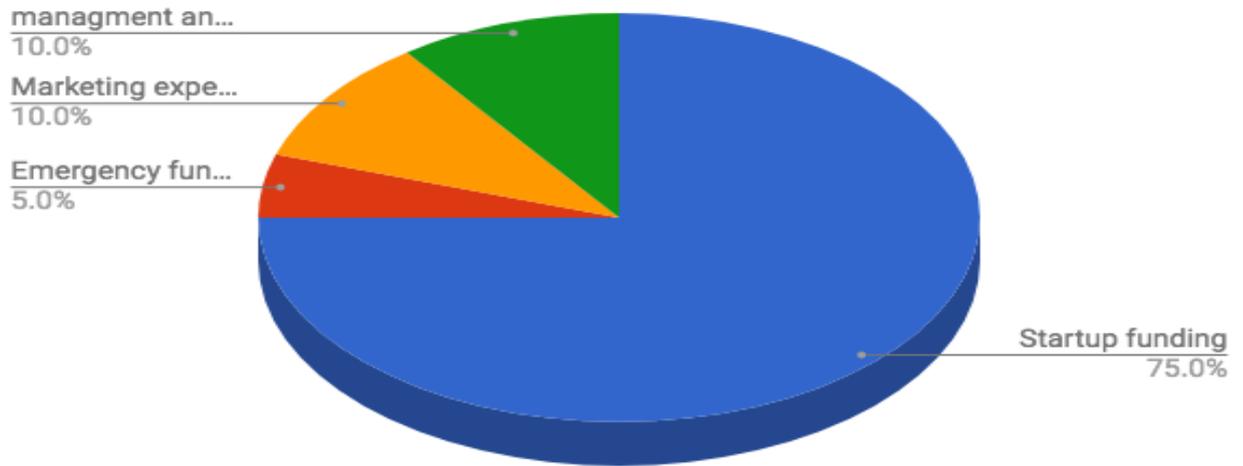


is the blockchain in this case. The future of Datalife Token is to add more utilities for the token. It will be used as a mode of reward and payment.

To reduce and help keep inflation in check in the Datalife payment system, we have decided to create only 100,000,000 (One hundred million) tokens, this will be the maximum supply of Datalife cryptocurrency as we work and look towards a future where Datalife Token will take the position of the most valuable cryptocurrency in the financial world owing to its utility in the fast growing data industry and other developmental projects we will embark on with time.

## **TOKEN DISTRIBUTION DURING ICO**

A total of 100,000,000 (one hundred million) Datalife Token has been created, the token is non reissuable. 70% will be sold during ICO, we expect to raise a total of \$7 million dollars. This amount will be used strictly for startup funding. 10% will be locked up and released systemically after 2 years for the funding of future marketing expenses. 10% of datalife token will be distributed to holders of datalife token 30 days after the crowdsale/ICO and the remaining 10% will be used for media campaign and bounties.



Further details about the ICO will be available on Datalife website.