

Cyder.

Control Your Data & Earn Royalties



The market for consumer data is huge and growing.



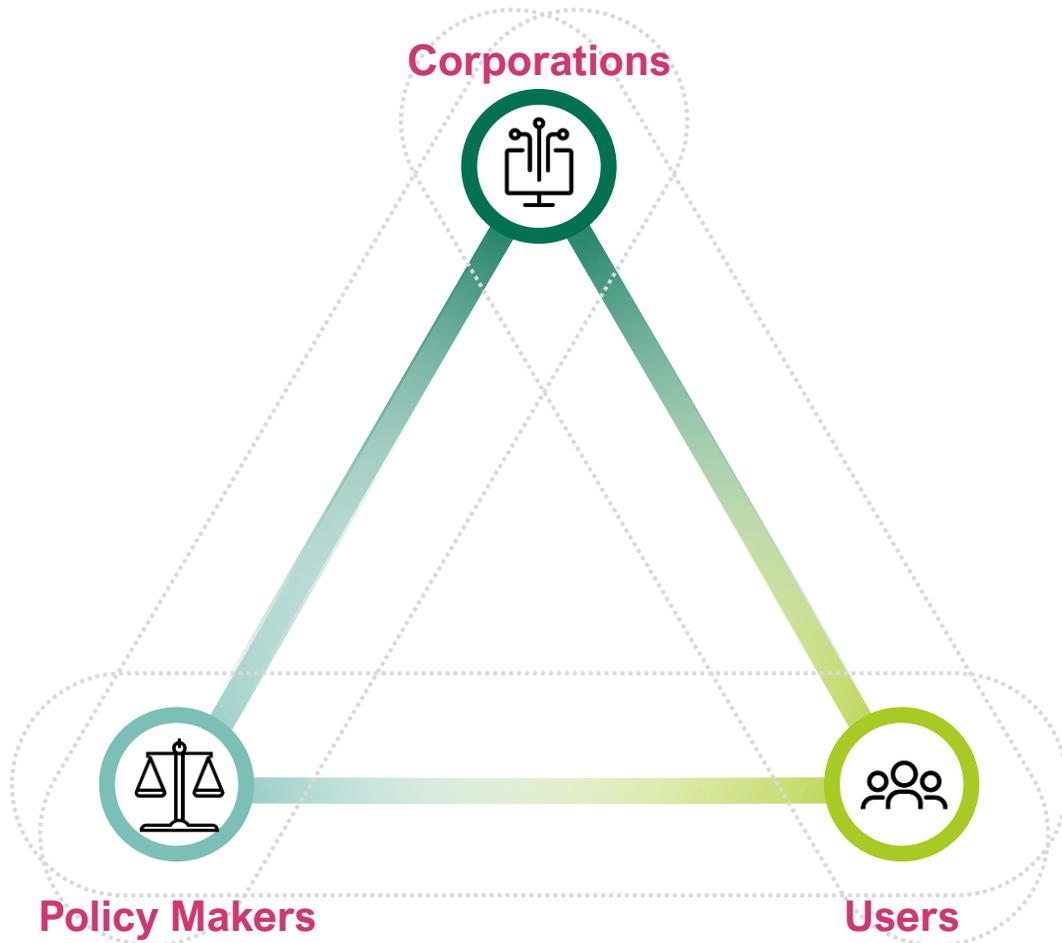
According to Harvard - Collecting and selling data about individuals is estimated to be a \$200 billion business, and all signs point to continued growth of the data business.¹

Exponential Growth - in 2021 American companies have already spent 3x more money on purchasing marketing related / customer data, than compared to 2017²

DuckDuckGo, an internet privacy company, recently raised over \$100MM placing their **total market valuation at over \$900MM** using only tracker free ads as revenue

<https://hbr.org/2020/05/buying-consumer-data-tread-carefully>
<https://www.statista.com/statistics/818881/usa-marketing-data-spend/>

However, users no longer trust companies with data



The data ecosystem is broken. Companies are addicted to collecting user data; however, users are becoming conscious about protecting their privacy and are hesitant to share their personal information.



Users are concerned about their online privacy and no longer trust corporations with their data



Corporations are having a hard time collecting ethically sourced reliable first-party data

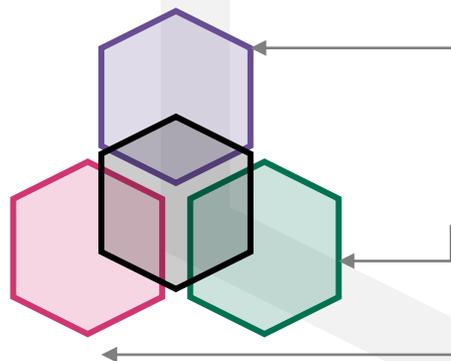


Policy Makers are consistently creating new regulations on how data must be handled / governed

The Solution: Cyder



Cyder is the world's first data trust that makes it simple and free for members to protect their privacy, control their data, and earn royalties.

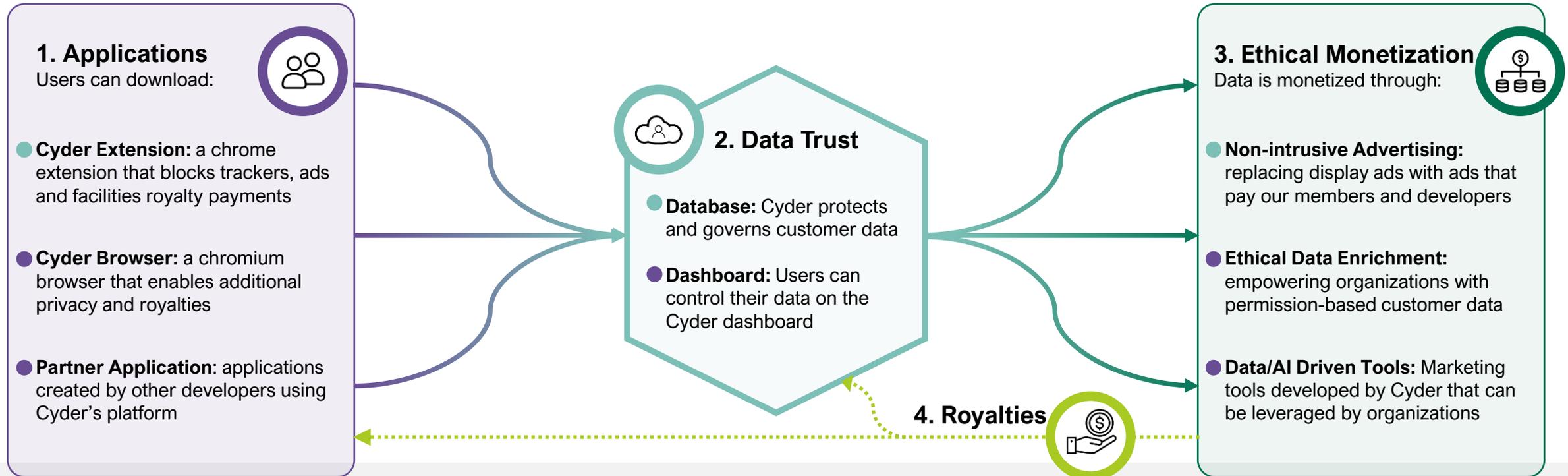


We firmly believe:

1. Users should own their data
2. Users should be paid royalties for their data
3. Data ownership should be easy

Cyder is an end-to-end platform

● Current State ● Future State



1. Users sign up for Cyder applications: Developers create applications for users on the Cyder platform that connects to a shared data trust

2. Users own their data through the Data Trust: Cyder protects the user's privacy, establishes a permission-based profile, and lets them control their data through a protected user dashboard

3. Data is ethically monetized: Data will be monetized through permission-based; non-intrusive advertising, ethical CDP enrichment, and corporate data-driven tools / models

4. Royalties are paid to stakeholders: Members, developers and Cyder will receive tokens as compensation and incentives for any data that has been monetized

The platform provides value to users, clients and developers



Users / Members

Users are individuals who have signed up for any native or partner application leveraging Cyder's platform.

- ✓ **Ownership:** Users of any Cyder application get complete control over how their data is stored, used, and activated
- ✓ **Royalties:** Members are incentivized to use Cyder applications because they receive royalties whenever their data is monetized
- ✓ **Simplicity:** the platform is seamlessly integrated into the member's application, requiring little to no change in behavior



Clients

Clients are external parties who would pay to access the data within the trust for ethical monetization.

- ✓ **First-Party Data:** the data within the trust is granular individual customer level data, making it ideal for marketing and personalization
- ✓ **Consent / Permission based:** Clients would have consent from users to leverage the data, making it more valuable for activation
- ✓ **Compliance:** Data and advertising will meet regulatory requirements and be held to high-data quality standards for profile stitching

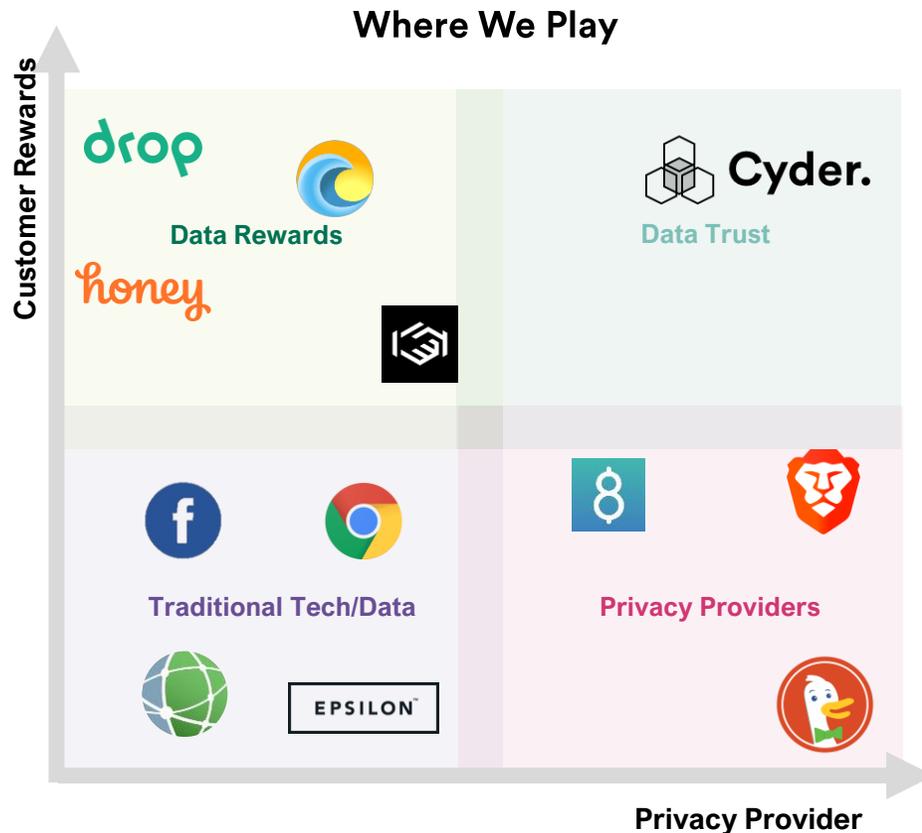


Developers

Developers are content or application creators that use the Cyder trust as a shared customer database.

- ✓ **Token Incentives:** Developers will receive a share of all tokens issued to their users because of ethical data monetization
- ✓ **Data-as-a-Service:** The trust will be actively managed to meet regulatory requirements, and high data quality standards for the developers
- ✓ **Network effects:** Members will be incentivized to sign up for additional applications due to privacy standards and token collection

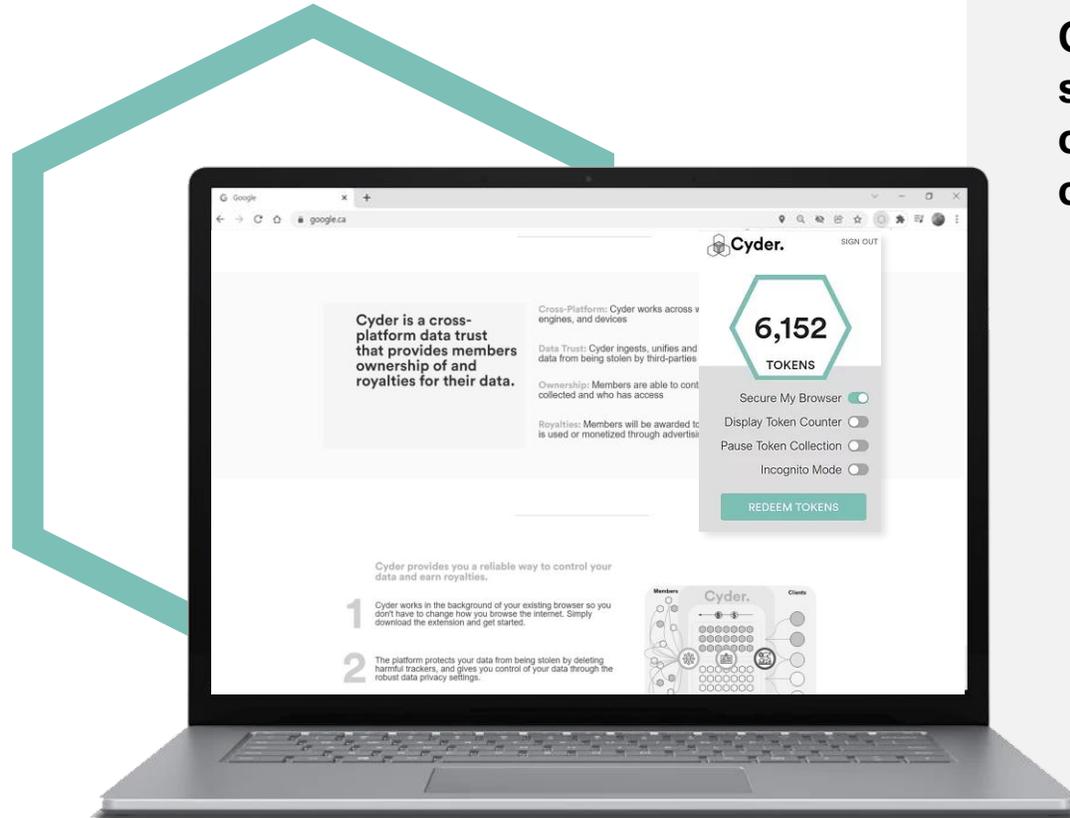
Cyder's approach to data ownership is unique



How we will win: Cyder's data trust is different than any competitor as we are a platform for developers, we enable Web 3 adoption, and we provide additional security and compensation to our members.

- 1. Cyder is platform first:** We provide developers the ability to create applications using the Cyder philosophy and back-end data platform. This protects our members, makes development easier for partners, and increases Cyder's ability to scale
- 2. Cyder is web 3.0:** Unlike our competitors, we are designing our services for the web 3.0 revolution by planning decentralized data sharing using blockchain and smart contracts to enforce permission and leveraging tokens for data compensation
- 3. Cyder provides more value:** our ability to scale using partner applications, and various incentive-based ethical monetization models will provide more token value to our customers, while our ability to use blockchain technology allows additional privacy and security

Our proof-of-concept was a success



Cyder created a proof-of-concept extension which was successfully deployed to 50+ users. The results prove customers are seeking ownership of and compensation for their data

150,000+ third-party cookies and trackers have been blocked through our secure browser feature

7,000+ tokens have been distributed to active members within the platform for interacting with sponsor ads

*"I've worked in Marketing Intelligence for over 20 years, and I've seen how much conventional marketing platforms are struggling with new privacy regulations. **Partnering with a platform like Cyder** would greatly improve our ability to understand our consumers while using ethically sourced data"*

~ IPSOS, Vice President



We are the right team to drive this solution



Will Christodoulou
Co-founder, CTO, Cyder

MSc. Ivey School of Business
B.Eng Western University

Since 2017 Will has been working on a way to pass along ad revenue to search engine users. Will is a firm believer that data belongs to the individual, and if it is being used to generate revenue, royalties should be paid back to the user. This idea would eventually become the user and royalties' layer of Cyder.

Working as an electrical engineer before coming to MNP, William takes his ability to break down complex problems in an organized and procedural way and apply them to consulting. Possessing a Masters in Management with specialty in Data Analytics from Richard Ivey School of Business, Electrical Engineering degree from Western University and a specialized degree in Biomedical Signals Engineering.



Sukhman Dulay
Co-founder, CEO, Cyder

MSc. Ivey School of Business
B.Comm University of Guelph

Prior to Cyder, Sukhman helped design an exchange for data, where data-creating organizations can safely and securely sell their data on an open marketplace. He believes data is a critical part of business strategy and should be easily available. This would eventually become the data trust and monetization layer of Cyder.

As an AI Strategy Consultant, Sukhman helped companies find ways to implement artificial intelligence throughout their organizations. He did this by combining his background in consumer behavior with his knowledge of data analytics and machine learning. He takes a special interest in working with startups and helping them achieve scale.

The Time Is Now.

Consumers Demand Privacy: Due to recent events, consumers have become increasingly concerned with their online privacy

Corporations Require Data: Despite the concerns regarding privacy, companies need data more than ever to fuel AI models and advanced marketing

Recent Web 3.0 Advancements: Innovations in the Web 3.0 space have made it possible to better enforce data ownership and develop the data trust

“Information is the oil of the 21st century, and analytics is the combustion engine.”

~ Peter Sondergaard, Senior Vice President and Global Head of Research at Gartner, Inc.



