VΛEON

Connect, unify, and monetize your personal data on the blockchain
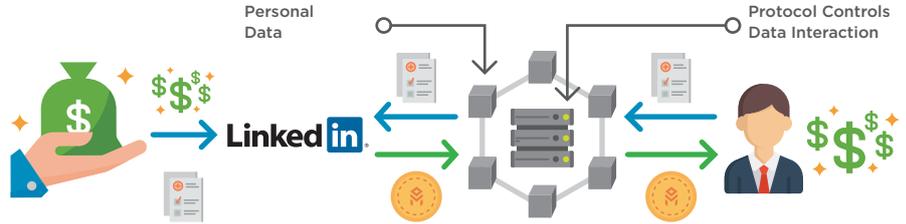
PERSONAL DATA TODAY
Tech giants monetize personal data

Nowadays, the **value arising from personal data is solely captured** by the web-era juggernauts (Facebook, Microsoft, Google, etc.), while the originator of the data is left empty-handed. This system is poised for disruption.

VISION
User owns and monetizes his personal data
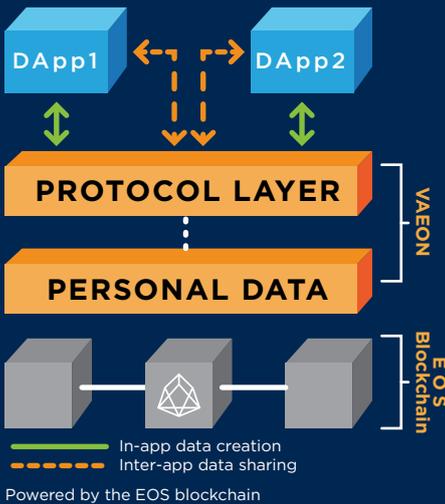
Personal Data

Protocol Controls Data Interaction

Blockchain, an innovative technology, will be the foundation for this new standard. We believe in a future where **the user completely owns his data.** Moreover, he is able to **monetize** his data and to decide the **extent of what is shared or sold.**

Similarly, we aim to empower companies by providing them with a **protocol that establishes the rules for communication** with the user's personal data.

By doing so, **new applications can be built** that leverage personal data while **removing the trust factor** from the equation.

WHY VAEON?

DApp1 ⟷ DApp2

PROTOCOL LAYER

PERSONAL DATA

VAEON

EOS Blockchain

— In-app data creation
--- Inter-app data sharing

Powered by the EOS blockchain

• USERS REGAIN FULL OWNERSHIP OF THEIR DATA

The user decides what he shares and with whom. Furthermore, the user defines how he will monetize his data.

At the same time, VAEON will significantly improve data security. Only the entity who is granted access will see the information.

• COMPENSATION FOR BOTH THE COMPANY AND THE USER

If the user decides to share/sell the data he has generated in DApp1 to DApp2. The originating platform (DApp1) will receive a share of the tokens paid by DApp2.

By virtue of this incentive scheme, we aim to overcome the data silos of today.

• CLEARLY DEFINED RULES FOR DATA STRUCTURE, INTERACTION & EXCHANGE

A clearly defined data format and communication protocol will provide the tools needed for Decentralized Apps to flourish and leverage the user's personal data.

• GOVERNANCE- A TRULY DECENTRALIZED PROTOCOL

Voting is a central part of VAEON´s governance. Dapps and users will have the certainty that no central entity would manipulate the protocol to their advantage.

That means that the chain administrator maintains and evolves the protocol. The administrator is continuously elected by the community.

• CAPITALIZE ON EOS STRENGTHS

✓ Scalable transaction volume
✓ No transaction fees for the user
✓ Ability to create Dapps with familiar UX/ UI
✓ No need for complex private key management
✓ User account recovery options

Instaffo-Automatic talent pipeline for active and preventive recruiting.

As the first use case, Instaffo contributes to VAEON by providing an initial user-base of 50m profiles. At the same time, users will be directly incentivized to register on the blockchain and enrich their data.

We envision that this substantial database will accelerate the adoption of the protocol. Furthermore, the profiles, enriched by the user, should spark the interest of companies or Dapps to build additional services.

✓ Benefits

The user:

- Is directly incentivized to register in the blockchain.
- Gets compensated when a company/recruiter wants to access his profile.
- Benefits from an improved ecosystem as trust is no longer an issue.

Companies

Improve their recruiting ROI as they know they get what they pay for. That is high-quality data without intermediaries.

0 When a new user registers, his data gets stored in the blockchain. When he validates his data, VAEON tokens are awarded to him.

Personal Data in the blockchain

Access?

4 If the user grants access he receives the VAEON tokens and the company gets the user's personal data.

3 Company A selects a candidate they would like to contact. To gain access to the details they need to pay with VAEON tokens via the protocol to access the information.

INSTAFFO

Instaffo the perfect kickoff Decentralized App

- Revenue 2.5m EUR in 2018
- More than 2,000 business customers
- More than 50 million person profiles

2 List of anonymized fitting candidates

INSTAFFO

Company A

1 Initiates a preventive recruiting pipeline