

The logo consists of two stylized square icons. The first is a light green square with a white 'd' inside. The second is a teal square with a white 'b' inside. Below the icons, the word 'databloc' is written in a white, lowercase, sans-serif font, and 'inc' is written in a smaller, lowercase, sans-serif font below it.

databloc
inc

The First Decentralized Enterprise Cloud for Data
Storage and Compute

DataBloc, Inc.

April 1, 2019

www.DataBloc.io

Abstract

The authors introduce DataBloc, the first decentralized enterprise cloud for data storage and compute. Data services is a \$400B market and the amount of usable data is growing exponentially alongside advancements in Artificial Intelligence, Social Networks, Machine Learning, and the Internet of Things. As much as one third of all usable data is deleted, but data centers are only utilizing 43.14% percent of their available storage capacity on average.¹ This glaring inefficiency combined with a rapidly growing market presents a tremendous opportunity for innovation via blockchain technology.

DataBloc is aggregating excess storage and compute capacity from data centers to offer the most affordable and secure enterprise cloud services on the market. Rather than starting from scratch, DataBloc is leveraging the next generation of a proven software – one that's been in development since 2006. The software already serves over 2,000 enterprise customers and supports various data services and storage types, offering enterprise-quality data optimization, availability, accessibility, and protection. The software also includes a user-friendly cloud management tool in the form of a virtual controller. The current version of the software is being upgraded to a blockchain solution that will be immediately available to all existing customers, enabling them to sell their excess storage and compute capacity over the internet. With DataBloc, end users can benefit from both the collection of service offerings and high performance attainable with centralized cloud in addition to the superior security attainable with decentralization – all while retaining transparency as to which data centers are holding their sensitive data.

DataBloc generates incremental passive revenue for data centers while providing affordable and secure cloud services to enterprises. Data centers are incentivized to contribute their excess capacity and become nodes in the decentralized network. Enterprises purchase cloud services directly on the web platform and revenue is shared among nodes based on their contribution. Smart contracts on the Ethereum blockchain govern all transactions and a utility token (ticker: STONE) is used to buy and sell services on the web platform. STONE is an ERC-20 protocol token with a fixed supply. In order to fund the development of the decentralized network and distribute the utility tokens, DataBloc is conducting an international token sale.

¹ *Cisco Global Cloud Index, 2016 – 2021.*

Table of Contents

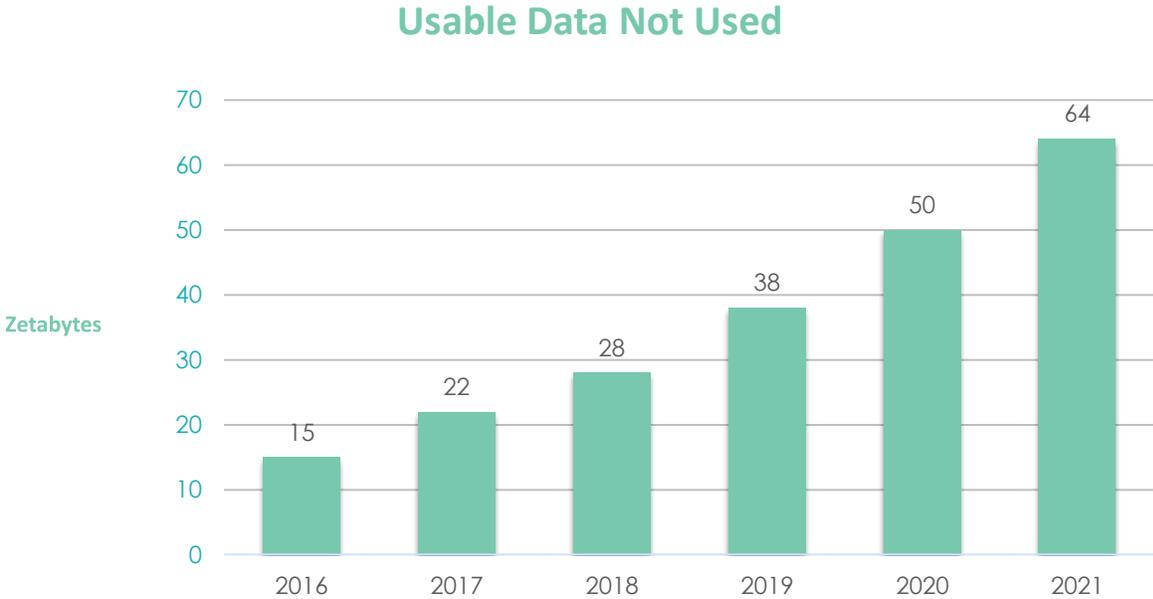
Market Opportunity	4
DATA GROWTH AND UNDERUTILIZATION	4
DATA SECURITY	6
DATA ACCESSIBILITY	7
OVERHEAD	8
MARKET SIZE	8
THE FUTURE OF DATA SERVICES	9
DataBloc Cloud	10
WEB PLATFORM	10
DATA CENTER SOFTWARE	11
STONE TOKEN	12
Competitor Analysis	13
Token Sale	15
Go-to Market	17
Roadmap	19
Team	20
Conclusion	24

1. Market Opportunity

1.1) Data Growth and Underutilization

Global data creation is growing at an exponential rate, and with advancements in data-driven technology, the percentage of data that is usable is growing simultaneously. Today’s data services solutions are falling behind, and there exists a massive opportunity for innovation in a fragmented market.

With the total projected annual data creation projected to reach 163 ZB (163 trillion gigabytes) by 2025, data services companies are scrambling to figure out how to scale their capacity.²

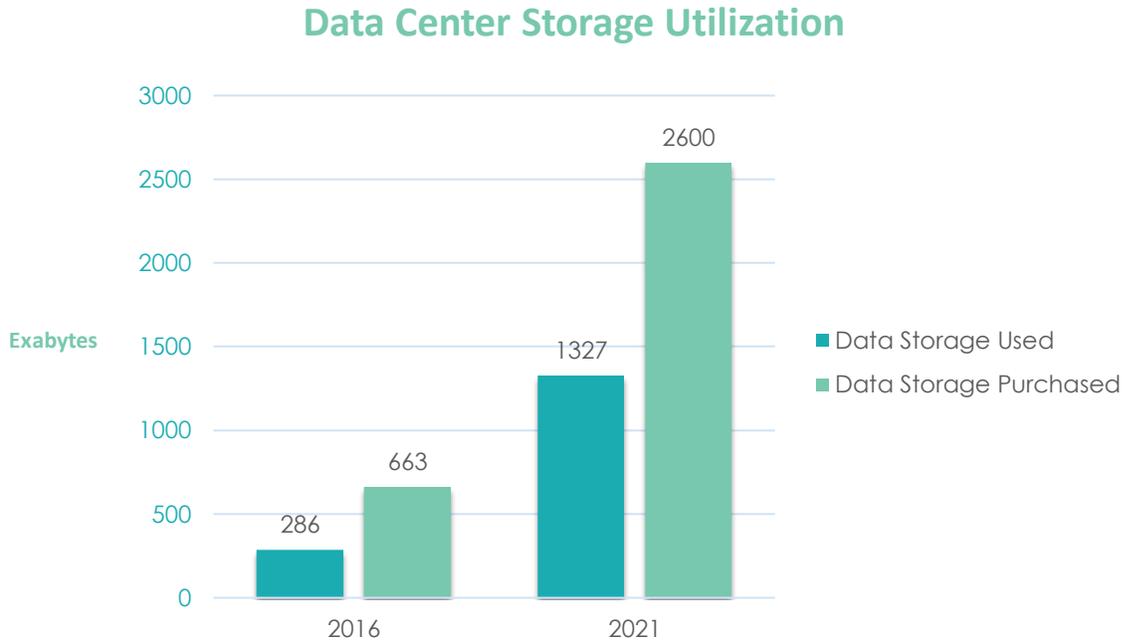


Source: Cisco

² <https://www.seagate.com/news/news-archive/seagate-advises-global-business-leaders-and-entrepreneurs-pr-master/>

Usable data is growing parallel to total data creation at a 31% rate annually.³ While businesses are aggressively purchasing more storage capacity, they haven't figured out how to optimize utilization, creating a glut of underutilized capacity and wasted usable data.

Due to the complications involved with scaling centralized data service models, less than 50% of purchased capacity is used at any given time. This means that of all the data storage capacity on the market, more than half of it is sitting dormant.



Source: Cisco

In short, data growth is rapid, centralized data service providers are aggressively purchasing more capacity, and nobody has figured out a secure and efficient way to optimize storage utilization.

³ Cisco Global Cloud Index, 2016 – 2021.

1.2) Data Security

With more usable data comes a greater need for data security, as exemplified by recent high profile data leaks from Yahoo (3 billion users affected),⁴ Equifax (145.5 million users affected),⁵ Dropbox (68 million users affected),⁶ and Facebook (50 million users affected).⁷

“The norm is going to be that almost every Fortune 500 company has been breached within the last 24 months. You have to be prepared for that, especially from a marketing perspective or a PR perspective.”

— The Cisco 2018 Security Capabilities Benchmark Study Respondent

With any centralized data services solution, a service provider is in control of their customers' sensitive data. If security measures are subpar and a company falls victim to a data breach, that company could face financial ruin and the service provider could face dire legal repercussions. According to Cisco, a business falls victim to a ransomware attack every 40 seconds. Furthermore, nearly a quarter of the businesses that suffer an attack lose business opportunities, one in five lose customers, and nearly 30 percent lose revenue.⁸ Companies with sensitive and proprietary data are increasingly focused on ensuring maximum security.

Currently, companies take a reactive approach to combat targeted attacks, rather than building a proactive solution. A reactive approach involves meticulous monitoring, which comes in the form of expensive technology and human capital. Despite a company's efforts, there is always the possibility of human error. Additionally, service providers have designed privacy policies in such a way that they can legally search non-encrypted files and share personal

⁴ <https://www.reuters.com/article/us-yahoo-cyber/yahoo-says-all-three-billion-accounts-hacked-in-2013-data-theft-idUSKCN1C8201>

⁵ <https://www.usatoday.com/story/money/personalfinance/2018/03/01/equifax-finds-additional-2-4-million-americans-impacted-2017-breach/384381002/>

⁶ <https://www.bbc.com/news/technology-37232635>

⁷ <https://www.nytimes.com/2018/09/28/technology/facebook-hack-data-breach.html>

⁸ *The Cisco 2017 Security Capabilities Benchmark Study*

data. This alone creates another blatant vulnerability to data breaches, demonstrated by the European Union's General Data Protection Regulation.⁹

Inadequate security comes at a cost. In 2018, more than 16 high profile companies, ranging from Delta to Whole Foods, were hit with costly data breaches, and the raw count of high profile data breaches has increased every year since 2015.¹⁰ Cybercrime damage is estimated to cost \$6 trillion annually by 2021, up from \$3 trillion in 2015. Cybersecurity spending is set to exceed \$1 trillion cumulatively from 2017 to 2021.¹¹

1.3) Data Accessibility

When customers store data with a large service provider, they are trusting that their data will be readily accessible, which can be evaluated in two categories: availability and speed.

Small outages at data centers happen constantly. In a worst-case scenario, a 3 to 6-day outage at a major cloud provider would cost an estimated \$15 billion.¹² Still, in 2017, 75% of small businesses in the United States did not have cyber insurance, exacerbating the losses incurred during periods of data center outages.¹³

Enterprises expect to have fast access to their data at all times, even if data sizes are large. For enterprises with specific accessibility demands, public cloud is not an optimal solution. With public cloud, enterprises pay a premium in order to have consistently high levels of CPU, low latency, and high bandwidth. This premium is one reason why enterprises elect to build on-premise infrastructure. With the flexibility available in a permission-based marketplace, enterprise customers will be able to find service providers that satisfy their needs, including availability and speed.

⁹ <https://eugdpr.org/>

¹⁰ <https://www.businessinsider.com/data-breaches-2018-4#whole-foods-14>

¹¹ <https://1c7fab3im83f5gqiow2qqs2k-wpengine.netdna-ssl.com/2015-wp/wp-content/uploads/2017/10/2017-Cybercrime-Report.pdf>

¹² <https://www.zdnet.com/article/cloud-computing-heres-how-much-a-huge-outage-could-cost-you/>

¹³ <https://smallbiztrends.com/2016/07/cyber-risk-insurance-small-business.html>

1.4) Overhead

As the need for data storage increases, businesses are concerned with rising costs. For enterprises (companies with more than 1,000 employees), 26% say they spend more than \$6 million per year on cloud storage and another 26% say they spend between \$1.2 million and \$6 million per year on cloud storage. An estimated 76% of users view managing cloud spend as a challenge and an estimated 35% of cloud spend is wasted.¹⁴

While out-of-the-box solutions may be efficient with public cloud, most enterprise applications require customizable data services. This gap is normally filled by private cloud, on-premise solutions, or some hybrid, all of which require incremental support and backup, increasing overhead. This issue can be resolved with a data services solution that is both flexible and secure enough to satisfy customers with individual needs concerning their sensitive data.

While decentralized models can solve security measures, they currently have significant code complexity overhead, as they need to implement protections for both clients and servers. Current decentralized platforms have no way of holding users accountable beyond rescinding their initial investment, whereas in centralized or permission-based solutions, the issuer of storage is subject to legal action via terms of use and protection guarantees.

1.5) Market Size

The data storage industry itself is massive; the enterprise storage market is on track to generate more than \$89 billion in revenue by 2022 with growth rates above 30% each year.¹⁵ Around the same time, the public cloud market is projected to reach \$300 billion in annual spend. As the amount of data continues to grow, sectors related to data storage will become more valuable. For example, disaster recovery as a service is expected to grow from \$2.19 billion in 2017 to \$12.5 billion by 2022. Similarly, the hyper-converged infrastructure market is forecasted to reach \$12.6 billion by 2022 with a compound annual growth rate (CAGR) of 43.59%. Further, the data colocation market is expected to reach \$63 billion within the next five years.¹⁶

¹⁴ *The RightScale 2018 State of the Cloud Report*

¹⁵ <https://www.idc.com/getdoc.jsp?containerId=prUS43964118>

¹⁶ <https://www.gartner.com/newsroom/id/3871416>,
<https://www.idc.com/getdoc.jsp?containerId=prUS43964118>,
<https://www.marketsandmarkets.com/PressReleases/recovery-as-a-service.asp>,
<https://www.marketsandmarkets.com/PressReleases/hyper-converged-infrastructure.asp>,

The DataBloc platform is exposed to all of the data service verticals while operating as a sharing economy. The sharing economy in aggregate is expected to reach \$40 billion by 2022.¹⁷ Data services have not been exposed to the sharing economy outside of fully decentralized models, which have yet to scratch the surface of the overall market. Today's decentralized data service platforms face too much adoption friction to attract enterprise users.

1.6) The Future of Data Services

Using the analogy of governmental systems, centralized cloud services are autocracies, and highly decentralized cloud services are pure democracies. DataBloc, however, intends to be a republic. While autocracies are efficient in some ways, they are also fragile. Even large cloud providers can be brought down by power outages, bugs, or security breaches. In contrast, while pure democracies seem like a solution to fragility, the current implementations of fully decentralized cloud storage have proved incapable.

The distant future may eventually feature fully decentralized data services, but the near-term will not. Regardless, the issues with centralized service providers still exist and must be resolved in a timely manner. Instead of starting with a fully decentralized storage solution, DataBloc is starting with a permissioned solution, which leverages blockchain technology to provide security while maintaining the high-quality service expected in centralized systems. In doing so, DataBloc is bridging the chasm between centralization and decentralization, while combining the strengths of traditional enterprise-grade hardware and software with the security guarantees of the blockchain.

As industries reliant on data continue to progress, the data services market will grow in both size and importance. Perhaps the most significant upcoming paradigm shift involves the rollout of 5G wireless broadband connection. With 5G, data transmission could exceed 20 Gbps, enabling a significant increase in available bandwidth from mobile devices. Ernst and Young, in collaboration with the Confederation of Indian Industry, suggests that the increase in broadband connectivity has a multiplier effect on the digital data industry, resulting in an industry as large as \$1 trillion.¹⁸ In the 5G world, mobile phones could act as

<https://www.marketsandmarkets.com/PressReleases/cloud-storage.asp>

<https://www.marketsandmarkets.com/PressReleases/colocation.asp>

¹⁷ <https://www.juniperresearch.com/press/press-releases/sharing-economy-revenues-to-double-by-2022>

¹⁸ [https://www.ey.com/Publication/vwLUAssets/ey-broadband-2022-unlocking-a-trillion-dollar-digital-economy/\\$FILE/ey-broadband-2022-unlocking-a-trillion-dollar-digital-economy.pdf](https://www.ey.com/Publication/vwLUAssets/ey-broadband-2022-unlocking-a-trillion-dollar-digital-economy/$FILE/ey-broadband-2022-unlocking-a-trillion-dollar-digital-economy.pdf)

monitors, rather than full component, internal hard drive devices. Why does this matter? The data that users currently store on their mobile device could be stored on the DataBloc platform and 5G would facilitate immediate access to that data. As the only incurred cost becomes data storage, the result could be a drastic reduction in costs for mobile phone users.

2. DataBloc Cloud

2.1) Web Platform

The DataBloc Cloud will be accessible through a web platform. The web platform will list a wide range of data services available for purchase. There will be options around both public cloud and virtualized private cloud. Customers will select their services based on their needs with the option to choose which entities hold their data. Data services are purchased on a monthly subscription-based model.

For data centers that want to use the DataBloc software but only host data from certain customers, they will have the option to implement private mode. In private mode, the only customers that can use a cloud provided by a certain data center are whitelisted by that data center. For example, take a few large police departments in Silicon Valley who have built on-premises private clouds. They most likely have excess capacity in their data centers. The police departments could implement the DataBloc software to improve their data services and become nodes in a permissioned cluster of Silicon Valley police departments. These police departments would then be able to rent out their excess capacity, but their data consists of criminal evidence and is highly confidential, so they have strict chain-of-custody rules that may prevent them from interacting with certain parties. With private mode, the permissioned cluster of police departments can lease the excess storage capacity to trusted users only, such as a collection of smaller police departments in the surrounding area. These smaller police departments may not have the resources to build their own on-premises data centers, but now they can use the 'permissioned cloud' supported by the large police departments. Thus, data center capacity is optimized, the large police departments reduce overhead costs, and neighboring police departments have access to cheap, secure data services from trusted providers.

DataBloc anticipates adding new services and products to the web platform over time, including mobile phone storage, artificial intelligence, and computer processing power.

2.2) Data Center Software

DataBloc's software, also known as StoneFusion, will be a 9th generation blockchain solution developed by StoneFly, a well-established data services company based in Silicon Valley. StoneFly has invested approximately 40 million USD into this product and has more than 16 full-time software engineers working on development. The software supports various data services and storage types, and offers enterprise-quality data optimization, availability, accessibility, encryption, and security. DataBloc is transitioning StoneFusion to a permission-based blockchain solution and implementing an automated marketplace for maximum efficiency and transparency. The data centers already using the software will become the first nodes to support the DataBloc cloud. In contrast to a permissionless and fully decentralized cloud, DataBloc nodes will be high-quality commercial data centers so permissioned cloud data services will offer enterprise-quality performance.

Compared to older standards, StoneFusion's proprietary storage networking operating system architecture uses a more optimized metadata storage system. StoneFusion uses an elastic hashing algorithm stored on a blockchain to maintain metadata consistency across nodes within permission-based clusters. The deterministic hash is stored on a blockchain that is appendable by any known node in a shared cluster. Anyone with full knowledge of the up-to-date chain can find exactly which servers are storing a given file at all times using its file path and hash. This is a more efficient system as direct client-server connections can be achieved without maintaining a metadata server in the loop, which reduces file upload and download to single round trip connections with low overhead. This elastic hash-based system does not work well in a fully decentralized setting, as it requires relatively high uptime and host consistency. Elastic hashing allows seamless storage node failure even at the block level as well as seamless integration of additional nodes.

While elastic hashing manages metadata, StoneFusion utilizes Reed-Solomon Erasure Coding algorithm to maintain data integrity in the face of node failure. This algorithm takes a parameter that can be used to tradeoff the number of tolerable node failures for the amount of space needed. Since StoneFusion uses enterprise-grade hardware for both storage and networking, fewer node failures will occur than on commodity and community managed networks. This allows StoneFusion to have a greater space efficiency and, therefore, lower costs than a permissionless system.

In addition, StoneFusion utilizes tiered storage, which benefits from heterogeneous hardware, such as NVMe, SSD, SAS, and SATA storage devices. This allows efficient

caching of the most used data and results in higher average bandwidth than systems that cannot take advantage of tiered storage.

StoneFusion is compatible with on-premises hardware. While this compatibility provides lower latency, StoneFusion also seamlessly integrates with cloud infrastructure, providing backups to other devices implementing the StoneFusion software. This compatibility will allow any potential data center to easily transition their hardware to StoneFusion.

2.3) Stone Token

As a utility, Stone token (ticker: STONE) will be a useful way to interact with the DataBloc Cloud. The Stone token can be defined to represent access to a company's product or service. The defining characteristic of Stone tokens is that they are not designed as investments. There is no guarantee or promise of a return on investment. The tokens represent a unit of account for the network. The bigger the network grows, the more utility in the token.

Stone tokens have a comprehensible, attainable, and real use case which is integrated into an efficient protocol. While payments in fiat currency are accepted, payments in STONE will carry a discount, incentivizing frequent buyers and sellers to use STONE for all transactions. Additionally, STONE tokens will facilitate real-time revenue sharing through smart contracts, creating complete transparency between DataBloc, nodes, and end users. Nodes will earn 80% of the revenue generated by the cloud services. The remaining 20% of revenue is awarded to DataBloc. Owners of STONE will likely be entitled to additional services and incentives on the DataBloc platform.

3. Competitor Analysis

While seamless peer-to-peer storage lending sounds idyllic, it presents numerous challenges yet to be solved. All cryptocurrency projects focused on data storage and services are still in the early stages of development; however, they all share two things in common: high adoption friction and a fixation on individuals rather than enterprises.

When evaluating cryptocurrency projects, a lot of value is placed on ease of use, especially if a project relies on a larger paradigm shift. The only real users of decentralized data services are the technologically savvy and those who have done extensive research into blockchain technology. The reality is that the general population does not know how a hard drive works, people do not want to learn how to create a wallet, and people do not want to download command line interface tools. However, enterprise IT departments and managed service providers will have the technical education to implement the DataBloc software, proven by StoneFly's existing customers. Furthermore, most decentralized platforms are entirely reliant on cryptocurrency payments. DataBloc will avoid this barrier to adoption by providing the option to make payments in fiat. DataBloc does not intend to disrupt relationships between data centers and their existing customers. Whether payments are made in fiat or STONE, DataBloc will use smart contracts to automate revenue sharing and create transparency for all parties.

While other cryptocurrency projects focused on data services are hardly equipped to serve individuals, DataBloc will be ready for enterprise use. StoneFusion is currently serving over 2,000 enterprise customers. The partial customer list is here: www.stonefly.com/customers. By serving enterprise customers, DataBloc is poised to cultivate widespread cryptocurrency adoption and bridge the chasm between centralization and decentralization.

When compared to other decentralized cloud projects, DataBloc emerges with several prominent competitive advantages.

	SiaCoin	Storj	FileCoin	MaidSafe	DataBloc
Cloud Types	Permissionless	Permissionless	Permissionless	Permissionless	Permissioned & Permissionless
User Type	Individual	Individual	Individual	Individual	Enterprise
First Product Release	2015	2016	TBD	2016	2006
Storage Offerings	Object	Object	Object	Object	Object, Block, and File
Annual Revenue	<\$25k	<\$25k	\$0	<\$25k	-
Service Providers	Anyone	Anyone	Anyone	Anyone	Enterprise-Grade Data Centers
Funds Raised in Token Sales	0	\$30M	\$257M	~\$7M	-
Market Cap*	~\$110M	~\$36M	~\$257M**	~\$60M	-

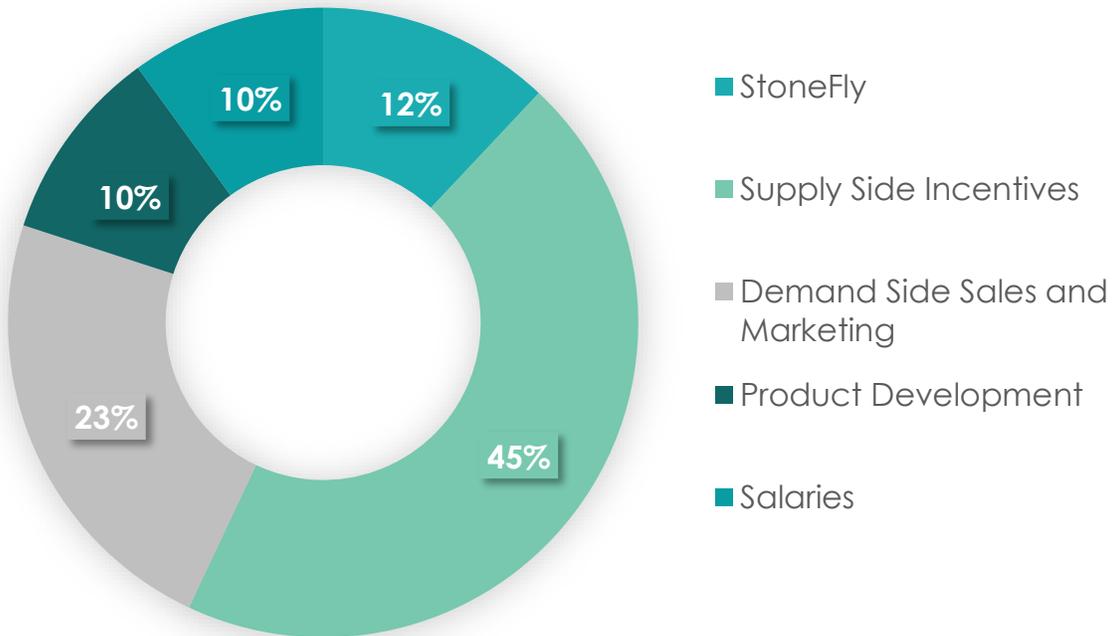
4. Stone Token Sale

Token Sale Information

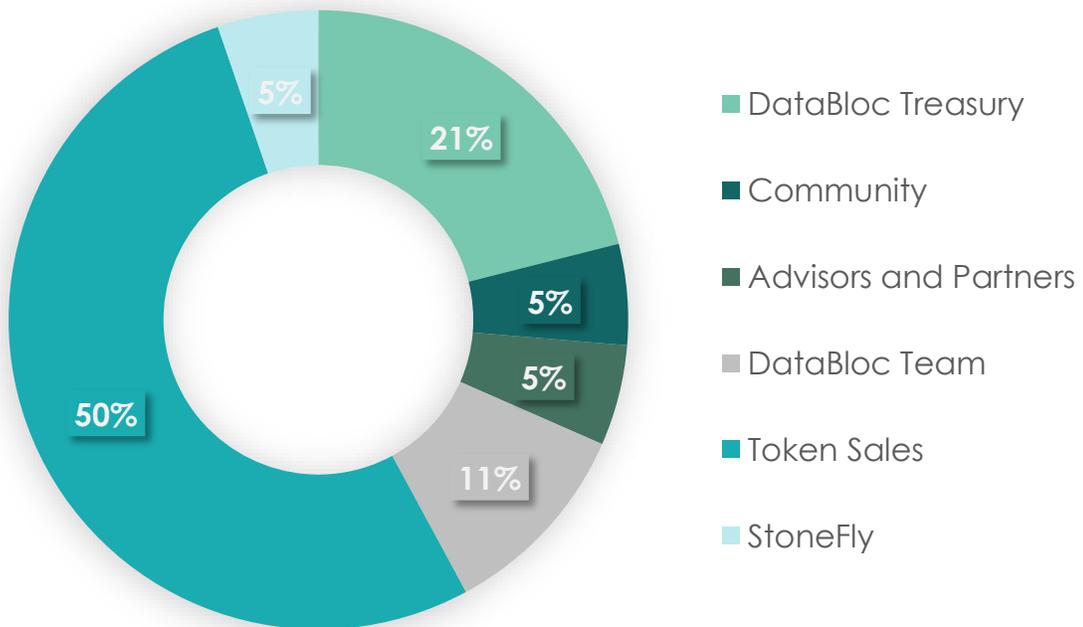
Acceptable currencies	BTC, ETH and Wire
Total supply	400,000,000
Number of tokens for sale	200,000,000
Average price per token	0.59 USD
Soft cap	23,000,000 USD
Hard cap	117,777,777 USD
Token sale format	First come first served basis

*KYC will be done on all contributors who participate. No representations are being made. There should be no reliance on any projections. Please do your own due diligence.

Use of Proceeds



Token Distribution

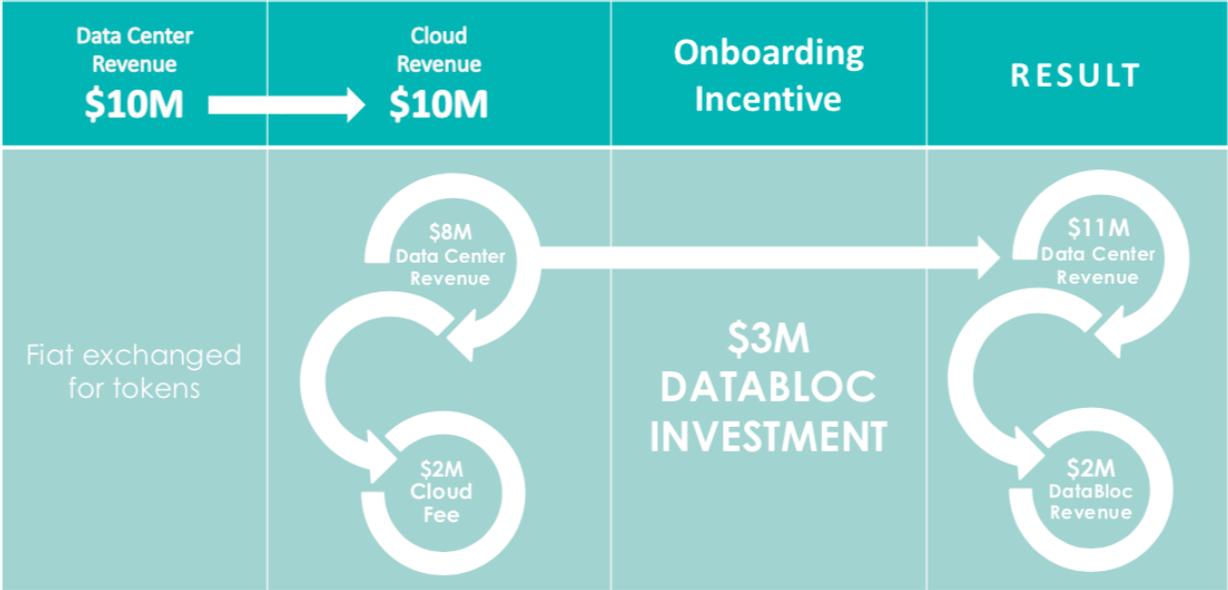


5. Go-to Market

The market is not ready for permissionless cloud services. While we market and sell *permissioned* cloud services, we are developing a permissionless solution in parallel. Unlike our decentralized competitors, we have products that we can deliver today, while we build products for tomorrow. Permissioned cloud will develop trust in blockchain and decentralized storage, preparing enterprises and individuals for the next iteration: permissionless cloud.

DataBloc is reserving 45% of the capital raised for incentivized onboarding of supply side data centers. In order to grow the aggregate storage and compute capacity, data centers will be heavily incentivized to join the ecosystem. With capital raised from the token sale, DataBloc will pay data centers to run the DataBloc software. The data centers will benefit from the ability to list all of their excess storage capacity on the platform for passive incremental revenue.

For example, onboarding a data center with \$10 million in revenue will deliver, \$2 million to DataBloc and \$11 million to the data center.

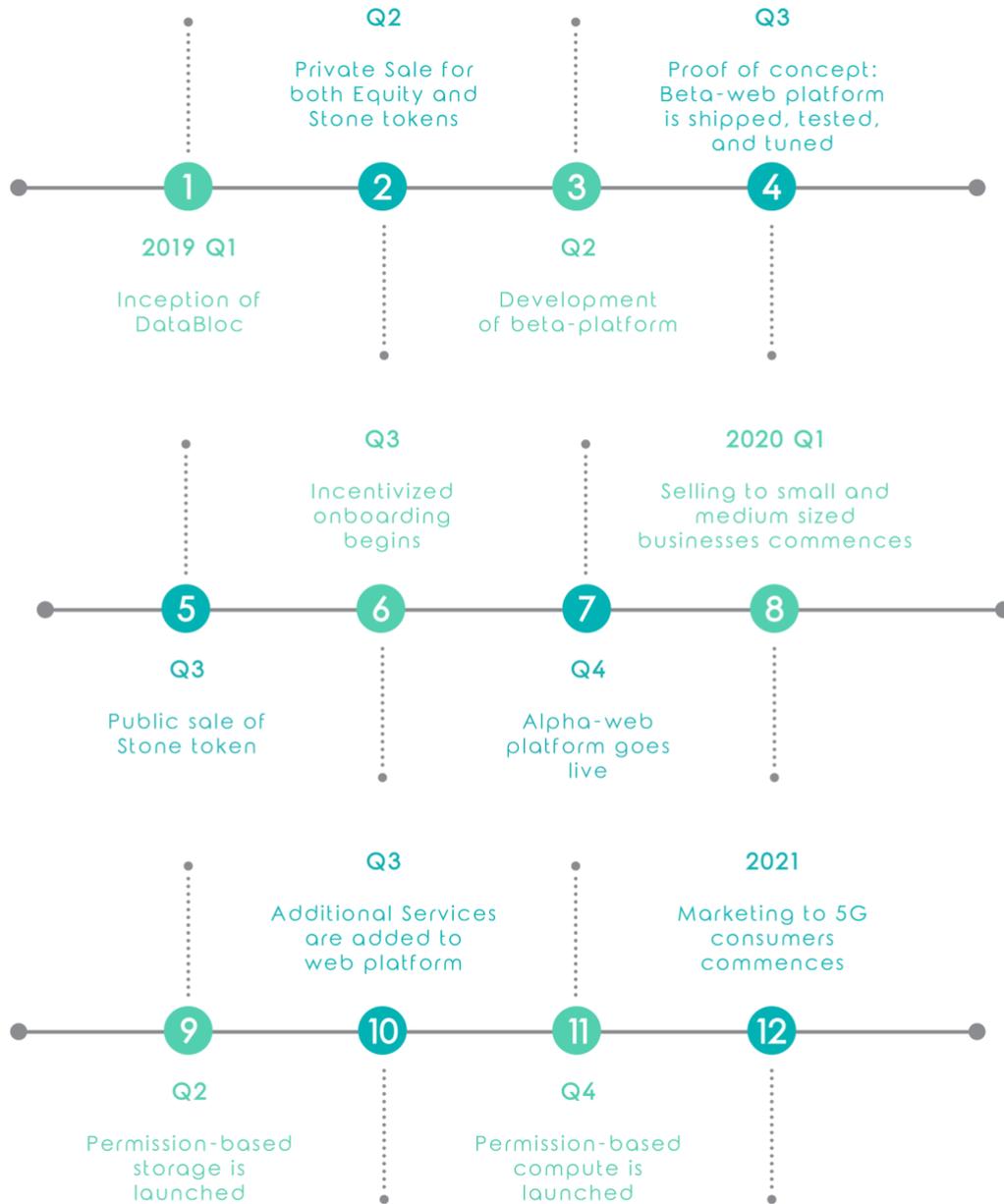


Onboarding data centers is crucial to the growth of the platform. Converted data centers give DataBloc three important competitive advantages. First, DataBloc will rapidly grow revenue from enterprise customers without having to sell directly to enterprises. Second, DataBloc gains access to the sales teams of each data

center (or their partnered managed service provider), which are incentivized to continue selling to enterprise customers because each additional dollar of revenue they bring in will have a 10% bonus as part of DataBloc's incentivized onboarding program. Third, data centers will bring excess capacity to the cloud; the average data center has around half of their storage capacity available. Once the DataBloc cloud grows sufficiently in size, the customer base should grow both organically and from sophisticated marketing techniques. More specifically, once the DataBloc Cloud has sufficient data storage and services capacity to offer competitive pricing and performance, DataBloc will partner with managed service providers and market to small- and medium-sized businesses. Data-intensive businesses are eager to find a cheaper and more secure solution for cloud services.

To obtain a market share that rivals centralized cloud giants such as Amazon, Google, and Microsoft, DataBloc plans on leveraging the new 5G mobile bandwidth technology. With 5G networks, bandwidth on mobile devices will increase over five times current standards, leading to an innovation where mobile phones no longer need to store massive amounts of data. Instead, phones will act as a monitor and use 5G bandwidth to access data from the cloud, rather than the phone itself. As a web application, DataBloc will have a global reach, and as a digital asset, STONE will enable borderless transactions, so DataBloc will provide a natural storage solution for all mobile data. When 5G rolls out, DataBloc will have a significant first-mover advantage, as well as a global platform with excess capacity to lead the paradigm shift.

6. Roadmap



7. Team



Griffin Rolander
Chief Executive Officer

Griffin is a co-founder and former partner of Scow Capital, the general partner of Scow Coin Cryptocurrency Fund, an altcoin focused hedge fund with an algorithmic trading overlay. Griffin co-founded and built Scow Capital's research and consulting arm, which is focused on cryptocurrency advisory, blockchain integration, and professional research. Griffin is no longer actively involved with Scow Capital. Griffin gained experience as the Head of Investor Relations and Quantitative Analytics at Monashee Investment Management, a quantitative hedge fund focused in equity capital markets arbitrage. He led the capital raising efforts for the firm and raised \$750 million from institutional investors. Griffin was an analyst for Boston Millennial Partners, a technology, healthcare, and life sciences focused venture capital firm. Griffin graduated from Tufts University with a double major in Quantitative Economics and Mathematics and a minor in Finance.



Mo Tahmasebi
Head of Software Development



The StoneFusion software was built by Mo Tahmasebi, the CEO of StoneFly and a serial entrepreneur who has made an impressive career in the data services and software industry. Prior to StoneFly, Mo was founder and CEO of Salesforce1.com, a provider of enterprise level cloud-based CRM, sales automation, and workflow management. Salesforce1.com was acquired by Salesforce. Prior to Salesforce1.com, Mo founded Computer Training Academy (CTA), a provider of enterprise software and hardware training with accreditation. While growing Computer Training Academy, Mo founded Tzone Corp & Research Inc., a company focused on development of enterprise storage and network products for the US and Japanese markets. Both Computer Training Academy and Tzone Corp & Research were acquired in 2000. Before that, Mo was the founder and CEO of Pars, an enterprise software and hardware development company that was partially acquired in 1998. Mo embarked on his career at Atari and then Sun Microsystems as a senior staff developer and company products lead. He has since witnessed and participated in the rise of Silicon Valley as the center of the global computer industry.



Jacob Watton
Chief Information Officer



Jacob is a co-founder and former partner of Scow Capital, the general partner of Scow Coin Cryptocurrency Fund, an altcoin focused hedge fund with an algorithmic trading overlay. Jacob co-founded and built Scow Capital's research and consulting arm, which is focused on cryptocurrency advisory, blockchain integration, and professional research. Jacob is no longer actively involved with Scow Capital. Before Scow Capital, Jacob was a software engineer at TripAdvisor. During his time at TripAdvisor, Jacob worked on full stack web development. Jacob graduated Tufts University summa cum laude with a degree in Computer Science and Mathematics.



Isaac Schlenker
Chief Operating Officer



Isaac is a former partner of Scow Capital, the general partner of Scow Coin Cryptocurrency Fund, an altcoin focused hedge fund with an algorithmic trading overlay. Isaac co-founded and built Scow Capital's research and consulting arm, which is focused on cryptocurrency advisory, blockchain integration, and professional research. Isaac is no longer actively involved with Scow Capital. Interestingly, Isaac holds one of the first ever crypto-native careers. He joined Scow immediately upon graduating from the University of Wisconsin-Madison where he studied Applied Mathematics.



Jade Thorpe
Head of Platform Development



Jade Thorpe is a life-long technologist with a career spanning over 21 years leveraging the latest technologies to solve real-world problems. Jade has been a programmer, sysadmin, data engineer, consultant and technology leader. The majority of his career has been related to the aerospace technology industry, most notably as co-founder and CTO of Thrust Aerospace Services, Inc. Jade is also the founder of Red Calera, which specializes in the development of applications and processes to improve the use of information within the organization. Areas of expertise include: XML, SGML, DITA, S1000D, Alfresco, Python, Web application development, Django, MySQL, PostgreSQL, MongoDB, CouchDB, Linux, UNIX and more. Jade has extensive experience building high performance teams that produce great software.

Advisors



Dr. Timothy C. Summers

CEO of Summers & Company,
Executive Director of Cloud and
Advanced Network Engineering
Services, Arizona State University

A hacker, professor, author, frequent media commentator, TED speaker, serial entrepreneur, and consulted expert, Dr. Timothy C. Summers is internationally recognized as a leading expert in cyber security, how hackers think, and blockchain. He is the CEO of Summers & Company, a cyber advisory firm specializing in strategies and training involving cyber security and blockchain to evaluate business decisions to ensure that organizations can deal with a variety of uncertainty. Timothy is also the Executive Director of Cloud and Advanced Network Engineering Services at Arizona State University, the largest university in the United States.



Bob Hennessey

Founder of Coastal Capital
Distribution

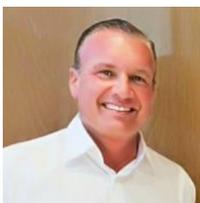
Bob Hennessey has a 20+ years of experience in the hedge fund and mutual fund space. Bob worked at Insight Capital where he raised over \$1 billion for the firm in five years. Following Insight, Bob worked at FAMCO where he marketed MLP Separate Accounts, Hedge Funds, and Closed End Funds. After FAMCO, Bob worked at Genworth Wealth Management where he raised assets for their wealth management platform. Bob subsequently worked at Axxcess Capital where he focused on business development and new client acquisition. Bob most recently founded Coastal Capital Distribution, a third-party marketing firm based on the West Coast.



Edward Maggio

Blockchain Attorney at Maggio &
Meyer

Edward Maggio has a strong background in corporate law and compliance. Edward's work experience includes serving as an investigator & researcher into white collar criminal activity related to unlawful banking practices by terrorist organizations. As a professor, he teaches courses in the School of Business for North Central University. Edward graduated from Virginia Tech with Bachelor of Arts degrees in History and Political Science. He earned his law degree from New York Law School where he graduated with Honors. He also completed a Master of Science in Criminology and Criminal Justice from the law department of Oxford University in the United Kingdom.



Scott Hupe

Managing Partner at Xebec
Ventures

Scott Hupe is a Managing Partner at Xebec Venture Partners, Ltd, a Dubai-based venture capital firm focused on high-growth consumer tech companies with global scale. He has 22 years of international and executive experience in Software, Internet, Sports, Retail Distribution, Licensing, Food, Product Design, Toys, Principal Investing, and M&A. Scott is an expert in customer experience, marketing and operations. He is also a serial entrepreneur who has developed numerous start-ups in the US, Europe, and MENA.



Melissa Guadarrama
Marketing



Matt Gustavsen
Marketing



Peter Galanko
Marketing



Michael Sanikov
Marketing



Eric Yao
Market Research



Jon Brooks
Market Research



Garrett Baldwin
Market Research



Arjun Sinha
Market Research



Neel Saunshi
Market Research



Eric Mason
Market Research



Parker McCurley
Software



Adam Gall
Software



+16 experienced software engineers

working on software development at StoneFly, Inc.

www.stonefly.com

8. Conclusion

We have presented our qualifications, motivations, and plans to create the first enterprise grade sharing economy for data storage and services, facilitated by a practical implementation of a digital asset that will properly incentivize all participating parties. We have outlined the glaring market opportunity in data storage and services. We have outlined our software solution and justified our argument for why our solution will outperform competition. We have explained how we will go to market and scale the platform through an incentivized onboarding program to achieve a healthy distributed ecosystem as quickly as possible. We have presented a plan for how tokens will be distributed in the pursuit of a stable and thriving sharing economy. And, we have defined our mission – *to protect the world's data*.

The potential for this project is powerful not only because it creates an efficient sharing economy for data storage and compute, but also because it bridges the chasm between centralization and decentralization, empowering a real use case in both the short-term and long-term, and finally because of the massive head start DataBloc has with StoneFly's existing software and enterprise customers.

For more information on DataBloc, please visit www.DataBloc.io.