

What is Airbloc?

Airbloc is a decentralized advertisement data marketplace where individuals would be able to monetize their data, and advertisers would be able to buy these data to conduct targeted marketing campaigns for higher ROIs.

Why Now?

The data analytics market is rapidly expanding. Worldwide revenues for big data and business analytics will continue to grow from \$130.1 billion in 2016 to more than \$203 billion in 2020 according to the International Data Corporation. (Forbes, 2017) The opportunities are immense. Yet, deep roots of problems still remain.

Enterprises

Presently, it is extremely difficult for enterprises to buy direct personal data for their advertisement marketing campaigns as it is highly inaccessible and expensive.

Apps

Apps find it difficult to sell accumulated user data in a legal manner. They often rely on illegal means to monetize user data.

Individuals

Data is commonly collected and monetized without explicit consent. Their data privacy is compromised, and they are not compensated. The recent Facebook-Cambridge Analytica data scandal is an excellent example of this.

Airbloc's Features

Airbloc solves these **pain points** through:

DAuth

DAuth is an approval system that seeks permission from users to allow apps to monetize their data on their behalf. Collected data include installed apps list, location data, app usage time, browsing history, apps store transaction history, etc. Through DAuth, users will be able to earn from the monetization process. The distribution of rewards is guaranteed by smart contracts.

AIRBLOC

Data Collection Authorization

This app wants to collect and monetize the following data from you

	Installed App Data 2 ABL (User 2 : App 2)	<input checked="" type="checkbox"/>
	In-app Purchase Data 5 ABL (User 5 : App 10)	<input type="checkbox"/>

To authorize, enter your email

admin@airbloc.org

Your email will be used to retrieve your rewards

DENY
AUTHORIZE

Data Campaigns

Aside from personal data collected by the Airbloc App and DAuth, enterprises can also initiate data campaigns to collect more granular and direct data about a user. Examples of such data include "Alice likes cats, and is intending to purchase a cat." Although such inferred data can be bought from existing marketplaces, they are not conclusive of an individual's real preference, furthermore to even obtain such data would be highly expensive. No such direct data available today in any data marketplace.

Enter the Airbloc Data Marketplace

Data Marketplace

Personal data collected will be sold on the Airbloc Data Marketplace and enterprises would be able to buy these data to conduct targeted marketing.

ABL Token

Enterprises will purchase data through ABL tokens, users and apps are rewarded with ABL tokens for supplying data to the marketplace. For more technical information, [visit our Technical Whitepaper.](#)

Underpinning all these is the proprietary Airbloc Software Development Kit (SDK) that has been stress tested by over 40,000,000 mobile devices.

Why We Are Different

Airbloc is anchored by strong business fundamentals, team and advisors, use-cases and partnerships.

Our Team

Our team of developers comprise of Korea's finest software engineers from top enterprises such as Google, LINE, Naver, Software Maestro, and WeMakePrice. Our CEO Roi Nam and the development team lead Wonkyung Lyu were selected as the National TOP 8 software developers of Software Maestro by the Ministry of Science and ICT in Korea back in 2015.

Airbloc is led by ab180, a Big Data Analytics Firm.

We Have Raised over

2,300,000 USD

Series A funding from GS SHOP because of our expertise in data analytics

We Have Tracked over

40,000,000+

Mobile Devices
(2/3 of Korean Mobile Devices)

We Collect over

100,000,000+

Data points daily
(100+ different data types)

ab180 is trusted by over 300 large enterprises including Ebay Korea, Baedal Minjok, GS SHOP, etc.

Our Partners

GS SHOP

GS SHOP is Korea's leading online home shopping retail platform. In 2017, GS SHOP's gross merchandise volume amounted to \$3.5B USD. It is also part of GS GROUP, one of Korea's largest conglomerates.

AIIBIT

Allbit is Korea's leading decentralized cryptocurrency exchange. It was invested by Upbit, one of Korea's oldest and leading cryptocurrency exchanges.

Foundation X

FoundationX is one of Korea's rising blockchain venture capital funds and accelerators. FoundationX is focused on building and investing into promising blockchain projects.

Praise for Airbloc



Jason Han
CEO, Kakao Blockchain
Subsidiary

The team has plenty of seasoned programmers and experience in ad industry, for example, implementing DMP(Data Management Platform). That's the reason why I believe they can realize decentralized ad data marketplace on top of blockchain.



Sungjae Hwang
CEO, FoundationX

The Airbloc team is comprised of capable programmers in the field. This young team is also very experienced with many projects closely related to this one. They have a clear mission, which is backed with passion and initiative. I admire and support their journey wholeheartedly.

Token Sale

Total Token Issued	400 million
Exchange Rate	1 ETH : 10,000 ABL
Hard Cap	20,000 ETH
1st Pre-Sale	(UTC+9) 23 April 2018 10:00 ~ 30 April 2018 19:00
2nd Pre-Sale	(UTC+9) 21 May 2018 21:00 ~ 30 May 2018 18:00
Public Sale	(UTC+9) 18 June 2018 21:00 ~ 29 June 2018 18:00



- Private Sale (10.9%) : 43,500,000 ABL
- Pre-Sale (15.2%) : 1st 17,250,000 ABL / 2nd 43,700,000 ABL
- Public Sale (29.3%) : 117,000,000 ABL
- Rewards Pool for Ecosystem Participants (20.1%) : 80,347,500 ABL
- Team (13.3%) : 53,565,000 ABL
- Advisors (4.5%) : 17,855,000 ABL
- Reserve (4.5%) : 17,855,000 ABL
- Research (2.2%) : Security Resesarch on Blockchain 5,356,500 ABL, Legal Research on Personal Data 3,571,000 ABL