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EXECUTIVE SUMMARY

DataBloc, Inc.

www.DataBloc.io

DataBloc is 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 currently raising funds to capitalize on this opportunity and launch the most affordable and secure enterprise cloud services on the market.

Enterprise cloud services that offer high levels of security are very expensive, and they aren't as secure as they could be. Today's portfolio of cloud solutions offers various types of services and various levels of performance, cost, and security. They can be categorized as centralized cloud and decentralized cloud. Centralized cloud offerings span every type of data service, all of which offer either low performance at low costs or high performance at high costs, depending on the needs of the end user. While the ease of use and scalability of centralized cloud offer a good solution for most individuals, enterprises have more specific needs. Enterprises need customizable data services that offer high availability, but these solutions are sold at a substantial premium. Enterprises reliant on sensitive data also need the highest possible level of security, but in order to obtain this level of security they must pay another substantial premium for geo-redundancy. Geo-redundancy means data is distributed across various data centers in different geographical locations. While geo-redundancy improves security, centralized cloud providers are still susceptible to targeted attacks; the data centers supporting the cloud are owned and operated by the same entity. The bottom line is many enterprises are willing to pay a high price to maximize data security, but geo-redundancy is no longer the maximum-security solution. The evolution of geo-redundancy is decentralization.

Decentralized cloud initiatives are still in the early days of development and have yet to demonstrate their potential, let alone basic functionality. Every competitor on the market launched without customers and without a working

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

product. While current decentralized cloud solutions can improve security by mitigating targeted attacks, their services are limited to basic storage for individual users. Even with just one service offering, they have significant technology risk and are years away from aggregating enough storage capacity to serve enterprises. Furthermore, most nodes in these decentralized networks are individuals contributing excess capacity from their personal servers, which creates unpredictable quality of services and volatile connection between nodes, ultimately failing to meet enterprise performance standards. There is high demand for decentralized enterprise cloud services, but DataBloc's decentralized competitors are failing to meet that demand. As a result, DataBloc is taking a drastically different approach to create the first high performant decentralized cloud.

DataBloc is offering the most affordable and secure enterprise cloud services in existence by aggregating excess storage and compute capacity from high quality data centers. Recall that data centers only utilize 43.14% percent of their available storage capacity on average, and there are over 8.4 million data centers worldwide.[2] Using blockchain and distributed nodes, the DataBloc cloud will offer both geo-redundancy *and* entity redundancy, facilitating a cloud-based sharing economy for data storage and compute. Rather than starting from scratch, DataBloc is leveraging the next generation of a proven software – one that's been in development since 2006 by a cutting-edge data services company based in Silicon Valley, StoneFly Inc. 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. Instead of building a decentralized file sharing solution, DataBloc is building a decentralized end-to-end IT solution.

DataBloc generates revenue by offering service level agreements to enterprise customers and managed service providers. Data centers are

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[2] *Cisco Global Cloud Index, 2016 – 2021.*

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. The costs of supporting a decentralized cloud are minimal because there is no need to build and maintain data centers; pricing will be extremely competitive. With DataBloc, enterprises 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 creates incremental passive revenue for data centers while providing affordable and secure cloud services to enterprises.

The DataBloc team is a synergistic grouping of young entrepreneurs and industry veterans. The founders are Griffin Rolander, Jacob Watton, and Isaac Schlenker, who lead the business and marketplace development. They have professional experience across software, finance, blockchain, and more. Development of the blockchain software is led by Mo Tahmasebi, a serial entrepreneur who has made an impressive career in the data services industry. Mo is the original innovator of iSCSI, an Internet Protocol-based storage networking standard for linking data storage facilities. The remainder of the DataBloc team consists of five marketing professionals, six market researchers, three software developers, and an extraordinary Board of Advisors (this does not include the team of software developers at Stonefly). The DataBloc team is on a mission to protect the world's data.