



Light paper v.0.4 (24/11/2017)

Datafund: Light paper (v. 0.4)

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This light paper is based in large part on blog posts already published on blog.Datafund.net, although extended with additional sections. It is called a “light paper” because it does not consider the same scope a typical “whitepaper” would and serves as an introduction to the Datafund project.

Datafund in 30 seconds

[Datafund](#) is a protocol and distributed application (dApp) that guards personal data, provides safe storage and enables provable personal data exchange. Information is shared on the need-to-know basis according to an agreement between exchanging parties.

Because Datafund is an European project (with global ambitions down the road), it will be from the start on compliant with a new regulative in EU that protects individuals — the [General Data Protection Regulative \(GDPR\)](#).

We are embracing GDPR as it is one of the globally strictest privacy protections and it enables individuals to reclaim their data. Moreover, once Datafund protocol is GDPR compliant, we estimate that other jurisdictions are quite easy to legally satisfy.

Datafund protocol is built on Ethereum and Swarm. Long term, it is intended to be blockchain and technology agnostic as needed.

Vision

Data is becoming the most valuable commodity and everyone should have the power to control the flow of their data and manage its value.

Reclaim your data, reclaim freedom

The world is turning into a data-driven society and data has become the world's most valuable commodity — the oil of the digital era ([Economist](#)). Everything is quantified or about to be. Personal data is becoming more sensitive and we are more vulnerable than ever before. Now it's time to **reclaim, own** and **manage** personal data.

Just basic phone logs can indicate depression; no need for a smart phone. The personal information that your smartphone can collect about you can tell much more and is increasingly detailed.

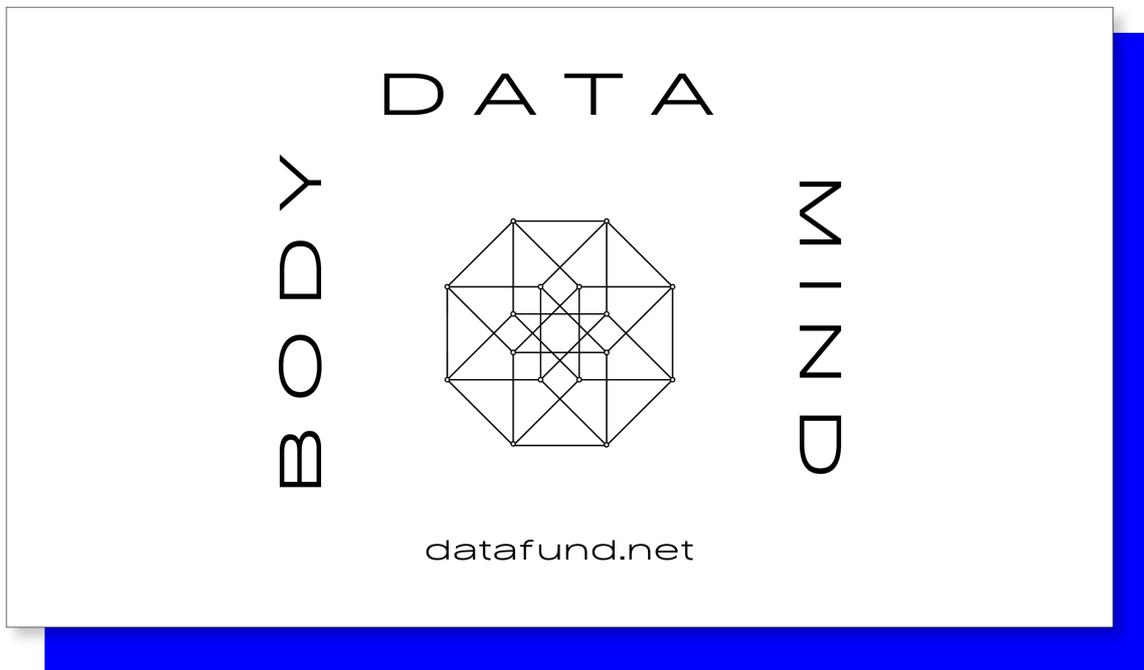
A like on social networks reveals more than first appears and a shared photo is more than just a photo. Researchers have demonstrated that if you like curly fries, chances are that you're of above average intelligence; if you like bikes, it's the opposite ([Independent](#); [PNAS](#)).

Tinder knows your sexual preferences, Amazon knows what you talk about at home, Facebook what you believe and Google what you're about to buy. IBM needs only 200 tweets to break down personality into 50 different traits ([Venture Beat](#)) — that was three years ago. The mission is to know as much as possible about you before and better than you know yourself. **Predictive** is the buzzword.

Connected fitness and health devices are giving unprecedented insights into an individual's health and well-being — stress, emotions, habits. Smart homes will tell when you eat, sleep or have sex; Fitbit can accidentally determine pregnancy ([USA Today](#)). A network of smart cars will continuously scan their environment, not just for other cars, but also for body language. You can identify someone by the way they walk.

The next frontier are brainwaves (EEG) headsets which are expected to become mainstream within 5–10 years. Yes, somebody is going to record your brain waves and profile you. Facebook have confirmed that they are already working on 8 different mind-reading technologies ([Guardian](#)). Neuro-ethicists are already advocating for new human rights — the right to

cognitive liberty, the right to mental privacy, the right to mental integrity, and the right to psychological continuity ([Springer](#)).



Habits make up almost 50% of our daily decisions ([HBR](#)) and various studies have shown that even small bits of personal data provide a detailed and comprehensive insight into an individual's habits and lifestyle — habit formation is a marketer's holy grail. When did you think about opening Facebook or did it just open right in front of you? Well, it didn't happen by accident.

Humans forget, computers don't. The talkative digital trail we are already leaving now — without being aware of it — will only be expanded, more detailed and more actionable. We lock doors but leave access to the mind wide open.

There is an invisible battle happening, the battle for your mind and personal liberty where we are constantly profiled for weak spots and impulses. The internet has been weaponised, data is ammunition and we are all going to suffer if we don't act now. It has already started. In the future, we will be by default recommended or black-listed by algorithms which sort through our data. Your job, credit score, spouse, house. Just a number.

Companies like [Cambridge Analytica](#) are targeting all of us with divisive

hyper-targeted articles so that we live in bubbles and can't even conceptualise anything outside it. In 2016, Cambridge Analytica had two major clients — Brexit and Trump ([FT](#)). They won both times and currently they are being investigated by US Congress ([Slate](#)). Big data based on personal data is the new king maker and it's just the start of things to come. A brave new world in the making.

In the digital age, freedom begins with truly owning your personal data

We all generate data. It is beyond our choice. However, we don't own it, we don't know what it is used for and others are monetising it. A solution is needed which steers towards an equilibrium where data can benefit individuals, corporations and society at large while the rights and privacy of the individual are respected. Moreover, personal data ownership enables bottom-up and fair distribution of value which in turn can start generating a passive income — a step closer to universal basic income.

This is why we are building [Datafund](#), a decentralised personal data exchange.

Enabling a democratic data society

Humanity first – EU & GDPR

While many economies have been principally favouring capital and technological development, it seems that **EU** has always been putting **humanity at the forefront** (or at least trying). In this context some of the actions of the EU seem to be bureaucratic and conservative – for example, not giving in to demands of the advertising and telecom organisations but protecting individuals in the recent e-Privacy case ([FM4: in german](#)); or the even stronger GDPR initiative.

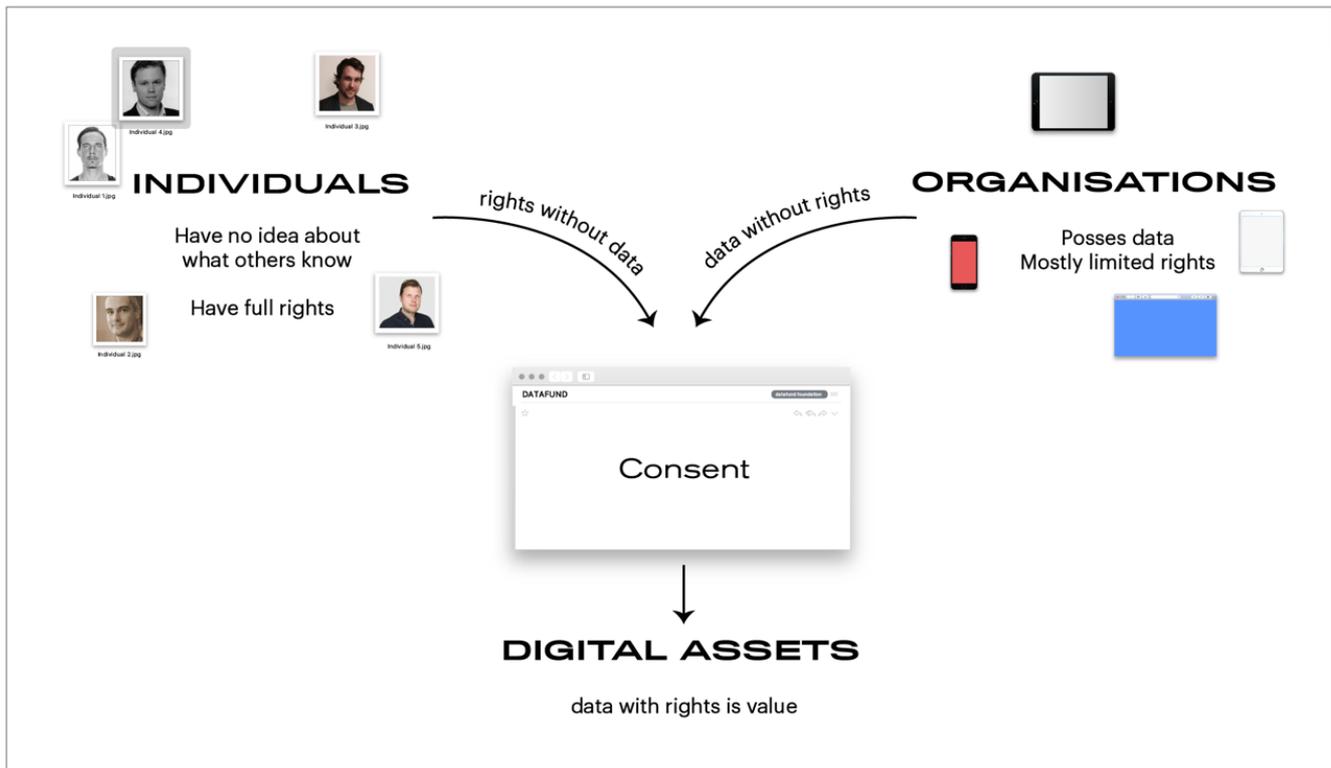
GDPR is trying to systematically solve the status of personal data. Nowadays, this data is everywhere and widely used by corporations without the actual owners' consent. Today, from a global perspective **this field is the wild west**.

In the digital world personal data, if understood correctly, are the most intimate assets humans possess. What's more, **personal data might become one of the core values of the new society**.

GDPR radically changes data business

Datafund embraces this vision of the future with a strong belief that **blockchain is the technology that is the enabler of the grand GDPR vision** – citizens should have control over their data.

Today, we have consumers with no rights or who are not aware of their rights, sometimes with some data on one side, while on the other side are corporations and digital services that have enormous quantities of (personal) data and almost no rights to use them. Many global services and applications based on personal data today are using data in a way they should not.



In May 2018, when GDPR comes into effect, the situation will change radically: **consumers with all the rights and no data, and corporations with limited rights and plenty of data**. They say data is the new fuel, digital oil, a multi-billion business... how much will it be worth after May 2018?

Solution - Individuals should get their part in the economy of personal data

Blockchain and other distributed technologies combined with stricter data protection regulations (e.g. the [GDPR](#) in the EU) are creating a disruptive momentum in the ecosystem related to commercial exploitation of personal data. **Personal data is becoming an asset** and we believe that on this basis a whole new economy will evolve, creating business models and value creation transactions similar to those we know from traditional assets. Personal data assets and its derivatives will be created, valued, stored, enriched, combined, transmitted, destroyed or traded. Furthermore, we believe that the whole economy of personal data

will develop around **three primary entities** — data owners, data users and service providers. Any player in the personal data ecosystem is a variant of one of these three entities.

The three primary entities in the personal data economy

In the spirit of the new understanding of the personal data economy and centrism of the individual within it, we understand **data owners** as individuals (the GDPR calls us data subjects), primarily consumers who provide the raw material — the data about them — to companies and other organisations. Not only that access to data should be fully in the control of data owners, we also advocate that data owners are entitled to receive a legitimate reward for their data that is commercially exploited.

Data users are primarily commercial companies that use data collected about us to try to create and offer better products and services to us consumers. Or, data users are companies that acquire and enrich the data to resell it to other data users. Whichever way, data users should in our view reward consumers for the data they receive and commercially exploit while fully complying with data protection legislation and the agreed purpose of use.

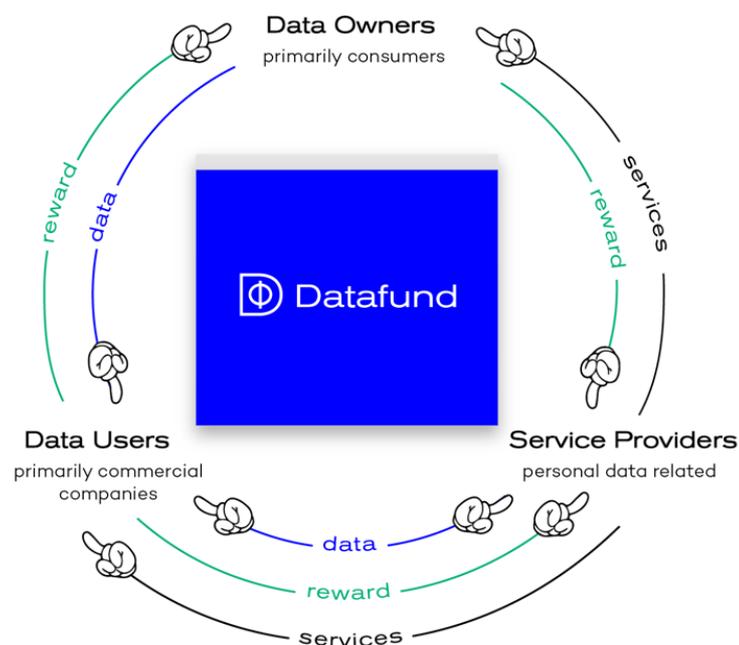
The third entity, the **service providers** are the numerous companies offering services to both the data owners and data users with a focus on personal data management, e.g. wallet, storage, marketplace, analytics, research, quality, valuation, ... In order to offer these services they are mostly dependent on an appropriate access to the data that the data users hold and the data owners control.

The question arises of whether the demand from data owners for control and reward for use of their data inhibits the value chain between the three entities and prevents the implementation of valuable business models. Technological, legal and organisational requirements for corporations to handle personal data are increasingly complex and costly — even for bilateral transactions between data users and data owners directly. Set up of **highly dynamic, on-demand, cross-border transactions of usage rights, data and payments involving multiple parties** thus seems to be nearly impossible or at least economically utterly unviable.

Blockchain technologies as the enabler of a new personal data economy

We suggest that such a setup can in fact be achieved by **utilising blockchain and other distributed technologies** and which will even be profitable for all three of the entities. Datafund's goal is exactly to develop a **protocol** and technological solutions to **optimise the transactional flow** between the three entities, respecting the aforementioned demands.

We use blockchain technologies to implement an economically viable solution to the challenge of a **comprehensive control** on how each piece of personal data, combined with the consent for its use, is being used and transacted between multiple parties, independent of the actual location of data storage. And, we will use blockchain to implement an **effective rewarding system** for use of data or related services, based on real market value. Personal data management solutions where **individuals directly control the storage of** and access to their data with a private key will be a complementary offering.



To sum up—how can the three entities profit from the proposed setup?

- **Individuals**, primarily consumers will get control over the use of their data and receive rewards for it. They will use simple apps combined with a token wallet and optional personal data storage.
- **Data users** will **know their customers better**, since they — once in control of data use and receiving a fair share of its monetisation — will be prepared to share more about themselves with trusted organisations. They will validate the data to share and identify themselves with an appropriate identity. It's fair to assume that by removing the guesswork **the cost of information to companies will decrease**, even considering rewards for consumers.
- **Service providers** will be able to **participate in the value creation chain** to the fullest possible extent by applying dynamic transmission of rights and controlled access to protected data offered by the Datafund protocol, resulting in more efficient transactions, lower costs and higher added value for both the consumers and the merchants. These companies are stepping into a **completely new field of commercial services**. And the first ones have the chance to occupy the most interesting niches of the market.

Datafund is a movement to co-create the next level of the personal data economy based on **responsibility** and **fairness**. It's a project in which we want to **include individuals, companies, public institutions and nonprofits** to form the new ecosystem of personal data transactions. We expect that early contributors will **especially benefit** from participation.

Transforming the ecosystem of personal data

The individual as the centre of the personal data ecosystem

Going a step further from the definition of the three key entities of the personal data economy we can describe how the transformation of personal data into tradeable assets can **change the whole ecosystem of different market players** by answering two key questions.

Today the personal data economy is basically a B2B business only, excluding the consumer. Companies are collecting data about us without

our really knowing what is being done with it and without sharing its real market value with us. They are using this data to guess which services and products we might need, or they monetize the data by selling it to other companies. **How can we as individuals become an equal partner in these transactions of value and get our privacy under control?**

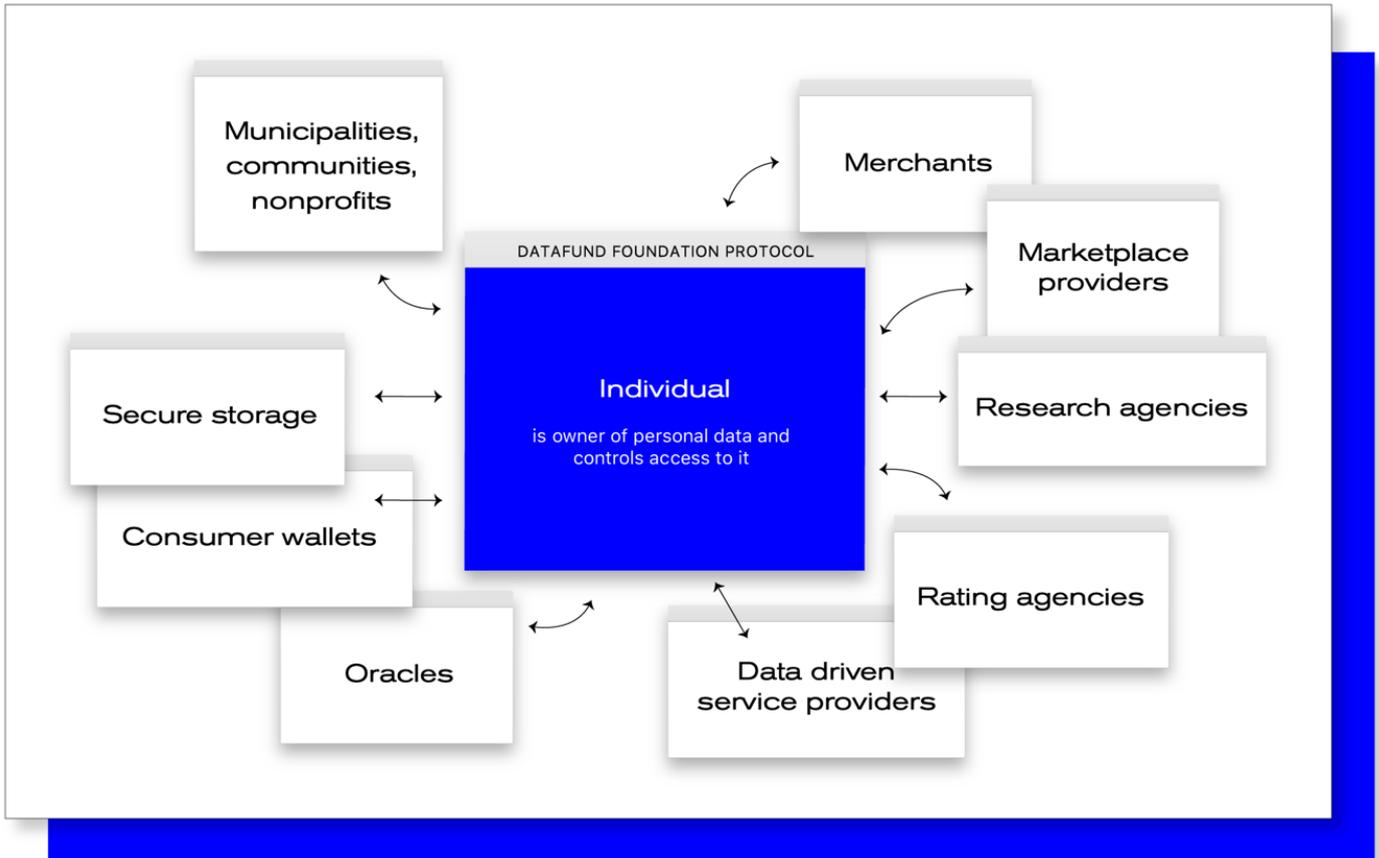
Furthermore, even if companies are greedily collecting data about us, they still have trouble guessing what we would really like to buy in the end. Challenges lie principally in patchy data and ambiguous customer identification. So, despite the huge trend toward big data and advanced analytics that companies think they need to follow, many times it appears that this results in merely a high-cost, low-value exercise. **How can we help companies we trust to change it into a low-cost, high-value exercise and share the profits with us?**

We believe that there are two key steps to efficiently meeting these challenges and respecting the interests of individuals to the greatest possible extent.

First, in **terms of data control** we have to **move the individual into the center** of the personal data related **ecosystem** and give him back control over who is collecting and using data about him, how it is used and for what purpose. Market players have to give the individual his fair share of the monetization of his data. Personal **data** with the individual's **consent** to use it for defined purposes **represents the new asset class**.

Secondly, we have to create a **protocol** with which market players will be able to **collect, enrich, share** and **monetize** the new asset class in an efficient and controlled way — always respecting the agreement with the individual and protecting his data. We see as well that in the future a vast amount of personal data will move to **personal storage management systems** where the individual has complete ownership and control over his data and the data is accessed by other parties only via permitted individual queries. However, a certain amount of personal data will remain in the storage systems of private and public organizations. The protocol should handle both cases.

The following diagram shows a simplified example of such an ecosystem.



Let's go quickly through the list of some typical actors where each of them represent one of the three key entities of personal data economy.

The parties in the ecosystem

The **individual** is in the center. He **controls access to his personal data** with two essential instruments. The first is through the **legally regulated consent** to an organization to use his personal data for a specific purpose (see also the new EU regulation [GDPR](#)). The second one goes a step further by using **secure personal storage** for his data. In this case, an individual's personal data is no longer held by others, but it is rather the individual himself who technically fully owns and controls the storage. The latter will be an important evolution in the period to come. In both cases, the individual will need important tools, such as data and token wallets or personal data collection and analysis tools.

Merchants are the key **data users**. They need data to understand what we as consumers want and, consequently, to use better information to inform us of their offerings. The data also enables them to design their products and services more effectively. Merchants will need services to implement their corporate wallets, as well as to integrate into the protocol, marketplaces and with various service providers.

There will be multiple **data markets** created around the protocol — we envision that they will typically evolve around specific regions and verticals. Data markets will have the function to connect data owners, data users and service providers with specific interests to value, exchange and monetize data in a controlled and efficient way. Data markets providers will implement the marketplace protocol and bring companies and consumers to the market.

Blockchain oracles are entities not known in traditional data ecosystems. [These systems](#) assess external events and, accordingly, automatically interact with smart contracts on the blockchain. We expect that in the future many marketplace transactions will be based on these systems. The development and provision of these services represent quite an interesting commercial opportunity.

A **multitude of other new services** is going to be created and operated in the new personal data ecosystem. Respective service providers will — just to list a few — offer market-specific services such as: data research, rating and assessing the reputation of market participants, data driven services,

payments, token-fiat exchanges, personal and corporate wallets, personal storage or integration, business consulting and legal services.

In addition to commercial purposes we understand that personal data is useful for many **non-commercial purposes** as well; think of communities, nonprofits organizations or municipalities which can offer better services to individuals based on validated and comprehensive data. Again, the individual should be able to fully control the access and use of his data in these cases as well.

We see that this transition has started. Enabling technology, growing privacy awareness and stricter regulation will be the drivers to reshape the ecosystem of personal data economics. Not only will the interests of the individual be respected, but new **commercial opportunities** will open up in ways that today are not yet fully conceivable. We believe that the evolution of this cross-border ecosystem will have a profound impact on society.

Foundation for the sovereignty of the individual and greater good

We believe that a **non-profit entity, a foundation**, should be in charge of protocol development and base layer technologies (like Ethereum's Swarm, for example), it should provide ethics guidelines for other projects, advocate privacy to relevant stakeholders and steer a transition towards a decentralised governance. Moreover, only a non-profit entity with legal protection can stay neutral and act in the best possible way for the individuals and greater good, creating a foundation for a democratic data driven society that protects the sovereignty of the individuals, free from interference from any kind.

With the first release of the protocol, the code will be open sourced while all the rights will be transferred to the foundation. Moreover, foundation, once established, will provide an ethics pledge for all projects that would join - at recent Devcon3, we received positive feedback from many top blockchain projects which also expressed the wish to join the foundation. Details will be revealed in Q1, 2018. We are excited to lead this step forward.

Market size summary

Personal data market size estimations go at least as far back as 2012, when the [Financial Times](#) published estimates done by the Boston Consulting Group—that the value extracted from Euro-consumer personal data reached €315 billion in 2011 and had the potential to grow to €1 trillion by 2020.

Later research by [Juniper](#) (quoting CTRL-SHIFT) done in 2016 estimates the personal information management system (PIMS) market size in the UK at €20.7 billion, or 1.2% of the UK economy. PIMS are services that enable individuals to gather, store, manage and use information (including personal) to make better decisions and manage their lives. The percentage of GDP taken by the personal data markets surely differs depending on the economic development level of a country and other factors, but we can assume a similar percentage for EU countries, on average. Since EU GDP is around €17 trillion in 2017, that would mean a market size of around €200 billion.

For another view — [World economic forum](#) estimates suggest that individual **internet user** data could be worth around \$100 per user by year 2024. With the EU zone having around 400 million internet users, that would put the market size in EU at \$40 billion.

We need to keep in mind, that the problem with estimating the size of the personal data market lies in the fact that personal data is currently probably not valued as it should be. Since consumers are not aware of the real value of their data, they are not able to set the correct price. We expect this to change with the arrival of transparent personal data exchanges.

Competitive landscape summary

We welcome any project that enters this space and acts in an ethical way. The problem is complex and the stakes are big while more active engagement also promotes the need for privacy and grows awareness. Therefore, partnership and cooperation should be the optimum strategy for everybody involved. Having said that, let's have a brief look at the actors and activity in this space.

Competition comes from projects dealing in the domain of **personal data economy**, which tackles the problem of individuals taking ownership of their information so they can manage it on their own terms. According to [some estimates](#) there are around 700 companies offering personal information management systems, worldwide. We take the large number of companies as proof that the market is interesting and growing.

Our research indicates that most of them are not aware of the coming GDPR regulation or are not covering the EU area. In fact, some are blatantly disregarding personal data privacy issues and are not tackling them at all. There are also different approaches in their business models—what kind of data is being gathered/processed, what is done with it and who it is sold to.

In the digital age, freedom begins with owning your data. In this regard we see the use of blockchain and decentralised technologies as the only viable way to achieve this. An individual should have complete control and shouldn't need to trust anybody, her personal data should be tamper-proof and safe from hackers. In a decentralised world, the data that wants to be "seen" is available, other data does not exist for the outside world.

Modern blockchains with smart contract support give us the possibility of decentralizing the personal data exchange and processes connected with it. This should help with decentralizing data services - **data should no longer be kept in silos at "trusted" parties and payment for data should become more transparent**. Decentralization will mean, that the individual will no longer have to trust a third party with keeping his data. And she will in that way gain safety in the digital space, away from the sphere of influence of "big brothers" - and also the influence of Datafund itself.

Datafund development will go through phases, gradually decentralizing the solution and enlarging the ecosystem.

We conclude that there is not a major player that could be described as dominant in the market. There are some larger players that show potential, but future developments are hardly certain and the market is still ripe for new entrants.

Datafund will offer a unique value - a common protocol to enable stakeholders to provide solutions on common standards. When human rights are at stake, we should not speak about competition but consider everyone tackling this issues as partners.

Platform - key functions

Besides defining the protocol itself, an actual implementation of key functions of the protocol related to commercial and non-commercial use of personal data is the primary goal of the Datafund project. The project sees the following functions of the platform to be the priority for the key market players:

- **ID management**

All players in the ecosystem and users of the Datafund platform will be required to use an appropriate ID. We understand that ID of an individual or an organization is actually a superset of IDs with different levels of strength, starting with a simple email address (enough for a newsletter registration) till a digital certificate or video identification (e.g. for health data).

- **Consent management**

To access and use personal data, data users are required to have a legally regulated consent from data owners for each specific purpose of use. Datafund platform will implement functions to automate the processes of giving, revoking, reporting and monitoring of consents for data owners, data users and service providers.

- **Personal data vaults**

We want to give individuals the possibility to have their data stored in

their own personal data vaults where the data is completely under their control, accessible only through their private encryption keys and stored in a decentralised manner. Individuals will fill these private data vaults by data either collected by themselves (e.g. browsing history, phone data, IoT,...) or data transferred from data users (as GDPR explicitly foresees it). Individuals will then give access to this data only to data users they trust, for a specific purpose and for a reward if they will wish so.

- **Services brokerage**

The platform will implement functions to support searching, bidding and provision of services related to personal data management and exchange. This will vary from simple functions such as a register of service providers to more complex functions deeply integrated in the market model.

- **Data exchange**

As already mentioned, we expect in the future highly dynamic and automated markets for personal data to develop. Data, access rights and rewards in potentially filigrane units will flow between individuals and data users and services providers. Datafund project will implement in its last and most complex phase the protocol and the platform to support dynamic and automated bidding, access, transfer and payment of data and usage rights.

- **Rewarding**

The Datafund platform will allow rewards for usage of data or for provision of services to be paid and collected. Rewards will be paid in tokens. The project will implement respective payments and wallet functions for the platform users.

Milestones and roadmap

The development roadmap of Datafund is broken down in three major milestones or releases:

1. **Reclaim:** Individuals regain control over the personal data in use by companies and get paid for its use
2. **Own:** Individuals own and control the storage of their data
3. **Manage:** Establish a marketplace where personal data is traded in a controlled and fair way, resembling a financial market

Reclaim

Decentralisation level: low

Goals:

- Enable individuals in the EU to see what kind of data specific enterprises have about them
- Enable individuals in the EU to give consent against a fair reward related to real market value or request the export or deletion of the data
- Enable enterprises in the EU to acquire consent for usage of personal data and become compliant with new EU data protection regulation (GDPR) that comes into effect on May 25, 2018

This milestone covers:

- A platform specialised for GDPR compliance.
- Blockchain-backed archive of consents and rewarding layer
- UI tools (web, mobile) for giving and acquiring consents

Releases:

- Alpha: December, 2017
- Beta: February, 2018
- 1.0: April—May, 2018

The main goal of the Datafund “Reclaim” phase is operationalisation of consent between a person that owns data and users of the same data. Consent transforms personal data into value. With consent maximising the benefits of blockchain, data becomes a new digital asset.

Own

Decentralisation level: medium

Goals:

- Enable individuals to safely capture and store their personal information
- Develop data validation and processing tools
- Enable storage in a decentralised network - Swarm

This milestone covers:

- Personal data storage
- First protocol building blocks (only on testnet)
- UI tools upgrade

Here we start with expanding Datafund with Swarm capabilities. Creating a personal data vault where data can be stored encrypted with a private key, securely, decentralised and protected. A private storage space, free from interference of any entity, will be as simple to create as an Ethereum wallet on MyEtherWallet.com. Only the owner (individual) can see it. No one else even knows it exists or where it exists.

Manage

Decentralisation level: high, trustless

This milestone covers:

- Platform/protocol decentralization
- Establishment of data exchanges
- Datafund v.1 release
- zkSnarks and MPC (multiparty computation)

Datafund will be a decentralized platform enabling data exchange and creation of new services that rely on data. Moreover, we anticipate, that at this point privacy protecting technologies such as zkSnarks and MPC will be possible in a satisfactory manner.

Datafund token - DEX

To enable personal data management and sharing network, Datafund will create the DEX token which is ERC20 compliant and acts as a utility token. Additionally, for the data services layer which extend the core protocol, there will be reputation (tokens) that can't be bought or sold but earned by completing assigned tasks. Reputation will decay over time. Reputation will become active in the third phase of protocol development.

DEX token utility can be summarized in these distinct cases which will be enabled gradually as protocol development reaches planned milestones:

- Bootstrapping the network
- Payments
- Access token
- Staking
- Incentive to share
- **Main use: Reward for (data) miners**

While payments and staking should be also possible with Ether, for mining and access the DEX token is needed. In this regard the DEX token is crucial to make it possible for the network to exist. Consequently, we see (and our lawyers agree) the DEX token as a pure utility token (mining rewards and incentives).

During the first, "Reclaim" phase, DEX tokens are required to access the platform, enable staking and bidding for market participants, and payments for services and data usage (consents). Moreover, DEX tokens will be used to bootstrap the network through an "incentive to share".

Datafund network and the DEX token will come to full realisation when the third major protocol milestone "Manage" is achieved. In this milestone, besides introducing decentralised exchange functionality, we also plan to introduce new stakeholders: data miners, validators and data hubs. Moreover, this stage will provide query capability of the network.

These mechanics also create interesting properties of the Datafund network as distribution of tokens is not just top-down but also bottom-up. The effects of this unique token distribution need to be further researched.

Additional reasons for the DEXtoken are to keep the network prices independent from market volatility of Ethereum and future uses. In this regard, DEXtoken volatility will purely reflect the volatility and dynamics of the personal data market.

As we expect the upgrade and extend functionalities of the DEX token, the token is based on Giveth's MiniMe contract (<https://github.com/Giveth/minime>) as it makes it possible to create new tokens based on the initial distribution.

Important!

It is important to note are at least two things:

1) above features are still in development and experimental, exact implementation can vary or drastically change,

2) Datafund network will be already economically self-sustainable as a platform for consent management ("Reclaim" milestone), however, further funding for protocol development will be needed.

Presale event - November, 30th 2017

We are offering our community of early adopters a chance to participate in the first round that will help development of the first milestone - Reclaim. To find out more, please visit this [Cofound.it Seed details](#).

Important things to note:

- **All supporters in this stage will be also rewarded by the highest reputation (proportionally to contribution size). When the network launches, those with higher reputation will have early access as we roll out the features gradually, enabling them to become the first service providers.**
- **Current supporters will be also required to KYC (based on current market and Cofoundit standards) when the main tokensale will happen (Q2, 2018 - second milestone)**

Join the conversation

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