

Our mission is to interconnect  
the world's consumer data  
ecosystem in real-time for the  
benefit of all.

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We are building the digital connective tissue that will allow Brands around the world to understand, relate to and communicate with individuals at *the* right time.

So far we have assembled a consortium of consumer data suppliers with over *5 million* first-party opted-in relationships with consumers.





Source: Jolt, Lucid

The problem is  
quality



MediaOcean estimates  
up to 60% of online ad  
spend is *wasted*

Source: Chad Andrews, IBM



*"Many projects require up to 30%  
of the surveys to be thrown out  
because of fraud"*

Source: Rolfe Swinton, GfK

**WIRED**

*"Once captured and stored by data brokers, the most personal details about our lives are sold with impunity and stalk you to every corner of the internet and beyond"*

The problem is  
privacy

***Facebook's Data Deals Are Under Criminal Investigation***

Federal prosecutors are conducting a criminal investigation into data deals Facebook struck with some of the world's largest technology companies...

**The  
New York  
Times**

***"Oracle Data Cloud Kills Off Its AddThis Audience Business In Europe"***

*Under the General Data Protection Regulation, unconsented third-party data is a form of kryptonite that Oracle Data Cloud (ODC) wants nothing to do with anymore.*



## The problem is connectivity

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The amount of consumer opinion and behavioral data deliberately collected every single day is staggering. However as long as it remains compartmentalized, disconnected and inefficient to blend, it's value cannot be fully realized.

In addition, the days of organizations collecting and *owning* personal data outright are numbered. Consumers are becoming increasingly aware of the value of their personal data and now want a piece of the action.

These data privacy and ownership challenges are forcing a rethink of planned data-linking initiatives.

# The time is right now

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Many of the world's leading brands have publicly stated that creating more personalized experiences for consumers is a top priority *now*.

*"...our vision is to build our brands through lifelong, one-to-one relationships in real time with every person in the world."*

Marc Pritchard, Chief Marketing Officer, P&G



# Industry Dynamics

Initial focus is \$76bn insights industry.

Total size of all personal data markets estimated to be \$2 trillion.

Marketing automation industry is predicted to grow 60% in next 5 years.

**Global marketing automation technology forecast, 2017 to 2023**  
(US\$ billions)



F = forecast  
Source: Forrester Data: Marketing Automation Technology Forecast, 2017 To 2023 (Global)

IBM is  
interested in  
us



*“Veriglif is completely on the right track in terms of creating a shared business network that has on one end the integrity of the consumer (and the value shared by the consumer) but also the ability to federate in a way that is compliant and fair and transparent for essentially what really matters, which is to improve the outcomes of creating better products... ...on one end [they are] making the data more effective and on the other side [they are] making it more transparent and compliant.”*

Chad Andrews  
IBM Global Solutions Leader, Blockchain

# We're supporting the existing ecosystem

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The \$76bn insights industry becomes enabled to capture and integrate precise, trusted and impactful data for efficient marketing, insights and decision-making.

## RESEARCH DATA BUYERS

Win by confidently purchasing verified and privacy compliant data free of fraud and structured for easier data integration and analysis.



## RESEARCH SAMPLE PROVIDERS

Win because they are able to create more value for the consumers they already work with, and create more value for their end clients who are seeking highly reliable data sources that they can confidently link back to source.



## CONSUMERS

Win because they realize control over and potential to recognize greater commercial value from their personal data in a more transparent, traceable manner.



## DATA COLLECTION

Win because there are more opportunities for them to generate income from their data capture tools.





## OFFICIAL COMMITTED FOUNDING PARTNERS



## How it works

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1. Integration occurs through API's.
2. Only the required searchable data fields are hashed, encrypted and stored within a private blockchain channel only visible to the partner and Veriglif.
3. These hashed data points are then used to search for other verifying and matching records across all other partners on the network; creating the records' datagraph.
4. The datagraph is an inventory of available data assets that are stored outside the network in its native database. Veriglif records the composition of the data assets and the transaction conditions the partner has put in place using "smart contracts". The transaction conditions may restrict the sale to competitors and specify the permitted usage of the data such as for market research purposes only.
5. Every network partner can then access the entire network to transact on the individual mapped datagraph assets, at macro scale and as permissions allow. A transaction will fall into 1 of 3 categories: Engage (marketing), Understand (research or analytics), and Activate (promotions).
6. For every transaction that occurs, Veriglif charges a **small transaction fee** per record.

# Industry Experienced Team

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**JAMES WILSON**  
**CEO**

21 years software design for  
Market Research



**PHILLIP DENLEY**  
**CTO**

20 years experience in software  
development



**ROLFE SWINTON**  
**PARTNERSHIPS**

24 years building start ups in  
Market Research



**HENRY CHEANG**  
**CHAIRMAN**

26 years of software development for  
Market Research



**GLEN ROBINSON**  
**CFO**

18 years finance experience in  
Private Equity



**LUKAS POSPICHAL**  
**CMO**

15 years experience in representing the  
Market Research trade body



**LEONARD MURPHY**  
**STRATEGY**

20 years in various CEO roles in Market  
Research



**PATRICIO PAGANI**  
**AI / ANALYTICS**

20 years experience in AI development for  
Market Research



**JONATHAN EWERT**  
**ADVISOR**

30 years finance experience in  
Private Equity & Exec. leadership



**JIN LIM**  
**MARKETING**

11 years Marketing experience in  
Market Research



**JASON BUCHANAN**  
**SALES**

20 years leadership in Market Research  
sales

# Data validation process secured with a pending patent

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patents, designs and trade mark attorneys  
ip management consultants  
from toronto to tokyo

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**SPECIFICATION FOR PROVISIONAL PATENT**  
**AUSTRALIA**

**INVENTION TITLE** **METHOD AND FORUM FOR DATA SUPPLY**

**APPLICANT** MR Chain Pty Ltd  
347 - 351 Pacific Highway,  
Ardmore NSW 2064

**NAMED INVENTORS** James Wilson, Henry Cheng  
Phillip Denley, Glen Robinson

**DATE OF FILING OF APPLICATION** 22 August 2018

**APPLICATION NUMBER** AU 2018903083

Principal Inventor Address: 850, (Chow King) (CCT), U.S.A. (NY), N.Y. 10017  
Registered Patent and Trade Mark Attorney:  
11 Mulgrave Road, Camp Hill NSW, 2120, Australia  
M: 0810 081 008 T: 0810 081 008  
F: 0810 081 008  
attorneys@ipstrategies.com.au www.ipstrategies.com.au

**SPECIFICATION**

**Method and Field of Invention**

[01] This invention relates to the validation of an electronic record of social research data.

**Background to the Invention**

[02] A data value is a variable person's age, gender, domain may all more fields in a and postcode. The comprise a survey to the question.

[03] A data transactions related electronic memory system that provides Blockchain assisted plurality of routes between the data algorithm-produced evidence of a blockchain and database record.

[04] An aspect are routinely offered forms of media (media. Survey directly from the respondent has an exchangeable for. There is no facilities companies into a single digital wallet independent market accumulated value.

[05] A value be completed for respondents make are easy to obtain Hotmail, etc. A be addresses and surveys it autom addresses and as exists for a digital communications tool, such as facial.

[06] US pat of authenticating pattern is sent to business. The n decrypted using issue of the refu

[07] Patent US 8,386,774 (Lin) makes use of a one-way hash function in verification of a transaction- or event-logging system, when testing the integrity of

On the 22nd of August a pending patent was approved on an application for the method and form for data supply. The application is attributed to Veriglif, Inc. as well as James Wilson, Henry Cheang, Phillip Denley, and Glen Robinson. The application can be viewed here: [ipaustralia.gov.au](http://ipaustralia.gov.au) under application number **AU 2018903083**.

This patent protects the design used by Veriglif that relates to a method of providing for the validation of and a forum for sharing data, specifically, but not only, market and social research data. The data is linked to a Blockchain receipt that is algorithm-produced, issued in digital form and constitutes permanent evidence of a Blockchain transaction. It proves that data was recorded in the Blockchain and can be used to verify the contents and timestamp of any file, database record, photo, etc. Importantly the patent ensures that no sensitive data is ever stored openly or on a public Blockchain.

# Thank you

We look forward to working with you



[www.veriglif.com](http://www.veriglif.com)

**JAMES WILSON**  
CEO

[james.wilson@veriglif.com](mailto:james.wilson@veriglif.com)

**GLEN ROBINSON**  
CFO

[glen.robinson@veriglif.com](mailto:glen.robinson@veriglif.com)