Data, AI, and Tokens:
Ocean Protocol

@oceanprotocol
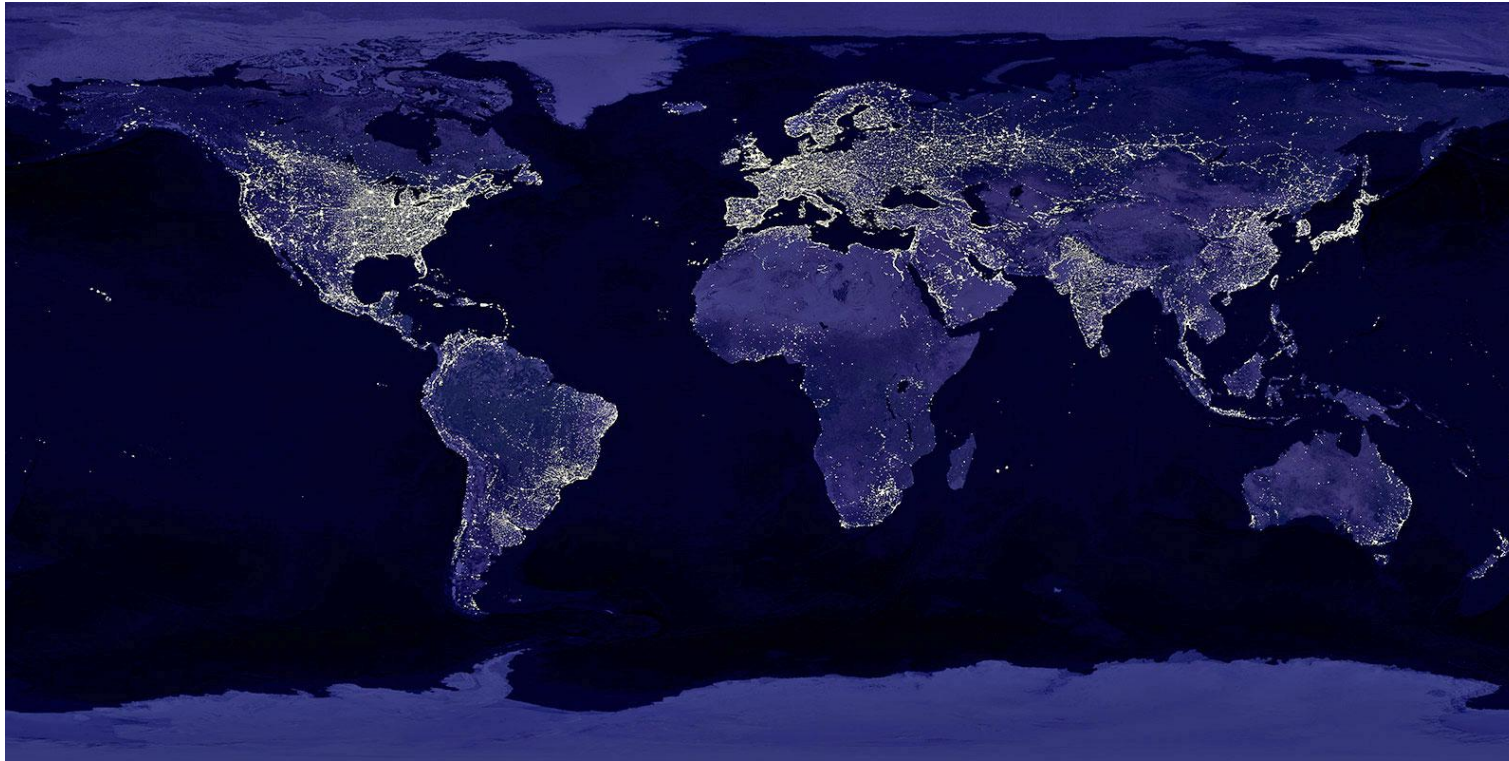John Enevoldsen

AI for Good - SDGs

- Sustainable Development Goals - Universal call to action
- How can AI help achieving these goals?
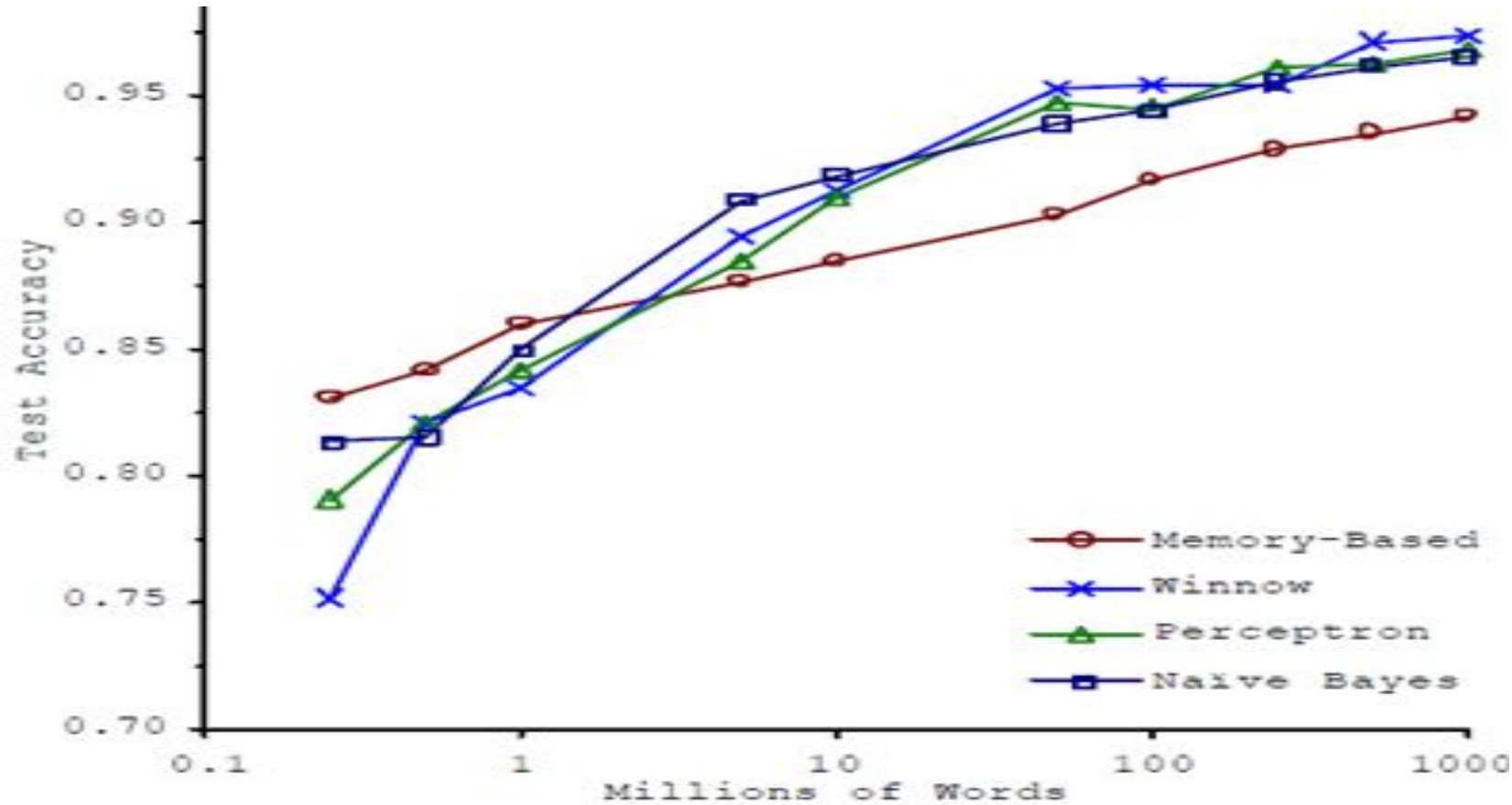- Where does Earth Observation fit?

Earth Observation

- Prevent deforestation
- Map poverty to better help development
- Improve agriculture yields

Craig Mayhew and Robert Simmon, NASA GSFC.

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- We need to put data in the hands of AI practitioners

1000% less error!

1000x *more* data

[Banko and Brill, 2001]

What is the problem?

- Sharing data is difficult
- It hinders the potential of AI to solve issues

Lawrence Lundy-Bryan
@lawrencelundy
Following

2/ Core problem - Siloed data with no economic incentive to share

2:35 AM - 3 Oct 2017

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Ocean Protocol

- We are building a decentralized protocol to bridge the gap between data haves and have-nots

**Connect 1000+ enterprises
With 1000+ AI startups
All get lots of data & AI**

Connecting substrate

Ocean Protocol

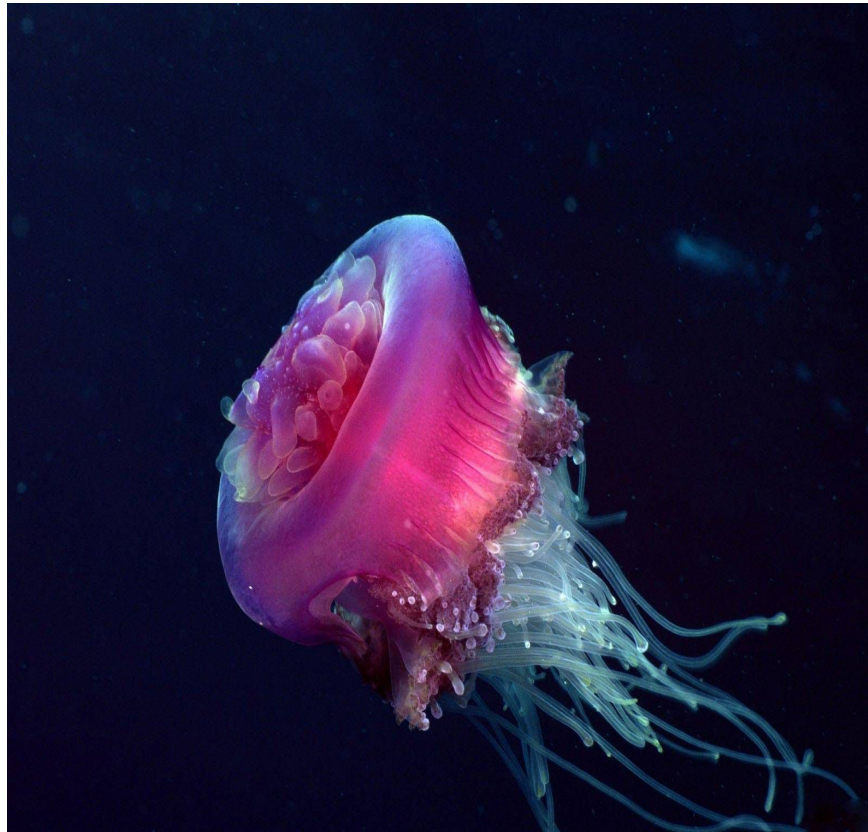- How to we incentivize people to share their data?
- Using Token Engineering

- The "Super Power" of Blockchain: get people to do stuff by rewarding them with tokens!
- In the case of Bitcoin:
  - Objective: maximize the security of the network
  - Reward: when users run expensive compute

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- Ocean Protocol objective: **serve up relevant (curated) data**
- Reward: **reward curators and publishers with tokens**
- We are using a form of Proofed Curation Markets

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Ocean Protocol - Decentralized

- Data owners **retain control** of their data: no central party owns it
- It is a Public Utility Network (not controlled by a single entity)
- Transactions are saved on-chain
- Allows for block rewards, and incentivization, leading to Data Commons

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Data Commons - AI Commons

- One of our ultimate goals is to create and expand a Data Commons
- We want to incentivize data owners to serve up their data for free
- It would democratize access to data for everyone
- It would lead to the enablement of AI Commons

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AI Commons

- Access to Data Commons would multiply AI capabilities
- In EO, we would empower new companies to make the most out of the data
- Allowing AI to fulfill its potential with regard to the SDGs

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Q: For autonomous vehicles, need 500G driven miles. How?
A: *Together*. MOBI: 70% of auto production. Toyota, BMW, ..

ConnectedLife:
Way more data for Parkinson's research

This is our goal for Ocean Protocol: Relevant data access for everyone, helping us tackle the global challenges

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Get involved and **#BUIDL** with us!

Ways to contribute to Ocean:

- ❏ Become an Ocean ambassador
- ❏ Check out our Github
- ❏ Suggest a bounty

Connect with us at
community@oceanprotocol.com
Follow us **@oceanprotocol**

#ANewDataEconomy