



Preparing Data For The Marketplace.

Barrel Protocol automates consumer data compliance using smart contracts - unlocking the \$600B global data market.

Every Click You Make

Every action users take online leaves a digital paper trail. When cleaned of PII (personally identifiable information), this online consumer data is a valuable resource that can be analyzed, bought and sold.

A Consensus Driven Protocol For Data Compliance

Today's data marketplace operates on a deal-by-deal compliance process that can take up to a year - resulting in high costs and lost opportunities.

Barrel Protocol anonymizes users' data with an automated smart contract process - significantly reducing high costs, and creating a consensus driven standard for data silos - enabling companies to make the most out of their data.



Increase Revenue for Data Sellers

By reducing cost of GDPR compliance, shortening sales cycles, lowering cost of integration and opening new markets.



Reduce Costs for Data Buyers

Lowering the barrier for data acquisition, Shortening execution times thus allowing a greater number of deals to be made.



Reduced Workload For Developers

Provide consensus driven protocol for building Smart Data Contracts including, consistent structures, quality assurance and scoring.



Increased Transparency For Regulatory Bodies

Increasing transparency on user data transactions while allowing access to new data types thereby reducing costs associated with engaging data vendors.

Token Allocation



- 50% Fundraiser
- 20% Long-term Foundation Budget
- 15% Community Grants, Partnerships and Bounties
- 15% Team, Advisors, Early Investors

Use of Proceeds



- 40% Software Development
- 20% Barrel Reserve
- 12% Marketing and Business Development
- 10% Seeding Refineries and Smart Contract Development
- 8% Operational Expense
- 5% Legal Expenses
- 5% Misc and Unexpected

CORE TEAM



Jonathan Meiri

Founder and CEO

PayPal, eBay, B.Sc. Computer Science / Psychology, MBA INSEAD, IDF (MAMRAM)



Ido Berger

CTO and Head of Developer Community

PyData. B.Sc. Computer Science, MA Computational Linguistics



Seth Goldstein

VP Strategic Partnerships

Serial entrepreneur & angel investor, founder of Majestic Research



Odelya Ohayon

CMO

Samsung. Orange. Nokia MBA in Business and marketing



Nur Lan

HEAD OF DATA SCIENCE

Former R&D at Check Point, B.S & M.S Computer Science TAU

INVESTORS



Igor Ryabenkiy

Altair VC Partner



Dave Baggett

Founder ITA Software
Early Bitcoin Miner



Matthew Chagan

Ripple Head of Corporate Development



Gigi Levi

NFX Partner

