



## Data Stocks Inc

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### Funding: Seeking Funding for Phase I

- Self: *Current* - \$6K
- Friends and Family: *Current* - \$27K
- Angels: *Phase I* - \$650K
- VC: *Phase II* - \$5M to 10M

### Use of Proceeds:

- Mobile Application Development & Iterations
- System Development & Iterations
- B2B Client Acquisitions
- Marketing, Partnerships, & Alliances
- Website v2.0
- IP Review and Filings

### Revenue Forecast (w/ Funding):

Year 1: \$ 5M  
Year 2: \$ 51M  
Year 3: \$ 279M

### Reach profitability:

Year 2

### Competitive Advantage:

Technology:

- Patent-Pending Data Rental System
- Constant Fresh Seamless Data
- "One Stop Data Shop"
- Ability to view "Competitors' Customers"
- Ability to view "Future Customers"
- "Name Your Price" Feature
- Live Market Pricing
- Business Intelligence (BI) SW Unifier

Business Model:

- % of Rental Transaction
- Advertising in Mobile App
- BI Rentals
- Alliances
- Additional Services

### Management / Advisor Team:

- Narendra Kumar, VP Mobile Development  
Experience: Developed over 100 Apps  
Education: MCA, MBA, BCA, ENG
- Alberto D. Perez, VP Strategy  
Experience: Over 3 Companies sold  
Education: MBA
- Jose Briones, VP Markets  
Experience: Over 45 products launched  
Education: Ph.D., MBA
- Jay Glasgow, Advisor  
Experience: Over 10 IT patents  
Education: BM

**Elevator Pitch:** We are data brokers. We get businesses the data they want for the money individuals want.

**Problem:** AT&T stated that "Data is the new oil" and the best "data oil" comes directly from the individuals that produce it. But, there are several problems. One, personal data is highly guarded. Thus, data extractions without consent can create serious legal and ethical problems for any business. Two, traditional methods cannot show a clear and constant 360° picture of any market due to data fragmentation, survey bias, low 'opt-in' rates, data silos, and the hassle of collecting data from unsynchronized sources. Three, consumer data has a 90 day half-life cycle. This means that all data oil will go stale and those businesses that hoard stale data will experience increases in infrastructure costs and diminishing returns on insights. Four, the majority of individuals have a negative perception of data extractions. They fear that their privacy and personal data are or will be been mishandled, stolen, and/or used against them. That is because there is no forum to safely negotiate these data oil transaction and profit from their data. We offer a solution for all.

**Solution:** Data Stocks is the system that unites individuals and businesses to exchange behavioral data for money in a legal and ethical rental format from any source. Data from Visa, Facebook, Text Messages, Netflix, Chrome, Amazon, Safari, and many others. Our goal is to broker and turn the apps and accounts of every individual into a "data feed" to directly supply any "Data Deal" that a business precisely wants to rent, analyze, and act upon; while compensating the individuals with the money they asked for. "Data Deals" open the unique ability for a business to monitor in-real-time any of its customers, competitor's customers, and/or potential customers in a global scale.

**Market Validation:** Product Managers, Marketing Managers, Big Data Experts, and Research Executives have provided positive feedback. One Research Executive had a \$5B to \$10B market opportunity of 20M individuals that his TV-Mount client could not penetrate. Surveys, focus groups, email campaigns, and other methods failed. This Research Executive requested a data deal contract, which consisted of a sample size of up to 100K individuals from that segment willing to share their behavioral data. They were open to pay between \$40 to \$120 per individual. The data deal's value ranged from \$250K to \$5M.

**Market Opportunity:** This underserved segment represents a Total Available Market of \$100B+. In addition, the Big Data Market is projected to grow exponentially from \$18B in 2013 to a projected \$122B in 2025. Competitors consist of Datacoup, ResearchNow, DataExchange, Costar, etc....

**Revenue Model:** Our ideal paying customers are enterprises that want to penetrate new markets, see their competitors' clients, and/or want to outsource their Big Data capabilities. Our main revenue source, out of 5 strategies, is brokering data deals on a cost-plus commission of 25%. Then, app advertising.

**Why invest in Company:** We are the pioneers of "data oil" brokering. This is a new market that will be wildly profitable and fun. A highly conservative 5-year forecast for a \$10.65M investment has an ROI of 487% with a NPV \$63M.