



HUDI

The #1 DeFi Data Ecosystem
empowering People and Organizations
to **Collect, Enrich and Trade**
their Data for a Profit in Crypto.

Litepaper v3.0 - December 2021

For more information please contact info@humandataincome.com or visit humandataincome.com



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Summary

The Data market is one of the fastest growing and has reached staggering figures: **more than 1 trillion dollars a year.**

In fact, users' data has given life to the entire ecosystem of data-brokerage: a sector made up of companies that collect user data, sell or buy it, analyze it and use it for advertising and research purposes.

Despite that, the data industry has three big problems:

1. No Access for Data Owners and Small Data Providers

The access to data market is available only for large companies with millions of records - all the users and most of the companies are cut out.

2. No Transparency nor Control for Data Owners

People don't know and have no control on which of their data is sold and to whom

3. No Monetization for Data Owners and Providers

The owner doesn't receive any economic benefit from the sale of his data.

This is exactly why we need HUDI:

HUDI is the first Defi Data Ecosystem empowering Users and Organizations to Collect, Enrich and Trade their Data for a Profit in Crypto.

In HUDI:

1. Organizations of any size can be a Data Provider collecting, enriching, trading and monetizing their data
2. Users can finally access the data market as Data Owners:
 - a. Users can collect their own data from all the available sources and generate new ones enriching their profile with all sort of data
 - b. Users have full transparency and control over their own data used by all kind of organization in HUDI
 - c. As legitimate owners, users receive royalties from every data-related transaction

Ecosystem

HUDI Ecosystem is designed to empower all three stakeholders of the Data Industry: Data Owners (the users), Data Providers (Organizations with users' data) and Data Buyers (Organizations who want to buy First and Second Party Data for Research and Advertising purposes).

HUDI Ecosystem is:

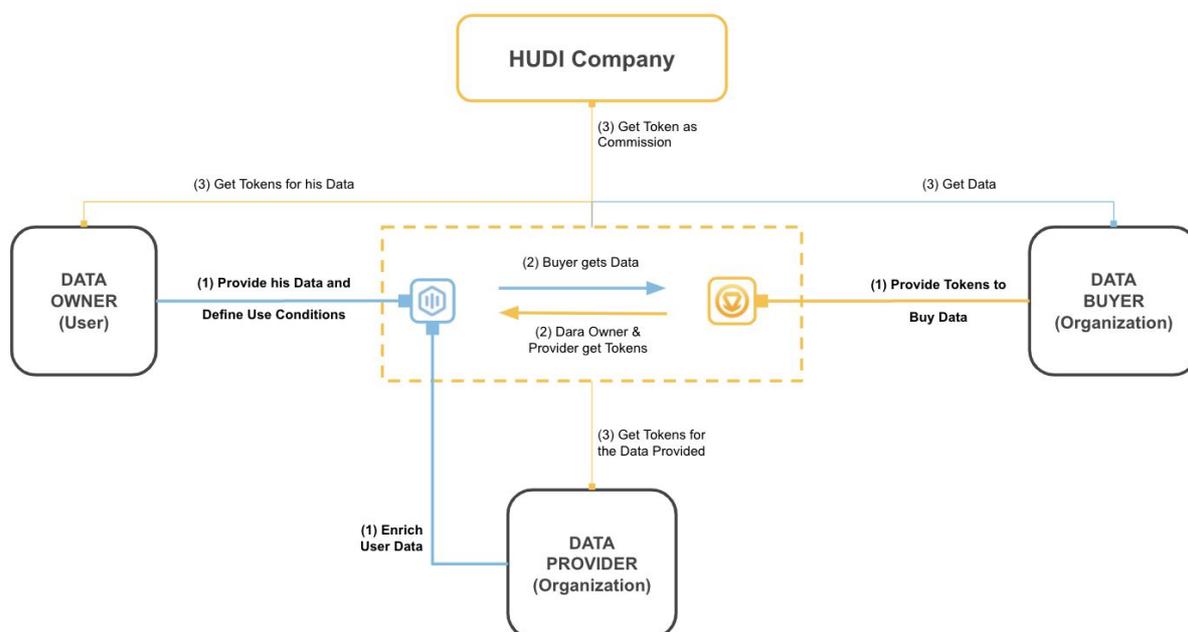
1. **OPEN** to Users and Organizations as Data Owners & Providers
2. **TRANSPARENT and CONTROLLABLE** by Data Owners and Data Providers
3. **PAYS ROYALTIES** to Users as Data Owners and to Organizations as Data Providers

HUDI's ecosystem is designed to overcome the 3 main problems that plague the Data industry:

The Ethic Problem is overcome thanks to the **involvement of the users - the people - as data owners**, rightful central stakeholders of the ecosystem, which has full transparency, control and monetization over their data.

The Silo Problem is overcome thanks to the **involvement of all degrees of data providers: the users - as data owner and first party providers, the businesses as second and third party providers**. Furthermore the central role of the users incentivize them to connect all the data sources they can such as Social Networks, Applications and Platforms, overcoming the inevitable silo problem that the competition between data giants creates.

The Quality Problem is overcome thanks to the **incentives that users and organizations receive from updating and enriching their data**.



Products

HUDI Platform is the core application of the Ecosystem allowing both People and Organizations to is composed by 2 Web Applications, one for Users (as Data Owners) and one for Businesses (as Data Providers and Buyers):

1. HUDI App (for Users)

A web platform (cloud based) designed for Users to empower them in Collecting, Manage and Monetize their data in a transparent and secure platform.

Specifically:

- Collect his data from external Data Sources (Google, Facebook, Coinbase, etc).
- Decide how his Data will be Monetized
- Get Paid with Active Data Monetization opportunities such as Market Researches, Surveys and Rewarded Ads.
- Receive tailored Offers and Gifts, based on his profile, interests and behaviour. Monetize his Data to Identified Organizations, while being in full control and having transparency over the use of it.
- Access to DeFi products such as Staking and Liquidity Mining.

2. HUDI Data Exchange (for Businesses)

A web platform (cloud based) designed to give access to all sizes of Organizations to collect, monetize and enrich their data. Specifically:

- Collect their Data from multiple sources and Monetize them
- Enrich their current customer base with new data
- Launch Surveys and Market Researches on highly profiled and consenting users
- Acquire new highly profiled Audiences, Leads, Users and Customers

The applications allows both users, as data owners, and organizations as data providers/buyers - to cooperate and monetize their data in a fully open, transparent and manageable ecosystem powered by the HUDI Token.

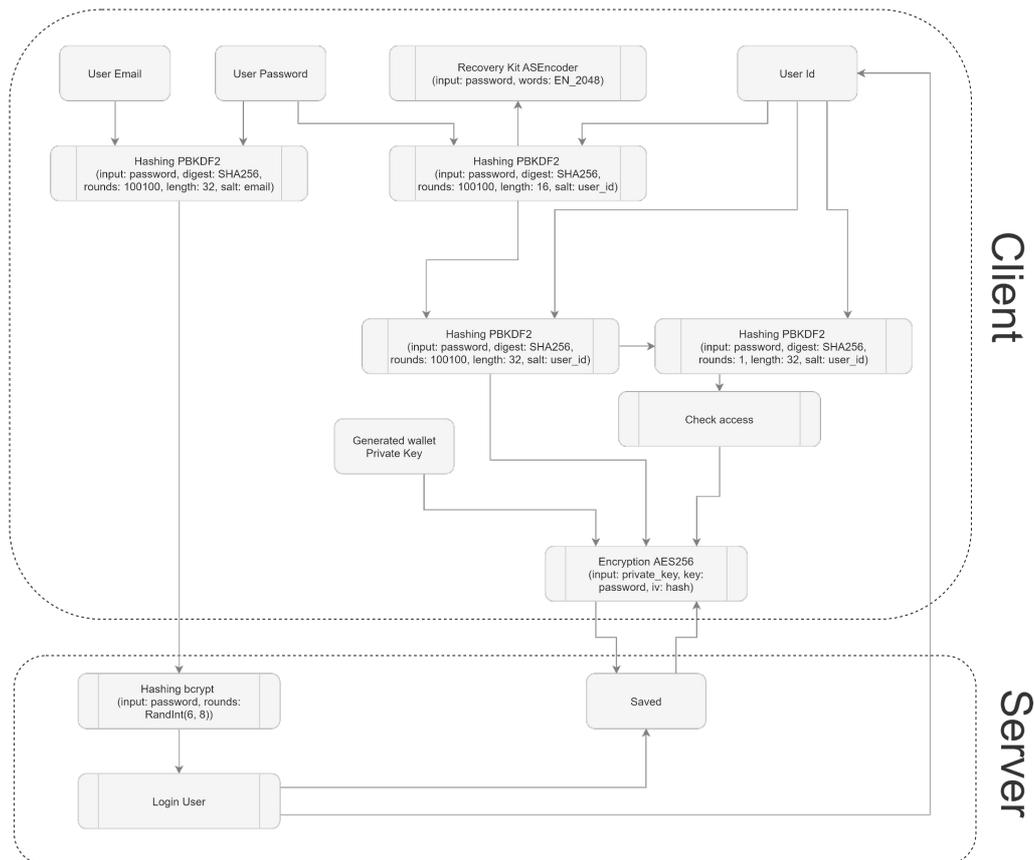
Security

HUDI employs local-only encryption, also known as “host-proof hosting”. This type of solution is designed to allow only a HUDI user to decrypt and access their data. We call this “Local-Only Encryption”, which means that all sensitive vault data is encrypted and decrypted exclusively on the user’s local device, rather than after the data syncs to HUDI servers.

Only once data is encrypted with the user’s unique encryption key is the data synced to HUDI for secure storage. Sensitive data is transmitted to HUDI as a base64 encoded blob of encrypted data, and it never touches HUDI servers in a way that can be visible to HUDI. HUDI does not have access to nor does it store the master password, which prevents HUDI from having the ability to decrypt a user’s sensitive vault data.

HUDI uses encryption and hashing algorithms of the highest standard to protect user data. Local-only encryption and locally-created, one-way salted hashes provide HUDI users with the best of both worlds: Complete security, with online accessibility, and syncing through the cloud.

HUDI encrypts user data with the trusted algorithm Advanced Encryption Standard (AES) in Cipher Block Chaining (CBC) mode with a 256-bit key generated from each user’s master password. The AES 256-bit algorithm is widely-accepted as impenetrable and is the same military-grade encryption used by banks and the US military to secure Top Secret data. We believe that our best line of defense is simply not having access to unencrypted sensitive vault data.



The Token (HUDI)

HUDI Token (HUDI) is an BEP-20 utility token based on the Binance Smart Chain blockchain and will be as a means of exchanging the data, to power the ecosystem through all its elements.

Users receive tokens in exchange for their data and attention and can use them for purchase products and services or exchanging them back for other tokens or fiat currencies.

Binance Smart Chain (BSC), launched in September 2020, can best be described as a blockchain that works in parallel with Binance Chain. Unlike Binance Chain, BSC offers smart contract features and EVM (Ethereum Virtual Machine) support. The design goal here was to keep Binance Chain's broadband intact while smart contracts were introduced into its ecosystem. Since the BSC is compliant with EVM, it has been released supporting the world of DApps and tools from Ethereum. The two blockchains essentially work side by side.

On average, a transaction on the BSC costs (March 2021) between \$0.10 and \$0.20, and can scale to handle thousands and thousands of transactions per second; it is also possible to transfer ERC-20 tokens (the Ethereum standard) to BSC in a very simple way.

The BSC underlying currency is BNB and it is possible to find it in three different forms: BNB BEP-2 on Binance Chain; BNB BEP-20 on Binance Smart Chain; BNB ERC-20 on the Ethereum network.

PancakeSwap, the DEX we will focus on, uses an automated market maker model (AMM). This means that although you can trade digital assets on the platform, there is no order book where you are matched with someone else. Instead, you trade within a liquidity pool.

The token contract address is **0x83d8Ea5A4650B68Cd2b57846783d86DF940F7458**. **(DO NOT SEND FUNDS TO THIS ADDRESS)** Make sure not to buy any fake tokens, always keep an eye out on our official social media channels.

Tokenomics	
Name	HUDI
Symbol	HUDI
Supply	69.420.000,80085
Emission	NO NEW TOKENS WILL EVER BE CREATED



TOKEN GOVERNANCE

HUDI aims to power the whole ecosystem through a **DAO controlled directly by HUDI's stakeholders**: this is a medium term goal in order to allow the project focus on the core aspects of the business (data & defi).

Meanwhile, to address potential centralization risks, HUDI's contract (0x83d8Ea5A4650B68Cd2b57846783d86DF940F745) DEFAULT_ADMIN_ROLE, MINTER_ROLE, PAUSER_ROLE roles are assigned exclusively to a Timelock contract behind a multi-signature safe: the chain to propose and execute these methods is Gnosis Safe -> Timelock -> HUDI.

Gnosis Safe (0x30C51C16be15f228dbACa7C9eefCE2a2F2356C66) with the following 5 proposers (of which 3 are majority):

- 0xdf4F05D2FE6D7E671bB087FB760c6460e82152b2 (controlled by Francesco Maria Ballarani)
- 0x6c4c32cbA3046E0246E14e93828506e44A99435A (controlled by Andrea Silvi)
- 0xC62dA248de4a291e593E5e21a923B313f0b6e160 (controlled by Gianluigi Ballarani)
- 0xB48e72897291889313A617E95873B4f06b6D6C1c (controlled by Luca Cotta)
- 0xC2cc4ab55c366275F28761f71ca7C31B0b5b8914 (controlled by Giorgio Rigato)

Timelock (0xBcbEbbeE0013f9fb2cb49c4080BE335Ea6C9fFB7F) with 48h delay with Gnosis Safe as proposer and everyone as executor.

Everything configured to work directly from OpenZeppelin Defender.

TOKEN DISTRIBUTION

The HUDI tokens will have the following distribution structure:

Seed 6.9M (10%) tokens are allocated for the private sale, with a 3-month lockup period starting from the IDO event. Afterwards, a linear vesting schedule is applied, unlocking the 5% each month.

Pre-Sale 3.47M (5%) tokens are allocated for the pre-sale event, with a 3-month lockup period starting from the IDO event. Afterwards, a 10-MONTHS linear vesting schedule is applied, unlocking the 10% each month.

IDO 6.9M (10%) tokens are allocated for the IDO pools & future opening of new liquidity pools.

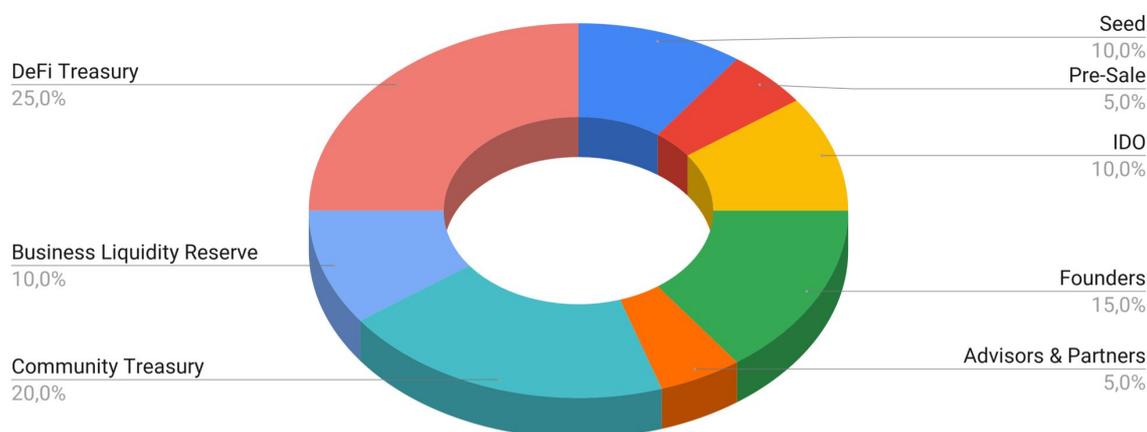
Founding Team 10.41M (15%) tokens are allocated to the creators of HUDI, with a 2-year linear vesting period. Tokens are to be released at every end-of-year.

Advisors & Future Partnerships 3.47M (5%) tokens are allocated for Advisors and future partnerships, with a 3-month lockup period starting from the IDO event. Afterwards, a 10-20 months linear vesting schedule is applied, unlocking the 5-10% each month.

Community Treasury 13.885M (20%) tokens will be reserved and used for the international HUDI decentralized development, involving the community in business development, technology development, marketing activities.

Business Liquidity Reserve 6.9M (10%) tokens are allocated for being sold, at oracle price, directly to businesses with no crypto knowledge, in order to bring all the business pressure on the token economy.

DeFi Treasury 17.35M (25%) tokens are allocated for the development of defi tools for HUDI users. Specifically Rewards for Liquidity Providers, Mini-Liquidity Providers and for the Staking Program.



TOKEN SALE

Seed 6.9M HUDI Tokens are allocated for the seed, with a 3-month lockup period starting from the IDO event. Afterwards, a 20-months linear vesting schedule is applied, unlocking the 5% each month.

TIER	% on Supply	Tier Supply	Token Price
TIER 1	1%	694k HUDI	0.20 USD
TIER 2	2%	1.38M HUDI	0.25 USD
TIER 3	3%	2.08M HUDI	0.27 USD
TIER 4	4%	2.77M HUDI	0.29 USD

Pre-Sale 3.47M HUDI Tokens are allocated for the IDO Pre-Sale, available for the early community at the price of 0.30 USD. These tokens comes with a 3-month lock-up period starting from the IDO event, afterwards a 10-months linear vesting schedule is applied, unlocking the 10% each month. from IDO at the price of 0.30 USD.

Initial Dex Offering 6.9M HUDI Tokens are allocated for the IDO and will be available directly on the liquidity pools created on PancakeSwap. The IDO token price will be 0.37 USD.

DeFi

A good way to earn passive income: Staking offers a decent way for crypto enthusiasts to generate a passive income while holding coins. Also, with staking, you earn returns on your digital assets while supporting the coin's ecosystem.

It's easy to get started: Compared to mining, there are a lot less resources required to start out with staking. The simplest methods allow users to stake crypto by simply funding their wallets and locking up a part of their digital assets. As a bonus benefit of these methods, you don't need any technical skills to start staking crypto.

No to minimal startup costs: To start staking cryptocurrency, you don't need to purchase expensive hardware to maintain the network and earn a passive income. While the simplest methods only require a wallet and a specific amount of coins to get started.

We think that this token will become the main currency for all exchanges that involve personal data: the Human Data Income. So everyone should be the owner and responsible to use their value to grow or have an immediate profit.

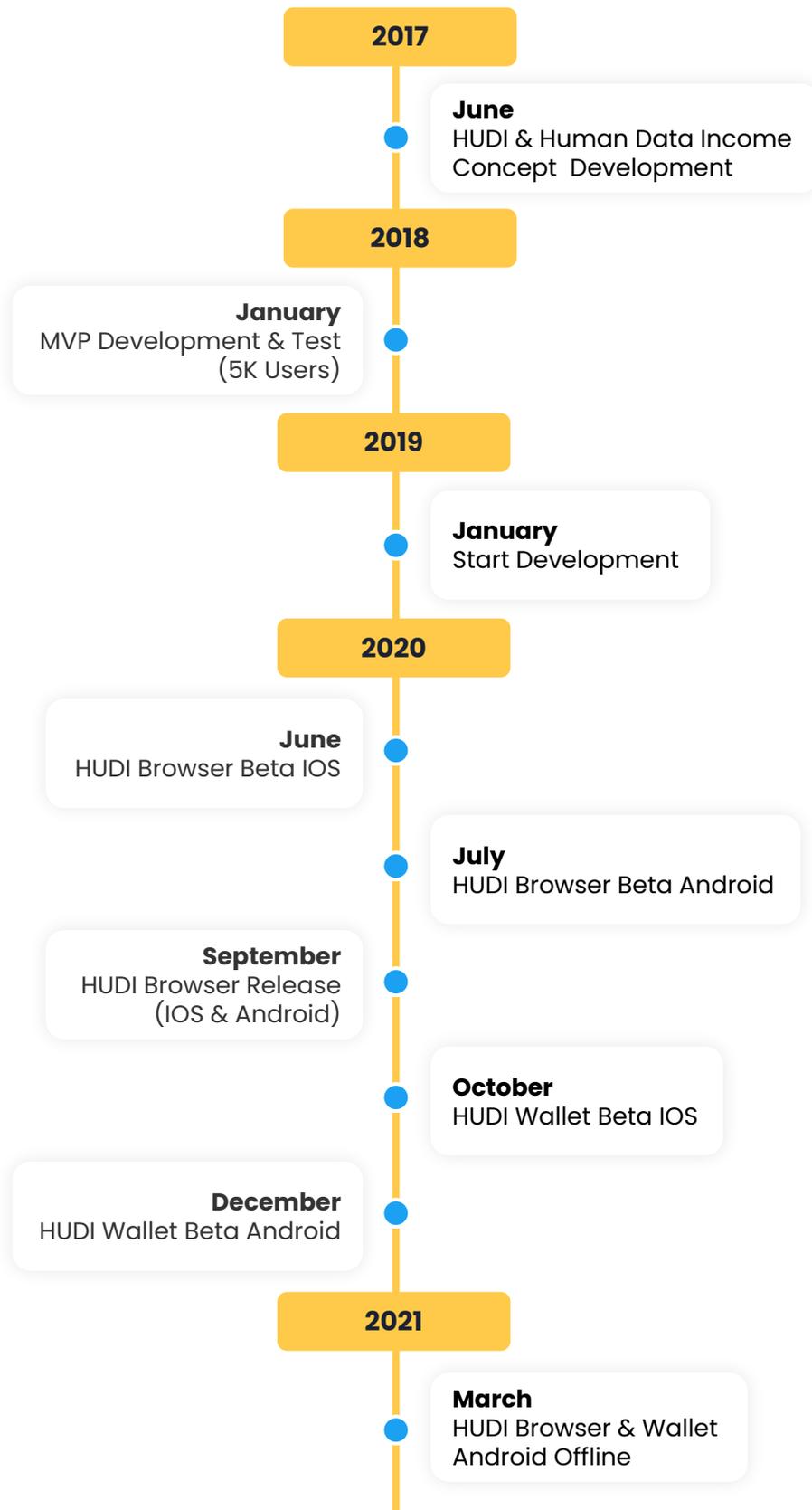
We offer pools where users can put their tokens, and they will return an interest rate. We developed these tools in order to optimize token usage and to keep retail in the expanding and growing ecosystem.

We programmed the release of 3 different kind of pools, with the objective to improve personal experience and grow the platform adoption. We will use that amount of liquidity for secure operations such redirecting it to external liquidity pools.

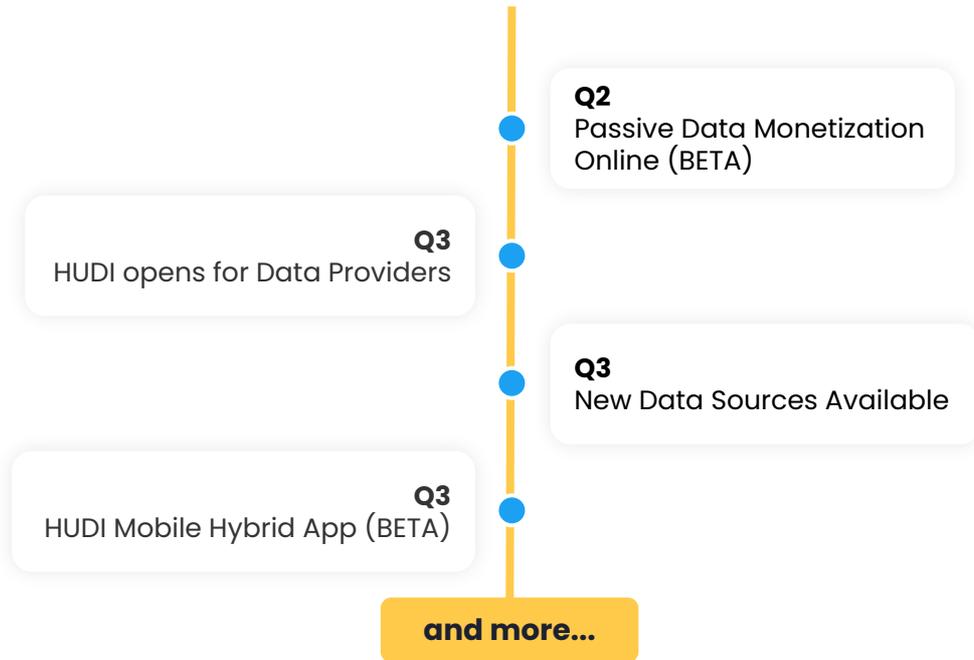
Incentivizing users to stake other crypto for a profit, in summary we offer to users these tools:

- **Staking Pool:** the user hold the specified amount of HUDI receiving then a reward HUDI. This product will be easily accessible also for beginner users.
- **Liquidity Pools:** the user gives a specified amount that we will redirect on external liquidity pools, accounting a 50% in HUDI and the remaining 50% in major tokens (USDT / BNB / ETH) depending on the current major exchanges value we proxy.
- **Mini Liquidity Pools:** the user puts 50% in a major token (USDT / BNB / ETH) and HUDI borrow the remaining 50% in HUDI, so it will be able to put it in a liquidity pool. Interests are paid in HUDI to the user and when the user exit he will get 50% in the original token and 50% in HUDI, so te pool will remain balanced.

Roadmap







Team



Francesco Maria Ballarani
CEO & Co-Founder



Gianluigi Ballarani
CMO & Co-Founder



Andrea Silvi
CTO & Co-Founder



Cosimo Orlacchio
Product Manager



Antonio Alfonso
Frontend Developer



Andrea Dentale
Backend Developer



Giovanni Ciriello
Frontend Developer



Francesco D'Angelo
Frontend Developer



Riccardo Berghi
UI/UX Designer



Alessandro Taddei
Backend Developer



Valeria Grazzini
Blockchain Developer



Giorgio Rigato
Process Engineer

Advisors



Luca Cotta
IDO Driver



Stefano Capaccioli
Tax Advisor



Marco Tullio Giordano
Legal Tech Advisor



Matteo Flora
Strategic Advisor



Giuseppe Vaciago
Privacy Advisor