



VECTORIA

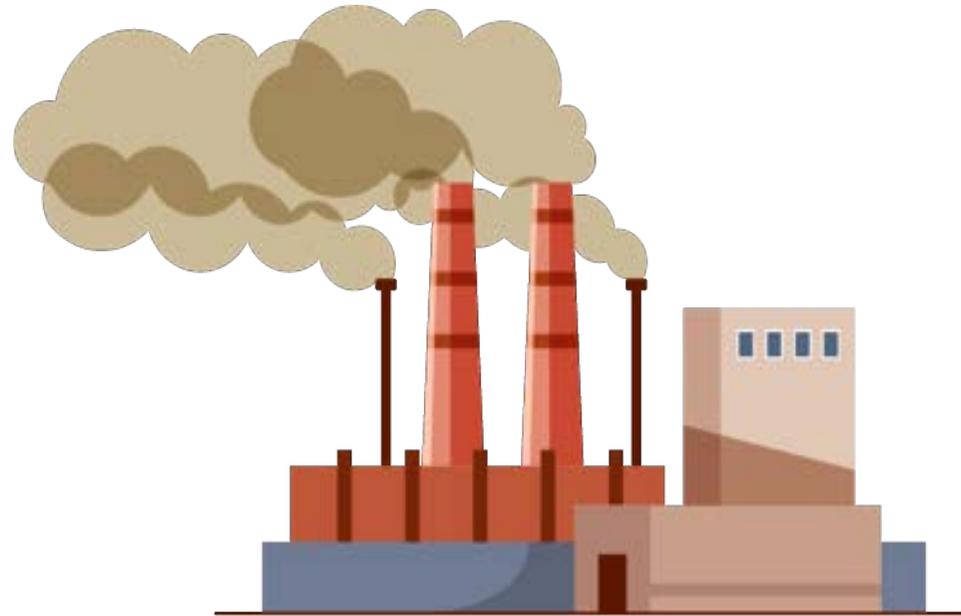
POWER TO PEOPLE

“An incentives design that accelerates transition to a sustainable economic activity.”

PROBLEM

Economic activity is not sustainable in its present form.

Many of the actual means and modes of production are **negatively affecting Environment, Human Rights, Gender Equality or a Fair Distribution of Wealth.**





Supply have gained such an immense **power over Market** that habilitates it to produce any product with any means necessary while respecting Law.

Data is the key ingredient. While corporations farm and manage large amonts of user information, citizens barely know basic product features via corporations' advertising. **This information asymmetry strongly influences actual market forces unbalance.**

SOLUTION

Vectoria gathers information over **means and modes of production** of any product present in any market and **their supply chains**.

We generate **Zero Party Data** sets by exposing and gathering **individual citizens' sustainability requisites (IRVs)** for any product in their markets.

Finally, **we match citizens and business** and apply **incentives to every sustainable products** in the market.





We are building a **Decentralized Zero Party Data (ZPD)** ecosystem where citizens and sustainable corporations can do circular business C2B2C.

- ✔ Citizens join Vectoria's ZPD platform and provide their sustainability requirements Data (IRV) as well as other ZPD compatible business might find valuable (shopping lists, market studies, etc) and gain economic incentives.
- ✔ **Business subscribe** to our **ZPD** platform to gain insights and access to potential users. They create fidelity, promotions or **cashback** programs personalized per individual user profile.

➔ INCENTIVES

- ✔ Vectoria is offering this data service to any online business under two conditions: **Incentives compatibility** and **Premium subscription**.
- ✔ Incomes from subscription are transformed into incentives allocated to user's IRV compliant products and **shared via API** with **ASEs**.
- ✔ **Sustainability is incentivized real time**. Ad networks, Search engines and Ecommerce (ASEs) could eventually enrich their offerings with incentives allocation tagging "*a la Prime*".



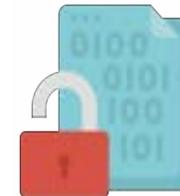
MARKET MOMENT

- ✓ Sustainability and **climate** action.
- ✓ **Privacy** is a top market trend.
- ✓ **SSI** and **Wallets** for user data self sovereignty.
- ✓ **Self-exclusion** solutions are hitting the market OS level
- ✓ Impact **Investment**.
- ✓ **Governors** tax capacity is only decreasing.
- ✓ **Data** included as another factor of production.
- ✓ **Crypto** is becoming mainstream.

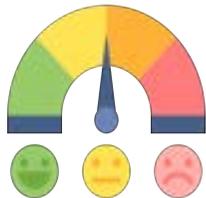
VECTORIA AT A GLANCE



Data: Community collects, processes and exposes anonymously their sustainability requirements data with community tools.



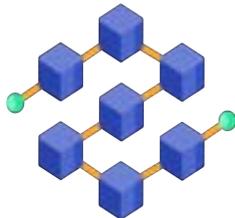
Token: it stores the value created by individual users plus the collective network value. Minted from contribution.



Rating: Community gathers Corporations and products data. It processes, rates and makes it available for user to set preferences.



DAO: Vectoria to exist as a Decentralized Autonomous Organization.



Decentralized and open: Blockchain platform backend allows community to be self governed and have no owners.

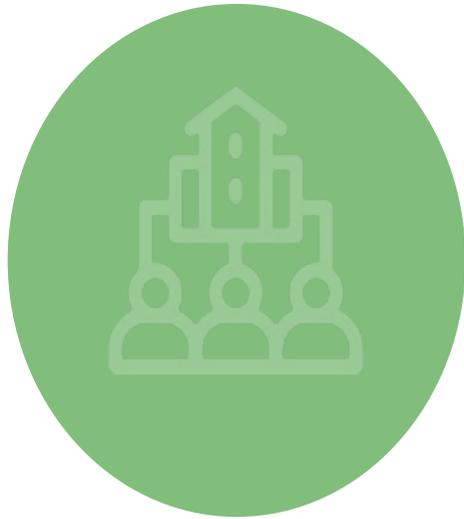


NFP (non for profit): value is shared among community and contributors.

Solution approaches

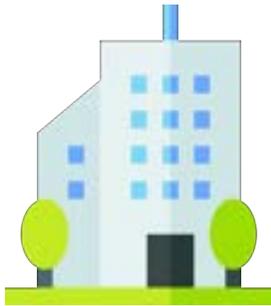


- ✔ **Business:** We produce Zero party Data indicating what companies any individual is willing to do business with for ASEs to filter.
- ✔ **Legal:** We leverage Self-Exclusion Lists existing legal frameworks, Existing Code of Conducts of horizontal Organizations and Legislative initiatives as the European Citizens Initiative to fill any legal gap so that any individual declaration is mandatory.
- ✔ **Technical:** in SSI (the EU estimates the 80% of Europeans will use it by 2030) there is a piece of infrastructure with EXACTLY this routing role: **Mediator**.

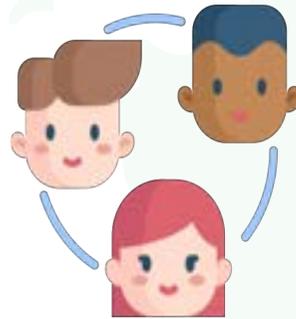


Business Unit

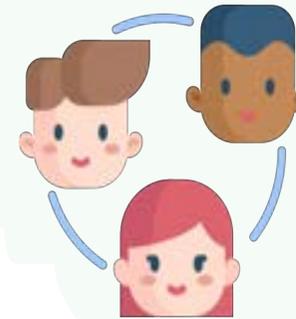
➔ EU TARGET MARKET



2 Million target
250 million EU
Companies



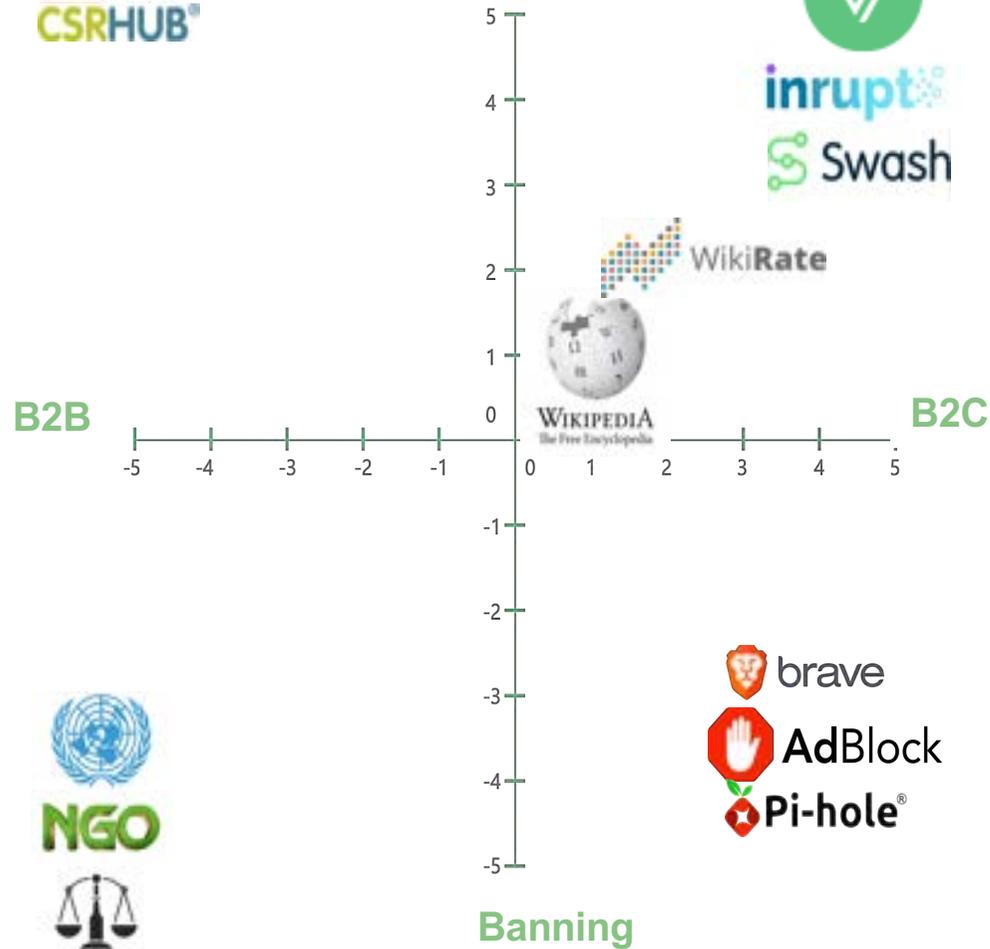
100 Millions target
400 million EU citizens



15% Target
EU Data Market Share
(EU DM Value 2020: 490
billions)

STANDARD
& POOR'S
CSRHUB®

incentives



COMPETITIVE LANDSCAPE

Our **value proposition** is the **incentives mechanism**.

Vectoria sees possible competitors as **allies**, organizations to join forces with.

Vectoria is an open and decentralized project with a dedicated budget to share with value providers.

CUSTOMER ACQUISITION

- ✔ SSI is becoming mandatory (eIDAS, CCPA etc)
- ✔ Play to earn incentives design.
- ✔ Ownership Economy, citizens individually provide effort and data to share collective value.
- ✔ Privacy and Data use concerned community.
- ✔ Contributors' agreements with developer communities and online organizations (wikipedia-like) to create and share value and viralize among those communities.
- ✔ Cooperation agreements with International Institutions pursuing SDGs.
- ✔ Network effect.

BUSINESS MODEL

- ✔ We build a Premium Zero Party Data Service.
- ✔ We gather sustainability data from every product in the market.
- ✔ We gather sustainability requisites from every user in the market.
- ✔ Sustainable business subscribe and allocate incentives to individual citizens.
- ✔ We provide sustainability IRVs information to online business so they can label their results "a la Prime".
- ✔ This is a premium Data service. Total incomes generated by Subscription are 100% allocated to incentives:
- ✔ The value of the business calculated by 2035 is 70 billions .This value is distributed amount tokens with a total Limited Supply of 70 billion PELA tokens. An smart contract controls Monetary Policy as per business plan.

TOKENOMICS



- ✔ **Token name:** PELA (Personal Exclusion List Access).
- ✔ **Token type:** Smart token, utility and store of value.
- ✔ **Fair launch:** fair access, no insiders, no private sale, no pre-minted allocation.
- ✔ **Bonds:** Vectoria Business Unit exchanges assets to cover operations FIAT costs.
- ✔ **Token Distribution:** continuous minting following business plan.

- ✔ **Token Price:** 0.01 Eur/Pela
- ✔ **Max Supply:** 70 billions by 2035. Tokens supplied equals 1:1 euros in business 2035 VNA value.
- ✔ **100x by 2035:** Token revaluation rate as detailed in business plan.
- ✔ **Capital free:** No allocations to founders, no liquidity farming programs nor retribution to Capital. Ownership 100% decentralized from the start.

- ✔ **Token supply and Business plan details summary follows:**



BUSINESS PLAN (EU)



DATE	2022	2024	2027	2029	2031	2035
USERS	778	47.976	1.791.730	15.782.394	82.016.803	99.768.225
CLIENTS	82	1.098	68.746	771.147	1.884.396	1.999.081
INCOMES EUR ACUM	159	85.476	26.105.680	712.359.055	12.018.941.024	58.254.915.012
TOTAL CIRCULATING SUPPLY	586.231.875	2.902.358.683	7.250.481.622	13.885.162.213	36.861.150.543	69.360.226.455
EXCHANGE RATE EUR/PELA	0,01	0,02	0,06	0,12	0,24	1,00
Initial Supply	75.700.000					
VNA 2035	69.360.226.455					

ROADMAP



Founding team
Sales: 0 euros
Subscribers: 0 firms



50,000 citizens
Sales: 80,000 euros
Subscribers: 1,000



1 million citizens
Sales: 21.1M €
Subscribers: 70,000



2021: Project design

*The project is designed.
Documentation is created. Initial team is built. Token is ready to launch. Website is available for early users to sign-in. MVP.*



2023: Blockchain Designed

Full Beta tested. 10.000 Users. Data processing systems available. User analytic data feeds. Third party integrations. ESG data imported and test filters created. Migration to Blockchain starts.



2027: Break even

Token minting pace equals 1:1 euros in fees. DAO takes control over community. Law request formally presented to Legislators.

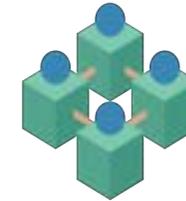
ROADMAP



15 MM users
Sales: 565MM
Subscribers: 770,000



82 MM users
Sales: 8 Billions
Subscribers: 1,8 millions



100 MM users
Sales: 12 Billions
Subscribers: 2 MM



2029: DAO

DAO assumes full Vectoria's control.



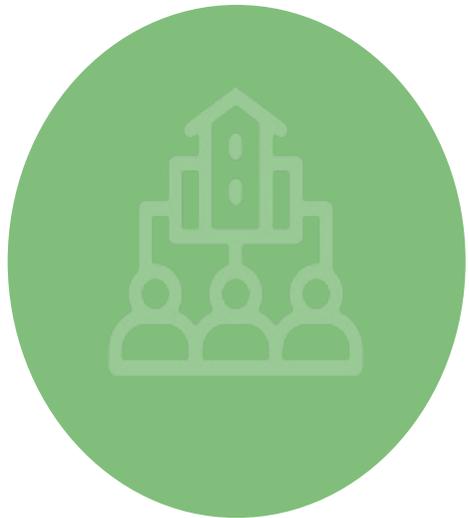
2031: Law enforcement

Law enforcement is reached and it is now mandatory for ASEs to comply with citizens' Opt-out lists.



2035: Next project

Mission accomplished. Quantity of minted tokens equals the number of euros in fees in the 2021-2035 period. Next mission, designed entirely and independently by DAO, starts.



Governance

➔ GOVERNANCE STAGES

Governance will rely on community as a DAO. Those providing Data and contributing will hold voting rights. Main stages:

- ✔ Founding team + Advisors.
- ✔ Growth CEO + Board of Advisors (BA) (Founders stay as BA Members).
- ✔ DAO selects BA. BA selects CEO.





FOUNDING TEAM

Founders



JULIO IZUIERDO

Serial entrepreneur. 20 years
experience. 7 tech startups
founded.



GONZALO Fdez. DE CÓRDOBA

PhD Macroeconomics
Blockchain Crypto-economics
expert.



BENEDETTO MOLINARI

PhD in Economics, Universitat
Pompeu Fabra
Assistant Professor



FOUNDING TEAM



GUILLERMO PEIRÓ

Interactive and UX Development
manager



NURIA

Data extracting and analysis



MIHAI

Full stack developer 20 years
experience.



VECTORIA
POWER TO PEOPLE



 **CONTACT**



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