



**VETRI** – value your data

www.vetri.global



## Building the future of a fair data economy

Based in the heart of Zurich, the mission of the VETRI Foundation is to build an ecosystem around our vision for the future of a data economy that benefits everyone and not just a few.



### Fair data

From its outset, our digital world has been deprived of the very values and socio-economic framework in the real world, which physical societies now unequivocally depend upon to function harmoniously. Essential values such as trust, fairness, accountability and fundamental human rights protection have all been eroded. Only paradigm shifting technologies and innovations will be able to challenge the current system and VETRI's new data deal intends to be a key contender, consisting of the following pillars:

- Full data ownership (as a fundamental legal right)
- Full control over its usage (from revocation to monetization)
- Adoption of regulatory frameworks and enforcement mechanisms (for the above two principles).



### Powered by blockchain technology

The decentralized approach of VETRI is enabled by state-of-the-art technology. Most prominently, by the blockchain technology, which solves fundamental problems of the digital space. Digital assets have always contained the flaw that once a party has ownership, it can be shared/spent multiple times. This was also inherent to all digital currencies that came before blockchain and is still very relevant today for all data that holds value. There must now be established a new and fair data deal where value is captured by its rightful owners - instead of being syphoned off by unidentified third parties.

**Contact:** Monique Jeanne Morrow – VETRI Foundation President, M +41 79 334 57 23, [morrow@vetri.global](mailto:morrow@vetri.global)



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## Social empowerment

For the undocumented, blockchain technology can provide powerful solutions. Even more so when it is associated with the implementation of judicious laws, within a pragmatic legal framework. VETRI, with its unique, high-assurance, consent based digitally verifiable identification, provides the approximately 1 bn people with unrecognized ID a trusted proof of identity, preventing them from exclusion on a political, economic, and social level. True to the principles of decentralization and data self-sovereignty, individuals will be able to create their own reliable identities over time.



## The VETRI unit of value

VETRI will take its own steps towards decentralization by open sourcing core applications of its code. On top of that, VETRI will foster an entire ecosystem of use cases and potential products – all powered by one unit of value, the VLD token. Under these settings and conditions, with no intermediaries but governed by principles of trust and fairness, the exchange of personal data will create value for everyone involved. VETRI and the data self-sovereignty principles on which it is designed thereby open up a myriad of possible new interactions and data exchanges between individuals and data consumers.

## Outlook

**During the Foundation's first years, operations are going to be dedicated to delivering the minimal products and features of the VETRI product suite that are necessary to prove the viability and economic value of our disruptive and compelling proposition. Beyond this stage, VETRI will focus on maintaining and consolidating its infrastructure and ensure scalability. VETRI will work to define the practical implications of its core values and objectives to providing stakeholders utility and transparency, all the while adhering to its cardinal rule of never remunerating itself from the value exchange between data owners and consumers.**