



## What is iTrue?

iTrue is a Blockchain based solution focused on giving users control of their own data back from big technology firms. On the front end, we secure access to the system with facial recognition software which means your face (we called it “Face Pass”) is the key to your data. On the back end, all data is stored on a state-of-the-art Stone Storage solution which is a combination of blockchain and distributed database technology.

## Why is it Important?

Users are concerned about how businesses are using their data – fintechs and online services may be collecting, using, and selling personal data for their own profit.

## The iTrue Token Economy

Participants can benefit from the Token Economy through two main sharing models:

### 01. Marketplace for Data

#### Contractors

Entities that collect and process data (such as mobile service providers, banks, insurance companies, e-commerce, event and service companies) earn tokens from inserting data into the platform;

They can also exchange with new data inserted by other entities.

#### Clients

Businesses that require data for their operations (such as advertisers) can simply acquire the data they need with tokens, which are shared with the Users or Contractors that provide such data.

#### Users

Individuals can actively share their data with Contractors and Clients, in order to earn token rewards. Users are informed about each request for their data, which needs their approval.

## iTrue Increases Security & Privacy Control

iTrue gives users complete control over their confidential personal data and helps businesses comply with privacy regulations such as the European GDPR. Our solution is designed for high speed and capacity – overcoming the limitations of current blockchain tech through a combination of blockchain and database. This results in a robust and scalable infrastructure wherein user records are secure and safe from data theft or misappropriation.



## 02. Marketplace for Decentralized Apps

### Developers

Third-party developers can build decentralized applications that take advantage of free\paid microservices and earn tokens when users and businesses either use these turnkey solutions or request for customized apps.

Third-party developers can build iTrue microservices that other devs can utilize in their own apps.

### Token Sale Terms

Total number of tokens ..... **8 billion**

Nominal value of token ..... **1 ITU = 0,003 USD**

Token type ..... **ERC-20**

### About iTrue Foundation

The iTrue Foundation is aimed at motivating and rewarding developers to come onboard the iTrue platform, thus helping in enhancing scalability in terms of expansion to new markets.

Headquarters ..... **Hong Kong**

Website ..... **itrue.io**

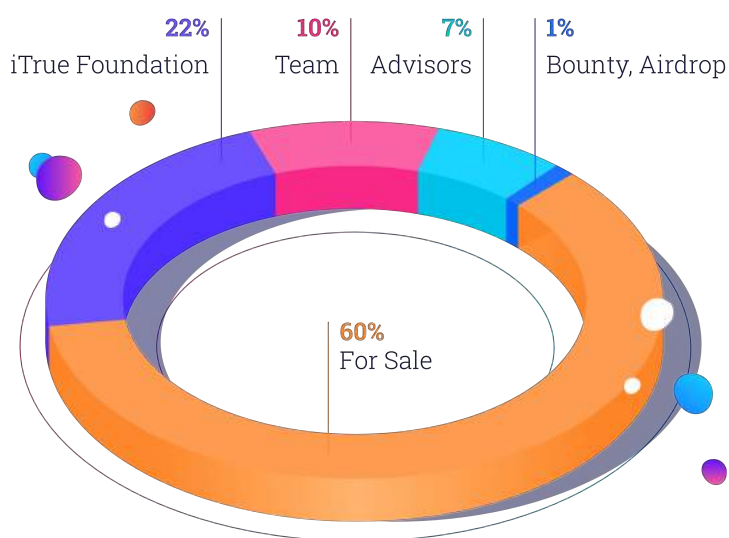
Email ..... **hello@itrue.io**

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### Goal

Disrupt the way decentralized apps are built, with increased focus on user privacy and fair data exchange without dependence on devices.



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