THE WORLD'S FIRST DECENTRALIZED DATA MARKETPLACE PROVIDING AI-DRIVEN SOLUTIONS TO RETAILERS, MANUFACTURERS, AND CONSUMERS

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CONTENTS

OSA DC introduction .......................................................... 3
What`s inside? .................................................................. 4
OSA DC vision roadmap ..................................................... 5-6
OSA Token roles .............................................................. 7-9
OSA DC team .................................................................. 10

Partners and early backers
INTRODUCTION

OSA DC is a decentralized, AI-driven blockchain platform that collects and analyzes data from retailers, manufacturers, consumers, and open data sources in real-time.

OSA DC ECOSYSTEM

- The platform provides consumers with transparent product information and online assistant services, while OSA DC’s AI-powered ecosystem will also give manufacturers and retailers the chance to effectively cooperate and optimize their business strategies.
- By using OSA DC, consumers will provide a wealth of data while being rewarded for these contributions in the platform’s native token.
- Smart contracts will keep data providers honest and consumer interests protected, as a unique set of KPIs, product ratings, and rewards are stored on blockchain for accuracy and reference. OSA DC also acts as a neutral intermediary that will monitor the success of these performance indicators.
- OSA DC’s AI prescription gives retailers and manufacturers direct access to consumer feedback, while consumers can use this AI to make conscious, informed purchasing decisions.

Who are we in XX years?

- **AlaaS**: The world's main digital assistant for **consumers** and participants in the supply chain of consumer goods.
- **OSA DC digital assistant** provides effective ways of meeting consumer needs (i.e. money, time, health)
- **OSA Token**: the world's main token to meet consumer needs and resolve business issues of supply chain participants.
Decentralized big data platform based on blockchain, managed by artificial intelligence and smart contracts.

The platform collects, cleans, enriches and analyzes large amounts of data from buyers, consumers, retailers, manufacturers and other external data sources (including open sources) in real-time.

The decentralized platform provides transparency and flexibility to consumers, allowing them to make smart and intelligent choices, based on reliable and easily accessible information.

**AI is becoming a digital assistant to consumers**

Manufacturers and retailers can interact more effectively, using the capabilities of the created confidential data ecosystem (enriched with AI and stored using blockchain technology), and optimize the decision-making process. This will significantly reduce losses caused by spoiled products throughout the supply chain.

Manufacturers and retailers get access to AI recommendations based on consumer data, feedback and behavior, including the ability to communicate directly with consumers. Some of the important data obtained has never been available to anyone in the world, including monitoring decision tree and the importance of product attributes for selection in the "moment of truth", real price elasticity, and product availability at the moment of choice. These will significantly enrich the range of recommendations for business decisions.
We are creating a new era of retail: **SMART CONSUMER IN RETAIL**

**Smart Consumers:** They make intelligent decisions according to recommendations of the electronic assistant, based on reliable and easily accessible goods and information (i.e. ingredients, ratings, origin, traceability, price). The product’s ratings are based on the product composition (ingredients) or peer-to-peer recommendations. The goods rating will become the main currency in grocery retail, when the manufacturer will be more interested in raising the goods rating than in lowering of ingredients quality.

**Consumer's Power:** We unite consumers into a single community, bringing them to the same level of influence on par with both the manufacturer and retailer. Now consumers will be able to indicate what they really want, when and how.

**Responsible Consumers:** Over time, the OSA DC -trained electronic assistant will be able to manage the amount of purchased products in order to reduce the domestic spoilage level. Up to 30% of purchased products on the planet become waste!

**Healthy Consumers:** Thanks to partnerships with AI in medicine, we combine data on healthcare with products of consumers' choice. This allows us to create AI that identifies previously unknown patterns, developing a diet for each person on the planet according to his/her individual characteristics, and providing preventive health protection. We will defeat obesity, diabetes and cancer!

**What do members of the OSA Token ecosystem receive?**

- **Efficiency and profit**
- **Business**
- **Significantly reduce product waste**
- **Consumer**
- **Environment**
- **Save money**
- **Save time**
- **Stay healthy**
### OSA DC Technologies

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### Stage A
Big data platform managed by AI in real-time and providing B2B services:

### Stage B
Integration of the object recognition by photo technology and videos, recognition of grocery product matrix, selected retailers model training. Integration of blockchain technology (Quorum) and smart contract functionality for B2B processes:

### Stage C
Platform upgrade and creation of decentralized solution. Further filling and enrichment of the master data catalogue:

### Stage D
Creation of AI electronic assistant for the consumer. B2C services creation:
OSA Token Roles

- Fuel
- Payment unit (token)
- Reward

Token role: fuel to enable OSA DC services

- Collect the data
- Clean and enrich the data
- Save the data
- Machine learning
- BI
- Alerts and control

Token role: payment unit (token)

Token as a payment unit in the ecosystem
Token enables billions of transactions in real-time
**Crypto-community involvement:**

Mining farms get an opportunity to act as master node with 100 million OSA Tokens

- Recording the hash into blockchain
- Computational and saving capacity

**Retail business involvement:**

- A partner has been chosen for accepting OSA Token in retail

  ![Payomat Logo](image)

  Point of Sale Direct integration with leading Point of Sale software providers, on-display invoices, printed QR code receipts, direct integration with billing and accounting systems

- The first OSA Token retail markets will be: Japan, Ukraine, Switzerland, Singapore.

**Token role: reward**

- The consumer becomes not only a consumer of the service, but a data provider who receives token rewards for each action in the ecosystem.
- The consumer is also rewarded for purchasing specific products directly from the manufacturer.
Consumers will use OSA Tokens to:

- Receive services within the ecosystem
- Access special offers, such as coupon services
- Access special offers, such as coupon services
- Purchase products in both offline and online stores

Scale plan and resources:

Contributions obtained from the purchase of equity from venture capital funds and angels will be directed to scaling services in the USA, China and Japan.

Resources distribution collected as part of token sale contribution:

- The master data product catalog: catalog enrichment and creation of a global product catalog
- Technologies: blockchain, smart contracts, machine learning, image recognition and mix reality
- IT infrastructure: further development of big data platform, parallel computing of decentralized processes, UI/UX and B2C solutions
- Business development: USA, China, Japan, Korea, Europe.
OSA DC TEAM

Advisors

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Business development Advisor

Kihoon Lee
Asia Business Development Advisor

Bruce Lee
Token Economy Advisor

Paolo Tasca
Blockchain and Digital Economy Advisor

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