





PHAROS

WHITEPAPER

PLATFORM AS A TOOL	3
The World's Repository	3
The Platform as a Tool	3
Let Pharos Understand Your Data For You	3
Understand Value Before Purchase	3
Decentralized Core	3
\$RO	3
Mint Stage	3
Release	3
Operation	3
Future Minting / Dilution	4
ROLE	4
NFTs	4
Founder NFT	4
VIP NFT	4
Future NFTs	4
Data Market	4
USE CASES	4
Structured Data	4
Unstructured Data	5
IoT	5
Blockchain	5
Workflow	5
Artificial Intelligence	5
Vendors	5
Public Data	5
\$RO	5
Smart Chain	5
Data Exchange	6
Supply and Demand	6
Affordability	6
Pricing	6
Appendix A: Token Vesting Schedule	7

PLATFORM AS A TOOL

The World's Repository

Pharos' mission is to become the World's Repository for all data where anyone can buy, sell, or enrich their information. Microtransactions are integral to the platform using a Pharos-created token, \$RO.

The Platform as a Tool

The Pharos Platform provides tremendous value to users even without the data market. Users can easily upload any data into their account. Once uploaded, the data is automatically processed by Pharos' Patented Technologies, and the data becomes portable in a unified data format.

Users can then reuse their own data internally. For example, data in spreadsheets can be leveraged for dashboards or reporting through the platform.

Let Pharos Understand Your Data For You

Insights from the data are available to users, meaning that without knowing what's in their own data, they can use Pharos to discover, navigate, understand, and put their data to work.

Understand Value Before Purchase

Unlike traditional data purchase models, the buyer will understand what they are buying, how it enriches their data, and the value of the purchase before the transaction happens.

Decentralized Core

\$RO

\$RO is an ERC20 contract token. \$RO is the token that powers the Pharos Platform. All processing, storage, enrichment, licensing, and utilization are exchanged in \$RO.

Mint Stage

10,000,000,000 (ten billion) \$RO will be minted initially. This amount was chosen to provide liquidity to the Pharos Market as data continues to grow exponentially.

Release

\$RO for early followers, subscribers, vendors, partners, advisors, and airdrops or similar events is part of the Marketing allocation. The amount of free token will vary based on participation and role. Please see Appendix A: Token Vesting Schedule.

Operation

As the use of the platform matures, additional \$RO may be released for liquidity of the marketplace.

Future Minting / Dilution

\$RO is a utility token that is neither created (mined) nor destroyed (burned). The total supply and circulating supply create the tokenization market dynamic to provide constant demand for the token.

ROLE

\$RO Licensing Enhanced is the foundation of the platform. ROLE is a sophisticated family of Smart Contracts that represent the inheritable license agreement for the transaction, the actual license, royalties, and metadata describing the data transacted.

Data providence, license terms, royalties, and duration are all features of the license contract. Since licenses can derive from a parent license and then add or modify the license chain, a data set can be licensed with a royalty, sublicensed with additional royalties, all with their own terms and conditions.

All licenses derive from a root Pharos License at the top of their chain which licenses the use of Pharos' underlying patents and other intellectual property.

Transactions between a buyer and seller use \$RO to automatically audit the license chain, pay royalties all the way up the chain, pay the seller, and mint a new ROLE smart transaction contract to the buyer.

NFTs

The ROLE smart contract family are NFTs. Additionally, classes of NFT will be minted and offered for sale to the public in order to activate different functionality or benefits from the platform.

Founder NFT

Limited to 100, this NFT provides exclusive benefits such as early access to the platform.

VIP NFT

Limited to 1000, this NFT is an opportunity to earn \$RO every month based on the number of VIP NFTs held.

Future NFTs

In the future, features such as Artificial Intelligence, Vendor, or Enterprise are likely to be authorized via a Main NFT, which can then sign a number of wallets to authorize usage. Additionally NFT classes might be created for CPU time, storage space, and other Pharos features.

Data Market

Data can be sold as-is, or enriched and sold as a new product, or sliced for microtransacting, all while being licensed per terms the seller sets.

USE CASES

Structured Data

Companies can upload and sell transactional data from their data silos into the Pharos Market. With sophisticated ingestion tools that allow auto depersonalization of data as appropriate, the Market vision is one

of “citizen vendors” where anyone and everyone can market and sell their data without guessing at the value. The platform finds value and customers for the data if it exists.

Unstructured Data

Typically people think of data when they think “unstructured” but this also includes data sets such as natural language (books, articles, blog posts, etc), photos, videos, source code, typefaces– the sky is the limit and Pharos can ingest all of it.

IoT

With an estimated market size of 3.6 Trillion USD by 2025, the value of IoT is starting to come into focus. With Pharos, the value of IoT explodes and drives the utility of the Pharos Platform into orbit.

Blockchain

Blockchain smart contract technology records the buyer wallet ID, seller wallet ID, and license UUID, thereby creating a robust receipt of the transaction for auditing, licensing, and accounting purposes.

Workflow

Pharos allows users to construct sophisticated event-driven workflows. As new data arrives to the platform, users can automatically buy, bundle, sell, and react based on rules they create.

Artificial Intelligence

Users can easily point-and-click AI with the Pharos platform to further extract value from their data.

Vendors

Trusted vendors to the platform will stake \$RO in addition to offering the highest quality data available. Trusted vendors are typically large scale enterprise data providers.

Public Data

Pharos curates a large public library of free data in addition to community-produced free or open source data.

\$RO

Smart Chain

\$RO, the token created for Pharos and used exclusively for all transactions, is based on a scalable proof-of-stake Smart Chain network, meaning it is efficient, fast, scalable, and low cost. Transactions settle in as little as a few seconds and are final.

Data Exchange

A \$RO token can be divided up to $1e+18$ meaning microtransactions are natively supported. Vendors or sellers can set per-record or per-subrecord granularity pricing for data. Examples include one database row; one column of a row across many rows; per-volume (book), per page, per paragraph pricing; any pricing model the seller wishes to create is supported.

Supply and Demand

\$RO demand is tied to the market transactions. As market transactions increase, the value of \$RO is likely to follow. Given that data and demand grow exponentially, the demand for \$RO should track this trend.

Affordability

Unlike other coins and tokens that rapidly price utility out of the market due to speculation, \$RO's price does not alter the utility of the token. The amount of \$RO used per transaction can fluctuate up or down by astronomical amounts without reducing the affordability of the data or platform. Pharos Market provides an "auto adjust" pricing for vendors and sellers that will modify the price up or down according to current rates once a price point is fixed. For example, if \$RO price increases by 10, pricing will "auto adjust" to 1/10th so the cost is steady and volatility is removed. If \$RO drops in price, the pricing will increase accordingly. Auto-adjust pricing is an optional feature.

Pricing

As the price for \$RO fluctuates, the exchange rate can be automatically adjusted by sellers so that the cost to the user and the value to sellers does not fluctuate.

Appendix A: Token Vesting Schedule

	Tokens	% Supply	Vesting (1st of every month)
Private Round	300,000,000	3.00%	3 month lock; ¼ after cliff with 1/12th vesting per month thereafter.
Marketing / Listing	100,000,000	1.00%	3 month lock; ¼ after cliff with 1/12th vesting per month thereafter.
Liquidity / Adoption Incentives	320,000,000	3.20%	10% on MINT, 1/10th vesting per month thereafter.
Team	120,000,000	1.20%	12 month lock with cliff; ¼ after cliff with 1/48th vesting per month thereafter.
Advisors	40,000,000	0.40%	12 month lock with cliff; ¼ after cliff with 1/48th vesting per month thereafter.
Development	105,000,000	1.05%	12 month lock with cliff; ¼ after cliff with 1/48th vesting per month thereafter.