



databroker dao

# Global market for local data

## The first marketplace to sell & buy sensor data

As a decentralised marketplace for IoT sensor data using blockchain technology, DataBroker DAO enables sensor owners to **turn generated data into revenue streams**. This will open up a **wealth of opportunities for various industries**. Data will be used and become **more effective**.

## The Challenge

### Unlocking the potential & monetization of IOT sensor data

Individuals, companies, researchers & governments are spending hundreds of billions each year on buying and maintaining IoT sensors.

The growth of the investment and applications in IoT is truly staggering, and yet, all data captured by these devices is locked up in silos and walled gardens.

**DataBroker DAO: a peer to peer marketplace for IOT sensor data.**

9 billion IoT sensors worldwide



Sensor readings are transmitted over mobile, LoRa, Sigfox... networks



and locked away forever in data silos and walled gardens



all 600 billion dollars worth, per year...

## Who is it for?

DataBroker DAO connects people with complementary needs.

The platform allows sensor owners to earn back their investments in hardware while enabling entrepreneurs and organizations to buy and aggregate data for their own purpose or resell the enriched data via DataBroker DAO.



**Sensor owners**



**Network operators**



**Sensor manufacturers**



**Smart city initiatives**



**Agricultural sector**



**Academics**

## Your benefits

- Monetize your data
- Recoup sensor costs
- Gain access to thousands of sensors
- Turn expenses into investments



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Visit our website [DataBrokerDAO.com](https://DataBrokerDAO.com) for more information about our solution, alliance and our team members.

Or contact us via [hello@databrokerdao.com](mailto:hello@databrokerdao.com).