Vision of the future of a data-driven society.

This proposal first explains the current state of affairs, and then continues with a proposal to the challenge of democratizing data by aligning incentives for businesses operating in different industries.

Currently there are 5 leading "data silos", namely data owned by Facebook, Amazon, Apple, Microsoft and Google, which capture the vast majority of all internet data to improve their platforms. Hence, only these platforms are able to collect and capitalize on this data, and therefore the value of the data will be captured solely by those institutions. This implies that these companies will be able to keep expanding their *power,* by i.e. i) maintaining their market share, ii) influence on the public and iii) influence on policymakers.

Social media platforms (SMPs) profile themselves as a 'utility' company/platform (i.e. Facebook's homepage says it's a Social Utility platform). However, these SMPs have the ability to earn large net profits with significantly lower costs than a more traditional utility company (i.e. a supplier of gas). Their profit margins are exceptionally high, while more traditional utility companies have large revenues but very low profit margins. Moreover, their clientele expands exponentially as customers using it will encourage their peers to use the platform as well.

These aforementioned silos will - in the long run – greaten inequality in society, as our communication (and therefore our preferences and thoughts: every marketers' dream) will go through the platforms of aforementioned SMPs. Democratizing this data seems impossible, as there will be no institution incentivized to collect this data as no one can capitalize on it any longer. However, we would like to propose an alternative view on how to approach this issue.

The root of this problem is that SMPs are profit-driven for the better of their platform by having property rights on the data. We propose that through distributed ledger technology (DLT) we could separate businesses from their capital, by having the DLT owning the proceeds. If profits made by a SMP are available to other companies (from different industries) in the network, the profits no longer will be spent solely on the interest of the SMP. Rather, the profits will be allocated to the most promising *equity allocation proposal* (hereinafter: project) of the network.

As all participants on the network share the proceeds, all participants are inclined to share data with the rest of the network as their interest are aligned. For example, if some project on the network does well (gains profit for the network) the rest of the network benefits from it, because they will have more money to allocate to new projects.

Essential in this type of network is the DLT, as no central party will be required to validate or manage the project proceeds, or in other words the value of the network. Rather, this is done by the DLT and the consensus of the participants on the state of the network.

The administration of the proceeds will still be done by individuals contributing to a project on the network, but the proceeds are accessible for all individuals participating in the network, in the sense that everyone can *opt for* acquiring the equity through a proposal on which to spend the equity next. As said, consensus eventually allocates the equity to the desired projects shared by the majority of the network.

Finally, rather than having a company paying wages to the employees, such a network could distribute value among its contributors by specifying what the compensation to contributors of the project is, within an equity allocation proposal to the network.

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