An introduction to the SAFE Network

A decentralised approach to the management of our data

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Our Data is Under Attack

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Privacy, what privacy?

- Snowden.
- Google generated $58billion from ad revenue in 2016.
- Facebook generated $22billion from ad revenue in 2015.
- We are not the customers - we are the product.
- Government legislation.

Our Data is Under Attack

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Our data is inherently insecure

- Between Jan 2013 and Jan 2016 3,600,000,000 records were stolen.
- Data breaches are expensive: $154 per record in lost business and higher customer acquisition costs.
- Total cost of global hacking in last 3 years: $554,000,000,000.
- Consumer confidence is shaken: 50% cite ‘becoming a victim of fraud’ as their biggest fear and 40% of users are concerned that online data is being used for fraudulent purposes.

Data Centres Are Expensive

Serving data from centralised points is expensive

- Google has spent $13,000,000,000 in the last 5 quarters maintaining its data centres.
- Costs include equipment purchase and maintenance, and construction of facilities.
- Small data centres are also pricy costing $600k - $1m to build and run for the first year.
- Data centres use 3% of the world's electricity.

Houston, We Have a Problem

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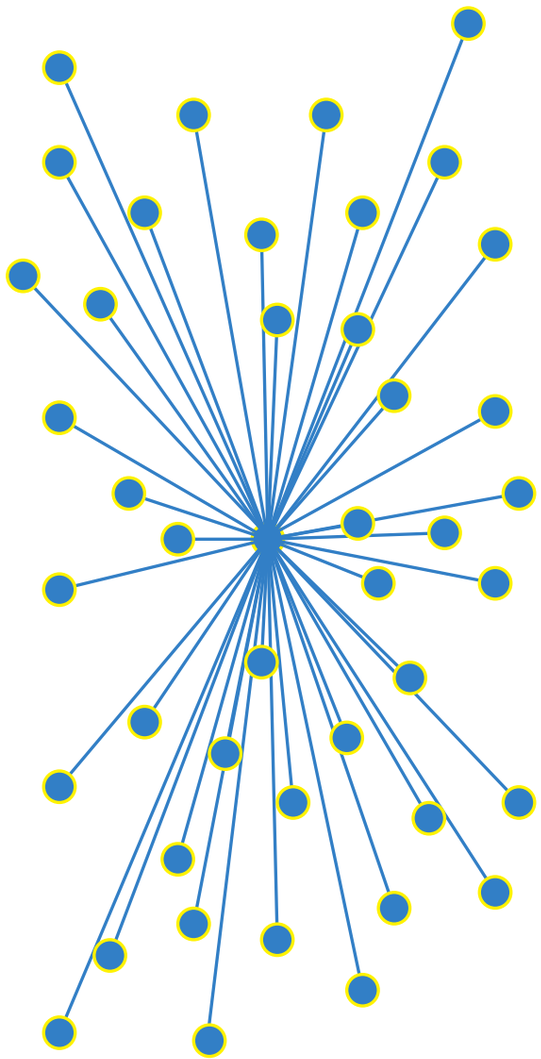
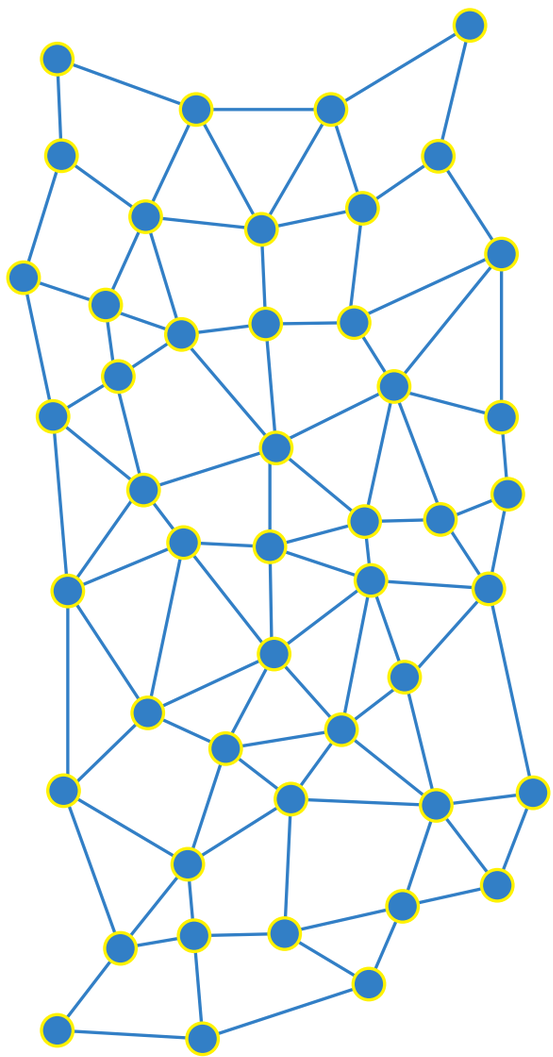
Centralised approaches to infrastructure cause/contribute to these problems!

- Centralised Internet services are vulnerable to attacks, and if we continue to put data on insecure networks these problems will continue.
- Scalability - serving data is already very expensive. Expected increase of connected devices (from around 6.4 billion this year to 20.7 billion by 2020) will compound the problem.
- Users don't control any of this data. It is owned and controlled by large corporations and governments.
- IoT devices are insecure.

Alternate Architecture



Existing Internet



SAFE Network - MaidSafe

The SAFE Network

Security focussed crowd-sourced infrastructure

- SAFE software will connect users forming a global network that links together their spare hard drive space, bandwidth, CPU and online time.
- Efficient use of under utilised resources.
- Infrastructure for all types of apps-currently storage, websites, e-mail and VOIP.
- Data is encrypted at rest and in transit and stored as encrypted chunks on the computers of other users.
- No blockchain
- Safecoin incentivises users to store data on behalf of other users.

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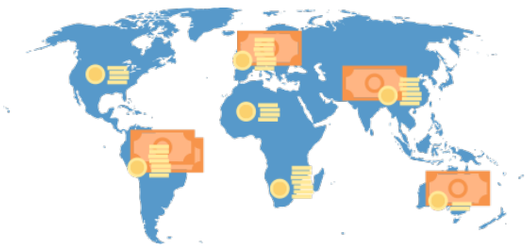
Provide state of the art privacy and security, and make it available to EVERYONE!

Incentivising a Crowd Sourced Internet

Safecoin is a cryptocurrency, it can be thought of as the oil in the engine of the SAFE Network, a built-in way of ensuring that all users of the network are compensated for the value they provide.

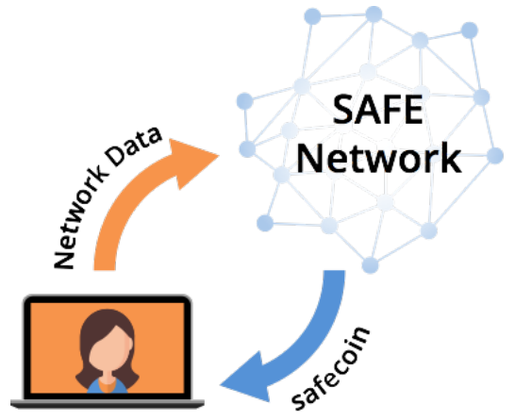


Global Distribution

Global distribution without human intervention - safecoins are distributed entirely by the algorithms within the SAFE Network.

Farming

An incentive for a crowd sourced Internet. Safecoins are given as an incentive to users for providing their resource to the network. This resource is comprised of storage space, CPU, bandwidth and online time that enable the encrypted chunks of network data to be stored and retrieved from their computer.



Safecoin for application developers

Application developers will be able code their safecoin wallet ID into their applications and based on how much that application is used, the network will automatically pay each developer in safecoin. 10% of all safecoins to be created will be set aside for app devs, they will share in this total

In time, holders of safecoin will be able to convert them into Bitcoin or cash via SAFE exchanges, or they can be used for other services on the network.

Summary

What does all this mean to me as a user?

- Control over your data.
- Secure and private communications
- Earn safecoin for your unused computing resource.

What does all this mean to me as an app developer?

- SAFE Network provides a platform for applications without infrastructure costs.
- The security of users is already managed by the network.
- Safecoin will provide an in-built revenue stream, paid by the network and based upon how much your app is used.