# EXECUTIVE SUMMARY

Jupiter Chain was founded with the mission to enable inclusive finance for the masses and to channel equal opportunities to the underserved.

"He who holds the information holds the power." In the current Internet market, many institutions seek to collect big data, to monetize it for their own benefits. As the general public is getting more concerned about data privacy, a decentralised model on data exchange is gaining popularity over centralised exchanges. Users get to maintain custody of their own data assets and be rewarded for their contributions directly.

However, there are still segments of many, whose data are still fragmented and undigitized due to inadequate infrastructure and systems. Thus, traditional financial service providers are creating solutions that suit the common denominator, leaving users with ill-fitting services. Those that do not fit in in the equation gets ostracized and becomes one of the 2 billion underserved segments globally.

Set to launch in 2019, Jupiter Chain will be one of the pioneers in creating a smart, consentable data exchange that provides valuable and tradeable data assets, with inclusive finance being our first use case. Using artificial intelligence and machine learning to churn out analytics from consentable data, the network is able to truly understand user's needs and requirements, tailoring services and solutions to address their pain points, eventually lowering financial costs, and improving their quality of life. Understanding data and creating a smart data exchange is just the beginning of unshackling the marginalized. Data will be democratized, empowering marginalized individuals to take full control over the use of their data.

Jupiter Chain allows interoperability across local community ecosystem chains (LCECs) so that financial services can flow freely from multiple sources. Our Jupiter Chain users are motivated to contribute their data, to keep improving their credentials and credit score, while growing the immensity of their 'credit atom'. Trusted service providers will be able to authenticate data contributed by users as validated by miners, allowing lenders to de-risk and provide cheaper financing eventually, which is close to impossible currently.

Jupiter Chain will be a global network that connects local economies, creating a world federation of data. This will give the marginalised a gateway into the first world services. Institutions will find it to their advantage to embrace this data movement, creating new products and services, tailored precisely to suit an individual's past, current, and even future potential. Beyond financial inclusion, Jupiter Chain is about socio-economic inclusion and enabling everyone to be part of this data economy.