

TenzShield

A Privacy Assistance Genius

DRAFT 2.3

“There is no opting out of the data-intensive world.”

1.0 PROBLEM

1.1 EXECUTIVE SUMMARY

“Social apps have long provided privacy settings to help you manage who can see your posts. Yet, time and again, we find ourselves surprised to learn that we’ve given away more than we intended – whether it’s a years-old tweet that lands us in hot water, a Facebook post we never intended our ex to see, or something even more serious.

There’s an insane amount of news every day about social networks screwing up and compromising user data. So, it’s advisable that you keep your privacy settings in check to avoid giving away any information unintentionally.

The Cambridge Analytica data privacy scandal brought new attention to the way that data given away years ago could come back to haunt us.

A service that stays on top of tech companies’ ever-changing privacy settings and manages them toward the most restrictive settings would be a welcome addition to the tech world.“

Blockchain technology brought to the world features that can enable the development of such service in the correct philosophy, technology and business terms.

This service is TenzShield, a mobile privacy assistance genius that uses a serverless architecture and Blockchain to manage user’s privacy settings and stored data on different social platforms to guarantee self-sovereignty and active digital freedom on an extremely friendly interface and to reward users that decide to actively share their information with companies to get fairly rewarded to do so.



1.2 OPPORTUNITY

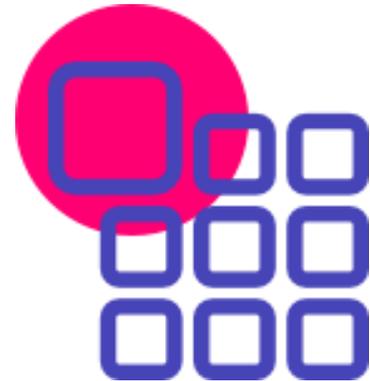
There is no opting out of the data-intensive world. Technology and sharing personal information is indispensable to participation in modern society. Internet access and use of new digital technologies is necessary for employment, education, access to benefits, and full participation in economic and civic life.

There is a growing wave of thought where Blockchain was extremely fruitful to empower users with technology and allow them to decide what kind of data they are willing to share with each platform. Yet, there is no solution that has successfully achieved the vision of deploying such tool.

The 2017 Cybercrime report reveals that damages from cybercrimes will reach **\$6 trillion dollars annually by 2021** and are expected to grow further exponentially in the coming decades.

US Government, unsurprisingly, spent over \$17 billion USD on cybersecurity in 2017.

Financial fraud and identity theft are also among the biggest dangers of a hyper-data world, and it occurs through various means and methods. The internet is replete with daily news of major online-based fraud: in August 2018, hackers executed over 13,000 transactions and looted \$13.5 million dollars from an Indian Bank through ATMs all across the world. As per a recent study, victims stated that most vulnerabilities (almost 47%) could have been prevented through patches or workarounds like TenzShield.



2.0 SOLUTION

2.1 GENERAL

A mobile privacy assistance genius that uses a serverless architecture and Blockchain to manage user's privacy settings and stored data on different social platforms and rewards users that decide to actively share their information with companies to get fairly rewarded to do so.

TenzShield will use the best of both Web2.0 and Web3.0 to guarantee maximum security and performance while delivering a premium user-experience to users. It's objective is to become a privacy portal that any illiterate user can use to simply manage their privacy status from their smartphone on all social platforms and to monetize their data on their own terms.



The question becomes how to achieve that without becoming a centralized platform and potentially a single point of failure for data breach?

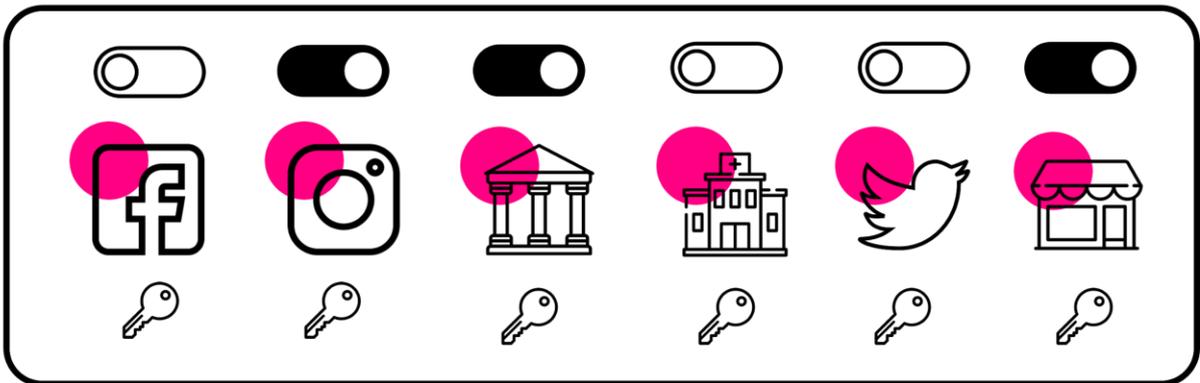
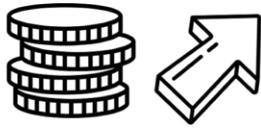
The answer is a serverless architecture that requires no login on TenzShield to start operating. So TenzShield have absolutely no data on it's users and all that it fundamentally does on the front-end is being the bridge between users social accounts and an interface to control privacy settings.

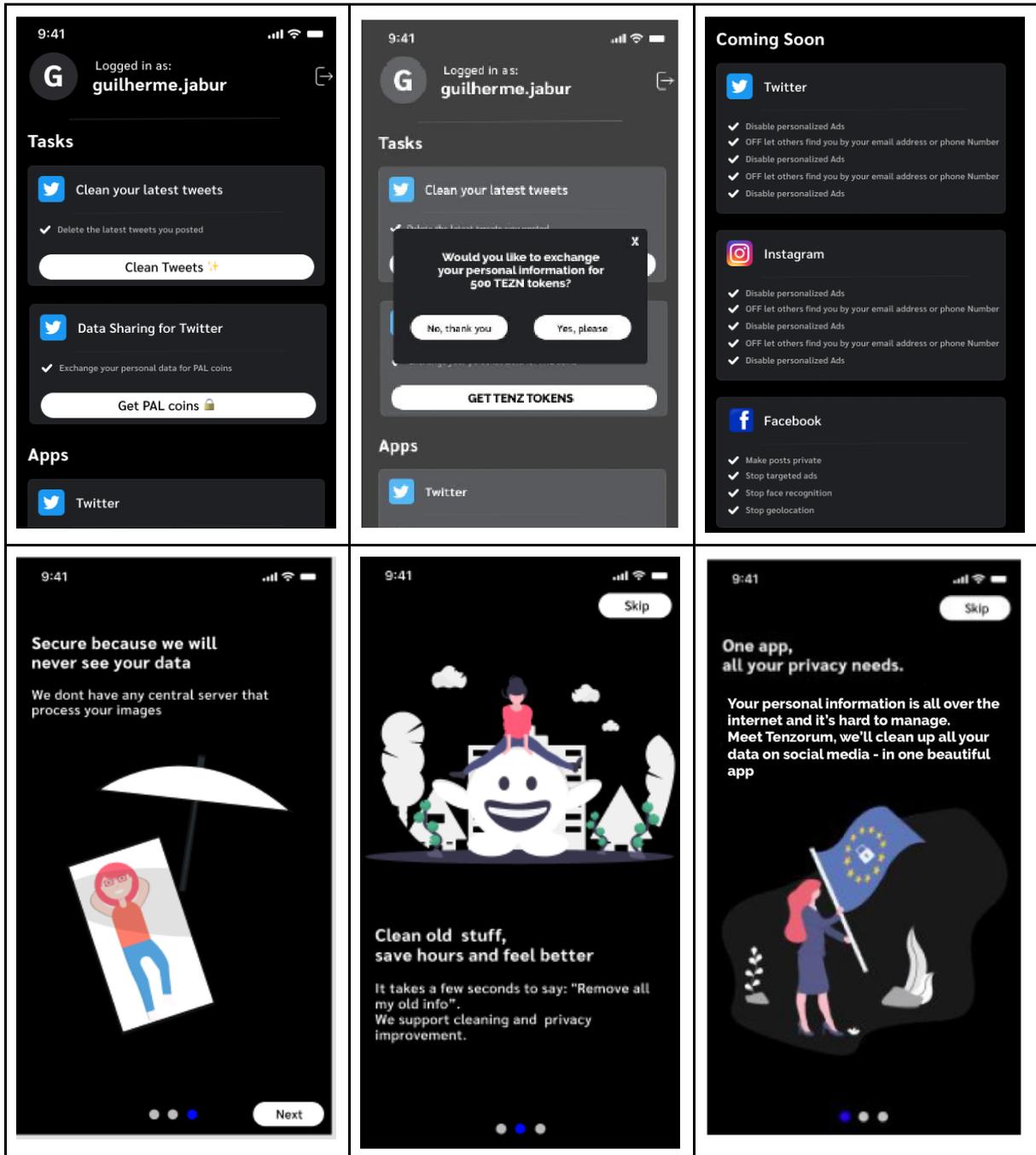
On the back end, TenzShield has a reward engine based on Blockchain that receives requests from companies that want to have access to the user's information and are willing to reward users for that.

The main value proposition to users is that besides saving hours of manual work to backup then remove old Facebook photos, tweets, Google Searches, Alexa queries, Health Trackers, Bank Data, with TenzShield, they can choose between privacy and rewards accordingly to their profiles and personal choices.

2.2 PRODUCT AND FUNCTIONALITIES

The architecture works as such:





2.2.1 Blockchain

The system uses a reward engine created on top of the Blockchain to generate a crypto-currency based token that can be used to redeem rewards and exchange services on the partner platforms.

The purpose of TenzShield is to be an unstoppable platform, i.e. independent of its creators, meaning that it should not be possible to shut it down.



2.3 COMPETITORS

There are projects that have headstarted the creation of interfaces for social privacy management, and there are platforms that have come with the idea of rewarding users for their decisions to share or not share data.

Despite that, no platform has created a system that uses both systems to deliver a completely advanced user experience to its users.

Also the crucial architectural advantage of TenzShield is its serverless system and its binary reward engine that doesn't create over complication on data management and possible legal issues and allows rewards to be delivered based on front-end calls without the help of a third party.

3.0 BUSINESS

3.1 REVENUE MODEL

TenzShield has 2 revenue models.

The first one is by getting a percentage of the rewards distributed to users. This function will be implemented on the smart contract and the costs come to the enterprises interest in user data.

The second one is by charging users for power features like management of backups and massive bulking delete.

3.2 PARTNERS AND GO TO MARKET

Moritz, one of the creators of TenzShield has an extensive network of connections within the Blockchain sphere, being the author of some of the most used content on how to issue smart contracts (1M+ users, translated to 7 languages).

Being a 2 side marketplace, the objective is to generate traction getting users on the privacy management side to then monetize the loss that social paramounts are having with the use of TenzShield application.

The platform has the support of bitfwd community and FotonTech (one of the biggest LatAm software development groups).

The biggest risk lies in the API integrations offered by all social platforms that have several limitations.





3.3 LEGALS

Being a serverless application, TenzShield does not manage user data and does not intend to do so.

There are no identity concerns or exposition risks for the same reasons.

It does create though, a one-device wallet for rewards, fully managed by its users.

3.4 TOKEN METRICS

TenzShield is one of the first projects to put forward the concept of the Blockchain Version of a Chinese Auction, which means “increasing-price” auction.

FOR AUCTION:

The volume of each auction decreases 10% by each auction, while the price increases. The volume of tokens start at 800 million, decreasing to 4.6 million at the last auction.

FOR SEED AND TEAM:

20% of tokens are released at time zero, and at every auction, a further 5% of tokens are released.

TOKEN NAME: TZS

TOTAL VOLUME: 10 BILLION

DISTRIBUTION:

Seed Round:	1 BILLION
Team:	1 BILLION
Auction:	8 BILLION

50 AUCTIONS WITH INTERVALS DEFINED AS IT FOLLOWS:

NO.1 - NO.5	EVERY 3 DAYS
NO.6 - NO.10	EVERY 5 DAYS
NO.11 - NO.15	EVERY 7 DAYS
NO.16 - NO.20	EVERY 9 DAYS
NO.21 - NO.25	EVERY 11 DAYS
NO.26 - NO.30	EVERY 13 DAYS
NO.30 - NO.50	EVERY 15 DAYS

3.5 CORE TEAM

MORITZ NETO - COMMUNITY EXECUTIVE OFFICER

Moritz is an entrepreneur with a primary focus on fintech innovation and e-commerce. He is an activist in the technology community, having educated more than 1 million people about smart contracts and Blockchain all over the world, having his content translated to more than 6 languages and raising more than 2M dollars for his companies. Moritz is particularly interested in the game theory behind human behaviour and high performance. His work and thoughts have been featured in publications like Business Insider, Hackernoon, Tech in Asia, Technode, and Huobi Research Group.

Moritz is a fellow at ASES Stanford Entrepreneurs and at Confucius Institute.

Moritz supports global disruptive initiatives involving academic institutes, venture capital funds, grassroots developer communities and governmental organizations. He is deeply involved in the entrepreneurial and innovation ecosystem in APAC, and is based mostly between Brazil, Australia and China.

JORGE GRUMANN - COMMUNITY TECH-OPS OFFICER

Jorge is a technical engineer with vast experience in operations, human decision analysis and consumer-security platforms.

Jorge has been working on highly entrepreneurial ventures with deep roots in the startup culture across the world in leading projects.

Since he heard about Blockchain, crypto-economics and ecommerce, these topics became his main focus of development.

Today he is deeply focused on the security architecture and platform behind TenzShield, with super innovative approach towards the development of algorithm driven decision making analysis and highly user-focused approaches.