



YOKdata

WhitePaper

‘A safe haven for your data’

Disclaimer

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YOKdata

'A safe haven for your data'

Secure, encrypted cloud data storage accessible only by you through your own (personal) key

Build on blockchain technology



Version
3.00

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Latest update
December 1st 2019

Summary

YOKdata is a project by Support2U, a family-business founded in 2001, developer of various web-applications, like Secundo (business management & CRM), SoGolf (administration for golf associations) and SoClub.

At Support2U we value your privacy! It is our opinion that too many 'people' think they should be able to monitor 'us' by ploughing through your (private) data which we all host in the cloud. Think for instance about hackers (who has not heard of the many breaches in so called safe systems) or 'Cloud Act' in the USA or 'Sleepwet' in The Netherlands and you should realize that your data is not as secure or private as you think, when stored on normal cloud storage.

That is why we developed YOKdata. To empower you and protect your data! After all : **'Privacy is a Human Right'** according to the United Nations.

Your documents, pictures etc. will be encrypted and stored using blockchain technology in combination with your own personal key per file. Once stored, your files will only be accessible by you and you alone, since you are the only one with the proper encryption key.

And with the Enterprise functionality companies are now able to share files stored on YOKdata between company users and give users (different) access right to company directories on YOKdata. Meaning you have a safe company environment in which you are able to share information between users. And all of that available for small and large(r) teams!

With the Initial Coin Offering of the YOK tokens we aim to fund further development of YOKdata. YOK token holders will have a discount on YOKdata subscriptions and will have priority access to all (future) services provided.

The YOKdata platform is up-and-running and has market traction, which we have achieved with very limited marketing efforts.

You are able to register for a free trial subscription on the YOKdata website.

At the moment of writing this WhitePaper, and just 6 months after the launch of the YOKdata website, we have over 450 subscribers in 96 countries who use YOKdata on a regular basis.

Our team is led by Dixon van Iersel, owner of Support2U and IT-expert, who has almost 40 years of experience in ICT and software development.

The YOKdata project is supported by Cellnex Netherlands, through the distribution of our storage facilities over the 24 media towers (datacenters) of Cellnex in The Netherlands.

YOKdata means having a safe cloud storage environment with optimal security / privacy for personal and/or enterprise use with the ability to share your information in various ways without losing security. All of that within GDPR-regulations and without the risk of losing your data to hackers or having it 'fished' by government agencies.

YOKdata is aiming to attract subscribers globally. The current amount of registered countries is a prime example of that!

1. Introduction

YOKdata is a project of Support2U, a family-business founded in 2001.

Since the start Support2U developed a number of web-applications which are being sold as SaaS (Software as a Service) solutions. All web-applications are hosted from our own datacenter facility in the Cellnex media tower in Lelystad (NL) and, since we are Microsoft partner, all is built on Microsoft Server platforms.

Our first web-application is called Secundo.

This is a modular business management application for CRM (customer relation management), Order entry (sales and purchases), Inventory (stock) management, Production management (ERP), Project management etc. Secundo also has a Statistics module which gives the users an overview of what is going on in their company. Secundo, via an API, can be integrated with a webshop.

Our other web-applications are SoGolf and SoClub which are meant to be used by (golf) clubs. Both of these applications are able to take care of Membership administration for the club and contain an Events module. They also have special member pages in which the members of the club are able to access their own information (profile, membership data, etc.) but can also view a calendar with the events, talk to other members and participate in events.

In addition to the above applications we developed several tailor-made web solutions for various clients.

In 2017 we started with the idea of secured, encrypted cloud data storage which resulted in the development of YOKdata built on blockchain technology which makes it cyber proof. This immediately drew the attention of the Dutch 'Channel Connect' magazine who featured us in a 2 page article (in Dutch).

1.1 The reason why

In 2017 we were 'surprised' (to say the least, shocked might be a better word) to hear from various sources how much people lack information about their data storage in general and cloud storage in particular. People seem to think you can trust the cloud with everything. Security, privacy and backup are all taken for granted.

Well, wake up and do a reality check!

Your data, especially data stored in the cloud or on internet connected systems, is being viewed, monitored and harvested by many people, governments and services without your approval.

- Hackers will try to steal your files to get your or your clients(!) personal and private information to gain access to (bank)accounts, credit cards, social media and more.
- Governments and government agencies could legally gain access to various systems. For instance by use of the Cloud-ACT when USA providers are involved or by enforcing the 'Sleepwet' in the Netherlands.
- Intelligence agencies will use both of the above options.

The entities above might not be looking for your specific data, but by gaining access into random systems in the cloud they will harvest all data they have access to and once they have copied it to a system of their own, they have all the time of the world to analyze and use this information. This could mean selling it to the highest bidder (credit card information, email addresses, personal information and business information) or use it in a (legal) process against you.

Since we at Support2U value our privacy and the privacy of our customers, after all privacy is a human right, we felt we had to develop a solution that could protect valuable data from the above mentioned intrusions.

1.2 Our idea for a solution

When we started thinking about a possible solution for the earlier mentioned risks, we defined a number of primary points to which this solution should comply;

- Data should be encrypted with a technology that is truly secure and with a key known only to the owner of the data.
- After encryption files should be split into pieces and then stored in a safe and professional environment.
- Additional security must be present to protect the data against hacking, illegal intrusion and (for example) DDOS attacks.
- All data must be backed up to prevent loss of information and to protect against unavailability of storage systems.
- Given the current legislation, all our systems / servers (and the data layers) should be placed within Europe and support all our worldwide clients from there.

With the above points in mind, and a few others such as user environment, we started experimenting with blockchain technology and we quickly realized that the distributed approach would enable us to realize a secure storage environment for many types of data. For companies, blockchain technology opens a world of new possibilities.

"Even the Pentagon already thinks the blockchain technology can be used as cybersecurity shield. Bitcoin and its underlying blockchain have proved to be resilient, and the numerous new blockchain technologies offer even more promise in terms of extensibility and robustness, especially in the field of security."

(source : Forbes, August 21st 2017, '3 Ways Blockchain Is Revolutionizing Cybersecurity' door Omri Barzilay)

1.3 Our solution : YOKdata

We started the development of the YOKdata website and its functions in early 2018. The software is built on a Microsoft server environment using HTML, .Net, Java and additional tools.

We first developed the primary functions like the ability to register, choose a subscription and upload files with the use of your own personal key. Secondly we made the functions to share files via mail and or file transfer. We also added some administrative functions for ourselves like storage management and invoicing.

We were able to launch the beta-version of the YOKdata website October 1st 2018 and as of January 1st fully operational with basic functionality, which is being expanded periodically.

The main servers of YOKdata are located in our datacenter housed within the Cellnex media tower in Lelystad (NL). From there we have our own fiber connections to the main internet connections in Amsterdam Internet Xchange. Our storage servers will be housed in Cellnex media towers all over The Netherlands. All locations are connected directly through DC-Spine internet connections.

Because of the growth in users we decided to upgrade the storage capacity of YOKdata. Early April 2019 we added extra storage systems to our datacenter facilities and now have a total of 120 Terabytes available.

On request of users we, in April 2019, started the development of Enterprise functionality on YOKdata. The Enterprise functionality makes it possible for companies to subscribe with multiple users which are able to use all functions and in addition share files with each other within the YOKdata environment. The Enterprise administrator has a dashboard available to add users and/or groups and give those users/groups rights to certain directories within the Enterprise storage space.

For the (near) future we plan to further expand the functionality of YOKdata and, depending of the number of users, expand the storage systems.

1.4 The way it (basically) works

After registration and choice of subscription users will be able to store their data on the YOKdata system. Depending on choice of subscription you will have the following options available.

Upload file

Select a local file on your computer and it will be uploaded to our central server.

After the upload has finished, the system will ask you for a personal key to encrypt your file.

An encryption with AES -A (with a key length 256 bytes and decipher mode GCM) takes place in the background with a key consisting of a system generated part and your personal key.

After successful encryption your (encrypted) file will be divided into pieces and, with the use of blockchain technology, these parts will be stored twice on different physical storage locations. The selection of the storage locations is made with the help of a homemade blockchain like algorithm.

The system does not in any way store the personal key you used for encryption!

The complete process of encrypting, dividing and storing your file(s) will take a only few seconds (depending of the size of the file and the amount of files).

Download file

Once you select a file for download via the web-interface of YOKdata, you will be asked for your personal key. This has to be the same key you have entered when you uploaded the file! Without this personal key or with an incorrect key, the system will not be able to decrypt your file.

After the system accepted your key, it will recover the various blocks of your file and decrypts it using the key you entered. After successful decryption the file will be made available for download.

Delete file

Once you select a file for deletion via the web-interface of YOKdata, you will be asked for your personal key. This has to be the same key you have entered when you uploaded the file! Without this personal key or with an incorrect key, the system will not be able to decrypt your file.

After the system accepts your key, it will delete all the various blocks of your file on all the different locations.

Mail file

Once you select a file to mail (max. 10Mb due to the restrictions of email functionality) via the web-interface of YOKdata, you will be asked for your personal key. This has to be the same key you have entered when you uploaded the file! Without this personal key or with an incorrect key, the system will not be able to decrypt your file.

After the system accepts your key, it will give you the opportunity to enter the mail address of the recipient and enter a short message. The mail will then be sent with the selected (decrypted) file attached.

Transfer file

Once you select a file to transfer via the web-interface of YOKdata, you will be asked for your personal key. This has to be the same key you have entered when you uploaded the file! Without this personal key or with an incorrect key, the system will not be able to decrypt your file.

After the system accepted your key it will give you the opportunity to enter the mail address of the person to whom to transfer and enter a short message. The recipient will be sent an email with your message and including a safe link (which is functional for 24 hours) to download the selected file from our servers.

2. YOKdata business case

2.1 Subscription based

Our business case is based on subscription fees based on the availability of functionality and storage size depending on the users subscription. Below table shows the four subscription levels we offer at this stage.

- FREE subscription is basically where each new user starts. Giving the user a way of trying out all functions of YOKdata for a period of 14 days within a storage size of 2 GB.
- EXPERT subscription is the most comprehensive one with the most storage (500 GB) and the ability to mail and transfer files.
- STUDENT subscription has the same possibilities as an Expert subscription but with a limited storage (5GB) and is limited in time to 24 months. Students need to send a copy of their school card to acquire this subscription.
- ENTERPRISE subscription is meant for companies with multiple users. This type of subscription by default has a minimum of five users and 1000GB of storage space, but these numbers are adjustable. The administrators have the ability to define users and assign right to users or groups of users within the storage space (directories). All users within the enterprise have the same functions available as mentioned for an Expert subscription plus added functionality to share files with colleagues.

	FREE	STUDENT	EXPERT	ENTERPRISE
Storage space	2GB *	5GB	500GB **	1TB
Personal encryption key	✓	✓	✓	✓
Personal control panel	✓	✓	✓	✓
Mail documents	-	✓	✓	✓
Transfer documents	-	✓	✓	✓
5 users (or more)	-	-	-	✓
File sharing between users	-	✓	✓	✓
Price (billed monthly)	FREE	FREE	€ 9.00 / month	€ 50.00 / month
Price (billed yearly)	FREE	FREE	€ 7.92 / month	€ 43.75 / month

* 2GB free, additional 512MB when you follow us on Twitter, additional 512MB when you follow us on Facebook

* After first registration for a Free subscription all Expert functions will be enabled for a period of 14 days to give you a chance to try things out.

** Promotional free Expert subscriptions get 50GB storage space.

2.2 Partners

At Support2U we strongly believe in partnerships and are therefore actively looking for partners all over the world to (re)sell YOKdata subscriptions. Companies that become partner will have access to a partner-dashboard YOKdata in which they are able to manage their own clients.

Partners will be mentioned on the YOKdata website, so visitors of YOKdata are able to find a local partner for more information and to acquire a subscription.

Partners are able to maintain their own customers (users) in the newly developed dashboard and are invoiced by us once a month for their active users.

2.3 Marketing

Right of the beginning of YOKdata beta-website we started 'making noise' on social media, especially on LinkedIn, in the hope of attracting users for the website by giving away free Expert subscriptions and to find out about our audience. Initially we targeted lawyers, accountants and notaries but, to our surprise, we soon found out that more people were interested in YOKdata. We were contacted by Data Protection Officers (DPO's), Company Information Security Officers (CISO's) and by companies who are involved in Cloud solutions (who were interested in becoming partner/reseller).

We intend to keep pushing YOKdata in (social) media. Part of the funding raised by the ICO will be used to expand our team with at least 1 person with proven experience on driving (social) media exposure

2.4 Market position

YOKdata is a totally different solution then for instance DropBox, Google Docs, Microsoft OneDrive or Apple iCloud. First of all the latter (standard) do not use such a high value of encryption and are 'more or less' incorporated into an operating system which makes them vulnerable to trojans, malware etcetera.

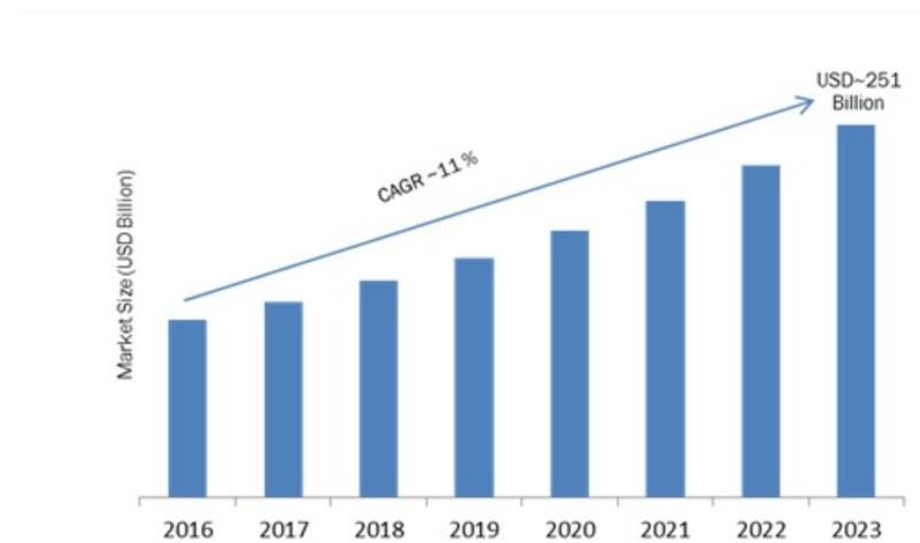
Secondly YOKdata offers the use of a private key to encrypt your files and uses the blockchain technology to distribute the blocks of your data over several physical storage systems. And, last-but-not-least, YOKdata is a Dutch company which makes it not susceptible to US-law like most of the other cloud-storage providers.

YOKdata is primarily targeted to private persons and Small and Medium Sized Businesses all over the world. Large enterprises can use YOKdata also, but they will probably be looking to use YOKdata as a solution for their enterprise alone and not shared with other users, which is possible.

2.5 Market development

According to a market research report "Cybersecurity Market by Solution (IAM, Encryption, UTM, Antivirus/Antimalware, Firewall, IDS/IPS, Disaster Recovery, and DDOS Mitigation), Service, Security Type, Deployment Mode, Organization Size, Industry Vertical, and Region - Global Forecast to 2023", published by MarketsandMarkets™, the market is expected to grow from USD 152 billion in 2018 to USD 251 billion by 2023, at a Compound Annual Growth Rate (CAGR) of 11% during 2018-2023.

The major forces driving the Cybersecurity Market growth are strict data protection directives and rising cyber terrorism. The Cybersecurity Market is growing rapidly also because of the rising need for cloud-based cybersecurity solutions among Small and Medium-sized Enterprises (SMEs).



Cybersecurity solutions are used to secure the network infrastructure and the devices connected to it. The Cybersecurity Market is segmented by solution into Identity and Access Management (IAM), risk and compliance management, encryption, Data Loss Prevention (DLP), Unified Threat Management (UTM), firewall, antivirus/antimalware, Intrusion Detection System/Intrusion Prevention System (IDS/IPS), security and vulnerability management, disaster recovery, Distributed Denial of Service (DDoS) mitigation, web filtering, and others (application whitelisting and patch management). The encryption solutions segment is expected to register the highest CAGR in the global Cybersecurity Market during 2018-2023. Encryption solutions offer consistent protection to sensitive data across all critical points in the entire lifecycle. These solutions enable enterprises to hide their critical data from unauthorized bad actors.

2.6 Growth of YOKdata

Since our main marketing is currently done on social media we expect our subscription base will start growing with private users. After a few months we will start targeting SMB's and given we by that time already have an installed base of private subscribers, the rate of growth will pick up.

Year	Subscriptions		Monthly Revenue €
	Private Users	Enterprise	
2020	2,500	50	17,000.00
2021	10,000	150	80,000.00
2022	35,000	500	250,000.00
2023	95,000	1,500	750,000.00

3. YOKdata token and ICO

As of 2016 cryptocurrencies have become incredibly popular because they present a way for regular people to buy assets that will be valued based on the growth and development of a blockchain business. Traditionally, the only way investors could benefit from the increasing value of a company would be to own shares, which represent an ownership stake in that company, and in some instances gave access to voting rights.

The buzz around cryptocurrencies is booming and accelerating quicker than ever, with more major media outlets covering new developments every day. With daily exposure in nearly every major newspaper and television station, it is clear that cryptocurrency is fast becoming mainstream. Not only is the discussion growing larger, but the market capitalization and trading volumes are sky-rocketing at an exponential rate.

The cryptocurrency market today comprises a multi-billion-dollar industry. Though, it is yet to be accepted by the masses as a tool for everyday exchanges, it is comparable to standard fiat currencies such as the dollar or euro. While currently holding a market share of more or less than 1.2% in current exchange currencies, it is expected to see rapid growth during upcoming years.

In our opinion the cryptocurrency market now is in the stage of "volatile growth", which began in late 2016 and most likely will continue in the medium-term. Sharp price fluctuations and correction are the natural state for this stage of development.

Cryptocurrency tokens are created to have a fixed supply and are released on a decentralized ledger, which ensures that value is assigned accordingly based on how the market speculates on the price of the token.

To create a token for our YOKdata project we initially choose the Waves-platform which is a global public blockchain platform, founded in 2016. Unfortunately the Waves platform was to 'experimental' in the eyes of many possible investors and the possibility to trade the YOKC coin which we created was limited to the Waves Exchange only. The ICO we held early 2019 was therefore not successful and we could only raise 50,000 Euro.

With the above experience in mind we decided to start a new ICO with a new coin based on Ethereum (ERC20) which is a market standard and well known and accepted by all major exchanges. We have created a fixed amount of 150 million new YOKdata coins with the help of TokenMint to be used for our new ICO and private sale. The abbreviation for the YOKdata coin is YOK.

We have had preliminary talks with several exchanges to be able to start trading the YOK early 2020.

3.1 Use of the YOK

Initially the YOK is created by us to be able to start a private sale and subsequent Initial Coin Offering (ICO) to obtain funding for further growth and development of YOKdata. But that's not all!

Once the ICO has started subscribers of YOKdata will soon be able to pay for their subscription with the YOK. When paying for subscriptions with the YOK users receive a discount of 10% on the normal price for their subscription.

In the near future we will also develop more / extra functionalities on YOKdata which can be purchased with the YOK. An extra could for instance be more storage, sharing capabilities etc.

When users utilize YOK to pay for fees within the ecosystem, they will receive significant discounts as follows:

	1 st year	2 nd year	3 rd year	4 th year	5 th year
Discount	50%	25%	12.5%	6.25%	No discount

3.2 Private Sale

The private sale of YOK starts on December 15th 2019 and ends January 31st 2020.

Private Sale token sale price

Amount €	Price € per YOK
50 - 999	0.0475
1,000 - 2,499	0.0450
2,500 - 4,999	0.0400
5,000 - 9,999	0.0375
10,000 - 24,999	0.0350
25,000 - 49,999	0.0325
50,000 -	0.0300

3.3 ICO (Initial Coin Offering)

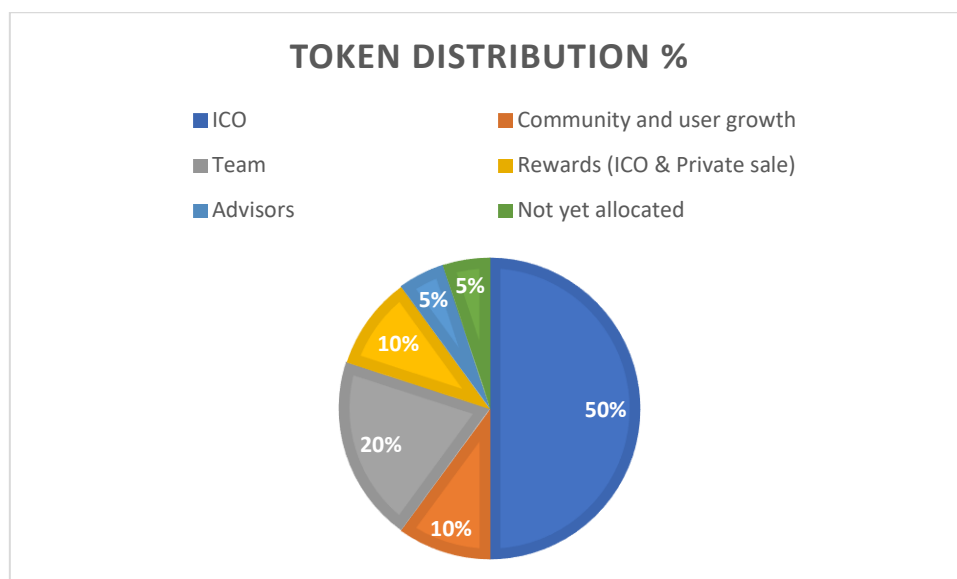
The Initial Coin Offering will start February 1st 2020 and end when either the maximum number of YOK available for the ICO is sold or when the contribution period has ended on April 30th 2020.

Tokens allocated to the Team and Advisors will be locked for 3 years with a vesting schedule. Community and user growth tokens will not be locked. Reward program tokens and not yet allocated tokens will be locked for a period of 1 year.

Token distribution

Total token supply (100%)	150,000,000.00	YOK
Total token supply for sale (50%)	75,000,000.00	YOK
Community and user growth (10%)	15,000,000.00	YOK
Team (20%)	30,000,000.00	YOK
Rewards (ICO & private sale) (10%)	15,000,000.00	YOK
Advisors (5%)	7,500,000.00	YOK
Not yet allocated (5%)	7,500,000.00	YOK

Exchange rate for token sale 1 YOK = 0.05 EURO



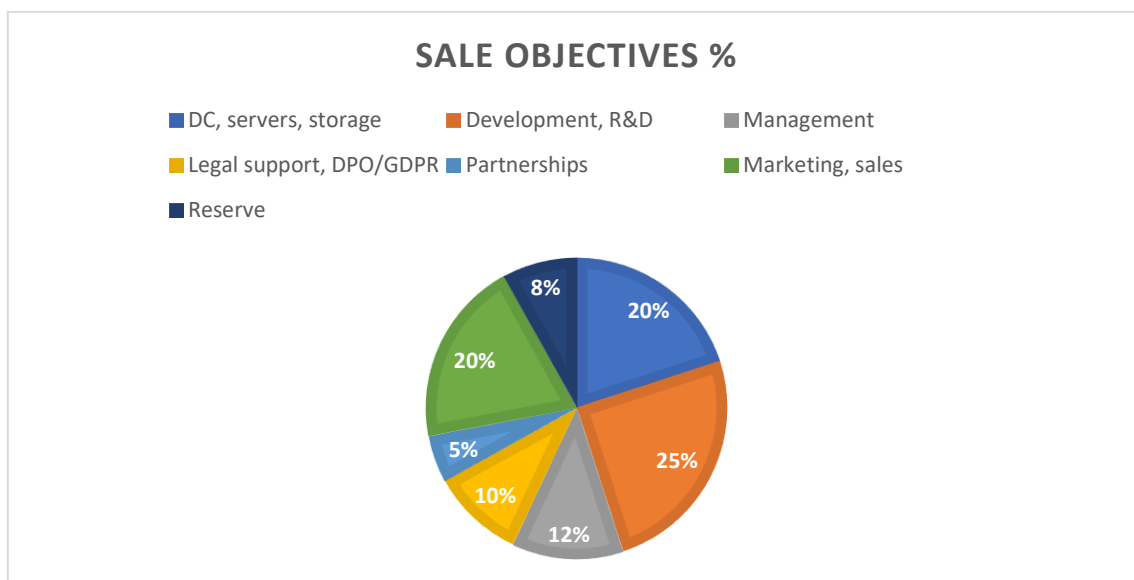
We have been cautious in our release, slowly and steadily rolling out YOKdata beta and production environment, but moving rapidly to further development and improvement of our already revolutionary concept. In line with these actions we also like to take steps for returning value to YOK-holders by implementing a buyback of YOK.

As of January 1st 2024 Support2U will be purchasing YOK tokens for the buyback from the open market at a guaranteed minimum price of 0.07 EURO. This will not be a onetime buyback/burn, it will be continuous.

The continuous purchasing of YOK tokens (buyback) will be done based on 25% of the annual profit Support2U gains in the previous year.

3.4 ICO sale objectives

Funds raised during the contribution period will be used solely for the development and benefit of Support2U. A budget has been outlined below, representing a scenario when our goals with the ICO have been reached:



Support2U will use 20% of the received funds for the extension of our datacenter facilities, servers and storage. 25% of the funding will be used for further research for and development of YOKdata, 12% for management and helpdesk and 10% for legal support and (external) Data Protection Officer and GDPR consultancy.

Another 5% will be used for the extension and support of our partner-channel, 20% for marketing and sales.

The last 8% will be reserved for any unforeseen activity or to be able to expand budget for one of the above mentioned activities.

4. Our team



Dixon van Iersel

Owner and founder of Support2U

Started in IT-industry in 1981 and has since then been working as programmer (in multiple languages and on multiple platforms), information and system analyst, project leader and IT-business manager.

LinkedIn profile : <https://www.linkedin.com/in/dixonvaniersel/>



Patrick van Iersel

Business consultant and DPO

Joined our team in 2011 as hardware guru and gradually became business consultant. He has lately been specializing in GDPR and is currently also active as Data Protection Officer.



Gerwin Sturing

System Analyst - programmer

Experienced Microsoft developer. Working with ASP, PHP, DotNet, HTML, Java and VbScript. Has been working on all our web-applications like Secundo, SoClub, SoGolf and, last-but-not-least, YOKdata.



Jeremy van den Breul

Datacenter engineer

Jeremy joined our team July 2017 and is responsible for our datacenter equipment.



Marjolein Sijtsma

Marketing and publicity

Marjolein takes care of our online communications. Specialized in social media marketing. Marjolien joined our team in November 2017.

Our team is supported by the following (external) advisors and partners:

Cellnex Netherlands	Maarten Kippers Robin Verlangen	Datacenter facilities
DC Spine	Arjan Kunstman	Internet connection
Swart Advocaten	Mr. Barry Swart	Legal services

5. Road map

We will continue to further enhance and develop YOKdata and expand our server and storage capacity based on the growth in users.

Below is an overview of (planned and expected) dates of events.

December 2019	Start of private sale of YOK
January 2020	Initial development of API for external access to YOKdata functionality Expanding of servers and storage
February 1 st 2020	Start of Initial Coin Offering
February/March 2020	Add multi language support
April 2020	Add to do function, messaging and dashboard to Enterprise subscriptions
April 30 th 2020	End of Initial Coin Offering
June 2020	Extend payment methods for subscribers with YOK payments Exchange listing