



YOKdata  
SECURE DATA STORAGE



# YOKdata

WhitePaper

‘A safe haven for your data’

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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



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3.00

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Latest update  
June 2<sup>nd</sup> 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 (y)our privacy! In our opinion too many 'people' think they should be able to monitor 'us' by ploughing through (y)our (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(s). 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 newly added 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 ongoing Initial Coin Offering of the YOKC tokens we aim to fund further development of YOKdata. YOKC token holders will have a discount on YOKdata subscriptions and will have priority access to all (future) services provided.

The YOKdata platform is ready and up-and-running and has a 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 4 months after the launch of the YOKdata website, we have over 340 subscribers in 73 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. And 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 supposed to attract worldwide subscribers. 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 (y)our 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.
- Files (after encryption) should be divided 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 21<sup>st</sup> 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 1<sup>st</sup> 2018 and as of January 1<sup>st</sup> 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 January 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 February 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 512Mb - 1 Gb.
- EXPERT subscription is the most comprehensive one with the most storage (50GB) 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 100GB 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	512MB - 1GB*	5GB	50GB	100GB
Personal encryption key	✓	✓	✓	✓
Personal control panel	✓	✓	✓	✓
Mail documents	-	✓	✓	✓
Transfer documents	-	✓	✓	✓
5 users (or more)	-	-	-	✓
File sharing between users	-	-	-	✓
Price per month	FREE	FREE	€ 9.00	€ 50.00

\* 512MB free, additional 256MB when you follow us on Twitter, additional 256MB 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.

### 2.2 Partners

At Support2U we strongly believe in partnerships and therefore we will be actively looking for partners all over the world to (re)sell YOKdata subscriptions. Companies that become partner have a partner-dashboard available on 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 from the start 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 merely on 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

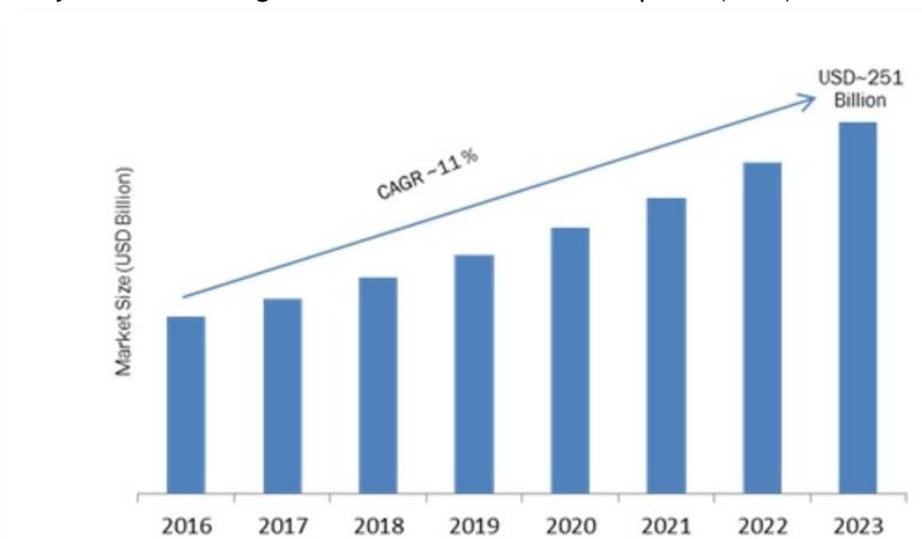
YOKdata is a totally different solution than for instance DropBox, Google Docs, Microsoft OneDrive or Apple iCloud. First of all the latter (standard) do not use such a high value of encryption and are ‘more or less’ incorporated into an operating system which makes them vulnerable to trojans, malware etcetera. Secondly YOKdata offers the use of a private key to encrypt your files and uses the blockchain technology to disperse 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 done on social media we expect our subscription base will at first start growing with private persons. 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 speed of growth will pick up from that time.

Year	Subscriptions		Revenue €
	Private	Enterprise	
2019	1,000	50	57,000.00
2020	4,000	200	304,000.00
2021	12,500	600	940,000.00
2022	40,000	1,800	3,000,000.00

### 3. YOKdata token and ICO

In 2016 and 2017, cryptocurrencies became incredibly popular because they presented 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.

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 choose the Waves-platform which is a global public blockchain platform, founded in 2016. Waves Platform's mission is to reinvent the DNA of entrepreneurship around the world by providing a shared infrastructure, offering easy-to-use, highly functional tools to make blockchain available to every person or organization that can benefit from it.

WAVES is a decentralized blockchain platform focusing on custom blockchain tokens operations. National currencies transfer is maintained on the WAVES blockchain through compliant gateway operators.

To issue, store, manage, trade, and analyze our digital assets safely the Waves Platform functions as blockchain platform and decentralized exchange.

Waves has a high network speed with hundreds of transactions per second and a small commission, which makes it as convenient as possible to transfer cryptocurrency between network members instantly.

With the use of the Waves Platform we have created a fixed amount of 30 million YOKC tokens (coins) to be used for our Initial Coin Offering (ICO). The abbreviation for the YOKdata coin is YOKC.

When the ICO starts YOKC can be traded on the Waves decentralized exchange (DEX) with the use of the Waves client (available for PC, MAC, iPhone and Android).

#### 3.1 Use of the YOKC

Initially the YOKC is created by us to be able to start an 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 YOKC. When paying for subscriptions with the YOKC 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 YOKC. An extra could for instance be more storage, sharing capabilities etc.

### 3.2 ICO (Initial Coin Offering)

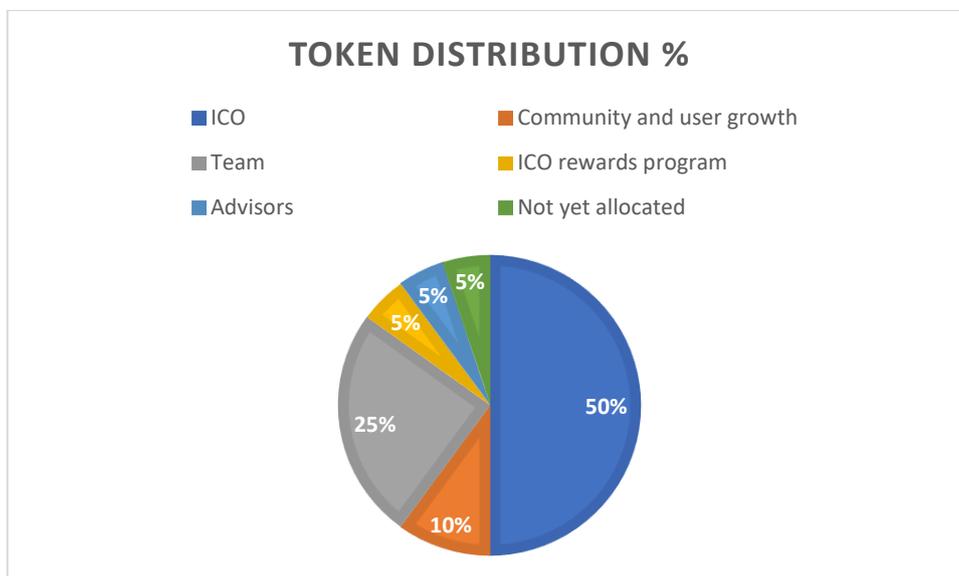
The sale of YOKC will start on March 1<sup>st</sup> 2019 and will end when either the maximum number of YOKC available for the ICO is sold or when the contribution period has ended on October 31<sup>st</sup> 2019.

Unsold tokens of the ICO allocation (50%) will be burned. Tokens allocated to the team and Advisors will be locked for 3 years with a vesting schedule. Community and user growth tokens, Rewards program tokens and not yet allocated tokens will not be locked.

#### Token distribution

Total token supply (100%)	30,000,000.00	YOKC
Total token supply for sale (50%)	15,000,000.00	YOKC
Community and user growth (10%)	3,000,000.00	YOKC
Team (25%)	7,500,000.00	YOKC
ICO Rewards program (5%)	1,500,000.00	YOKC
Advisors (5%)	1,500,000.00	YOKC
Not yet allocated (5%)	1,500,000.00	YOKC

Exchange rate for token sale 1 YOKC = 0.15 EURO



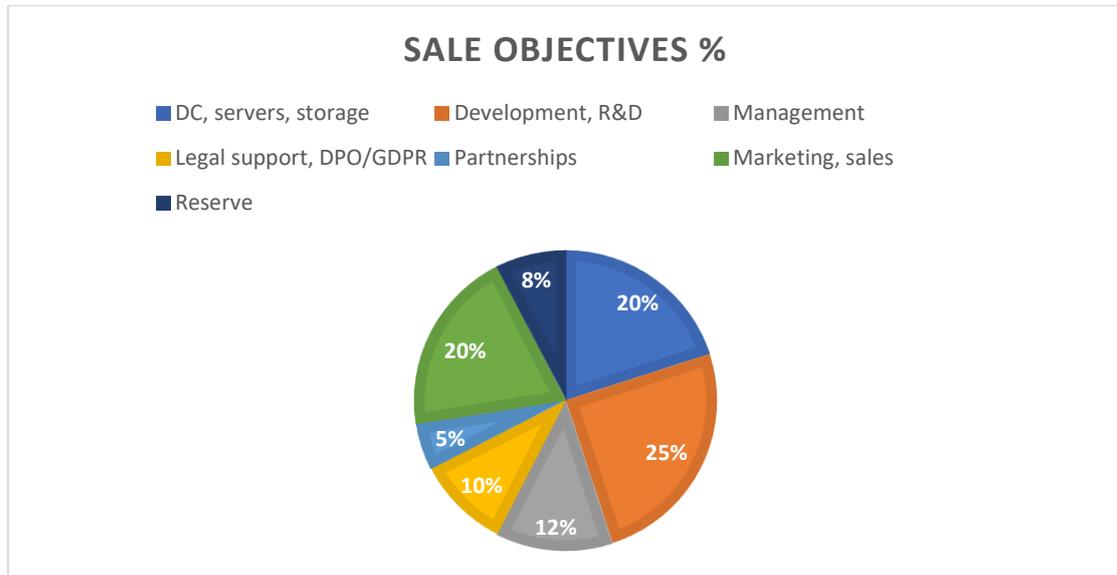
We have been cautious in our release, slowly and steadily rolling out YOKdata beta and production environment, but moving rapidly to further development and improvement of our already revolutionary concept. In line with these steps we also like to take steps for returning value to YOKC-holders by implementing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

As of January 1<sup>st</sup> 2023 Support2U will be purchasing YOKC tokens for the buyback from the open market at a guaranteed minimum price of 0.20 EURO. The YOKC tokens that are bought by Support2U will be burned (meaning: destroyed by a smart contract or unusable wallet address) thus decreasing the total supply of YOKC tokens in existence. This will not be a onetime buyback/burn, it will be continuous.

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

### 3.3 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.

### 3.4 ICO reward program

We have a reward program in place for buyers of the YOKC token based on the amount of YOKC they buy per buy order.

<b>Buy</b>	<b>Reward</b>
Min. of 8,000.00 YOKC	Free EXPERT subscription on YOKdata for life
Min. of 40,000.00 YOKC	2% extra YOKC
Min. of 80,000.00 YOKC	4% extra YOKC
Min. of 400,000.00 YOKC	6% extra YOKC
Min. of 800,000.00 YOKC	10% extra YOKC

Rewarded coins will be paid when the ICO ends.

## 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.



### **Sanne Mansveld**

Junior programmer

Sanne joined our team September 2018 and is now learning programming on Microsoft platform. She is also responsible for maintenance of the many WordPress websites we host for our customers.

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



**Irina Spekman**

Entrepreneur, business growth accelerator and fund raiser

An entrepreneurial international business and project development executive with exceptional track record in building new markets growth in B2B with cross industries background such as high tech, renewable energy, ICT and blockchain.

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

**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.

February 2019	Add Enterprise functionality to YOKdata website
March 1 <sup>st</sup> 2019	Start of Initial Coin Offering
March 2019	Enhancement of 2FA methods on YOKdata website Updates of directory view and sharing of files
April & May 2019	Initial development of API for external access to YOKdata functionality
June & July 2019	Further optimize functions and procedures of YOKdata Multi language support added
August 2019	Add share of folder to YOKdata (instead of sharing/transferring a single file)
October 31 <sup>th</sup> 2019	End of Initial Coin Offering
November 2019	Expanding of servers and storage