A standard for representing *Physical Assets as Digital Assets*.

An open platform that allows IT Resellers and Service Providers to track your stuff, so that you can offer chain-of-custody services to your customers.

Built and run by stakeholders in the asset disposition sector. Based on an open data standard stewarded by the **OBADA Foundation**, a 501c(6) nonprofit.
Introductions

Rohi Sukhia

- Founder, OBADA Foundation
- Founder & CEO Tradeloop Corp.
- Repair.org BOD Member
- ISO TC 307 "Blockchain and Electronic Digital Ledger Technologies" Committee
OBADA's History

- **2017**: OBADA Founded Initial group formed
- **2018**: Working Group formed
- **2019**: OBADA Standard Proposed
- **2019**: Hyperledger PoC 2
- **2019**: Working with ISO
- **2020**: US ISO committee proposes OBADA
- **2020**: OBADA Foundation Incorporated
- **2021**: Decentralized governance model adopted
- **2021**: Working Group hits 100+
- **2021**: 7 node holders fund PoC 3 (APIs)
- **2021**: DeFi staking concepts added as economic layer
NFT sales surge to $10.7 billion in Q3 - DappRadar

Avatars  Collectibles  Art  Music
28M  52.8M  1.2B  1.3B  10.7B
Q3 2020  Q4  Q1 2021  Q2  Q3

Note: DappRadar is a company which tracks on-chain NFT sales across multiple blockchains including Ethereum, Flow, Wax, and BSC.
Source: DappRadar
Physical NFTs (pNFTs): “Digital Twins”
Each of your products will be represented by an NFT

All Documents
- Purchase Receipt (Ownership)
- Diagnostic Reports
- Warranty Information
- Service Records
- etc..

IOT Endpoint
- Talk to the device
The NFT is a "Carfax" for every device.

This "Carfax" is a NFT.
- a non-fungible token

A "digital twin" of the physical asset, permanently "tied" to the physical device.

It includes a digital certificate of ownership.

It's like a digital logbook of the devices' history.

It creates an universal address for connected IOT devices.

No central authority. You create and own the NFT.
All data is encrypted. Only the NFT owner/manager can see it.
These "Carfax" NFTs are stored in an open Registry.

Like a cloud database

It's really just a collection of synchronized database "nodes".

ITADs run the nodes. ITADs vote on changes. ITADs set the fees. ITADs share the platform profits.

These ITAD **Node Holders** are in effect the "owners" of this decentralized business.
How the ITAD sector manages asset info today

Inventory **copies** are sent around **manually**.

- Something sold? Update each site.
- None are “in synch” with the current stock.
- These sites are in “control” of your data.

Device documentation is sent **manually**.

- Functionality Reports
- Cert of Data Destruction
- Other device info

Payment processing is done **manually**.

- PO, Invoices, etc..
- “the check is in the mail”
- etc..
Synching the Inventory of Resellers, ITADs, Recyclers. And maybe even End User and Manufacturers.

**Inventory syncing**
and you control who sees it.

**All documents sync.**
Docs are provable. All changes are transparent.

**Services are provable**
Drive wipes, functionality reports, and proof of recycling are all recorded to the blockchain.

All parties see the same synced devices.

Payments are digital
The go directly from user to user. No middleman. No bank.
Governments (and end users) are starting to demand traceability. They want to track what you do with their devices.

- **End User / Mfr**
  - Wants data destruction & recycling compliance

- **Recycler**
  - Wants to be paid

- **ITAD Chain**
  - **ITAD**
    - Wants to be trusted
  - **Dealer/Broker**
    - Wants fair trades
  - **Refurbisher**
    - Wants to prove functionality

- **NFT Registry**
  - Proof of Authenticity
  - Proof of Data Destruction
  - Proof of Possession, Identity, Ownership
  - Proof of Functionality
  - Proof of Recycling
How ITADs can make NFTS

Refurbisher uses software to capture specs and wipe the drive.

(Serial Number hash + Make + Model) hash = NFT
Wipe Report Event

Specs and Proof of Wipe are posted to the blockchain.

Verify on Blockchain (Proof)

NFT: 35987A0F9AE77012A5146A982966661B75CDEA4161D1D62B1E18D39438E7396

Wipe Report Event Hash: 8DFE551D193396A2AA71D95F22F105B7E346847D919A9255163F370F5690CC85

Hardware Test Event Hash: 2E69FE54A73D42E86376E0AF02F8C873A3B1D3551F578ED0D84A5323F1E18490
Platform Economics

"Gas" (the platform fee)
"Rewards" (the network incentive)

Dr. Ron Lembke
The system is paid for with “Gas”

Users buy "Utility Tokens" from their favorite Nodeholder.

Tokens are “credits”, akin to casino chips or video arcade tokens.
A Gas payment is required for Registry updates

A small payment via the Utility Token is required to update the registry.
Reading the registry is free.
Collected Gas fees pay the Nodeholders

The Utility Tokens collected as gas are distributed back to the Nodeholders...to compensate them for their computer power.

There is no middleman.
Utility Tokens can be swapped back to dollars.

Platform users can convert their Utility Tokens back into dollars via a “buyback pool”. Or they can just use their tokens again.
A "Recycling Reward" for ordering chain-of-custody reports

“Staking” an NFT with a Utility Token enables chain-of-custody reporting. When the device is recycled, the Staked Utility Token is returned, and a reward is issued.

End users make a deposit

The industry makes smaller deposits

Recyclers receive devices with money attached.

ITAD Chain

- ITAD
- Dealer/Broker
- Refurbisher

End User / Mfr

Recycler / Reuse
"Proof of Recycling" is generated and the Stakes are returned.

End user gets the chain-of-custody proof, and their money back.

Industry gets their money back.

Recycler uploads proof of recycling or reuse.

End User / Mfr

ITAD Chain

ITAD

Dealer/Broker

Refurbisher

Recycler / Reuse

© 2017 - Intellectual Property of the OBADA Foundation, LLC
A "Recycling Reward" is issued upon Proof of Recycling / Reuse.

Each set of participants receives a financial reward.
- A new Utility Token is "mined".

The rewards is a "network incentive"
- to use the platform
- and to properly recycle.

Registry
How is the Reward paid for?

Some of the Utility Tokens will be "lost"
- Sold off-chain, stuck in a warehouse, or just lost.

The Rewards System replaces lost Utility Tokens
- to maintain a constant supply

The Reward is a Network Incentive
- To use the platform.
- To properly recycle / reuse
- *It pays end users, ITADs, and recyclers to maintain chain-of-custody*
The OBADA DAO
Decentralized Autonomous Organization

Rohi Sukhia
Members own" and run this "distributed business"

The “OBADA DAO” is a Wyoming DAO LLC

- An agreement to jointly operate the software.
- Limited to the asset disposition sector.
- 100 Members total

Member Requirements

- Members must run a node.
  - OBADA can run it for you.
- Members can delegate this responsibility.

Member Benefits

- Governance Rights
  - There is no BOD.
  - Anyone can make a proposal. Members vote.
  - One vote per Member

- Operational Rights
  - Get paid for running the node
  - Members can sell access to the blockchain.
  - Rights to offer other services.

- Utility Tokens Rights
  - Members receive an allocation of the initial Utility Tokens supply.
  - Earlier Members receive more tokens.
### Current Members

Currently at 22/27 of 100 total. Starting Round B.

#### DAO Members - Seed Round

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<tr>
<th>Recipient</th>
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<th># Tokens</th>
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<td>1 Network Commerce International</td>
<td>Joseph Marion</td>
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<td>2 Robin Ingenthorn</td>
<td>GPR</td>
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<td>3 Rhapsody Ventures</td>
<td>Vincent Liu</td>
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<td>4 Tech Reuse</td>
<td>Charles Brennick</td>
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<td>5 University of Nevada</td>
<td>Ron Lembeck</td>
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<td>closed</td>
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<tr>
<td>6 USODY</td>
<td>David Francoesa</td>
<td>2,285,714</td>
<td>closed</td>
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<tr>
<td>7 Tradeloop Corporation</td>
<td>Rohi Sukhia</td>
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#### DAO Members - Round A1

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<td>9 The Broker Site</td>
<td>Mario Belmans</td>
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#### DAO Members - Round A2

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<td>11 CELX Advisory, LLC</td>
<td>Guennael Delorme</td>
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<td>12 Dynamic Lifecycle Innovations</td>
<td>Bobbie Suhr</td>
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<td>13 E-Reuse Services Inc.</td>
<td>Sarah Kim</td>
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<td>14 JT Environmental Consulting, Inc.</td>
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<td>17 SEKANGI International Ventures Limited</td>
<td>Seth Munyambu</td>
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<td>18 The Repair Association</td>
<td>Gay Gordon-Byrne</td>
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<td>Omar Javed</td>
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<td>Vince Bettencourt</td>
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<td>Todd A Bone</td>
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How to Get Involved

DAO Membership Interest

- The Round B waitlist is starting for the next 28 DAO Members.
- Contact us and we'll send you the OBADA DAO Operating Agreement
- Email Mark Schaffer at bizops@obada.io

To learn more or get involved.

- The monthly Working Group meets the 1st Thursday of every month (since 2018)
  - 12pm ET on https://meet.jit.si/obada
- Or visit our website at www.obada.io