

## The Dbquities<sup>1</sup> – a scenario

Dad and his kids each receive an email invite to join the family chat that mom has set up. Mom is a bit of a first mover when it comes to useful tech stuff, so coming across Dbquity she wanted to try it out...

Accepting the invite, they all install the app "In on Dbquity" on their devices and connect to the "Family chat" that mom installed in the cloud on her Microsoft OneDrive.

*Dbquity is a platform for securely sharing and collaborating via the cloud on any device.  
(pronounced by replacing the U-sound in ubiquity with a D-sound: [dih-bik-wi-tee])  
It is short for **data ubiquity**.*

Now, everyone can start a chat with any subset of the family members.

Mom set the whole thing up using the app "Own on Dbquity" on her Mac. She also uses the app "In on Dbquity" to participate in chats. She has that installed both on her Mac and on her Android phone. Both connected to the same OneDrive account.

Brother accepted the email invite on his iPhone and runs "In on Dbquity" on that. Sister is using her iPad. Both have their own OneDrive accounts that they use to identify themselves when on the family chat. Dad is a hopeless nostalgic who's still got a Microsoft Lumia phone. "In on Dbquity" runs perfectly on there as well as on his Windows 10 PC. He also connects his OneDrive account.

Having used the chat with the closest family for a while, mom also invites her brother - the kids' uncle, who connects to the chat on his Android tablet identifying himself using his Google account.

Uncle fancies the experience enough to start digging a bit. From a menu in "In on Dbquity" he also installs "Own on Dbquity" and from here finds a design for organizing pictures and video clips. He installs this design onto his Dropbox naming the installation "images...". Then he invites his mom, grandma, and his sister, whom we already know, to join him enjoying those images.

Mom gets the invite directly in "In on Dbquity" on her Mac, checks out a skiing video and adds a few pics of everyone from Thanksgiving.

Brother is visiting grandma helping her set up the brand-new Samsung TV, and she shows him the e-mail from uncle. Together, they install "In on Dbquity" on the TV and watch uncle's skiing video and mom's Thanksgiving memories. They forward the invite to brother directly from the app on the TV. Uncle approves the forward of the invite during his lunch break, and before brother says goodbye to grandma, he adds a selfie of the two in front of the new TV.

Inspired by uncle, mom now finds the design for organizing pictures using "Own on Dbquity" and installs it into the family chat that she shared earlier. Dad notices this and adds a clip of the pickup truck he fancies the most to a particular chat that he and mom have had going for a day or two.

*To be continued...*

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<sup>1</sup> The Dbquity family: dad, sister, brother, mom, uncle, grandma.  
(Well, maybe their family name isn't *really* Dbquity...)

## Paying for using Dbquity

- Mom purchased an amount of the dbquity in-app currency, dbquid, on the iTunes Store, and each add and update against her installation “Family chat” costs a few dbquids. The balance of dbquids is kept securely and encrypted on her OneDrive in a designated folder.
- When inviting her closest family: dad, sister and brother, she chose that the cost of their updates is drawn from her balance of dbquids. She chose for uncle to pay for himself, and he set up a balance on his Dropbox. He purchases dbquids from the Google store when he needs to top up his balance.
- Both purchases of specific amounts and monthly subscriptions are available.

## Dbquity end-user apps

- “In on Dbquity”  
For everyone reading from and contributing to installations. Contributions are charged for using the in-app currency dbquid, either from your own balance, or from a balance that the owner of the installation has set up.
- “Own on Dbquity”  
For finding designs and setting up installations on your preferred cloud storage. Lets you invite other end-users and decide on charging options.

## Dbquity Designs and Hubs - towards an eco-system

- Designs are found on and installed from a dbquity hub via the “Own on Dbquity” app.
- To get the end-user experience going Dbquity ApS will run the first hub with a few designs on it.
- Later, you will be able to create your own designs with the “Design for Dbquity” app and upload those to a hub for other dbquity users to find.
- Users – designers, really – of “Design for Dbquity” will be able to register with Dbquity ApS to get a cut of the revenue when dbquids are consumed from their designs.
- Yet further down the road, the app “Hub for Dbquity” will let you set up your own hub for distributing designs and hosting fora where end users can connect. The experiences from running the first dbquity hub will go into conceiving features, infrastructure requirements and revenue model for those who choose to run their own dbquity hub.

## Key points about Dbquity as a platform

- A dbquity design is an abstract object model that declaratively captures data and behavior. Once it is defined, it immediately works on the dbquity platform, which makes it available on a range of devices and backed by a number of cloud storages<sup>2</sup> from the instant it is uploaded to a hub.
- Several independently conceived designs may be combined by the owner in a single installation where they seamlessly integrate.
- Declarative access control including a novel distinction between view and share is an integral part of a design giving owners and users an unprecedented handle on who does what with their data.
- You (or the owners of the installations that you use) pay when data is added, updated, deleted, exported or processed. We are talking micro-payments – the equivalent of a fraction of a Euro-cent per object that is changed or updated.  
Reading data is always without any cost.
- The owner of an installation fully owns all data. It sits in a designated folder in the cloud storage as chosen by the owner.
- No data is collected about end users and no one but the users has any insight into the information that is added and updated in their dbquity installations.
- Only a simple count of the updates performed against dbquity installations are tracked per design<sup>3</sup> in order to pay designers their cut and provide them with simple usage statistics.

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<sup>2</sup> The first release is planned to run on iOS, Android and Windows and to support cloud storage on Microsoft OneDrive and Dropbox.

<sup>3</sup> The complete details of this minimal data collection will be kept up-to-date and available on <http://dbquity.com>.