An introduction to Osmos

White paper . From Corvus Web Services

Osmos aims to be the first crypto-powered autonomous business sales leads database platform.

This document outlines our plans to build a new type of business database sales leads database application. One that embraces the use of human intelligence and blockchain technology to keep the data "fresh", as they say in the sales industry, dynamic and to allow our users to earn crypto tokens for their contribution to the project.

Problem Statement

The advent of the internet, Blockchains and cryptocurrencies, mobile technology, and global trade have all been drivers of exponential economic growth over the last decade. As a result of the global pandemic, we, as businesspeople, have all come to recognize the degree to which all of our fates are tied together.

Sales organizations and startup teams all around the world must now endeavour to rebuild their businesses after a tough year or so. The truth is, most large corporations were able to - with the help of various economic stimulus packages - keep their organizations humming along with some even growing their bottom lines.

The "little guy" however still must try to navigate doing business in a post pandemic world. It is true that now more than ever, businesses of all sizes have access to the same resources, the cost to acquire said resources still remains vastly prohibitive to the small business owner. Particularly, those doing business in developing nations.

We feel that with the use of blockchains and cryptocurrencies, and human intelligence - in the universe of quality business data - we can deliver a more democratized solution.

The opportunity

Small businesses all over the world rely on sales leads to power their direct marketing initiatives. The truth is, the use of such data has been a common practice in business since the early 60's.

Though sources and methods may have evolved over time, the core components of effective business-to-business(B2B) marketing remain the same.
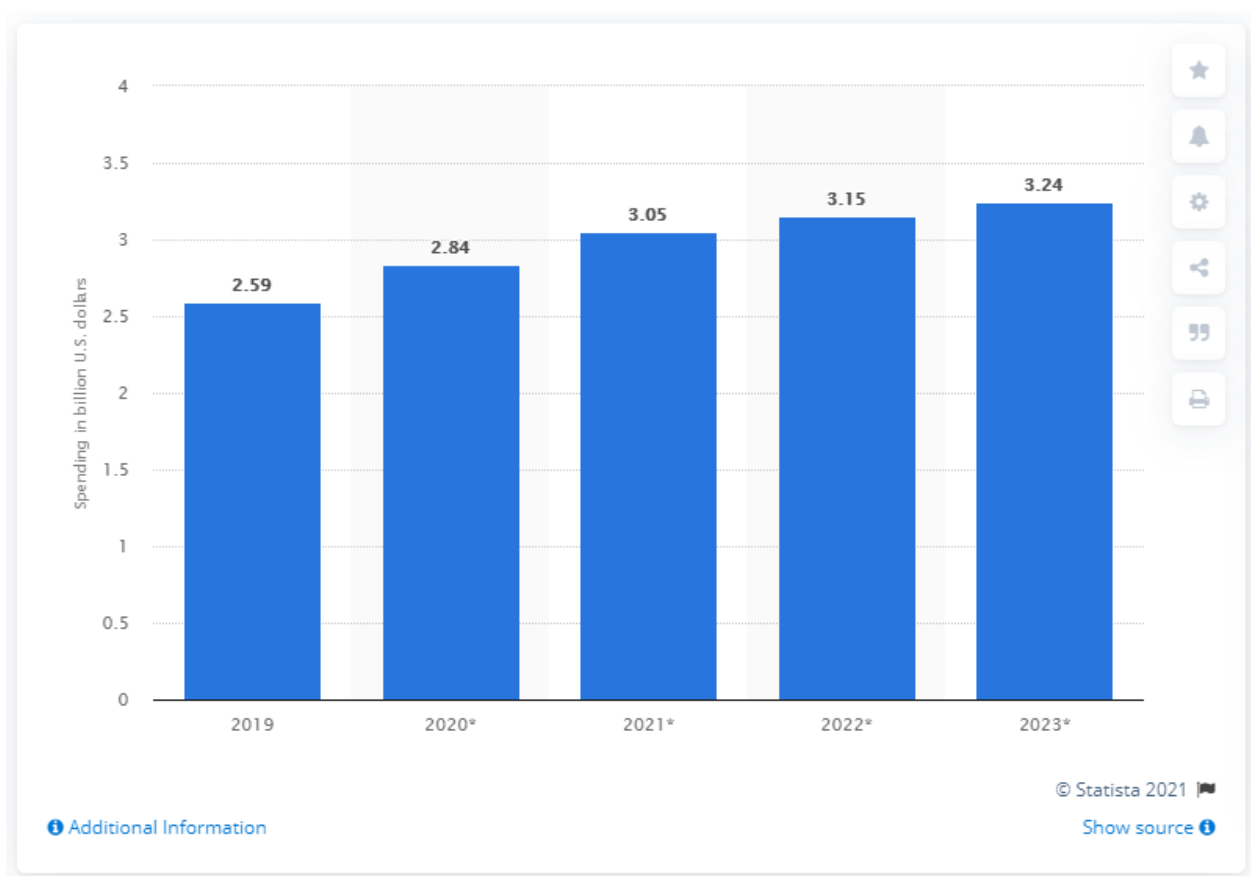
Companies still power channels such as:

- Telemarketing

- Direct sales

- Advocacy and fundraising

- Traditional mailing campaigns

- Much more

Organizations of all types rely on timely, accurate data points such as:

- Key Decision Maker contact info
- Geographical information

- Company name

- Phone number

- Web Address

- Much more

To make crucial business decisions and to close more deals. As a matter of fact, the Digital leads generation space is estimated to be worth almost 2.6 billion U.S. dollars. With steady growth, this figure is forecast to reach 3.2 billion by the end of 2023. Organizations like Sales Genie and Experian are just a few of the many players in this space.

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Additional Information   Show source

Digital lead generation advertising spending in the United States from 2019 to 2023

That being said, we, as a company with over ten years experience in the business, have identified various ways in which we feel we can fill the gap left by others and to help use new technologies such as Blockchains and cryptocurrencies, and human intelligence to help deliver a better user experience and to allow access for small businesses all over the world.

Introducing Osmos

Osmos is a fully democratized, decentralized business leads database platform. We aim to build a robust highly scalable solution to help solve most of the problems associated with the current sales database platforms on the market. Every small business, especially those in developing nations could use a platform that:

- Is affordable and easy to use

- Offers access to "quality" data

- With limitless return on investment

- Offers rewards for contributions

- Is 100% Blockchains and cryptocurrency-based

Affordable and easy to use

One of the main goals of our project is to allow those types of business with limited marketing budgets a chance to access the business-to-business data they need to help grow their businesses.

We will seek to meet this goal by maintaining, through machine learning and scalable networks, low monthly and/or annual subscription rates.

100% Blockchains and cryptocurrency-based

We will standardize access to said data by maintaining a 100% cryptocurrency platform. Meaning, users can only execute transactions on the platform through the use of Crypto assets like Bitcoin, Ethereum and others.

Quality data

One of the major complaints that currently exists within the lead generation space is access to quality data. Or rather, the lack thereof. Sales teams around the world rely on the accuracy of the data they use to help maximize their return on investment (ROI).

Since most datasets are inherently static, overtime, all types of data become outdated. Our proposed solution to this issue is to build a database with living, evolving data. This means we reward our community of users with tokens if they choose to help manage our database. Through the use of blockchain technology and human intervention, we strive to deliver accurate, timely data.

Conclusion

This is the goal for Osmos: A robust business sales leads database platform built on secure open-source blockchain technology.

Our hope is to create a robust platform for and by a community of small business owners. We strive for Osmos to serve both the revenue generation and sales leads needs of all types of businesses.