

PepperDB

A Self-Evolving Database for Pure DApps



www.pepperdb.org
contact@pepperdb.org

WHO WE ARE

A Y-Combinator Backed Team

PepperDB was founded by Terark Inc. which is a Y-Combinator backed company (Batch W17).

Terark's main business is storage engine products and has a good reputation in big companies such as Alibaba, Baidu etc. and we have lots of press releases in our history.

Cutting-Edge Compression Algorithm Inventor

PepperDB has the world's best searchable compression algorithm. This algorithm is used inside Alibaba Cloud and has been proven to be successful (10X better compression and 100X faster access).

Our algorithm can compress a very large set of data into one single block and access its records randomly without decompression.

Seed Investors



Legal Partner



LEAF is a tech-focused boutique law firm with internationally qualified, solution-driven, corporate attorneys with international standards.

LEAF has a strong experience advising DLT-venture founders by assisting them on corporate structuring, documentation review, risk mitigation and data privacy compliance.

Historical Tracks

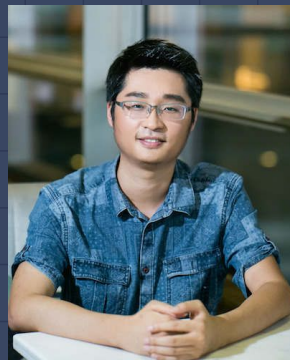
- [Alibaba is the a paying client of TerarkDB - Details](#)
- [A Chinese company is making the cloud 200x faster · TechNode](#)
- [Terark \(YC W17\) is a profitable database compression company ...](#)
- [Terark, A Chinese Startup, May Have Just Revolutionized How Data Is Stored, Accessed & Analyzed](#)
- [I found the real Pied Piper \(it's nowhere near Silicon Valley\)](#)
- [Unsupervised Machine Learning and smart data compression help AI deal with big data](#)
- [Youtube - Y Combinator Demo Day](#)
- ...

Founders



Remy Trichard (Co-Founder & Chairman)

- Co-Founder of La French Tech Hub
- MSc Computer Science from Oxford Brookes University
- Ex-Cheetah Mobile VP
- Ex-Renren (“Chinese Facebook”)
- Expert in Product Management, Online Social Marketing



Roy Guo (Co-Founder & CEO)

- Master of Tsinghua University
- Ex-Baidu & Ex-Google Engineer
- Managing Director of China Cloud System Pioneer Strategic Alliance
- Terark Co-Founder
- UWorks Co-Founder (Acquired)



Peng Lei (Co-Founder & Tech Lead)

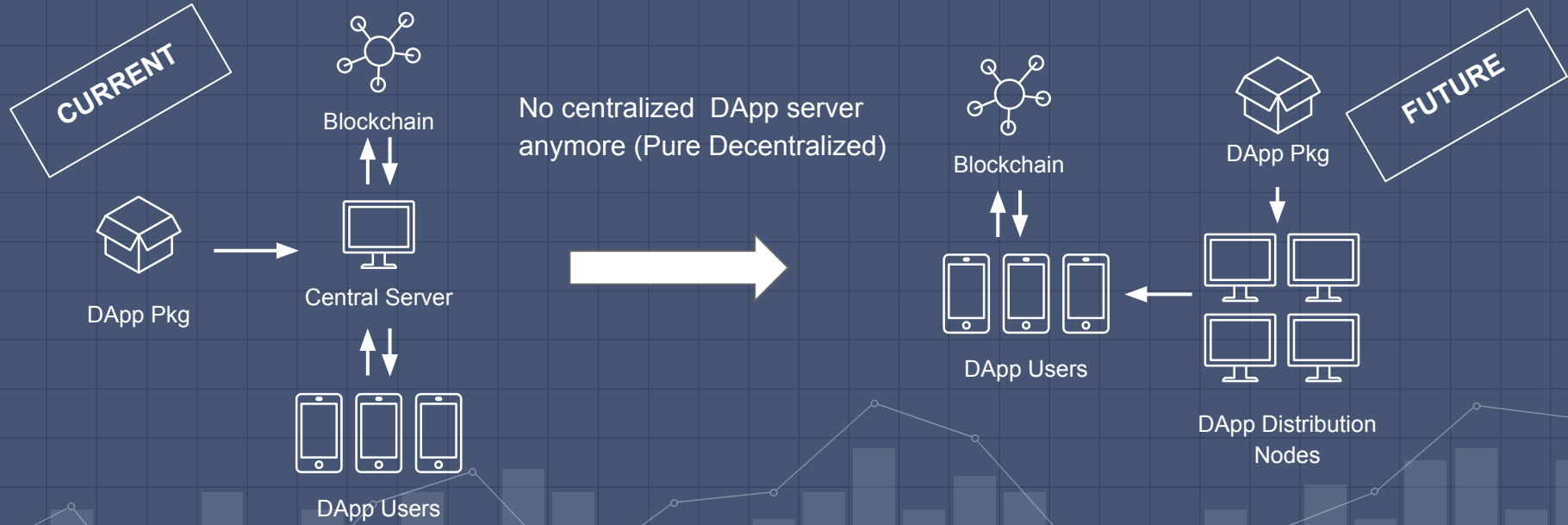
- Co-Founder of Terark
- Inventor of the Searchable Compression algorithms
- 15+ years working experience
- Expert of Database & Distributed System
- Ex-Yahoo and Qihu Engineer



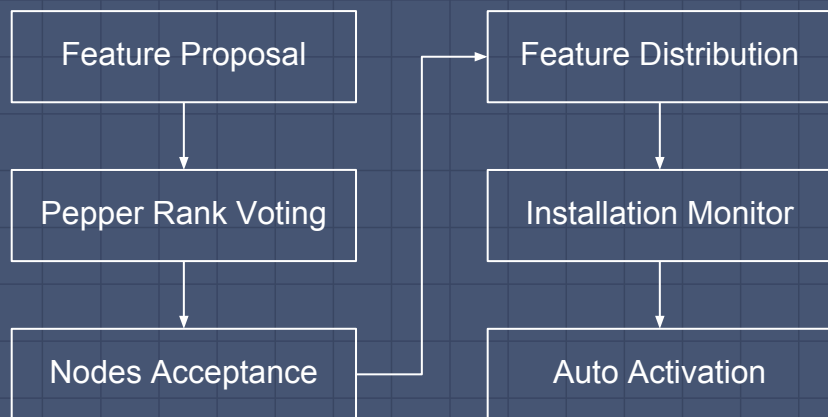
Sean Fu (Co-Founder)

- Co-Founder of Terark
- Master of Tsinghua University
- Ex-Yahoo, Ex-Microsoft, Ex-Zynga Senior Engineer
- Excellent in Business Development and Marketing

Highlights - Better DApp Distribution Model



Highlights - Self-Evolving Blockchain



Link Structure of Addresses. Each address has a set of connections with other addresses, including send and receive transactions:

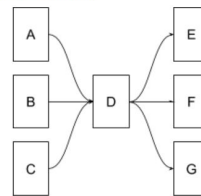


Figure 11. Address / Accounts Links

The definition of Pepper Rank. Let u be an account. Then let $F(u)$ be the set of accounts v points to (have transferred tokens to them) and $B(u)$ be the set of accounts that point to u (have received tokens from them). Let $N(u) = |F(u)|$ be the number of links from u and let c be a factor used for normalization (so that the total rank of all accounts is constant). We begin by dening a simple ranking, R which is a slightly simplified version of Pepper Rank:

$$R(u) = c \sum_{v \in B(u)} \frac{R(v)}{N_v}$$

Pepper Rank was inspired by Google Page Rank, which defines how the voting system works.

The core of Pepper Rank is the Link Structure of Addresses.

See more details in our white paper.

Highlights - Blockchain Database

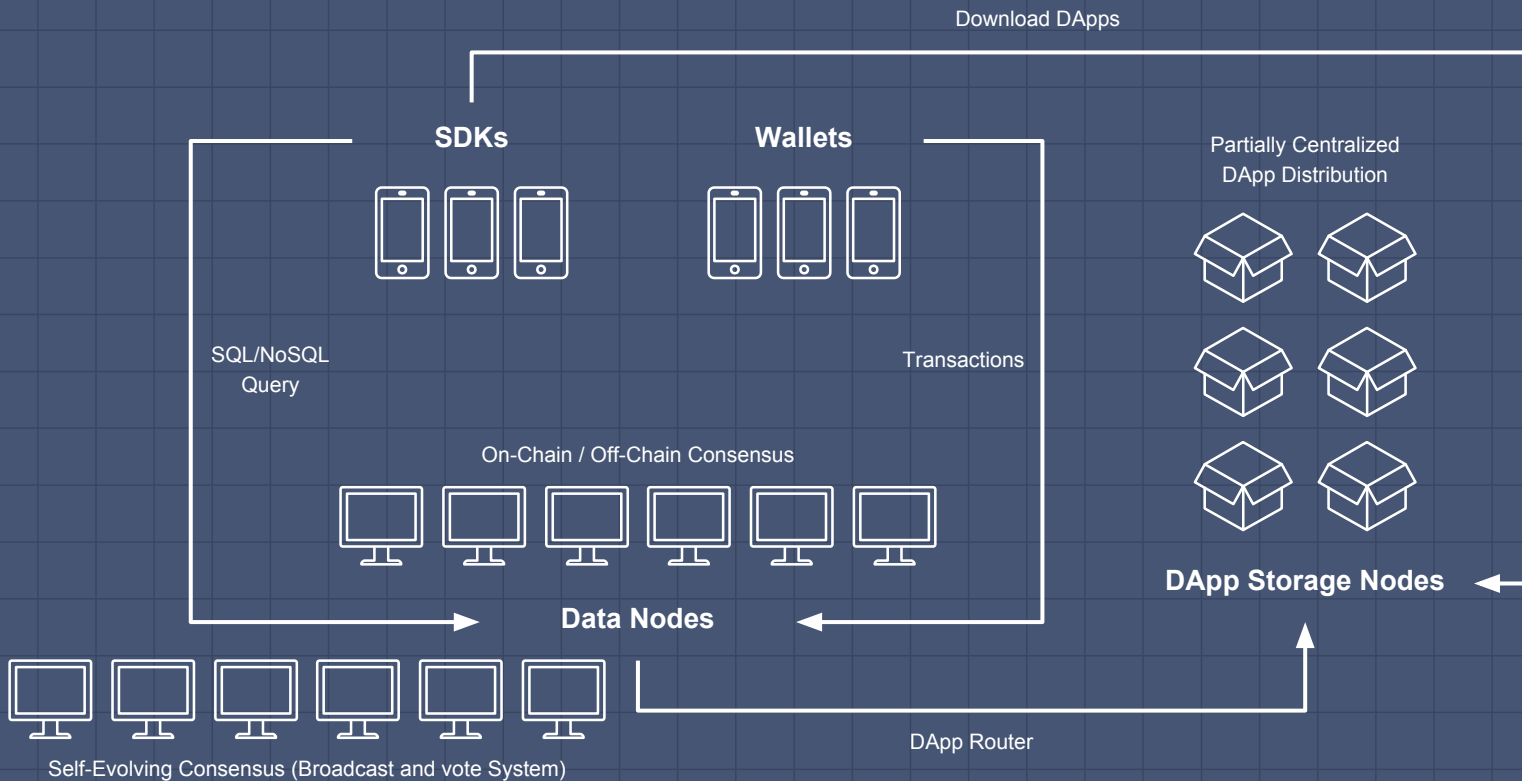
- Database Operations
 - KV / NoSQL / SQL Support
- SDKs instead of Smart Contracts
 - Developers can use blockchain without writing smart contract for data storing
 - Java / Python / Javascript SDK support
- On-Chain and Off-Chain Storage
 - Developers can use on-chain or off-chain storage by invoking different SDK methods

Highlights - Conclusion

PepperDB is a blockchain database, we want to make blockchain a better platform for developers and users:

- **SQL/NoSQL Protocol and SDKs**
 - Developers can build DApps using their existing tech stack, smart contract is no longer needed.
- **Best Compression and Access Ability Ever**
 - Benefits from our Searchable Compression algorithm, we are able to compress all blocks and all DApps into one single file (for each node), which tremendously reduce storage cost.
- **Self-Evolving Consensus (Pepper Rank)**
 - Innovative blockchain consensus algorithms are emerging, the best strategy to follow is to build a self-evolving strategy which allows our system can fully upgrade when necessary.
- **Better Way to Build and Distribute DApps**
 - Most of current DApps need a centralized server to response users' requests and help their users to store/retrieve data from blockchain, this is NOT safe.
 - PepperDB build a decentralized DApp Store and a client side runtime environment that allows users automatically download a DApp and run it locally without centralized server.

High Level Architecture



Token Economy



Tokenize traditional Internet Products



Innovative DApp Store



DApp Storage Node / Data Node

- Invest traditional internet products and leverage token economy into them.
- Including news media, music channel, foodie products, android tools etc.
- Build a creative DApp store allows developers sell their DApps to end users.
- These DApps could be games, wallets, tools for pets, stock price alert etc.
- Our data nodes or DApp storage nodes will receive significantly amount of token reward.
- We encourage professional organizations to play this kind of role

Milestones

Milestone 1

Milestone 2

Milestone 3

Private Sale

- Build the PoC product.
- Implement a Redis like protocol as the first version.
- Build Java/Go/Python SDKs for developers.
- Implement our algorithm inside Blockchain environment.
- Publish some official DApps.

Pre-ICO Sale

- Implement our self-evolving consensus.
- Implement client side runtime environment.
- Start developer community and motivative.
- Launch test net and begin the global test.

ICO

- Launch main net
- Start to incubate different DApps, especially those pure DApps.
- Migrate some existing internet product into PURE DApps (e.g. social network, search engine, freelancer platform...)

Private Sale

Our private sale is about to start, here is the private sale information:

- Token
 - PDT (PepperDB Token)
- Total Amount
 - 100 Million PDT
- Fundraising Cap
 - 4500 ETH ~ 11250 ETH
 - 4,500,000 PDT ~ 11,250,000 PDT
- Private Sale Price
 - 1 ETH = 1000 PDT (25% of PreICO initial price, about 50% of ICO price)
- Lowest Investment
 - 10 ETH
- Restrictions
 - Residents from U.S. and China are not allowed to invest

PreICO and ICO

- PreICO
 - PreICO will be started in three month after private sale finished.
 - PreICO price will be decided by a auction system
 - PreICO auction start price is 1 ETH = 750 PDT
 - The auction will be hold in our official website
- ICO
 - ICO price is based on PreICO auction result
 - ICO will be hold in our official website
- Official Exchange Support
 - We will support P2P exchange via our official website
 - PDT will also be listed in several top tier exchanges (under negotiation)

Private Sale KYC

If you are interested, please send us your information in order to register our KYC system:

- // TODO

**Thank You,
Let's make Blockchain Better,
Together !**



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[@real_pepperdb_community](https://twitter.com/real_pepperdb_community)

