Twenty Thirty Launches $50million Pillar Token Sale to Reclaim Digital Lives

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Twenty Thirty (https://2030.io/), a Swiss blockchain innovation company, today announces the Pillar project (https://pillarproject.io/), which will raise money through a Token Sale on Saturday July 15 2017 to create the next-generation wallet that will hold all your assets and become your personal digital assistant powering all your devices.

The Pillar project is the brainchild of David Siegel, whose 2010 book, Pull (Penguin), described a future with no apps and with the personal data locker at the centre of your life. “Look at it this way,” says Siegel, a serial entrepreneur and cryptocurrency expert who spent 20 years in Silicon Valley, “There are a lot of platforms now, and those platforms mostly belong to companies. But what if you had your own secure personal platform? What if you had a digital assistant that did everything for you without having to go to each app, log in, and work within that silo? And what if no company owned that platform?”

The Pillar project will start as an open-source digital wallet to hold all your assets - your health records, financial records, money, ownership of things, resume, and much more. All the ownership will be on various blockchains, and you’ll have the password, replacing all the accounts you have today. Then, the personal assistant will help you find what you’re looking for and interact with many digital services automatically. As you travel, buy things, eat, consume media, use services - your personal data locker will pay your way as you go, without having to log into hundreds of apps.

The Pillar system will use its own native utility token, called the pillar (symbol: PLR). The pillar is a meta-token. As David Siegel says, “The current Token Sale craze means that tokens are going to be everywhere, used for everything from identity to energy to coffee to golf.

“The Pillar wallet manages all those tokens for you ‘automagically,’ so you only see and deal with pillars, even though there could be hundreds of tokens underneath. By launching a meta-token, we’re telling consumers they will have a single interface into their digital lives.

“We’re starting with a wallet, but we’re aiming for iOS and Android. Look at your phone - all your apps are miniature desktop apps that trap your data and keep your credit-card number on their servers. The apps don’t talk to each other, so when you want to do something, you end up using several apps.

“The Pillar system has no apps. It uses tokens, smart contracts, and a growing ecosystem of online services that let you pull the information you want, find what you’re looking for, buy what you need, manage the ownership, and interact with hundreds of other systems easily.

“Walk into a new doctor’s office - all the paperwork, test results, prescriptions, billing, and insurance are taken care of automatically, without filling out any forms. We envision all consumer devices and wearables being powered by the Pillar wallet.

“Because the data is decentralised and stored in secure blockchains, it is of little interest to

hackers, providing high-level security."

Entrepreneur Richard D Titus, a USA-based adviser said, "Pillar will be the new platform for digital natives. It's open-source, and it replaces the Apple, Google, Microsoft, and Facebook domination of our devices. This is a world changer."

Pillar is staffed by a group of over 30 global volunteers, who are part of the Twenty Thirty blockchain community. As well as David Siegel, the founders include Tomer Sofinzon from Israel, Yogesh Gaikwad from India and Vitor Py from Brazil. Advisors to the project include USA-based Kirt McMaster, Phil Windley and Kaliya Hamlin plus Efi Pylarinou, from Switzerland, and UK-based Anish Mohammed and Thomas Power.

The Pillar Token Sale plans to raise $25 to $50 million to build this open-source personal-data ecosystem. The Token Sale will take place from 8:00 AM GMT on July 15 to 8:00 PM GMT on July 17 2017. After a successful Token Sale, the team will set up the UK's first blockchain-only innovation centre in London. The Pillar project (https://pillarproject.io/) web site is now open.

Links:

20|30 website: https://2030.io/
Pillar Project website: http://pillarproject.io
DecentralStation website: http://www.decentralstation.com/
Video of David Siegel talk: https://www.youtube.com/watch?v=zaYDrkAMD2k
Video explaining the Pillar Wallet: https://www.youtube.com/watch?v=7X7RUo2vyXU

Ends

David Siegel is available for interview. Please email david@2030.io directly or contact Adam Betteridge at adam@famouspublicity.com or Tina Fotherby at tina@famouspublicity.com or call +44 (0)333 344 2341.
Due to regulations, the offer is not available in the United States of America.
Learn more at www.2030.io (https://2030.io/) and www.pillarproject.io (https://pillarproject.io/)

About David Siegel

David Siegel (https://www.linkedin.com/in/siegelventures/) is a founder of Twenty Thirty AG, a corporation registered in Zug, Switzerland. He is a web pioneer, author, and serial entrepreneur. He is the world's first web designer, started one of the world's first web-design agencies, and sold it to KPMG. He was a figure in the semantic web movement and is now a central player in the blockchain world. He is the creator and curator of decentralstation.com (http://www.decentralstation.com/), a blockchain learning web site. To learn more, see OpenStanford.com (https://medium.com/@pullnews/the-next-dean-of-stanford-business-school-999da02917f6), BusinessAgilityWorkshop.com (http://www.businessagilityworkshop.com/), GlobalBetaVentures.com (https://startupsventurecapital.com/introducing-global-beta-ventures-ad49dd7bebd0), and Dsiegel.com (https://medium.com/@pullnews/david-siegel-jack-of-none-998a70be0e57).

About 20|30

The founders of Twenty Thirty (https://2030.io/) have the aim of creating the decentralized networked world that will be mainstream in the year 2030.

Core Beliefs:

Purpose drives us: we are united in our quest to realize the decentralized world.
Community sustains us: we need each other to succeed.
A new world of work is coming, based on freedom, empowerment, participation, and joy.
We swarm where we are needed and collaborate.
Autonomous, decentralized systems empower people and innovation.

Goals:

Build blockchain innovation centres around the world, starting in London.
Solve existing business problems by removing middlemen.
Find new market opportunities and build solutions for them.
Create a mesh network of learning, cooperation, empowerment, excellence, and joy.
Launch our own coin and use it to accelerate innovation at world scale.

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e: info@responsesource.com t: 020 3426 4051 f: 0345 370 7776 w: https://www.responsesource.com