Earn $5 a day for your data with HUDI: the universal basic income experiment in crypto is working

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London, 24 May 2022. More than two hundred and forty thousand (**240.000**) **users worldwide have participated in Human Data Income (HUDI)** initiative. **The platform allows people to offer their data for sale in exchange for cryptocurrencies**. The first HUDI data monetizations results are promising: **a user manages to monetize his data for up to $10 in one day.**

HUDI is a crypto startup founded in London by three Italians: **Franky Ballarani, Andrea Silvi and Gianluigi Ballarani. HUDI allows people to regain control over their data and monetize it in crypto** ($HUDI). The idea of a **universal basic income (UBI)** is not new, but this is the first UBI empowered by the data economy.

"**Data is the new oil**, the raw material of the new economy, and it creates a trillion-dollar-plus market. **But we, as data owners, have no control over it and are cut off from the profit",** comments **Gigi Ballarani**, professor of Digital Marketing & Crypto Strategy at the University of Pavia and co-founder of the project.

HUDI works as a data bank. Users can retrieve the data that companies have on them, deposit it in HUDI's "data bank", and share it with organizations for a profit. HUDI recognizes a 50% fee to the data owner.

"These results have been achieved with a handful of data," claims Franky Ballarani, co-founder and CEO of HUDI. "We are just at the beginning. **HUDI will disintermediate and democratize the data market, to the point where every person can cover basic living expenses, thanks to Human Data Income**."

To join the experiment for free, register here: https://humandataincome.com/

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