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OOPZ Labs: Pioneering The InfoFi Revolution Through Preference Data

OOPZ is an innovative InfoFi platform that tokenizes user preferences, creating a market-driven oracle where your data works for you, not big tech.

Long-term Vision

> OOPZ aims to become a cornerstone of the emerging InfoFi ecosystem by building a global data oracle that rewards users for sharing their preferences. This creates a high-quality, privacy-first dataset that transforms information into tradable financial assets. Using AI and blockchain technology, OOPZ enables users to control and profit from their data while powering advanced prediction markets that leverage collective preferences to forecast real-world events-embodying the core InfoFi principle where market forces determine how attention and information are valued and distributed

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Day 1 Execution and Profitability Plan

OOPZ will establish itself as the leading InfoFi platform where people get paid instantly for sharing their preferences, creating a new attention economy where users-not platforms-capture the value of their information. By implementing AI Agents to create digital twins and utilizing blockchain for instant payment settlement, OOPZ ensures users maintain sovereignty over their information through Zero-knowledge proofs while participating in the financialization of the attention economy. This approach addresses the fundamental inefficiency and unfairness in how attention and information are currently distributed in centralized systems

Highlights of Industry and OOPZ

1. **Long-term value** - We aim to create an oracle of all data preferences that will power advanced data analytics while becoming an integral part of the broader InfoFi ecosystem, where information and attention are properly valued through market mechanisms rather than centralized algorithms
2. **Short-term value** - Creating a privacy-first data oracle that rewards contributors for sharing their preferences, OOPZ exemplifies the InfoFi principle of harnessing the wisdom of network participants to determine where attention should flow. This establishes a transparent, market-driven system for delivering accurate predictions and insights.
3. **Market Opportunity** - The online survey software market valued at 3.94 billion USD in 2025 is poised for 13.2% CAGR until 2031. By integrating InfoFi principles, OOPZ transforms this traditional market into a decentralized ecosystem where information becomes a financial asset with inherent value.
4. **Competitive Advantage** - OOPZ leverages AI and blockchain technology to turn engaging, rewarding user surveys into accurate, low-cost preference data for businesses, exemplifying how InfoFi can create more efficient information markets. By tokenizing preferences, OOPZ enables the market-not centralized platforms-to distribute attention and capital in a fairer, more transparent and efficient way.

The OOPZ InfoFi Revolution

In the emerging InfoFi supercycle, OOPZ stands at the forefront of transforming how data is valued and exchanged. By creating a system where users are properly compensated for their contributions to the information economy, OOPZ addresses the core challenge identified by InfoFi pioneers: information is valuable, and those who provide it deserve to capture that value.

Core Team

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Tamir A. - CEO

+10 years finance, data, tech, and cryptoJason L. - COO

+10 fintech, private equity, crypto, and BDFrankie F. - CTO

+20 years experience tech, data, crypto, finance

Advisors

Adrian Sim - Lydian Labs

Adrian is CEO of Lydian Labs an APAC based full-stack advisory, tech and marketing agency for Web3 companies.Racoon - KOL

A leading expert in Greater China and ASEAN, Racoon delivers deep insights on crypto trends and digital communities in the evolving Web3 space.irreverent.eth - Technical Advisor

Waifu Lover. 20+ Years experience in startups, AI and tech. He has 5+ year experience as a leading smart contract auditor and developer.

Last updated on June 10, 2026

💡 Market Opportunity ›

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