



Share Data. Earn Money. Change Your World.

A data marketplace built for humans with
humanity in mind.



HISTORY

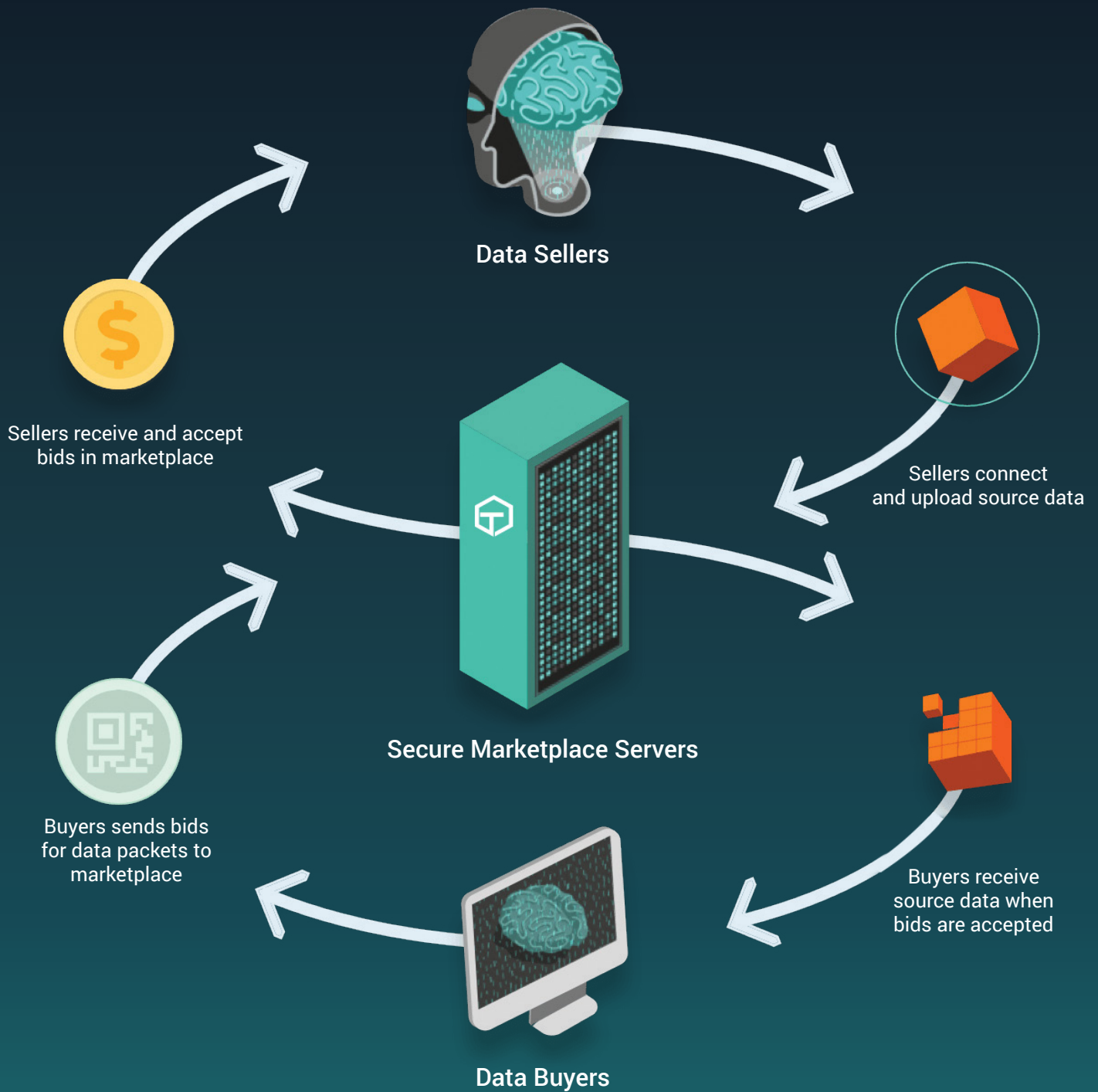
TARTLE was intellectually conceived in 2015 and two years later founded in 2017 as a marketplace to help individuals regain control and earn financial gain from the data they create and share.

Since the early days of its life, TARTLE has evolved and adapted to the needs and desires of humanity. The focus and values have extended beyond data ownership and now reach far into the realm of creating positive impact through the sharing of data, and donating of earnings to causes that champion a people/planet focus.

Our journey will be one that is shared with humanity as we empower the lives of everyone across the globe, acting as a sherpa for every individual's own journey to data ownership, financial empowerment, self-responsibility, and global impact.

TARTLE is actively empowering and uplifting human beings across 222 countries.





MISSION & VISION

TARTLE's mission is to elevate humanity through the sharing of data.

TARTLE has a vision of a world where complete and total knowledge is shared, and our most pressing problems that threaten the stability and existence of human beings are solved with data in a collective and collaborative effort across all nations and peoples.

About

Alexander McCaig

Alexander is a seasoned entrepreneur with extensive experience in business development, relationship management, risk management, consulting, and private equity.



Currently, he is leading the way for people all across the globe to find financial empowerment through data ownership and altruistic action of supporting major causes to help people and the planet as CEO of TARTLE.

As a management consultant, Alexander designed an MRO and Live Inventory Asset Tracking application for Transit and Aircraft Maintenance, currently in use by major transit authorities.

Alexander successfully brought management and disparate unions of transit authorities to focus on the same common goal. His efforts delivered millions in cost savings, all while increasing safety and personnel training across the organizations.

Alexander helped with the founding of a wireless technology company, where he pioneered mass adoption of "rented" wifi space so that companies could buy digital ad space to cover the cost of public wifi in economically under-developed areas.

His second start-up endeavor was a nutraceutical product that mobilizes white blood cells in the body to help with the migration of phlegm and viruses out of the body.

Alexander brought the idea from inception to production, which included developing the supply chain, logistics, sourcing, brand, product design and manufacturing into a flexible business model.

Alexander is a National Champion Rower. He enjoys rock climbing, meditation, flying airplanes, non-fiction reading, trap shooting and vegetables.