



# iNodis

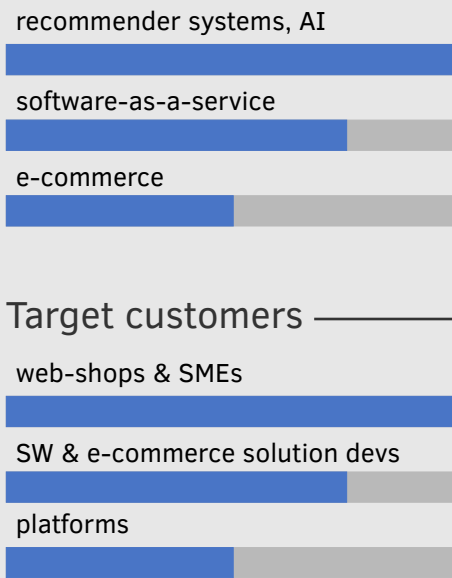
"powered by context"

- May 25th<sup>th</sup> 2019
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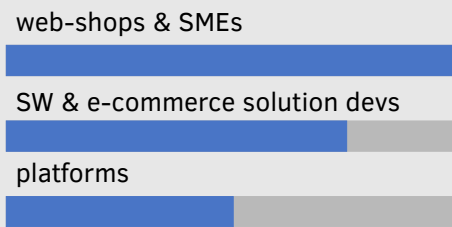
## About \_\_\_\_\_

iNodis provides a recommender service for companies, organizations & researchers that don't have the money, data or expertise to develop their own. Employing our specialized process, our customers deliver targeted, private and secure recommendations to their users, boosting their sales, traffic & impact.

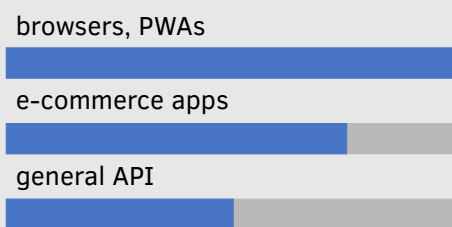
## Product category \_\_\_\_\_



## Target customers \_\_\_\_\_



## Target platforms \_\_\_\_\_



## Mission

"iNodis drives sales, traffic & impact by serving context-aware recommendations."

## Problems

- (No) context.** Data entered by users are often insufficient to properly understand their needs. Contextual data (mail, contacts, activities) can help a lot, but are restricted to the client as well as disconnected. Is it possible to make use of this meaningful context ?
- Legal issues.** Knowing too much about their users can get companies into trouble quickly - while private information most valuable for personal recommendations is specifically affected. Can we use that data without inflicting legal uncertainty ?
- Implementing** a recommender system takes money, data & technical expertise. Using a current external service, however, requires transmitting customer data to a 3<sup>rd</sup> party. Is there a way to outsource recommendations without exposing our most valuable assets ?

## Solution

- "Networking"** iNodis injects a piece of software into our customers' client device, so we can access their data locally. Moreover, by organizing their data sources into a network, we are able to extract context.
- "Delegating"** By processing information directly on the user's device, we eliminate the need to send private information into the cloud, thereby alleviating our customers' legal burden.
- "Integrating"** Accessible as an online service, iNodis integrates with our customers' current technology in a few easy steps. We will also provide extensions for all popular ecommerce systems.

## Uniqueness

To our knowledge, there is currently no client-side Machine Learning system computing context-aware recommendations on the market.

## Business model

- Flat-rate** for web-shops, with tiers depending on monthly activity
- License** for software developers, depending on size of solution
- Commission** for platforms, depending on overall traffic & reach

## Go-to-market timeline

04-06 2019	Establishing a core product for test & validation	development
07-09 2019	Getting feedback from trial customers (shopify)	pilot phase
10 2019 ->	Public API beta -> refinement -> release	commercial

## Main competitors

plugins	providing mostly superficial recommendations	0-12 months
APIs	offering server-side Machine Learning AAS	12-24 months
diverse	AI-based services by larger competitors	24 months ->

## Core tenets

- Data + context = knowledge.** Given the message "*At the airport. Back in two weeks.*" it is almost impossible to interpret the situation - the words alone do not convey much information. But knowing the message was sent by your *boss* triggers a slew of specific thoughts in your mind. On the other hand, if your *spouse* sent you that message...
- Client-side Machine Learning.** High-end data centers will subside to swarms of client nodes predicting on overlapping, individual knowledge bases, exchanging insights about their conclusions when needed.
- Privacy through de-centralization.** Computing on private, even sensitive personal data falls under two legal aspects of the GDPR: 1) the processing itself (*discriminating algorithms*) and 2) storage-wise obligations (*data leaks, right-to-be-forgotten*). Delegating sensitive computations to the client device alleviates much of the latter.