



iNodis

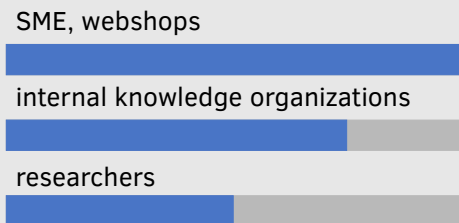
"powered by context"

- March 13th 2019
- Bernd Malle, Austria
- +43 678/12-75-414
- <https://inodis.net>
- bernd@inodis.net

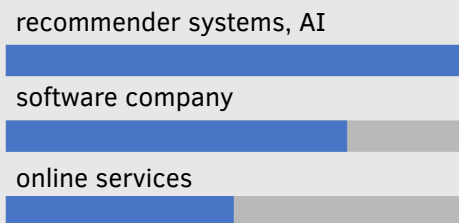
About _____

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.

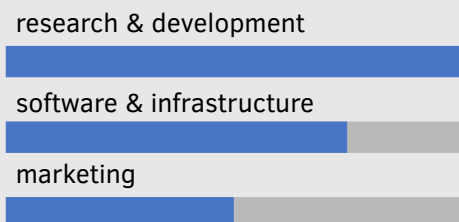
Target audience _____



Product category _____



Main investments _____



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 a company quickly into trouble - and 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 3rd 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

- Commercial** Flat-rate packages with limits on monthly recommendations
- Researchers** Free, based on sharing anonymized usage data

Go-to-market timeline

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

Financial needs (starting July 1st)

EUR ~50k	prototype, test infrastructure, research	0-6 months
EUR ~100k	marketing, legal, building a team	6-18 months
EUR ~300k	expanding & scaling	18-36 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.