BurstIQ Overview

Get More Value from Your Data with Privacy & Trust

BurstIQ is redefining how businesses get maximum value from their data. LifeGraph® is a Web3, privacy-enhancing data platform that infuses trust into digital solutions. The platform brings complex data together, manages ownership, and makes it smarter and more trustworthy for artificial intelligence and machine learning. The LifeGraph data ecosystem gives organizations a continuously learning single source of truth that delivers more value to customers, patients, and employees.

The Challenge

Human data is abundant, complex, and siloed. In order for companies to improve efficiency, reduce costs, and engage users, they need access to all this data while respecting individual privacy and the myriad of regulations that apply to different data in different places.

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> We are challenged to create a future in which **data is connected, individual privacy and ownership rights are respected, incentives are aligned,** and **trust is inherent.**
>
> – Frank Ricotta, CEO & Founder, BurstIQ
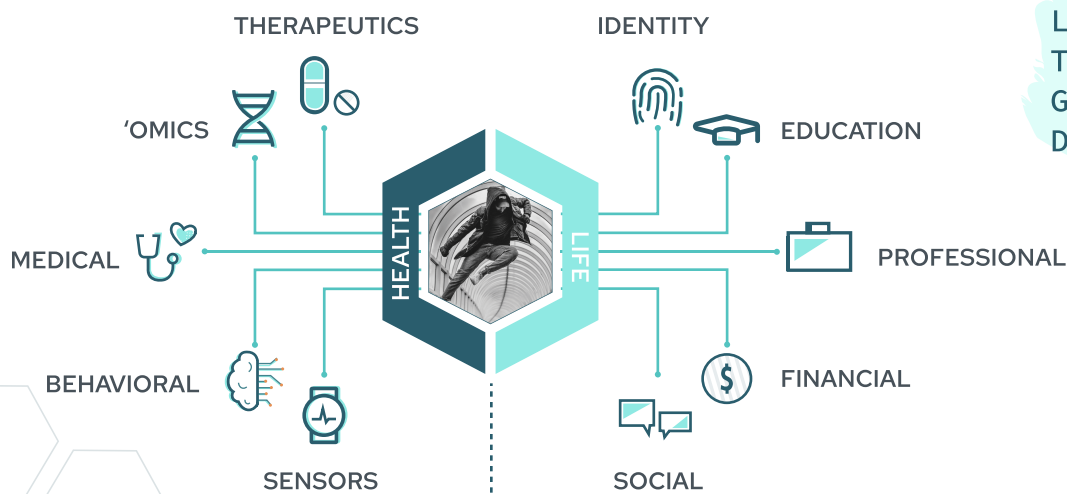
LifeGraph Does All That.

What is a LifeGraph?

A LifeGraph is a digital expression of a person with **ownership, trust and context** built-in — in other words, **their digital DNA.** It captures all the data people generate and how that data interacts with other people, places, and things and turns it into smart data.

Smart data is data that carries context, security, and consent with it so it can be managed and trusted no matter how it moves or evolves over time.

LifeGraphs become part of a secure, intelligent ecosystem. Through distributed intelligence, you can gain deep, human-centric insights about people, places, and things so you can create more personalized solutions.

LIFEGRAPH: ALL THE DATA YOU GENERATE, YOUR DIGITAL DNA

LIFEGRAPH ECOSYSTEM: ALL THE PEOPLE, PLACES, AND THINGS YOU INTERACT WITH

PEOPLE   PLACES   THINGS

Business-to-Business-to-Human

In a digital world, it's not enough to "do business" with customers. LifeGraph helps you forge **trusted, mutually beneficial relationships** with the humans who make your business thrive.

B2B2H

← THE HUMANS WHO MAKE YOUR BUSINESS THRIVE

YOU

NETWORK OF PARTNERS
TO REINFORCE YOUR BUSINESS

LifeGraph Addresses Three Key Market Demands:

Trust

Data ownership, privacy, and authenticity are enforced, so people know their data is secure and companies know it's trustworthy.

Intelligence

LifeGraph unifies your data to create smart data optimized for distributed intelligence, making it easier to uncover hidden trends, correlations, and insights so you can optimize your products and services more quickly.

Personalization

LifeGraph connects you with digital DNA that reveals granular insights about patients, employees, and customers so you can build more intelligent and personalized digital solutions.

An Innovative Way to Build Trust in a Digital World

LifeGraph helps customers build trust in a multitude of ways. From creating operational data networks and automating processes to digitizing hyper-personalized experiences, LifeGraph infuses trust enterprise wide.

LIFEGRAPH TRUST PRINCIPLES:

- ✓ Human Generated. Human Controlled.
- ✓ Smart Consent Contract Powered
- ✓ Blockchain-Driven Governance
- ✓ SOC 2 Type II Certified

Addressing Healthcare's Biggest Issues

Healthcare is a uniquely complex industry. BurstIQ adapted blockchain technology to meet the unique challenges of managing health data.

DATA EXCHANGE

Compliantly unify human data to build life-changing health solutions quickly and cost effectively.

- Connect data sources and ensure data integrity
- Build innovative Web3 solutions quickly
- Ensure data privacy to protect against breaches and malicious attacks
- Manage data-heavy IoT solutions
- Accelerate HIPAA and GDPR compliance
- Reduce production and operational costs

PERFORMANCE

Leverage intelligence to power solutions that increase efficiency, reduce costs and improve quality enterprise wide.

- Accelerate digital transformation
- Enable data privacy, patient consent, and compliance
- Mitigate risk and improve patient & population health
- Validate credentials
- Streamline and optimize risk-based contracts
- Optimize revenue cycle

ENGAGEMENT

Gain deep human understanding to design experiences that deliver maximum value to employees, patients, and customers.

- Build trust through transparent and secure data ownership and sharing
- Align incentives to encourage action
- Improve recruiting and onboarding
- Design and support health and learning pathways
- Increase loyalty and retention
- Create communities that foster cultures of trust

Web3 Privacy Innovations On
An Easy-To-Adopt Platform

LifeGraph is the only commercially available blockchain network that enables on-chain data management for highly sensitive data with HIPAA and GDPR compliance, complex data ownership, and permission-based data sharing that is fully attested, customizable, and revocable.

Applications

HEALTH	WORK	LIFE

LifeGraph Services

LIFEGRAPH PROFILE	PATHWAY FINDER	MARKETPLACE	HELLO, VILLAGE	ENGAGEMENT & PATHWAYS	ADMIN & ASSESSMENT	LIFEGRAPH MANAGEMENT	ECOSYSTEM INTELLIGENCE	COLLABORATIVE INTELLIGENCE

LifeGraph Blockchain Services

LifeGraph Governance Module
Consent Smart Contracts, Orchestration, Data Management

LifeGraph Blockchain Data Services

Smart Data Objects	On Chain Data Graphs	Immutability & Auditability
Data Chain of Custody	Data State Management	SOC 2 Type II, HIPAA, GDPR

DATA SOURCES	PRIVATE BLOCKCHAIN	PUBLIC BLOCKCHAIN	INCENTIVES & NFTS	W3C VERIFIABLE CREDENTIALS

PRIVACY & SECURITY	GOVERNANCE & COMPLIANCE	INTELLIGENCE

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LifeGraph brings together two essential components: compliant data exchange and distributed intelligence. The ability to do both on a single platform significantly streamlines our solution design and development, so we can generate value for our customers more quickly.

– Justin Schaper, CTO, Magenta

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LifeGraph has increased our time to market by a factor of four, while decreasing our tech spend by a factor of 10. That's the BurstIQ advantage. Anyone considering a 'Web3' approach should take that advantage and run with it!

– Phil Komarny, CIO, Maryville University

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