



wellcometrust



Mitzi László



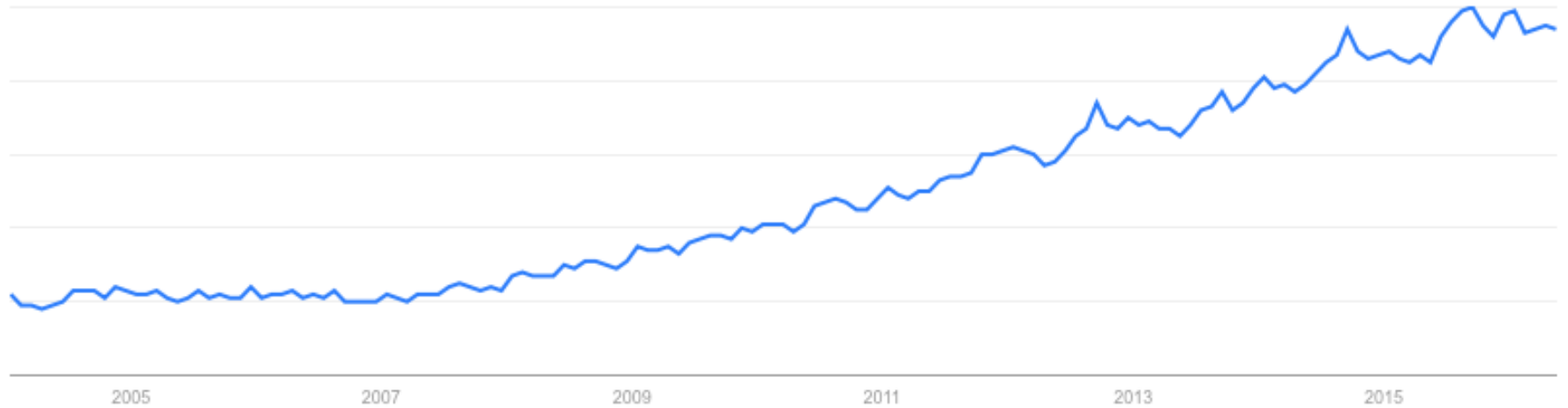
Compare Search terms ▾

my data
Search term

+ Add term

Interest over time ?

☐ News headlines ? ☐ Forecast ?



My Data



Movement
Tracking

Genetic

Blood Type

Browsing

Family History

Financial
Transactions

Supermarket Spending

Microbiome

Cholesterol

Exposome

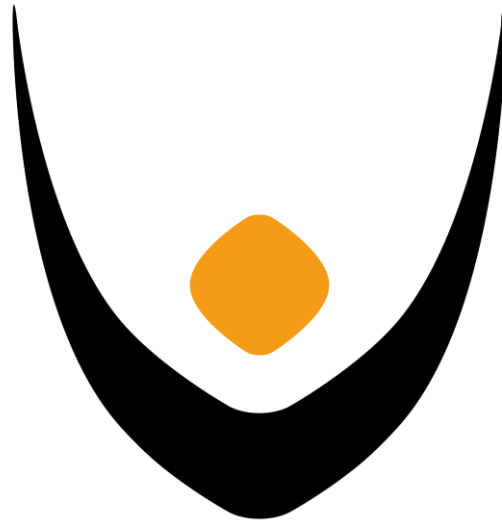
Blood Pressure



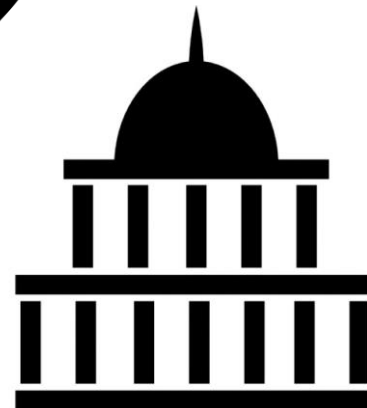


Where is My Data?

My Data



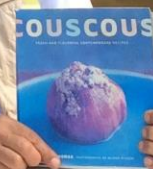
Google



346



Cous Cous
CLUB



Privacy?





93%

Want Privacy



6%

Believe We Have It



Privacy

Analytics





Settlement

TED



Federico Zannier



2 MILES 261 YARDS

DISTANCE TRAVELED BY MY
MOUSE POINTER

I've recorded every movement of my mouse pointer. 755,547
lines of log file including mouse position on the screen and the
timestamp




Exchange Rate





A Personal Data Passport

A white smartphone is standing upright in a field of green grass. The screen of the phone is lit up and displays the text "INNIT / Foundation" in a dark, sans-serif font. The phone is positioned centrally in the lower half of the frame, with its screen facing the viewer. The background is a soft-focus field of green grass and small yellow flowers.

INNIT / Foundation

Mission:
to extract the **value** of
data without
compromising identity
privacy

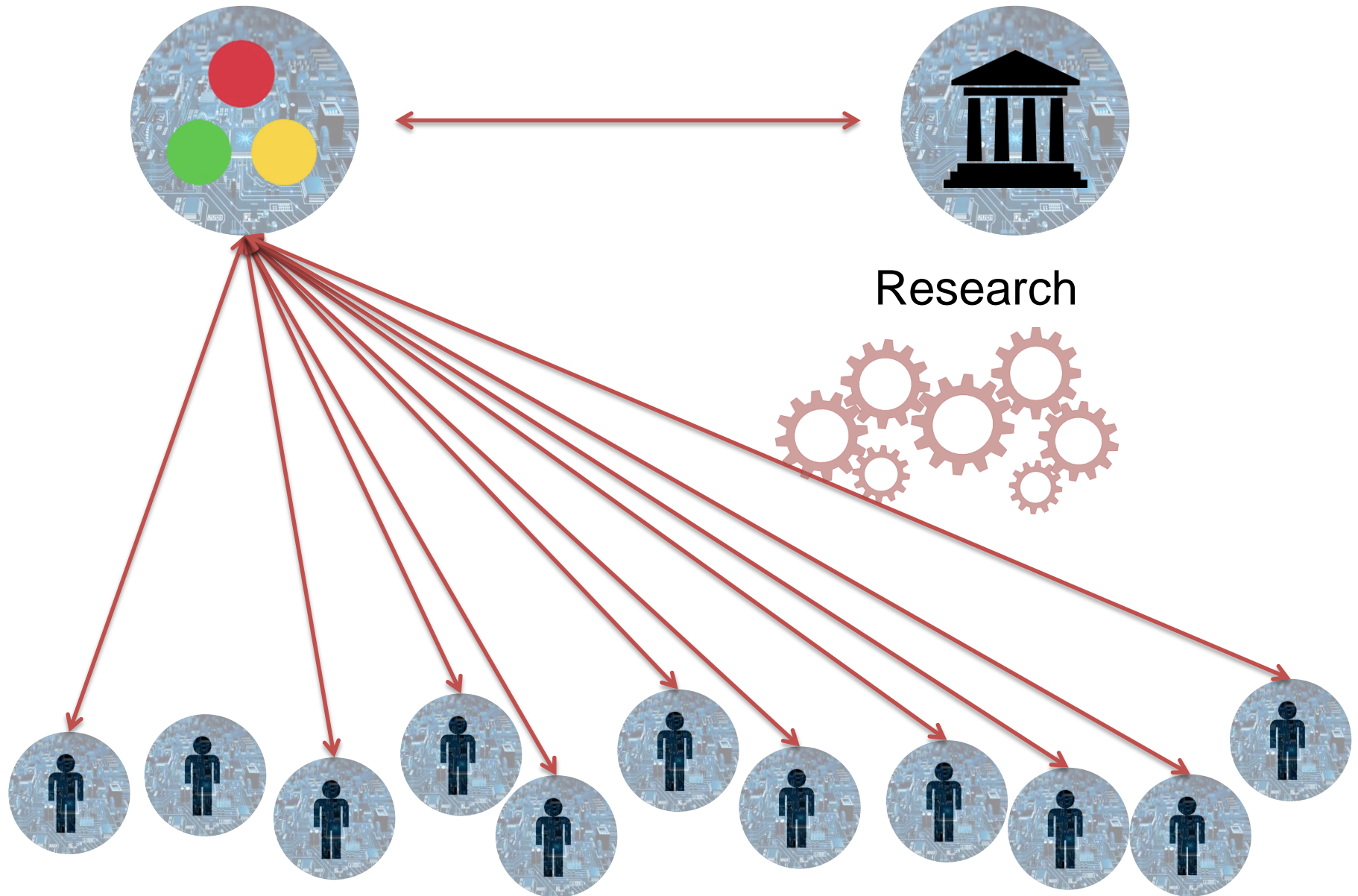


Innit Foundation



We only have access
to **aggregate** metrics

Aggregate Platform





Innit Foundation



Innit Company





The Innit Team



Technical



ISCTE  **IUL**

Instituto Universitário de Lisboa



Programme co-funded by the
EUROPEAN UNION



Design

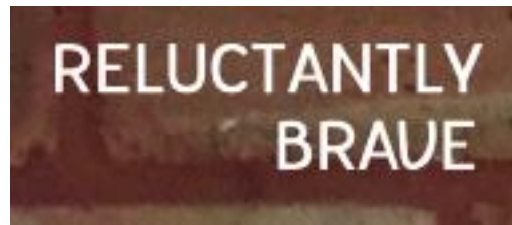
Brand Image

Video Production



User

Experience





Legal



Data Cupids





Innit lets
people
own their
own data

Lets people
donate data to
research



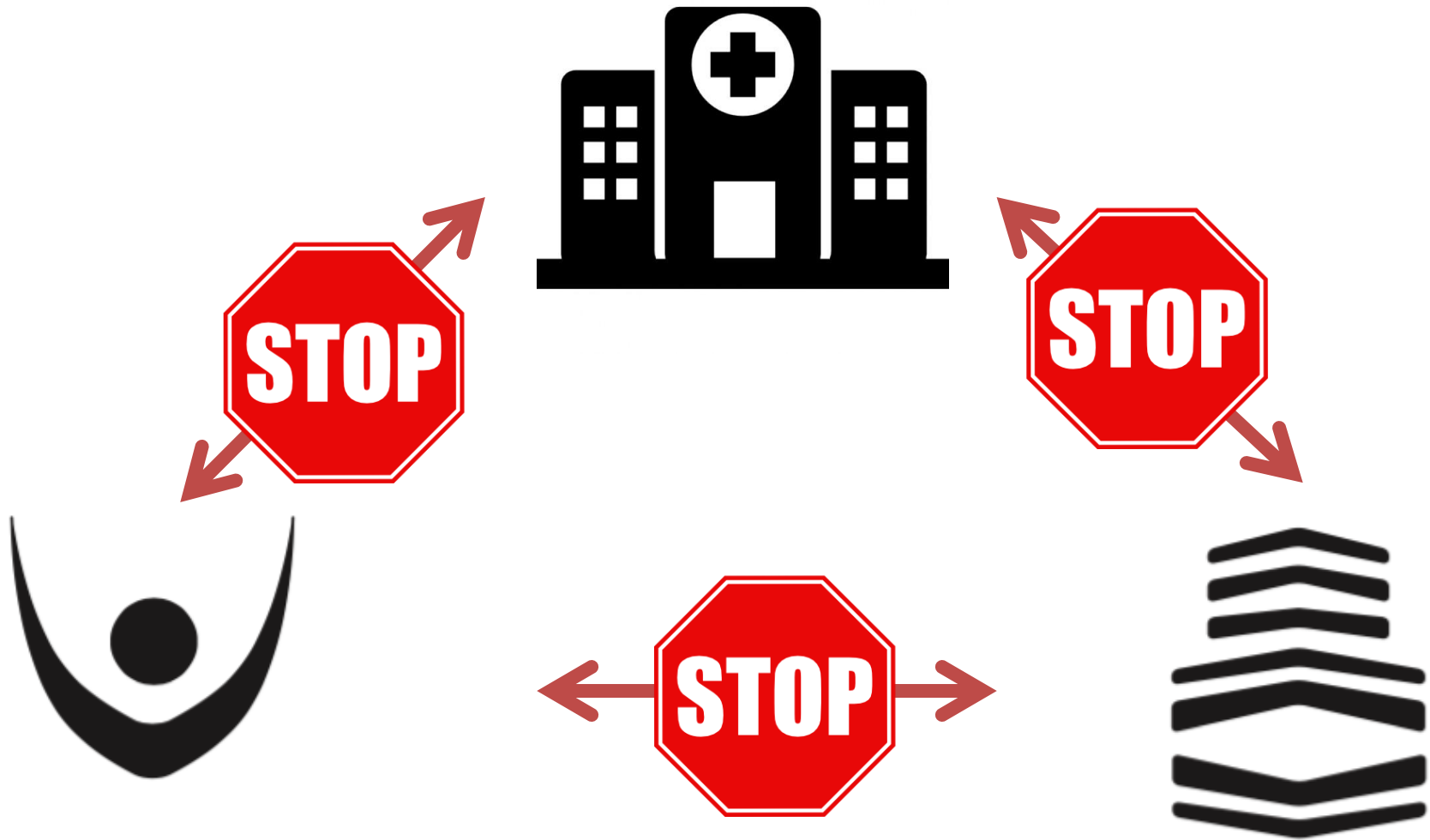
Innit Foundation

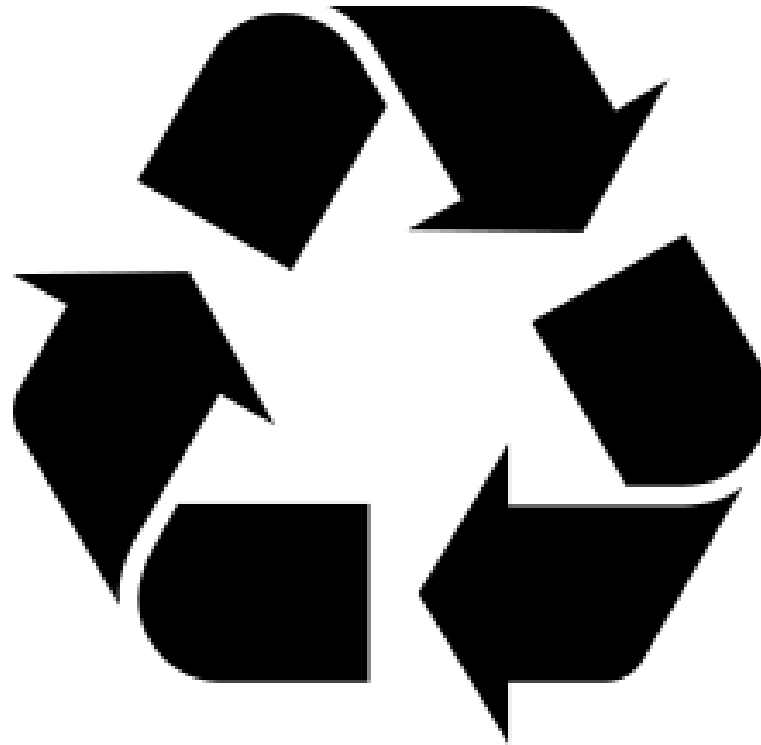


Data Is the Raw Material of Research



But data flow is limited...

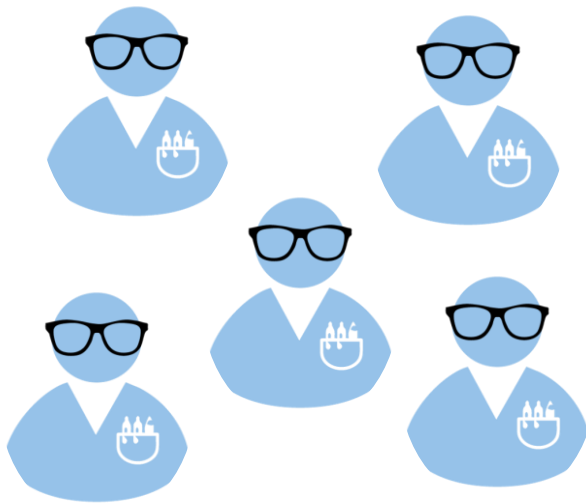




...and data is rarely recycled
after a study



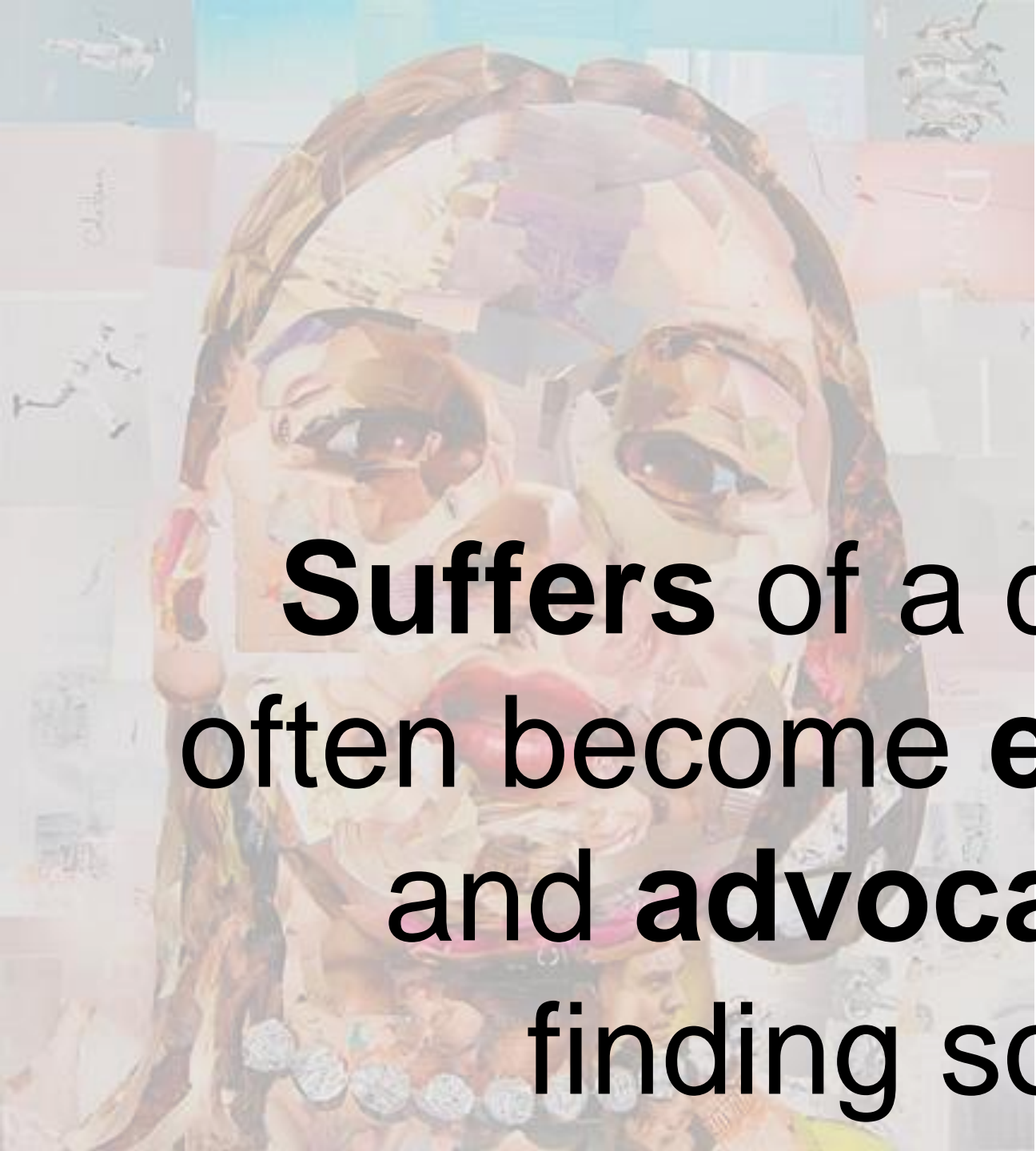
Data Dating



Researchers



Patient Groups

A woman with long, dark, braided hair is shown from the chest up. Overlaid on her face is a large, colorful, abstract graphic that resembles a collage or a digital art piece. The graphic features various colors like purple, blue, yellow, and red, with some elements that look like eyes and a mouth. The woman's expression is neutral, and she is looking directly at the camera.

**Suffers of a disease
often become experts
and advocates for
finding solutions**



We are familiar with donating
money to research



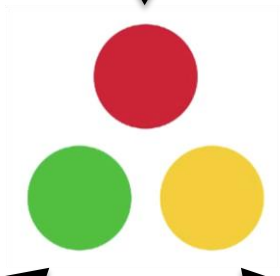
Why not donate **data** to
research?

What About Data Quality?





Moves



fitbit.



HealthKit

Which is why Innit
combines data
from various
sources









How can you
request the
aggregates?



Innit Foundation

www.innit.foundation

info@innit.foundation





I own my health



Less big brother,
more little sister



Innit Foundation

www.innit.foundation

info@innit.foundation

