

## GNY Data Diagnostic

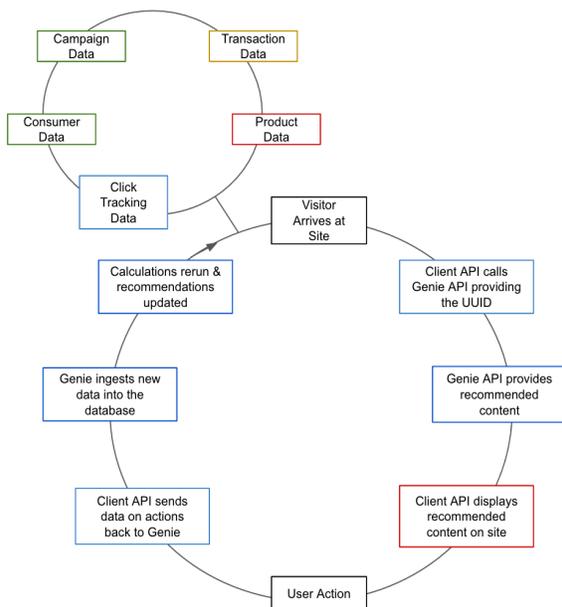


### Prepare Your Business to Harness Machine Learning

**GNY 's Mission** is to securely unlock the hidden value in data through advanced machine learning. For some companies this also involves building a system that integrates blockchain, for others it does not. Regardless, the first steps are the same. It all starts with your data.

74% of companies hope to improve business outcomes with AI, but only 1 in 3 projects are successful. What is the difference between a successful Machine Learning integration and an unsuccessful one? It all depends on your data, and what specific business outcomes Machine Learning can produce with your data.

Deploying machine learning intelligently demands a complex understanding of your current data position, your goals, expectations of price, time to deployment, and results before you pull the trigger with an ML partner. These preparatory steps are essential to success and represent the first X steps to a successful Machine Learning Integration.



That's why we designed the ML Data Diagnostic. The Diagnostic is designed to empower companies to make intelligent decisions about how to deploy ML and how to evaluate potential providers. Our Data Diagnostic breaks off all of the preparation work into a neat package that will leave you confident about taking the next course of action.

**The Goal** of the GNY Data Diagnostic is marry your business goals with data driven Machine Learning outcomes, and then design a data system that will allow you to achieve both. As a firm that offers both tailor-made ML solutions, as well as open

source blockchain powered solutions we provide value to many types of organizations.

Our Data Diagnostic is comprised of 4 main sections parts:

1. Education
2. Discovery
3. Data Analysis
4. Recommendations

1. **Education-** Before we start assessing your data and learning about your business goals it's important that we establish common ground. The terms AI, Machine Learning, Deep Learning, Big Data, and others get thrown around a lot. Before we jump into planning, we want to make sure your team share common understand of the basics, and how predictive analytics and forecasting lay the foundation for most AI operations.
2. **Discovery.** We need you to walk us through all of your existing data formats. GNY will never sell or share your data with third party companies, but we do need to know all of your existing data collection practices, formats, archives, and processes to make a roadmap for connecting where you are now and where you want to go.
3. **Data Analysis.** Generally speaking, very few people have pristine" data, but most have the foundation for some kind of machine learning. We need to spend some time analyzing your data to let you know which data sets have enough size and quality for predictive analytics and forecasting, and which need work... and of what magnitude.
4. **Recommendations.** After doing an initial analysis of your data we will provide you with the following things:
  - a. A diagnostic of your available data sets. ML is only as good as the data it is trained on. For most small to mid-sized companies this maybe your first journey into Machine Learning, but whether you take the next step with us or another brand you will probably need to step up your data collection, storage and organization. [Statistic about AI relevancy.] We are here to help you tackle the next steps by understand what's good, ok, and completely unacceptable.
  - b. A roadmap of how to start using ML to achieve your business goals. While every operation is different they all have one common goal: help you run your business smarter. Properly engaging ML is a time intensive process, understanding how long each step towards your goal will take, how much it will cost, and what your options are (even providers outside of us if we don't specialize in what you need) will be provided in a detailed roadmap.

**Company Info:** GNY is the first machine learning predictive platform designed to be decentralized and fully integrated on the blockchain. Lead by Cosmas Wong, Richard Jarritt, and Thomas Lorenc, GNY brings decades of business and technical experience to this industry and aims to empower independent developers and global enterprises alike.

**Technology Overview** - Blockchain's ability to consistently record data sets, which are reliable and secure, allows for a step change in the ability of machine learning's power. However, until now, harnessing AI analysis for a chain required API calls off-chain, which immediately exposes the data to security risks. GNY answers this challenge by embedding our machine learning



software directly on chain. The proprietary design embeds GNY within each node to create a non-linear network approach to problem solving and prediction. This milestone engineering achievement represents the first successful union of AI and blockchain technologies. GNY is also the first utility token ICO to launch in Jersey, Channel Islands.

**Real Time, Individualized, Predictive Power:** GNY's AI platform utilizes a proprietary combination of hundreds of algorithms that can offer individualized solutions. The system is self-learning so it analyzes successes and failures to improve results. For example, GNY can be applied to increase sales or open rates, or it can be targeted defensively to detect waste, fraud, and abuse. The AI platform has been successfully demonstrated with top retailers, insurance providers, and publishers in the U.S. as displayed in our [Usecase White Paper](#).

**Scalable Application:** GNY has two core business models: open API integration, and custom solutions. For small to mid-sized organizations and independent developers, we offer GNY access through our APIs. Accessing GNY is done by using our GNY utility token. For larger businesses and select social impact organizations GNY offers a full-service product. This premier service starts with an in-house analysis of existing data and business goals to create a custom GNY application for your business. From initial analysis of business goals, to standardization of data sets, and even tailored blockchain construction- we plan on tackling some big problems.

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