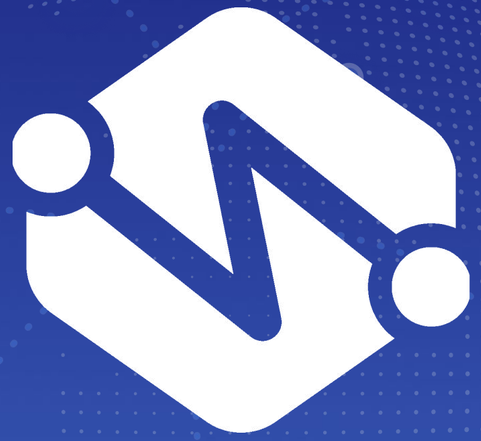


Syntheticus

Unleashing the Synthetic Data Economy

Value Proposition | 07.2022

ETH zürich IMD SIT zhaw Innosuisse Microsoft DataRobot Swiss Healthcare Startups EU·India INNOCENTER swiss made software omega | ml

VALUE PROPOSITION

Problem

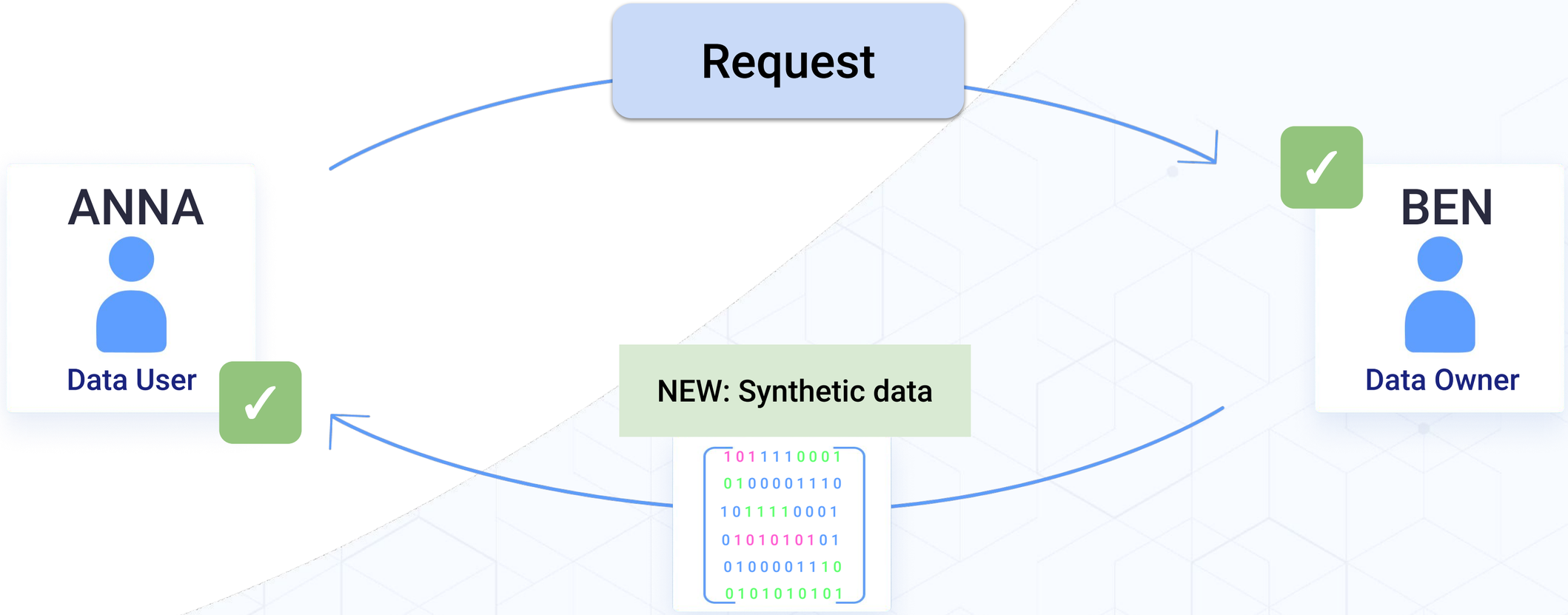
Anna can’t access sensitive data

Restrictions hinder Ben to approve access to sensitive customer data for analytics.

Solution

Ben gives access to synthetic data instead

Efficient and compliant way for Anna to collaborate and compute



Facts

Organizations remain assured on Legal/Tech

- ✓ Definition: **Synthetic data** is artificially generated and mimics the real-world data while preserving utility and privacy.
- ✓ Synthetic data is **fully compliant** with GDPR or CH-DSG and is free to be used.
- ✓ The technology is seen by **European Data Protection Supervisor** (EDPS) to be compliant with restrictions and as innovative force.
- ✓ **Gartner** “Top Strategic Technology Trends” and **Forbes** “Top 5 Biggest Data Science Trend” in 2022

Process

4 steps to get synthetic data

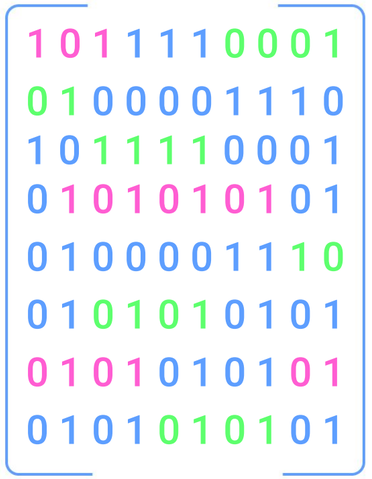
Secure multi-data SaaS platform to generate differentially-private synthetic data

Original Data

Platform

- Model
- # rows
- Epochs

Synthetic Data



Validate

- Qualitative
- Quantitative
- QA reports

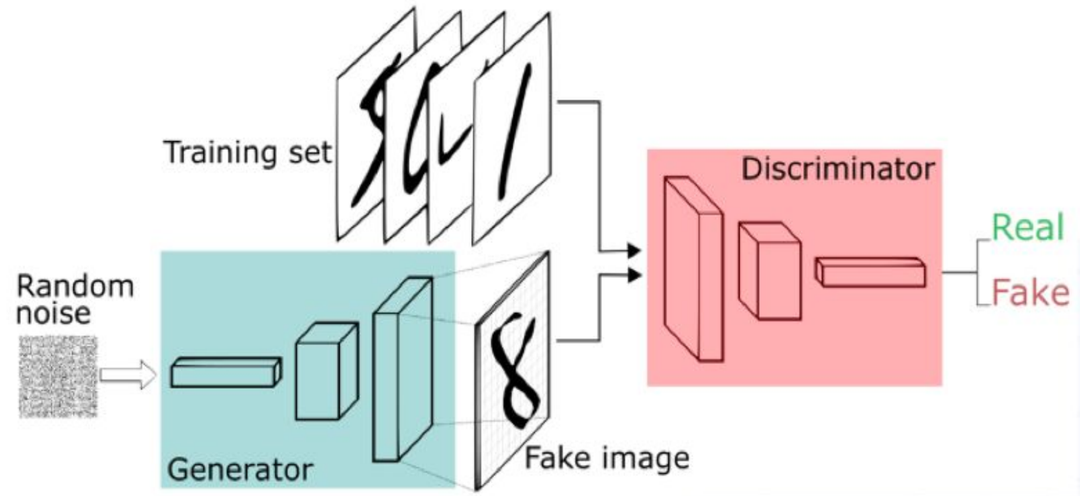
SEE DEMO

Method

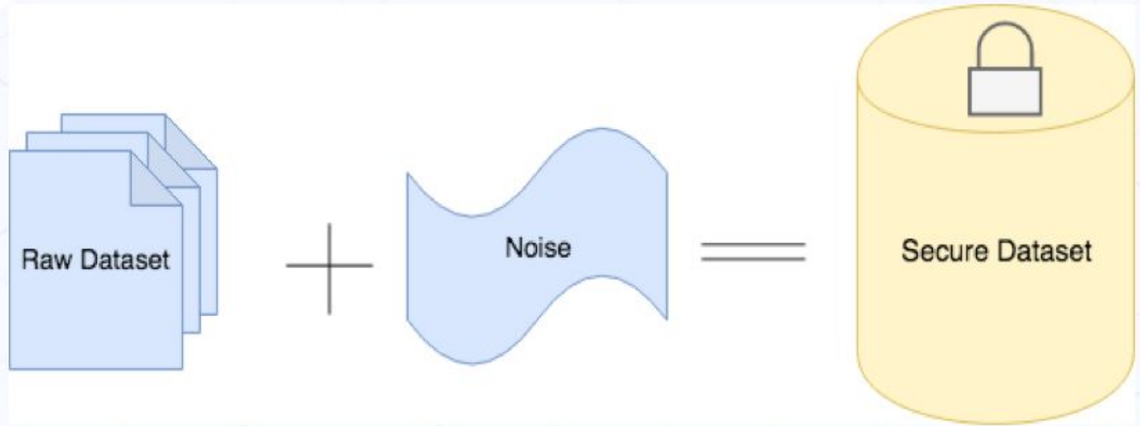
Proprietary AI-driven synthetic data engine.

60% of large enterprises will be leveraging these techniques by 2025.*

Generative AI



Differential Privacy



*Gartner 2021

Benefits

Synthetic data creates benefits for parties across the data value chain

- Enhance products and services.
- Run analytics to make sense of data and unlock commercial value.
- Data augmentation and enrichment.
- Collaborate securely with internal and external stakeholders.

Value Proposition

Unlock & monetise the full value of your data

Create Business Value

- Deploy cutting-edge applications
- Increase customer satisfaction.

Eliminate Frictions

- Reduce complexity for IT and software developers.
- Save 3-6 months and costs of classical anonymization.

Stay Compliant

- No privacy fines (4-6% of global annual revenue).
- No reputation damages.

“Entities that offer access to internally and externally prepared data will realise **2x more business value** from analytics investments!” (Gartner, 2021)

USE CASES

Use Cases

PoC collaboration with SIX Group and SIT Academy

Problem:
SIX Data Science division encounters legal/compliance barriers and can't unlock full potential of underlying data for analytics resulting in costs of opportunities.

Solution:
SIX securely collaborates and computes on synthetic data to derive data-driven insights on a daily basis and create business value!

Future Impact:
Data democratization enables any employee to access synthetic data to increase overall data literacy.

Results or references per request

Use Cases

Linkedin article on innovative use case

Use Cases

Internal collaboration

- Cloud Migration
- Company-wide sharing
- Data Retention
- AI Training
- Analytics
- Product Development

External collaboration

- Cross-company sharing
- Collaborative Research
- Open Data
- Sandbox
- Competitions & Hackathons
- Monetization

WHY SYNTHETICUS?

Company

Trusted Swiss brand with global presence

Cloud Marketplace and Sales Partner

Synthetic data expert in multiple Horizon Europe consortia

Nvidia Inception program affiliation

Winner of Competition 2022 EMBA

Support from Swiss Government

Collaborations and partnerships with academic institutions

Founders

Serial Entrepreneurs | World-Class Advisors

Aldo Lamberti
CEO

Universität St.Gallen

PSA GROUPE

Synthetic Data Consultant for biggest Swiss Health Insurer

Privacy Advocate

Dr. Nitin Kumar
CDO

Universität Zürich[UZH]

SET Academy

Expert in AI

Industrial fast prototyping

Dr. Valerio Mazzone
CTO

Universität Zürich[UZH]

KAUST
King Abdullah University of Science and Technology

2 patents within cryptography

A dozen research publications

Dr. Anil Sethi
Entrepreneurship @ ETH Zürich

ETH zürich

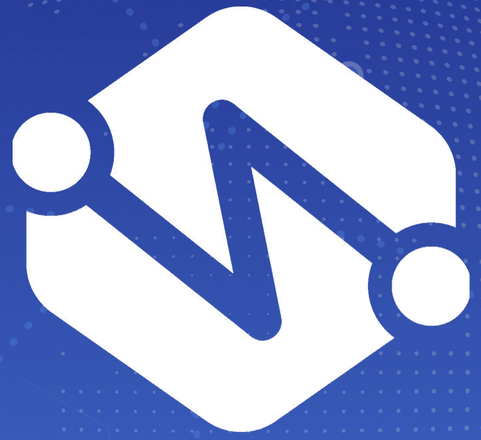
Laurent Meyer
Entrepreneur

SET Academy

Patrick Senti
Full Stack Data Scientist

omega | ml

Make privacy-enhanced synthetic data collaboration your competitive edge



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