



# Sightline Innovation

A Line of Sight on Your Data



Powering Data Trust Technology

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# At Sightline, we empower enterprises to create a circle of trust for their data and generate value.

## Industry Vertical Focus

Financial Services

Health Care

Smart Cities

## 28 Patents

3 Awarded

24 Non-Provisional

1 Provisional

Filed in Canada and United States

## Key Facts

Founded in 2011

Locations in Toronto /  
Winnipeg / San Francisco /  
Minnesota / London, UK

Founders sold previous  
company to BlackBerry/RIM

## Employee Breakdown

Toronto: 13 Employees /  
Executive

Winnipeg: 23 Employees /  
R&D

US & UK : Satellite offices

## SID & SIMON Customers



Industry Research and  
Development Canada



Public Health  
Agency of Canada



UNIVERSITY  
OF MANITOBA



# Sightline is responding to The **Big Shifts** in the Global Enterprise Computing Ecosystem

## Data has become valuable



Data's value is achieved through combining a single piece of data with other data and its ability to generate more data.

## Monopoly Positions Growing



Asymmetry exists between data harvesters and data producers; big tech has a monopoly position.

## Data Hacking & Harvesting Impacting Enterprise Value



Weak data governance is impacting trust in enterprises, including customer choices, brand strength, customer loyalty and stock strength.

## Access to Data Will Define the Next Generation of Winners and Losers



The next frontier of business growth will be defined by the ability to access and collaborate on disparate and proprietary data sets.

# What is A Data Trust?

A data trust platform is a **technology framework** that enables data control and auditable interoperability of the data assets between data partners.

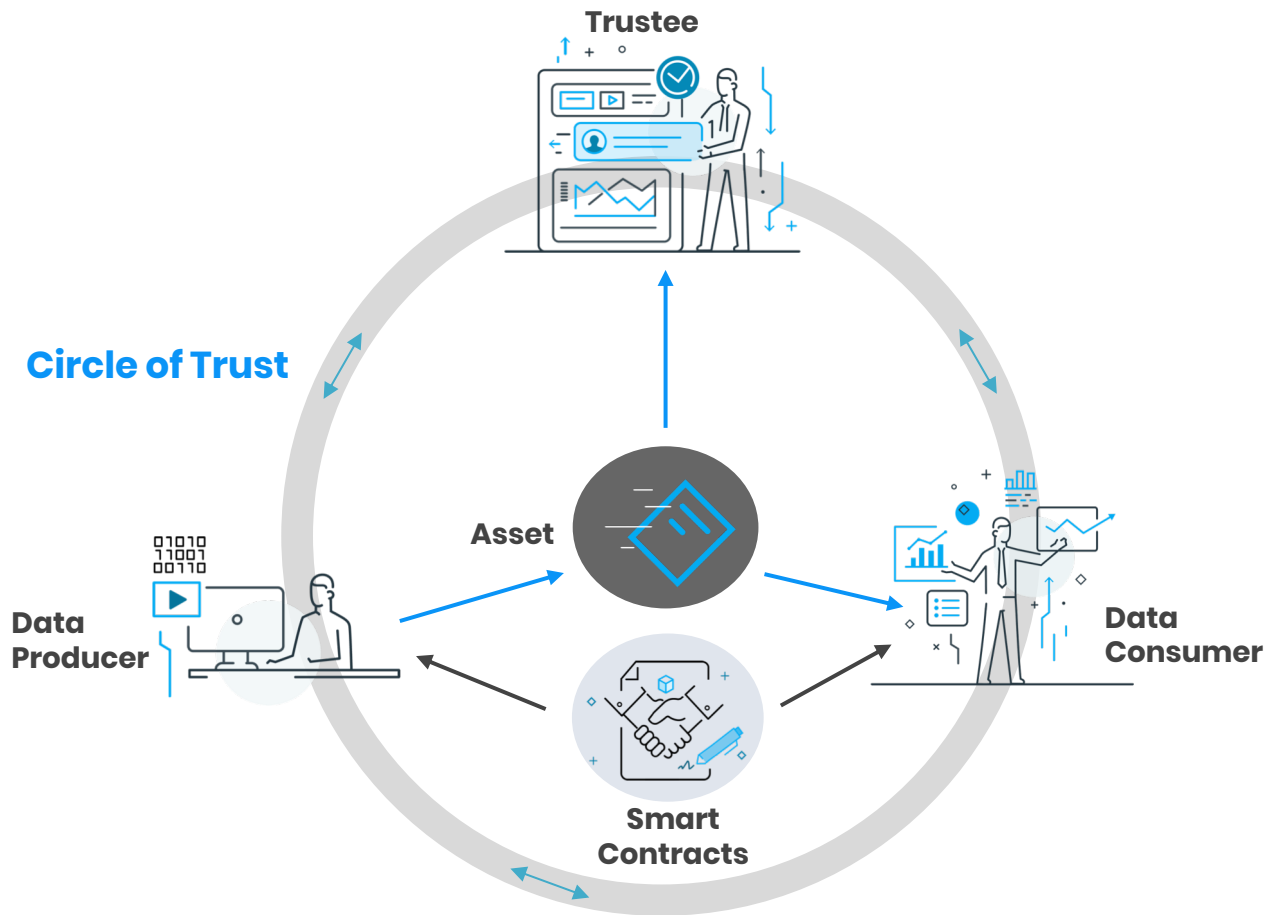
## Data Trust Roles & Definitions

**Trustee:** The Trustee administers and manages the assets in the trust, defining data governance policies, rules and regulations.

**Smart contracts:** Provides governance for access, remuneration, ownership and other requirements relating to data assets.

**Asset:** The datasets, derivative datasets, analytics and/or machine learning models are all assets. Some assets may be proprietary and never shared, and other assets may be shared more broadly.

**Data producer:** The data producer is the grantor. Data producers are creator of the assets within the Trust.

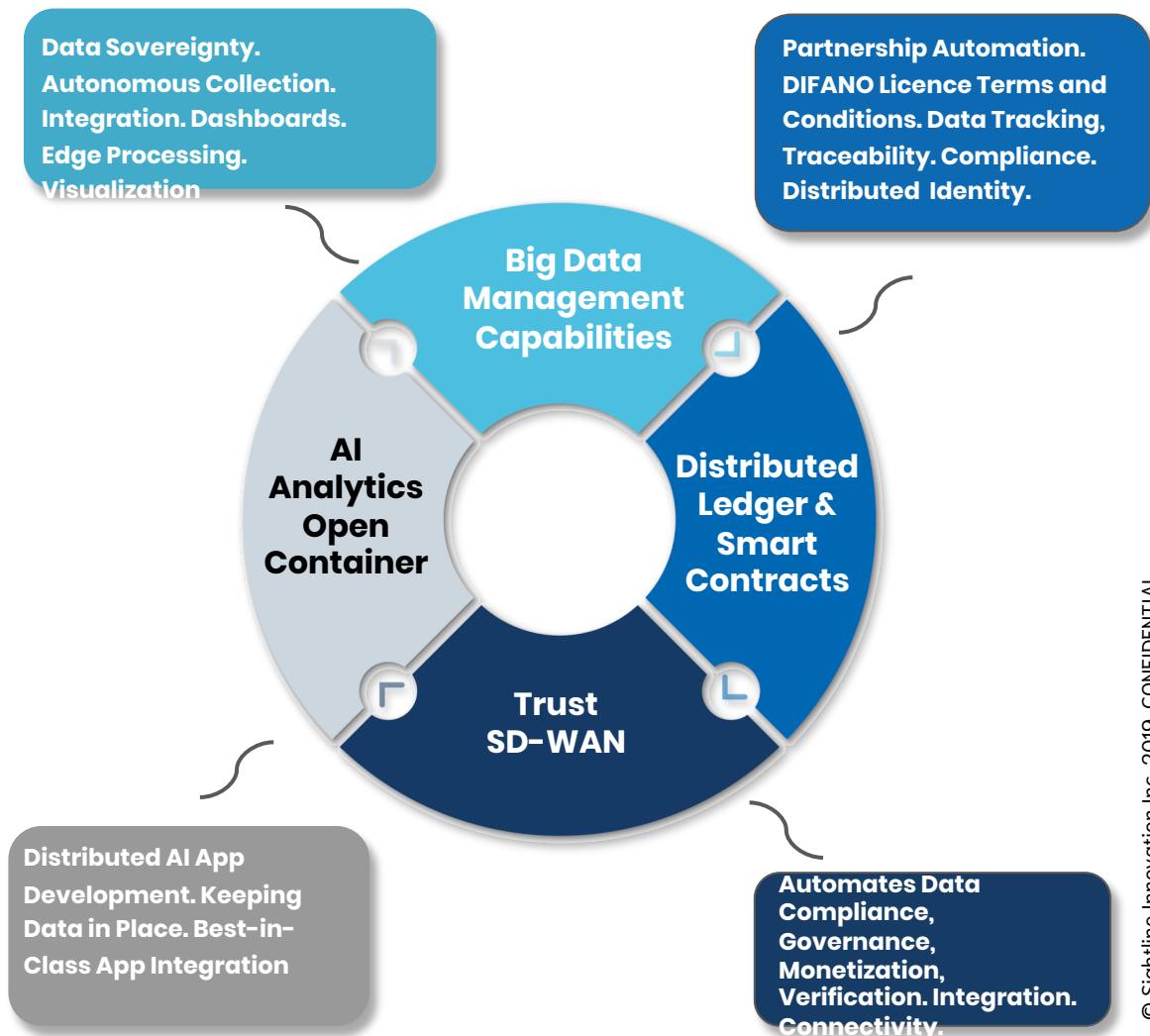


# The Pillars of a Data Trust platform

Multiple technologies come together to create Sightline's data trust platform.

The simplest form of a trust - a data producer node and a data consumer node.

New data assets are created and registered as part of the trust, creating a shared, tamper-proof record of all data transactions.



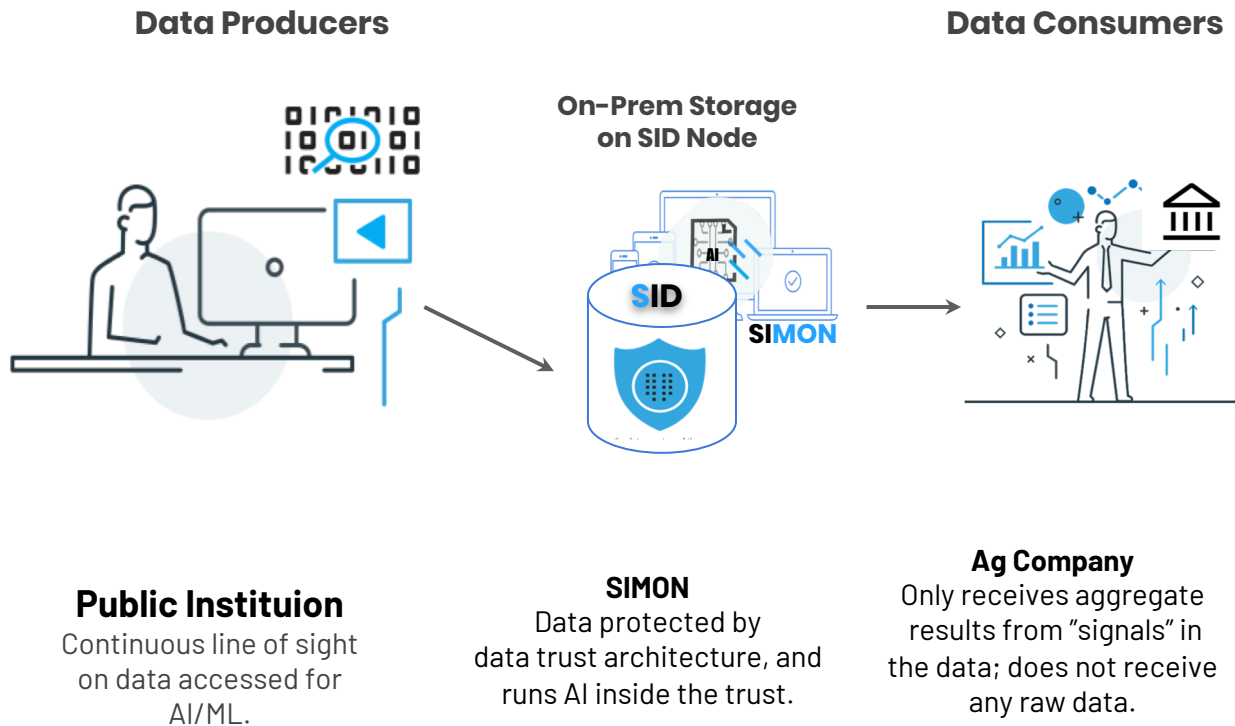
## Data Producer (Aggregator) Maintains Line of Sight on Data it Sells

**Case Study: A seed company is undertaking a project to identify genetic mechanisms regulating protein content in peas. The genomics data owner can track and trace usage of their data – as per contract – in real-time via SID UI. SID creates an immutable log of data activity – ensures data is not misused, downloaded, or sold to foreign companies/state owned enterprises.**

**Data Producer:**  
Public Institution

**Data Consumer:**  
Ag Company

## Seed/Ag Supply Company Accessing Sensitive Genomics/Phenomics/Metabolomics/Transcriptomics Data



## Private Sector and Academic Organizations

**Case Study:** An agricultural company is developing new agro-seed products for specific production zones to increase protein content and quality.

SID is deployed at the partner's data source to ensure security of data and enforce digital rights. Data is stored on-prem, in the cloud and a hybrid of both. The AI is available as a shared asset to the partners to test hypotheses and design new products.

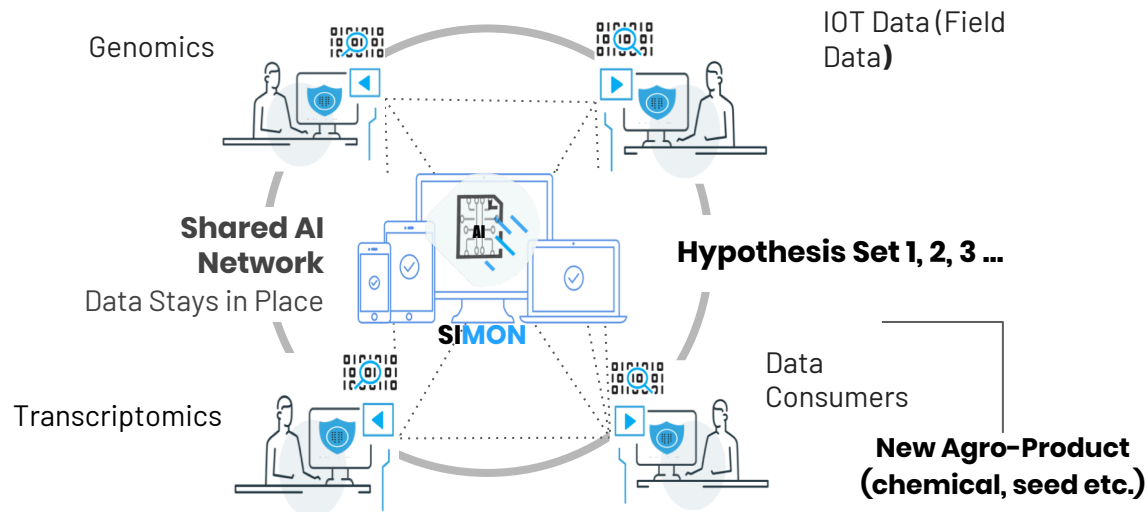
### Data Producers:

Farmers (IoT sensors)  
A university  
A government agency  
A private agriculture company

**Seed Data Consumers:**  
Same above

## The PIC Platform – Consortium of Organizations with Proprietary Datasets

### Multi-Party Data Exchange of Data Producers and Consumers



### Data Producers & Consumers

Keeps data in place. Maintains line of sight on data, including internal use. Set permissions. Access AI as a shared resource.

### Sightline

Provide infrastructure as direct product sale. No further involvement. Partner staff train and develop AI Apps to meet the objectives of the project.

# Thank you

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