



BurstIQ, Inc.  
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www.burstiq.com

## Company Background

BurstIQ fuels trust-first digital strategies with human data. LifeGraphs® take the complexity out of managing sensitive human data, freeing organizations to build trust through hyper-personalized health, work, and life digital experiences. In an era of data abundance, LifeGraph promotes trust between organizations and the individuals providing data through blockchain-powered governance and consent. With LifeGraph you get a single source of truth and an intelligent ecosystem, helping businesses gain a deep understanding of the people they serve. Armed with granular insights, they can deliver more value to digital experiences and make an increasingly digital world more human.

## Project Description

### Problem

Up until this point, most organizations have operated on the premise that we live in a data scarcity world. As such, businesses recognized the opportunity (think money) and designed operating models focused on owning, controlling, and monetizing data. Nowhere is this more evident than in the world of social media where your data is used to influence and monetize your behavior. Not to mention the long list of companies that have created businesses around buying and selling your data — many of which have staggering valuations.

The way many organizations collect, hoard, and sell data is no better than the robber barons of old. They are doing so without the person's consent or their understanding of how it's used and the value created. They bury consent within general terms and license agreements, which most people don't take the time to read. It is true, that many of these companies dominate their respective markets in the current Web 2 world.

Amazingly, we find ourselves on the precipice of these business models being totally disrupted with the emergence of Web3.

*I have a dream for the web [in which computers] become capable of analyzing all the data on the web – the content, links, and transactions between people and computers. A "Semantic Web," which makes this possible, has yet to emerge, but when it does, the day-to-day mechanisms of trade, bureaucracy and our daily lives will be handled by machines talking to machines. The "intelligent agents" people have touted for ages will finally materialize. - Tim Berners-Lee, Weaving the Web.*



Enter blockchain and why blockchain is so powerful as the foundational technology layer for Web3. Trust is inherent in the network. Blockchain networks create connections, broker transactions, verify value, and convey ownership.

## Solution

BurstIQ fuels digital solutions with rich, human data insights. LifeGraphs® take the complexity out of managing sensitive human data, freeing organizations to build a culture of trust through hyper-personalized health, work, and life digital experiences. In an era of data abundance, LifeGraph promotes trust between organizations and the individuals providing data through blockchain-powered governance and consent. With LifeGraph you get a single source of truth and an intelligent ecosystem, helping businesses gain a deep understanding of the people they serve. Armed with granular insights, they can deliver more value to digital experiences and make an increasingly digital world more human.

The emergence of blockchain has created new commercial opportunities for transferring assets without intermediaries. The transfer is completed, validated, and recorded on the blockchain in near-real-time. BurstIQ is building the next generation of our blockchain platform fully embracing the evolution into Web3. This project will continue the work from Fall 2022 field session to focus on adding the ability to upload and share files through consent contracts via the LifeGraph network. All this work will be done on our internal beta version of a new platform that BIQ is working on; the team will be instrumental in testing the platform, ensuring the use-case works, and validating documentation and behavior.

## Project Outcomes:

- Work with BurstIQ blockchain platform.
  - Students will go through our BurstIQ accelerator courses to begin work on the BurstIQ platform. They will also have access to senior developers for guidance and troubleshooting.
- Test the BurstIQ NextGen platform.
  - Team members will be among the first developers to work on this new platform.
- Enhance and fix the application from the previous session.
  - Create a new microservice that consumes both images and PDF files, then scans the PDF and uses OCR to scan images of text for keywords (both known and unknown keywords).
  - Use the keywords found to enhance the BLOB data stored in LG for searching.
  - Add a UI keyword search on documents.
  - Enhance the data model (graph data model) in LG to hold keywords and do full text indexing.
  - Update the data model to a new tool that LG uses.
  - Diagram the process and user flows as needed.
  - Ensure security on all activities.



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## Student Requirements

### Team Size

4-5 students

### Location

M – BurstIQ office in Meridian for in person support (3 office days required: kickoff, mid-point check-in, final presentation walkthrough)

T-F – Remote with access to BurstIQ team via slack or zoom

### Skills

Entry level, basic understanding of the following:

- UI: javascript, REST, web development
- Backend: java, node.js, or other server languages
- Data science: databases, SQL

### Student Benefits

Students will get exposure to cutting edge blockchain technology and experience working with a growing, start-up company based in Denver. BurstIQ is in growth mode, and we are looking for highly motivated, tenacious students that take initiative to solve problems. Post-project opportunities may be available for the right students to join our growing team.