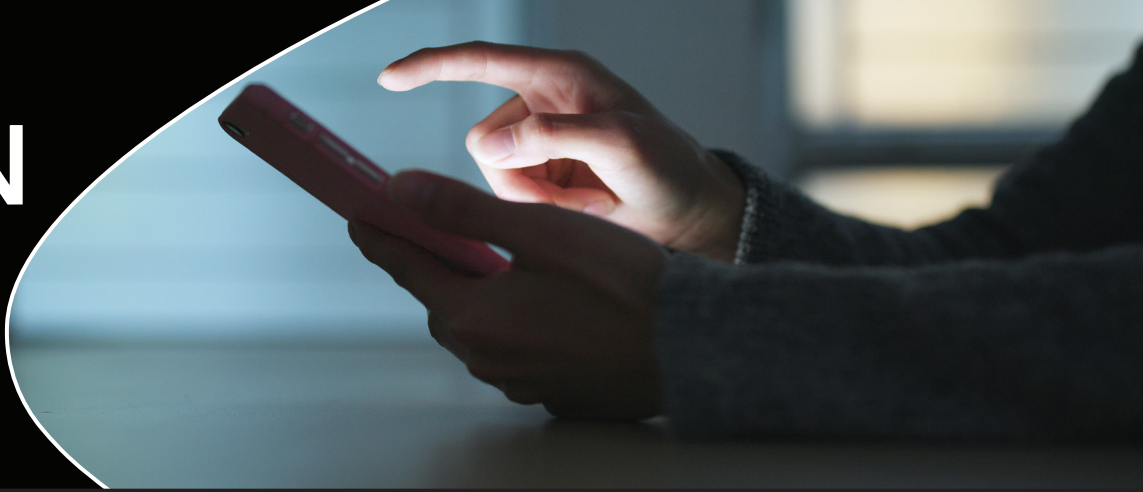# CENGN

## COLDSTART INNOVATION HIGHLIGHT



# Coldstart

## COMPANY OVERVIEW

Coldstart is an AI driven company that focuses on giving online users the right to monetize or keep their data. Whether you're browsing online or making purchases, Coldstart allows you to manage, track, and visualize how much personal data you're sharing online and adjust accordingly.

**LOCATION:** TORONTO, ON

## TECHNOLOGY

### Data Centre and Cloud

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## A RIGHT TO SHARE ONLINE DATA

Data privacy is everywhere in the news. Whether you're browsing a website, making an online purchase, or talking with a friend over social media, your data is being tracked. Lots of people agree that we should have a right to do what we want with our online data, but given complete freedom, people have different opinions on what they'd do with their own data. Some people may want to keep data private to themselves while others are willing to share their data freely. So, what if there was an option to decide how much online data you want to share? Would you share any of it? Coldstart is putting these decisions on the table.

## TRASH OR MAKE CASH FROM YOUR ONLINE DATA

Coldstart created a platform that creates a trusted relationship between enterprises and individuals through ethical data exchange. Coldstart's solution helps individuals visualize the information they've previously shared online through multiple sources such as browsing history to credit card purchases which can then be deleted if wanted. The platform also acts like a data filter, allowing individuals to control what personal data is being given at any time and provides an option to monetize personal data when wanted.

## TESTING COLDSTART'S ML SCALABILITY AND RESOURCE REQUIREMENTS

Looking to test the scalability of their machine learning process to support up to 1 million users concurrently and establish resource requirements for their machine learning algorithms, Coldstart used a Kubernetes service to deploy their platform onto the CENGN testbed. After multiple tests, Coldstart hit their 1 million user goal, enabling the company to scale their customers in the market.

"Working with CENGN helped us future-proof our data pipelines, machine learning products and cloud infrastructure. The project was an invaluable stress-test for our tech stack and development team."

**Adam Webb**
Cofounder, Coldstart