

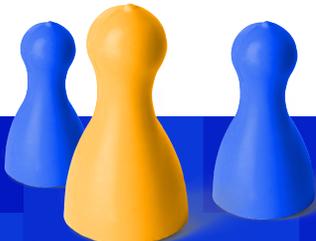
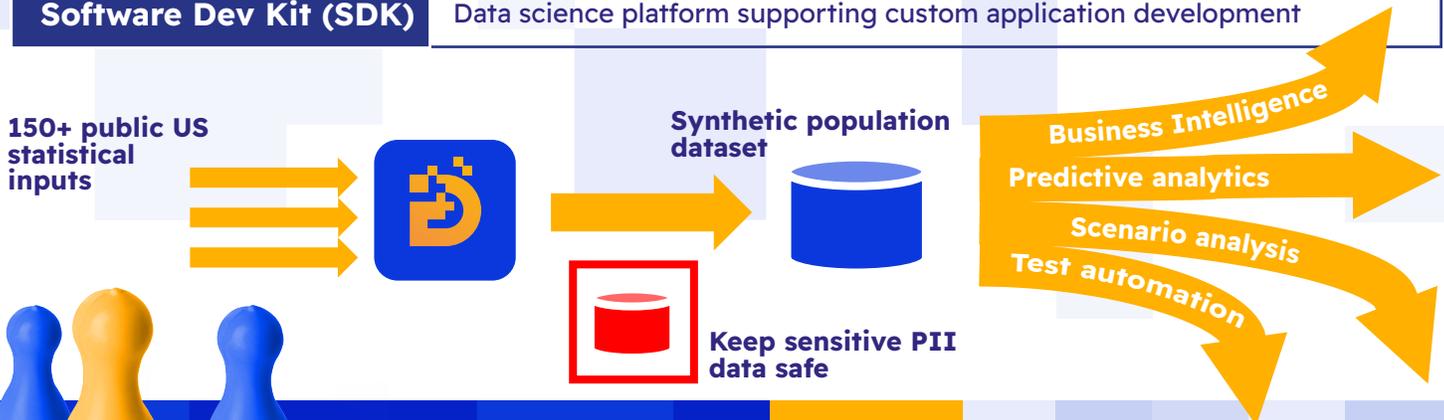


# Synthetic population powered by AI

- ✓ Reduce Data Privacy Risk
- ✓ Accelerate Data Sharing
- ✓ Future Scenario Planning
- ✓ Statistical Data Validations
- ✓ Containerized for AWS/Azure

## Product features at a glance

<b>Generation</b>	Custom datasets of households, individuals and businesses with 180 attributes dimensioned with Census
<b>Demographic context</b>	AI-powered multivariable correlations maintained within population clusters, cohorts and regions
<b>Aging and branching</b>	Multi-year forecast of baseline population with +30 life events to create time-series datasets for alternative scenarios
<b>Name fabrication</b>	Contextualized names for synthetic individuals, businesses and addresses
<b>Geospatial attributes</b>	Variable dependencies on geographic distribution and area density
<b>Trust validation</b>	Built-in test suite for use case validity, verification of non-traceability to PII data, and accuracy quantification
<b>Fast deployment</b>	Containerized, streamlined deployment into cloud enterprise system and ETL pipelines
<b>Software Dev Kit (SDK)</b>	Data science platform supporting custom application development



## Ethical AI technology

DataGenesis uses explainable AI micro-models to accurately generate and age populations, giving the user full visibility over the generative models and data provenance.

This model architecture empowers the user to detect biases, generate corner cases, and set data governance controls.



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