**Adder - Coronavirus Proposal**

[**bit.ly/stop-coronavirus**](http://bit.ly/stop-coronavirus)

**Background**

Adder is in the business of knowing when people and places intersect. We collect position data from 50 million smartphones every day, all in the United States. This data comes in the form of 3.5 billion sets of GPS coordinates.   
  
Adder uses this data to attribute visits, like when someone passes a billboard and then goes to the place being advertised. Or when someone that goes to an event hosted at a city park. Or perhaps, in this case, when they’ve come into contact with a COVID-19 carrier.

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**Context**

As of this writing, COVID-19 “Coronavirus”, just crossed the threshold of 1,000 confirmed victims in the U.S., indicating a potential to spread very quickly. While initially minimized in by many in the press, data reported from health officials worldwide reveals a substantial mortality rate among the infected.   
  
With confirmed cases and public concern growing, steps must be taken to track and contain the spread of Coronavirus -- otherwise we face widespread illness and catastrophic loss of life.  
  
Adder has been preparing for the launch of it’s traffic analytics platform on April 1, 2020. Our engineers built tools designed to process movement and contextual location data at a meta scale. We are a small team of developers and geospatial engineers that want to solve problems and change the world with our technology.  
  
This is a real opportunity to do precisely that.  
  
With a few customizations to our smartphone vehicle tracking apps, visitation analytics web portal, and our attribution algorithms, we can track the spread of this virus to help the CDC and other public governing bodies understand how to address this growing problem.   
  
We would need public support to do this, though, as we would need to have everyone possible contribute to the reporting process. The more people that contribute to fighting this by downloading the tracker would help health officials figure out who they might have crossed paths with. If anyone came into contact with a known carrier of the Coronavirus, we would be able to let them know as soon as the carrier was flagged in our database.

**Collaboration & How to Help**

Adder is already all-in when it comes to location data privacy and finding truth in data, but to be able to do this we need help. Our development plan is already in motion. We’re designing the needed software modifications with our team and available resources, and are preparing a Github repo to host components of the project we’ll need help completing.

Developer Talent Needed:

JS

React

Python  
 Node.JS

MongoDB

Swift / Xcode

Java / Android

Linux/Bash  
 CUDA

C

We’re also seeking assistance from our own advisors/network, and other experts in the fields of:   
  
 Infectious Diseases / Epidemiologists

Covid-19, if possible

Government Response

Data Privacy

HIPAA Compliance

Nonprofit Emergency Fundraising

Press Relations

Press Releases

**Potential Partners**

CDC

Humana  
Kaiser Perm  
Anthem BC BS

**Methodologies**

Current Adder Analytics System (Polygon, in testing)  
  
1 - Collect Names / Addresses of known carriers

* Sources?
  + CDC data (can use location of known outbreak)
  + News stories about specific use cases

2- Monitor population movement data through POIs visited by known carriers

* Count number of people moving through tagged areas
  + Tag these people’s anonymized userID with scores describing their likelihood of crossing paths w/carriers

3 - Monitor congregation points for outbreaks

* If hypotheses are correct, we should see patterns emerge

4 - Interpret any patterns, by hand if necessary

5 - Monitor hospital or other relevant POI polygons, match any people that were in a congregation point/came into contact w/known carriers.

6 - Turn the ‘potentially exposed’ audience data over to CDC for review and use.