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## **O SCANada BACKGROUND**

### **A family of independent developers**

O SCANada is a hand-crafted app, made not by a corporation, but by a Canadian family of indie app developers. Cathy and Ryan share an interest in artificial intelligence, both individually developing AI-powered apps in recent years.

Ryan is an alumnus of the SAIT Software Programming program, while mom Cathy has come to iOS development through personal interest and self study. Both have made other apps, including Ryan's recently published GridSpace, a word game to challenge a certain other popular American word game!

### **O SCANada illustrates a positive application of AI**

More recently, as the topic of Canada-US trade relations has come to the forefront of the minds of the Canadian public, the duo saw an opportunity to use this shared interest to apply their expertise in a positive way. The app leverages AI to search the web and obtain answers relevant to Canadian product authenticity. Users are presented with sourced information containing citations to increase confidence in both accuracy and transparency of the answers that are generated.

### **A useful tool for Canadians**

*"We're very happy with the app's current performance," said Cathy. "With the recent improvements we've made based on user feedback, we believe we're now providing information that really helps to make informed purchasing decisions in many cases."*

*"And we're not done yet," adds Ryan. "We still have improvements in mind, like adding a community-rating feature where users can give a 'thumbs-up' to product information they find helpful. By combining our current technology with crowd-sourced community input, we believe we can create a powerful tool for Canadian consumers, one that hasn't been done quite this way before."*

Cathy and Ryan remain committed to refining and expanding the app, proving that inspired individuals can truly make a meaningful impact.

#### **Contact us** for more of the story:

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