

The Name

As with every inception, it all begins with a name. Antai, a word formed from the amalgamation of "Anti" and "AI", is a completely new word that stands as a pioneering human effort to regulate, control and make sense of human generated data. It is in no way to be confused with shunning of the amazing world of Artificial intelligence but to foster a symbiotic relationship with our digital counter parts while keeping the options open.

The Game

We are obsessed with our smartphones. We work, play and perhaps sleep with our digital devices. All this generates data. Not the kind that is your username or password, the kind that says whatever photos you've liked or whatever places you've been to, the albums you've listened, or the things you've shopped online. It is possible to predict your daily life based on this information alone.

The Solution

With Antai, your daily digital interactions are completely at your control, our guarantee. We achieve this by giving you: firstly, a complete description of your interactions with the internet, secondly, a product which adapts to your data generation and lastly, equipping you with tools to add noise to your own data. All of this bundled up in a way so as to operate completely from your device, without communicating with the internet.

The Inspiration

General annoyance and resentment with existing solutions. Remember those GDPR pop-ups? Antai delivers GDPR to your hands, directly. You don't have to rely on service providers to "hopefully" protect your data. You do it yourself.

"I wanted a solution that I can ship to my mother, safe, clear, hassle-free and reliable, with no hidden funny stuff"
- Athul Muralidhar, founder Antai