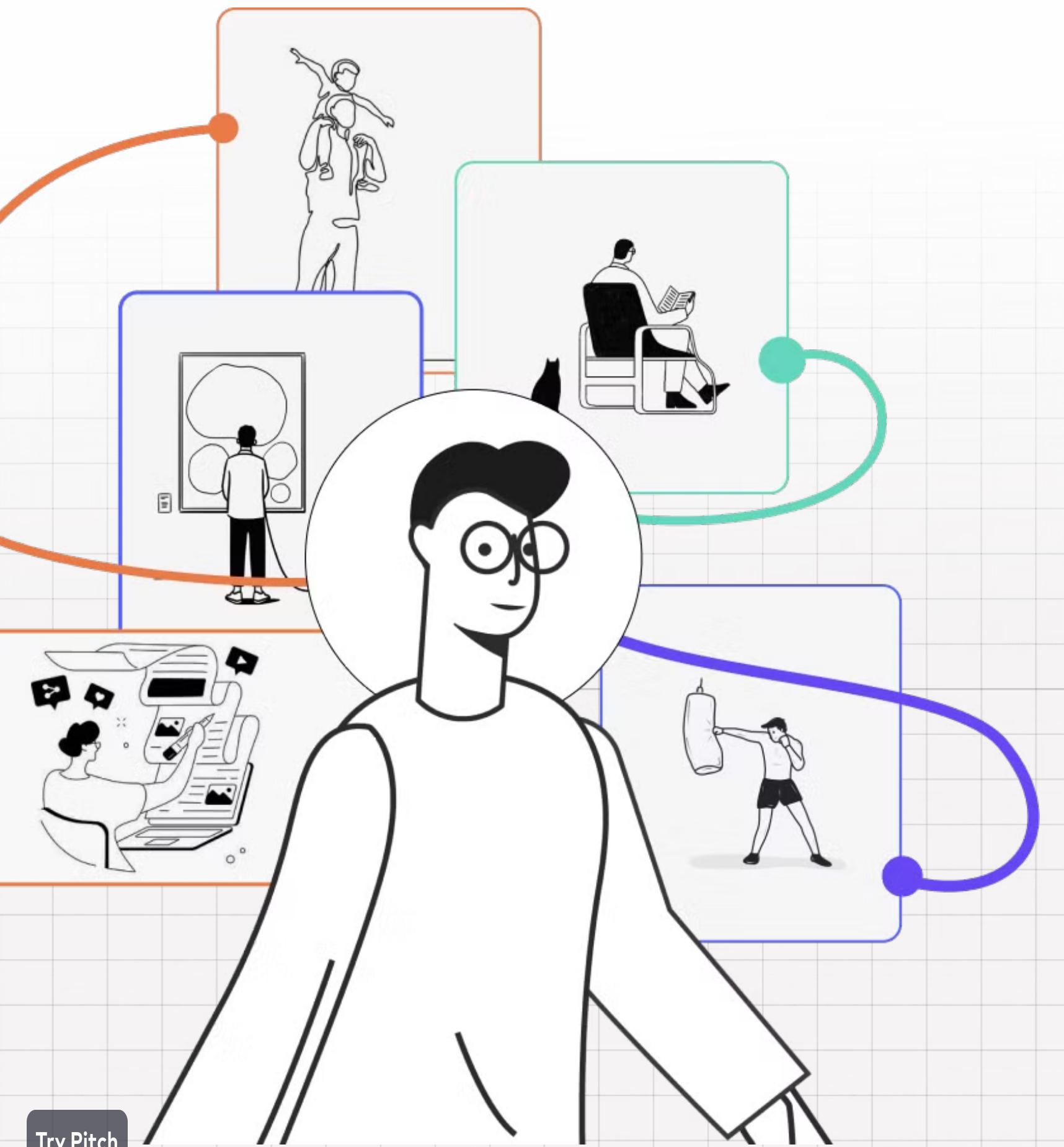
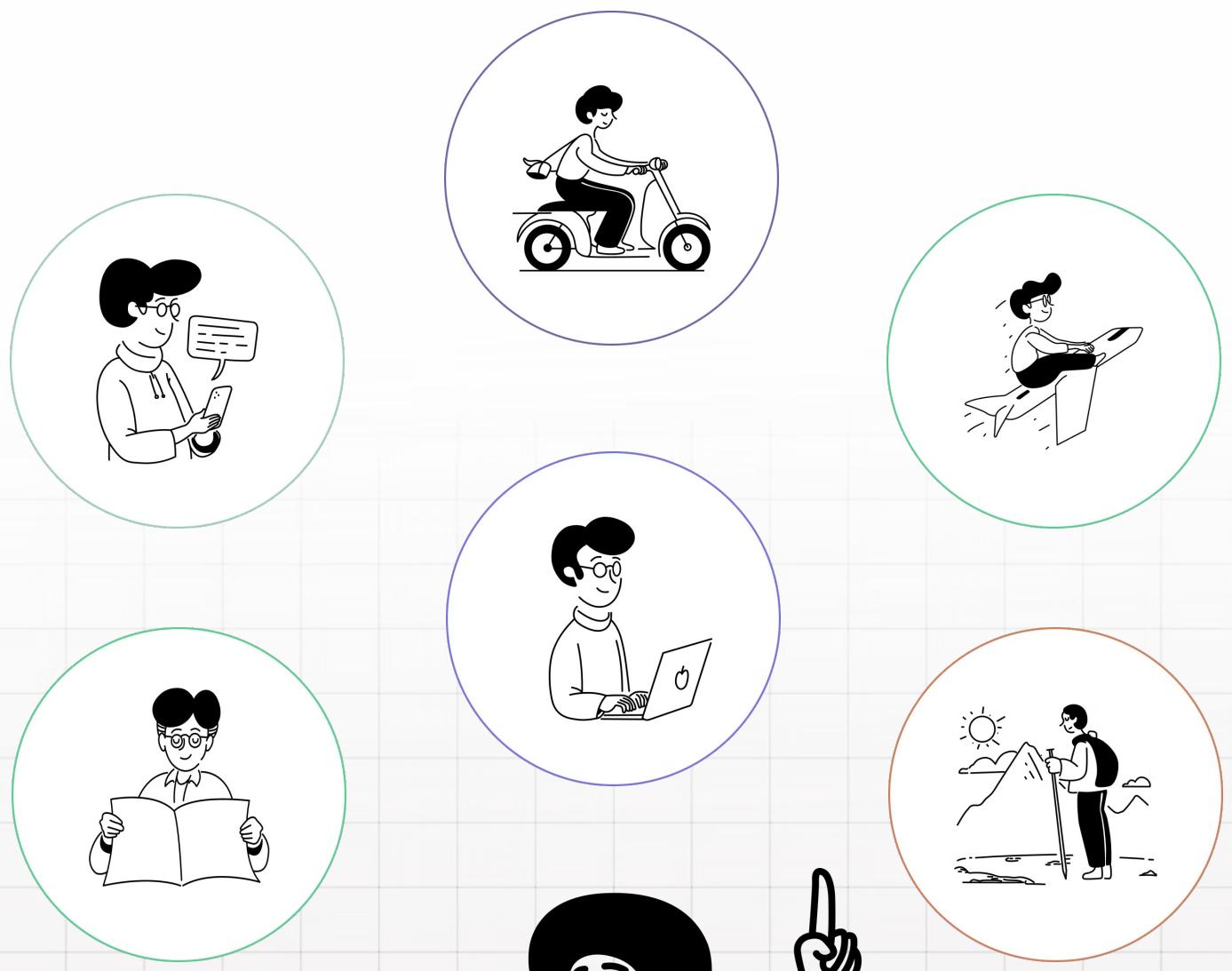


**"The Internet doesn't get me"**

**every business' digital consumer today**



As humans, we are **multifaceted** - living through different roles, with each role having different expectations, needs, aspirations, and **consumption behaviours**



The nature of our preferences is **dynamic**,  
What appeals to us today, might shift  
tomorrow.

Whether it's in music, hobbies, food,  
clothing, or even our **perspective**.

# WHY NOW?

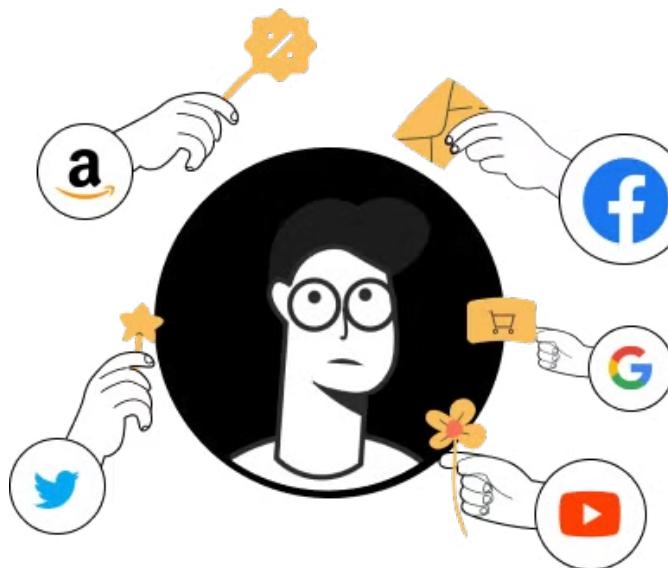
# The Internet is changing, and breaking



**Wave 1**

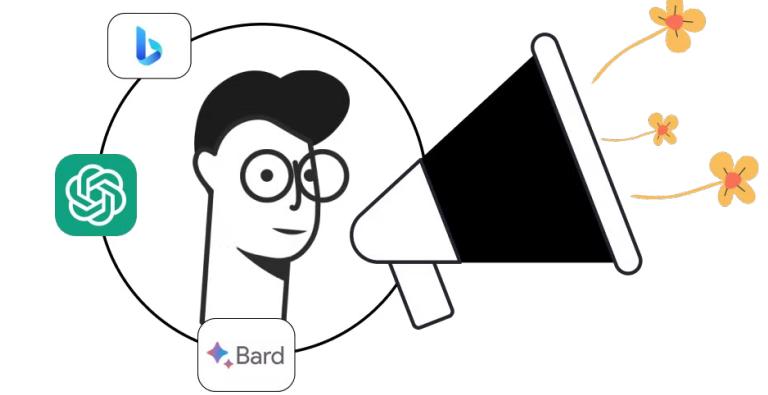
**No personalisation**  
Internet doesn't  
remember who you are

**Wave 2**



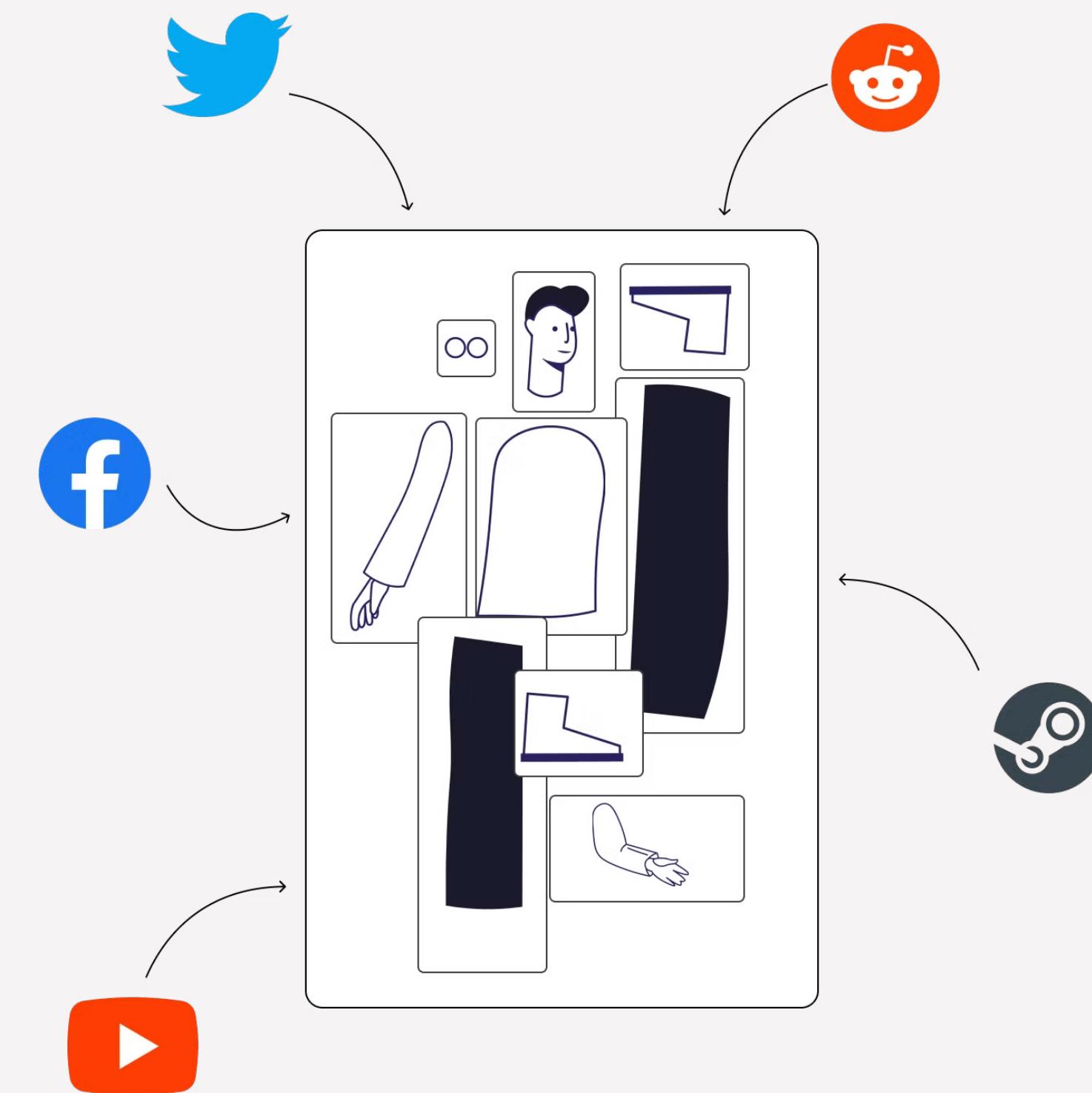
**Outside-in  
personalisation**  
Internet targets you with  
data, taken without clear  
consent, control or  
understanding

**Wave 3**



**Inside-out  
personalisation :**  
Consumers decide what  
they want to consume,  
with full control

# This evolution is not easy. The internet, as consumers know it today, is not the best ally.



- Their personas are fragmented across platforms
- There is too much noise of choice, and endless-aisle time-sink
- Most consumer interactions are fraught with intrusion, and loss of privacy and consent



## I HATE THE PERSON MY TARGETED ADS THINK I AM

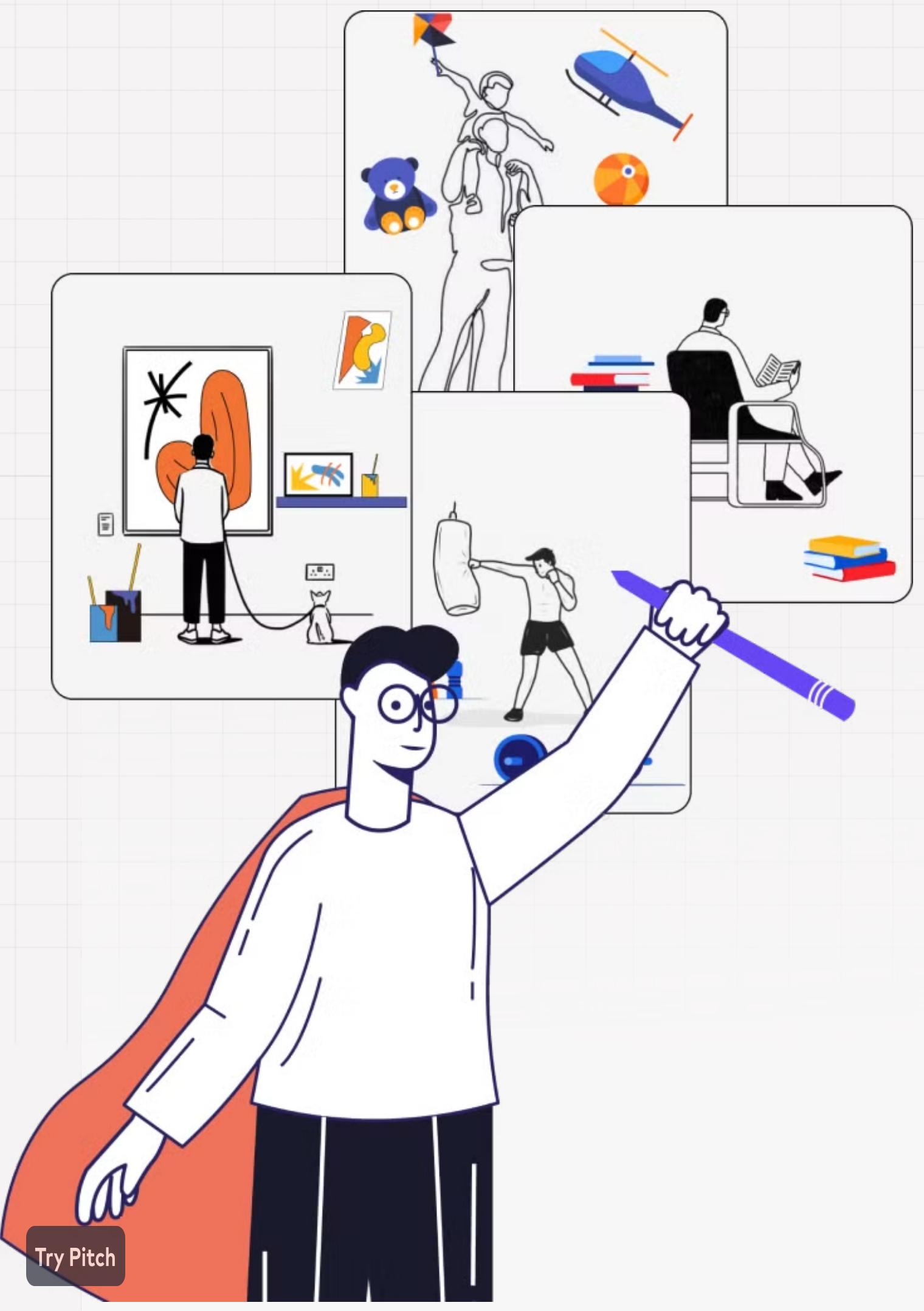
Source: The New Yorker

\*86% of people care about data privacy and want more control. 79% are concerned about companies' data use.

Cisco — 2021. Pew Research Center — 2019

Most internet platforms box customers into a relatively fixed persona - resulting in them having to choose from **irrelevant, intrusive and impersonal** recommendations\*

**Innernets.ai** is on a mission to transform this experience for digital consumer businesses.



WHAT IF  
**YOU COULD  
ARCHITECT  
YOUR CONSUMERS'  
EXPERIENCE,  
WITH YOUR  
BUSINESS AS THEIR  
ALLY**

◆ ON THEIR OWN TERMS

INTRODUCING

---

# INNERNET USER-MEMORY PERSONA GRAPH

A GraphRAG system that builds an understanding of users  
from their digital footprint

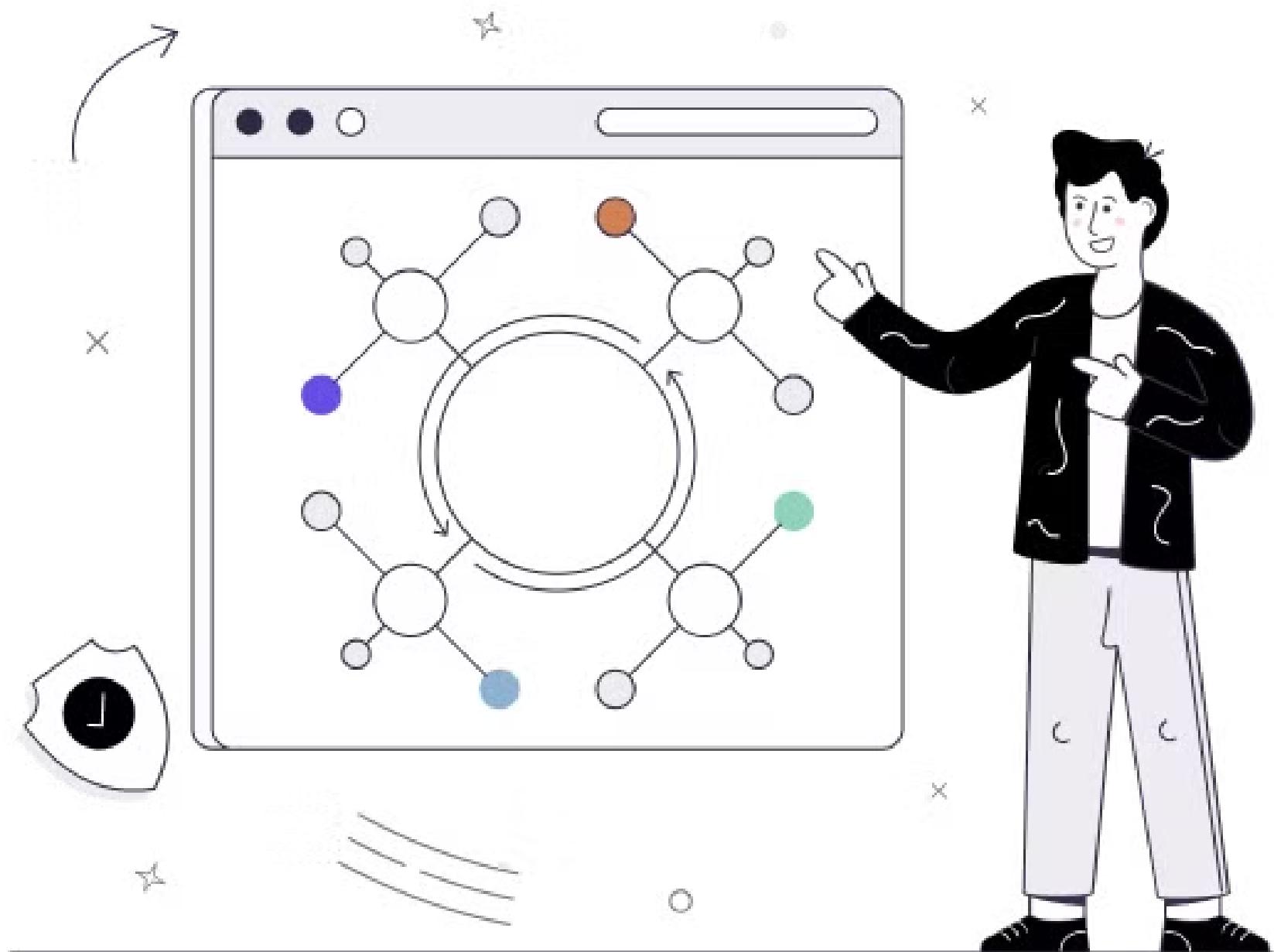


THIS PRODUCT IS EXACTLY WHAT I WAS LOOKING FOR

Imagine understanding your users so well that you can anticipate their needs before they even express them

Innernets User Memory analyzes their digital footprint to construct a detailed Persona Graph, revealing deeper themes and traits influencing their decisions.

# The Tech



## Cutting edge GraphRAG system

GraphRAG captures nuanced relationships by combining RAG with knowledge Graphs

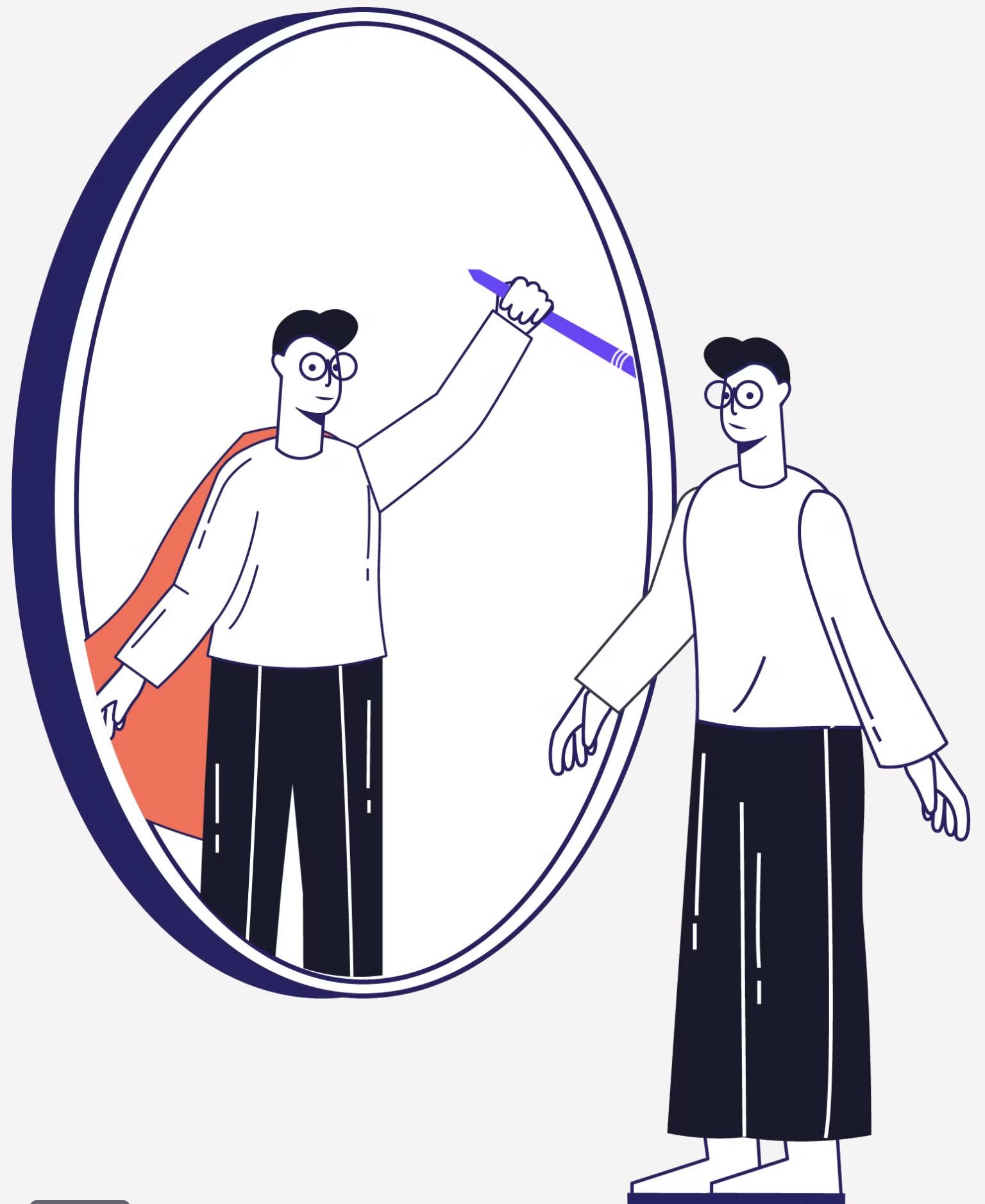
## Continuously up-to-date

Innernet Persona can continually monitor and sync data from various data sources (zero-party & first-party data) and always stay up-to-date and accurate!

## Self-Organizing and Nuanced

The persona graph is self-organizing and captures nuanced information related to user interests, overarching themes and even personality!

# CORE BENEFITS



# Holistic User Understanding

Gives a full picture of the user by gathering data from multiple sources (structured & unstructured) creating paths for more **personalized** and relevant experiences.

This helps build stronger relationships with users by **addressing** them in a way that feels genuine and tailored to their entire digital journey.

# Dynamic Identity Mapping



Captures evolving user preferences and behaviors by tracking shifts in needs and interests.

Which enables the development of user-centered solutions, drive innovation, and ensure adaptability.

GREG LOVES SKATING AND LISTENING TO  
MUSIC, HE'S ALSO INTERESTED IN...



# Contextual Relationship Modeling

Explores the intricate connections between user traits, revealing how factors like demographics, behaviors, and preferences interact.

This helps in providing a deeper understanding of user dynamics for improved targeting and personalization.

# Adaptive Personalization

It's Crazy how this brand just seems to know what I'm craving at the right time.

Same here man! It picks up on my changing preferences perfectly.



Dynamically adjusts to subtle changes in user patterns in near-real-time, maintaining relevance and engagement by tailoring experiences based on the latest behaviors and preferences.

This approach prevents users from encountering outdated or irrelevant content, leading to more meaningful and effective engagement.

# Generative User Journey

Coursera's picks  
are spot-on lately.

Exactly man, how do  
they do that? It feels  
like magic



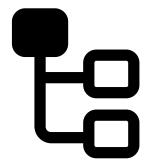
Continuously evolves with user interactions,  
blending current trends and popular patterns  
to create a fresh, engaging experience

By staying in sync with user preferences and  
the latest trends, it delivers personalized  
content and recommendations that keep  
users coming back, building stronger  
connections and making the experience  
much more fun and engaging.

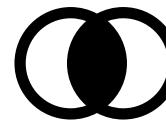
# Solution Stack



Docker-based deployment with API access



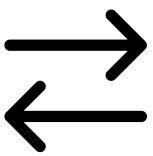
Graph-based user modeling system



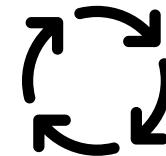
RAG integration for LLM based applications



API for trait-specific user understanding and learning

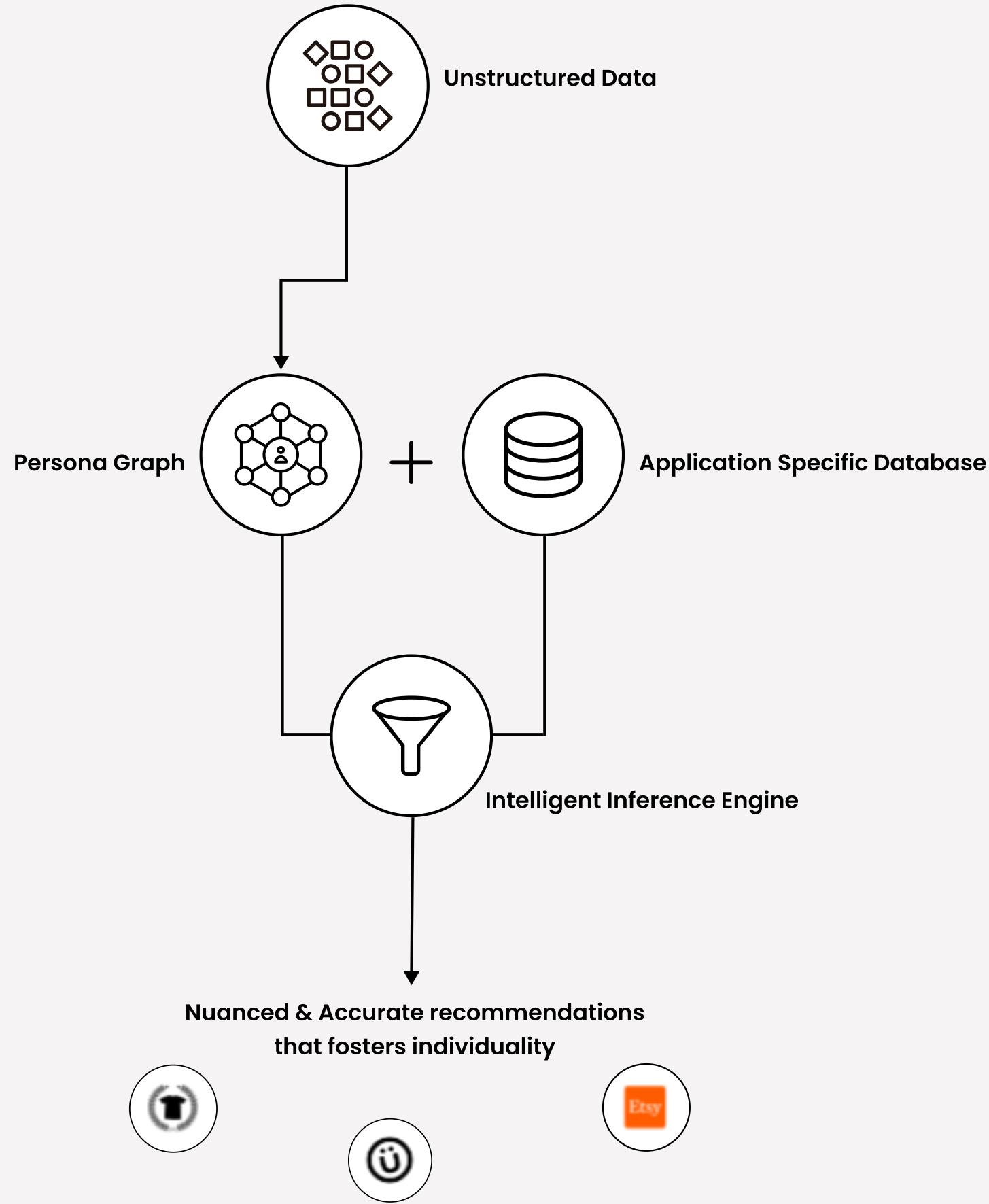


Programmatic user data queries for traditional systems



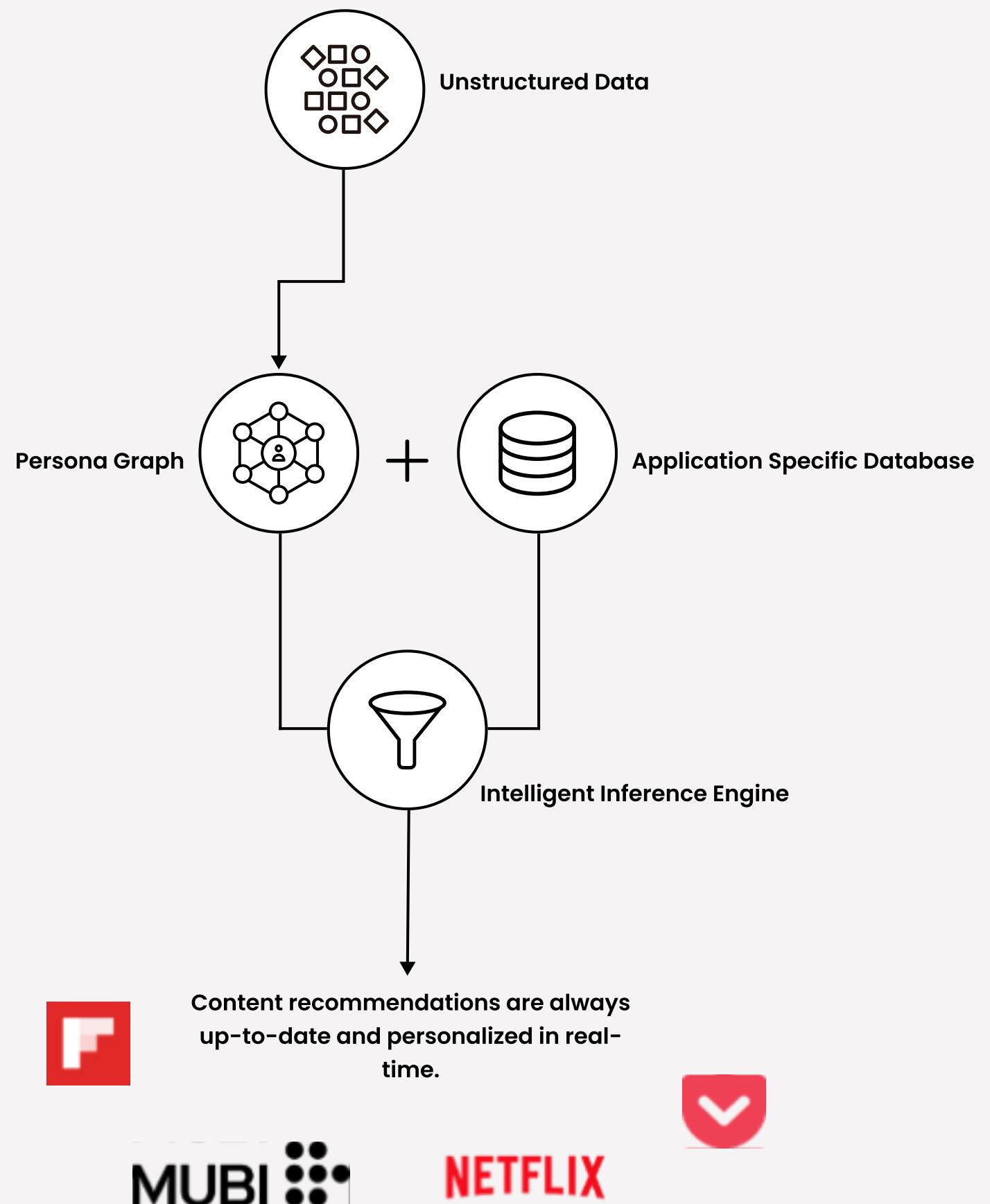
Unstructured data processing (Op, 1p, 3p)

# USE CASES



# Cross-Media or Custom Merchandise Store (Etsy, TeePublic, Design by Humans)

Unlike traditional platforms that rely on collaborative filtering, Inernet's **graph-based** approach can help build dynamic user profiles, offering truly **personalized** experiences and fostering a sense of **individuality**.



# Content Discovery (Pocket, Flipboard, Mubi, Netflix)

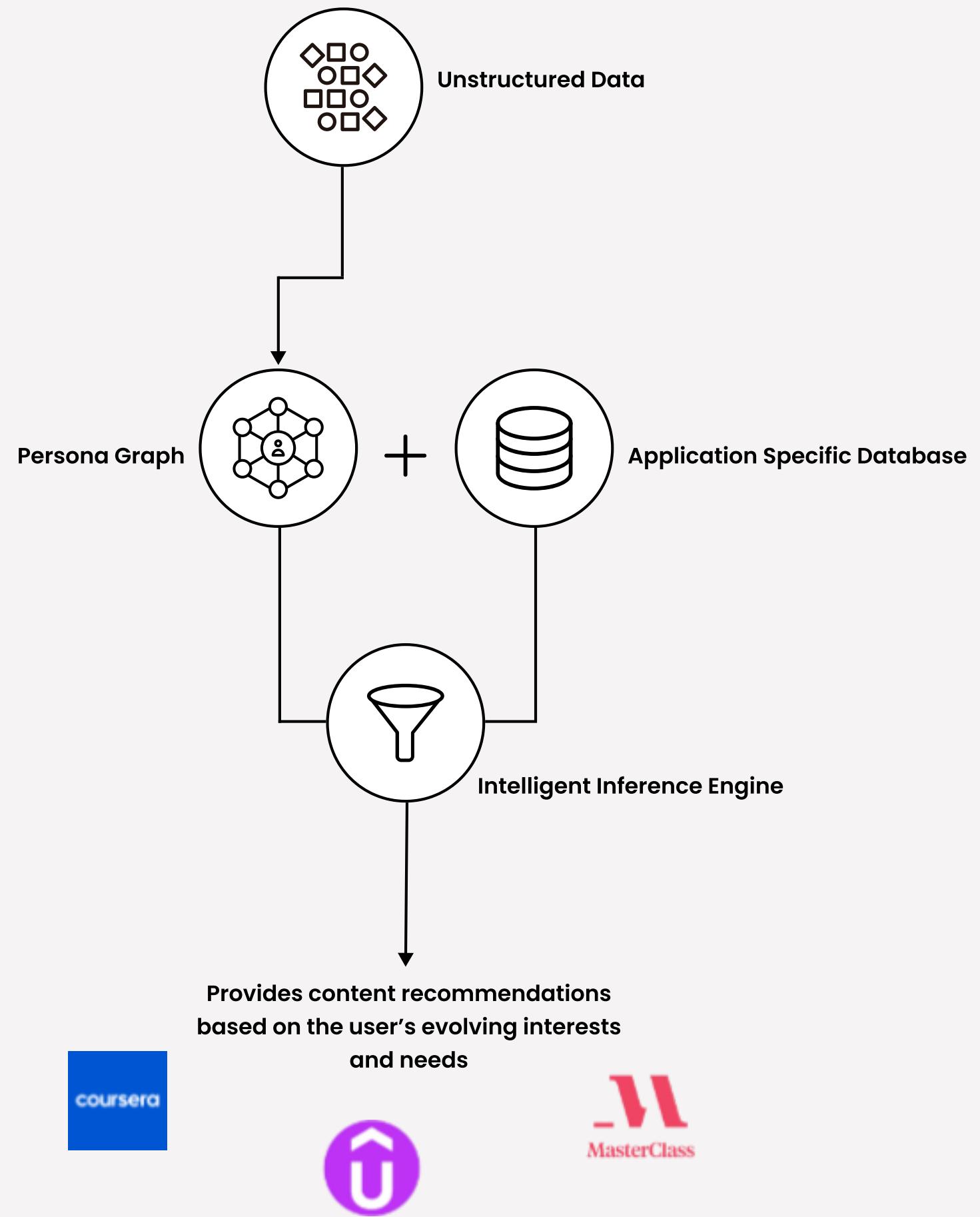
Most content discovery platforms rely on **static tags**, suggesting **similar** content based on those tags.

Innernets, however, adapts dynamically to the user's **changing interests**, automatically updating recommendations to stay relevant **without** manual input.



MUBI

NETFLIX



# Adaptive E-learning (Udemy, Coursera, Masterclass)

Most E-learning platforms often stick to older preferences which can become **outdated** as interests and needs evolve.

**Innernets**, in contrast, builds a knowledge graph that integrates rich, **contextual** information about the user's learning activities offering a **personalized** learning experience that's fun.

# Timeline of Team's Experiences

## What we did

Building & deploying real-world deep learning solutions in the retail industry

## What we learnt

In-depth understanding of the need for large, sensitive datasets for a variety of use-cases. As one of the early players in the data privacy market, benchmarked the performance across multiple privacy preserving techniques, while validating market opportunities.

## What we did

Privacy Preserving ML Technologies, building prototypes for multiple B2B usecases (Differential Privacy, Confidential Computing, Federated ML, etc.)

## What we learnt

Privacy is important but not urgent enough for people or businesses to be actively concerned, and pay for. With the evolving zeitgeist, it became apparent that data privacy was going to be a default expectation wrapped over the value / benefit for users.

## What are we doing

Discovering the larger opportunity with the rise of LLMs, Privacy Zeitgeist, pivoted towards this consumer usecase



2018



2019



2020



2021



2022



2023 onwards

# TEAM CAPABILITIES

1. Built an affiliate e-Commerce platform and acquired 7K users in two months, to validate the personalization hypothesis
2. Developed a highly scalable problem and market validation stack using Linkedin and e-mail, for enterprise AI use cases, generating over 800 conversations with senior leaders across industries (Healthcare, Financial Services, Fintech, Martech)
3. Built a scalable data sharing platform for fintech businesses in the US market, for ML use cases
4. One of the earliest teams to partner with Intel and Microsoft Azure to test and benchmark the Intel Ice-Lake Confidential Computing servers for AI workloads

# TEAM



Sharat Satyanarayan

Co-founder & CEO



Vishwajit Sasi

Co-Founder & CMO



Utkarsh Saxena

Co-founder & CTO

Eder Labs

# Thank you



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