



United Nations Global Compact  
2021 Communication on Progress



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# TABLE OF CONTENTS

LETTER FROM THE CEO..... IV

ABOUT BURSTIQ .....1

ALIGNMENT TO SUSTAINABLE DEVELOPMENT GOALS.....2

2020-2021 PROGRESS REPORT .....3

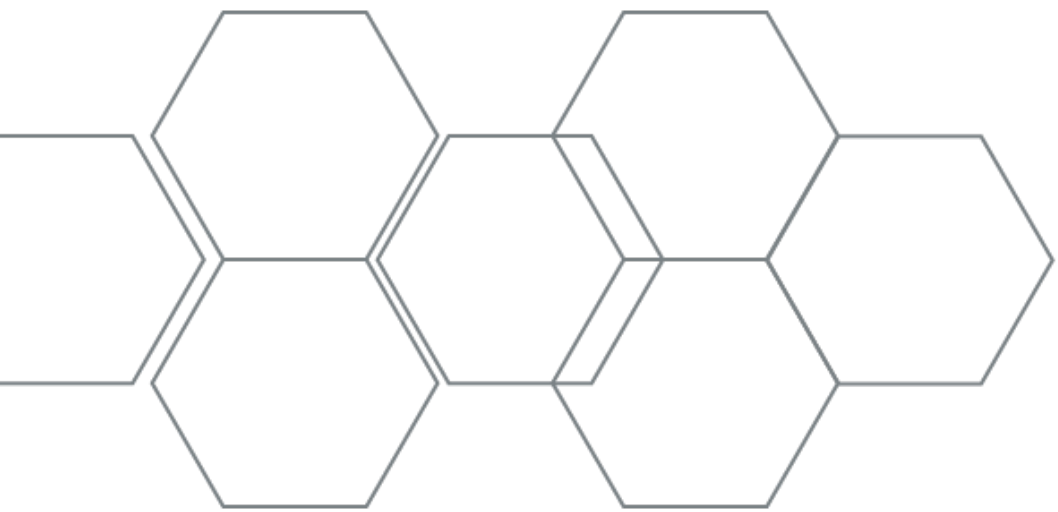
    HUMAN RIGHTS (Principles 1-2).....3

    LABOR (Principles 3-6).....4

    ENVIRONMENT (Principles 7-9).....5

    ANTI-CORRUPTION (Principle 10) .....6

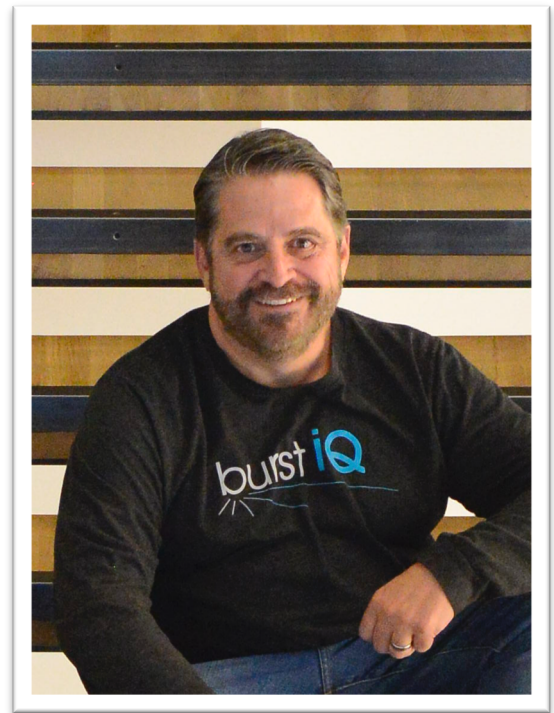
LOOKING FORWARD .....6



## LETTER FROM THE CEO

IN THE PAST TWO YEARS, we witnessed communities deeply impacted by COVID-19 — both close to home and around the world. In the midst of this unrivaled chaos, we observed firsthand the resiliency and receptivity businesses have toward change that inspires a healthier future.

Researchers collaborated at unprecedented levels. Clinical trials advanced at record pace. These unified efforts accelerated the discovery of treatments and even cures. BurstIQ is devoted to supporting those communities and researchers working hard to build an equal opportunity to thrive, both in business and in life, by creating the next generation of health and engagement solutions. These solutions will encourage individual data ownership and privacy, enable access and equity, reduce fraud and risk, and support sustainability.



Our company goals have always supported humans and the connections between them. That is why we are devoted to building solutions that help organizations make genuine human connections. With these goals in mind, we reaffirm our support of the Ten Principles of the United Nations Global Compact. Participation in the UN Global Compact enables BurstIQ to collaborate with governments, NGOs, and enterprises to achieve a common set of goals. It demonstrates our commitment to social stewardship and thought leadership. But most importantly, it serves as a public affirmation that we are deeply committed to living our values and building products that reflect these values.

In this 2021 Communication on Progress (COP), we outline how BurstIQ is continuing to incorporate the Ten Principles and Sustainable Development Goals into our business. This report will be shared with stakeholders and reinforced through multiple communication channels.

Frank J. Ricotta, Jr.  
CEO





## ABOUT BURSTIQ

BurstIQ helps businesses make genuine human connections in a digital world. Humans generate 2.5 quintillion bytes of data every day — data that is the key to successful digital transformation. BurstIQ helps organizations gather and make this data useful ethically. The BurstIQ LifeGraph® Network is a trustworthy data ecosystem built on an easy-to-adopt technology platform that powers intelligent solutions to help organizations deliver more meaningful health, personal, and professional experiences for the people they serve.

The network is powered by LifeGraphs® — individual profiles of people, places, or things across all the different systems they interact with, and the connections between them. Each profile promotes “data dignity” by giving individuals control of what data they share and who they choose to share it with through smart/consent contracts. These profiles become part of a secure data ecosystem built on blockchain technology, ensuring data privacy. LifeGraph Network’s graph technology enables complex analysis that delivers granular insights, enabling organizations to truly understand customer needs.

By building applications on the LifeGraph Network, organizations demonstrate their commitment to creating solutions that deliver personalized value — all with a strong focus on the right to privacy. As a result, organizations develop trust, loyalty, and most importantly, mutually beneficial relationships.

BurstIQ offers organizations everything they need from a single HIPAA- and GDPR-compliant platform. Our leading-edge technology is easy-to-adopt, accelerating the development of solutions that help organizations engage intelligently and collaborate globally.

**BurstIQ. Humanize Your Data.**

# ALIGNMENT TO SUSTAINABLE DEVELOPMENT GOALS

As a company, BurstIQ is taking specific actions that align with the following Sustainable Development Goals:



## *No Poverty.*

BurstIQ is working to eliminate poverty by supporting solutions for financial inclusion, health equity, and access to adequate work, food, water and shelter.



## *Zero Hunger.*

BurstIQ understands that nutrition and health are inextricably linked and is committed to supporting solutions that increase access to nutritious and sustainable food sources.



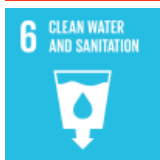
## *Good Health and Well-Being.*

BurstIQ powers a global health ecosystem that uses LifeGraphs to enable better, more personalized care and empower people to live their healthiest life.



## *Gender Equality.*

BurstIQ is committed to supporting solutions that improve maternal care and increase gender representation in clinical research.



## *Clean Water and Sanitation.*

BurstIQ is pursuing partnerships to utilize LifeGraph to connect health and identity services with solutions that promote clean water access and traceability.



## *Industry, Innovation and Infrastructure.*

BurstIQ humanizes the digital world by powering a global data ecosystem that respects human dignity and empowers businesses to build intelligent, human-centered solutions.



## *Reduced Inequalities.*

BurstIQ seeks to reduce inequality by empowering people to control their own digital persona and derive value from it through personalized marketplaces and experiences.

# 2020-2021 PROGRESS REPORT

In BurstIQ's 2020 COP, we established an overarching strategic goal for the organization:

- Increase the number of LifeGraphs on the LifeGraph Network, with particular emphasis on individual person profiles. This will provide a basis for quantifying BurstIQ's impact on access to care and medical advancements, personal identity and sovereignty, fair labor practices, the environment, and fraud prevention.

The following provides an overview of actions that BurstIQ has taken over the last 12 months to implement the Global Compact principles and support the UN Sustainable Development Goals.

## HUMAN RIGHTS (Principles 1-2)

The Universal Declaration of Human Rights aligns directly with the core mission and purpose of BurstIQ. The company's HIPAA- and GDPR-compliant global data network is designed to ensure that:

- every person has a trusted identity that is provable and recognized before the law (Article 6)
- every person has equal access to health, wellness and social services (Article 25)
- every person has the opportunity to benefit from medical advancement (Article 27)

Our work in enabling these Articles of the Declaration will never truly be finished; it will be a continuous progression towards the ideal. But with each milestone that we achieve, we move closer to realizing that ideal.

### *Progress to Date*

At its core, LifeGraph is a digital persona of a person across all the different systems they interact with. It serves as the basis for a dynamic, trusted identity that goes far beyond a typical identity profile. And most importantly, LifeGraph shifts control and ownership of that digital persona from big tech providers to people. In this way, LifeGraph empowers people to control their data, their identity, and the value that is generated by both.

In 2021, BurstIQ entered into a number of key partnerships to leverage LifeGraphs for the management and control of data associated with COVID-19 diagnostic products and vaccines. We strive to enable broad access to these medical advancements and ensure that the personally identifiable information (PII) and protected health information (PHI) generated by these services is managed in a way that enforces the dignity and sovereign rights of each person.

LifeGraph-enabled COVID-19 diagnostic products provide a more nuanced view of a person's antibody status and immune status. In addition, these services significantly reduce the cost of COVID-19



antibody testing and make such diagnostics more broadly available to the public. The company also worked closely with vaccine administration service providers to ensure that vaccine administration programs were well-coordinated, secure, and respectful of the data rights of each individual person.

Lastly, BurstIQ has served as an active member of the XPRIZE Pandemic Alliance, supporting the Alliance and its innovator teams as they develop and test low-cost COVID solutions. Our support of XPRIZE health initiatives continues as a member of the Health Alliance and the XPRIZE Health Brain Trust, where we are helping to shape the future of global problem solving and innovation.

In addition to these partnership activities, BurstIQ continues to prioritize safe, suitable, and sanitary working conditions for all of our employees. The company maintains a no-tolerance policy with respect to workplace harassment and expect the same in our customers and partners.

We remain heavily involved in promoting human rights through our advisory work with the OECD, EU Parliament, World Economic Forum, and Humanity 2.0. We expect that our involvement with these organizations will continue for the foreseeable future.



## LABOR (Principles 3-6)

This last year saw one of the most significant shifts in the labor market in our lifetime. COVID-19 shuttered hundreds of thousands of businesses, causing millions of workers to pivot away from service and hospitality careers and find employment in other sectors. It forced working families to choose between educating their children and maintaining their own career. And it placed immeasurable physical and emotional strain on healthcare workers. All of this has caused a degree of contraction and shifting in the labor pool that will be felt for decades.

While the labor disruptions of the last year have most certainly been challenging, this massive shift also provides our global society with a grand opportunity. An opportunity to use technology to connect people with employment that is not only fair and functional, but *meaningful*.

### ***Progress to Date***

BurstIQ and our partners are acutely aware of the workforce challenges that have arisen in the last year – and the grand opportunity they present. In 2021, BurstIQ significantly increased our focus on reimagining workforce engagements. Using LifeGraph as a foundation of a person's personal and professional identity, we take a human-centered approach to creating meaningful connections between people and their employers. People want to feel valued; they want to see a future in the work that they do, and they want to find balance between their work life and their personal life. Until now, employers simply haven't had the tools to enable this. The result? Sub-optimal alignment between workers' skills and employers' skill needs, poor workforce engagement, and high job separation rates.

BurstIQ is actively working with multiple partners to bring intelligent workforce solutions to the global workforce market –both in healthcare and the broader workforce market. These solutions will provide people with the tools and resources to discover their ideal career path, gain the skills they need to advance along that path, and engage with their employer and their benefit providers in a more personalized, human way.

Of course, our commitment to the Labor Principles must begin with us. We believe that diversity is a strength; we do not discriminate based on a person’s race, gender affiliation, nationality, ability status or political views. Since the company was founded in 2015, we have actively enforced policies which make qualifications and experience the basis for employee recruitment and advancement. We will never engage in or promote forced labor and child labor, whether directly or indirectly.

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## ENVIRONMENT (Principles 7-9)

As a technology company, BurstIQ’s primary environmental impact stems from our use of cloud computing resources, our employees’ commute practices, and our facility’s use of natural resources. Since the inception of the company, we have sought to minimize these environmental impacts in by maintaining hybrid in-office / at-home work schedules, positioning our office locations near public transportation, and maintaining a “paper free” policy. In addition, we strive to make a broader environmental impact through partnerships with public and private organizations that investigate and address the links between environmental health and personal health.

### *Progress to Date*

In 2021, BurstIQ implemented significant improvements to the infrastructure of our core LifeGraph Network. These changes allow us to increase the performance of the Network while at the same time reducing our cloud computing resource utilization. The impact of these optimizations is immediate and will compound exponentially as the company grows.

## ANTI-CORRUPTION (Principle 10)

One of the most important mechanisms to eliminate corruption is by creating transparency and accountability, so enforcement and oversight agencies can connect the dots between activities that appear innocuous in isolation but become suspicious when taken together.

LifeGraph uses trusted data, intelligence, and auditable exchange capabilities to ensure that fraudulent activities can be detected and even prevented. It provides a robust, secure, and trusted framework for managing identity, making it more difficult to spoof an identity. In addition, LifeGraph provides the mechanisms to ensure that data transactions are linked to trusted identities – even if those identities are kept private. In addition, it allows disconnected organizations and agencies to cooperate at a level that has not previously been possible. In short, LifeGraph offers an effective and manageable solution that allows government agencies, private enterprises and consortiums to enforce anti-fraud systems, reduce identity theft, and prevent corruption.

### *Progress to Date*

In many regions, the individuals that are most likely to become victims of fraud and identity theft are low-income, disabled, homeless, or otherwise disadvantaged. In 2021, BurstIQ pursued partnerships with non-governmental organizations (NGOs) and public agencies to ensure that homeless individuals and Medicaid recipients are able to benefit from having access to their LifeGraph, so the organizations that provide them with services can operate with greater trust and transparency, and so recipients of those services are less likely to become victims of fraud.

**The actions taken by BurstIQ over the last year mean that LifeGraphs are directly touching hundreds of thousands of people and have the potential to touch hundreds of millions of people over the next 2-5 years.**

## LOOKING FORWARD

Over the next twelve months, BurstIQ expects to build on this foundation and further solidify our actions in support of the UN Global Compact. Our mission is to create a world in which all people have the chance to live a healthy, happy life. We are committed to continuing our progress towards the Ten Principles and building a global society that is safe, equitable, and ethical for all.