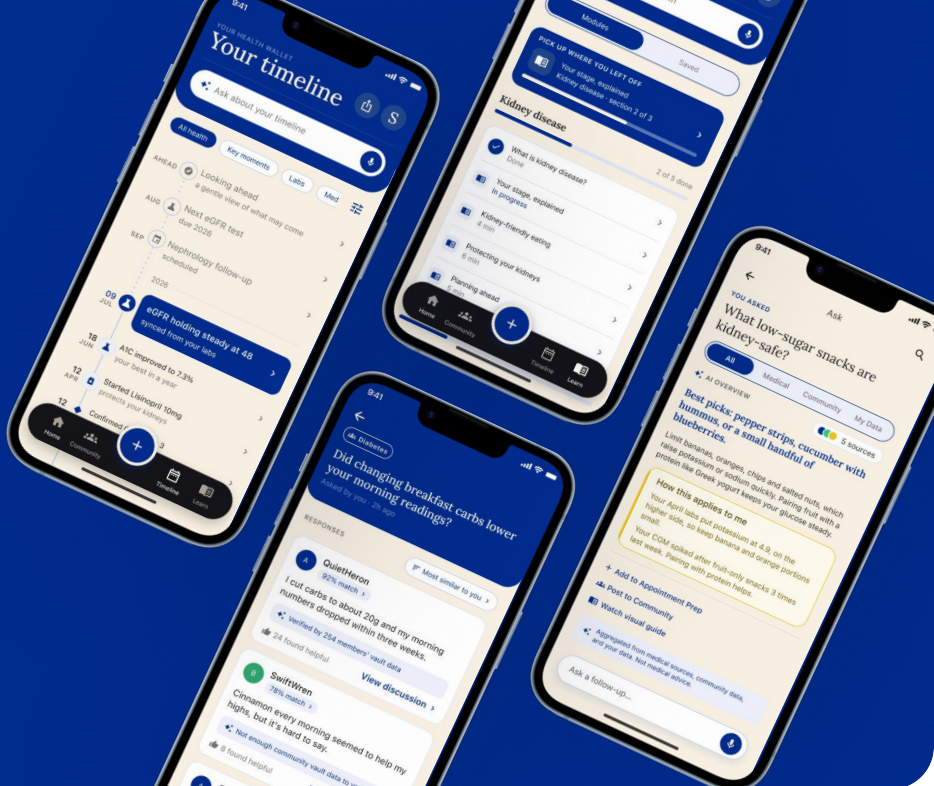




Powered by OpenMined

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Executive Summary

OpenMined is building the public network for non-public information, but its privacy-enhancing technology had no proven application for individual consumers. Our team was tasked with closing that gap by identifying **peer-to-peer use cases**, validating consumer value, and defining a **market adoption strategy**. We developed a reproducible framework for discovering and prioritizing consumer applications, then pressure-tested its top result through iterative research and design. The outcome is *Kindred*, a verified support network for people living with chronic conditions.

About the Partner

OpenMined is a non-profit building decentralized networks for secure AI computation across siloed data. They believe data should stay where it lives, with questions answered only by the right people & for the right reasons. Their flagship technology, Attribution-Based Control, enables trusted peer insights without exposing anyone's underlying data.

The Opportunity

Powerful infrastructure doesn't sell itself. Two questions shaped this project: where does peer-to-peer connection create real consumer value, and how do you deliver AI insight without compromising the data behind it? The first demanded a method OpenMined could reuse; the second demanded a proof of concept, tested with real patients.

Approach

Our team of four worked across two diamonds: spring for discovery, summer for design. Discovery grounded us in data privacy sentiment and decentralized networks through survey research, expert interviews, and 120+ sources. Generative workshops then produced 36 candidate applications, which we narrowed through an impact-risk matrix, public speed dating, and SWOT analysis to arrive at patient support.

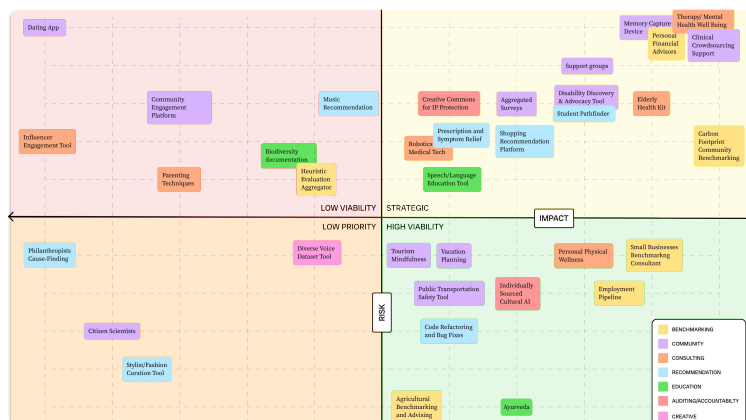


FIG. 01 - Decision Matrix for the 36 ideas we generated & narrowed.

86

EXPLORATORY SURVEY RESPONSES

50

SPEED-DATING INTERCEPTS

65

INTERVIEWS · PATIENTS, CLINICIANS, SMEs

3

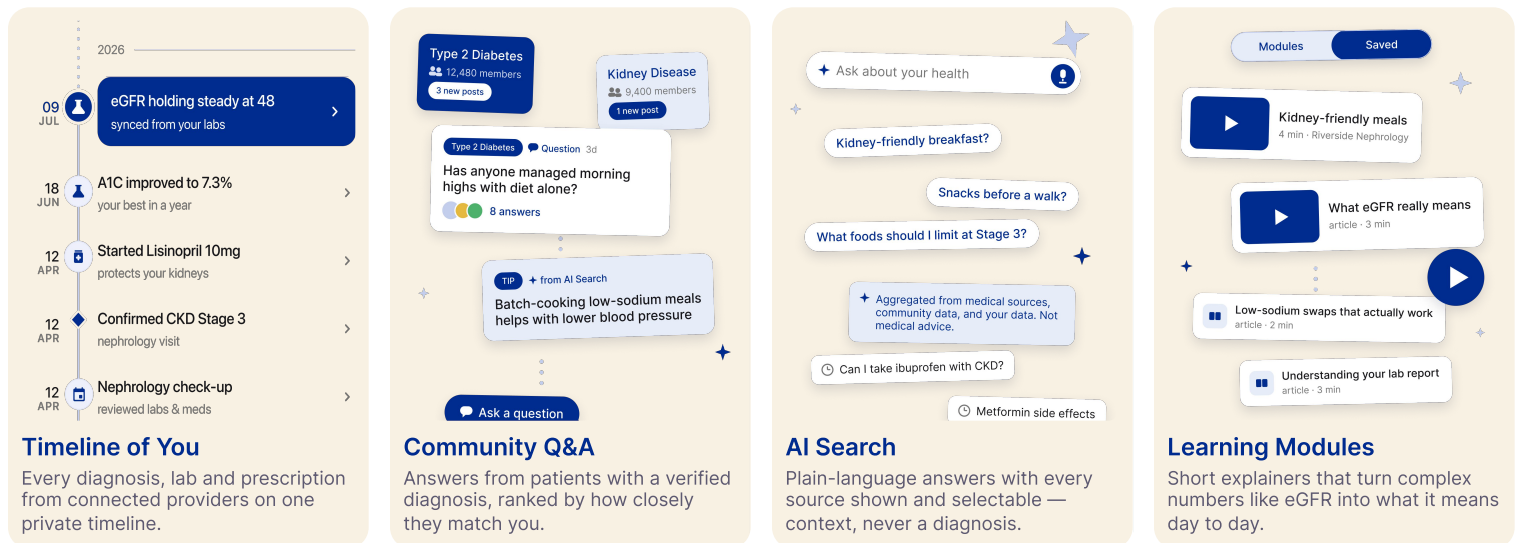
ROUNDS OF TESTING OVER 4 ITERATIONS



FIG. 02 - Two co-design sessions with 11 chronic-condition patients, where we cut 17 candidate features to four and overturned our own model of the patient journey.

Introducing Kindred

Kindred is a verified support network for people living with chronic conditions. It brings scattered health records into one private timeline, where a medically trained AI and patients with similar diagnoses help interpret the information. Powered by OpenMined's Attribution-Based Control, insights can be shared without the underlying data ever moving. Four of the five validated features are shown here.



Outcomes & Deliverables

As an early consumer-to-consumer use case for OpenMined, Kindred addresses an unmet need: unifying fragmented personal health data while strictly guaranteeing privacy. We delivered a reproducible discovery framework, seven further use cases already scored against it, five validated Kindred features, a go-to-market strategy and a build sequence.

Impact

The work reframed a data-permission problem into a trust problem. Kindred tested at an average recommendation score of 8/10 from patients and 8.5/10 from clinicians.

The larger impact is the process itself: a repeatable path from an abstract privacy technology to a validated consumer product. OpenMined can rerun it on a new idea, or pick up one of the seven use cases we already scored.

Key Insights

01

Users want transparency of value before contributing their personal data, then altruism drives motivations.

02

Technological security must be communicated through plain language & verification of sources.

03

Patients need more agency during their health journey to form better discussions with clinicians.

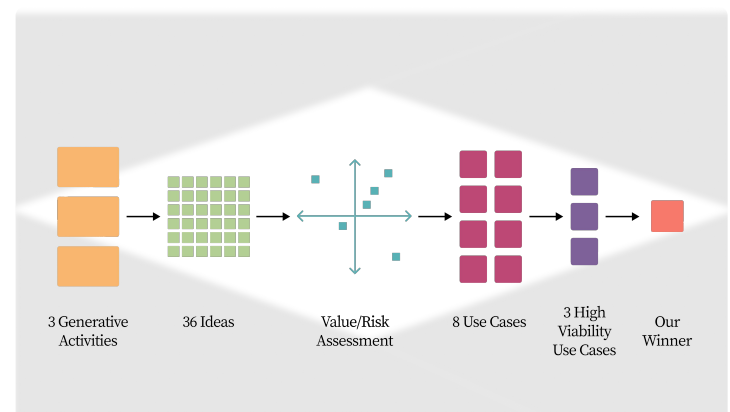


FIG. 03 - Our reproducible ideation-to-selection framework: 36 candidate applications narrowed to one validated use case. OpenMined can rerun it on any future idea.