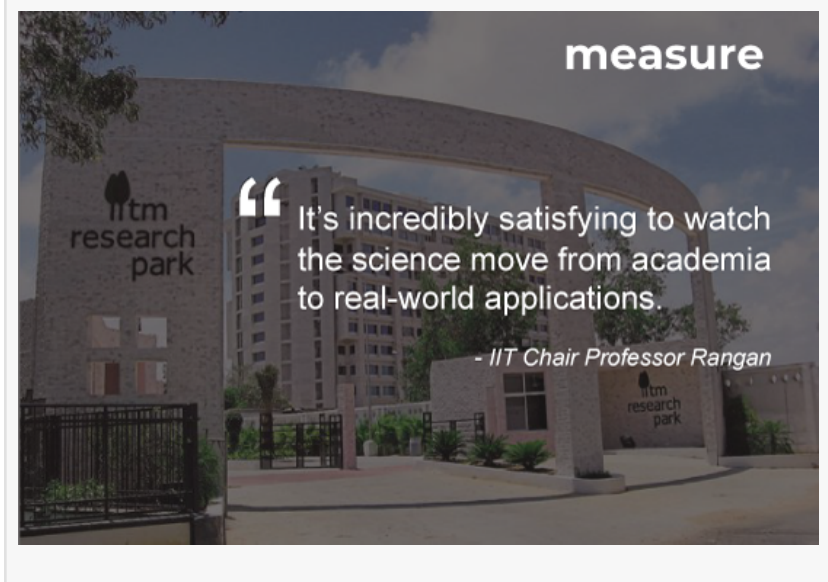


IIT Chair Professor Joins Measure Protocol Advisory Board

Professor Pandu Rangan will leverage 30 years of Computer Science and Engineering experience to support blockchain experts on protocol for person-based data

LONDON, ENGLAND, UK, December 18, 2018 /EINPresswire.com/ -- [Measure Protocol](#), a blockchain-powered marketplace for person-based data, has added Professor Pandu Rangan to its advisory board. A published expert in the design of pragmatic algorithms, graph theory and cryptography, Professor Rangan will apply more than 30 years of experience to assist in the design and validation of Measure's open protocol for person-based data. His deep knowledge in applied cryptography and game theory is invaluable in realizing the company's goals, to ensure consumer privacy using zero knowledge proofs as part of its proof-of-profile methodology.



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Professor Pandu Rangan

“We're incredibly excited to be working with Professor Rangan on this project. There is a real opportunity for a positive sum outcome here — giving consumers control of their data and providing strong guarantees around privacy will increase the volume and accuracy of consumer data available to researchers, to the benefit, ultimately, of everyone,” said John Martin, Chief Technology Officer for Measure Protocol.

Winner of the 2018 Institute Chair Professor at the Indian Institute of Technology, Madras, Professor Rangan is a computer scientist and academic professor in the Institute's Computer Science and Engineering Department.

He has published over 200 papers on topics including applied cryptography, secure multi-party computation, and game theory. His current focus academically is on secure message transmission and provable security of cryptographic protocols/primitives.

Rangan added, "I'm delighted to be a part of this effort and very much look forward to working with the team at Measure. It's incredibly satisfying to watch the science move from academia to real-world applications."

Measure Protocol has a vision that consumers can participate in research and be fairly compensated for sharing their data, without having to entrust third parties with the entirety of their personal profile and data history. The company's approach features a simple, standardized

pricing model indexed by scarcity and complexity, a reputation system for both buyers and contributors that encourages efficient survey design and good faith participation, and a set of economic incentives to encourage data reuse.

About Measure Protocol

Measure was founded in 2018 by a group of media, ad tech, and market research technology veterans with leadership based around the globe in London, Toronto, Chennai, and Silicon Valley. Created to help consumers take ownership of their data and address data quality issues for buyers, Measure is an open blockchain-based protocol that facilitates a marketplace for person-based data where individuals take control of their data and monetize it directly with researchers, advertisers and brands. Consumers contribute data by completing surveys and other data-generating tasks or by providing access to existing data sources such as health and location. Founded on principles of data sovereignty, privacy, transparency, and fair compensation, Measure provides an ecosystem that addresses challenges faced by the market research, advertising and AI industries. www.measureprotocol.com

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