

Delvinia Announces Investment in Blockchain-Powered Data Platform Measure Protocol

Putting Control of Data Back in Consumer Hands

TORONTO, ONTARIO, CANADA, January 15, 2019 /EINPresswire.com/ -- Data collection firm [Delvinia](#) today announced a significant investment in [Measure Protocol](#), a blockchain-powered marketplace that gives users control of their own data.



Measure Protocol uses blockchain technology to address growing concerns around fraud, privacy, transparency and consumer participation rates. Research respondents who use Measure Protocol's mobile app get paid to complete surveys and connect personal data sources such as location, health and purchase history from their online store accounts. Those who buy the data—including researchers and marketers—can target specific groups of consumers based on their extensive profile and behavioural attributes, all protected using advanced cryptographic techniques.

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Adam Froman, founder and CEO of Delvinia

For Adam Froman, founder and CEO of Delvinia, this investment is all about building the future of how data is collected and exchanged, ultimately giving consumers control of their data. "We're in a major period of transformation for the data collection industry where all players will need to adopt new practices to improve data quality," Froman explained. "Pioneering technologies like Measure Protocol significantly deepen the levels of trust

that are — and will be needed —to power data into the next century. And it puts Delvinia ahead of the curve. As significant investors, we'll be one of the first data collection companies in the world to use the protocol once it's fully developed."

With this investment, Measure Protocol plans to extend its core development work into advanced cryptography for protecting consumer data and profiling, while also using the investment to launch its consumer facing application business in the second quarter of 2019.

"Delvinia is the perfect investor to help accelerate our vision of advancing how research is conducted, using blockchain to ultimately improve data quality," said Owen Hanks, CEO and co-founder of Measure Protocol. "We wanted collaborators who share in our vision of putting the control back in the consumer's hand and value the user experience. With Delvinia, we now have a partner on our scale of making bold moves to better the industry."

As part of the relationship, Delvinia will provide Measure Protocol with strategic advice and identify immediate opportunities to improve the research experience.

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

About Delvinia

An authority on the data economy, Delvinia is at the forefront of leading companies through this age of data. The company operates as an innovation incubator with the sole purpose of reinventing how data is being used to underpin business decision-making at every level. For more information on the company's suite of products and services, visit delvinia.com.

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