

# NovaceneAI

## 'IP protection creates value for the company'

NovaceneAI™ has developed a tool that fine-tunes artificial intelligence (AI) decision-making for organizations, ultimately allowing companies to use their human resources more effectively.

Founder and CEO Marcelo Bursztein says his software-as-a-service platform harnesses the knowledge and decision-making patterns of industry experts to build algorithms that emulate that thinking process.

"Those algorithms can be used to automate many of the decisions that these experts are making in an organization, which leads to the ability to scale high-level decision-making, which is usually very expensive," Bursztein says. "This in turn frees up some employees from decisions that are more transactional, to focus on the more difficult or bigger picture decisions."

The company has been working with the cyber-security team at one of the largest managed security services providers in Canada, which monitors the security systems of a set of clients. The systems generate alerts every time there's suspicious activity and then an analyst looks at the alert to determine if it's a false positive or a real threat.

"They have tens of thousands of those alerts every month, and they have to work 24-7," Bursztein says. "It was expensive and the results were inconsistent because every analyst would take a different approach. We deployed an algorithm to automate some of that workload."

With business under way and the technology working well, Bursztein figured the time had come to make sure his intellectual property was protected.

Enter the ElevateIP program.

When NovaceneAI applied for the program, it did not have direct experience working with an intellectual property (IP) firm. Its Invest Ottawa IP advisor supported the company through the entire process, helping Bursztein and his team identify a consultant who really understood startups.

ElevateIP supported NovaceneAI in conducting a landscape analysis, where it was able to identify key players in its market, including some companies it had never heard of before.



With this new information, it was able to position itself for a patent filing.

Bursztein says the experience was invaluable because in addition to showing him what his competition was doing, it also assured him that what NovaceneAI is doing is innovative.

"IP protection creates value for the company as an asset," Bursztein says of the protection offered by a patent. "I'm very pro-patent. It will make it impossible for others to build the same thing, so that buys us 20 years of exclusivity for our product."

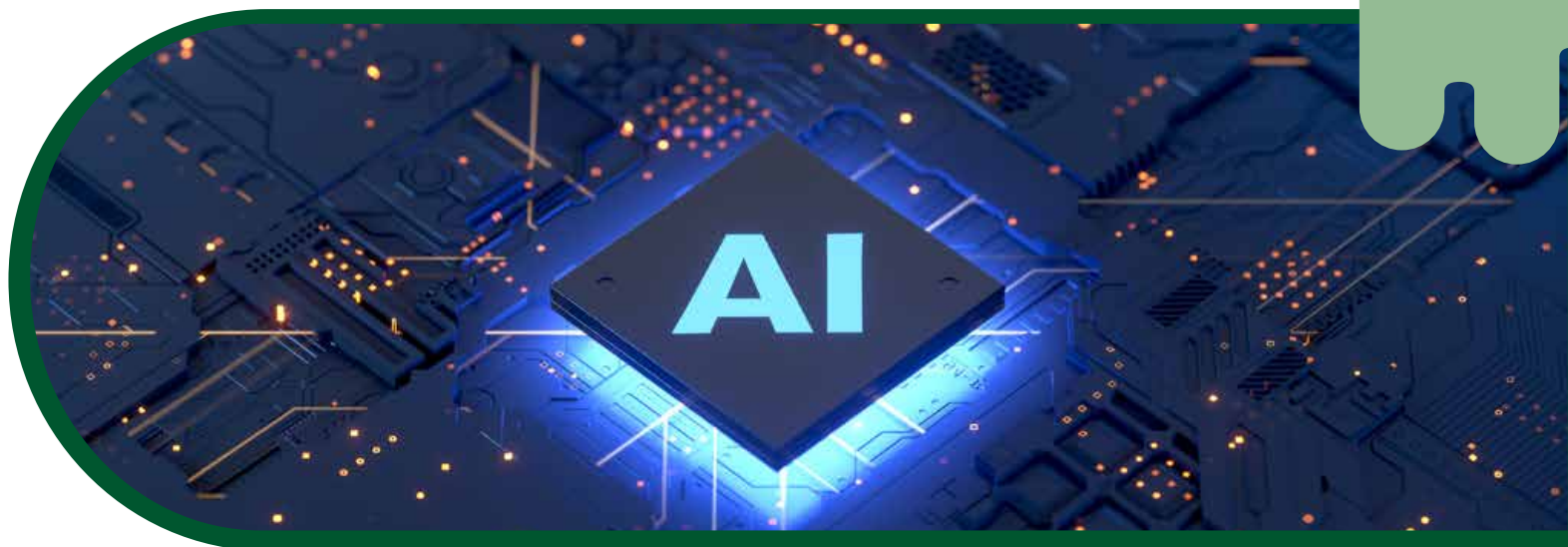
Bursztein thought the experience was so valuable, he's already applied to protect another area of his company through ElevateIP.

Invest Ottawa saw the potential in NovaceneAI as well.

"For a lot of startups, they don't realize that IP is more than just running forward to file a patent. Things like a competitive landscape brief can be invaluable in understanding what else is out there, and where your product currently sits strategically," said Nick Quain, VP of Venture at Invest Ottawa. "Only then might it make sense to pursue a patent, like Marcelo and the NovaceneAI team have".

Bursztein is convinced it was the right move and that's why he's going to pursue it even further in the future.

*Invest Ottawa is an ElevateIP Recipient: a national program of Innovation, Science and Economic Development in Canada, leading in intellectual property support for startups in Ontario.*



## NovaceneAI at a glance

**Founded:** 2020

**Employees:** 12

**Raised:** 100 per cent  
bootstrapped

**Highlights:** The company has applied for a provisional patent and has plans to put another one into play.

**Future plans:** Implement an aggressive go-to-market strategy in support of the company's revenue targets.

## Why ElevateIP

Entrepreneurs have ideas — lots of them — but they don't always know how best to protect those ideas. ElevateIP provides the tools startups need to understand, manage and leverage their intellectual property.



**Marcelo Bursztein**  
*Founder and CEO of NovaceneAI*

ElevateIP Recipient, a program of



Innovation, Science and  
Economic Development Canada

Innovation, Sciences et  
Développement économique Canada



To find out more about the ElevateIP program, visit our [website](#).