THE HUMAN PROJECT

## BIG IDEA
### SOLVING THE PUZZLE TO A LONGER, BETTER LIFE







### PERSONALITY
Ambitious. Innovative. Inspiring. Mission-Driven. Trustworthy.

### PROMISE
Many of the solutions to big human challenges hide in plain sight. When the telescope was invented, scientists discovered whole worlds we never knew existed, and came to understand how the universe and our own world work.

Now, The Human Project at New York University is making the next giant leap. By uncovering millions of invisible connections between ourselves and others, between our behavior and our environment, we can solve the puzzle to a better, longer life.

### PROOF POINTS
• The Human Project is a pioneering research initiative that aims to solve our community's toughest challenges — from public health to public policy.

• For the first time, we have the tools to uncover how our bodies, behavior, and environment shape our lives — allowing scientists to identify breakthrough solutions.

• Using a scientific process, researchers will invite 10,000 diverse New Yorkers to participate —not just as volunteers, but as representatives of their communities — so that the study can make discoveries that benefit everyone.

• The study is led by respected scientists from New York University, with support from experts at MIT, UCLA, and other top universities. It is overseen by boards that govern ethics, data security, and the study's research agenda.

• The Human Project takes participant privacy so seriously that we have a council of experts dedicated specifically to this aspect of the study.

• Our data vault will not touch the Internet and security measures will go well beyond protections used at banks and other high-security institutions.

• Only researchers who meet our high standards can work with data from our system. They must come to our secure lab to access the data, and all personal information in the data will be removed first.

# OUR STORY

### What is The Human Project?

The Human Project is a pioneering research initiative that aims to solve our community's toughest challenges — from preventing diabetes and asthma to improving schools and alleviating financial stress. Starting in 2018, we will invite 10,000 New Yorkers to share the tiny bits of information they create from moment to moment in their daily lives. This simple act will help scientists reveal how all the millions of tiny puzzle pieces in our lives connect together, making New York — and our wider world — a healthier, safer, happier place to live.

### Why Now?

Despite all our medical and scientific progress, we still suffer poor health and lose years of our lives to terrible diseases like Alzheimer's and heart disease. We still miss out on opportunities due to poverty and poor education. These challenges may seem impossible to overcome. But for the first time in history, we have the tools to uncover how our bodies, behavior, and environment shape our lives — allowing scientists to identify breakthrough solutions that can ensure a better, brighter future for all of us.

### How Does It Work?

Starting with precise demographic maps of the five boroughs, researchers will create a study group that accurately reflects the overall New York City population and the diverse neighborhoods in which New Yorkers live. The 10,000 individuals invited to participate will be more than volunteers. They will represent their communities — so that the study can make discoveries that benefit everyone.

### What Kinds of Information Will You Collect?

We will collect an unprecedented trove of data from our participants. This includes everything from medical, education, and financial records as to information about participants' daily habits such as what they eat, where they go, when they sleep, how they exercise and their social activities. Together, this will allow researchers to get a full picture of participants' lives.

### Who Is Behind The Human Project?

The Human Project is led by respected scientists from New York University, with support from respected experts from MIT, UCLA, and other highly regarded institutions. It is overseen by boards that govern ethics, privacy and security, and its scientific agenda.

### How Will You Protect Participants and Their Data?

The Human Project takes participant privacy so seriously that it has a council of experts dedicated specifically to this aspect of the study. Much of the founding investment in the project is focused on data security, which will exceed protections used at banks and other high-security institutions. The study's data vault won't touch the Internet, and all information will be anonymized and encrypted, so participants cannot be identified. Only researchers whose proposals meet our scientific merit and ethics standards can work with data from the system. They must come to our secure lab, and nobody can take or keep any data, ever — the only thing researchers get to keep are the findings from their studies.