

Data Pitch

ELENA SIMPERL, UNIVERSITY OF SOUTHAMPTON, UK

@ESIMPERL

BIG DATA PPP INFORMATION AND NETWORKING DAYS 2017

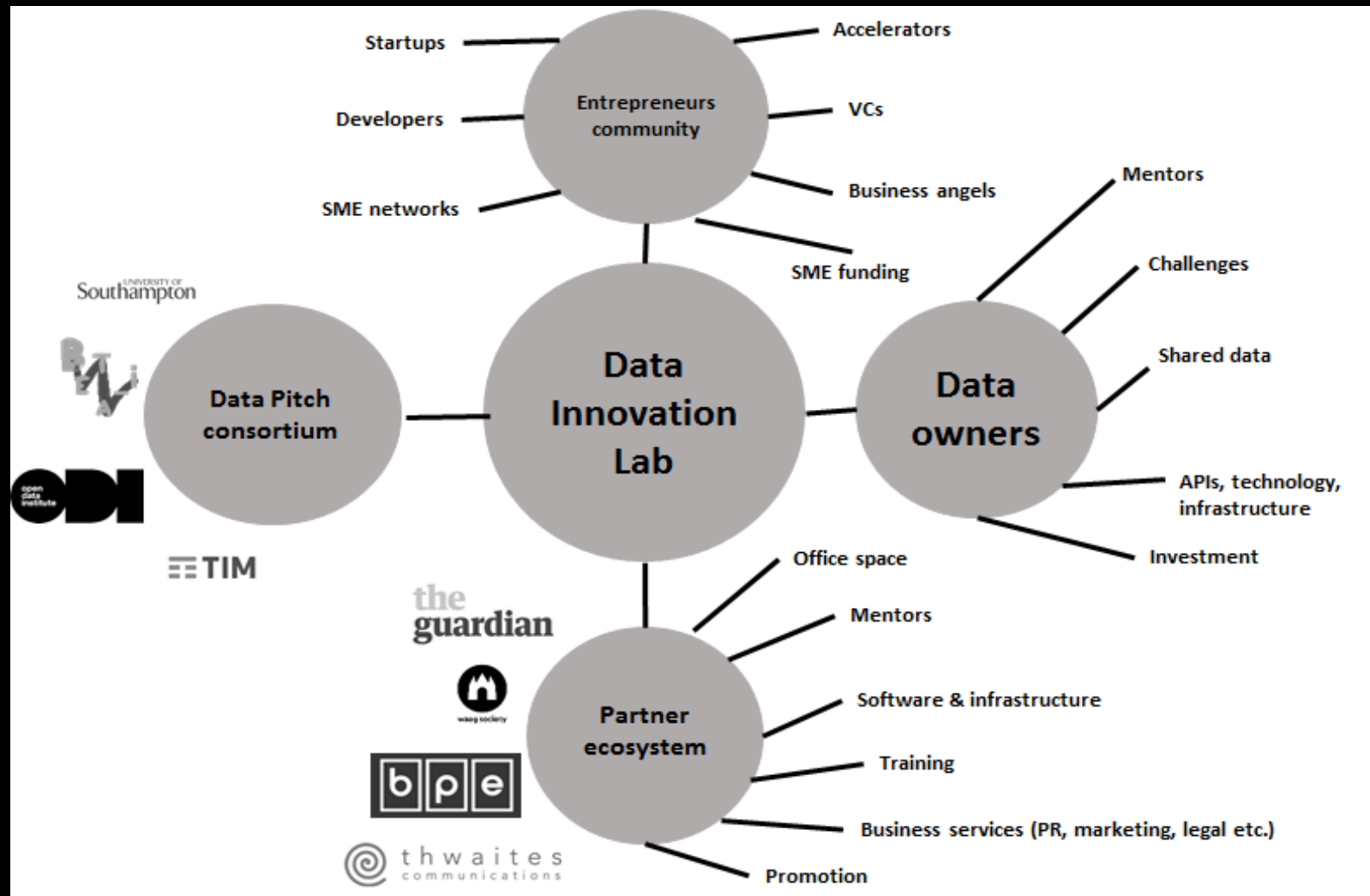
LUXEMBOURG, JANUARY 17TH-18TH 2017

Create a transnational, Europe-wide *data innovation ecosystem* that will bring together data owners and Big Data technology providers, with startups and SMEs with fresh ideas for data-driven products and services.



The Data Pitch ecosystem

Data innovators, entrepreneurs, enablers



The innovation process

Broad engagement, transparent & fair evaluation, support for SMEs, triple-bottom-line impact



Setup (6 months)

- Core activities are set up
- Roundtables, idea-sourcing
- Platform and legal toolkit
- Data Pitch publishes 1st call and schedule for datathons

1st
round:
12
months

Ideation and datathons (2 months)

- Proposers' training
- SMEs join datathons
- SMEs submit applications to Data Pitch

Review and negotiation 4 months)

- Data Pitch and experts evaluate applications
- Successful applicants are invited to negotiations.
- Paperwork and agreement on milestones and KPIs.

Incubation (6 months)

- Winners join incubation program

Roundtables, idea-
sourcing, call for data
providers

- New data
- Data Pitch publishes 2nd round of call and schedule for datathons

2nd
round:
12
months

Ideation and datathons (2 months)

- Proposers' training
- SMEs join datathons
- SMEs submit applications to Data Pitch

Review and negotiation (4 months)

- Data Pitch and experts evaluate applications
- Successful applicants are invited to negotiations.
- Paperwork and agreement on milestones and KPIs.

Incubation (6 months)

- Winners join incubation program

Wrapup (6 months)

- Lessons learned
- Impact analysis
- Sustainability



Data Pitch competition

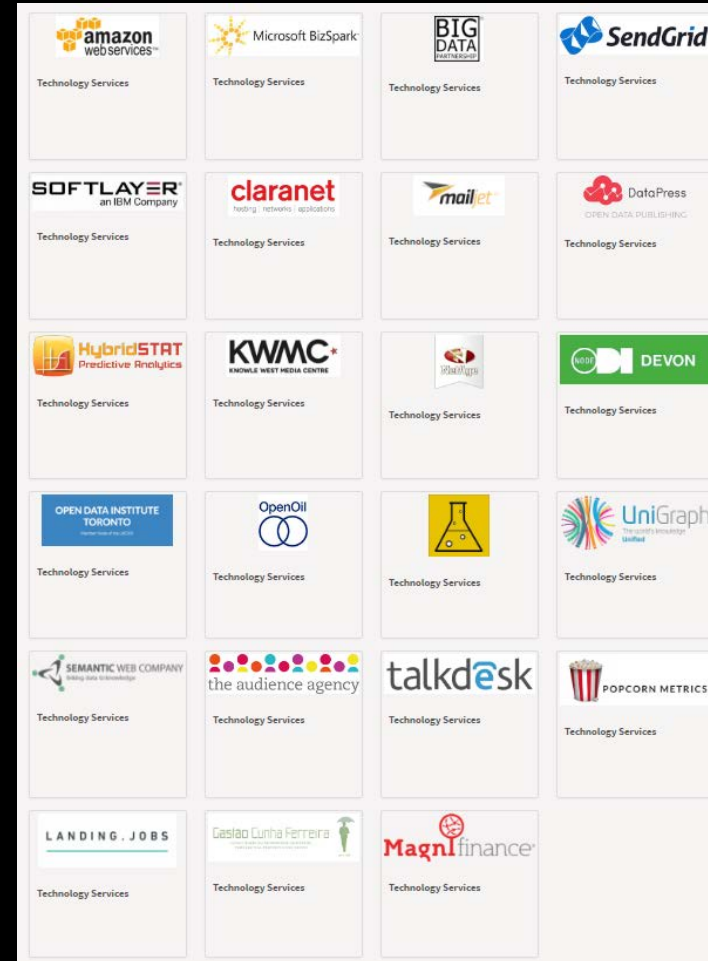
- 1st call opens on July 1st, 2017 and closes August 31st, 2017
- 2nd call opens a year later
- Multi-track
 - Explorative
 - Performance-driven
 - Using data across the entire spectrum
- Evaluated by Data Pitch, overseen by advisers
 - Idea
 - Commitment to data innovation
 - Impact
 - Team
- Online submission, interview for shortlisted companies

Up to
€100k per
company

€4.8M



Our partners



What can Data Pitch do for you

Organisation
interested in
open innovation

Datathons

Data sharing

Data-driven
business models

New
collaborators

Entrepreneur
with a great
novel idea

Datathons

Funding

Business and
technical support

Promotion and
networking

Big Data
technology
company

Platform to test
your products

Promotion and
networking

Accelerators
and open
innovation
consultants

Innovative
startups

Datathons

Cross-marketing

Investors

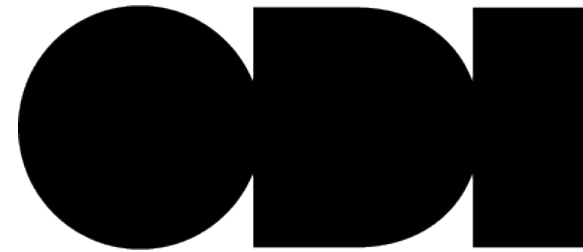
Portfolio of 50
companies with
proven track
record

Network of
European SMEs



Data Pitch team

UNIVERSITY OF
Southampton



Stay tuned

Call opens July 1st, 2017

Up to €100,000 per
company

Expert advice from
business mentors

Technology, data &
infrastructure
support

Coverage in
mainstream and
social media

Brokering
introductions to
business angels &
VCs

@data_pitch
datapitch.eu

