

数据应用竞赛推动 行业发展和地区交流

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B4B Challenge 策划委员会成员

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B4B Challenge 2016 **B4B** Big data for Business CHALLENGE – www.b4bchallenge.com



- Organized by **INNOBATOR** and co-organized by **Cyberport**
- More than **50 Mentors, Judges & Speakers** participated
- **12 finalist teams went to SHA** for great exposure & training - **Energizer Week**
- **>10 sponsor corporates** across different industry
- **20 supporting organizations** and companies
- **UnionPay Smart** provided data-sets for B4B 2016's finalists

除了我们

谁

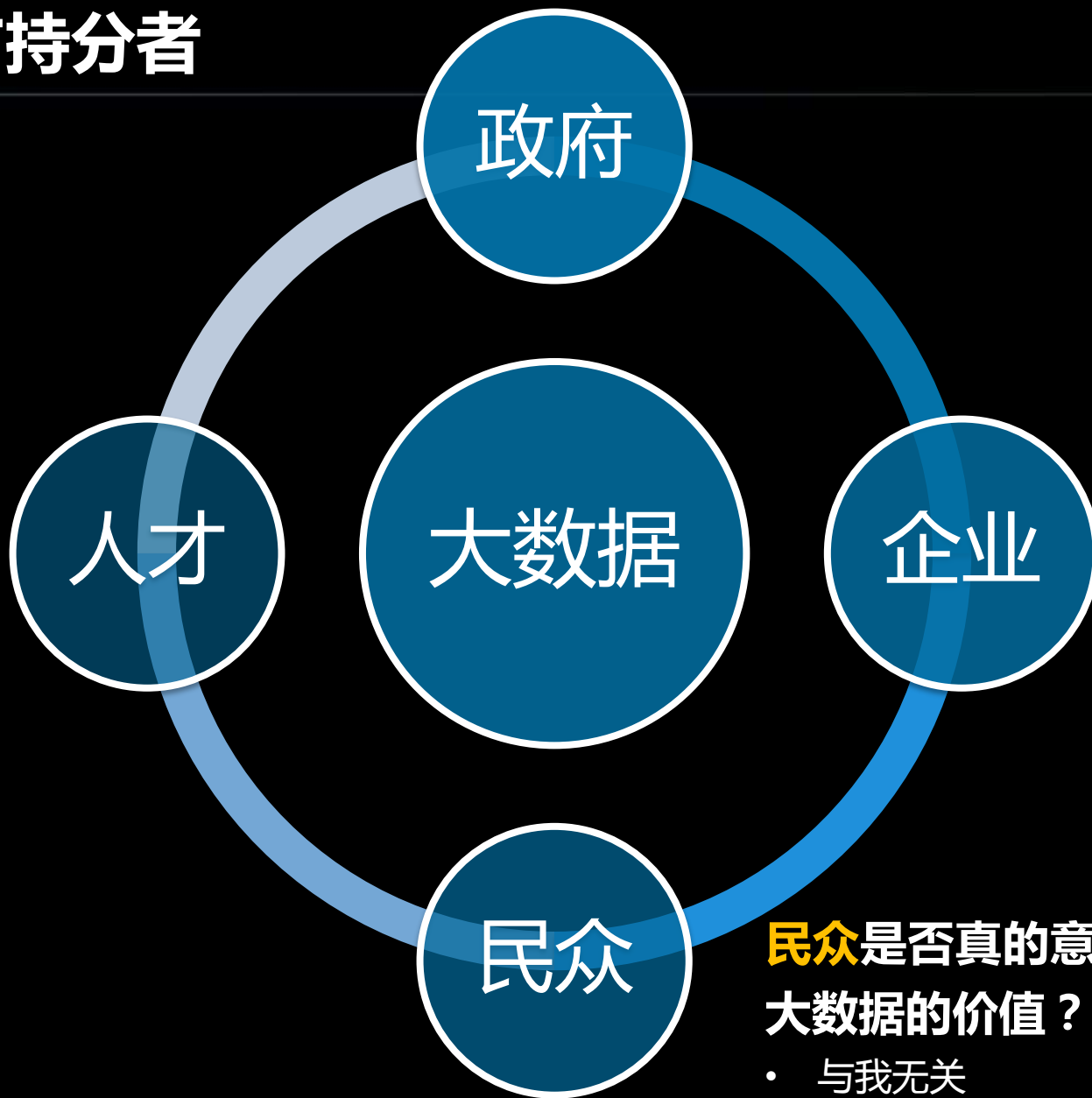
需要理解

大数据

?



行业发展与持分者



人才是否真的意识到
大数据的价值??

- 为什么要投身大数据?
- 大数据的发展潜力?

企业是否真的意识到
大数据的价值??

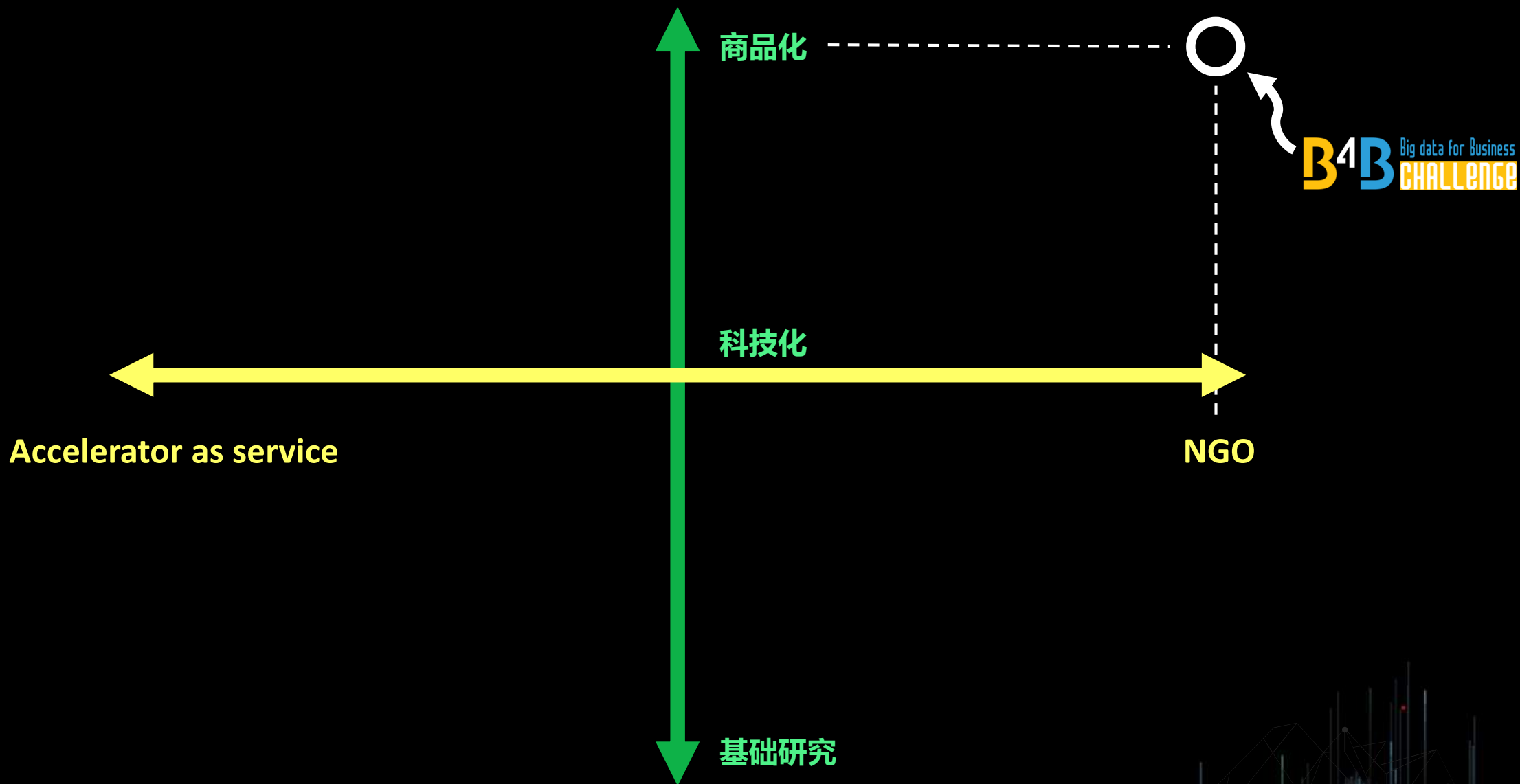
- 资源不足
- 资源错配

民众是否真的意识到
大数据的价值??

- 与我无关
- 大数据：有益还是有害?

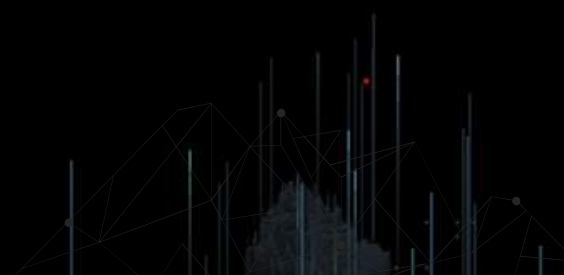
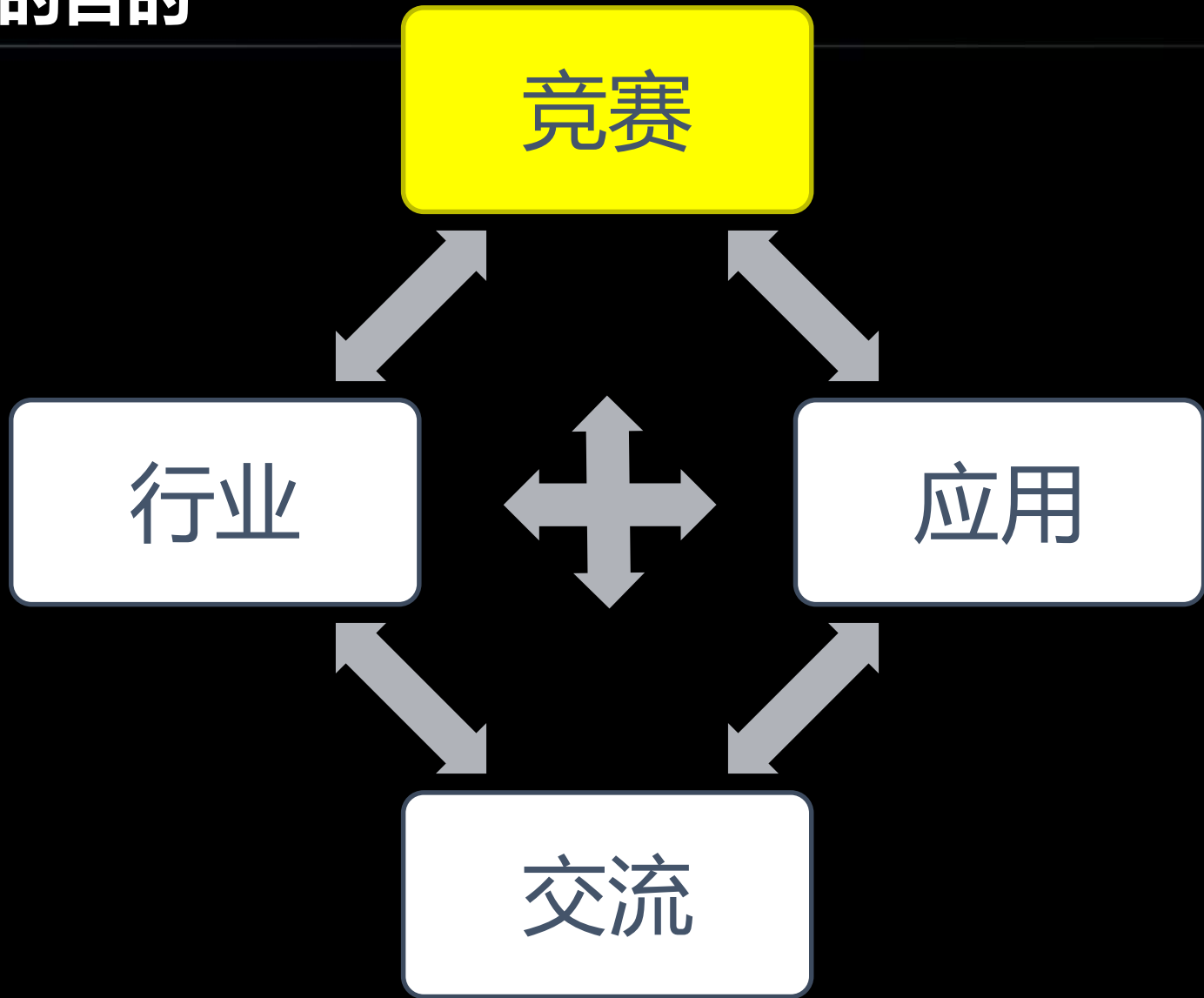


数据竞赛的定位



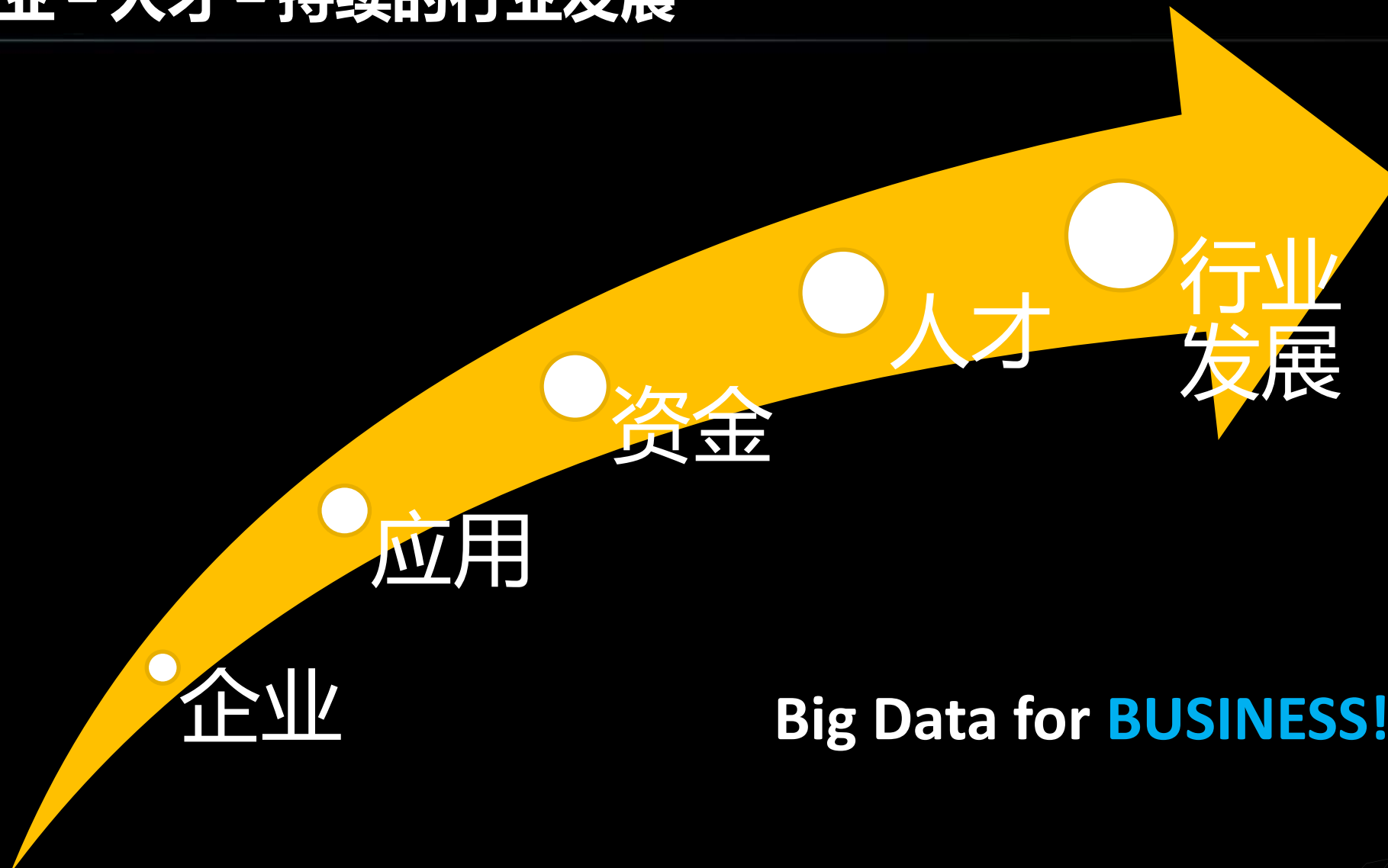


数据竞赛的目的

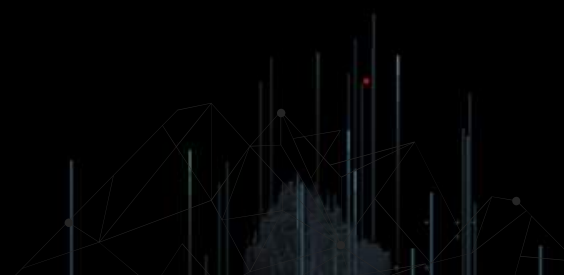




企业 - 人才 - 持续的行业发展

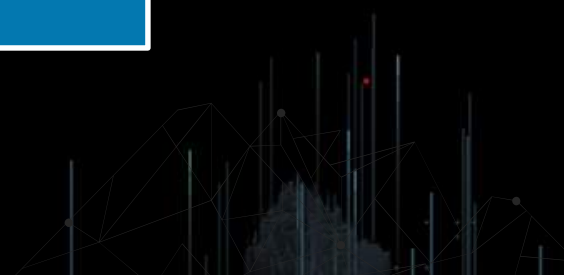
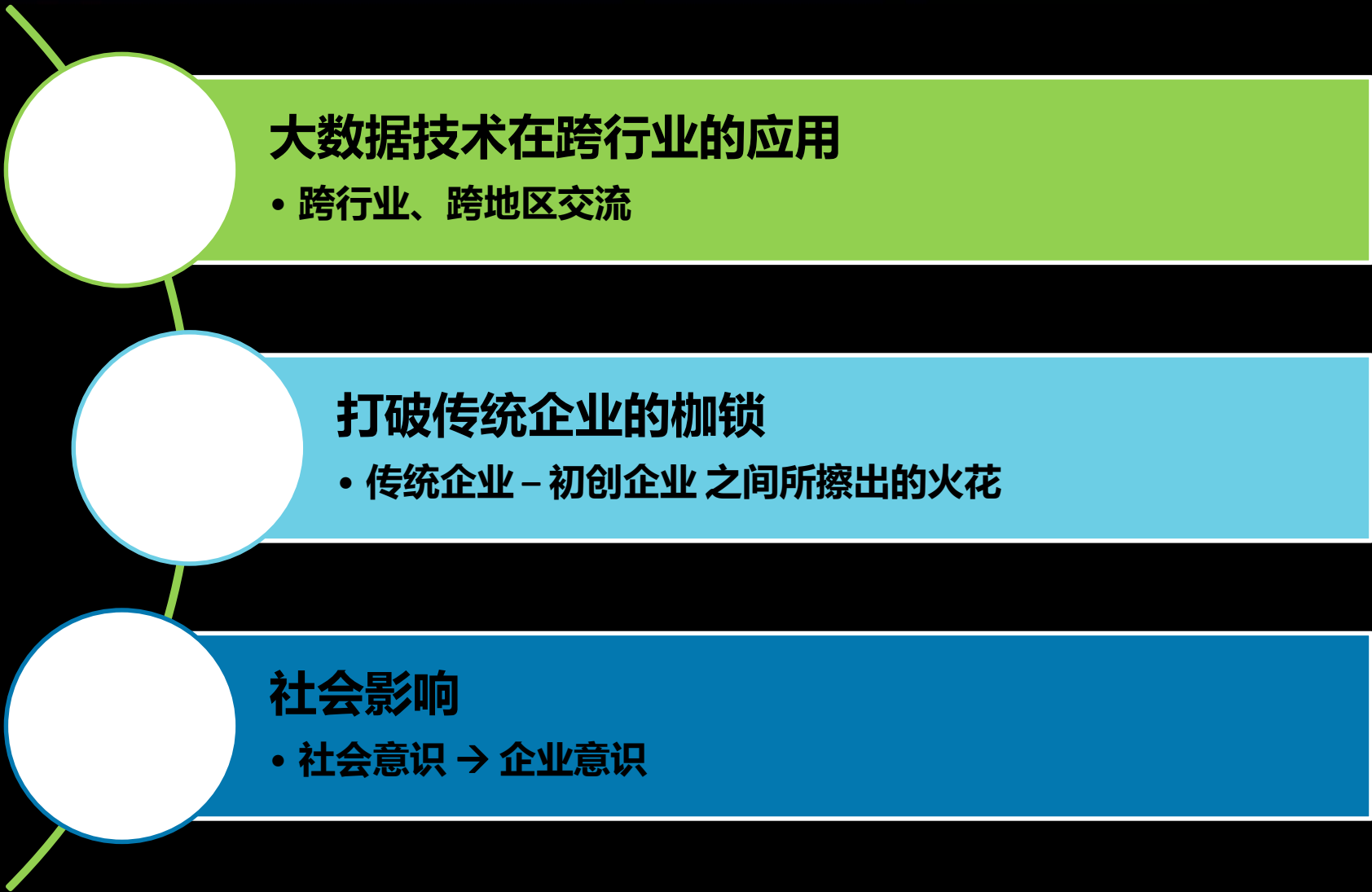


Big Data for **BUSINESS!**





竞赛促进的交流





B4B Challenge 2017 – Digital Transformation



Data MATTERS

B4B finalists can access data-sets provided by our Data Sponsor:

TalkingData

One of the Largest mDMP in Mainland China

Personally information will be suitably masked to ensure anonymity in each dataset.

TalkingData will provide data-sets and send data scientists as mentor for finalists of B4B 2017

TalkingData

China's Largest Independent Data Platform

100+

Clients who are leaders in China's financial services, real estate, and retail industries

600mln+

Monthly Active Unique Devices

100,000+

Apps with SDK Integrated

30mln

Daily Mobile Ad Clicks China's Largest Mobile Ad Tracking Platform

200mln+

Monthly Device Panel on App in stall & Usage

Source: Ranking based on 2016 @weai.com industry report



Regional Connection
Global data sets

Biz&Tech INSIGHT

Herbert Chia, former Big Data head at Alibaba, will become Honorary Chairman of B4B and mentor B4B's finalists

Finalists can seek advice and guidance from >20 mentors in different industries from our corporate sponsors

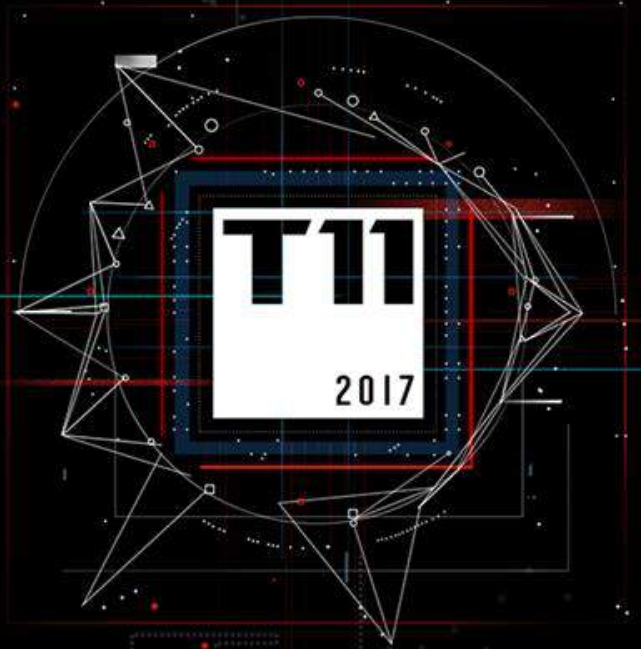


Domain Knowledge

Get in touch with our corporate sponsors & partners

There were business engagements between finalists and corporate sponsors in B4B 2016





THANKS