

# 数据应用竞赛推动 行业发展和地区交流

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# B4B Challenge 2016 **B4B** Big data for Business CHALLENGE – [www.b4bchallenge.com](http://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

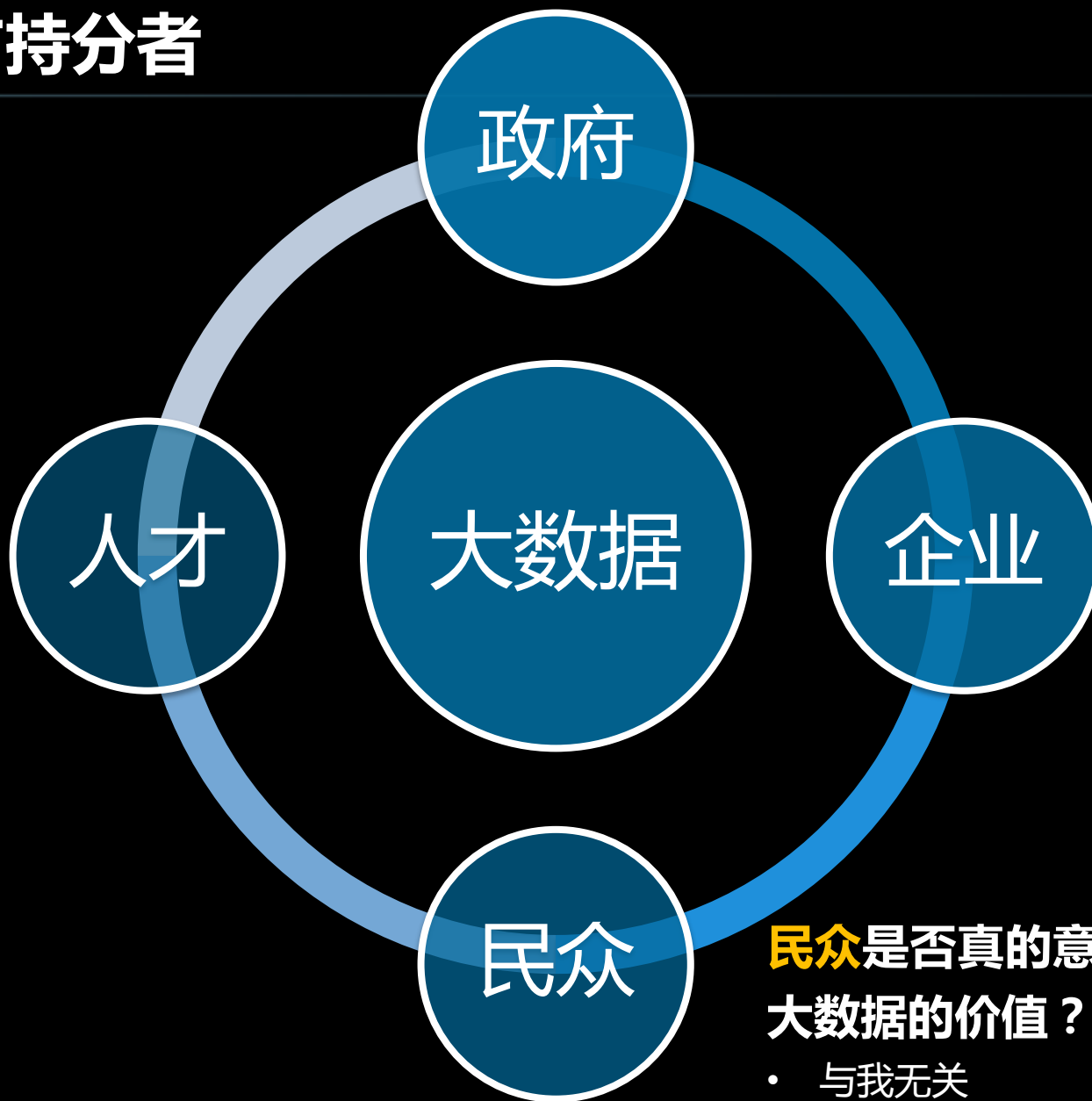
需要理解

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??

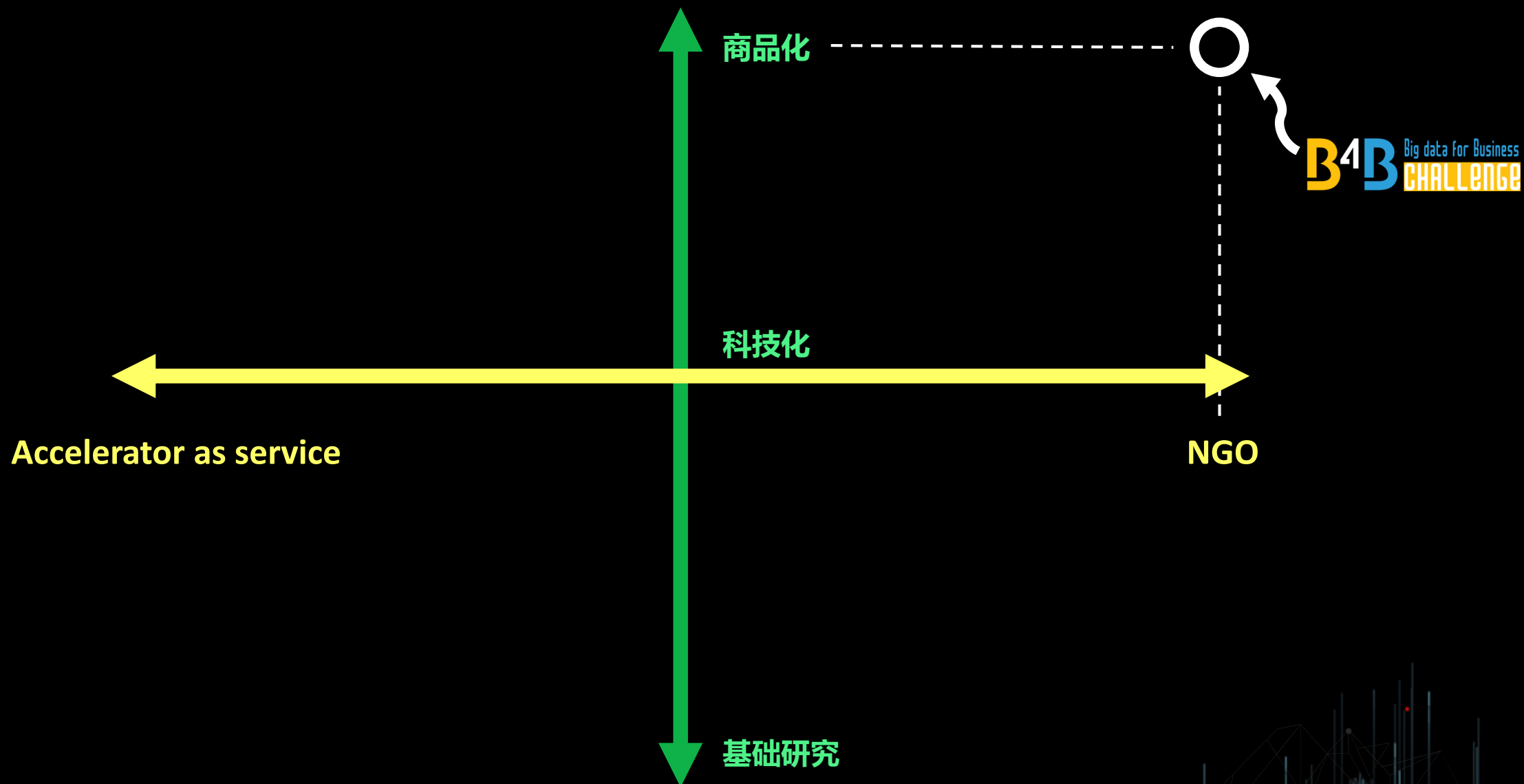
- 资源不足
- 资源错配

**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?

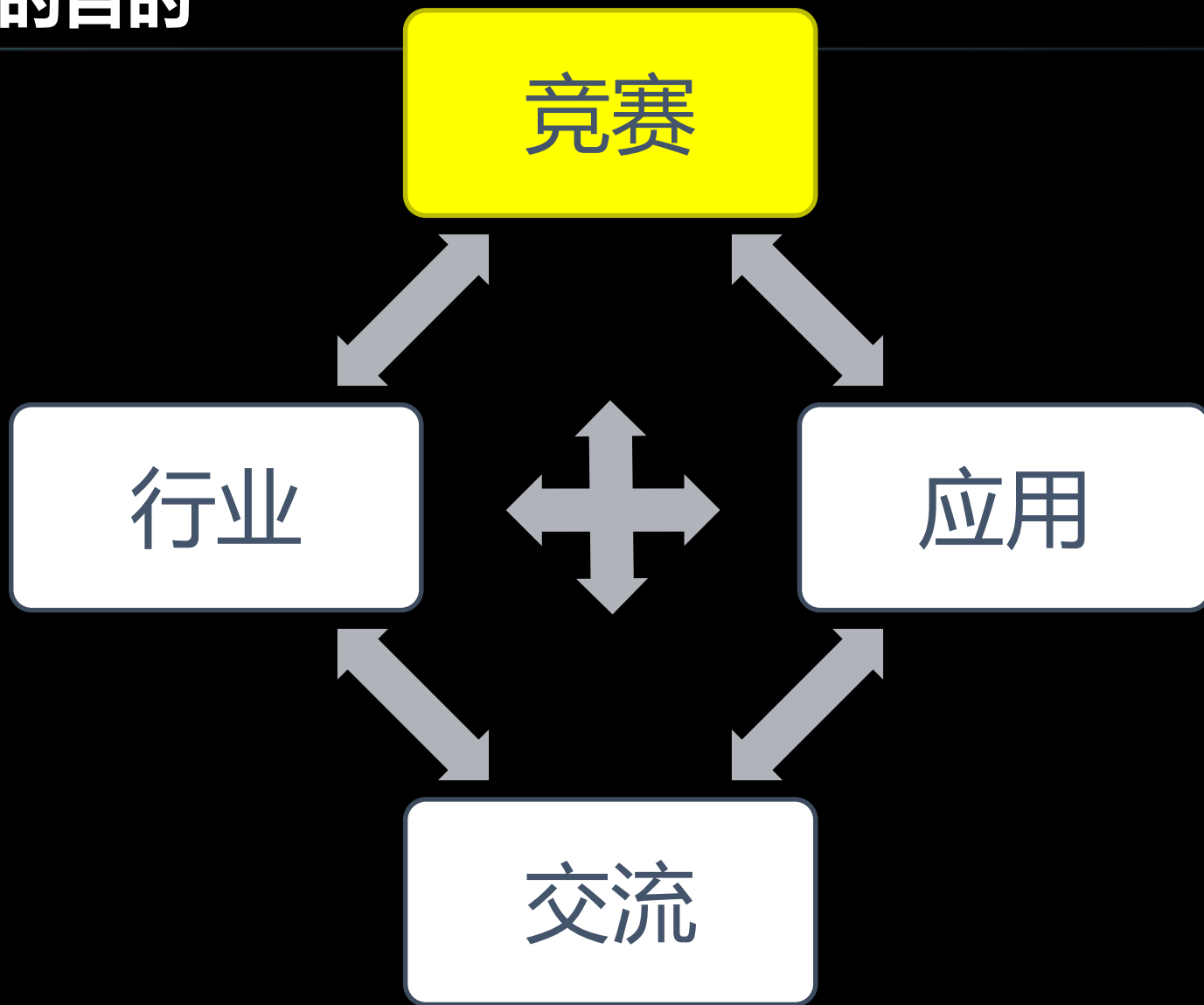


# 数据竞赛的定位



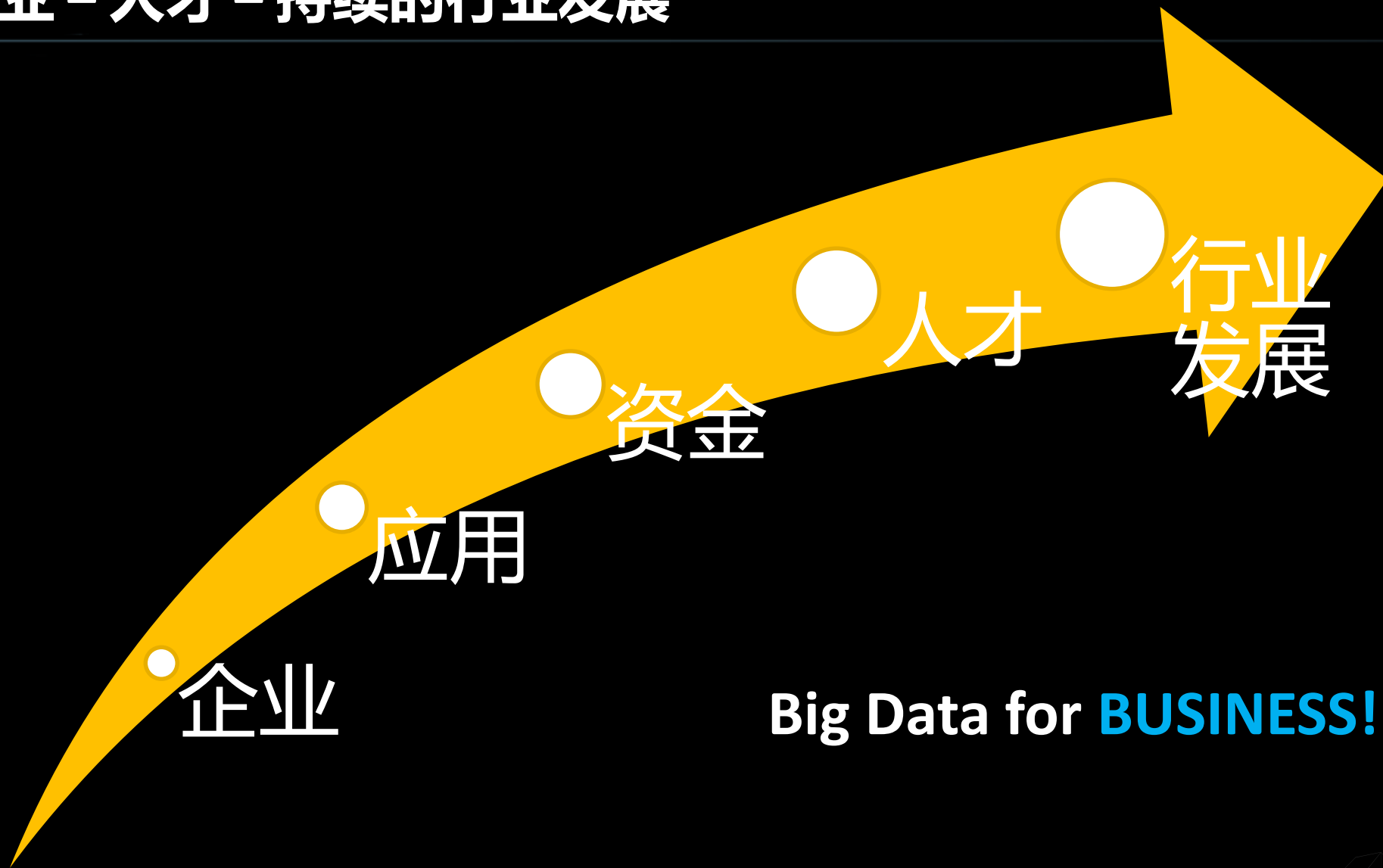


## 数据竞赛的目的





## 企业 - 人才 - 持续的行业发展



Big Data for **BUSINESS!**



# 竞赛促进的交流

## 大数据技术在跨行业的应用

- 跨行业、跨地区交流

## 打破传统企业的枷锁

- 传统企业 – 初创企业 之间所擦出的火花

## 社会影响

- 社会意识 → 企业意识



# 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 such datasets.

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 Install & Usage

Source: Ranking based on 2016 ifensi.com industry report

B4B Big data for Business CHALLENGE

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

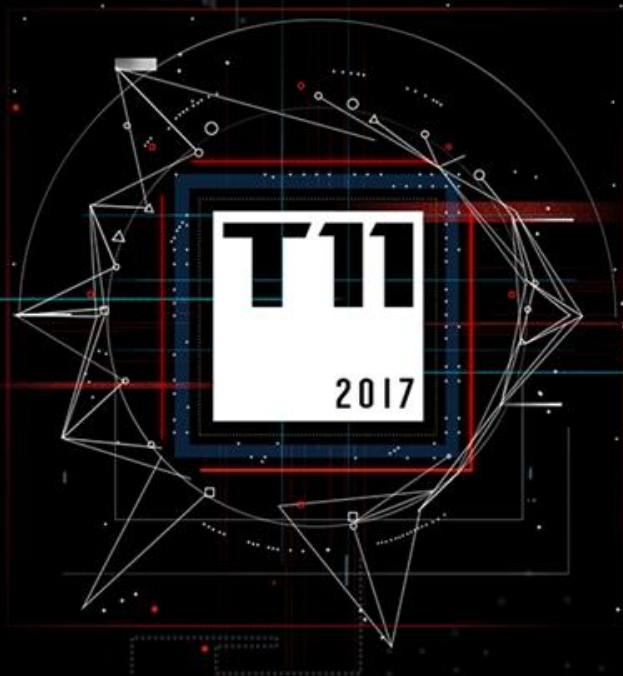


## Domain Knowledge

Get in touch with our corporate sponsors & partners

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





# THANKS