

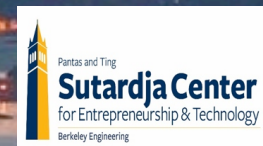


Data-X Master Class

Business Level

Discussion and Reflection

Ikhlaq Sidhu
Chief Scientist & Founding Director
Sutardja Center for Entrepreneurship & Technology
Department of Industrial Engineering & Operations Research
IEOR Emerging Area Professor Award

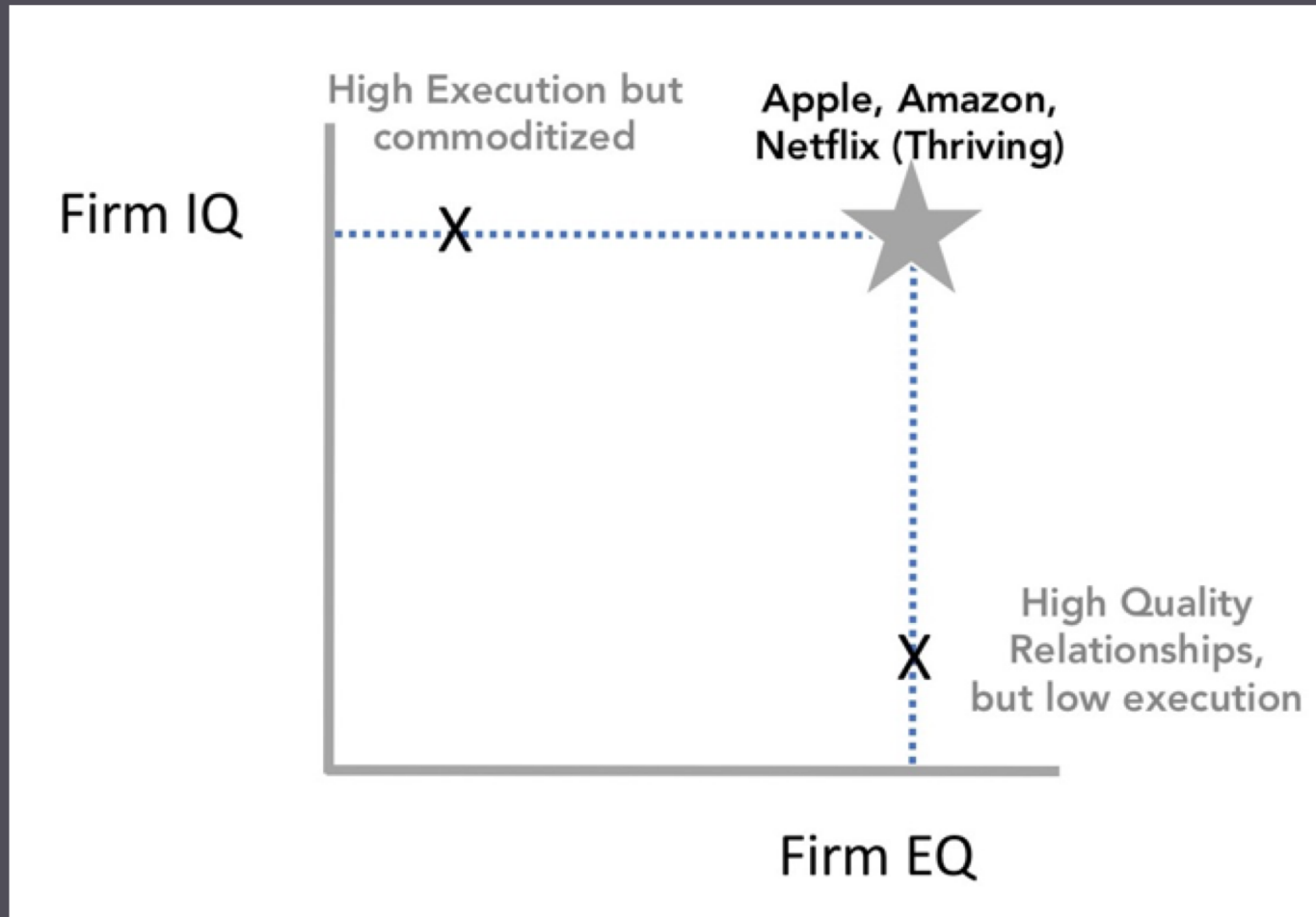


Logical Projects

1. Business at surface
2. Data stream/collection
3. Alternate monetization

Examples

1. Square
2. Milk as data
3. 23 & Me
4. Zeshcash
5. Harrahs



EQ Projects

1. Better customer engagement
2. Relationship
3. Experiences

Examples

1. Boston Whaler
2. Netflix
3. Amazon
4. Apple

A Case Example to Understand



3 Factors to Understand:

1. Data vs Algorithm: Data is more valuable
2. Algorithm -> System: ML is only a small fraction of the system
3. Algorithm, Data, and Computing: Data is growing faster than computing

Project Issues:

1. Not sure how to start
2. How to communicate to management
3. Skill gaps
4. Policy/Legal
5. Know what to do, must execute


Choosing Strategy

1. Opportunity or Threat
2. Business only / Non Tech Solution
3. How can technology/AI support
4. New Business models that work with new technologies

Communicating Strategy

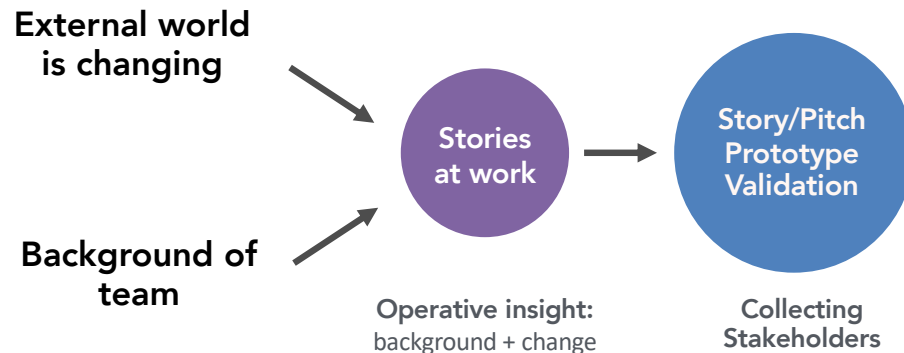
Business Language:

1. Brand reinforcement
2. Wallet Share
3. Efficiency



More value

Getting Started: Every Project builds on a story derived from watching the environment



Story Outline:

1. Need
2. Approach
3. Benefit
4. Competition

Story is important for 2 reasons:

1. Alignment and feedback
2. Scale and stakeholders

Mindshare → Traction
Story → Awareness → Brand

A company story keeps adapting and building

**This is called a high concept pitch.
It works for company also.**



- Trick: no one else is doing it already
- Fits on a business card. Gets a conversation started.