

NUMANTIC SOLUTIONS

STEPHEN GODFREY

WHO IS NUMANTIC SOLUTIONS?

Numantic
Solutions is a

Data
Consultancy

Core Competencies

- ❖ Advanced data engineering
- ❖ Machine learning & AI solutions
- ❖ Custom data visualization & dashboards
- ❖ Sensor & measurement analytics
- ❖ Technical product & strategy management
- ❖ Research & development design

Full-stack data consulting primarily in social impact



Data

A Strategic Asset

WHAT DO WE MEAN BY DATA?

Private Information

- User & usage
- Admin & employee
- Surveys
- Research
- Product

Public Information

- Government
- Advocates
- Open Data
- Social media
- Internet of Things

Think broadly about potential data

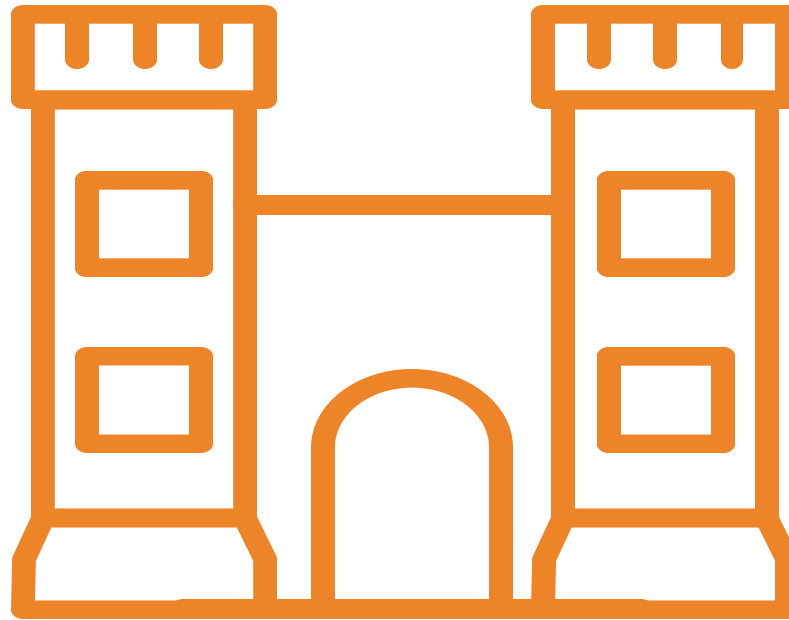
WHAT MAKES STRATEGIC DATA VALUABLE?

Effectiveness

Data drives better products & services

Efficiency

Data enables greater organizational leverage



Differentiation

Unique AI often requires unique data

Defensibility

Curated data is hard to replicate

Invest in and focus your data

HOW CAN WE CONSTRUCT STRATEGIC DATA?

**Building data is not free,
and every use case is unique ...**

But

- ❖ **Investment costs are often manageable**
- ❖ **Open-source tools can facilitate collection**
- ❖ **AI can enrich and add insights**
- ❖ **Progress can be made over time**
- ❖ **Subject matter expertise is an advantage**

Building unique datasets is feasible and worth it



Stop by and say hi
We like sharing and learning