BIG DATA FOR ALL

Reprex is a research automation startup with an international team and clientele. We validated our product/market fit in the **Yes!Delft AI+Blockchain Lab** in 2020 and started to build research automation tools for very complex data problems that have a fast growing user base and a very high level international recognition in the EU and the UK. We want to scale up our operations in the Hague, where we are registered, which is very challenging because of the international nature of our operations and team. We have a dual product, that has a PPP element and software-as-service element.

Our **platform solution** is a modernized, future-proof, web 3.0 version of the data observatories of the EU, UN, and OECD. There are about 60 large data observatories in the world that serve countless consultancies, universities, NGOs, and other knowledge-based organizations with consistent information collection and processing. We would like to have a 10% global market share among them, because we think that our technology is superior to almost all of them. By providing platform management services, we get an access to the data ecosystems of prime governmental, academic, and corporate users.

Our central position in one mature and four emerging observatories allows us to provide value added, shared **research automation solutions** to the platform members and users that do not have a data science/engineer team. We provide these organizations with competitive data acquisition, processing, knowledge management and documentation services, which enables even very small commercial or civil society partners to deploy (ethical) AI.

Our observatories are **PPP data ecosystems** that create many jobs, but mainly not in our startup, but in their city economies. With winning a competitive Horizon Europe Research and Innovation tender, we are currently upgrading our [Digital Music Observatory] to be the officially recognized, shared data platform of the European music sector. This will become a permanent EU organization, like *the European Audiovisual Observatory* that created about 35 important knowledge-jobs in Strasbourg. We would like to join forces with the Hague, the Europeana (the EU cultural heritage body in the Hague), the PAARD and other actors to make the permanent place of the **European Music Observatory in the Hague**. Our work impacts **SGD Goal 5&8** (detecting algorithmic biases against womxn; decent work for creative freelancers and protect their income from global data monopolies).

We would also like to attract at least one more European or global observatory to the city. While our beachhead/flagship project is based around music, and thematically can be easily expanded to other cultural domains, we found a functional topic that allowed us to go into commercially far more interesting directions: we started building a computational antitrust and an ESG data observatory. Our [software components] for connected financial-sustainability reporting, fueled by our emerging [Computational Antitrust] and [Green Deal Data Observatories] provide an entry into the 4-billion-euro market of connecting financial and sustainability reporting, and can make a very significant impact related to the **SDG Goals 12&13** (responsible consumption; climate change). The banking, financial and antitrust regulators are first forcing the 49,000 large EU companies by 2024, then the SMEs and e-commerce platforms to provide auditable accounts of their environmental and social impacts in their entire value chains.

Check out our pitch deck [online]