**DataPanino Presentation: LINO!**

1. DataPanino: A visualization tool for insight into IP sales in the context of overall economic growth. DataPanino allows you to see four major economic indicators together. DataPanino's target audience is analysts, economists, and investors.

It is a tool for :

* Research
* Investment
* Business Intelligence

1. Problem Statement:

Analyst, Investor, Researcher: How can quickly digest big economic data?

Developer: How do take dry subject matter and bring it to life?

* + How do IP Sales and Receipts impact GDP?
  + What is the ratio of IP to GDP? (What does IP growth reveal across time about GDP?
  + What role does Foreign Direct Investment play in growth of IP?
  + What role does Foreign Direct Investment play if a home country invests (FDI) in in a foreign country?

1. About Page:

[Eurostat](http://ec.europa.eu/eurostat/statistics-explained/index.php?title=Intellectual_property_rights_statistics&stable=0" \l "Context) states: "Based on the number of trademark applications made in 1996-2015, the leading European countries in terms of EUTM protection are Germany, the United Kingdom, Italy, Spain, France, the Netherlands and Switzerland."

Terms:

* FDI: An investment made by a company or individual in one country in business interests in another country, in the form of either establishing business operations or acquiring business assets in the other country, such as ownership or controlling interest in a foreign company.
* GDP: total dollar value of all goods and services produced over a specific time period;
* GNI: Total domestic and foreign output claimed by residents of a country, including GDP plus factor incomes earned by foreign residents, minus income earned in the domestic economy by nonresidents
* IP: reations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce. Intellectual property is divided into two categories: Industrial Property includes patents for inventions, trademarks, industrial designs and geographical indications.

1. UX FLOW: Home, Register, DataDeli, Country, Country\_Panini