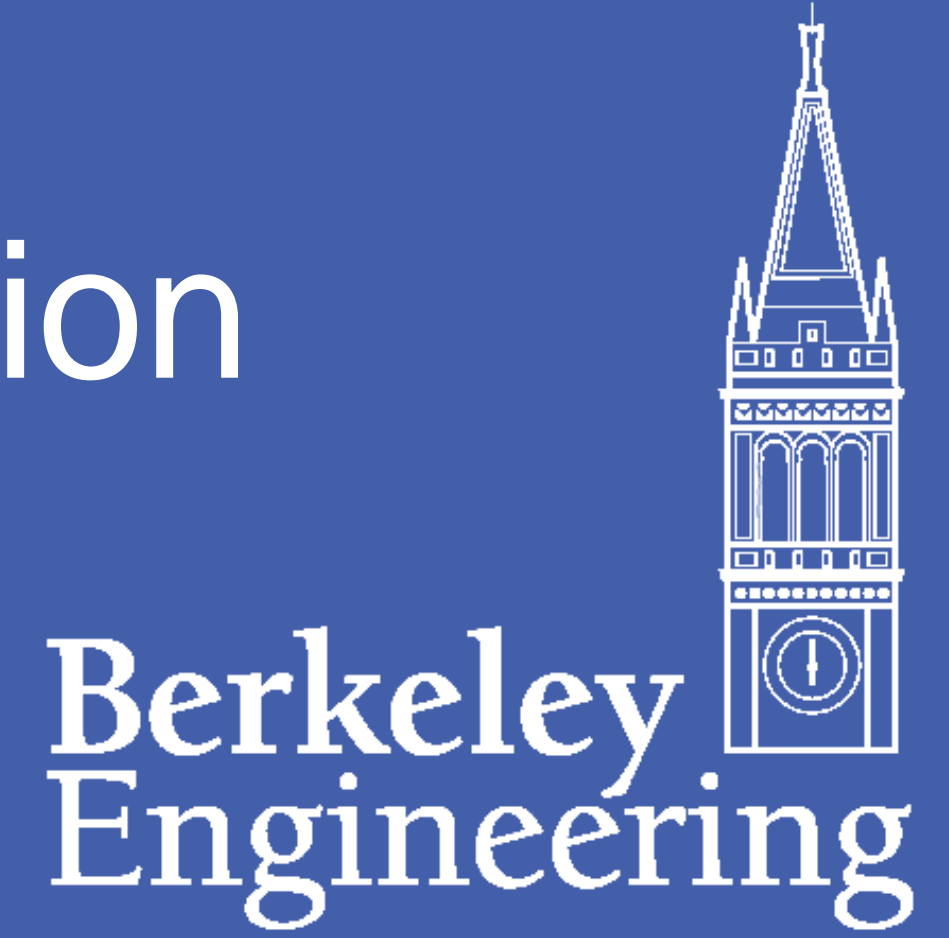




# Big Data: Business Models and Open Innovation

Vincent Sheu, Shangpo Chou, Raphael Merx,  
Juan Sanchez, and Yvan Naoussi



## start here!



Meet Oski.  
Oski is a Cal fan. He looks forward to fall Saturdays, when he can tailgate with all of his Cal friends.

One problem: Oski can't drink through his mouth! One day, Oski comes up with an idea: drinking through his eye. Brilliant!



### Market Analysis: Prior Art Search



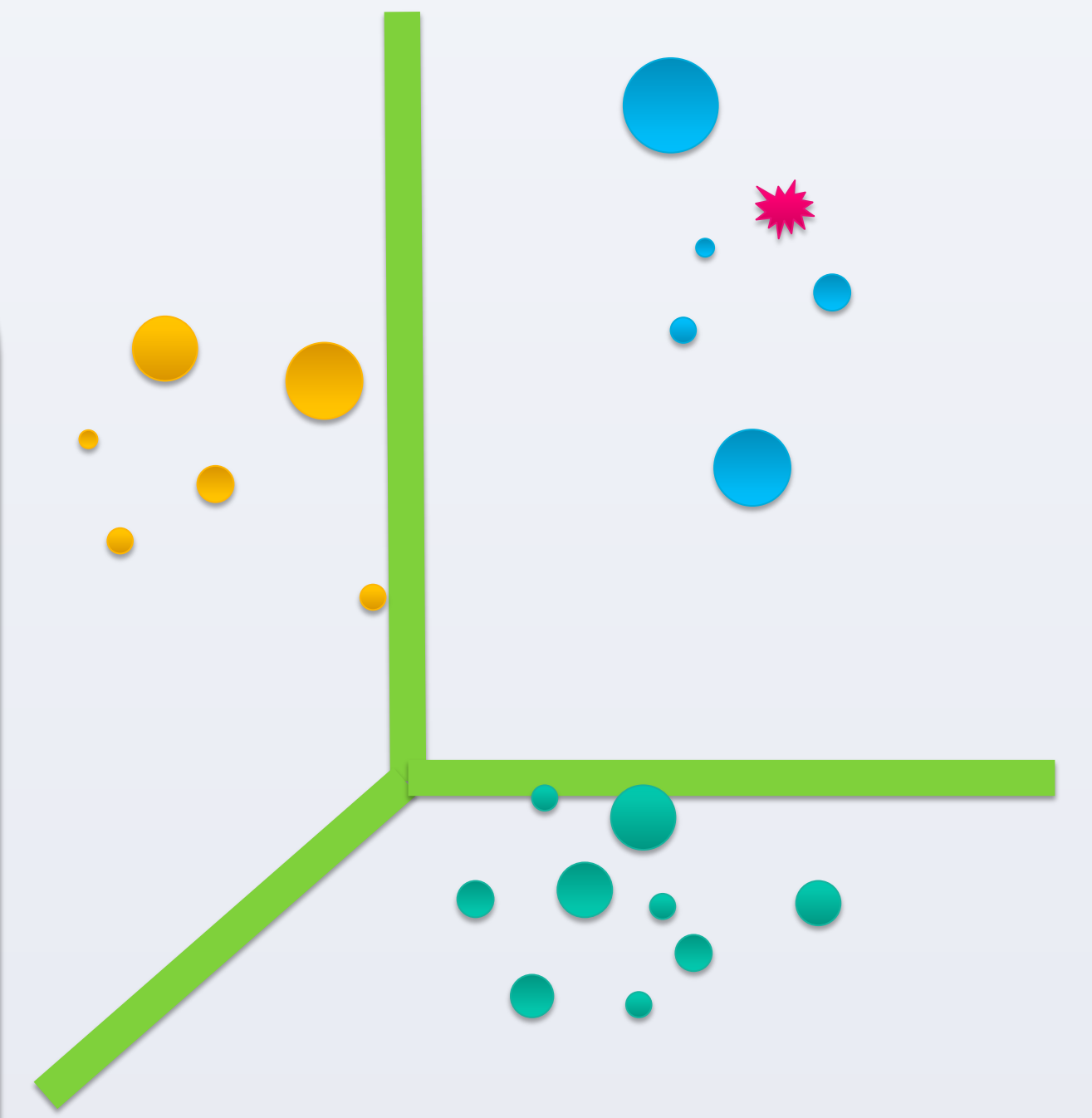
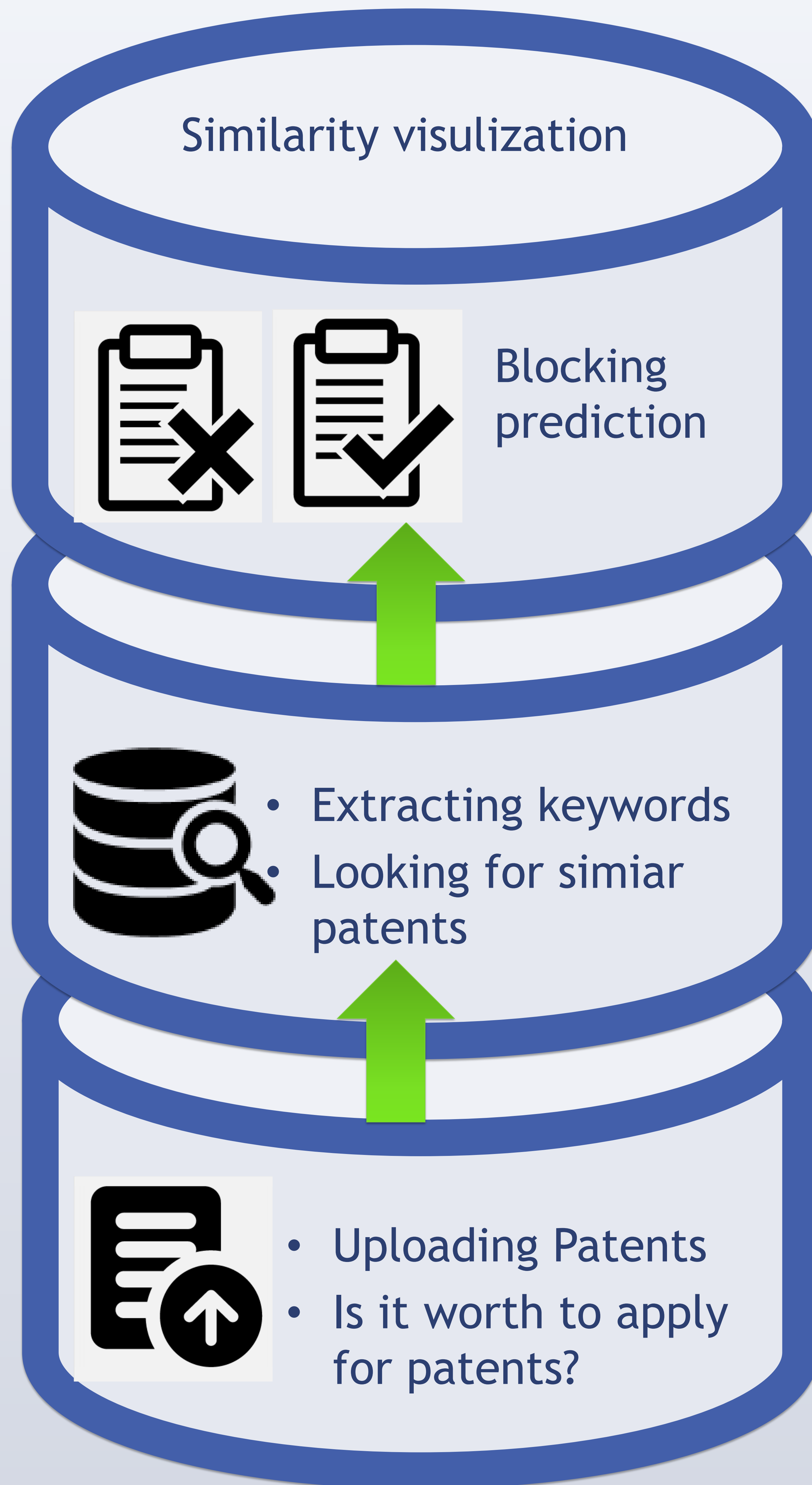
*Oof. Well, that's not good.*

From the monoliths (Google) to the startups (Gazelle Technologies), rejection reports (Patent River) to cradle-to-grave patent lifecycle management (Maxval), everyone seems to want a piece of this market!

Undeterred, Oski comes back to Berkeley to ask: how can Berkeley help me?



## Our Proposed Applications



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