

The crystal ball

- ✧ Lots of unusable data
 - ✧ Lack of compatibility
 - ✧ Lack of documentation
- ✧ More efficiency and focus needed
 - ✧ Data generation
 - ✧ Data analysis
 - ✧ Data products

Symbiosis



“Begin with the end in mind”

- ✦ Find a problem that needs solving
- ✦ Find the tools, data and methods that will help you figure it out
- ✦ Create a diverse team (in skills, talent and background)
- ✦ Work as a team to develop a product that solves it
- ✦ Use evidence-based best practices to convince the market that your've solved it

