

Big Truth and Big Lies of...



by **Max Gurvits**

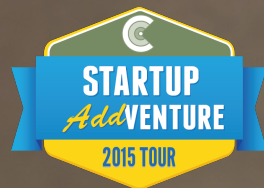
Regeldit.nl

Online juridische zaken regelen.

eleven



TERES



CROSS BORDER ANGELS



@MxGur





WHAT IS

BIG DATA?

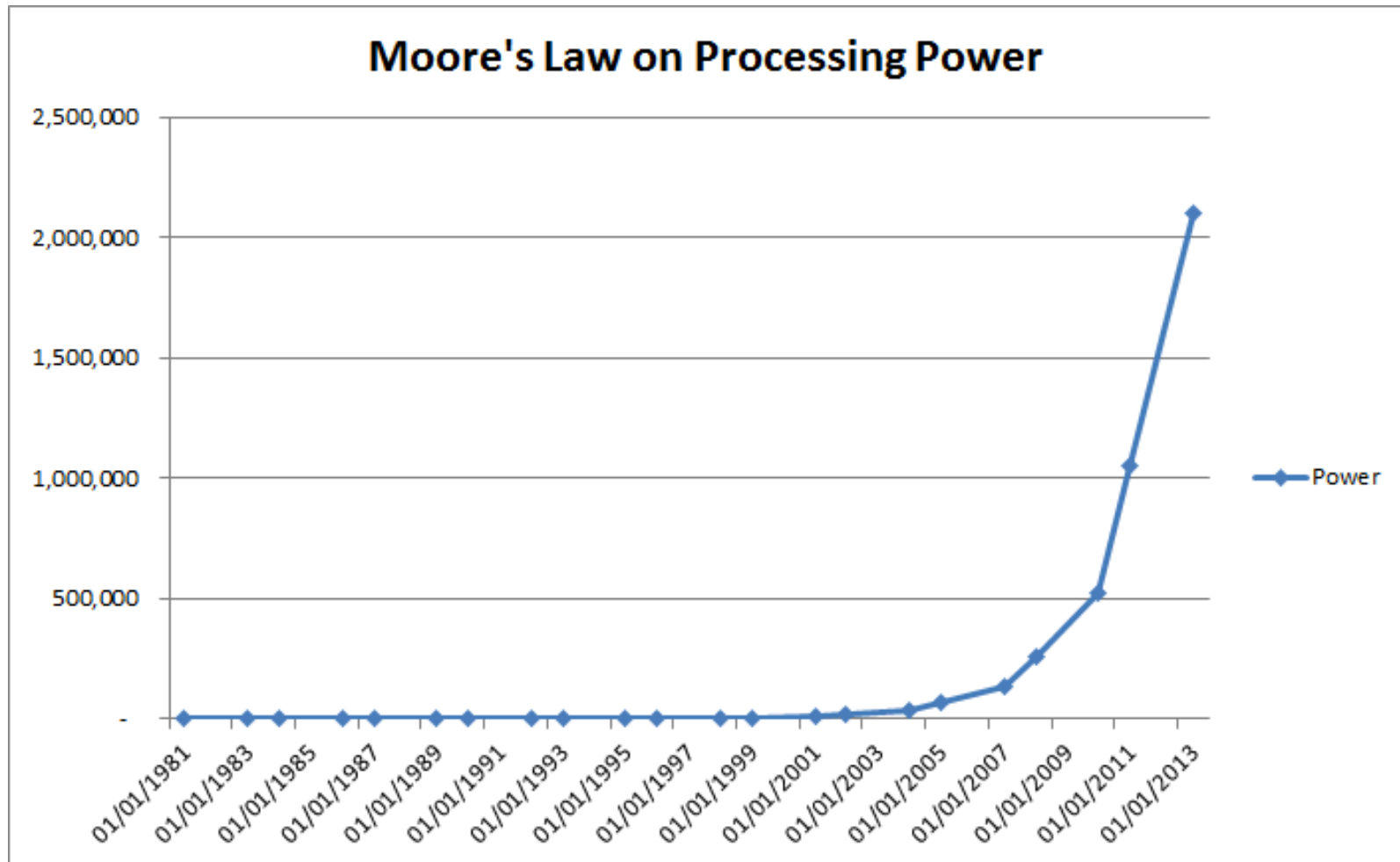
How much data is out there?

Diagram illustrating the magnitude of data using the number 6,241,510,000,000. Arrows point from labels to specific digits:

- Quintillion points to the digit 6.
- Quadrillion points to the digit 2.
- Trillion points to the digit 5.
- Billion points to the first 0 in the final three zeros.

6,241,510,000,000

Big Data is not just about VOLUME



Four ways of using data



How do big businesses use this?



And traditional businesses?



Here's a non-digital example



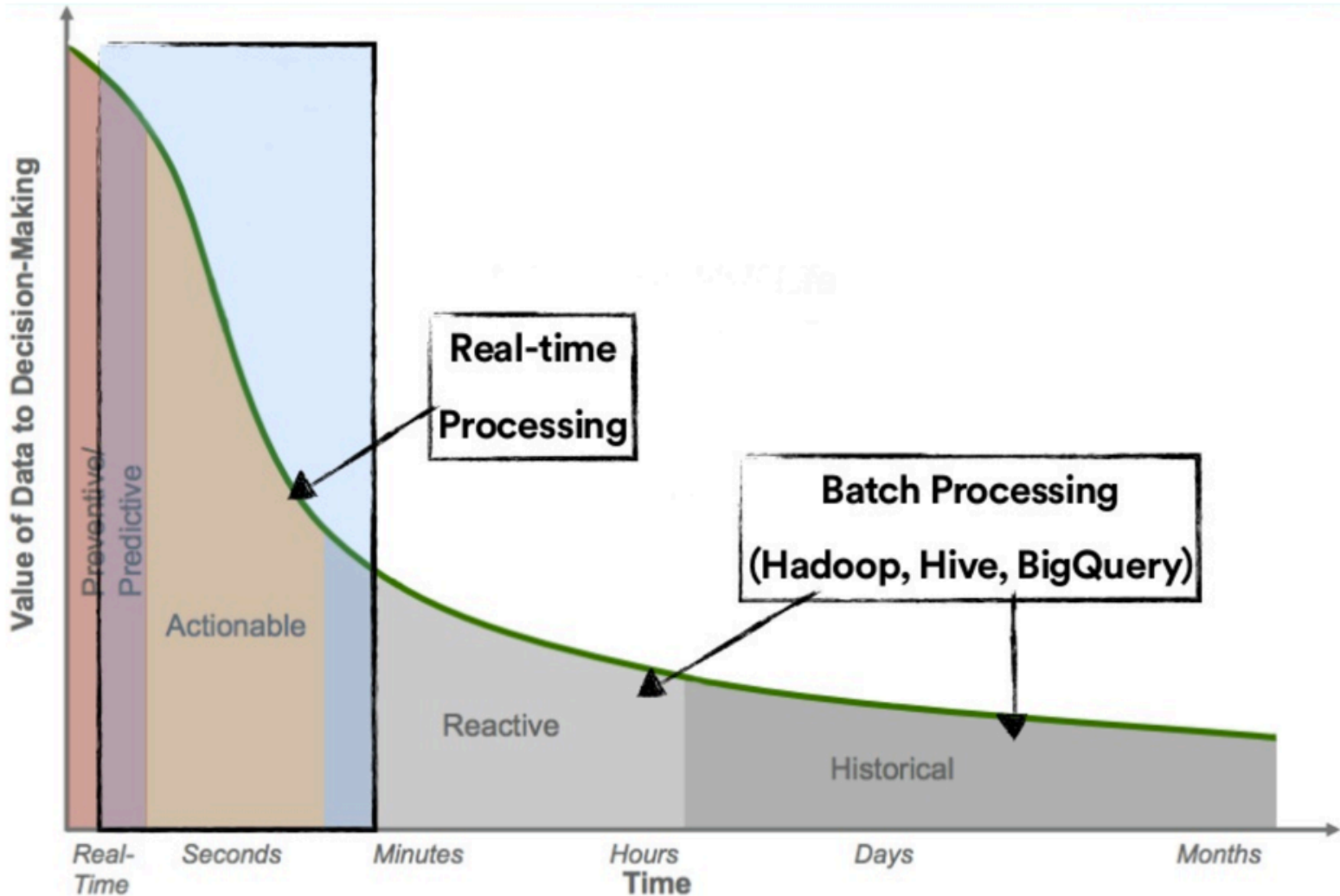
Today: Single. Biggest. Competitive Advantage



In startups



The next frontier



You may remember...



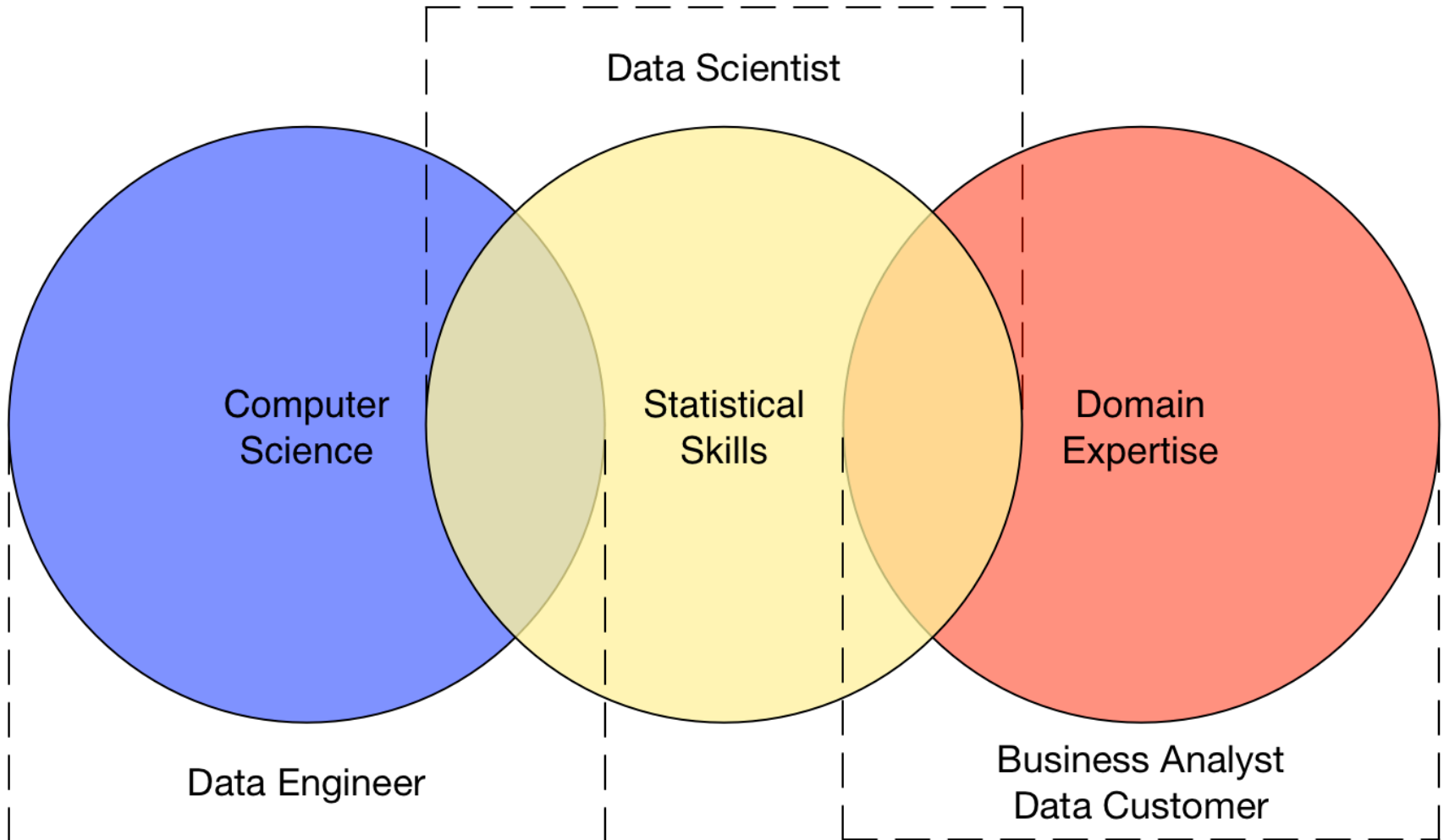
Today, this already exists



Where to start?



Business in data is underserved



Data angles for classical roles



And so big lies

LIAR
LIAR



And big truths



Thank you!

Max Gurvits

@MxGur

