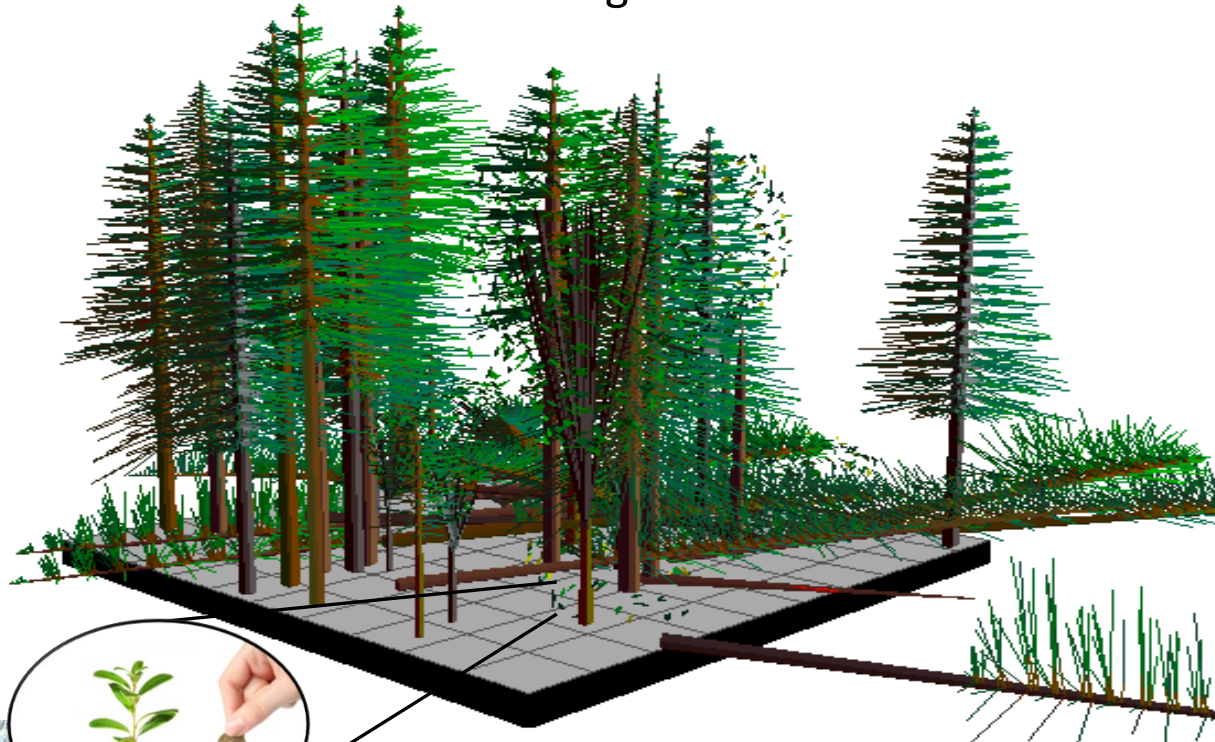


The Forest and the Trees

森と木々の物語

A Little Investor in a Big Data Forest



Jonathan Epstein
ジョナサン・エプスタイン

Big Data / Analytics Portfolio Companies

ビッグデータ・ポートフォリオ分析企業



Social Analytics Platform

ソーシャルデータ分析プラットフォーム

Solves the largest unmet need in analytics: distributing accessible, highly interactive, modular AMPs that can be shared

Investors

Angel investors
エンジェル投資家



Bringing people and financial institutions closer together

一生通帳・家計簿より楽チン

Personal financial management tool
100% permission-based data sharing platform



三井住友銀行グループ

SMBCベンチャーキャピタル



Mitsubishi UFJ Capital Co., Ltd.



Insurance lifecycle systems

保険のライフサイクル分析・管理ソフト

Underwriting, Policy administration, Claims, Billing management

NYSE:

GWRE

Mkt Cap:

\$ 4.0 Bn



Instant Global Voting

インスタント・グローバル・アンケート

Anytime, Anywhere voting on anything you care about with a simple yes or no.

Angel investors
エンジェル投資家

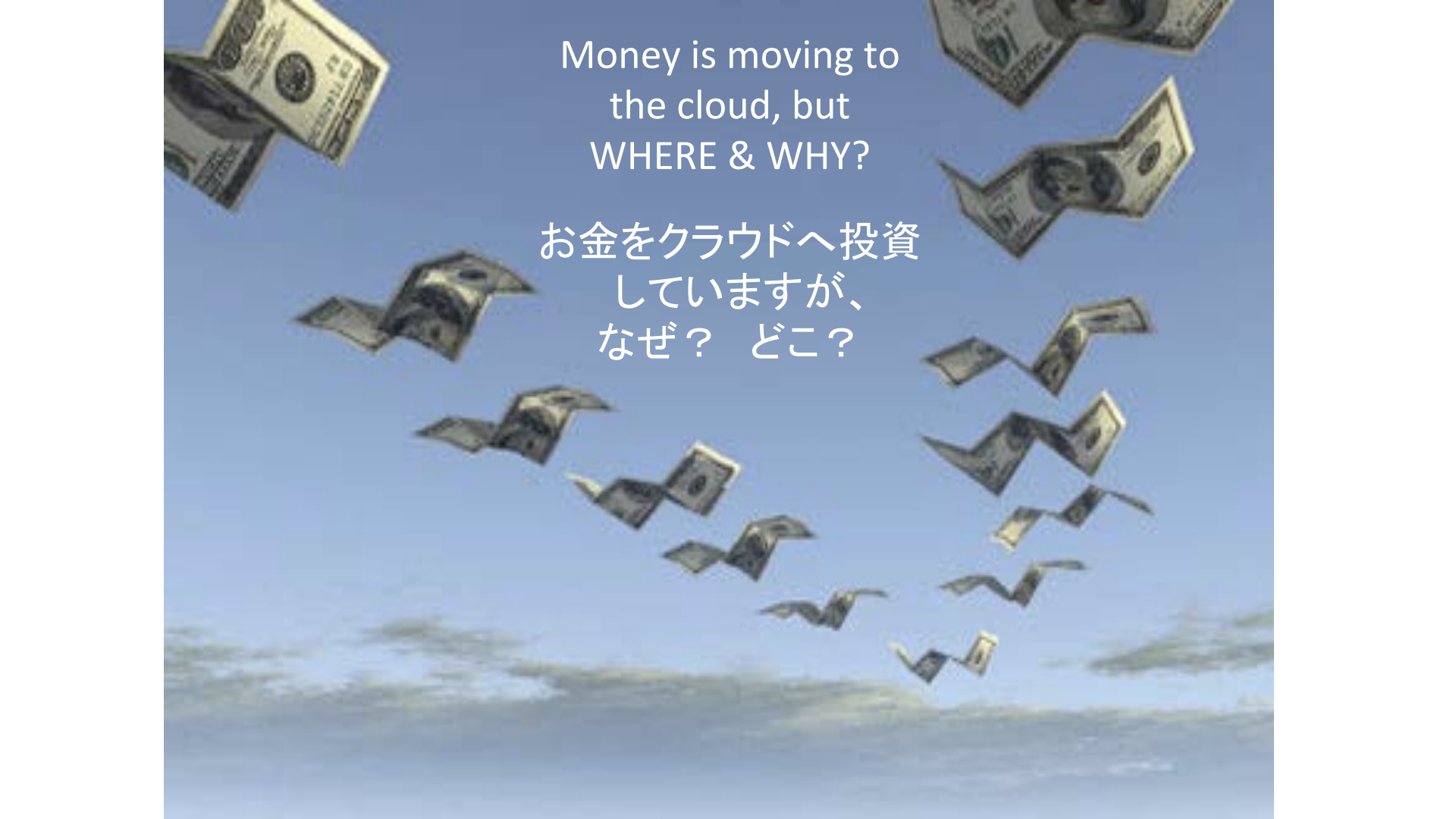


Software-defined object storage

ソフトウェア定義のオブジェクトストレージ製品

100% S3 Compliant





Money is moving to
the cloud, but
WHERE & WHY?

お金をクラウドへ投資
していますが、
なぜ？ どこ？

Starting with the Forest...

概要から始める



Why invest in Big Data?

ビッグデータへの投資とは？

To Escape Forces of Evil?

悪魔から逃れるため？



Big Data Business Investment Motivators

ビッグデータビジネスへの投資動機



Data ubiquity



Dancing with Elephants



Multi-sided markets



#1 - The Vending Machine-ization of Data

データの自動販売機化



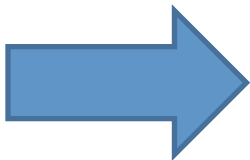
Coca-Cola Products
コカ・コーラ製品



Agodashi Fish Stock
あごだし



Yaki Onigiri & Fries
焼きおにぎりとフライドポテト



- The product you want
- When you want it
- Anywhere you want it
- The way you want it (hot, cold)
- Common access
 - Payment method
 - Access

- あなたが欲しいものを
- いつでも
- どこでも
- お好みのかたちで
- 手に入るようにする！

Purchase and Share with +AMP

+AMPで購入、シェア、転送

The visualization

1

一目でわかる図解

The data stream

3

最新データの
流れ

The logic

2

処理内容・手順・方法

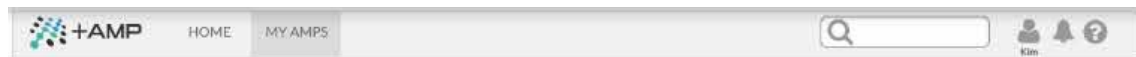




+AMP

Data Vending Machine

データの自動販売機



☆ iOS App Store Rank & Trends

Joseph

Team

Updated 06/10/2016



Following 2

Collaborator 3

Viewers 250

[more details >](#)

Change in App Store Rank

Change: last week minus 30d ago

Smoothing: 5d rolling average

RANK and CHANGE

Sort by Rank

Sort by Change



Viewing 4 of 4 free company details [Add More](#)

CHANGE COMPARISON

COMPANY APP COMPANY WITHIN APP

1

NIANTIC INC

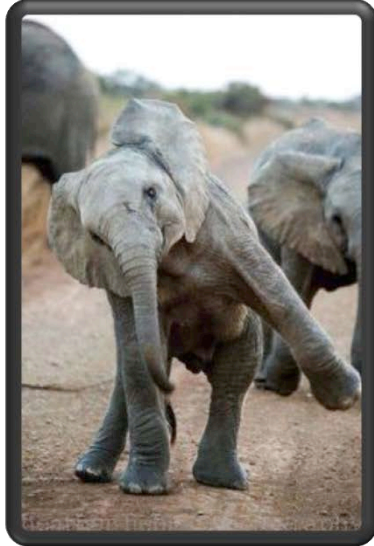
BIT STRIPS

CMGE





#2 Dancing with Elephants



- Data is an extraordinarily sensitive asset
- Trust drives progress
- Must solve a critical issue to get the dance going

Challenges within the Status Quo Define Opportunities

現状の課題が好機に



&



Paralyzing Regulation 厳しい規制

- Exacerbates information imbalances, reduces efficiency
- Rules and cross-checks stifle innovation



Fragmented Core Functions

- Legacy hardware as a burden
- Core functions done better externally
- Need for data accessibility and transparency



Customers Demand Robust Mobile Tools

- Customers expect easy and intuitive interfaces
- Customer acquisition methods change



Data everywhere

- Format and inaccessibility renders it unusable

Unbundling / Focused regulation

- Regulatory outsourcing
- Focused, strategic selection of regulator

New Core Infrastructure

- Leverages cloud infrastructure, flexibility
- High-tech data privacy & security

Simple, clean interface

- Leverage existing infrastructure
- Rich analytics & new display layer

Leverage Information Asymmetries

- Opportunity for reinvention
- Double-sided market / platform creation



3. Multi-sided Markets

多面体の市場



The Chicken and Egg Conundrum

にわとりと卵のなぞかけ









- Initial focus on which set of customers?
- What drives / defines critical momentum?



- Where is the low-hanging fruit from a data perspective?
- Which privacy concerns are a 3rd rail?

Multi-sided markets

多面体の市場

	Novel Data Sharing Framework 新しいデータ共有フレームワーク	Two-sided market / Platform 多面体の市場
	Analytic Apps (AMPs) close the gap between consumers of analytical results and analysts.	Consumers get improved access and ease of use, Analysts get expanded distribution and monetization opportunities
	<i>FintechOS</i> for data management 	Partnerships highlight unique dual market focus  
	“Guidewire Live” Standardized insurance incident reporting framework	Platform for insurers to share data and collaborate
	Detailed Consumer voting data available for institutional purchase Showt-backs available for sale	Innovative Showt-back, institutional sale structure
	Enterprise-grade software defined storage company. The only 100% Amazon S3 compatible storage solution	Enables customers to manage their own secure data in-house, while accessing cloud storage for its capacity and cost benefits

Startups Provide Plenty of Reasons to Lose Sleep

新興企業は眠れない理由がたくさんある



Nightmare Scenario A:

ビッグデータ・悪夢のシナリオA

Missing the Boat — チャンスを逃す



CHANCE NO



KAMISAMA

Nightmare Scenario B:

ビッグデータ・悪夢のシナリオB

Leaping before you look 目視せず飛降りたら



Solid business
Foundations
確固とした経営基盤

Misguided
early adopter
衝動的行動

Mirage
of false
Opportunity
蜃気楼・偽の機会

Big-Data Nightmare Scenario C: ビッグデータ・悪夢のシナリオc

Don't Get Squashed



Questions for the Audience

皆様へのご質問

- *How will you / your customers be affected by these changes?*
 - あなた又はあなたの顧客はこれらの変化によりどのような影響を受けるでしょうか？
- *You're all involved in Data Analysis - what has come across?*
皆様はデータ分析に関わったことがあると思います。何を思い浮かべますか？
- *your desk that has an impact on these directions?*
 - これらの方向性によってどのような影響がありますか？

