

Ontopia

Big Open Data Solutions

“You can’t manage
what you can’t measure.”

- *Michael Bloomberg*

Why Big Data?

Data has been called the New Oil, powering 21st century innovation.

Cities are the biggest generator of data in the U.S.

Right now, all that data is going NOWHERE.

Civic Data is
an extremely valuable, readily available,
essentially untapped commodity.

The Challenge of Big Data in Cities Today:

Cities collect billions of rows of data a day.

BUT, most of the data is “dirty”:

- It exists in separate systems in conflicting and confusing formats.
- It's not normalized or contextualized.
- It's difficult to link across datasets. Data is silo-ed and not a strategic asset.

Governments and businesses lack the
time, budget, and talent
to capitalize on all of the available data.

The Abundance of Data is
more a Burden than an Asset.

Imagine if Governments and Businesses Had Affordable, Fingertip Access to...

- Demographic information
- Traffic patterns
- Open Permits
- Taxes
- Complaints
- ****YOU NEED SOME STRONG EXAMPLES HERE**

People Will Pay
for Actionable Information

Our Solution: **Ontopia**

- A user-friendly desktop tool that will help governments and businesses find, aggregate, and evaluate information.
- An resource that enables the average, unskilled user to analyze millions of lines of data in real-time.
- A way for business and civic leaders to easily detect complex relationships and identify burgeoning problems and opportunities.

**Smarter, faster data delivery
that will enable governments and businesses
to make smarter, faster decisions and investments.**

Data Analytics as a Service.

Ontopia

- Users don't see the millions of lines of code, or the billions of records stored and searched for their benefit.
- Users see only a simple search screen where they can perform queries.
- Varied types of data are displayed in graphic, easy-to-read formats that are customizable for the client.
- Users can upload their own data and define their own indicators.
- Companies and municipalities can analyze trend data and engage in predictive problem-solving.

Data-Driven Decision-Making
Accessible for the “Little Guy”.

Screen shot of the product?

Ontopia

- Continually updated with great data from trusted sources (U.S. Census, FBI, Indeed, Yelp, Sunlight Foundation, etc.)
- Custom indicators/dashboards for issues users care about.
- Branded and optimized displays.
- Powered by the world's leading, open-source data portal platform - CKAN

A mini-data portal
for every client or jurisdiction.

Screen shot of the product?

Ontopia

- Next Gen Data Publishing -- NOT a #FancyFTPserver
- Actionable Insights -- NOT Raw Data
- Customized and Contextualized Information -- Your neighborhood, your data
- Affordable Rates – Manageable monthly fee structure

NO DATA SCIENTIST REQUIRED

The Ability, finally, to Connect the Dots
and Put Data to Work.

Our Market:

Private Sector – Small & Mid-Sized Business Entities:

The 3 most common business goals driving data-driven initiatives are:

- Improving the Quality of Decision-making (61%)
- Improving Planning and Forecasting (57%)
- Increasing the Speed of Decision-Making (51%)

(IDG Enterprise's 2015 Big Data and Analytics Survey)

Real Estate Developers Market Researchers Architects /Urban Planners
Retailers Investors Data Aggregators
***More?**

Companies will spend an average of
\$7.4M on data-related initiatives
over the next 12 months.

Our Market:

Public Sector -- Local Government Municipalities:

Data-driven initiatives assist with:

- Policy making
- Resource allocation
- Operational optimization
- Meeting legislative and other requirements for transparency/accountability

There are 90,056 governmental units in the US,
38,910 of which are general purpose governments.

Governments are the nation's biggest consumer of IT services.

Less than 1% of government entities
have Open Data Initiatives

Your Investment is Solid

FACT

McKinsey estimates the total economic value of Open Data at \$3-4 trillion/year. (Oct., 2013)

FACT

Tim Berners-Lee says Open Data is the next step of the Internet Revolution. (Nov., 2013)

Over the past year
the number of organizations with
deployed/implemented data-driven projects
increased by 125%

(IDG Enterprise's 2015 Big Data and Analytics Survey)

**Consider adding something here about the success of Bloomberg, Palantir, and other big data success stories. Faith in their ROI is what will drive your investors.

Ontopia: A Team That Can Make it Work

Joel Natividad

- 20-year IT veteran
- Proven management and delivery skills leading large multinational teams in mission-critical projects for Fortune 1000 companies.
- Proven track record as a Semantic Web practitioner.
- Only two-time NYCBigApps winner.

<http://www.linkedin.com/in/joelnatividad>

- 14-year IT veteran
- Built the Sony Electronics News CMS (sony.com/news) in 2001 -- Among the first high-traffic corporate sites using Open Source stack.
- Operator of several major, high-traffic commercial websites.

<http://www.linkedin.com/in/baigsami>

Sami Baig

Ontopia: Advisors That Can Make it Work

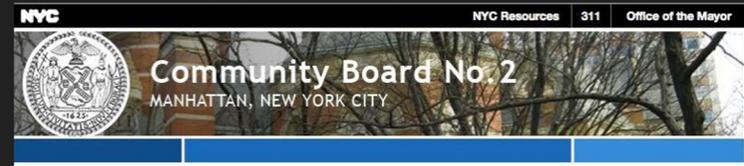
Dr. Mark Greaves

Mark Greaves is currently Director for Analytics in the National Security Directorate of US's Pacific Northwest National Laboratory. Previously, he was Director, Knowledge Systems at Vulcan Inc., the private asset management company of Paul Allen where he sponsored advanced research in large knowledge bases and semantic web technologies, having pioneered semtech research in DARPA.

Norman Corn

Norman Corn is a veteran executive of the global Technology industry who has contributed to the success of Fortune 100 firms and entrepreneurial ventures, leading public and private companies.

Current Customers



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