



Apply now for the Data Pioneers Competition 2014 and present your innovative data-based ideas and business models!

Following the successful start of nugg.ad's incubator programme in 2012, we are again seeking start-ups with cutting-edge business ideas and creative data-based solutions. To get there, the successful finalists will get a chance to showcase their ideas to a jury at the Data Days Pioneers Competition on 2nd October 2014. The jury will, among others, consist of Stephan Noller, CEO of nugg.ad, and Nico Lumma, Head of the nugg.ad Incubator programme.

Using the nugg.ad data eco-system and infrastructure, the ideas and business model should make content or applications with real value, service, insights or entertainment available to its users. In detail, your start-up should be based on an exceptional idea that harnesses the value of data monetarily, and/or has identified relevant data for individuals or a certain group of people. We can also, upon agreement with nugg.ad's customers and partners, enhance your ideas with nugg.ad's anonymised web user information such as socio-demographics and affinities.

We will award prizes at the Data Days on 2nd October in Berlin to the three most compelling business models that emerged from the Data Pioneers Competition. In addition, selected attendees will be offered a chance to participate in the above mentioned incubator programme with a total funding of up to EUR 100,000. These will also get the unique opportunity to use the nugg.ad data infrastructure, which is based on the company's cooperation with more than 150 publishers and media owners across Europe.

Apply now:

Please send your application to pioneers@data-days.com with an abstract. Detailed documentation/ business plans would be preferable. Closing date: 15.09.2014.

More Information on the Competition and the Promotion Programme

What is the process for the Data Pioneers competition?

Applications for the Data Pioneers competition on 2nd October will be accepted until 1st September 2014 (please contact pioneers@data-days.com in case you have any questions regarding the deadline). We will select the most promising entrants, who will be able to present their idea at the Data Days in Berlin.

These participants will each hold a 10-15 minute presentation on October 2nd, to convince the jury of the quality of their concept. The three best ideas will be awarded prizes on the same day. We will also announce those participants whose idea has the potential to be part of our promotion programme.

What is special about the promotion programme?

The programme offers entrepreneurs a unique opportunity to get funded with up to EUR 100,000 without giving away shares of the start-up company from the beginning. Initially the funding will be carried out with a service contract. In return, the entrepreneurs grant a right of pre-emption (option to purchase).



Which data does the nugg.ad eco system include?

The nugg.ad eco system is based on statistical, anonymised user profiles. Web usage is combined in real-time with survey data on socio demographics, product interests and affinities/lifestyle, which all contain no information directly related to individuals. Thereby web users can be shown content or ads, which match the interests and socio demographics of the users better than just randomly displaying ads or content. More information on our data can be found at the nugg.ad topic monitor: mtm.nugg.ad

How can data start-ups benefit from the nugg.ad data infrastructure?

nugg.ad works together with more than 150 publishers and media owners all over Europe. We can additionally help start-ups in opening up great opportunities to partner with the most important companies in the online market. Our technology offers the potential of a big reach e.g. by covering more than 90% of the German internet users. This can help start-ups in our programme to kick-start their data business much faster than others.

Who is mentoring entrepreneurs who participate in the promotion programme?

nugg.ad and Deutsche Post have a Data Pioneers team of more than 20 people with various areas of expertise such as business angels, technical data experts, legal & privacy specialists, data business, sales and marketing professionals to support start-ups in the programme.

Deutsche Post promotes Data Days and the start-up competition by both financial support and assistance.

Contact

pioneers@data-days.com

Please consider:

Your application requires the provision of personal data. All personal data collected will be exclusively used within the framework of your participation and the award ceremony. We will not disclose personal data to any third party, apart from transmissions required in order to settle the competition and/or promotion programme.

Legal recourse is excluded.