

## INVESTMENT PROJECT #263

Development of an analysis tool for Big Data management

### Sector

TECHNOLOGY

### Subsector

INTERNET

### Brief description of the business opportunity

This project aims to develop technology to manage online data, turning unstructured information available online (Big Data) into data with high strategic value to support decision-making. Our project solves the problem of unavailability of such tools by contributing data control and reducing the risk of decision-making variability. As a result, many companies will be able to increase the efficiency of their processes and obtain advantages by capitalizing on Big Data. The project is highly scalable. According to a conservative projection that covers three years, the expected annual income for the first, second and third year, respectively, is AR\$ 622,128, AR\$ 3,390,398, and AR\$ 7,812,733. Three-year EBITDA is projected at AR\$ 2,713, 811, with an IRR of 43% and BEP at the 17th month.

### Brief description of the product/service

The project seeks to develop on-the-cloud technology to manage online data. It is an analytical tool integrated to a semantic search system that collects information, analyzing large volumes of data in the same space. Thus, the system processes, classifies and organizes data, facilitating understanding by issuing reports and graphs, providing supplies to design trade strategies, analyze scenarios and create business models. This technology helps companies gain insight into their customers, their marketing strategies and risk management; it allows predicting and measuring the impact of online campaigns, know about a brand's reputation, measure a product's competitiveness, geolocate, identify target segments, classify material for project development and detect trends, among others.

### Brief description of the target market(s) of the product/service

The market to which this product is targeted is highly diverse: all types of organizations will be able to make real-time predictions backed by a great deal of data. Therefore, all of them are potential clients. Our commercial strategy aims to start with mid and large-sized companies, especially online retailers, companies in the financial sector, consumption industries, research companies and marketing agents. According to the business model, income will generate from monthly memberships or service packages that may be bought and paid online. Our competitors have not offered any mature tool to master Big Data; they offer analytical solutions for social network data. Last but not least, most of these companies are US or Europe-based.

### Brief description of the advantages of the company or cooperative to carry out the investment project

Our company is being incubated by Baitec, which gives us plenty of room for growth and development. The project is sponsored by the IAE Business School. Furthermore, we reached the semi finals at the NAVES business contest. Our work team is composed of IT, social communications and technical support experts.

### Brief description of the context of the investment opportunity

The "era" of Big Data represents an excellent investment opportunity. According to IDC, leading IT consulting firm, it is estimated that the demand for Big Data services will have reached US\$ 132.3 billion by 2015. Additionally, Big Data-related investments in Latin America exceeded US\$ 480 million in 2013. However, 85% of

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the Fortune 500 companies claim they still have not found a way to benefit from Big Data competitive advantages. Instead, they hire IT specialists and use IT management tools to conduct real-time follow-ups, and systematize and analyze data sources, which are becoming increasingly diverse and complex. Hence the sector has come to a turning point where most companies are evaluating a change in IT investment trends, giving priority to data optimization and management.

### More information about the investment project

**City/Area:** Capital Federal, Buenos Aires, Argentina

**Total amount of the Investment Project: US\$** 500,000.00

**Minimum amount required from investor: US\$** 100,000.00

**Purpose of the Investment:** New productive unit, Increase of production capacity, Upgrading of existing products/services, Development of new products/services, Increase of market share(s), Breaking into new foreign markets

**Destination of the Investment:** Information and Communications technology, R&D and innovation activities, Intangible Assets (Patents, Licenses), Sales and Marketing, Working Capital

**Investment Project's stage of development:** Business plan

**Brief description of the main stages of the project:**

Year	Amount	Destination
1	100,000.00	Company structuring and tool strengthening
2	100,000.00	Commercial internationalization plan
3	100,000.00	New focus on IT innovation and development
4	100,000.00	New business models: human behavior prediction area
<b>Difference</b>	100,000.00	Strengthening of Big Data management first brand
<b>Total</b>	500,000.00	

**Preferred investment mode:** Irrelevant

### Information about the Company/Cooperative submitting the Investment Project

**Length of time in business:** < 5 years

**Annual sales of the Company/Cooperative (in US\$ millions):** < 2

**Percentage of annual sales derived from exports:** 0%

**Number of employees:** < 50

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If you're interested in learning more about this project, send an email to [bapip@mrecic.gov.ar](mailto:bapip@mrecic.gov.ar)