



# Data and Platform Businesses

	Data Science & Advanced Analytics	Platform Businesses
<b>Description</b>	<ul style="list-style-type: none"><li>- Applying data science and advanced analytics to business problems</li></ul>	<ul style="list-style-type: none"><li>- Connecting businesses and customers in a marketplace</li></ul>
<b>Why attractive</b>	<ul style="list-style-type: none"><li>- Big data and business analytics (BDA) market projected to grow to \$274.3B globally by 2022</li></ul>	<ul style="list-style-type: none"><li>- Revenues for marketplace platform providers across the globe are predicted to more than double from \$18.7B in 2017 to \$40.1B in 2022</li></ul>
<b>Chicago's Right to Win</b>	<ul style="list-style-type: none"><li>- Large companies applying data to business problems; deep computer science talent base and applied IT deployment bench</li></ul>	<ul style="list-style-type: none"><li>- Long list of platform established companies and startup success stories</li></ul>
<b>Key Gaps</b>	<ul style="list-style-type: none"><li>- Low connectivity between local industry, tech developers, and universities</li><li>- Chicago doesn't actively tell a compelling story; instead, flies below the radar</li></ul>	<ul style="list-style-type: none"><li>- Limited access to expansion stage funding and coaching from experienced funders</li><li>- Similar to DS &amp; AA, lack of compelling story / flies below the radar</li></ul>

1. International Data Corporation 2019 Report, <https://www.idc.com/getdoc.jsp?containerId=prUS44998419> 2. Coresight Research, <https://www.retaildive.com/news/online-marketplace-revenues-to-double-by-2022/523738/>