



Data and Platform Businesses

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

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/>