DataMunger (Web Product Team)

Description & Purpose

• **Concept**: A marketplace for data and a platform for crowd-sourced predictive analytics.
• **Purpose**: Connect business intelligence teams with data analysts, and data analysts with data.
• **Value**: Predictive algorithms benefit from increased statistics, but competing businesses aren’t incentivized to share data. DataMunger offers anonymous contributions to industry vertical data sets, and a platform for analysts to work with subscription data from the DataMunger web app.

Web App Design

- Prod. A
- Prod. B
- Prod. C
- Customer Facing Web App
- Heroku Hosted Debian Distribution
- Dev.
- A/B/C Feedback
- Cloud9 Hosted Ubuntu Distribution
- Dev. 1
- Dev. 2
- Dev. 3

Ethical & Intellectual Property Issues

1. **Data is the new oil of the digital economy** †
   a. Competitive businesses need data privacy to ensure their strategies do not inform competitors.
   b. Machine learning models benefit from increased statistics.
   c. Legal agreements to share data between organizations must be arranged by a stakeholder, or handled by a third party.

2. **A sum greater than its parts**
   a. While the IP associated with data as a resource is coveted, anonymized data may be transformed to industry vertical schema and shared through a secured data provider.
   b. DataMunger is a secured data provider, and solves “The Prisoner’s Dilemma”

† Jooris Toonders, Yonego, for WIRED magazine (2014)