



### CHALLENGE #3: OPEN DATA & IoT

- How to use open or big data to predict trends in the B2C markets?
- How to apply Open data to improve social imperfections in the societies?
- Connecting things (Internet of Things) will be creating new markets. How telco companies can benefit from this raising opportunity?

#### Mentor - Martin Strýček



**EXPONEA**

Martin Strýček, Head of IT, Exponea. Martin is an experienced programmer and a team leader. He was one of the first team members who led Piano Media to global growth to become a leader in the monetisation of publishers' online content. Beside leading a team of developers he also took part on a number of projects around systems integration in more than 10 countries. Currently he manages software development and infrastructure setup at Exponea.