

Big Data Partners Workshop

Suzi Iacono, Co-chair

Big Data Senior Steering
Group

Big Data Workshop

- Who is here?
- A mix: a multi-stakeholder group
 - Industry
 - Academia
 - Not for profits
 - Associations
 - Government
- Opportunity to talk with others who may be doing things differently than what you are doing, but who also care passionately about Big Data

Big Data Workshop

- Why are you here?
- You have made some connection about Big Data with OSTP, the Big Data Senior Steering Group and/or one of the agencies involved
- The plan: Bring everyone together for brainstorming, discussion, planning
- Learn about multi-stakeholder partnerships
- Begin to think about how you can make a difference

Big Data Workshop

- What will you do?
- Morning – listen to: different points of view, project results, new ideas, new partnerships, how others are innovating, etc.
- Afternoon – engage in information exchange: brainstorm, explore possibilities and come up with new ideas for what YOU will do, who you will talk to here and once you leave

Multi-stakeholder Partnerships

- Talk to those that you would not normally talk to
- Establish connections with other stakeholder groups – within a region, across a broad sector, etc.
- Discern how you could make significant positive change with Big Data
- Take risks that you would not normally take

Charge

- Fact finding: Collect data and information
- Idea finding: Listen for new ideas, models, partnerships, etc.
- Partner finding: Search for your Big Data “soulmates” (or partners like Gilbert and Sullivan, Fred and Ginger)
- Solution finding: Discern promising ideas that can be applied and that would make a difference

Avoid these Idea Killers

from Scott Berkun's book, *The Myths of Innovation*, Sebastopol: O'Reilly Media, Inc., 2010.

- We tried that already
- We've never done that before
- We don't do it that way here
- Not in our budget
- Not an interesting problem
- We don't have time
- Management will never go for it
- It's out of scope
- People won't like it
- It won't make enough money
- How stupid are you?
- You are smarter with your mouth shut

Logistics

- Coffee and water – Thanks to Sage BioNetworks
- Lunch – On your own, after the lightning talks, please go in groups; there are handouts to find restaurants
- Video cameos – Huge response, some today, some at later workshops
- Breakouts – After lunch, go to one of three sessions –
 - Partnerships for Innovation – Truman Room
 - Community Engagement – Jackson Room
 - Education and Workforce – Lincoln Room
- Big Data web pages – videos, report from this workshop, previous press releases, OSTP Fact Sheet, etc.
- Huge thanks – OSTP, NCO, Big Data SSG, and everyone else who lent a helping hand!

Parting Words

- Think big, be bold.
- “...ordinary things, people, and events are transformed into legends by the forces of time”
– Berkun, Scott. *The Myths of Innovation*, Sebastopol: O’Reilly Media, Inc., 2010.
- “Innovators are the test pilots of life, taking big chances so we don’t have to” – Berkun, Scott. *The Myths of Innovation*, Sebastopol: O’Reilly Media, Inc., 2010.