



CASE STUDY

data **Ai**

Data science that speaks your language.

DataAi is a data science consultant firm that helps companies unleash the hidden value of their data, and boost business efficiency.

Challenge area: Closed Organisational Data

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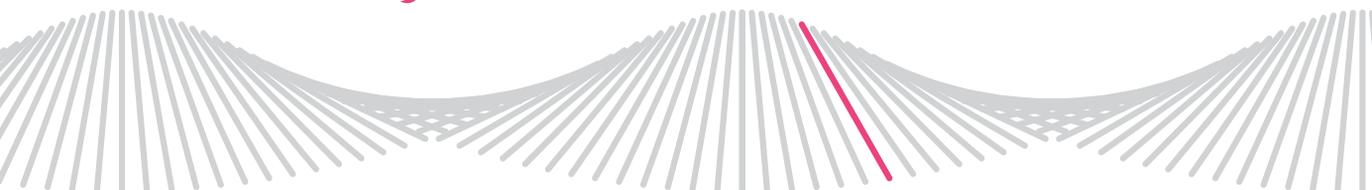
 dataai.uk

 [dataaiuk](https://twitter.com/dataaiuk)

With a team of experienced data scientists and consultants in machine learning and data analytics, DataAi deliver end-to-end solutions from problem conceptualization, models selection, proof of concept, data mining and manipulation, analytics, to complete solution deployment.

DataAi projects are focused on data exploration, proof-of-concept development, conceptualisation and products; either stand-alone or fully integrated with existing IT infrastructure.

The Digital Catapult have been instrumental to DataAi, supporting SME calls that have since lead to the foundation and core businss for DataAi. The Digital Catapult and DataAi have continued to work on key data projects together.





INITIAL ENGAGEMENT

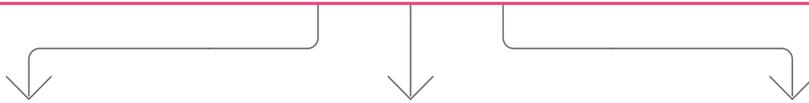
January 2015

The Digital Catapult were instrumental to DataAi with introductions to SME calls that have since lead to major wins and new business development



DIGITAL CATAPULT INPUTS

- 1 — IoT Open House event attendee
- 2 — Interactive Future Cloud Clinic
- 3 — One of eight companies chosen for the Trusted Data with Service Ecosystem Project
- 4 — Mentoring from UX, project and product management experts
- 5 — Joined the Personal Data and Trust Network
- 6 — Data analysis provided for Health and Social Care Pit Stop
- 7 — Software testing framework
- 8 — Introduced to Maritime data science experiment



INCREASED KNOWLEDGE

- Mentoring provided by Digital Catapult projects
- Insights and knowledge improved product offering
- Digital Catapult has been supportive with solving problems and challenges for DataAi

ECONOMIC IMPACT

- €50k — Funding secured through Digital Catapult mentoring and support
- 3 — Contracts won through Digital Catapult
- 1 — New business established supported by mentoring

BUSINESS DEVELOPMENT

- 50 — New connections made
- Insights changed company objective and approach
- 1 — New pivotal business deal won via competitions
- Approved Data Science Government provider and data catalyst for other companies

SUMMARY

Within **eleven months** DataAi has:
 Established and **set up their new business**
 Secured **€50k funding**

Created **new jobs** through business set up
Won 3 new contracts
 Received **mentoring and expertise**

“It’s safe to say that without the Digital Catapult we wouldn’t be here today, we’ve been given the tools to develop our business and gained invaluable support from the team. Through the Digital Catapult we’ve been accepted as a Data Science Government supplier, which is a huge achievement for us. The Digital Catapult has also been critical in match-making us with companies looking to add a machine learning/artificial intelligence layer to their solutions.”

— Antonio Ferreira, Managing Director, DataAi