

# THINK BIG! DATA CONTEST

## - INVITATION TO CONTEST -

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### CALL FOR APPLICATIONS

The time has come to come up with Big Data based solutions. Magyar Telekom and Kitchen Budapest want to become leading players of the Hungarian Big Data ecosystem. Therefore, they invite all professionals, small and big enterprises active in the Big Data scene to apply with feasible ideas, solutions for the creative use of telecommunications data with Big Data methods. The ideas may be based on Magyar Telekom data or on linking them with any other external data.

Telekom is open to any ideas and solutions that can be realized in the practice, create value for its customers and are sustainable from a business point of view. The essential condition is compliance with the data privacy rules and the statutory regulations.

### USES OF BIG DATA

The goal is to develop such solutions which:

- will improve the internal processes and operation using Magyar Telekom data;
- will create new service relying on the data assets of Magyar Telekom;
- will create new value-added service by linking Magyar Telekom data with external data.

It is key consideration that the use of the data be in compliance with the statutory regulations on data privacy, that is the data are used exclusively in aggregated and anonymized (non-reversible, non-linkable to the customer in any way) form, or are used with the express consent of the customer.

## APPLICATION CRITERIA

Basic conditions:

- Develop a profitable business model
- We expect solutions based on the data assets of Magyar Telekom: either using exclusively Magyar Telekom data or MT data linked with other external data.
- Feasibility

It will be considered an extra in the evaluation if

- the solution is novel, unique,
- its feasibility is supported with technological specification
- the preliminary cooperation intention of the potential external data partner is available.

## DETAILS OF THE APPLICATION

- The following Magyar Telekom data may be used: e.g. location data, CRM data, services used, usage data.
- Applications are to be submitted between October 30, 2015 and January 15, 2016
- Short outline of the idea: in 500 characters.
- Detailed description of the application idea.
- Both individuals or teams may submit an application.
- For the registration please submit the name of the Applicant and their availability information (telephone number, e-mail). The Applicant shall be responsible for the correctness of the data.
- The Inviter of the applications will help the work of the Applicants with consultation. The time and date of the consultation will be given on the website later.
- Final Pitch: We will give an opportunity to the Applicants selected by the jury to present themselves and their idea in front of a panel composed of Magyar Telekom and Kitchen Budapest leaders and Big Data experts. The precise date of this presentation will be given on the website.

- The jury will select the winning solution on the basis of the presentation given in the Final Pitch and the interactive discussion.
- The grand prize is 1 million HUF.

## EVALUATION OF THE APPLICATIONS

The applications will be evaluated by a panel of experts composed of the following members: Antti-Jussi Lumijärvi, Gergely Vitárius, Gupta Sanjay, István Bartl, Mátyás Dobó, László Fignár, Zsolt Winkler.

The decision of the jury will be final, no appeals will be accepted.

## FURTHER INFORMATION

Further preliminary information about the applications is available on the official website [www.bigdatacontest.hu](http://www.bigdatacontest.hu). The Inviters of the applications will publish all relevant information or eventual changes on this website.

The precise conditions of submission of the applications, the form requirements, the names of the persons available for consultation and the members of the jury will also be shown on this website.

The Inviters of the applications reserve the right to change the dates given in this document later on. The Applicants are requested to check the official website of the Application for eventual changes. The registered Applicants will be notified about the changes in e-mail as well.

Magyar Telekom Plc. will pay all taxes and other eventual charges on the prizes.

## OTHER PROVISIONS

The Applicant warrants that the application does not contain such elements of other works that have not yet been published elsewhere or are subject to copyright and the owner of the copyright or other legitimate owner has not consented in writing to their publication.

The Applicant agrees to make every effort that can be expected of him both during their participation in the application procedure and afterwards to prevent any injury of the good reputation of Magyar Telekom Plc. and Kitchen Budapest.

On submission of the application the Applicant will transfer all rights connected with the business secret of the application, all copyrights, property and other rights to Magyar Telekom Plc. in the respect of the publication of the application in any language, without any time or geographic constraint. Further use for business purposes of the application and the ideas, proposals contained therein will be the subject of negotiations with the condition that even if no agreement is reached, Magyar Telekom Plc. will be entitled to use for its business purposes the idea, proposal described in the application.

With the submission of his application the Applicant gives his express and unconditional consent that in case of winning the contest the Inviter of the applications disclose his name and/or make it public on the website of the Application. He also accepts and agrees that video, sound and image recordings be made of him at the awards ceremony. In view of the above, the Applicant agrees to the future use of the above recordings – either in part or in full – for the purpose of advertisements or other promotion materials by any of the Inviters of the applications, without constraint on time or frequency of showing, and without any special remuneration payable to the Applicant.

The winning Applicants shall cooperate with the Inviters of the applications and their agents to ensure that the prizes are handed over at the ceremony, or should the Applicants be incapacitated, within 30 days of the ceremony. If any of the winning Applicants fails to meet this obligation and the prize cannot be handed over in time, this will not be considered the fault of the Inviters of the applications and the entitlement to the prize will be lost.

Participation in the Application will mean that the Applicant has fully accepted the present rules of application and recognized them as binding on himself.

The Inviters of the applications reserve the right to change parts or whole of this call for applications. The eventual changes will be published on the website of the application, and the registered Applicants will also receive e-mail notification about all changes.