



Pilotproject

**“Big Data driven B2B and B2C infrastructure
to disclose Romania for Europe”**

As implementation model to disclose all EU Member States

10th European Research & Innovation network Event, February 14&15 Düsseldorf

Ad Popper MSc (Dipl.-Ing)

Owner/Director Xilion webservices BV, founded in 2004.

Background: Mathematics and Informatics, Delft University of Technology

Professional Big Data experience since 1986.

Vision statement

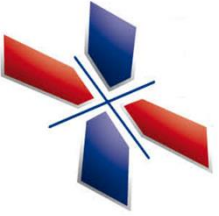
- Equal opportunities for everyone.

Mission statement

- Offering affordable knowledge products.

Recent RDI achievements

- *The BMAP technology, making Big Data designs commercial feasible for SMEs.*
- *Integrate B2B and B2C market research in business development processes.*



Romanian B2B & B2C business development levels

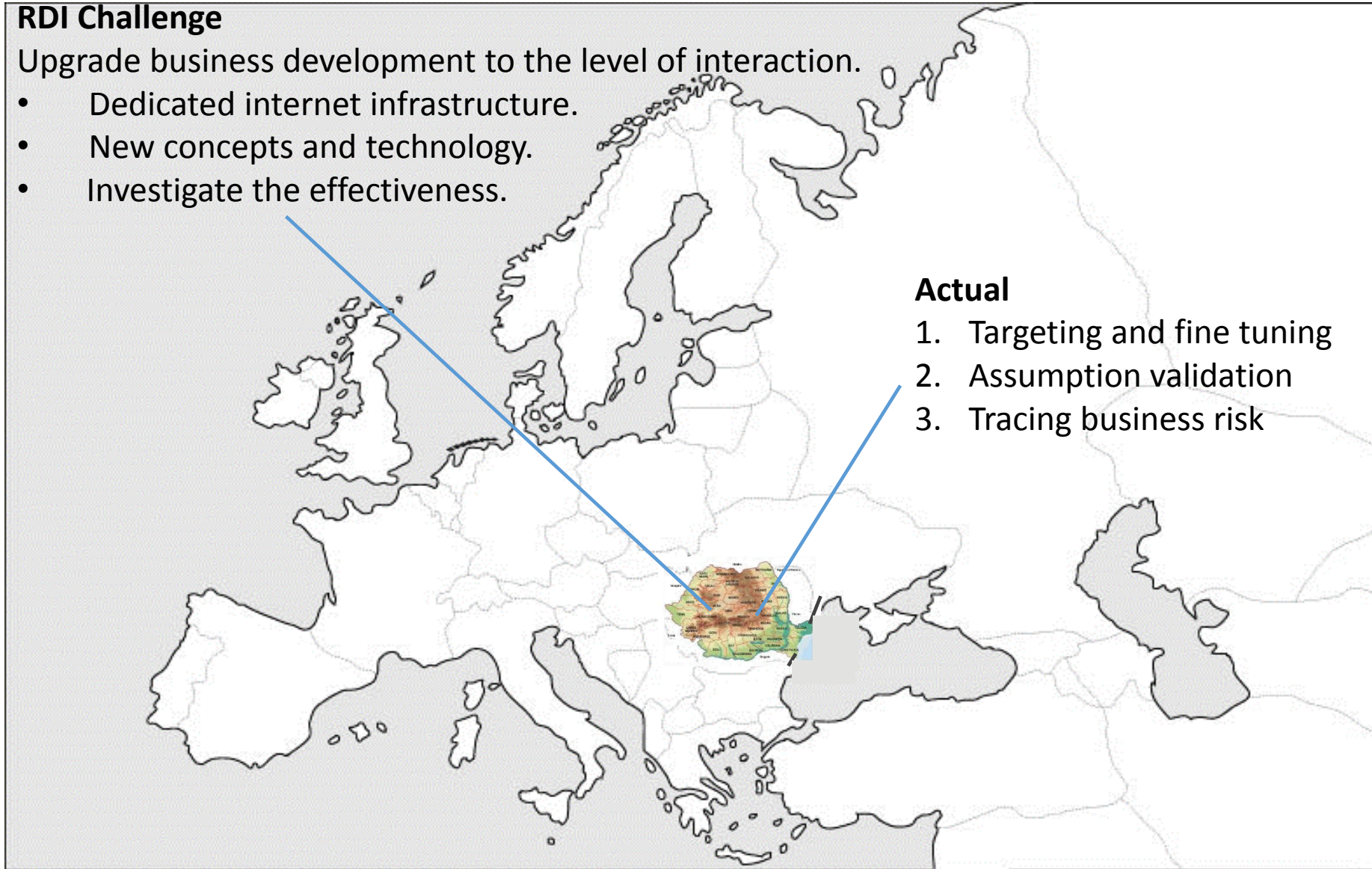
RDI Challenge

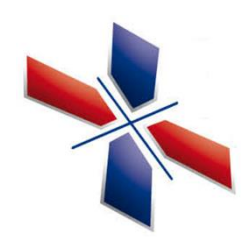
Upgrade business development to the level of interaction.

- Dedicated internet infrastructure.
- New concepts and technology.
- Investigate the effectiveness.

Actual

1. Targeting and fine tuning
2. Assumption validation
3. Tracing business risk



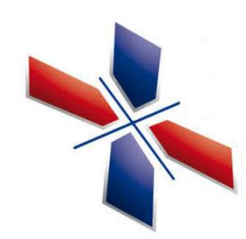


Why Romania?



- Romania is the most emerging market in the Eastern EU.
- Romania has the most sophisticated ICT-infrastructure of the EU.
- Romania has no history but Romanians have progressive mindsets.
- Greenfield to adapt new business development tools.

- Positioned as a pilot, to gain knowledge and insight on the interaction level of business development.

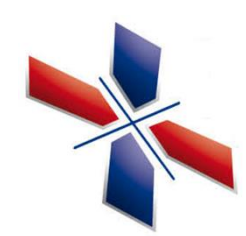


Partners sought



Application fields

- Interactive socio-economic technologies and Cyber security.
- Artificial intelligence for smart discovery, –matches and –validation.
- Interdisciplinary research on the pilot outcomes.



The Horizon 2020 Call



Pilar Excellent Science

Call: Future and Emerging Technologies FETOPEN-01-2018-2019-2020.

Deadline: September 18, 2019.

Total budget: € 160.65 mln.