BIG DATA AFRICA & MIDDLE EAST TOUR

DISCOVER WHAT DRIVES INNOVATION

ISRAEL
TEL AVIV
October 11th

JORDAN
AMMAN
October 13th

QATAR
DOHA
October 16th

UNITED ARAB EMIRATES
ABU DHABI
October 18th
DUBAI
October 19th

KENYA
NAIROBI
September 19th

SOUTH AFRICA
JOHANNESBURG
September 21st
CAPE TOWN
September 24th
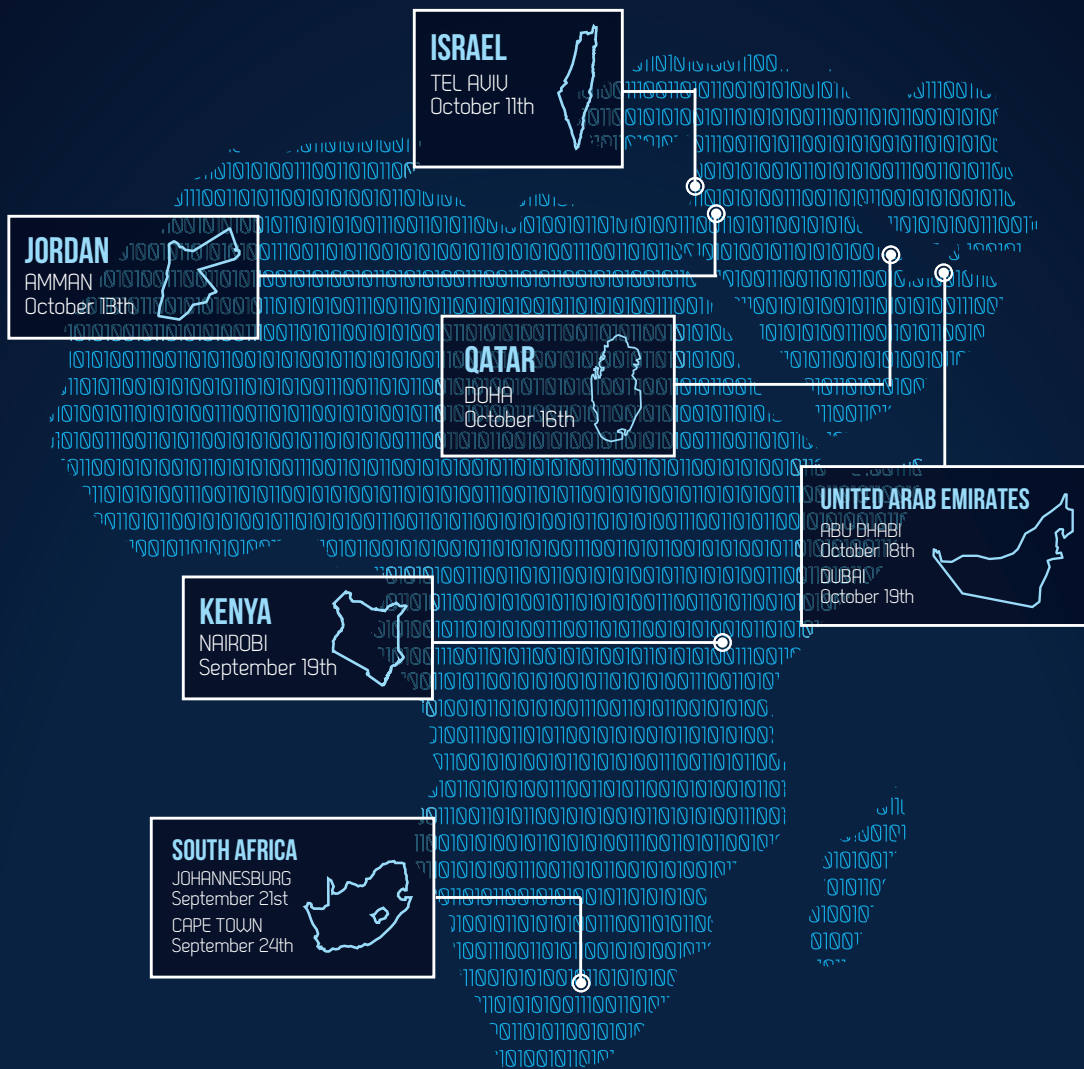
BIG DATA BUSINESS CHALLENGE GUIDELINES

- Any candidate interested in our Master in Business Analytics and Big Data can participate in **The Big Data Africa & Middle East Tour.**

- In order to participate, you should register for the event taking place on September 19th at Nairobi.

- All the candidates that attend to the event will have the opportunity to apply for a **25% scholarship off the Master in Business Analytics and Big Data** tuition by being part of the **IE Big Data Challenge contest.**

- The ones who are interested in participating in the contest would have to answer the following question in one essay:

  How do you think that Big Data and Business Analytics can be used to solve a current problem in your city or business? Some examples of related topics (politics, finance, logistics, operations, smart cities, cybersecurity, healthcare, marketing, among others).

  - The essay should be writen in one page using Arial font size 12 with single spacing. The document should be sent in Word or PDF to the following email bigdata.advisor@ie.edu

  - In the essay you should explain the problem that you are analyzing and how Big data will be used to solve that issue you have identified. As a conclusion you have to explain the impact that your solution will have on the industry under analysis and our society.

  - The deadline to send your idea will be **September 17th 2016.** You should include your name, telephone number, and CV in the email so that the Big Data team can contact you in case you are one of the **finalists.**

  - The finalists will have the opportunity to present their idea at the end of the event in 2 minutes using an elevator pitch format.

  - The winner of the competition will have the opportunity to win a 25% scholarship for the Master in Business Analytics and Big Data 2017 intakes (part-time or full-time).
    * In order to make valid the award you should successfully complete the admissions process established by IE Admissions Department.

  - The winners will be selected by the jury present at the event.

- All the attendees for **The Big Data Africa & Middle East Tour at Nairobi** will have the opportunity to be part of the Priority Admissions Process to this master degree. The ones who apply before the date of the event will have the opportunity to take their admissions interview and admissions exam in person during our visit to the city.

In collaboration: **IBM.**   sun culture

Get more info about the tour: **www.bigdatatours.ie.edu**