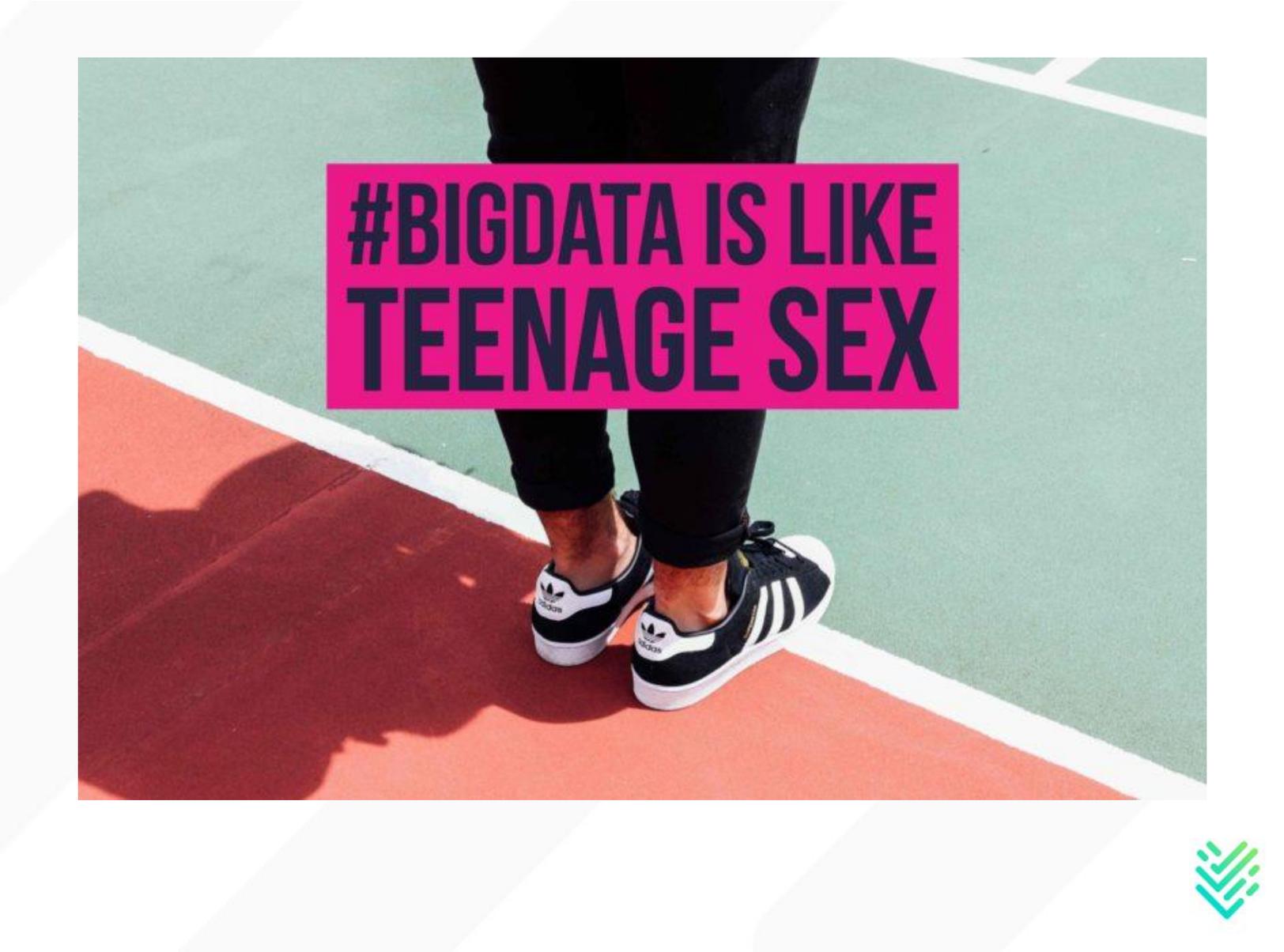




Vality

sua identidade digital

“Construindo confiança para potencializar interações humanas”

A photograph of a person's legs and feet on a tennis court. The person is wearing black pants and black and white Adidas sneakers. The court has a green surface and a red surface. A pink rectangular box is overlaid on the image, containing the text "#BIGDATA IS LIKE TEENAGE SEX" in bold, dark blue, uppercase letters.

**#BIGDATA IS LIKE
TEENAGE SEX**



4th Industrial Revolution

1th.

Steam

The **First** Industrial Revolution used water and steam power to mechanize production.

1784

2th.

Electricity

The **Second** Industrial Revolution used electric power to create mass production.

1870

3th.

Computing

The **Third** Industrial Revolution used electronics and information technology to automate production.

1960

4th.

Cognification

The **Fourth** is characterised by a fusion of technologies (physical, digital, and biological)

????



**The
Economist**

MAY 8TH - 12TH 2017

South Korea's unfinished revolution

Crunch time in France

Ten years on: banking after the crisis

Biology, but without the cells

The world's most valuable resource



**Data and the new rules
of competition**

TENDÊNCIA



PLATAFORMAS COM BIG DATA

U B E R

The world's largest company
- owns no vehicles.

facebook.

The world's most popular media owner - creates no content.


Alibaba.com

One of the world's most valuable retailer - has no inventory.

 **airbnb**

The world's largest accommodation provider - owns no real estate.

SOMETHING INTERESTING IS HAPPENING

TOM GODWIN



+ EXEMPLOS DE PLATAFORMA

Industria	Exemplos
Educação	Udemy, Coursera, edX
Finanças	Bitcoin, Lending Club
Jogos	Xbox, Nintendo, Playstation
Mídias Sociais	Linkedin, Facebook, Twitter, Instagram, Youtube, Wikipedia, Kindle
Sistemas Operacionais	IOS, Android, Windows
Transportes	Uber, Waze, 99 Taxis
Varejo	Amazon, Alibaba
Viagens	Airbnb, Trip Advisor

Fontes: Parker, G., Alstynne M. e Choiudary S. (2016)





NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:

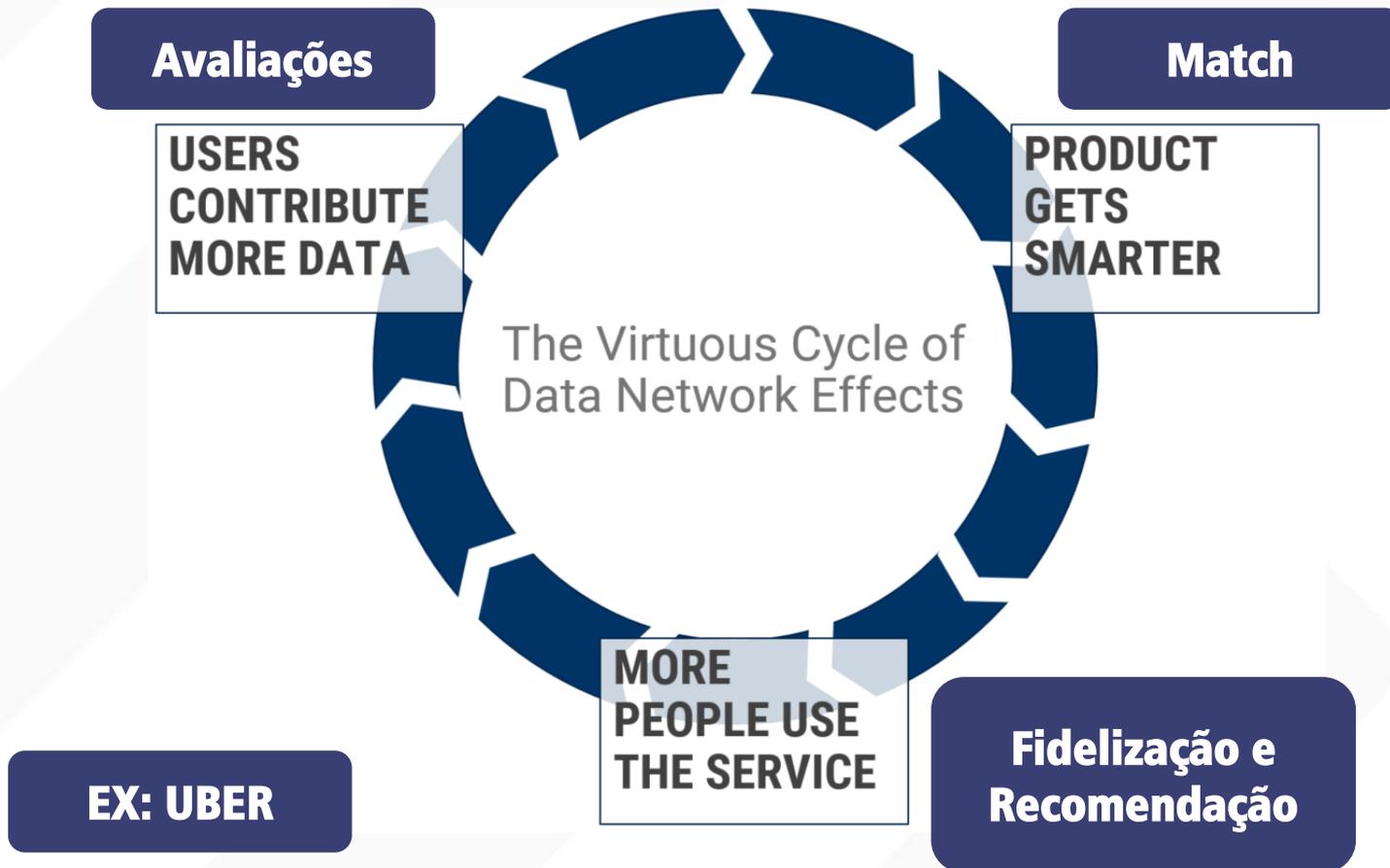
Airlines  68 yrs	Automobile  62 yrs	Telephone  50 yrs	Electricity  46 yrs	Credit Card  28 yrs	Television  22 yrs	ATM  18 yrs	PC  14 yrs
Cell Phone  12 yrs	Debit Cards  12 yrs	Internet  7 yrs	PayPal Acc.  5 yrs	iPods  4 yrs	YouTube  4 yrs	Facebook  3 yrs	Twitter  2 yrs

We Chat reached 150 million people in one year.

Pokémon did it in one month.



CICLO VIRTUOSO DOS DADOS



DATA POINTS



Cada usuário gera em media 10850 eventos por mês, que incluem visualizações, likes, posts, amigos, tags, etc.

BR: 122.000.000 usuários



QUALIFICAÇÃO COMPORTAMENTAL VALITY



USUÁRIO



DADOS COMPORTAMENTAIS
DA VIDA DIGITAL



FOTOS



CONEXÕES



LOCAIS



REPUTAÇÃO



USUÁRIOS
QUALIFICADO
S



PLATAFORMA DE CRÉDITO ONLINE

Uma plataforma para acesso a diversos tipos de crédito online para pessoa física. Crédito pessoal, consignado, com garantia, entre outros.



DIFERENCIAL: match do **USUÁRIO QUALIFICADO** com **PARCEIRO IDEAL**



EXEMPLO: SCORE RISCO AUTO

THIAGO



- LOCAIS DE RISCO
- BAIXA REPUTAÇÃO
- ATIVIDADES NOTURNAS



LUCAS



- FAMÍLIA COM CRIANÇAS
- BOA REPUTAÇÃO
- BONS HÁBITOS



COMPORTAMENTOS DIGITAIS



+ PRECISÃO NA PRECIFICAÇÃO



EXEMPLO: PERFILAÇÃO

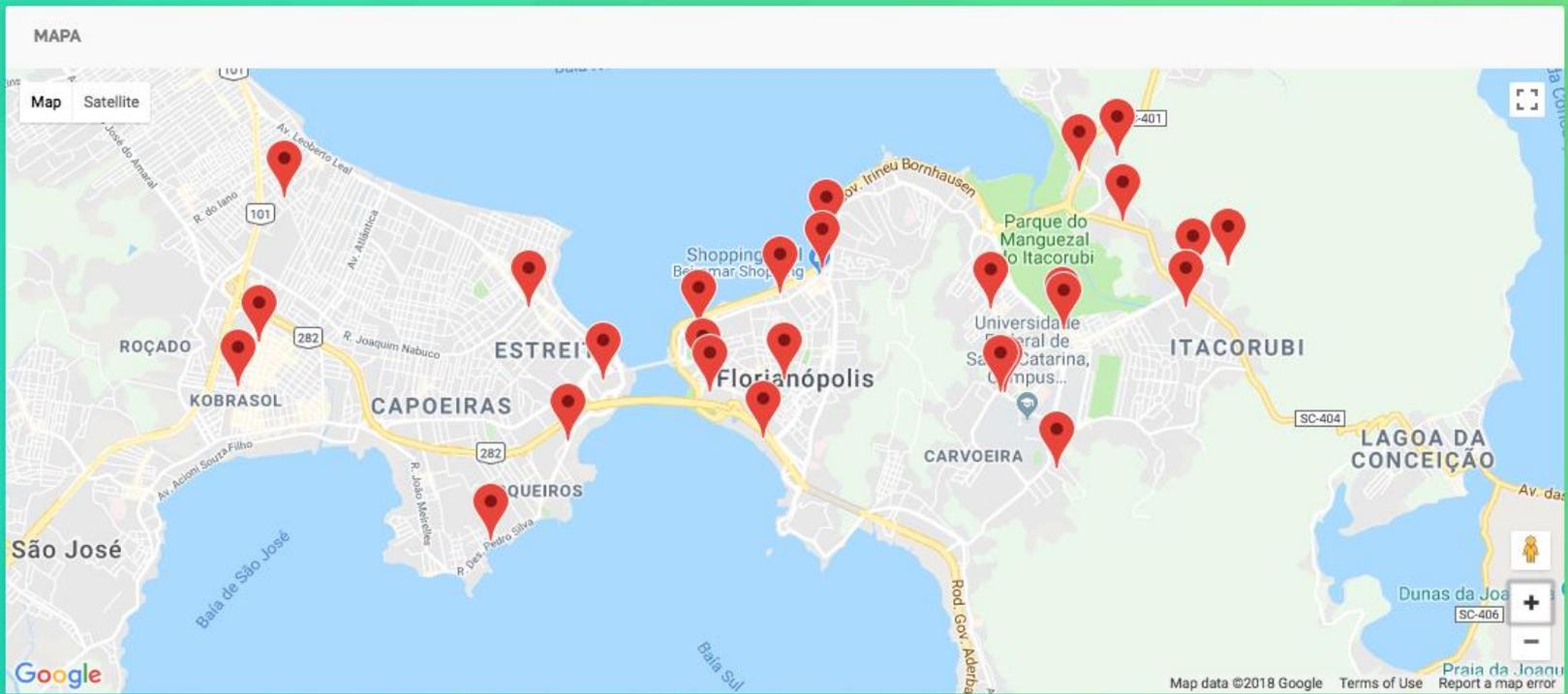


CARLOS ALBERTO NAKAZAWA

Idade	37 anos
Email	carlos.nakazawa@gmail.com
Amigos no Facebook	662
Tempo de Atividade	7+ anos
Local atual	Florianópolis, Santa Catarina
CPF	218.467.648-90
Perfil público	Link
Dispositivos	Android



EXEMPLO: GEOLOCALIZAÇÃO



LIKES

-  Claudio Yoshio Kabata
-  Psicólogo Ug Cobra \$
-  Mamaefalei
-  Criptomoedas Fácil
-  Mercado Bitcoin \$
-  FoxBit - Bitcoin no Brasil \$\$

MELHORES AMIGOS

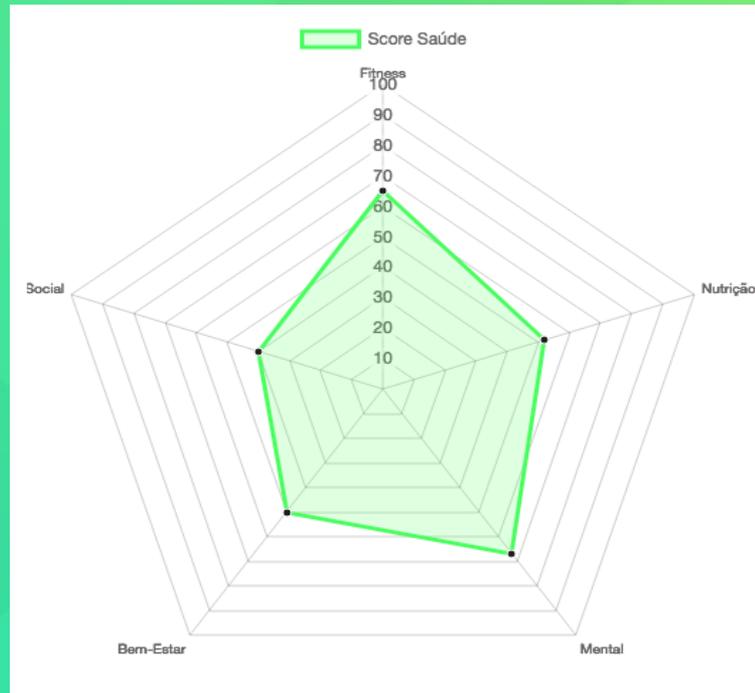
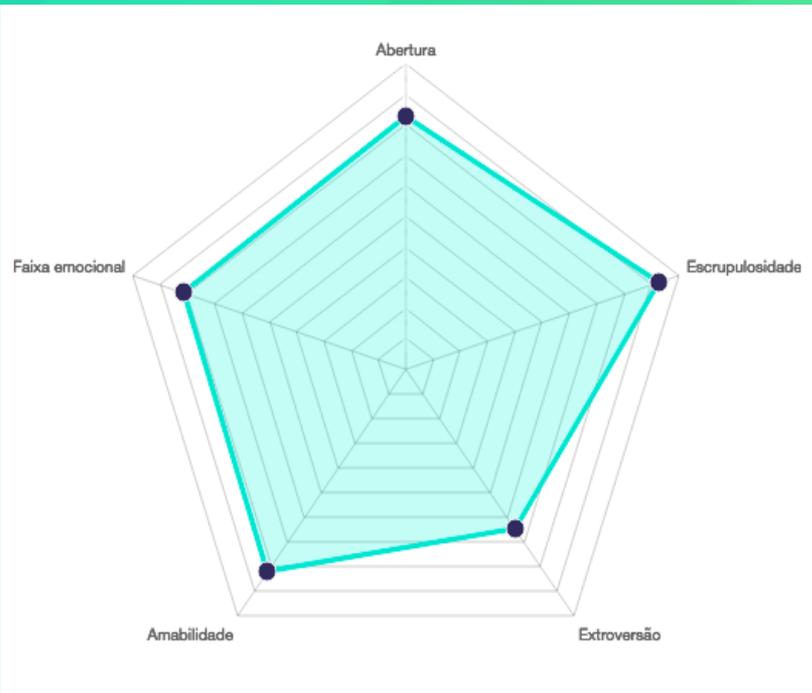
-  Thiago Behenck
-  Zulmar Sancho Moreira Filho
-  Pedro Noll
-  Marcelo Nakazawa
-  Celio Augusto Ikeda
-  Inar Maciel
-  Rogerio Yamane
-  José Manuel Ramirez
-  Dyego W Santin

FAMÍLIA

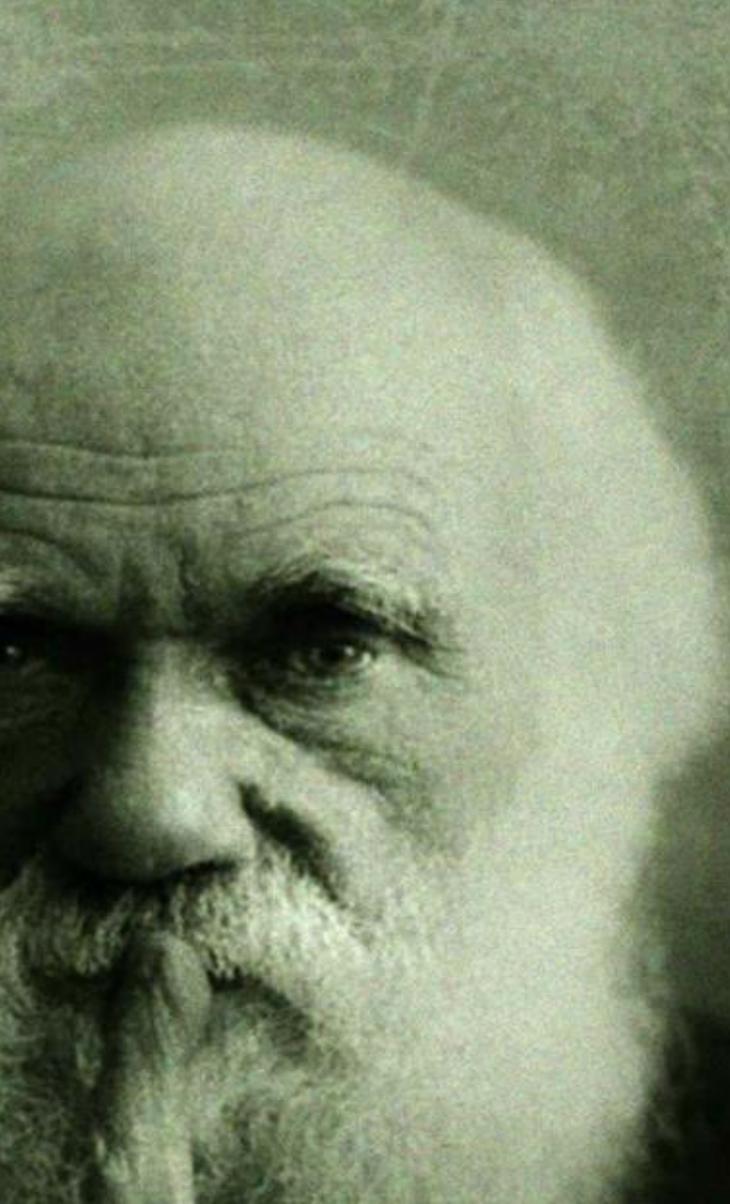
-  Mariana Sancho Moreira Esposa
-  Helio Nakazawa Pai
-  Marcio Nakazawa Irmão
-  Marcelo Nakazawa Irmão
-  Matheus Nakazawa Sobrinho
-  Heresina A. N. Ikeda Tia

PERFIL DE INTERESSES









“It is not the
strongest of the
species that
survives, nor the
most intelligent,
but the one most
responsive to
change.”

~Charles Darwin, 1809

VAMOS INOVAR JUNTOS?

Pedro Noll

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