



DEPARTMENT OF DATA

HQ, 1st LDR
DALLAS, Texas, 75207

REPLY TO
ATTENTION OF

DSX-Z

30 NOV 2016

MEMORANDUM FOR RECORD

SUBJECT: Q&A with a Top Research Firm's CEO

1. **INTRODUCTION:** This is an excerpt conversation with a successful CEO that represent the data analysis and projects for several Top Health Conglomerates.
2. **Is this an actual offer (Data Deal / Consent Deal) that I can pick?** Yes. This is a “Data-on-Demand” model market. You can ask for any data stock in the [Data Markets](#). Each request is called a *Data Deal*. Each *Data Deal* is different data stocks packages (or bundles). Thus, a business can make custom Data Deals for small and large populations with different data stocks. Keep in mind that not all request will be filled up, just like not every Craigslist Request is serviced nor every Ebay Items automatically sold. This is a market. The price per data stock by the business will help slow down or speed up any *Data Deal*. Nobody will join for free nor for cents. Now, \$10 for 1 User's Facebook behavior info for 6 months will make people either quickly join or think twice. So, yes. We can do *Data Deals*.
3. **And if I do, what exactly would I get?** *Data Points*. Assuming that you get your Data Deal processed and approved, you will get *Data Points*. *Data Points* can be elements, attributes, historical, times, and/or logs related to the data stocks in the Data Deal. Example of *Data Points* for [Nike App+](#) (s) are Distance, Geolocation, Fitness Activities, Frequency of Use, Clicks, etc. Each data stock has unique *Data Points*. Additional Data Points can be requested. Not all Data Points are authorized, because of Privacy Regulations and Laws. We still have to play with all Governments. Keep in mind that every *Data Point*, like any other information, has a half-life. What people are doing today is more important than what they did 10 years ago. Or 100 years ago. People's behavioral habits change over time, which reduces the *Data Points*' relevance over time.
4. **What information?** A lot of information. Assuming that a competent Big Data Team is present (Yours or mine), a lot of information can be extracted and analyzed. Do you want to know the Average Times and Distances travelled by Your Customers? The Case of, let's say, Aetna, how many patients are receiving more than 1 mile of walking per day? In the Case of Blue Cross Blue Shield, how many policy members are using WebMD or searching WebMD on their browsers? Perhaps United Health would like to know that fact for the next digital marketing campaign? The possibilities and strategies are fun. We can work together

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or you can fly solo. That is on you. My main business is data brokering. The others services are [Extra](#).

5. For how many people? Depends on Strategy and Objectives. You can use basic Statistics to get a standard population to [calculate](#) and test. Other businesses may use a *Data Deal* to create a 24/7 monitoring aura around their customers' every need in order to create the famous "Wow" effect. Instead of "Social Listening", this is more like "App Listening". Other companies can choose an "Exploration" tactic, where they see the behavioral of a new markets before launching marketing campaigns (Why send Emails to LinkedIn-ers? Or sponsor Facebook ads when targeting Snapchatters?). On the other side of the spectrum, some companies may already have large data lakes, but no consent. Thus, these companies choose to use a Data Deal to buy "OPT-IN" consent from their stakeholders, in order to monetize internal data for secondary purposes. In summary, the population depends on the business strategy and objectives.

6. POC for this memorandum is the undersigned.

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