

data amplified™

PARIS 2017

THE FUTURE OF BUSINESS REPORTING

The meaning of Big Data and Advanced Analytics for SMEs Financing

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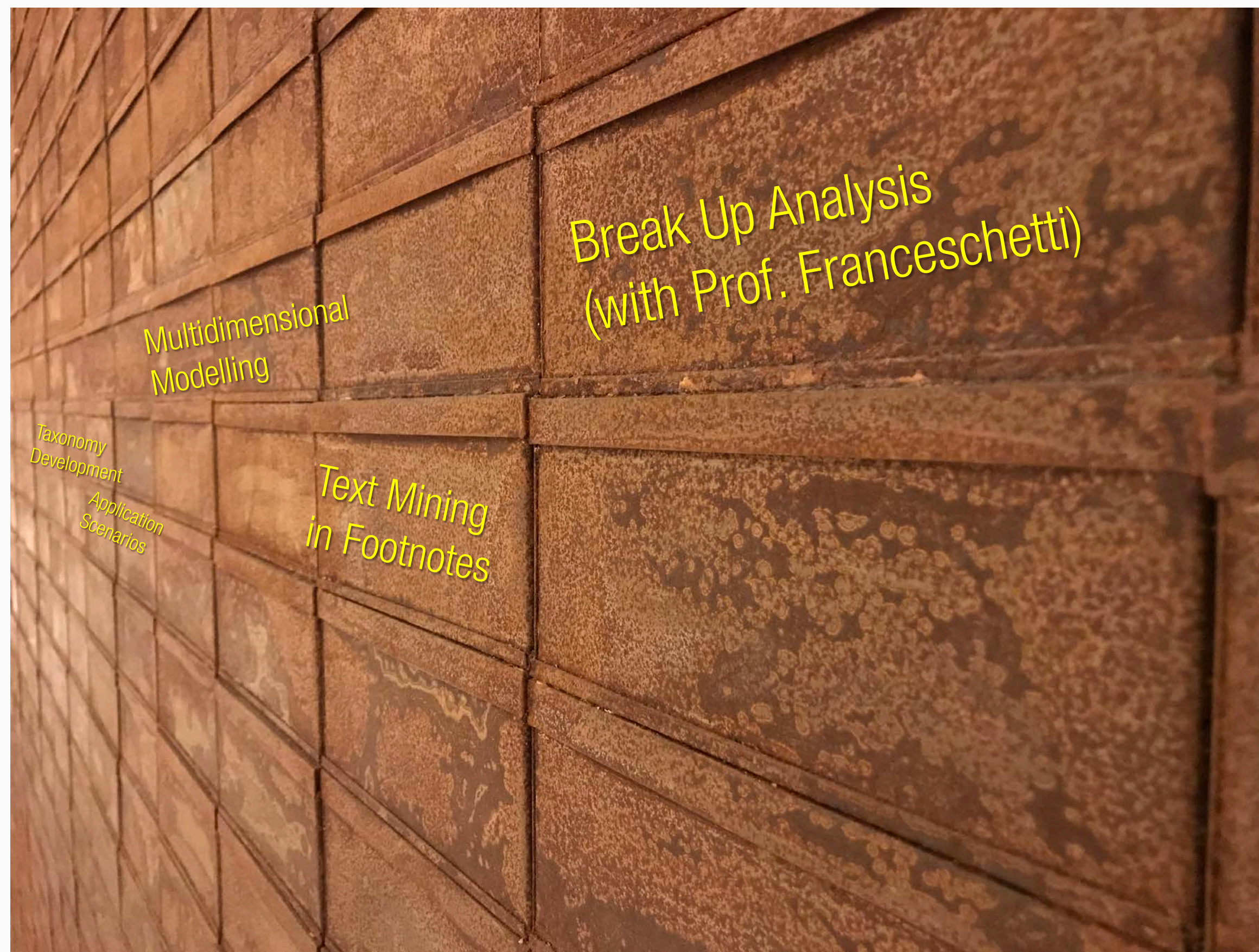
TU Bergakademie Freiberg

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Already Presented Artifacts



Charateristics of (German) SMEs' Funding

- Limited access to the capital market.
- Founder of the company still in.
- No willingness to produce, publish, and share information.
- Powerful key personnel.
- Strong relationship to (individual) bank representative.
- No actual data (availability of annual financial report too late)

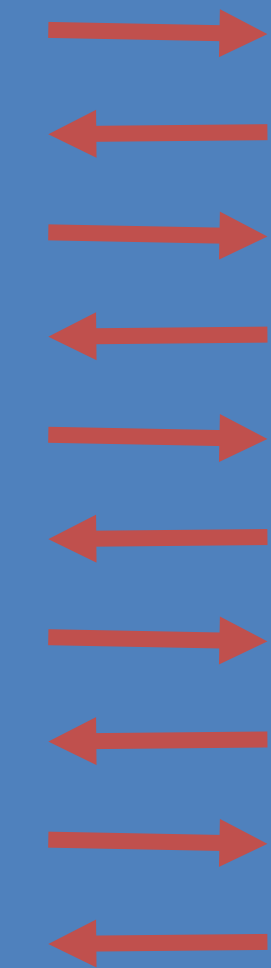
- But:
 - Increasing crowd funding opportunities.
 - Use of standardized accounting software tool (DATEV).



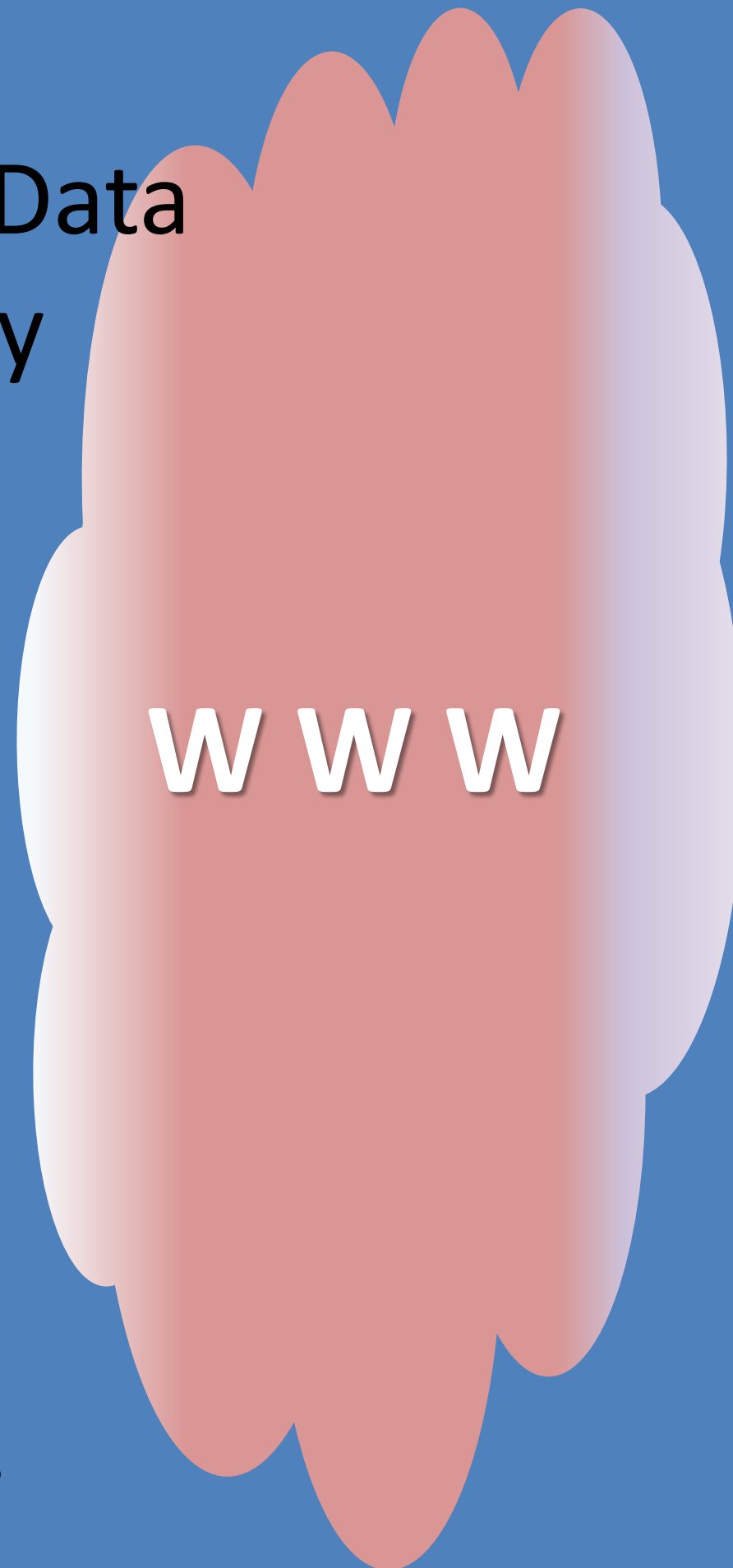
Web Farming

Ensuring Data Quality

Capital Seeker
 Analytics in Big Data enabled business process

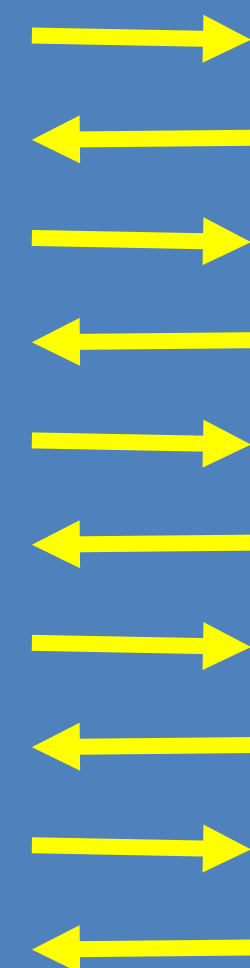


e.g. XBRL



Algorithm application considering legal and ethical concerns

Capital Provider
 Analytics for own solvency calculation or market observation



e.g. XBRL

e.g. BUA