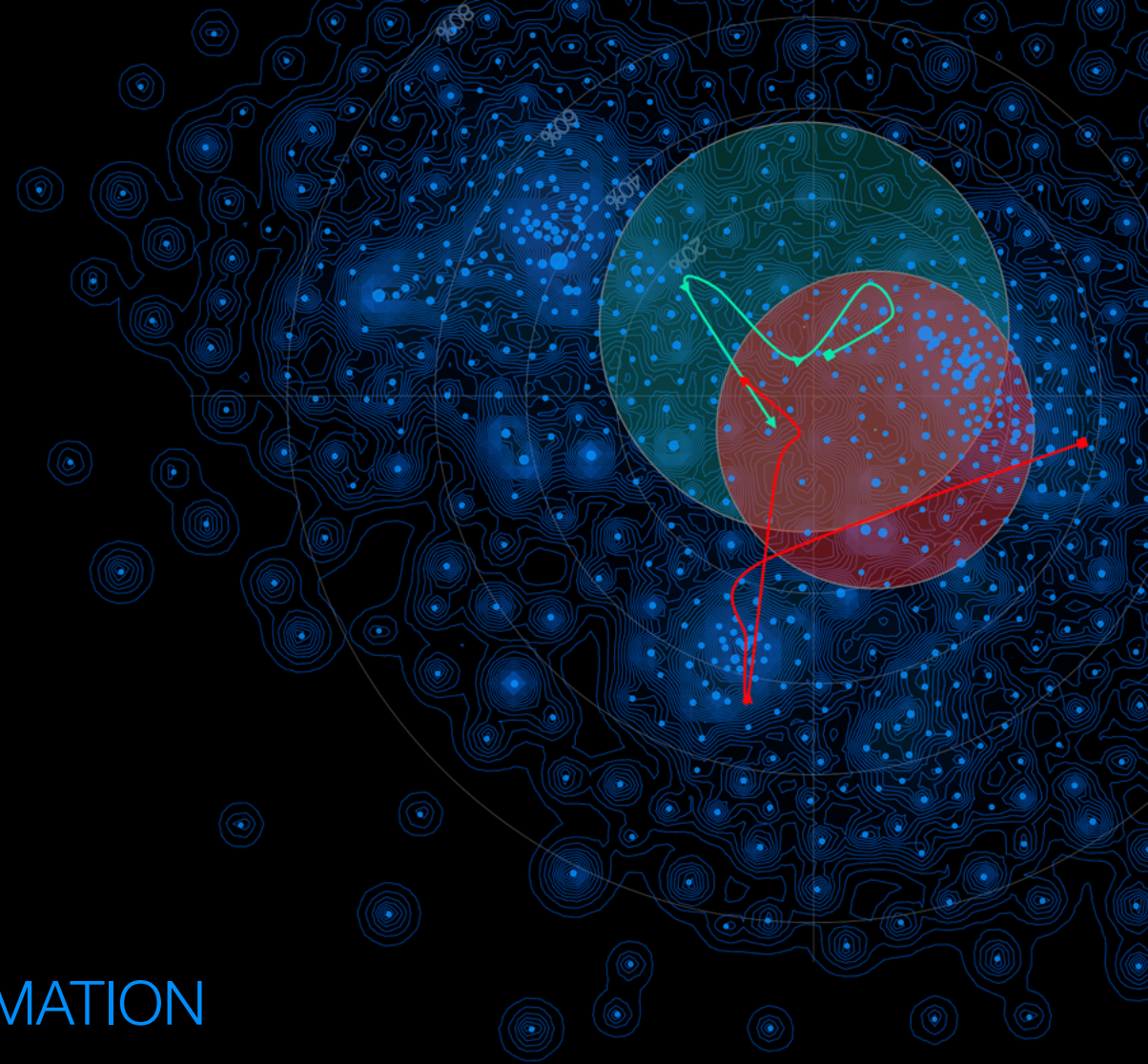# Uncovering Opportunity

A JOURNEY THROUGH DIGITAL TRANSFORMATION

SEPTEMBER 2020
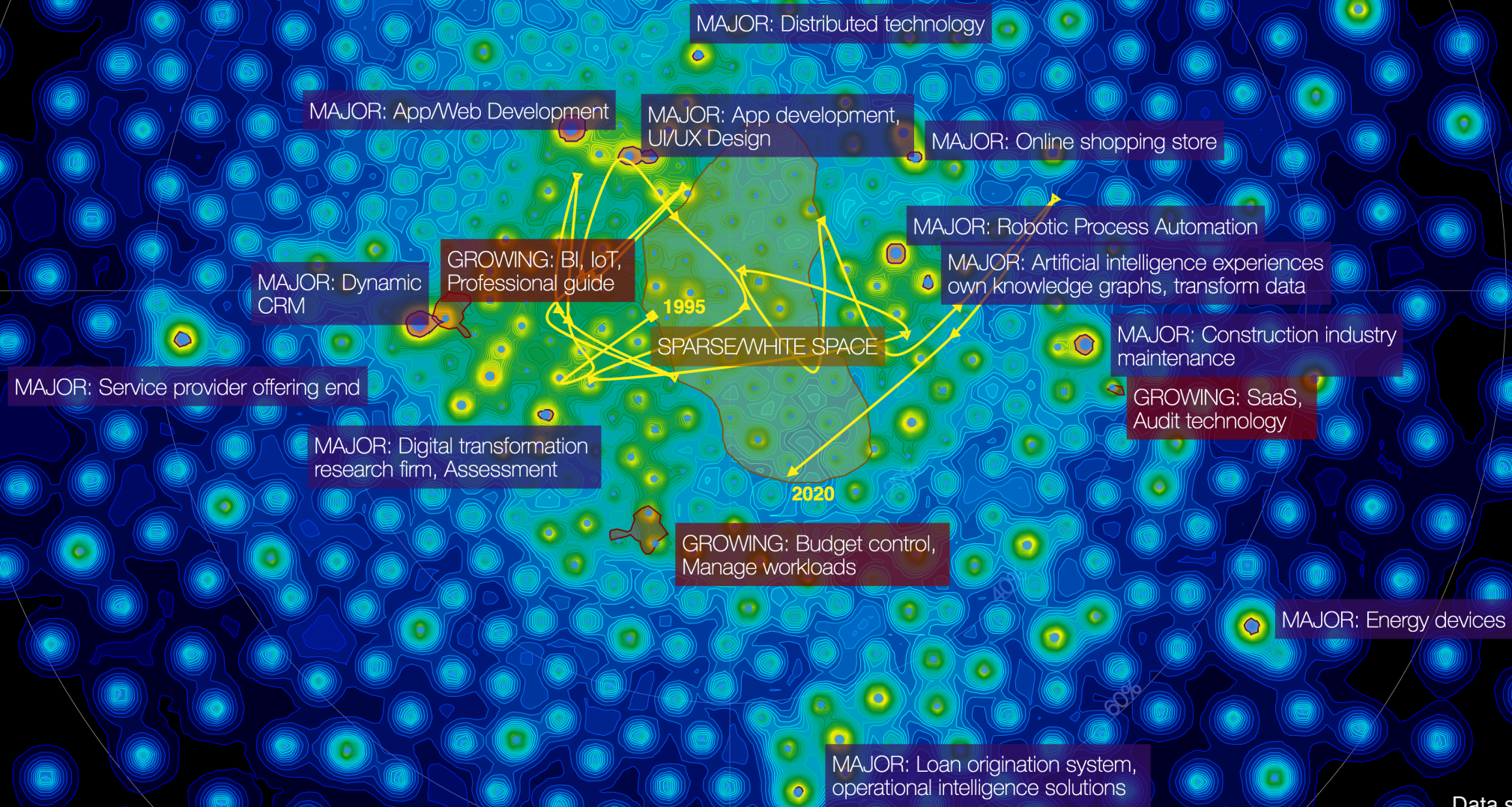
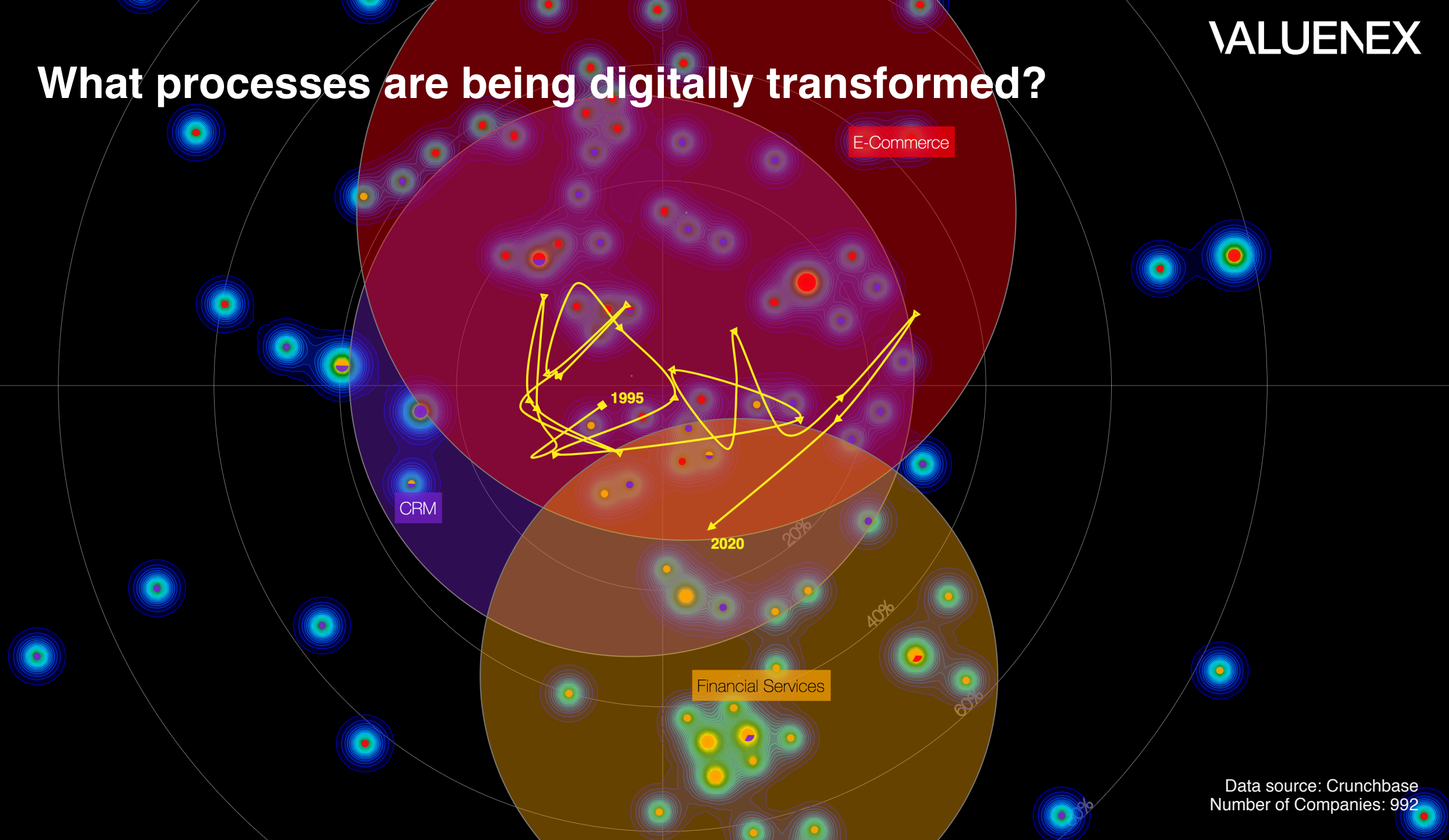VALUENEX

The Dataset

DATABASE	FOUNDED DATE	FOCUS	COMPANIES
Crunchbase	1995〜2020	Description Keyword as **'Digital Transformation'**	992 Startups (Sampled out of 1,994)

What kind of technologies are needed for digital transformation?

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Software

Artificial Intelligence

1995

Big Data

2020

Internet of Things

Cloud Computing

Data source: Crunchbase
Number of Companies: 992

What are the opportunities created by digital transformation?

1995

SPARSE/WHITE SPACE

2020
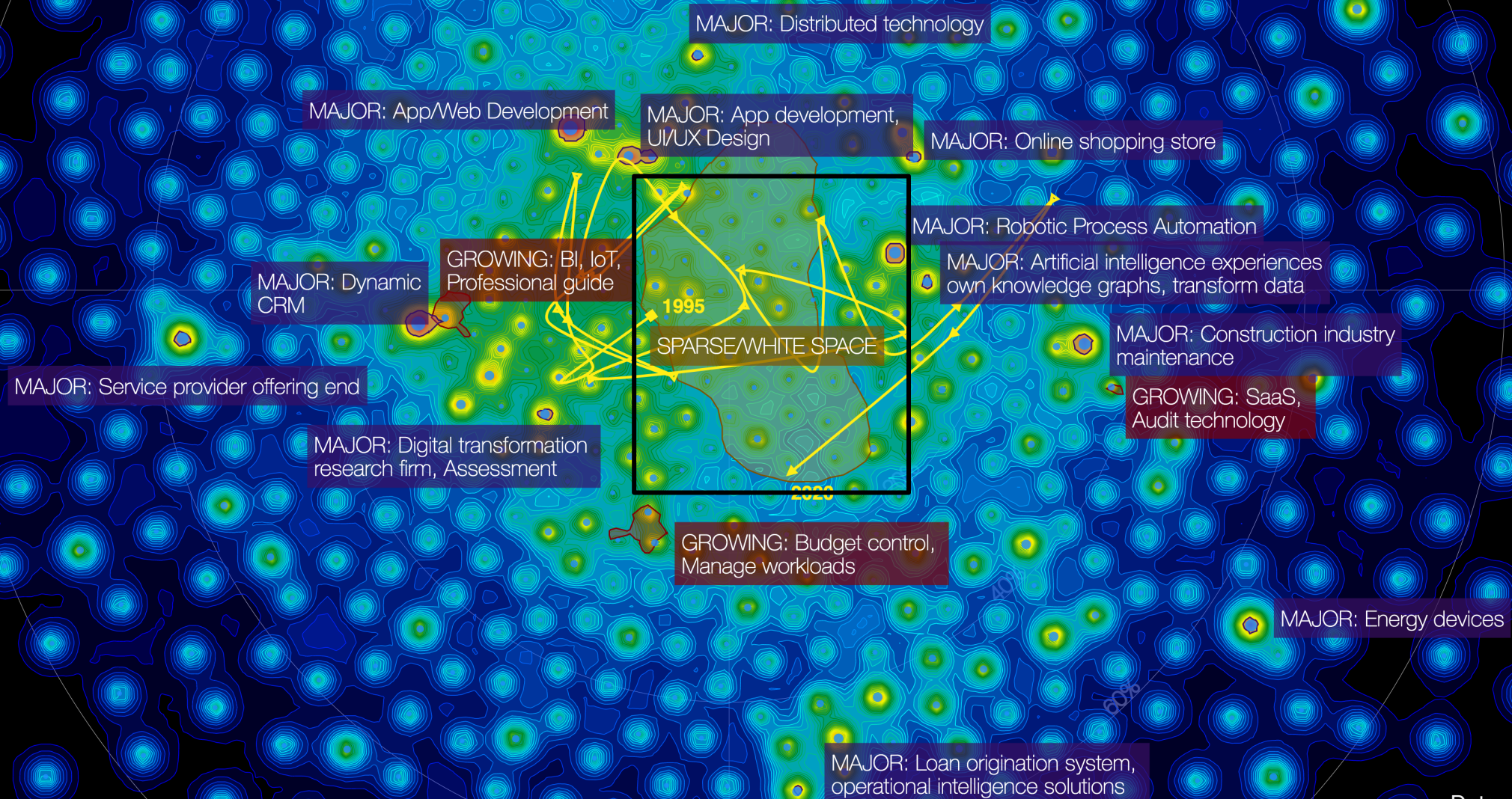
Data source: Crunchbase
Number of Companies: 992

What are the opportunities created by digital transformation?

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MAJOR: Distributed technology

MAJOR: App/Web Development

MAJOR: App development, UI/UX Design

MAJOR: Online shopping store

MAJOR: Robotic Process Automation

GROWING: BI, IoT, Professional guide

MAJOR: Artificial intelligence experiences own knowledge graphs, transform data

MAJOR: Dynamic CRM

MAJOR: Construction industry maintenance

1995

SPARSE/WHITE SPACE

GROWING: SaaS, Audit technology

MAJOR: Service provider offering end

MAJOR: Digital transformation research firm, Assessment

2020

GROWING: Budget control, Manage workloads

MAJOR: Energy devices

MAJOR: Loan origination system, operational intelligence solutions

Data source: Crunchbase
Number of Companies: 992

VALUENEX

VALUENEX at a Glance

10+ years

190+ major corporate clients

20+ industries

VALUENEX is a big data predictive analytics company that specializes in **text data visualization through its proprietary algorithms** to detect trends and white spaces focusing on **strategy development and decision guidance** – performing 100+ **consultation projects** per year to leading companies and public institutions – as well as an **analytics platform licensor**.

42% **Global Fortune 500**
Japanese companies

69% **Thomson Global Innovator 100**
Japanese companies

Some of our clients

HONDA

Energia

SUMITOMO BAKELITE CO.,LTD.

SAPPORO

RICOH

A Picture is worth a Thousand Words

Text

AMOUNT OF DATA: 1

PROS:
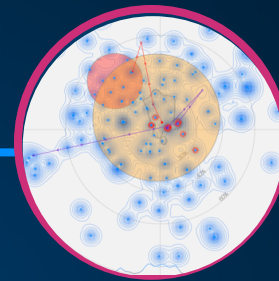Familiar

CONS:
Incremental work,
time-consuming

Sound

AMOUNT OF DATA: +

PROS:
can be done in parallel with
other tasks

CONS:
passive and more difficult to
remember

Image

AMOUNT OF DATA: ++

PROS:
can be understood at a
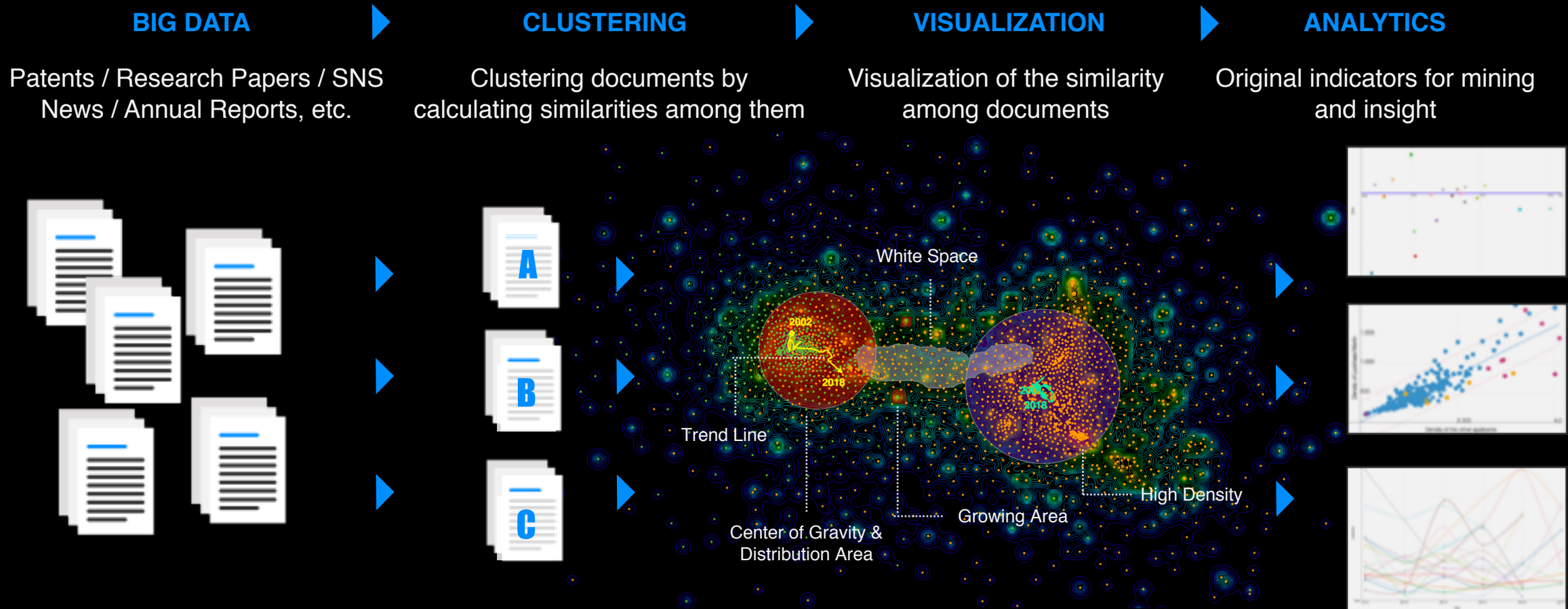glance

CONS:
may require captions

Video

AMOUNT OF DATA: +++++

PROS:
feels whole

CONS:
incremental work,
time-consuming

Our Approach: Flow of Panoramic View Analytics

Our visualization methods allow the user to 'see and understand' the entirety of large amounts of data rather than 'searching and reading' individual documents.

BIG DATA ▶ **CLUSTERING** ▶ **VISUALIZATION** ▶ **ANALYTICS**

Patents / Research Papers / SNS News / Annual Reports, etc.

Clustering documents by calculating similarities among them

Visualization of the similarity among documents

Original indicators for mining and insight

A

B

C

White Space

Trend Line

2002

2018

2018

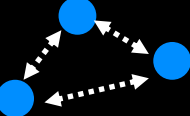Center of Gravity & Distribution Area

Growing Area

High Density

Understanding the Radar

Gain actionable insight for strategy-making by analyzing output (distance, density, white space, distribution, and more) of the radar chart.
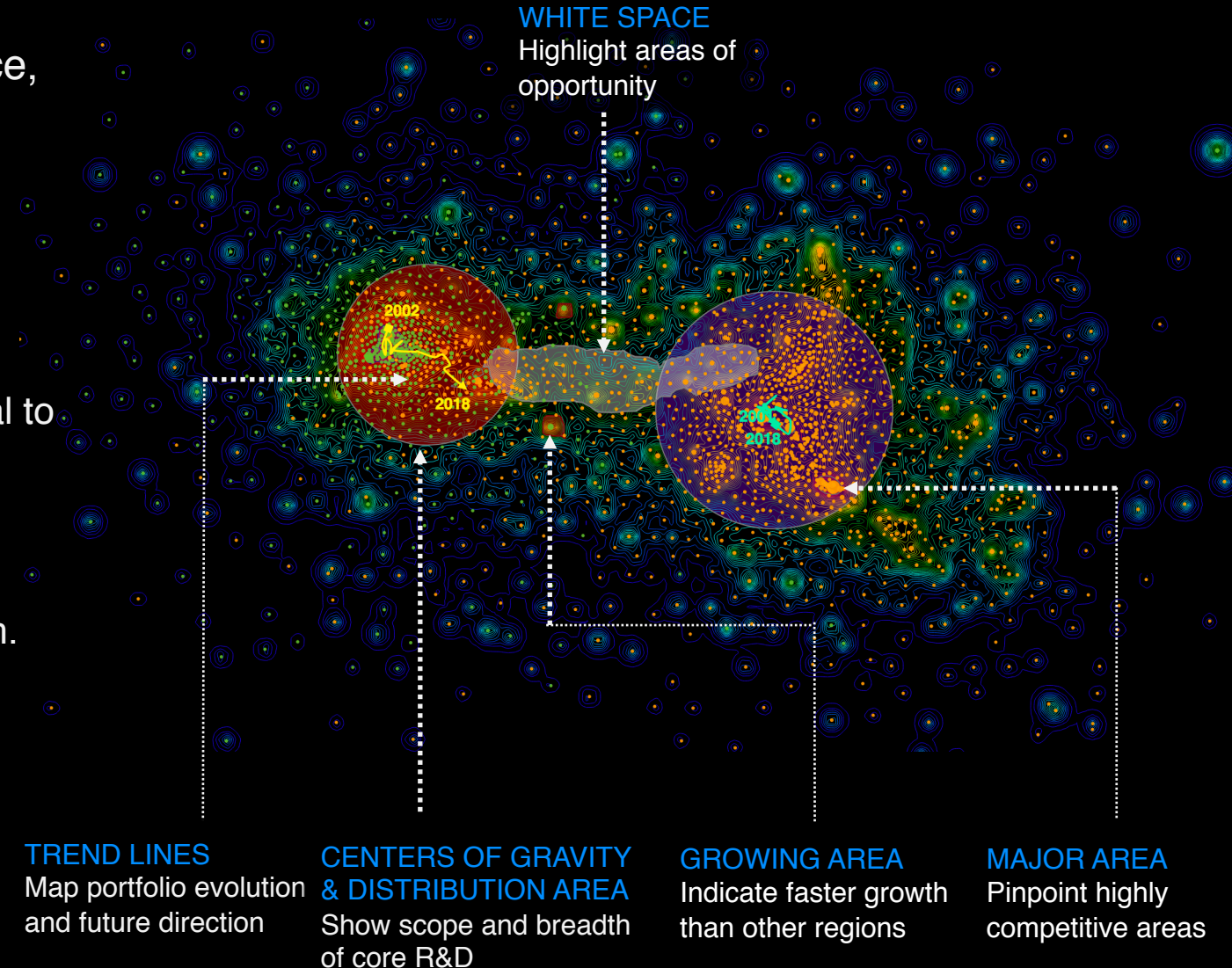
Each circle is called a **cluster**.
They contain similar documents.

The **size** of each cluster is proportional to the number of documents in it.

The **distance** between clusters indicates the similarities between them.

The axes have no particular meaning.

WHITE SPACE
Highlight areas of opportunity

TREND LINES
Map portfolio evolution and future direction

CENTERS OF GRAVITY & DISTRIBUTION AREA
Show scope and breadth of core R&D

GROWING AREA
Indicate faster growth than other regions

MAJOR AREA
Pinpoint highly competitive areas

Contact Details

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