# The Dataset

<table>
<thead>
<tr>
<th>DATABASE</th>
<th>FOUNDED DATE</th>
<th>FOCUS</th>
<th>COMPANIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crunchbase</td>
<td>1995〜2020</td>
<td>Description Keyword as ‘Digital Transformation’</td>
<td>992 Startups (Sampled out of 1,994)</td>
</tr>
</tbody>
</table>
Digital transformation overview

Data source: Crunchbase
Number of Companies: 992

MAJOR: Distributed technology
MAJOR: App development, UI/UX Design
MAJOR: App/Web Development
MAJOR: Online shopping store
MAJOR: Robotic Process Automation
MAJOR: Artificial intelligence experiences own knowledge graphs, transform data
MAJOR: Construction industry maintenance
GROWING: SaaS, Audit technology
GROWING: Budget control, Manage workloads
GROWING: BI, IoT, Professional guide
MAJOR: Dynamic CRM
MAJOR: Service provider offering end
MAJOR: Digital transformation research firm, Assessment
MAJOR: Loan origination system, operational intelligence solutions

Data source: Crunchbase
Number of Companies: 992

VALUENEX Radar link
What processes are being digitally transformed?

Data source: Crunchbase
Number of Companies: 992
What kind of technologies are needed for digital transformation?

Data source: Crunchbase
Number of Companies: 992
What are the opportunities created by digital transformation?
What are the opportunities created by digital transformation?

Data source: Crunchbase
Number of Companies: 992
VALUENEX at a Glance

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**.

Some of our clients

- **42%** Global Fortune 500
  Japanese companies

- **69%** Thomson Global Innovator 100
  Japanese companies
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 visualization methods allow the user to ‘see and understand’ the entirety of large amounts of data rather than ‘searching and reading’ individual documents.

Our Approach: Flow of Panoramic View Analytics

**BIG DATA**
Patents / Research Papers / SNS News / Annual Reports, etc.

**CLUSTERING**
Clustering documents by calculating similarities among them

**VISUALIZATION**
Visualization of the similarity among documents

**ANALYTICS**
Original indicators for mining and insight
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.

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- **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.
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