

Global Business Hackathon

Company Name: Ansys

Title: On Demand Market Research of Emerging Engineering Trends

Business Challenge Description:

Scientific/engineering discoveries become industry and mega trends following a path similar to this: The Scientific / engineering discoveries are made in R&D groups at academic institutions, government agencies or private companies -> promotion of the discovery & market opportunity by their innovators, thought leaders, early investors, etc. -> technical breakthroughs to make the discoveries viable -> substantial investment flows by market players & strategic alignment of their businesses to harness the value of those discoveries.

There is a lot of information in social media chatter, industrial magazines, company presentations, their SEC reports, etc. Today, we have to buy reports from consulting companies specialized in market research. The problem is that these reports are expensive, available for only certain technologies / industry trends, and are created / updated only periodically.

Expected Business Solution:

Create a web platform/service that mines the internet, aggregates the information pieces based on relevance & popularity, and presents this information on-demand in a consumable form. For example, I input in "hybrid propulsion" or "hydrogen as a fuel," and an information map on items such as centers of engineering activity, key influencers (people, companies), investment activity, etc. is created on the fly.

Tools & Technology:

Any Open Source tool can be used.