

U B E R **facebook.**

Alibaba.comTM **airbnb**

The number of Bits of information stored in the digital universe is thought to have exceeded the number of stars in the physical universe in 2007.

1,000,000,000,000,000,000,000



WE ALL
BLEED
THE SAME
COLOUR

4/2
THI
TA
TH
BUT



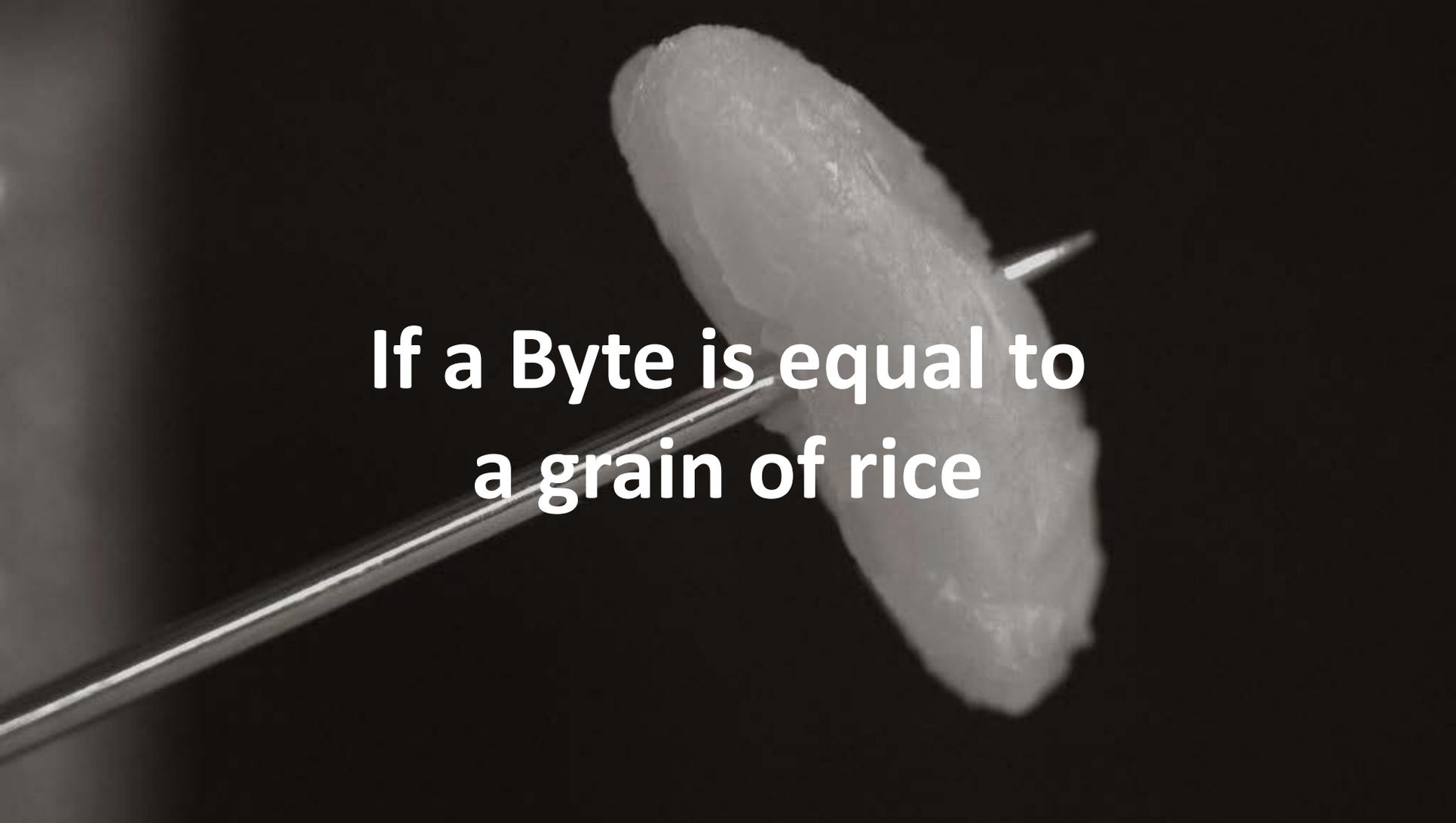


Google



You Tube

**Let's try make
sense of it all**

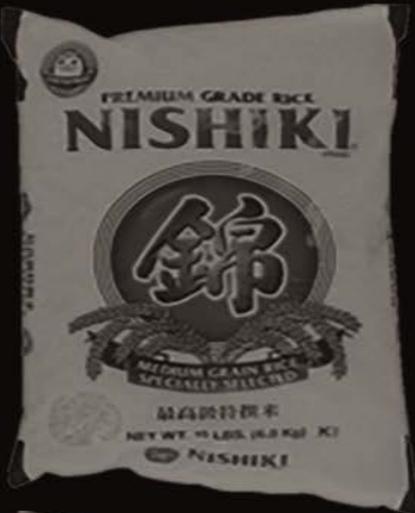
A close-up photograph of a single grain of white rice held on a metal needle against a black background. The rice grain is oval-shaped and has a slightly textured surface. The needle is thin and metallic, passing through the center of the grain. The lighting is soft, highlighting the grain's texture and the sharp point of the needle.

**If a Byte is equal to
a grain of rice**



kilobyte

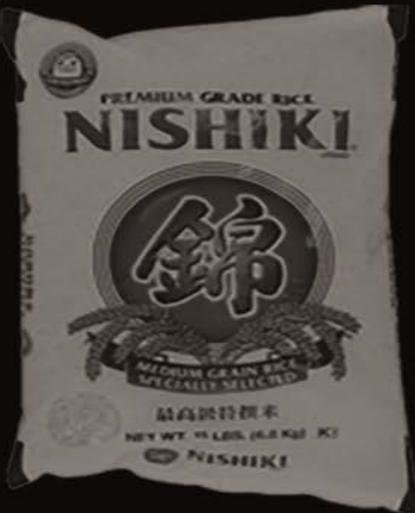
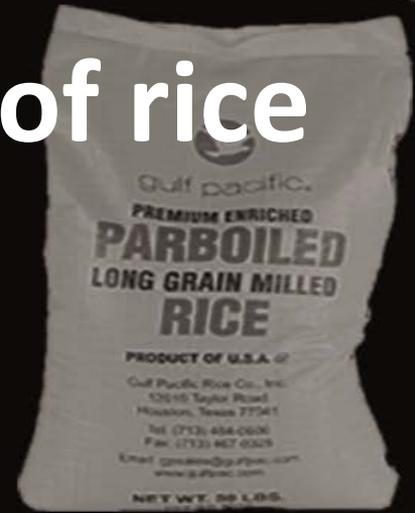
cup of rice



Megabyte



8 bags of rice



A line of white Gilberts Mack trucks with trailers parked in a desert landscape. The trucks are arranged in a line, receding into the distance. The lead truck is a Mack truck with 'GILBERTS' on the roof and 'ROAD' on the bumper. The trailers have 'Gilberts' and 'Mack' logos. The background shows a rocky, hilly desert landscape under a clear sky.

Gigabyte

3 trucks



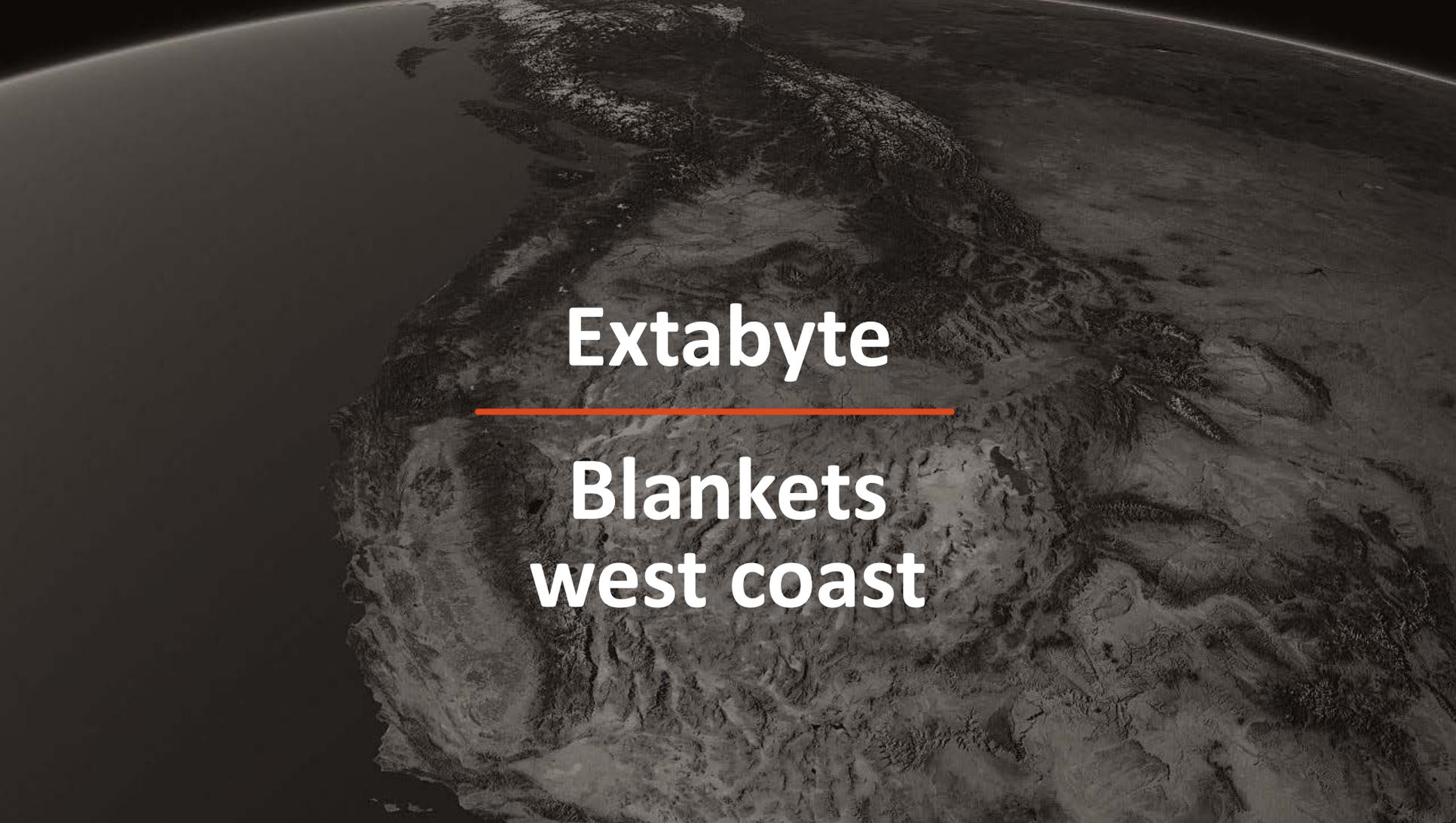
Terabyte

2 container ships



Petabyte

**Blankets
Manhattan**



Extabyte

**Blankets
west coast**



Zettabyte

**Fills the
Pacific Ocean**



Yottabyte

**An Earth sized
rice ball**

(that's 1,000,000,000,000,000,000,000 bytes)



HOBBYIST

Byte

Kilobyte



DESKTOPS

Megabyte

Gigabyte



INTERNET

Terabyte

Petabyte



BIG DATA

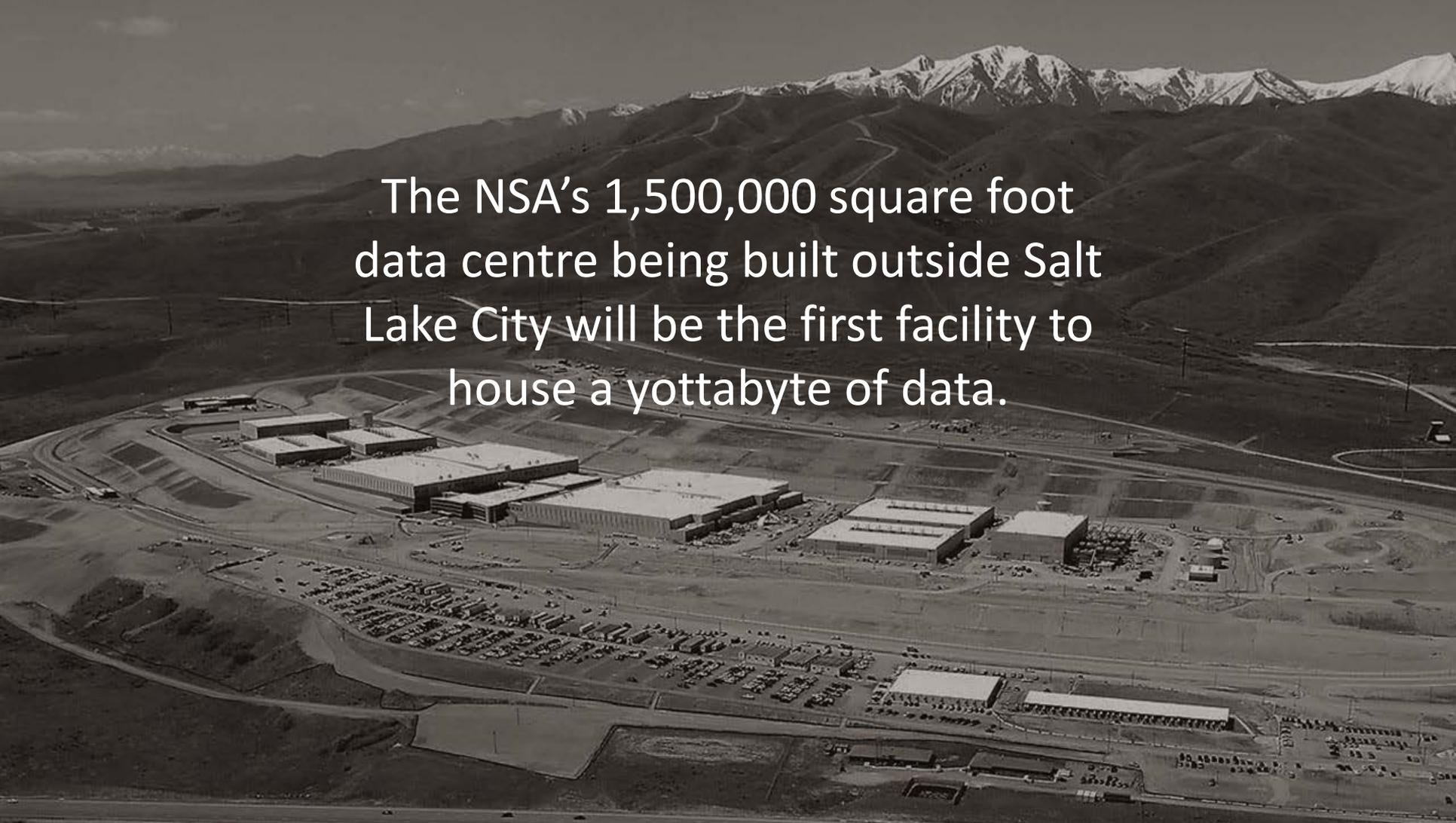
Extabyte

Zettabyte



THE FUTURE?

Yottabyte

An aerial photograph of a large industrial facility under construction in a desert landscape. The facility consists of several large, rectangular buildings with flat roofs, surrounded by extensive parking lots filled with vehicles. The surrounding terrain is arid and hilly, with snow-capped mountains visible in the background under a clear sky. The text is overlaid in the center of the image.

The NSA's 1,500,000 square foot data centre being built outside Salt Lake City will be the first facility to house a yottabyte of data.



In 2020, 30 billion devices.



Profitability = Revenue - costs



Balance of micronutrients, minerals, and biotic life in soil as carefully as they manage the balance in their bank account



Calculating the bottom line for a farm is harder than for most businesses.



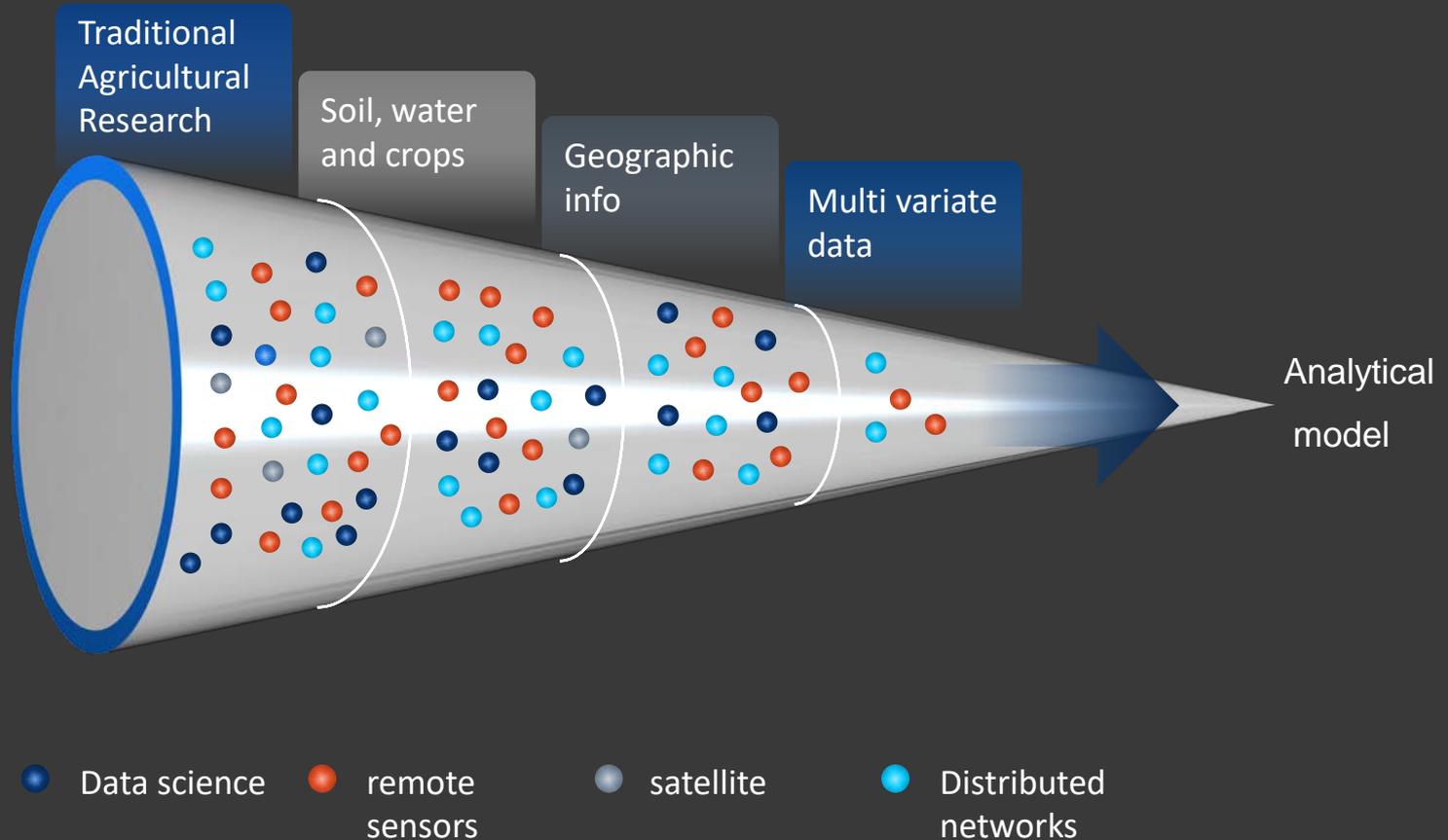
Farmers know farming



Underfunded Agritech



Using agricultural data meaningfully.





Triple production and reduce labor with irrigation



Take the guesswork out of balancing



Increased productivity on farms through irrigation on a smaller footprint of land



Data = knowledge = Education

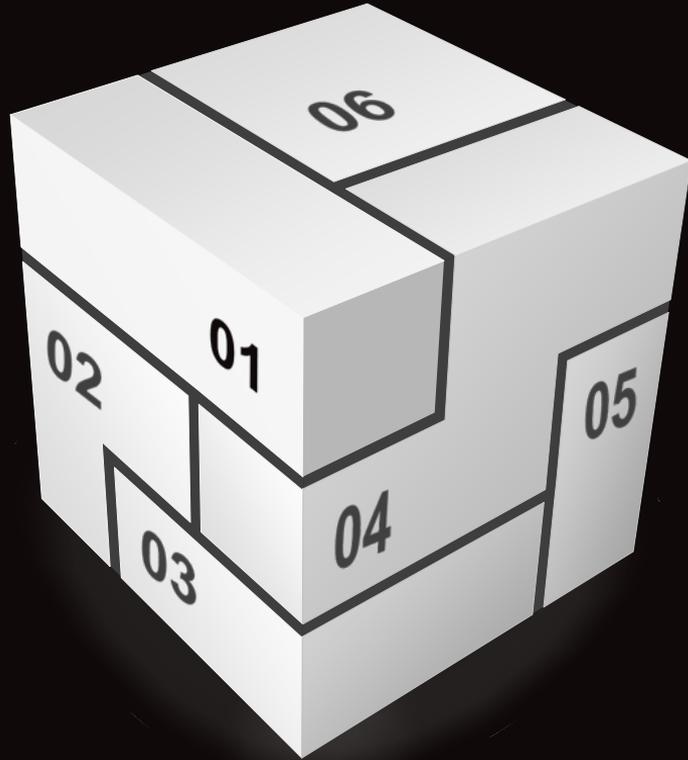


New perspective on farming leads to a greater understanding of the complex systems that make up the global food system.



Being able to accurately analyze farming systems with this kind of detail is fundamental for sustainable intensification

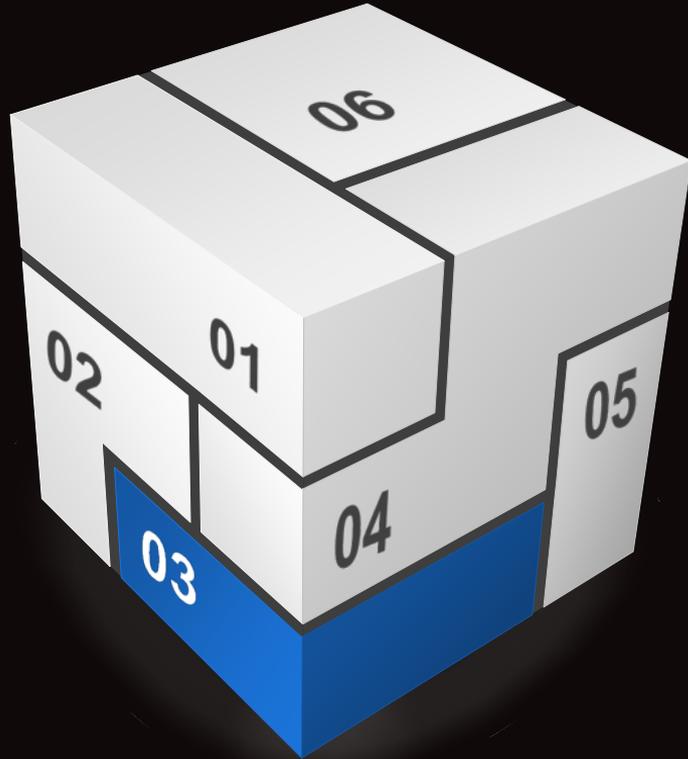
How do I know where to start



Objective



Factors

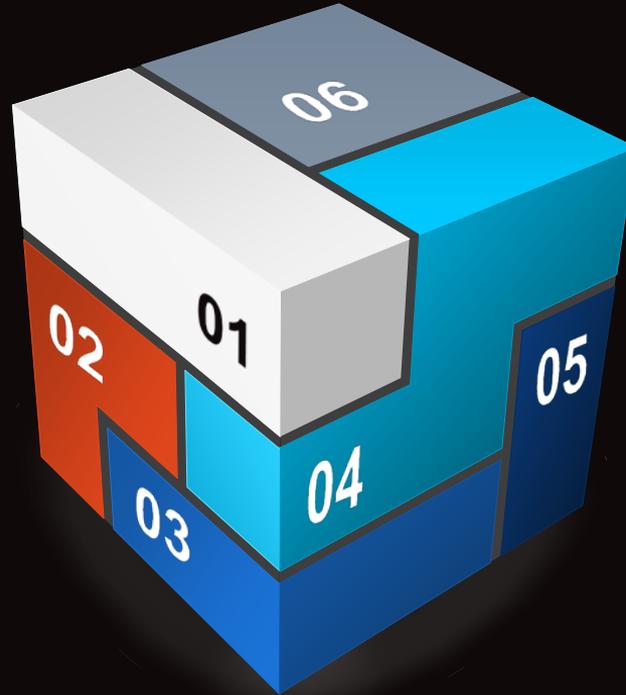


Activities

Build statistics that reveal cause and effect

Persistent

the outcome of a given action at one time will be similar to the outcome of the same action at another time



Predictive

causal relationship between the action, the statistical measures and the desired outcome.

A data driven strategy to manage the cause-and-effect relationships





Petabyte
Blankets
Manhattan

Wisdom of the crowds

Who should you vote for?

1

Associates with crooked politicians, consults with astrologists, has 2 mistresses, chain smokes and drinks 8-10 martinis a day.

2

Kicked out of office twice, sleeps until noon, drinks a quart of whiskey a day and smoked opium in college.

3

Decorated war hero, is a vegetarian, doesn't smoke, drinks an occasional beer, and has never cheated on his wife.



Associates with crooked politicians, consults with astrologists, has 2 mistresses, chain smokes and drinks 8-10 martinis a day.



Kicked out of office twice, sleeps until noon, drinks a quart of whiskey a day and smoked opium in college



Decorated war hero, is a vegetarian, doesn't smoke, drinks an occasional beer, and has never cheated on his wife,



Roosevelt

Associates with crooked politicians, consults with astrologists, has 2 mistresses, chain smokes and drinks 8-10 martinis a day.



Churchill

Kicked out of office twice, sleeps until noon, drinks a quart of whiskey a day and smoked opium in college.



Hitler

Decorated war hero, is a vegetarian, doesn't smoke, drinks an occasional beer, and has never cheated on his wife.

No amount of gigabytes in
the universe can measure
the emotional characteristics,
personality and inner soul
of a human

**Predicting the future is
more valuable than
understanding the past**



Google

TESCO



A data-driven approach to reducing
waste across their entire supply chain



Terabyte

2 container ships

X 100's

weather

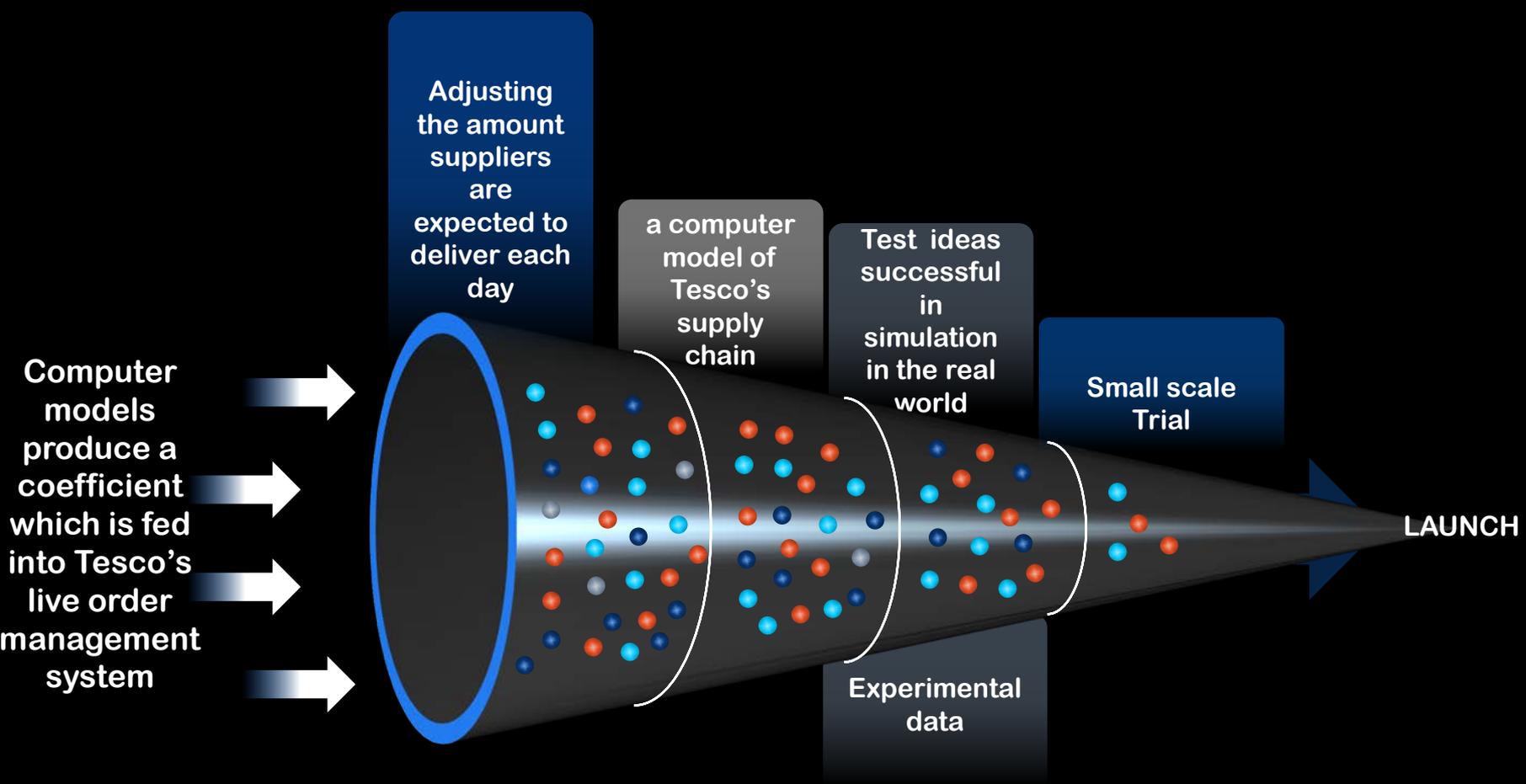


6MM

Shelf-life



30MM



Data is the new oil

It will determine our currency

Fastest growing green startups



90/10 rule

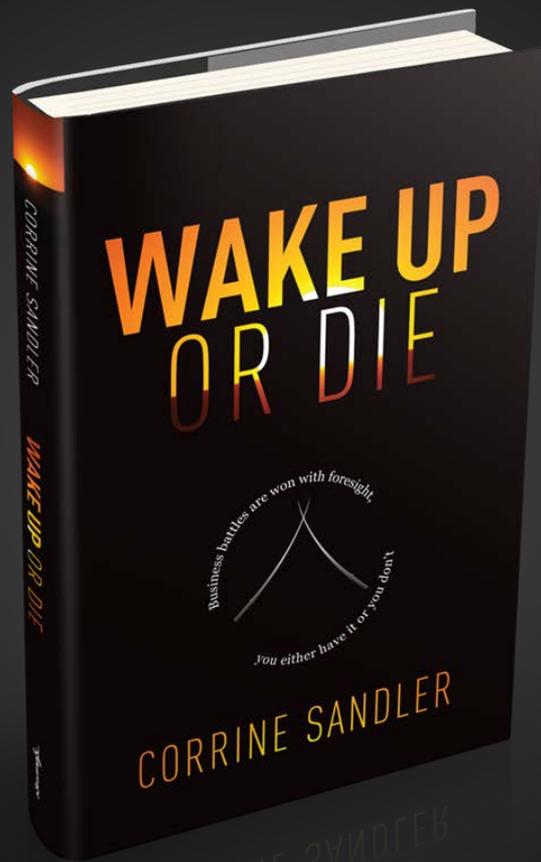
without a proper understanding of the
informationit remains just raw data

Big data is like teenage sex

Everyone talks about it
No one really know how to do it
Everyone thinks everyone else is doing it
So everyone claims they are doing it

alottabytes

You have a choice



WAKE UP OR DIE

Business battles are won with foresight.
You either have it or you don't.

CORRINE SANDLER

CORRINE SANDLER

WAKE UP OR DIE

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