

The sea of data society generates each second offers boundless possibilities for your industry—and for humankind.



Guillermo Sapiro is an engineering and computer science professor, and **Helen Egger, M.D.**, is a faculty member at the **Duke School of Medicine**. Together with a group of students, they have developed technology to detect autism and other disorders early in a child's life, when intervention is most effective. Now, using ResearchKit, an open source framework developed by **Apple**, Duke is offering a free iOS app, "Autism & Beyond," that parents can use to screen their children. At this point, the goal is to test the technology, not provide at-home diagnosis. But eventually, "We hope this app will increase access to mental health and autism screening in cultures around the world," Egger says.



At Duke University, the world's foremost researchers are working together on data-driven projects to address significant issues in health care, energy, finance, and consumer decision-making that could revolutionize industries like yours. The **Information Initiative at Duke (iiD)** is the hub of this activity.

Corporate partners catalyze this research and translate it into tools for the marketplace. They also provide Duke students of all levels—from undergraduates to doctoral students—with professional development experiences outside the classroom, building recruitment pathways for tomorrow's Big Data experts. Companies benefit from the energy and brilliance of our students by giving them real data challenges to solve.

You know the crucial role data analytics plays in your business's success. You know about the types of problems it can address. Partner with iiD and together, we can shape the future.

Tackling Complex Issues with Big Data

Finance and Philanthropy

Fidelity Charitable provides students with research and internship opportunities, challenging them to find new ways to use Big Data to connect, empower, and engage donors.



"Last summer, my team worked with Fidelity Charitable's data, designing

an information system to provide insight into philanthropic trends. Engaging with industry stakeholders helped us fine-tune our model and our communication skills. At the end of the internship, we presented our work to Fidelity Charitable's senior leadership team. The experience was unparalleled."

YUNCHU HUANG '16

Health and Medicine



Accenture is teaming up with iiD and Duke Medical Center to address client-specific challenges, such as using predictive analysis to build effective programs for managing diabetes. Students will collaborate with Accenture professionals on structuring and organizing patient data, gaining experience translating clients' needs into real-world data solutions. In turn, their work will help Accenture achieve sustainable business outcomes.

Energy and the Environment

Duke's trailblazing **Energy Data Analytics Lab** transforms information into solutions that can improve our world's energy systems. Working closely with industry and policy leaders, Duke researchers are applying advanced analytics to make energy more accessible, affordable, reliable, and clean. They are addressing everything from energy production to new markets to consumer behavior.



Gift Opportunities

We work with partners across all industries. Discover how your business can be stronger. Help create solutions to significant global problems. And help grow a generation of students ready to lead in a data-rich world.

Research and Innovation

Fuel forward-thinking research that transcends traditional boundaries.

- **Provide precious seed funds** to jump-start new data-based research.
- **Support graduate or postdoctoral fellows.** Fellowships attract exceptional young scholars to Duke who will mentor undergraduates and make invaluable contributions in our labs.
- **Fund a designer-in-residence** to create data visualization for significant projects.

Talent Development

Grow a pipeline of students who can apply data analytics to meet key business objectives.

- **Give students exciting opportunities to sharpen their client-focused skills** while working on data problems your company is facing today.
- **Strengthen iiD's faculty bench** by bringing a professor of the practice to Duke. This industry expert will teach students how data analytics intersects with the real world.

Join us in building data-powered solutions, and leaders, that will move the world forward.