BattleFin

VIRTUAL DISCOVERY DAYS
RE:OPENING
THE WORLD

Actionable Data > Now More Sector Focused than Ever!

BattleFin's Virtual Discovery Day consists of **3 days** of thematic content focused around **RE: Opening the World.** The event runs from May 19th - 21st from 9AM to 11AM daily. Each day has a different theme: **Transportation, Consumer Staples,** and **Entertainment**.

…but what about the One-to-One Meetings?

We'll also be hosting curated **One-to-One meetings** in the form of something we call a **CONNECT**. They can be scheduled with any available data provider through BattleFin's **Ensemble** platform at any time, with meetings *not necessarily the day of the event*!

CONNECTs bring you face-to-screen with the most interesting alternative data providers in the world. **Ensemble** brings you face-to-screen with their **ACTUAL DATA** that you can test – *LIVE* at your desk. Together, **BattleFin** has a powerful system for sourcing, testing, evaluating and purchasing alternative data – maybe even more so in these *COVID-19 times*. AND, thanks to an ongoing partnership, **Jefferies** is now extending this power to you…

Jefferies

Sign-Up through your Jefferies Sales Rep and Receive ONE MONTH of Ensemble FREE!
Which Comes Standard w/ Unlimited CONNECT Meetings for that Month // a $2K Value!

* Offer available to NEW Ensmble Users ONLY.
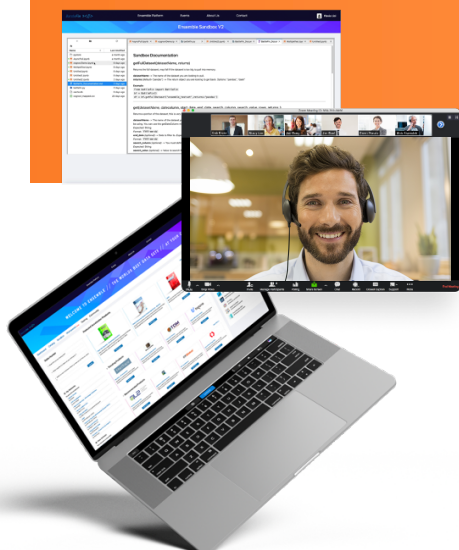
Schedule your meetings with interesting data providers anywhere, anytime. You won't have to block out an afternoon, rearrange your schedule, or miss out on meetings due to capacity or scheduling conflicts.

Meeting scheduling will open on May 15th. Contact your Jefferies Salesperson and they will get you a 1 month Complimentary subscription to Ensemble (which is usually $2k per month)

Day 1 Tuesday, May 19th

RE: Transportation
Airlines, Trucking, & Freight
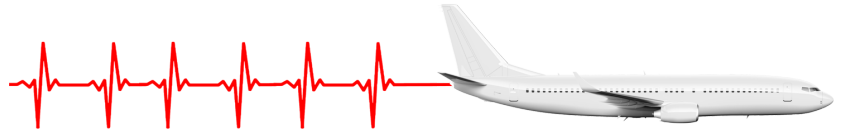
9:00am

Topics Include:
Airlines Rebound? Or Full Recovery? Predicting the New Normal...

Vertical Knowledge: Ryan Schreiber, VP, Financial Services - Based on increased demand for public data related to airlines, cruises, and rental cars, among other location based data sets. The travel data VK collects is helping to provide clients insight into Covid-19's global, regional, and local impact, as well as when and where the economic recovery process takes place. They use web scraping / robotic process automation to derive data.

DataPulse: Jeff Schmidt, Founder and CEO - Introducing a new Product leveraging web data for airline usage and capacity. Jeff is a pilot and aviation industry enthusiast as well as a two-decade veteran entrepreneur, IT security leader, and Internet infrastructure expert. Prior to starting DataPulse in 2015, Jeff founded JAS Global Advisors LLC in 2003 – an IT security consultancy which architects and delivers security and risk management solutions for a full range of government and private sector clients.

Moderated by Rayne Gaisford from Jefferies

9:30am
Looking to Asia to Understand Global Recovery

Jiguang: Alan Wong, VP, Head of Financial Market Products - Explore App Tracking and Geo-Location products and analysis that tracking of foot traffic in China. Will look at predictions for a V-shaped recovery to initially rebound at 65% based on usage stats from 1.4 million apps spanning 1.3 billion users. Starting with car hailing analysis, holiday traffic analysis, and moving into foot traffic on 1,000 locations (malls, restaurants, etc.). The data will show capacity levels and views into what to expect. This should be a good proxy for what to expect in Europe and North America as restrictions are lifted.

ChinaScope: Tom Liu, CEO - Detailed view into Chinese A-share customer momentum showing Customer & Supplier trends before and after COVID-19 turbulence. Understand major suppliers of listed companies, disruptions to their operations and downstream impact as it relates to the both the customer and supplier stock price fluctuations.

Moderated by Austin Burkett from Refinitiv

10:00am
Looking to Understand Recovery Levels + Patterns

Skyscanner: Matt Williamson, Commercial Lead (EMEA) Data Products - Getting into the depths of the airline network composition leveraging daily as inputs into key metrics such as Revenue Passenger Kilometers, Passenger Revenue per Available Seat Kilometer (PRASK / PRASM); Operating Revenue per Available Seat Kilometer (RASK / RASM) while overlaying supply, scheduling, and capacity data such as Available Seat Kilometers (ASK) to understand where this market is going by Region and by Airline. Look at projections indicating the U.S. / North American market is six-weeks behind trends in Asia and Europe.

Revelio Labs: Ben Zweig, CEO - Web scraped employment data from online public profiles, resumes, and job postings and how to leverage that to better understand individual airline's recovery expectations. While employment data is commonly thought to be macro in nature, see how tracking of employment data for individual airlines can help predict what to expect with the airlines labor market recovery.

Moderated by Keith Augustyn from BattleFin

10:30am
Keep On Truckin' - Freight Market Predictive Analytics for Trucking, Rail and Maritime

FreightWaves: John "JT" Engstrom, Chief Strategy Officer with Market Experts Michael Baudendistel & Henry Byers - Exclusive insights, actionable intelligence, and forecasted freight rates. Covering all modes: trucking, rail, intermodal, ocean, air, warehousing and barge. Monitor all of elements that impact the freight market – trucking spot and contract rates, fuel, demand, capacity, volumes, seasonality, weather, breaking news, risk-management, equipment values and the global freight marketplace.

Moderated by Chris Petrescu from CP Capital

Day 2 Wednesday, May 20th

RE: Consumer Staples
Food Service & Supply Chains

9:00am

Topics Include:
Reopening the Economy: Which Sectors Will Open; Which Will be Forever Changed?

Edison: Sarah Smith, Senior Director - Anonymized e-Receipts from a proprietary machine learning product. Leveraging extracted ride-hailing, food delivery, retail, marketplaces, and groceries data using product / brand level insights to map consumer purchase behavior with volumes, pricing changes linked to company tickers as a leading indicator of business recovery and to what extent. See the economic downturn in the data prior to company reported numbers and understand how a company that beats analyst estimates one quarter can have a negative surprise the following.

TruePublic: Kaben Clauson, Co-Founder & CEO - Sentiment and survey data sourced in a proprietary platform to understand online versus in-store shopping plans by demographic; views into brand preferences, plans for people to return to work in the office versus embracing a partial work from home model, etc. Understanding what people plan to do, and harnessing that data to understand individual differences across a dataset, segments an understanding of customers beyond demographics and produces more nuanced interpretations of consumer trends.

9:30am

From Crops to Kroger: Impacts on Food Production & Distribution

WeatherSource: Mark Gibbas, CEO - How weather can be used to forecast Retail and Groceries chain impacts amid COVID-19 – opportunities and use cases to be presented relative to Corporate earnings. Pressure on food supply chain and how that impacts sourcing; shortages relative to weather & COVID-19; impact on GMO seeds. Use cases of weather impact on Supply Chain and how this will impact consumer trends. Meat Industry: risk factors for plants that must be kept cool. Regional & City analysis showing signal between temperature and humidity patterns that impact COVID-19 transmission levels. Weather impact to perishables and grocery store chains.

Helios: Dr. Gerwin Schalk, Chief Scientific Officer - Kroger use case and how their product can detect distress in a speaker on an earnings call, connecting that distress to market outcomes. Case Studies to show how extracting voice tones and specific word usage relative to conflicts with positive statements made by Executive Management on Earnings calls. Quantitive information focused on individuals and their historical communication patterns. Fundamental analysts will benefit based on their specific questions they ask of Executive management. Understand specific companies where the tone has changed.

Moderated by Mark Herrmann

10:00am

Amazon's Success Amid COVID-19 - Can it be maintained?

SuperFly Insights: Jonathan Meiri, CEO - Consumer purchase behavior from new Amazon dataset detailing product / brand level activity mapped back to their respective companies. Determine the magnitude of Amazon's benefit around COVID-19 and be in a position to understand how to leverage these daily insights to determine the magnitude of change as the economy reopens. Weekly trends for Purell, n95 masks, canned foods versus perishables, and how impact to these will change should a vaccine become available. Specific insights into Uber and Lyft and how tracking of these e-receipts as a real-time signal to predict Global rideshare trends as well as city-level detail in the U.S. translating into predicted revenue impact.

Moderated by Keith Augustyn from BattleFin

10:30am

Is Online here to stay vs. Brick and Mortar? Insights from restaurants, grocers, e-comm, food delivery trends and location services shine a light

M Science: Steve Weinstein, Senior Analyst; Head of TMT Research & Matthew Goodman, Senior Analyst; Consumer Research, will share exclusive intelligence based on their restaurants, grocers, e-commerce and food delivery research trends relevant to economic recovery and current consumer behavior. M Science has an 18 year legacy of gaining the trust of investment professionals and corporations around the world by delivering data-driven competitive insights and intelligence.

Foursquare: Gavin Mohrmann, Senior Director Business Development - The leader in Location Intelligence, providing solutions, tools, and data to help the world's largest companies monitor and translate activities in the physical world in an effort to enrich consumer experiences and inform business solutions.

Moderated by Tim Harington from BattleFin

Day 3　Thursday, May 21st

RE: Entertainment
Advertising, Sports + Entertainment

9:00am

Topics Include:
Nexus of Alternative Data and Sports: An Insiders Perspective

Sterling Select Group LLC: Chris Golden, Founding Partner; VC firm with deep inroads in the sports, entertainment, media, and real estate industries. With an ownership interest in the New York Mets since 1980 (and its Cyclones Farm Team), as well as the developer, builder, and operator of Citi Field, Sterling is uniquely positioned to provide foresight into how the industry plans to adapt as well as what to expect on the road to recovery.
Moderated by Marc LoPresti from BattleFin

9:30am
Stats & AltData: Unprecedented Insights for Stakeholders

Joe Banner: Former President, Philadelphia Eagles
Pete Najarian, Co-Founder, Market Rebellion, former linebacker for the Tampa Bay Buccaneers and the Minnesota Vikings
Moderated by Pete Najarian from Market Rebellion

10:00am
Alternative Data and Fan Insights

Congnovi: Beni Gradwohl, Co-Founder & CEO - Predictive analytics using specific emotion and intent algorithms to determine the human decision-making process and predict what people will do next with a focus on the global entertainment industry.
LexisNexis: Tracey Boylston, Director & Mark Davis, Data Integration Specialist - Showcase data relating to predicting the NFL draft that can also be leveraged for the NBA draft. Using Alternative data to select the best players possible. Show how to identify the top 100 prospects and how do they compare to the top 100 mentioned in both news and sports blogs. Compare the news and blog mentions and which teams had the most, showing hot to predict draft outcomes.
Moderated by Mike Tannenbaum from ESPN

10:30am
Events without Fans:
NEW Revenue Generation Paradigm

Lotame: Jason Downie, Chief Revenue Officer - A view of the attributes and behaviors associated with consumers on the path to purchase with analysis of specific audience behaviors. Analysis of global audience segments to gain insights into customers, visitors, viewers and users and how they interact with brands. Proprietary Lotame Precision Demographic Audiences, Lotame Pre-Packaged Audiences, and Lotame Co-Branded Audiences, including SmartTV audiences to understand the consumer's path to conversion and loyalty including analysis of past purchase behavior, household income, and propensies for specific brands.
Moderated by Jon Najarian from Market Rebellion

Click to Register for Content Sessions

If you're interested in having meetings, contact your Jefferies sales rep for more information