

You wanna cook a big data product? Use these ingredients

Explaining the sources of data or if you want the data assets you can leverage to build a Big Data product upon is quite challenging, especially in these days of *data deluge*.

Last week I had the pleasure to be invited as speaker to the [Center for Digital Technology and Management](#) in Munich... to do exactly that: to provide these brilliant minds with the **ingredients** they need to *cook* a data based product.

I ran the experiment of relying on another emerging internet phenomenon, [the memes](#), to bring the data assets closer to the audience... And it worked!

In the next posts series I will be sharing the integral content of this talk. Just a short summary on the **Big Data Assets** I'm going to be writing about:

- [Man 2 Machine Data Assets](#) or how the wearable devices are going to change the way we think of data
- [Machine 2 Machine Data Assets](#) or how the internet of things opens the door to a new set of big data products
- [Geo-Locating data](#) or how the advent of GPS enable devices boosts the value of our conventional data
- [Internet browsing data](#) or how the online traces we left behind can defeat the data deluge
- [Your core business data](#) or how unlocking the CRM data is a must-do-to-survive
- [Other sources you could buy](#) or how to use external data sources as glue to make sense of internal ones
- **Publicly available data sources** or how critical is to leverage these low-hanging fruits
- **What makes my data really valuable** or which (new) dimensions separate good from great data sources

I hope you enjoy the reading and more important, you start cooking a *tasty and spicy big data product* with all these ingredients