

Previously Sealed-Off Data About Finland Released by Bisnode in a Smart Data Outhack

Helsinki, Finland, 12th of September 2016. On October 21 -23, for the first time, Bisnode will open up access to data about Finnish society in a "Smart Data Outhack" organized together with ArcticStartup. Smart Data Outhack is a unique opportunity for developers, entrepreneurs, analysts and business developers to access previously sealed-off information such as: municipality data, debt numbers, BRIC/Suomi360 classifications and much more. All data is fully anonymized.

Transparency and openness are important trends in the current startup and business world. By making this data available, Bisnode will help arm the future developers with the data they need to solve real time problems and visualise data in a new way. The goal of the event is to make data more tangible for citizens, users and companies.

With this amount of unique data - the possibilities are endless. *"We're challenging participants to create visual tools to help understand what complex data tells us about consumers and predicting their behavior"*, - Pär Österlund, Director of Operations comments.

ArcticStartup is taking a different approach to the event by providing a unique venue and program for the event. Outhack will take place at a remote location - a former villa of the president of Finland, which has been visited by the likes of Gorbachev and Gerald Rudolph Ford. Additionally, the event will have an off-side program focusing on health, meditation, foraging and more.

"We like to push our events to the limit and only make events that we ourselves would like to go to. Villa Upinniemi is a place we have been to many times and hosting a remote hackathon focusing on data, while having access to the nature that is otherwise completely inaccessible seemed like a perfect combination." - Dmitri Sarle, CEO of ArcticStartup.

The event will take place on the weekend of 21nd - 23rd of October and anyone can register to the event, which is limited to 45 participants. Registration closes October 7.

Registration link: <https://www.eventbrite.com/e/smart-data-outhack-powered-by-bisnode-and-arcticstartup-tickets-27673660664>

About Bisnode:

Bisnode is a leading European Data & Analytics company. We help companies to find and manage their customers throughout the customer lifecycle. We do that by pioneering Smart Data to enable our customers to make Smart Decisions. We employ 2,400 people in 18 countries and are headquartered in Stockholm, Sweden.

About ArcticStartup

ArcticStartup is a startup media and events company from the Nordics, operating in three countries and covering the whole of the Nordic/Baltic region when it comes to news. Known for the ArcticStartup.com blog, CoFounder print magazine and the Arctic15 conference, ArcticStartup has been helping to build communities between startups, investors and corporates since 2007.

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