

To
Alexandra Instituttet A/S
Åbogade 34, 8200 Aarhus N
Att: Ole Lehrmann Madsen
Email: olm@alexandra.dk

**Letter of interest for the Societal Partnership proposal
*BIG Data ANalytics Driving Innovation (BigDANDI)***

Central Denmark Region hereby express interest in participating in the Innovation Fund Denmark Societal Partnership BigDANDI as a “Core Partner”/”Governmental Institution”. The partnership is a 4 year effort, starting January 2016.

Our motivation for participating is to become members of a very strong consortium that can contribute with research and innovation in order to unlocking the potential of Big Data as a key enabler for solutions that deal with societal challenges and for creating growth for businesses.

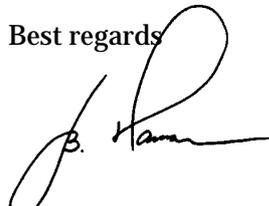
We expect that we can get access to tools and methods that are useful for our own data analysis activities within domains that are relevant for the Region. At the same time we expect the partnership to help public and private organizations to develop new business models, products, services and opportunities based on big data.

We expect to contribute with cases and tasks that challenge the state of the art and require R&D&I to be solved. We can also help with platforms for deployment of the methods and software tools developed in the partnership.

Financially, if the final Societal Partnership application is approved, we expect to provide DKK 5 mio. in funding to BigDANDI. We kindly draw your attention to the fact that the funding has to be confirmed by the Growth Forum of the Central Denmark Region and the Regional Council after the final application has been approved.

The participation and contribution is under the condition that we can accept the final partnership agreement that regulates IPR and NDA etc.

Best regards

A handwritten signature in black ink, appearing to read 'B. Hansen', written over the text 'Best regards'.

Bent Hansen, Formand for Vækstforum

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