

THE DATA ECONOMICS FESTIVAL 2021

April 19 - 23

**A WEEK OF VIRTUAL EVENTS
FREE AND OPEN TO ALL**

**How the confluence of digital data and economics
is transforming the world around us and opening
new avenues to solving the “Big Problems”**



A THOUGHT LEADERSHIP FESTIVAL convening experts, leaders, and futurists to explore what the science of Data Economics makes possible and how our world will change

Topics in

Health Sciences

Finance & Fintech

Climate, Sustainability, Agriculture, and Energy

Personal Data, Gaming, and Entertainment

The Science of Data Economics & Data Economic Operating Systems

Overarching Themes

Data Value & Data Ownership

Data-backed Financial Models in Sectors Beyond Fintech

Pricing and Valuing Data-backed Assets

The Power of Personal & Enterprise Data

Digital Data & Distributed Systems in Sustainability and Climate

Data Economics & Storytelling: Entertainment, Empathy, and More

Empowerment via Data: in Health Care, Agriculture, Finance, and More

Speakers

Experts from:

World Economic Forum

World Food Programme[^]

Smallholder Farmers Alliance

University of Oxford

Columbia University

Yale University

Bristol Myers-Squibb[^]

Pfizer[^]

Techstars

Microsoft

Alnylam

Coelus

Disney[^]

SEC*

CFTC*

AlphaFlow

Venmo

MedAnswers

N of One

Braithwate

Skywalk Capital

Swirl Music

Ferdinand IP Law Group

Stages

Main Stage:

Keynote panels

Debate Stage:

Interviews and Debates

The Soapbox:

Mini-talks and moderated discussions

The Clubhouse:

Ongoing discussions on Clubhouse app led by our moderators and speakers

THEMES THAT PROMPT PASSIONATE OPINIONS AND DISCUSSIONS

Health Sciences

When Precision Medicine and Data Privacy Collide • The Value of Health Data: What is it, and who captures it? • Paying for Outcomes: Can Data Economics power a new era for drug pricing and reimbursement? • Trends in high-cost therapies: how data drives market access • The startup landscape for health data: Real value vs. hype

Finance & FinTech

Are we experiencing “Capitalism without Capital”? The growth of data as an intangible asset, and what we can do about it • The evolving regulatory frameworks for data and digital assets from the bank to the retail investor perspective • Investing in Data: Where is the digital and data asset landscape heading to enable new financial instruments? • Valuing and pricing digital data-backed assets and their derivatives • Accessibility of Digital Instruments in a Data Economic world

Climate, Sustainability, Agriculture & Energy

The Future of Sustainable Industrials: Traceability, Compliance, Waste Management, Financing and Growth • Climate Data-based Accounting and Finance • Digitizing in the Wild: Data Economics and Preserving Biodiversity and Endangered Species • Lead-Acid Battery Management: Preventing an energy solution from causing an environmental disaster

Personal Data, Gaming, & Entertainment

The Power of Personal and Enterprise Financial Data: Landscape, Opportunities, Privacy and Other Challenges •
Quantifying the Power of Story: Where digital data, narrative, publishing, and virtual reality collide • Personal Data Asset
Portfolios: Personal data as a form of market power • Empowering People to Protect and Control their Data-Backed
Assets • Beyond NFTs: Capturing, structuring, expressing, and transacting value as digital data-based assets

The Science of Data Economics & Data Economic Operating Systems

The Scope, Potential, and Fundamentals of Data Economics • Societal Impact of Data as Digital Raw Material •
The Data Economics landscape from cryptocurrencies to utility tokens to NFTs to Data Assets • Data Economic
Methodologies and Applications • Developing the Lydion DEOS and Data Economic Theory • Economic and
Mathematical Concepts in Data Economics • Implementing the Lydion DEOS Methodology

**MODERATED BY EXPERTS WHO RELISH DEBATE AND
AREN'T AFRAID TO DIVE INTO PROVOCATIVE ISSUES**

**AUDIENCE
AND
MARKET REACH**

Participants

1000+

Content and participation opportunities

25+ hours

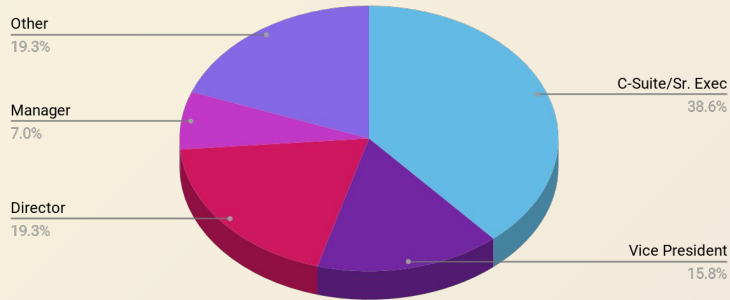
From April 19th to the 23rd

5 days

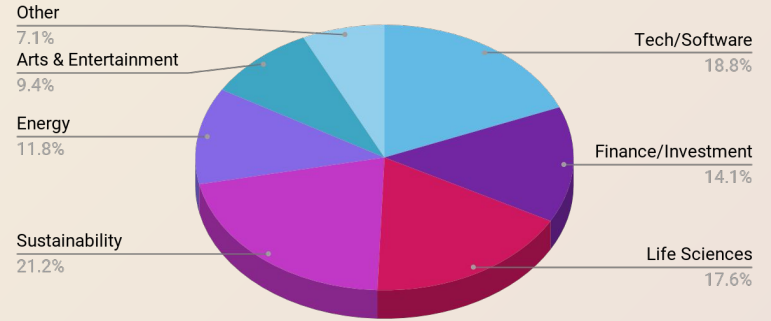
Reaching a unique
thought-leader audience...

PARTICIPANT DEMOGRAPHICS

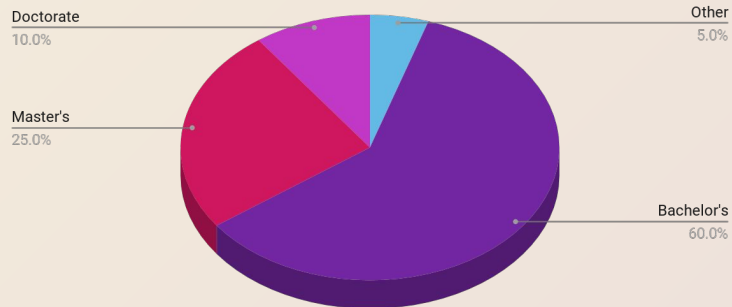
(forecasted)



LEVEL IN ROLE



INDUSTRY/SECTOR



EDUCATION LEVEL

TYPES OF CONTENT

“VIP” CONTENT for registered Lydion Insiders

**CONTENT
RECORDED &
PACKAGED** for durable distribution on
Lydion.com, Lydion Insider,
YouTube, and speaker’s sites

**PARTICIPANT/
AUDIENCE
INTERACTION** via Clubhouse chats -
planned and casual

**INVITED
PARTICIPATION** to join talks/panels during
the week

CALL FOR PAPERS and Call for Proposals

OPPORTUNITIES to set up 1:1 follow-ups with
speakers and hosts

GET INVOLVED!

Organize a panel, interview, or debate

Circulate the Call for Papers and Proposals to your network

Join a panel or talk as a speaker - reach out to us

Submit a short video or piece of written content for Lydion.com/Festival

Moderate a Clubhouse room

Sponsor talks and content

Register Online

festival@lydion.com