

Learning platform **dataX Academy** wins Special Price for „Digital Education“

Big Data is the future! But most companies experience a shortage of adequately trained data experts. Berlin based entrepreneurs Leo Marose and Stefan Berntheisel developed a learning platform that will convey data competency through an entirely new method – interactively and by using real world scenarios. For this concept, the team has now been awarded with the specialty price for “digital education” by the Federal Ministry of Economics at the CeBIT 2017.

Berlin, 21. March 2017 – The demand for experts familiar with topics such as Big Data, Machine Learning and Artificial Intelligence is growing rapidly, but the supply side cannot adequately fill the gap with the according training programs. “Companies continuously collect more and more data to stay competitive - but often do not know what to do with their data, says former strategy consultant Leo Marose. “Very quickly, we realized that we are tapping into a huge market”. Leo founded [dataX Academy](#) together with IT-systems architect Stefan Berntheisel in 2016. The idea: future data scientists and data engineers will no longer only learn how to assess complex data sets in theory, but more importantly in a hands on and practical way. To achieve this, **dataX Academy** provides online courses that contain real world data sets as well as a standalone programming environment. “Users will solve realistic exercises, for example, finding out in which areas of New York the demand for taxis will probably be the highest. “There are more than 1,1 billion real data points readily available”, explains Stefan Berntheisel. Other exercises stem from areas such as marketing, geography or logistics. Courses are developed in close cooperation with industry experts, exposing users to hands on experience through realistic exercises and challenges. “We provide the entire technical infrastructure for the learning platform” says Stefan Berntheisel and adds: “This way, companies are able to train their employees in, for example, data science in a very cost-effective way.” Courses cost between 79 and 300 Euro. With their concept, the team of **dataX Academy** recently won the Startup-Award at Learntec 2017, the largest trade fair for digital learning in Europe. The team has also received an EXIST sponsorship in the amount of 125.000 Euro from the FU Berlin. At this year’s CeBIT, **dataX Academy** will be awarded with the specialty price for “digital education” by the Federal Ministry of Economics, endowed with 10.000 Euro.

dataX Academy is currently preparing a fundraising round – to be able to utilise the potential within the market for Big Data – which is expected to grow to 61 billion Dollar until 2020.

Just a few month after the initial idea of **dataX Academy** Leo Marose and Stefan Berntheisel successfully launched their first product test in summer 2016 in India, Europe and the USA. “Our tests have been very promising so far. Our acquisition costs per user currently lie at one Dollar on average. This is why we are currently working on fundraising to further accelerate our business growth” says Leo Marose. By 2020 the market for Big Data is expected to be worth more than 61 billion dollars and experts anticipate a yearly growth of at least 30 percent. Although there are already some large E-Learning-Players with a wide range of programs active on this market, these trainings are “usually only specialized in very few areas” and “take up a more generalized approach”. Furthermore, “from a didactical point of view, many competitors focus mostly on educational videos and multiple choice tests” according to Stefan Berntheisel. “The need is huge, in the US alone, there is a shortage of more than 500.000 experts for data science, data engineering, etc. In Germany, data experts are even harder to find“. This is why **dataX Academy** is currently focusing on rolling out their learning platform in Germany. Renowned companies such as Daimler, Audi, Siemens and the Boston Consulting Group have already expressed their interest.

About dataX Academy

Berlin based startup **dataX Academy** trains the data experts of tomorrow. With the platform, users not only learn how to assess “Big Data” in theory, but in a hands on and practical way. To achieve this, **dataX Academy** provides online courses that contain real world data sets as well as a standalone programming environment. Courses are developed in close cooperation with industry experts, exposing future data scientists and data engineers to practical experience through realistic exercises and challenges. This allows companies to train their employees in a very cost-effective way.

Behind the idea stand the Berlin based entrepreneurs Leo Marose and Stefan Berntheisel. They have previously built up the online magazine BOXROX – with more than a million monthly page views and international advertising customers such as Adidas, Reebok or Nike. With their concept, the team of **dataX Academy** recently won the Startup-Award at Learntec 2017, the largest trade fair for digital learning in Europe and was awarded with the specialty price for “digital education” by the Federal Ministry of Economics at this year’s CEBIT 2017.

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Further references for dataX Academy

- Winner 1st place at LearnTec 2017
<https://www.learntec.de/website/f%C3%BCr-besucher/learntec-start-up-pitch/index.jsp>
- Winner 1st place of the Businessplan-Competition Berlin-Brandenburg
https://www.b-p-w.de/fileadmin/redakteur/bilder/BPW_2017/Steckbriefe/BPWCanvas-Steckbrief-Platzierung-dataX.pdf
- Further information regarding the specialty price for “digital education”
<http://www.gruenderwettbewerb.de/wettbewerb/runde-2016-1/sonderpreis-digitale-bildung>