



## MicroStrategy & Snowflake Challenge Analytics Enthusiasts to Build Intelligence Apps with CharityBase Data

February 1, 2019

### Teams to Innovate With MicroStrategy 2019™ at Second Annual Datathon

TYSONS CORNER, Va.--(BUSINESS WIRE)--Feb. 1, 2019-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced it will host the MicroStrategy Datathon from February 4 to February 5 at its 22<sup>nd</sup> annual enterprise analytics and mobility conference, MicroStrategy World™ 2019, taking place at the Phoenix Convention Center in Phoenix, Arizona. The Datathon, sponsored by [Snowflake](#), the only data warehouse built for the cloud, is open to registered attendees of MicroStrategy World -- [sign up today](#).

The Datathon is designed to inspire participants to create innovative analytics, AI, big data, or mobile applications using MicroStrategy 2019™ with aggregated data from [CharityBase](#), a free, open-source charity data portal with public information on the activities, locations, and finances of thousands of charities registered in England and Wales. Individual participants and teams with as many as five people will compete and leverage any of the following platform components to build their own custom applications: Rest APIs, Visualization SDK, Data Connector SDK, mobile applications, transaction services, predictive models, real-time visualizations, MicroStrategy Badge™, Dossier™, and Workstation functionality, and much more.

Datathon competitors can also use third-party applications that integrate with MicroStrategy and prepare and develop the necessary code and APIs prior to the event, as long as the finished solution is built on top of the MicroStrategy environment and the CharityBase data set. The data set for this event will be hosted in a Snowflake environment provided at the event. Participants will have training resources and support from MicroStrategy and Snowflake professionals at their disposal to build an immersive solution that may incorporate AI, bots, NLG functionality, or other technologies in conjunction with the MicroStrategy platform.

The competition will kick off at 9:00 a.m. MST on Monday, February 4, and all teams will present their final solutions in the exhibit hall on Tuesday, February 5 from 4:00 p.m. to 6:00 p.m. MST. Conference attendees will be able to vote for the People's Choice award via the MicroStrategy World mobile app. A panel of judges--including Constellation Research Vice President and Principal Analyst Doug Henschen, Snowflake Senior Solution Architect Carlos Bouloy, and MicroStrategy Senior Executive Vice President and Chief Technology Officer Tim Lang--will select the \$10,000 Grand Prize winner and the Lone Wolf award winner.

"This year's Datathon is a call to action for our talented tech-savvy community to hone their skills and use their creativity to explore what's possible," said Mr. Lang. "We invite everyone who is creative and passionate about data and social good to join us at the Datathon. We hope to inspire and challenge unique ways to use data and build cutting-edge solutions that magnify the impact, visibility, and value of thousands of charity groups."

To highlight MicroStrategy's devotion to community outreach and academic advancement, the Datathon will also be open to college and university student participants at no charge, with full access to the MicroStrategy World 2019 conference. To register and learn more about the Datathon's criteria, complete [rules](#) and eligibility requirements, visit the [World 2019 Datathon](#) site and complete your application by 9:00 a.m. MST on February 4, 2019.

Register for [MicroStrategy World 2019](#) today and join the conversation on Twitter with the hashtag [#analytics19](#).

### About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) is a leading worldwide provider of enterprise analytics and mobility software and services. Our mission is to make every enterprise a more Intelligent Enterprise™. MicroStrategy 2019™ delivers modern analytics on an open, comprehensive enterprise platform designed to drive business results with Federated Analytics, Transformational Mobility, and HyperIntelligence™. To learn more, visit [MicroStrategy](#) online, and follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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