

IBM announces pioneering partnership model to accelerate innovation in cognitive and expand its reach beyond the enterprise

nu|story
Foundation

New cognitive cloud collective to pair top-tier academic programs in cognitive analytics with clients whose datasets could hold the solution to our world's most challenging issues.

Benefits

IBM

- Create cognitive client story pipeline
- Sales enablement
- Marketing, advertising, PR and social opportunities abound
- Academia a key influencer segment
- Client engagement and experience
- IBM's rich history of innovation focused on positive impact to human condition
- Increase visibility and presence in start-up world

Clients

- Afford an otherwise unfeasible opportunity for clients to apply Watson to important data sets
- (Need more!)

Academia

- Students get rich case studies
- Solve very real and current world problems
- Become more adept at cognitive analytics
- Part of already existence academic program, rather than a passion project
- Eminence

Nustory story

While working with a few extraordinary clients developing a pipeline of hero stories for IBM Cloud, we began to see great far-reaching implications of the application of cognitive analytics to their data sets they'd already moved to IBM Cloud.

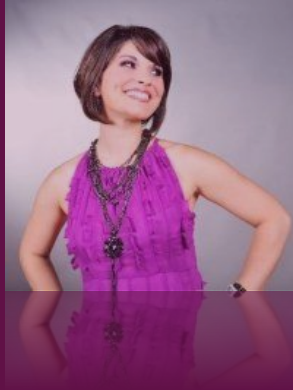
We then wondered if it would be possible to match clients who have ambitions in cognitive with the right set of university cohorts already working with Watson, and proposed the idea to these clients ...

The client response was overwhelming.

Traction

- **Two cognitive-cloud client stories with integrated marketing KPIs in development for formal announcement at Interconnect 2016**
- **Academic partnerships with top-tier universities already in place, with more in the works**
- **501c3 incorporated Dec. 31, 2015**
- **Executive sign-off and commitment to support in IBM Cloud and Cognitive Business**

Team



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