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MicroStrategy to Host a Datathon at MicroStrategy World™ with \$10,000 Prize

Compete in the Datathon Only for a Discounted Rate; Free Admission to University Students

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced its inaugural MicroStrategy Datathon to be held January 15 to January 16 at its 21st annual user conference, MicroStrategy World 2018 at The Cosmopolitan of Las Vegas. For those who want to participate in the Datathon but are not planning to attend other sessions at MicroStrategy World, MicroStrategy is offering MicroStrategy World tickets that provide Datathon-only access. The Datathon-only tickets will be free for current university students and \$200 for non-student registrants. This free and discounted pricing is limited to the first 150 registrants.

"Our Datathon is definitely going to be a highlight of MicroStrategy World this year. We're bringing together a community of industry leaders, visionaries, change agents and practitioners to see how they can encourage a culture of innovation," said Tim Lang, Senior Executive Vice President and Chief Technology Officer, MicroStrategy Incorporated. "At MicroStrategy, we're constantly looking for new ways to deliver the best and most innovative solutions to the enterprise, and the Datathon is a fun way to bring this competitive spirit to life."

Teams of up to five people will have the opportunity to face off and compete to create innovative applications using the latest version of the MicroStrategy platform. The winning team will receive a \$10,000 prize. Teams are encouraged to use third-party applications that integrate with MicroStrategy, as long as the finished solution is built on top of MicroStrategy. Participants will have training resources and help from MicroStrategy professionals at their disposal to build their own unique and innovative solutions 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. PST on Monday, January 15, and all teams will present their applications at approximately 6:00 p.m. PST on Tuesday, January 16. Following the presentations, a panel of four judges – Impact Analytix Founder Jen Underwood, MicroStrategy specialist Len O'Toole, MicroStrategy SEVP and CTO Tim Lang, and MicroStrategy SVP of Product Marketing Hugh Owen – will rank the top solutions to determine which team will win the \$10,000 prize. Additionally, the audience will have the opportunity to select its favorite solution by voting for a team using MicroStrategy Usher®. The audience's favorite solution will be highlighted at the General Session Keynote event the following day.

To register, please fill out the registration form [here](#), including your team roster and project idea by December 22, 2017. All submissions will be reviewed, and applicants will be notified with an approval to participate in the Datathon no later than December 29, 2017. Complete Datathon rules are available [here](#).

All team members must be registered attendees of MicroStrategy World 2018 in order to participate. To register for MicroStrategy World 2018, click [here](#). Join the conversation on Twitter with the hashtag #analytics18.

About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) is a worldwide leader in enterprise analytics and mobility software. A pioneer in the BI and analytics space, MicroStrategy delivers innovative software that empowers people to make better decisions and transform the way they do business. We provide our enterprise customers with world-class software and expert services so they can deploy unique intelligence applications. To learn more, visit [MicroStrategy](#) online, and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

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MicroStrategy Incorporated
Claudia Cahill, 703-270-2207
ccahill@microstrategy.com

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