

Geotab Data Challenge



Background

Geotab is a world leader in IoT and telematics and collects over 2 billion raw data points daily from over 1 million commercial vehicles across the globe. This set of 2 billion raw records is based on Geotab's patented [curve-based logic](#). If you were to apply a more traditional time-based sampling approach, you'd be realistically looking at over 20 billion data points per day!

This data comes from Geotab's GO device which connects to a vehicle's on-board diagnostic (OBD) port. The types of data collected are GPS data, engine status data such as RPM, seatbelt use and cranking voltage, accelerometer data, and data from third-party sensors attached to the vehicle such as air quality, temperature and snow clearing.

With recent advancements in next-gen wireless communications, we can now realize the full benefits of IoT technologies. Leveraging one of the world's largest telematics-based datasets, Geotab has aggregated this wealth of data to produce data insight tools that can be used to improve fleet operations, drastically improve city-wide safety and efficiency, discover key infrastructure challenges and deploy automated solutions for issues such as enhanced routing, congestion, parking, and poor road conditions.

The Challenge

Leveraging the [Intelligence Data](#) found on data.geotab.com, we are challenging you to be as creative as possible by putting this data to use in interesting and innovative ways. We are awarding prizes in four different categories during our annual conference, GEOTAB CONNECT held June 2018 in Toronto. All entries will be judged based on **creativity**, **feasibility**, and **impact**.

Eligibility Criteria:

- + Open to Customers, Partners, and the general public residing in the United States and Canada, excluding the Province of Quebec. No purchase is required.
- + Submissions must utilize one or more datasets from Geotab's [Intelligence Data](#). Note that there are currently 10 datasets available online, but more may become available in the coming months. You are free to use any publicly available dataset on data.geotab.com.
- + Submissions must comprise some tangible work with the data and not simply present an idea or concept. This could involve but is not limited to data analysis, development of a prototype app, or integration of data with another system.

Smart Community Prize
(\$2,500^{USD})

Using one or more datasets from [Geotab's Intelligence Data](#), we challenge you to create an impactful solution for the community of today that contributes to a better way of life for its citizens and visitors. Geotab has produced datasets specifically surrounding urban infrastructure that can be used in isolation or combined with other data sources to drastically improve city-wide safety and efficiency, discover key infrastructure challenges and deploy automated solutions for issues such as congestion, parking, and poor road conditions. This solution could be a map insert for a municipality's web portal allowing a city to showcase hazardous driving areas. Or it could be a proposed integration of road impediment data into a 311 or dispatch system to aid with road repair. Where possible, we encourage you to marry Geotab's Intelligence Data together with tertiary feeds to arrive at integrated solutions to help drive smart communities.



Smart Fleet Prize
(\$2,500^{USD})

Using one or more datasets from [Geotab's Intelligence Data](#), we challenge you to create an impactful solution for commercial fleets. Safety and productivity continue to be important pillars that drive today's commercial fleet business. Potential solutions could be a routing integration that routes delivery vehicles away from parking in areas that are typically plagued by high average times spent searching for parking, or routing vehicles requiring service-to-service stations with low cycle times. Think about how you could marry Geotab's Intelligence Data together with tertiary datasets to produce impactful solutions to enable smart commercial fleets.



Connected Vehicle Prize
(\$2,500^{USD})

Since 2000, Geotab has been providing commercial fleet telematics solutions to thousands of customers across the globe. Separate from our newly released [Intelligence Data](#) on data.geotab.com, Geotab has a powerful [API](#) that connects to individual vehicles via Geotab's GO device. This prize category is open to anyone who has access to the MyGeotab API, which is limited to Customers, Partners, and participants in Geotab's [University Research and Development Program](#). To be eligible in this category, you must integrate individual vehicle data from the MyGeotab API with aggregate data available through one or more of Geotab's Intelligence Datasets on data.geotab.com and develop a creative use case with the data. As an example, one might choose to develop a solution that monitors vehicle activity and notifies the driver through Geotab's GO TALK device that they are approaching a hazardous driving area. This example very clearly utilizes individual vehicle data married together with the aggregate data for hazardous driving areas found on data.geotab.com.



Creative Use Prize
(\$2,500^{USD})

If you've got a creative concept and use case that doesn't fit within any of the other three categories, this is the category for you. Using one or more datasets from [Geotab's Intelligence Data](#), we challenge you to think outside the box and uncover areas of impact outside of those discussed above. Are there potential applications to correlate this data for the purpose of retail site selection? Be as creative as possible and link together several datasets beyond those available to you from Geotab where it makes sense.



Note: In addition to the cash prize specified above, the winner in each category will be provided with air travel (economy class) from their location in Canada or the United States to Toronto, Ontario, one night's hotel accommodation and GEOTAB CONNECT conference registration fees, worth an approximate value of: CAD \$1,250



Timeline

- April 13, 2018 - 11:59 PM (EDT)
Abstract Submission Due
 Only your intent to make a submission, a brief description of your concept, and the category under which you're applying is required.
[Submit Your Abstract Here](#)
- May 13, 2018 - 11:59 PM (EDT)
Final Submission
 This is your final submission and is what will be used by our judges to shortlist you.
 Send Your Final Submission to datachallenge@geotab.com
- May 18, 2018 - 5:00 PM (EDT)
Winners Notified
 You will receive a notification from Geotab indicating whether or not your solution won in the respective category.
- June 3, 2018
Presentation Slide Deck Due
 For those winning submissions, your presentation slide deck must be submitted by this date.
- June 11-13, 2018
GEOTAB CONNECT Conference
 Winning submissions are invited to present their solution in Toronto at [GEOTAB CONNECT](#). Travel to Toronto from winner's location anywhere in Canada and the US, conference registration fees, and one night hotel accommodation are all included in the prize.

Getting Started

Follow these easy steps to get your submission started.

1. You will first require a [Google account](#) to access the datasets in data.geotab.com.
2. Navigate to <https://data.geotab.com/connect> to create a data.geotab.com user account. You will then be granted access to Google BigQuery where each of the datasets are stored under the categories of Urban Infrastructure, Weather, and Location Analytics.
3. Explore the data and formulate a concept for solution.
4. Submit your Abstract.

Abstract Submission Form Requirements:

- + First Name
- + Last Name
- + Email Address
- + Type of Submission: Student, Company, Personal
- + Company Name
- + Category (Smart Community, Smart Fleet, Connected Vehicle, Creative Use)
- + Description of Solution (max 200 words)

Final Submission Form Requirements:

- + First Name
- + Last Name
- + Email Address
- + Submission Attachment. Please be as detailed as possible in the report that you provide us. This is the only documentation we have to evaluate your submission so ensure that we can assess the quality of your solution based on the criteria of feasibility, creativity, and impact. Include charts, images, reports, links -- whatever it takes to convey your idea. Winners will be selected solely based on this submission.
- + Please make your final submission to datachallenge@geotab.com



Contest Terms and Conditions

- + Contest is open to residents of the United States and Canada, excluding the Province of Quebec. Geotab employees are not eligible to participate in the contest.
- + Participants must agree to Geotab's standard data analytics license as a condition of accessing and using Geotab's Intelligence Datasets.
- + Submissions will be judged on their merits in each particular category and judges' decisions are final and not subject to review or appeal.
- + Participants are responsible for ensuring that they have all necessary rights and consents associated with their submissions.
- + Odds of winning in each category depend on the number of entries received in the category.
- + Participants may submit more than one entry per category and can submit entries in multiple categories.
- + Prize values specified herein are in Canadian dollars.
- + Winners who attend Geotab Connect must agree to the standard Geotab Connect Registration Terms and Conditions.
- + If the winner in any category is unable to attend Geotab Connect to present their winning entry, the value of the travel, accommodation and conference fee portion of the prize will be forfeited and no cash equivalent will be awarded. In such case a Geotab representative will present the winning solution slide deck to the conference attendees.
- + The contest is governed by and construed in accordance with the Laws of the Province of Ontario and the federal laws of Canada applicable therein, which shall be deemed to be the proper law hereof.
- + Provisions For Travel And Accommodations: Packages include airfare and accommodations; however, air travel tickets (economy class) are only from within USA or Canada to Toronto. (The winners must book their flights with Geotab's approved travel agent within the week the prize is announced). The accommodations are set to 1 night, check in: Monday June 11, 2018 - check out: Tuesday, June 12, 2018. Any additional nights or charges incurred by the winner will not be covered by Geotab.
 - Additional terms and conditions will apply to the winner's reservation and purchase of travel-related goods and services and accommodations provided by any third party (each a "Third Party Provider"). Please read the full terms and conditions of carriage issued by the applicable Third Party Provider, which can be found on such Third Party Provider's website. The winner agrees to abide by the terms and conditions of purchase imposed by any Third Party Provider with whom the winner elects to deal, including, but not limited to, payment of all amounts when due and compliance with the Third Party Provider's rules and restrictions regarding availability and use of fares, lodging rates, products or services. Airfare is only guaranteed once the purchase has been completed and the airline tickets have been issued. Airlines and other travel suppliers may change their prices without notice.
 - GROUND TRANSFERS: Transportation is not provided to or from the Conference. Packages also do not include transfers to and/or from the airport.
 - TRAVELERS WITH SPECIAL NEEDS: Travelers who require special assistance must advise Geotab by June 1, 2018. Special needs assistance will be accommodated to the best ability of Geotab and/or any Third Party Provider. Geotab cannot provide individualized assistance for walking or other physical needs. Geotab is not responsible for denial of services by Third Party Providers (i.e., carriers, hotels, restaurants, or other independent suppliers), nor any additional expenses incurred by the winner.
 - HOTEL ROOMS: Geotab reserves the right to change hotel assignments based on room type requests or for the general convenience of hotel guests. In the unlikely event that Geotab must change any assigned room due to circumstances beyond Geotab's reasonable control, then the winner will be provided an equivalent or better replacement room. Geotab is not liable for winner requested upgrade or relocation. Any amenities (i.e. breakfast) are a third-party service, subject to applicable restrictions or regulations as set forth by the Third Party Provider and may change without notice. The winner agrees that all incidentals offered by the hotel are of a personal nature (room service, telephone charges, laundry, special food requests, etc.) and will be paid directly to the hotel by the winner. Any meals not specified as part of any Package are not included in the Total Package Fee and must also be paid separately by the winner.
 - THIRD PARTY SERVICES: The winner acknowledges that some Third Party Providers offering certain services and/or activities may require signature of their liability waiver prior to participating in the service and/or activity offered. The winner understands that any violation of any such Third Party Provider's rules and restrictions may result in cancellation of the winner's reservation(s), in being denied access to the applicable travel product or services, in forfeiting any monies paid for such reservation(s) and/or in the winner being liable for any costs incurred as a result of such violation. Geotab does not endorse, certify or guarantee the quality of services provided by any Third Party Provider, including, but not limited to any accommodations, air travel or ground transportation. Geotab shall not be liable for any act or omission by, the negligence or willful misconduct of, or breach in performance of any Third Party Providers, including but not limited to the hotel.
 - AIR TRAVEL: Federal law forbids the carriage of hazardous materials aboard aircraft in the winner's luggage or on the winner's person. A violation can result in five (5) years' imprisonment and penalties of \$250,000 or more (49 U.S.C. 5124). Hazardous materials include explosives, compressed gases, flammable liquids and solids, oxidizers, poisons, corrosives and radioactive materials, paints, lighter fluid, fireworks, tear gases, oxygen bottles and radio-pharmaceuticals. There are special exceptions for small quantities (up to 70 oz. total) of medicine and toiletries carried in the winner's luggage and certain smoking materials carried on the winner's person.
 - INDIVIDUAL AIRFARE OPTIONS: Individual airfare is purchased directly from the airline via a trusted travel agent Geotab will connect the winner to and is non-transferrable. Geotab will only cover one round trip air travel ticket per winner (economy class) from within USA or Canada to Toronto.
 - INDIVIDUAL AIR POLICIES: The flight reservation is non-transferrable. The winner is responsible for checking with the individual airline regarding specific luggage policies and fees. Geotab is not responsible for miscellaneous fees or any baggage fees incurred during travel. Flight numbers and times are subject to change. Frequent flyer airline miles are not allowed to be redeemed. Seat assignments and special requests will be considered and accommodated by the airline to the best of its ability. Please note that booking connecting flights may result in missing a scheduled flight, incurring additional re-booking fees, Geotab is not responsible for the additional re-booking fees. Flights cannot be credited towards future travel.
- + Geotab's total aggregate liability under this contest shall not exceed the value of the prize.