

**From:** Neil Callahan <ncallahan@rosemontseneca.com>  
**Sent:** Saturday, March 29, 2014 at 04:57:48 PM CET  
**To:** "William Lee" <will@rstp.com>  
**Cc:** "John DeLoche" <john@rstp.com>, "Rob Walker" <rwalker@rosemontseneca.com>, "Hunter Biden" <hbiden@rosemontseneca.com>  
**Bcc:**  
**Reply-To:**  
**Priority:** Low  
**Subject:** Re: NYTimes: Google Flu Trends: The Limits of Big Data

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Let's introduce them to Warren Buffet, he's the biggest re-insurer in the world I think.

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Neil Callahan  
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On Mar 29, 2014, at 8:21 AM, William Lee <[will@rstp.com](mailto:will@rstp.com)> wrote:

Very interesting article. This is right on the bullseye for Metabiota.

*[In a statement, a representative for Google Flu Trends, which now monitors 29 countries, said the service was reviewed every year, with improvements in mind. "We welcome feedback on how we can refine Flu Trends to help estimate flu levels and complement existing surveillance systems."]*

Perhaps they can get feedback from Metabiota?

Check out the demo link below. This is what Metabiota is building for Munich RE's insurance product. The dashboard works on your mobile

device too.

<http://earthmov.es/client/pandemic/> here is a rough wire frame and we are very close to finishing or work aligning with Munich RE's work flow – perhaps the biggest win is partnering with Munich RE on insurance product for livestock using our sensor network :-)

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On Mar 28, 2014, at 10:15 PM, Neil Callahan <[ncallahan@rosemontseneca.com](mailto:ncallahan@rosemontseneca.com)> wrote:

<http://nyti.ms/1I9NvM8>

Two recent research papers, examining Google Flu Trends, offer a critique of big-data analysis.

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