

WINNERS & LOSERS

A sport where the difference
is measured in milliseconds and
decided long before lights out.

THE SPEAKER

JONAS RASHEDI

FALKE
GERMANY 1895



CDO AT FALKE | FORMER CDO AT FUNKE MEDIENGRUPPE | PODCAST: MY DATA IS BETTER THAN YOURS | FORMER DIRECTOR-DATA & ANALYTICS AT DOUGLAS | AUTHOR AND DATA STRATEGY COACH.

MY DATA IS BETTER THAN YOURS.

FALKE
GERMANY 1895

Every season, teams roll out new aero, power units, and livery.

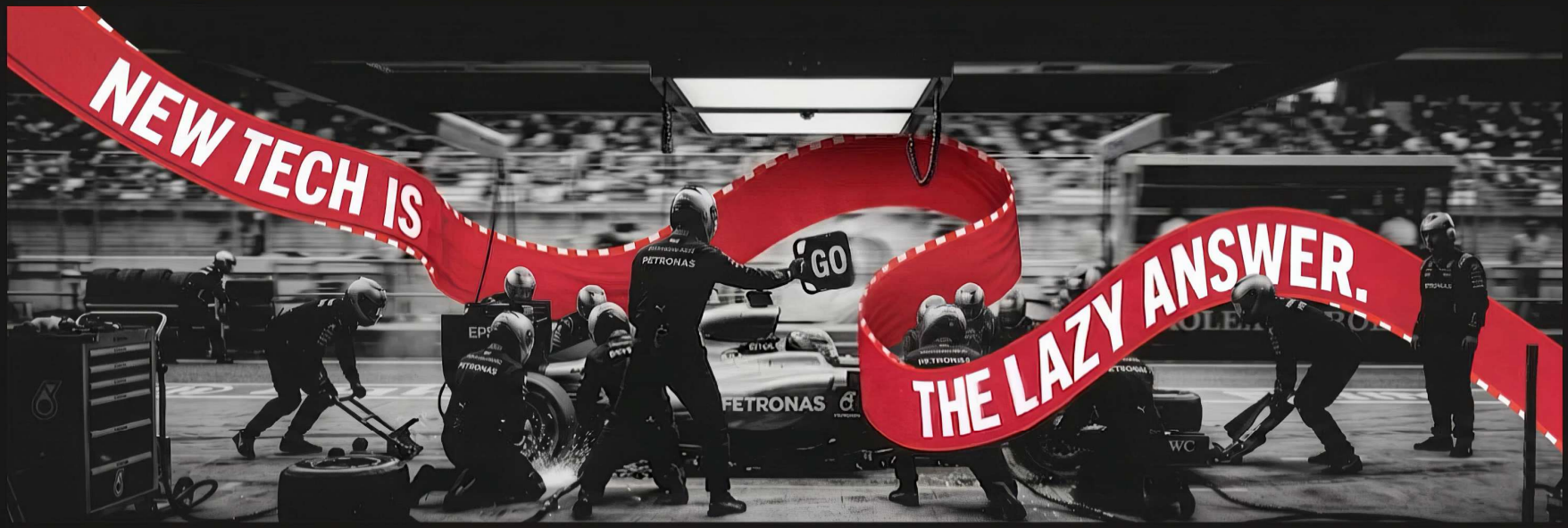
the REFLEX: A NEW CAR



FALKE
GERMANY 1895

Every season, teams roll out new aero, power units, and livery.

the REFLEX: A NEW CAR



FALKE

GERMANY 1895

PIT STOP

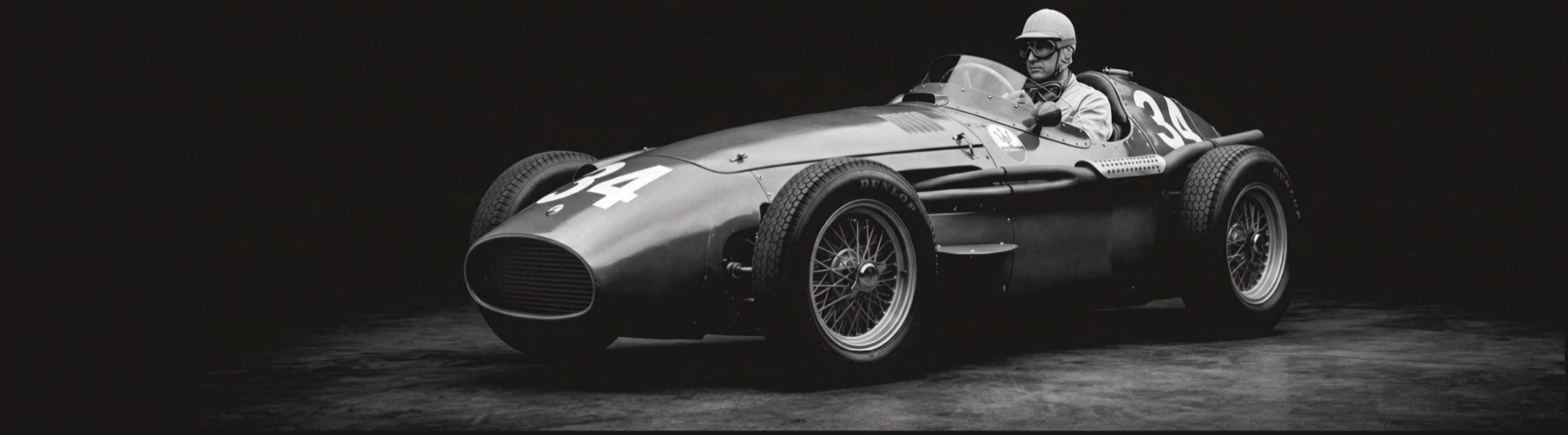
Process beats tool.
Always.



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GERMANY 1895

The car changed
and the processes
within the team

AT THE SAME TIME.



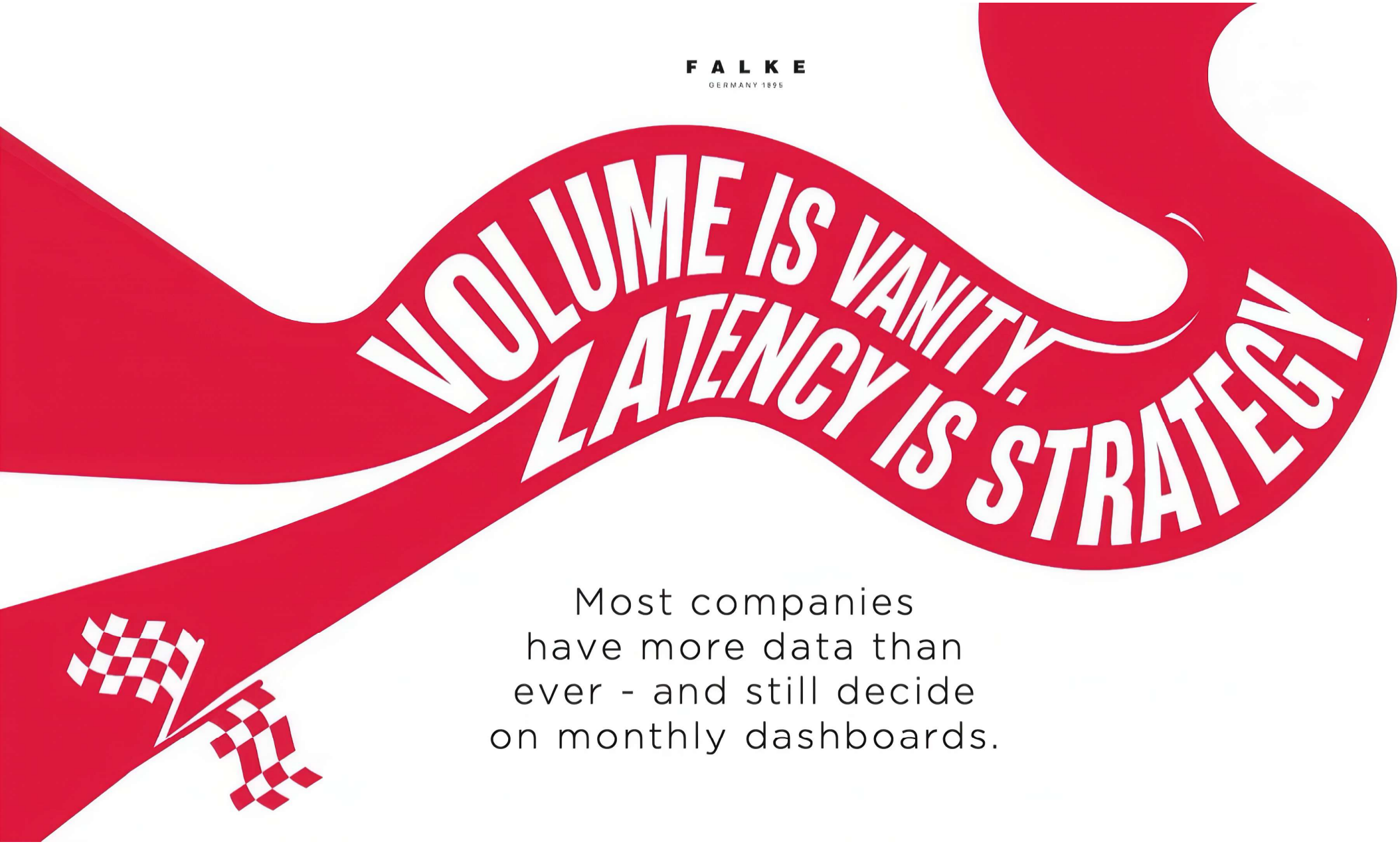
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300 SENSORS

per car
stream live.
Real-time
telemetry
is the race's
nervous
system.

WITHOUT REAL-TIME DATA, YOU RACE ON YESTERDAY'S INFO.





Most companies
have more data than
ever - and still decide
on monthly dashboards.

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AI WITHOUT DECISION RIGHTS IS A DASHBOARD



Battle Forecast



Decision Rights



Track Pulse

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NO DATA STRATEGY,
NO AI STRATEGY



F1 KEEPS 70+ YEARS OF RACE DATA. HISTORY IS THE TRAINING SET FOR EVERY LIVE MODEL.

70% of high-performers struggle with governance and training data, not the models themselves.

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THE REAL PROBLEM:
INTEGRATION



95%

OF PILOTS DELIVER ZERO P&L IMPACT.

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THE BLOCK IS NOT THE MODEL — IT IS ADOPTION & WORKFLOW.

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GENERALISTS

4 PIT CREW



1950

2025

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GERMANY 1895

SPECIALISTS



20 PIT CREW

1950

2025

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TOOLS DO NOT SAVE BAD TEAMS

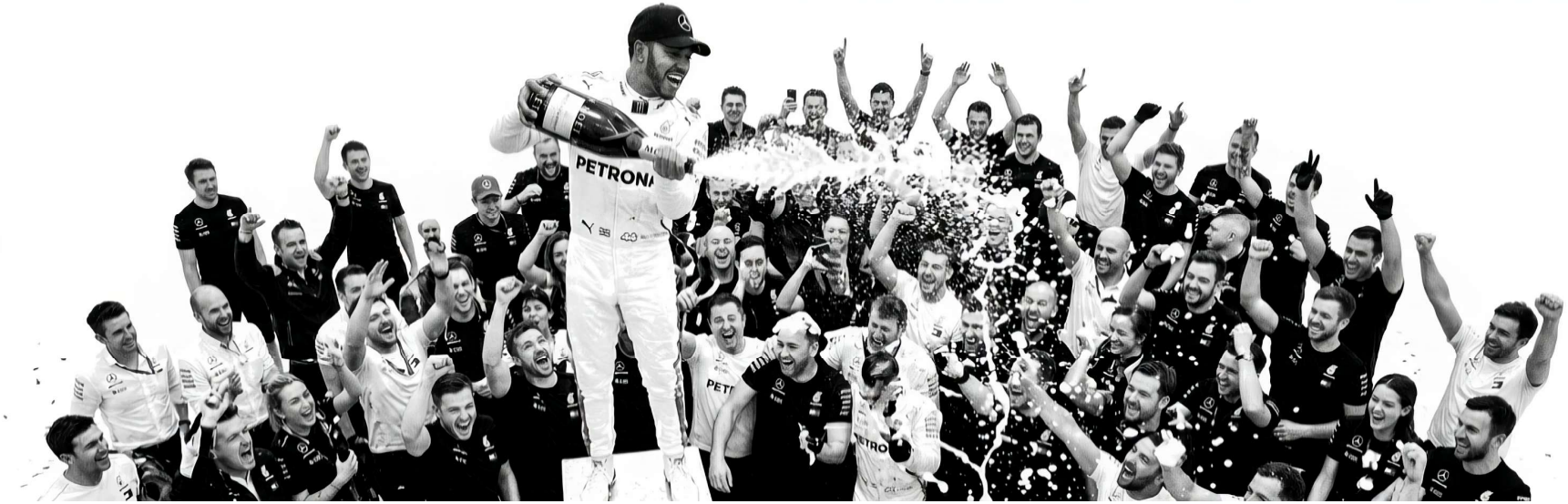
30%

of GenAI projects will be abandoned by 2025 due to weak ownership and costs.



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A MANAGER DOESN'T DRIVE THE CAR. HE BUILDS THE TEAM THAT WINS.



AUDIENCE GROWTH



2017

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2024


THE HARD TRUTH.
Verstappen in 1.82s is not about the car.
It is about 20 people, thousands of reps,
real-time data and one clear process.
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