



# İSTANBUL PROJECT ACADEMY



MARMARA ÜNİVERSİTESİ  
İNNOVASYON VE TEKNOLOJİ  
TRANSFER UYGULAMA VE  
ARAŞTIRMA MERKEZİ





ISTANBUL  
PROJECT  
ACADEMY



İSTANBUL  
CHAMBER OF INDUSTRY



enterprise  
europe  
network

Business Support on Your Doorstep



# Horizon Europe Cluster 1: Health Brokerage Event



**Field of Expertise :**

Data science, data intelligence, security

**Organisation Name:**

DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş. (Trendyol)

**Addressed Topic(s) & Call(s):**

Dst 4: Ensuring access to innovative, sustainable and high quality health care

Dst 5: Unlocking the full potential of new tools, technologies and digital solutions for a healthy society.



# DSM Group (Trendyol)

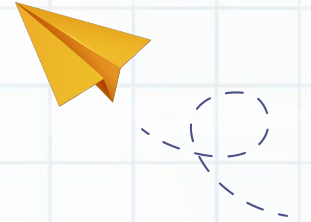
Trendyol Group

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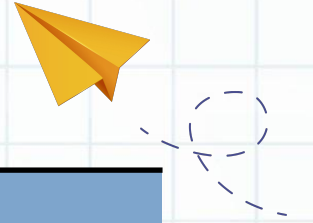
- **About Trendyol :**
  - Founded in 2010
  - 4.600+ crew in 2023
  - Technology team of 1.700+
  - Leading e-commerce in Türkiye with over 30 million customers worldwide.
  - Daily 1.5 million+ package deliveries across 27 countries.
- **Expertise**
  - Data management
  - Data science
  - Infrastructure
  - Engineering management
  - Product management
  - Security

# Our project expertise

- Development of tailored solutions in data science, data intelligence and security with expertise in :
  - Artificial Intelligence/Machine Learning
  - Natural Language Processing
  - Decision Support
  - Process optimization & operational efficiency
  - Logistics support
  - e-transformation
  - Patient experience
  - Fraud/anomaly detection
  - Security and GDPR compliance
- RD&I Project management expertise and establishing of national consortium
- Dissemination and exploitation of project outputs throughout its extensive network



# Contact details



Contact person	Özgün Sapmaztürk
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THANK YOU...



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