BIG QUESTIONS Towards an understanding **BIG DATA** of how the whole works by knowing how its parts are Idea Fact We use a multitude of data interconnected from various sources Research questions with the ultimate aim of tackling the 21st century's grand challenges Comprehending the underlying networks Simple principles of complex knowledge production **BIG THEORY** We use and develop new FINDINGS BIG TALENT mathematics and statistics IMPACT We gain scientific knowledge, new tools and methods, agent-based models for a deeper to better deal with Big Data We hire and educate and complex systems high potential (young) scientists understanding of complex BENEFIT systems and their properties FOR SOCIETY Data-driven approaches Novel perspectives resulting from our interdisciplinary mindset and institutional design Thinking in "ands"