Population Density - lean canvas

Time horizon: 12 months/start of MVP.

Problem

Right now population count are done 5 yearly via the census. A lot of government decisions are made from this data and not having more frequent collections creates a lot of assumption behind the quality of decisions made.

Existing alternatives

Sidewalk labs

Safegraph
DIY

Solution

Broker the mobile location estimate data from all the providers to gain a 100% picture, use Stats NZ IP around Population Statistics (benchmarking Census, household device survey, data assurance frameworks) and model population density in a more frequent and granular level.

Key metrics

Number of agencies paying for access

Additional features customers will pay for

Value proposition

With the trust of Stats NZ backing Data Ventures, we are one of the few operating models that can allow all competing telecommunications data to be brought together in this type of environment.

Data Ventures and Stats NZ is neutral party to assess the quality to alleviate customer concerns.

High level concept

A high quality population density product that has improved data and processing than what is available to the market

Advantage

The transparency Data Ventures operate sunder is a part of what builds the trust. As part of a government agency, Data Ventures need to be clear with the way we operate and how it operates, giving data providers the openness they need. If Data Ventures were to ever not deliver on this, there is an Open Information Act (OIA) that can be called upon to get that information.
Stats NZ and Data Ventures is a trusted party for it's expertise in data quality, assurance, modelling

Channels

Government data forums and conferences

Government networks

Customer segments

Central government, local government, crown entities, local authorities, council operated organisations, Iwi

Data providers

Early adopters

Central government and Industry organisations

Location data providers.

Cost structure (0 lowest, 10 highest)

Complexity: 5 consideration of meeting the needs of the data providers around monitising their data to the value of what this is
Risk: 5. Future offering of the product would include demographic data - not sure what demographic data this is. Privacy and cultural aspects we need to conisder.
Effort: 5 This data has not been broguht together before and requires independant consultation and its an enterprise sales process and always takes a long time
Acquisition: 5 The specifics of long term commercial arrangements with the data providers will be discovered through the pilot, we understand the options available to them, just unsure of the combinations.
Value: 9 Market validation and the need for this data between the gap with Census will hugely inform Government organisations and Iwi

Revenue streams

Tier pricing model (Gold/Silver/Bronze), customised datasets/visualisations/access to basic dataset

Referral fee from the data providers for highly customised work