



**DATA VENTURES**



Data Ventures uses the best of Stats NZ to create economic value for New Zealand in ways others have not explored.

We have a focus to experiment with “what ifs” and are teaming up with others to create partnerships delivering new ideas.



## Inception

“Data Venture is about realising the IP Stats NZ  
has internally, and making it available for  
others to partner with us to build great new  
products and services.”

### **Liz MacPherson**

CE Stats NZ,  
Government Statistician &  
Government Chief Data Steward (GCDS)

## Why does Data Ventures exist?

Stats NZ typically focuses on creating official government statistics to support critical decisions.

However, at Stats NZ there are no lack of ideas and opportunities that can be realised beyond that with the right people and data.

Often there are inspirations of what other products Stats NZ could build around available data.

Sometimes these inspirations are from people wanting to work with Stats NZ on commercial partnerships using our IP.

This is where Data Ventures comes in.



Our vision is to be the place where data is valued.

The value can be from the money that is made from developing commercial products and services, it can be the value gained internally for the people who work at Stats NZ, it can be through the partnerships (NZ Govt and private sector) it creates for others to do things, the currency it creates or the intangible value where people are better off for knowing it.

## What we are going to do?

Data Ventures' focus is on creating joint ventures with other parties, those being businesses and/or government for commercial gain.

We're not talking about the traditional model of a client paying a supplier for developing a product for us.

Instead, in the Data Ventures model the client and supplier negotiate their contributions as partners, invest accordingly and receive a share of returned value (typically revenue).

True partnerships.



## As a Data Ventures partner...

You get access to data scientists, analysts and SME's from a wide range of disciplines on top of access to Stats NZ IP of data, metadata, methods and models to build products and services upon

You can also rely on the trust and assurance that comes with the Stats NZ brand – to give confidence in your product or service making it to the market successfully.

## A unique approach

3:1 investment ratio of commercial ventures to fund social good ventures.

Every data source acquired or created by Data Ventures will be provided to Stats NZ for non-commercial benefits such as improving CPI/GDP.

We will be testing not just the opportunities, but the partnered team.

Any opportunity that fails to pass a gate at any point in the pipeline is packaged up (excluding any data) and then released as open source to the NZ public.



Our mission is to find value where others have not looked and create a viable set of products and services based on working with others.

We won't always be the experts so that's why we will work with others in joint ventures using data to create amazing products and services.

## Our gates pipeline

1

Clearly articulate opportunity by interacting and identifying potential customers through a lean canvas

2

Prove the concept, opportunity market fit, technology, what partnerships are required and size of effort to launch.

3

Secure first consumer, confirming value and future funding.



# How

Diagram goes here...

## Our core team

- Drew Broadley  
Director Data Ventures
- Hollie Kane  
Venture Coordinator
- Robert Chiu  
Venture Manager
- Blair Willems  
Venture Manager
- Aimee Whitcroft  
CX Manager
- Gary Dunnet  
DV to Stats NZ Advisor

## Our board

- Liz MacPherson  
Stats NZ CE / GS / GDS
  - Kelvin Watson  
Stats NZ Deputy CE
  - Victoria MacLennan  
Independent Board Member
- \*\* Seeking two more independent board members

## Our advisory board

- Internal  
Five board members sourced from inside of Stats NZ
- External  
Five board members sourced independently of Stats NZ
- Customer  
A range of potential customers, partners or sponsors interested in current and future Data Ventures products and services

## What have we achieved so far?

- Interviewed over 40 Stats NZ people to help form the vision and mission
- Developed core business model and has been tested for interest
- Designed the initial Data Venture pipeline based on parts from successful models used elsewhere
- Formed the core team

## What does success look like?

- 10 Ventures reaching “second gate”
- 10 Partnerships formed across private and government
- 1+ Venture reaching “third gate” in market with customers
- At least 5 Ventures being released to the public
- 3:1 ratio of commercial to social good ventures
- Improved and proven Data Venture gates pipeline
- 10+ customers on Customer Advisory Group
- 20+ staff of Stats NZ as been part of the Data Ventures experience

## What's next?

- 20th Feb Brand launch
- 19th Mar Dry run of gates pipeline that has been developed
- 30th Mar Customer Group formed and active
- 2nd Apr Run opportunities through lean canvas, highlighting top 10
- 30th Apr First venture hits the start gate



# DATA VENTURES

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