



DATA VENTURES



We are the **commercial and prototyping arm** of Stats NZ
with a focus on partnering with private organisations.



We have **three** goals.

To create alternative revenue streams for Stats NZ.

To prototype new operating models that can be used inside of Stats NZ.

To build a new front door for Stats NZ to serve new & existing customers in different ways.

What is **Data Ventures**?

Separate from Stats NZ

(is a customer of Stats NZ)

Using and building on Stats NZ IP

(not selling Stats NZ data)

Everything is a Joint Venture with
private sector

(secondary focus on NGO, iwi, central and local government)

Open from the beginning, lean
canvas, MOU's...

(no requests for information as we're transparent)

Backed by Stats NZ reputation

Grow Stats NZ

(alt. revenue and opportunities for people inside of Stats NZ)

Our **core team**

- Drew Broadley
Director Data Ventures
- Hollie Kane
Venture Coordinator
- Robert Chiu
Venture Manager
- Neriah Broughton
Venture Manager
- Jamie Marshall
Venture 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 2-4 more independent board members including a board intern.

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 customers, partners or sponsors interested in current and future Data Ventures products and services



A place where data is *no longer*
part of the conversation.

We see a future where the road blocks behind
accessing data are gone, and the value of data is
at a place where it's understood it's about what
you do with it, not sell it.

A **unique** approach

Every commercial venture has a non-commercial feature.

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 through a gate to another field at any point in the pipeline is packaged up (excluding any data) and then released as open source to the NZ public.

We bring together the public and private sectors to build economic and social value for New Zealand by prototyping business models that are designed to grow and thrive.

Our **venture pipeline**

Each venture sits in a **field**.

To pass between fields, you must complete the checklist and meet set criteria.

We are calling these **gates**.

Field 0

Gate 0

Early Opportunity



1-2 hours

Early opportunity validated with key
parts of a lean canvas.

Field 1

Gate 1

Early Validation

2 weeks

Clearly articulate opportunity by interacting and identifying potential customers through a lean canvas including early customer research.



Field 2

Gate 2

MVP

8-12 weeks

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



Field 3

Gate 3

Product in Market

3 months +

Secure first consumer, confirming
value and future funding.



What are some of the ventures are we **focusing on**?

Business intel for retail and hospitality

Improved aerial imagery

Used car pricing

Dynamic rates

Travel data brokerage

Environmental vulnerability modelling

Data science brokerage

Business and money literacy

Standard of accounts

Proof of purchase

View the detail about these ventures:

<https://medium.com/data-ventures/tagged/ventures>

What does **success** look like?

- 10 Ventures reaching Field 3 (MVP)
- 10 Partnerships formed across private and government
- 1+ Venture reaching Field 4 (product in market) with customers
- At least 5 Ventures being released as open source to the public
- At least 3:1 ratio of commercial to non-commercial ventures
- Improved and proven Data Venture fields and gates pipeline
- 10+ customers on Customer Advisory Group
- 20+ people of Stats NZ as been part of the Data Ventures experience

What have we **achieved** so far?

- 25+ early opportunity ventures in Field 0 (early opportunity).
- 11+ lean canvases with customer research released from being run through Field 1 (market validation).
- First five ventures in Field 2 (MVP): Travel pattern data, data science brokerage, improving aerial surveying, Accurate available balance for SME's, and data related quality assurance.
- External reviews of our pipeline process - helping create a transparent understanding of product due diligence that works in both public and private environments.
- Two more Venture Managers have joined the team.
- Over 20 people have been part of the Data Ventures experience from Stats NZ.
- Released the Data Ventures Lean Canvas and started our Open Source/transparency mission including our checklists and criteria for ventures.





DATA VENTURES

dataventures@stats.govt.nz @dataventuresnz

<https://medium.com/data-ventures>