



**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.

## 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.

If you take a different perspective that is away from the day to day of Stats NZ, use it to create new and aligned set of priorities, take the overall Stats NZ responsibility of unleashing data to change lives and build economic value...

This is where you find Data Ventures.

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 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)

Backed by Stats NZ reputation

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

(no requests for information as we're transparent)

Grow Stats NZ

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

## A unique approach

3:1 investment ratio of commercial ventures to fund non-commercial 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 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.

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 is why we will work with others to build on resources we don't have to form joint ventures using data that create amazing products and services.

## Our fields pipeline, each has a gate

### 1st field

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

### 2nd field

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

### 3rd field

Secure first consumer, confirming value and future funding.

To pass between fields, you must meet set criteria. We are calling these gates.



## 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 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 around AKL, CHC and WEL 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
- Released the Data Ventures Lean Canvas and started our Open Source/transparency mission
- Highlighted top 10 ventures we want to focus on (and recruit for)

# What ventures are we focusing on?

Business intel for retail and hospitality

Improved aerial imagery

Community data centres

Dynamic rates

Travel data brokerage

Improved environmental risk modelling

Data science brokerage

NZBN

Standard of accounts

Proof of purchase

## What does success look like?

- 10 Ventures reaching “second field”
- 10 Partnerships formed across private and government
- 1+ Venture reaching “third field” in market with customers
- At least 5 Ventures being released as open source to the public
- 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 now?

- 20th Feb Brand launch
- 19th Mar Dry run of fields and 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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