# **WELCOME** EVERYONE

## Starting at 5.20pm - help yourself to a mocktail

Tēnā koutou, tēnā koutou, tēnā koutou katoa

Stats NZ

# Agenda

- Liz MacPherson - Stats CE/Govt Statistician/Govt Data Steward
- Data Ventures Story
- Venture #1 - Drew Broadley
- Venture #2 - Robert Chiu
- Venture #3 - Jamie Marshall
- Venture #4 - Neriah Broughton
- Other opportunities
- Next steps
- Q&A Panel
- Finish - Gather and mingle

**DATA**VENTURES

Liz MacPherson

CE of Stats NZ

Government Statistician

Government Data Steward

We are the commercial 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)

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# 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.

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

# So what is a Joint Venture in Data Ventures' eyes?

- Setting the expectations up front of how Data Ventures can and cannot act like a private organisation, and how we manage the areas where we can't.
- Sharing the risk, skin in the game from both sides. It's not a customer/supplier relationship.
- Respecting the private organisations' intellectual property, and not muddying the waters.
- Agreeing to the roles and responsibilities of each party in the partnership.

View our draft Memorandum of Understanding:

https://medium.com/data-ventures/its-all-about-the-expectations-73e625075f05

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# 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**.

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# 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 have been part of the Data Ventures experience

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# Problem

There is an increase in organisations releasing their own statistics. Often they don't have the maturity or processes to understand the errors behind the figures to give them the credibility they need.

# Example

There might be an output from an organisation that is used by others. Suddenly there's a spike in interest on the topic, others start comparing their numbers to this organisation and find them very different.

They are then asked to prove their sources and processes, which aren't very robust causing reputational damage.

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# Opportunity

An audit process that generates a credibility score around the organisation's processes behind its use of incomplete/incorrect data in methodologies, algorithms and/or statistical outputs.

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# Market and customer(s)

Any organisation that is releasing its own (official) statistics.

# Solution

Creation of a credibility score and steps to improve around the handling of data errors after running the audit on the team and its approaches.

| Error Source | Score | Knowledge of risks | Communication to customers | Available expertise | Compliance with standards and best practice | Plan towards mitigation of risks | Effectiveness of mitigation strategy | Risk to data quality |
|---|---|---|---|---|---|---|---|---|
| Customs data | 43.3 | 5 | 1 | 8 | 5 | 2 | 5 | 1 |
| CPS | 21.7 | 1 | 1 | 2 | 5 | 2 | 2 | 3 |
| NSO data | 18.3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 |
| Data processing | 36.7 | 1 | 1 | 7 | 3 | 7 | 3 | 2 |
| Model/Estimation | 18.3 | 1 | 1 | 5 | 1 | 1 | 2 | 1 |
| Revision | 21.7 | 5 | 3 | 1 | 2 | 1 | 1 | 3 |
| Total Score | 25.1 | | | | | | | 12 |

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What type of partners do we want to work with us on this venture?

Companies that offer existing assurance products and want to develop their offering further.

# **SO**LOMO

Robert Chiu

The here and there of our nation

# Problem

The current data sets available to government don't provide the coverage and accuracy needed to help inform and review their decisions.

# Examples

Emergency response planning to natural events.
Understanding impact to people movements from transport changes.

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# Opportunity

Bring together all mobile phone providers as a national base coverage dataset to cover base population density and movement.

# Market and customer(s)

Initially government agencies that make decisions from the movement of people.

Our pilot group consists of 6 agencies and industry bodies that represent over 100 smaller organisations. We have another 12 agencies (and growing) that want to participate post pilot.

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# Solution

Geospatial application that displays aggregated people movements at different geographic resolutions and different time periods.
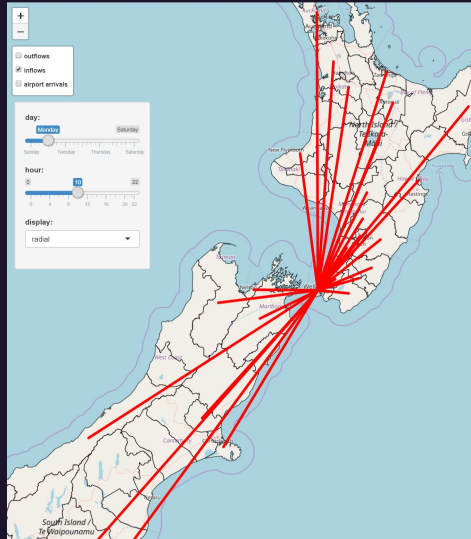
What type of partners do we want to work with
us on this venture?

Experts that can apply existing or new methodologies
with the data, and can build meaningful interfaces for our
customers.

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# TOPDOWN

Jamie Marshall

Seeing New Zealand from 7,000 feet to make better decisions

# Problem

There is a lack of up-to-date aerial imagery in NZ, often caused by excessive cloud cover or low sun-angles in winter

Shortage of pilots, and not a lot of opportunity for commercial hours in NZ

# Examples

Up to 5 -year old summer imagery misses changes or things that only happen in winter

Pilots are leaving NZ to get commercial hours or giving up on commercial flying

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# Opportunity

People understand aerial images, they convey a lot of information without the need to know how to read a map or plan.

Provide low-cost, high resolution imagery, flown beneath the cloud cover and able to be updated on a regular basis.

Opportunities for under utilised private or commercial pilots to increase their hours by taking aerial images under clouds or during winter

# Market and customer(s)

Decision Makers

Change Makers

Change Watchers

Asset Managers

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# Solution

Lower cost of camera hardware, so it is quick to install on small aircraft

Allows pilots wanting commercial hours to fly in New Zealand

Increases photo frequency by not needing custom planes and cameras

Creates photo coverage under clouds or in winter

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# What type of partners do we want to work with us on this venture?

Camera Provider - A partner to deliver low cost camera solution

Image Processors - Take all the photos and make them useful

Pilots/Aircraft Owners - To fly the aircraft that take the photos

Software Developers - Customer interface and pilot software

Stats NZ - Provide geospatial basemaps and analysts

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# Problem

Small businesses - e.g. sole proprietors, partnerships - don't have an idea of their available balance right now.

# Examples

How much do I need to put away for GST, and when is it due?

Not knowing how much I can or cannot spend right now.

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# Opportunity

Develop money and business literacy with small businesses.

Get a channel with young and small businesses to understand their needs.
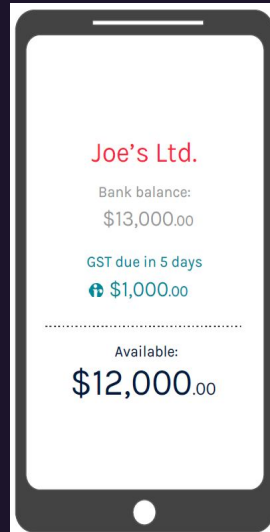
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# Market and customer(s)

There are over 1 million sole owner operators/self-employed/small businesses in New Zealand.

In this market, we are initially targeting those 0-3 years in business, $0-500k revenue, employing 0-5 employees.

# Solution

A mobile responsive solution which shows a dynamic real-time balance available to the business owner.



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What type of partners do we want to work with us
on this venture?

Developers of mobile applications, API's
and those that have worked with financial data before

# What are some other ventures we are **exploring**?

Business intel for retail and hospitality

Used car pricing

Data science brokerage

Standard of accounts

Dynamic rates

Environmental vulnerability modelling

Proof of purchase

YOUR VENTURE HERE

View the detail about these ventures:

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

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NEXT STEPS

# Important dates

- **31 Aug** — Follow up email from this event sent to attendees with how you can register for further involvement, this will include slides and recording of tonight's event to review with team/others

- **7 Sep** — 12pm deadline for registering further interest.

- **10 Sep** — Decisions made mutually by both sides of any joint venture partnerships to be formed and expectations are set.

- **17 Sep** — Data Ventures team reviews list and invites partners over that week to meet in person/remotely to discuss opportunities.

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Register your continued interest in what ventures to

[dataventures@stats.govt.nz](mailto:dataventures@stats.govt.nz)

Q&A PANEL