

Travel patterns data brokerage - lean canvas

Time horizon: 12 months/start of MVP.

Reference: adapted from <https://app.xtensio.com/>, and generated from Data Ventures lean canvas template: <https://github.com/dataventuresnz/venture-dv>

Problem Government, and government owned organisations aren't sure about how best to use travel patterns data in solving some of their problems. Definitions used to describe travel patterns isn't standardised, making it difficult to get a consistent understanding across the industry. Without an easily accessible means to understand the data available, problems either don't get solved, or result in poorly written RFPs. This results in increase in costs to all parties.	Solution Work with our customers to get some standard definitions for travel patterns. Work with our data partners to set up a pilot product for agencies to improve their understanding of the data and to test different concepts on its suitability to their problems and generating new and improved insights	Value proposition Government will be able to create new and improved insights through improved understanding of new and existing travel patterns data Pooling government resources will mitigate some cost concerns.	Advantage Data Ventures have been nominated by a number of central agencies to lead this venture. Data Ventures and Stats NZ have tourism expertise from outputs and products it has built Relationships and trust with the tourism industry	Customer segments Central government, local government, crown entities, local authorities, council operated organisations, Iwi
Existing alternatives DIY	Key metrics Number of new data specifications/standards developed Number of use cases identified. Number of agencies requesting access.	High level concept A pilot product that enables the creation of new and improved travel patterns definitions and insights by mixing old and new data	Channels Government data forums. Government networks Travel patterns data providers.	Early adopters Central government and Industry organisations Location data providers.
Cost structure (0 lowest, 10 highest) Complexity: 6 Having to define the definitions related to Tourism e.g. what is a trip Risk: 6 There is a little more detail in the data Effort: 6 There are efforts required around the definitions Acquisition: 6 Requires more processing and data-sets related to the information Value: 7 The use cases are very specific for now			Revenue streams Agencies will pay for value-add services to the data (eg standards, privacy, confidentiality, assurance). If partners provide additional services, they will pay a referral fee. Tier pricing model (Gold/Silver/Bronze), customised datasets/visualisations/access to basic dataset	