

Population Density - 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 Right now population count are done 5 yearly via the census. A lot of government decisions are made from this data and having more frequent collections would improve the quality of the decisions made.	Solution Broker the mobile location estimate data from all the providers and apply the Stats NZ IP on data quality, assurance, and modelling on population density in a more frequent and gradular level.	Value proposition A higher quality indicator of population density because of the large sample size of the data and the expertise and processing applied through Stats NZ expertise Data Ventures and Stats NZ is neutral party to assess the quality to alleviate customer concerns.	Advantage Stats NZ and Data Ventures is a trusted party for all the data providers to act as a custodian for the data Stats NZ and Data Ventures is a trusted party for it's expertise in data quality, assurance, modelling	Customer segments Central government, local government, crown entities, local authorities, council operated organisations, Iwi Data providers
Existing alternatives Sidewalk labs Safegraph DIY	Key metrics Number of agencies paying for access Additional features customers will pay for	High level concept A high quality population density product that has improved data and processing than what is available to the market	Channels Government data forums and conferences Government networks	Early adopters Central government and Industry organisations Location data providers.
Cost structure (0 lowest, 10 highest) Complexity: 5 consideration of meeting the needs of the data providers around monetising their data to the value of what this is Risk: 5. Future offering of the product would include demographic data - not sure what demographic data this is. Privacy and cultural aspects we need to consider. Effort: 5 This data has not been brought together before and requires independent consultation and it's an enterprise sales process and always takes a long time Acquisition: 5 The specifics of long term commercial arrangements with the data providers will be discovered through the pilot, we understand the options available to them, just unsure of the combinations. Value: 9 Market validation and the need for this data between the gap with Census will hugely inform Government organisations and Iwi			Revenue streams Tier pricing model (Gold/Silver/Bronze), customised datasets/visualisations/access to basic dataset Referral fee from the data providers for highly customised work	