Population Density - lean canvas

Time horizon: 12 months/start of MVP.

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.

Existing alternatives

Sidewalk labs

Safegraph
DIY

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.

Key metrics

Number of agencies paying for access

Additional features customers will pay for

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.

High level concept

A high quality population density product that has improved data and processing than what is available to the market

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

Channels

Government data forums and conferences

Government networks

Customer segments

Central government, local government, crown entities, local authorities, council operated organisations, Iwi

Data providers

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 monitising 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 conisder.

Effort: 5 This data has not been broguht together before and requires independant consultation and its an enterprise sales process and always takes a long time

Acquisition: 4 In conversations with data providers already. Its about meeting in the middle on their needs.

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