Stats NZ assurance - lean canvas

Time horizon3 ଠ4 monthsådstart of MVP

Problem

It's impossible to get 100% of data relating to a topic, meaning there's gaps in the data leading to inaccuracies.

Rarely is it clear what the indicator of the error in data being used behind reports/outputs/insights being generated by organisations. This means any outputs from organisations being used by others are affected heavily if these errors are high and undisclosed, especially if critical decisions are being made off of them.

Solution

An audit process and either a certification or confidence score around the organisations processes behind its use of incomplete data in methodologies, algorithms and/or statistical outputs.
Has three levels:
- 1) Stats NZ co-creates capability with other organisations to define an audit process, and upskills these organisations while also opening the framework
- 2) The now qualified organisations are third party providers who can provide the audit service on themselves and others
- 3) with the opened framework, organisations can do the audit etc themselves, committing to being subject to random audits.

Value proposition

Reassure to your customers that your data and approaches are high quality and can be trusted.

Alternatively, manage your liability risk by clearly marking the quality and/or resolution of your data and algorithms - eg marking something as "dirty data" and releasing for use.

Advantage

Stats NZ uses a process internally, modelled from many countries developing them together and has adapted it for NZ environment.

Customer segments

Market Researchers

Industry report providers.

Anyone creating reports/outputs being used internally to make decisions
Any industry collating personal data where trust and robustness of processes are important, e.g. credit checking, telcos etc.

Existing alternatives

Various Big four accounting/auditor algorithm assurance offerings.

Overseas statistical agencies have their own variants for this in their countries e.g. the UK Statistics Authority uses the Accredited National Statistics quality mark

Key metrics

Number of organisations that have been upskilled to be auditors

Number of organisations adopting framework and officially attributing to when releasing reports/insights/statistics

High level concept

A fluid audit process, where organisations producing any statistical outputs generate a score of confidence behind what they're releasing, including ways they could improve their approaches.

Channels

Existing auditor networks

Stats NZ (customers and stakeholders).

Early adopters

Organisations who are creating reports/outputs that others are using to make critical decisions

Cost structure

Complexity 6 - We see this being scored highly as our goal is to coordinate with other parties to build an agreed framework. This will take time to orchestrate.
Risk: 6 - There is a high level of reputational risk to Stats NZ if this gets implemented incorrectly.
Acquisition: 2 - Stats NZ already has the product in use and working with other government agencies.
Effort: 5 - This is accounting the effort to coordinate third parties and partners.
Value: 8 - There is a huge potential to assure the outputs, thus creating even more value to others work.

Revenue streams

Directly - payments from people who engage us to do the audits.

Licenses to third party providers.
Memberships to a professional association for providers?
Fees from organisations doing it themselves, plus fees to help them fix things when they fail audits and from fines (?).
Consulting and training to help organisations improve their practices. Certification.