Total addressable market

The global data monetization market is estimated to reach **$700 billion** by 2025.

The enterprise has clearly fallen in love with all of the ways they can leverage data, and with Machine Learning and Artificial Intelligence, those use cases are expanding.

That being said, the Data Monetization Marketplace hasn't evolved its capabilities as fast as its participants have.

The problem

Buyers & Sellers have two options. Both are bad.

Data brokers

Cost
Brokers take outsized margins

Loss of control
Brokers are in the driver seat

No Transparency
Buyers and Sellers don't know each other

Lock-in
High switching costs and low optionality

Risk
New regulatory frameworks disincentivize outsourced strategies

In-house

Cost
Building out a tech stack and organization to manage the process is expensive

Time
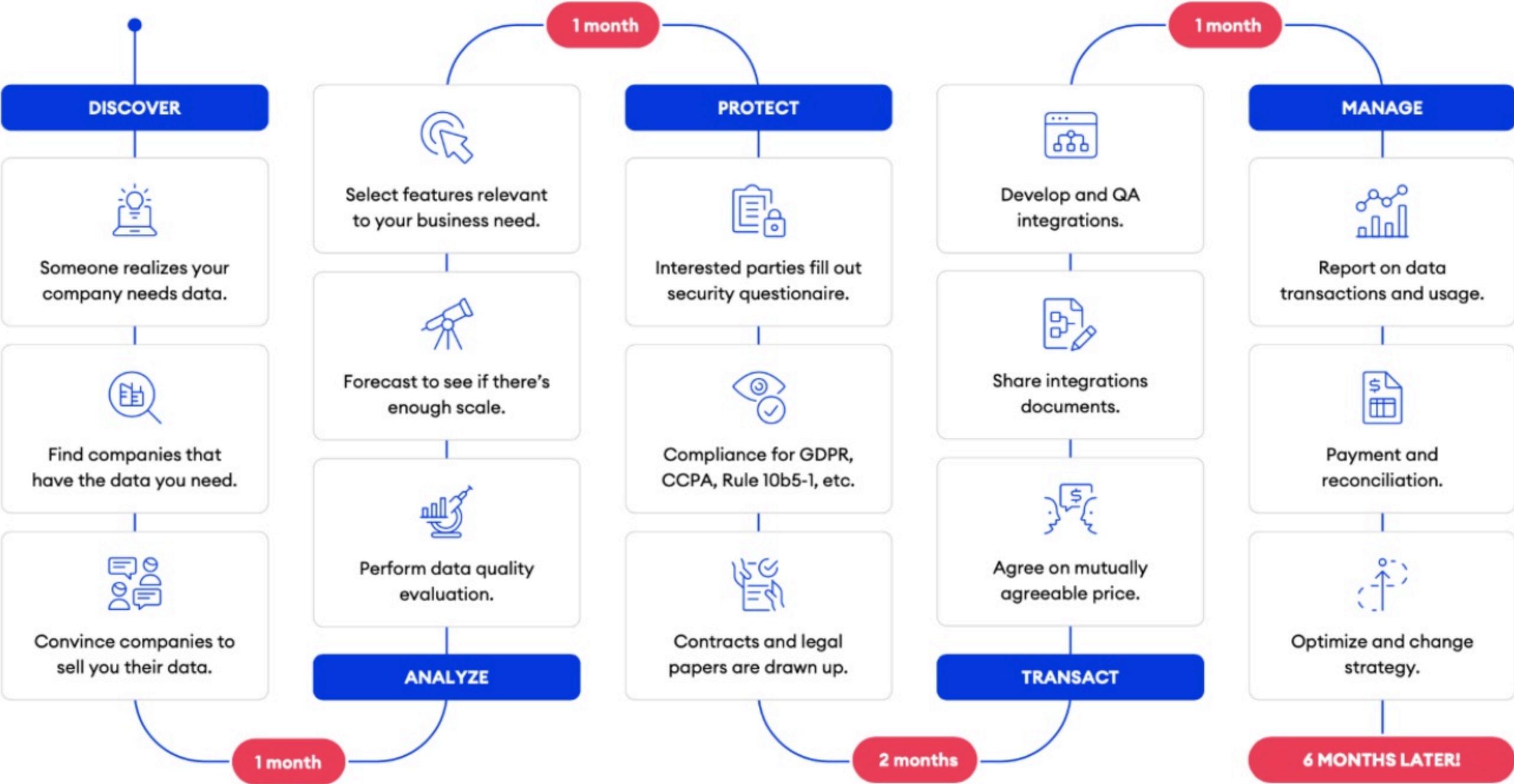It can take years to build an effective data acquisition or data monetization machine

Manual
Each relationship requires starting from the beginning
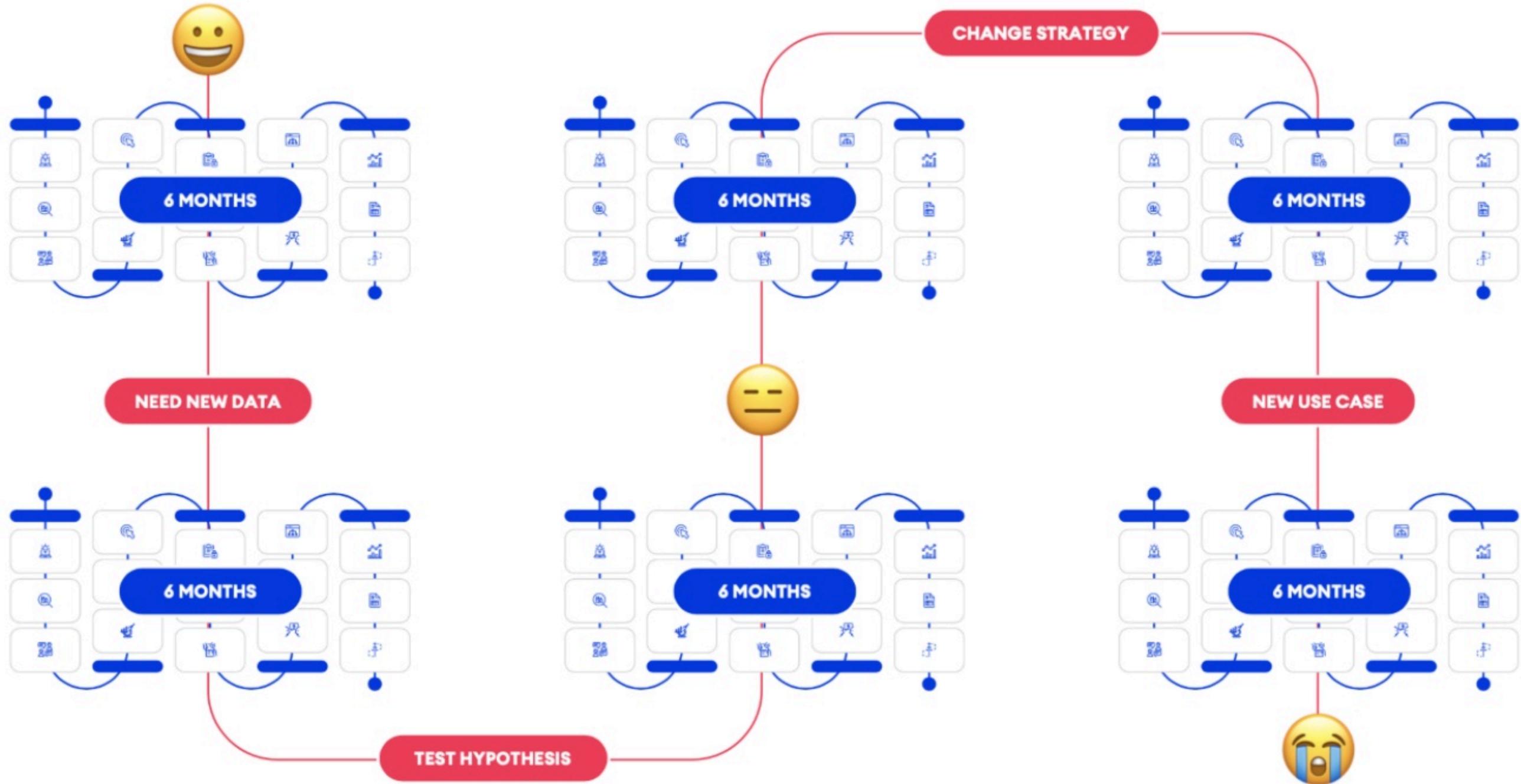
Negative network effects
Working with multiple parties becomes commercially unviable because of operational costs and duplicated data sets

The problem Sourcing data is a manual process.

DISCOVER

- Someone realizes your company needs data.
- Find companies that have the data you need.
- Convince companies to sell you their data.

1 month

- Select features relevant to your business need.
- Forecast to see if there's enough scale.
- Perform data quality evaluation.

ANALYZE

1 month

PROTECT

- Interested parties fill out security questionaire.
- Compliance for GDPR, CCPA, Rule 10b5-1, etc.
- Contracts and legal papers are drawn up.

2 months

- Develop and QA integrations.
- Share integrations documents.
- Agree on mutually agreeable price.

TRANSACT

1 month

MANAGE

- Report on data transactions and usage.
- Payment and reconciliation.
- Optimize and change strategy.

6 MONTHS LATER!

The problem   The process is not scalable or repeatable.

CHANGE STRATEGY

6 MONTHS

NEED NEW DATA

NEW USE CASE

TEST HYPOTHESIS

Our Pillars

Data Fidelity

Atomic-level data allows for custom strategies and filtering signal from noise.

Autonomy

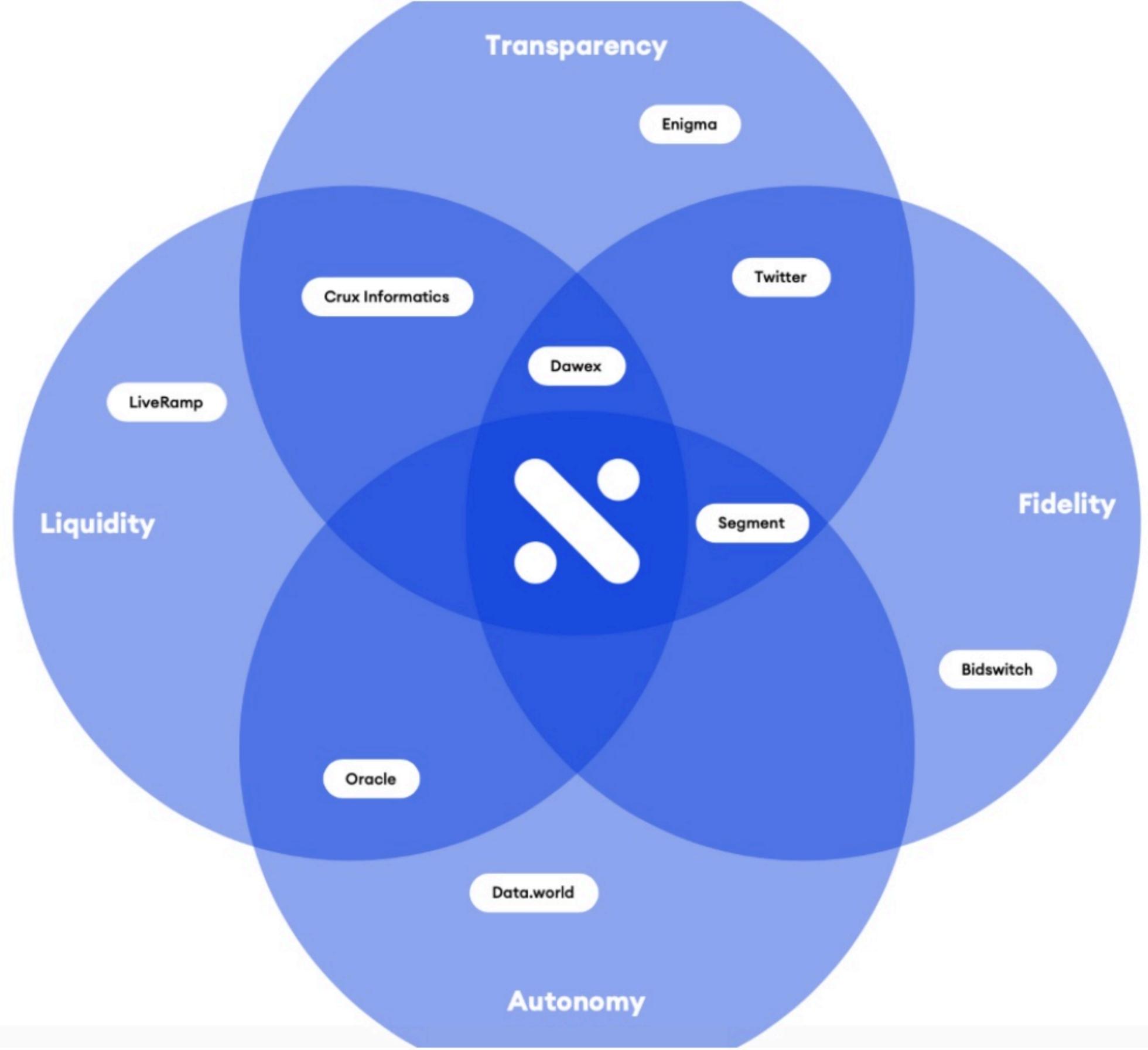Companies need a system of record to manage their data strategy, not outsource it.

Liquidity

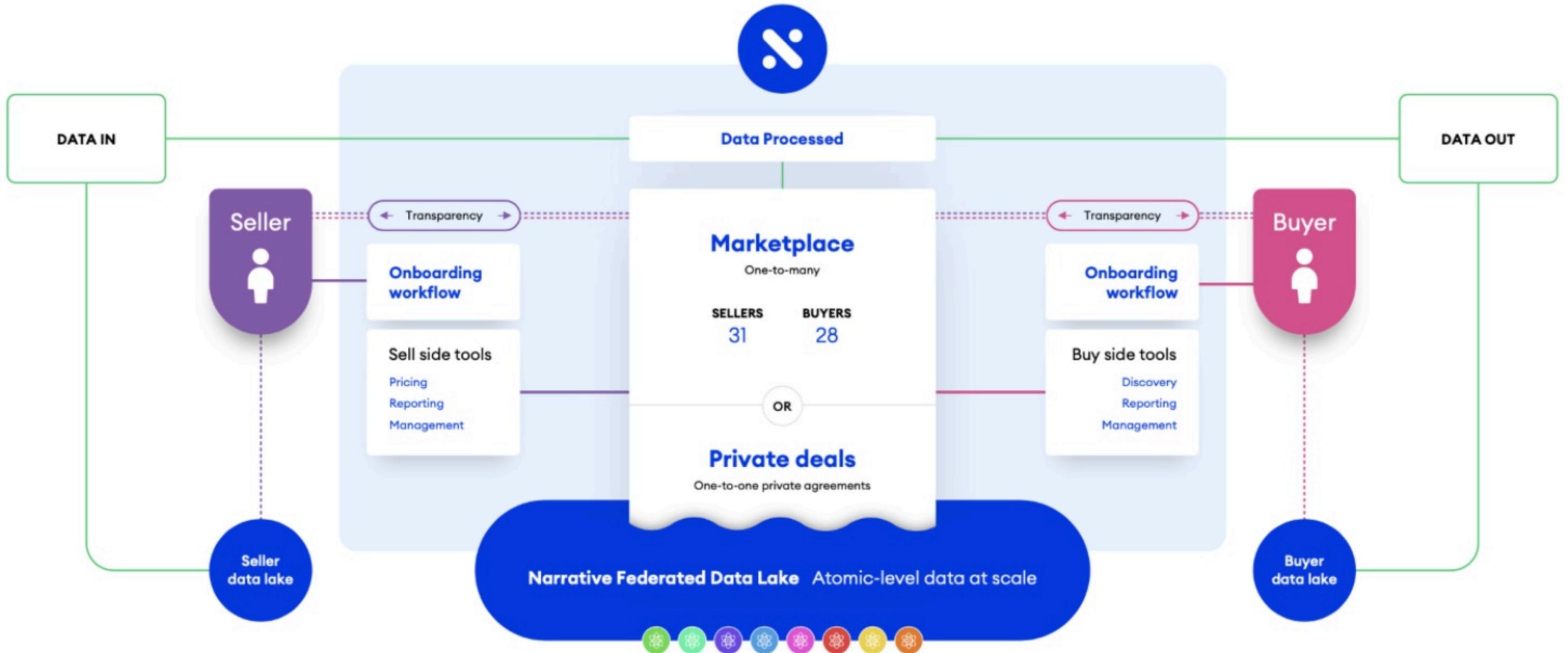Markeplace provides access to Instant liquidity lowering the barrier to entry.

Transparency
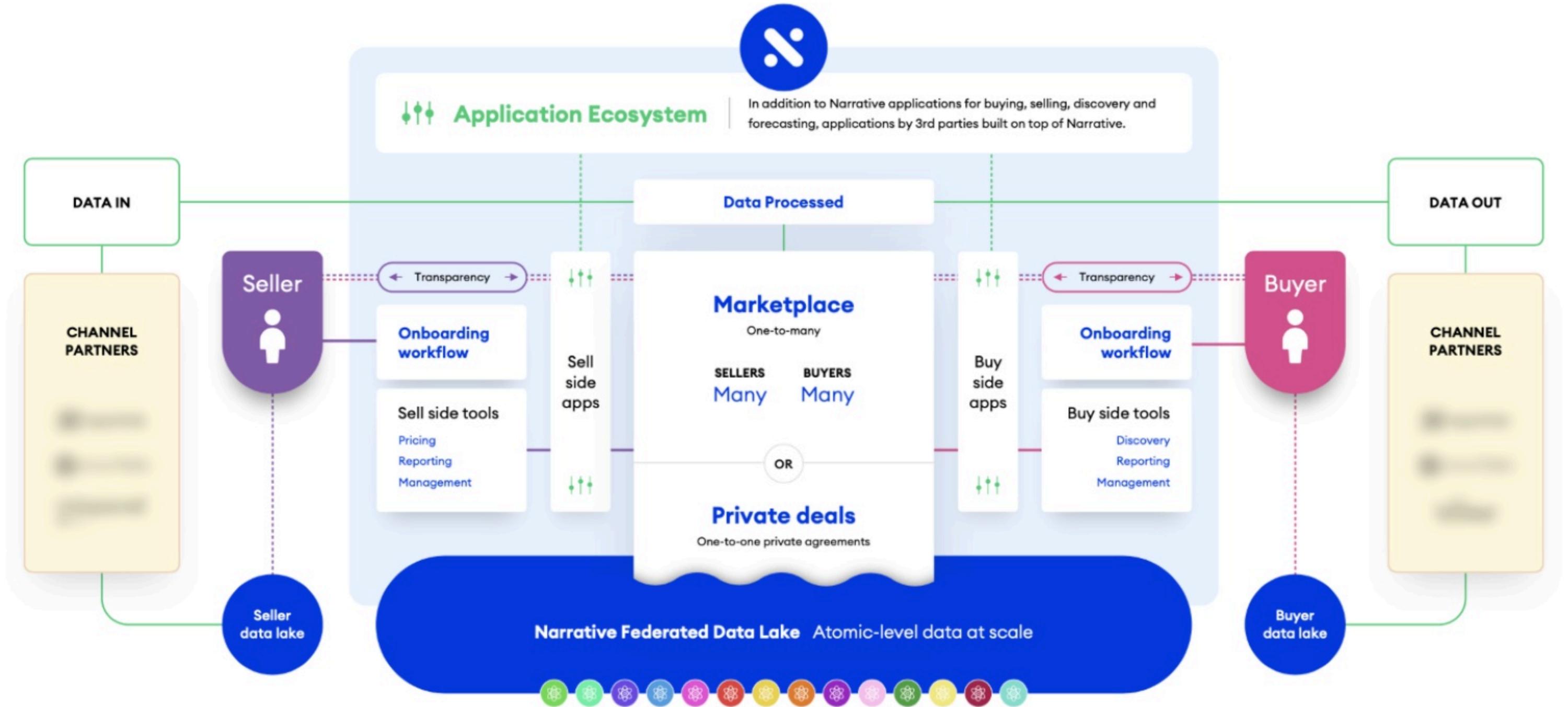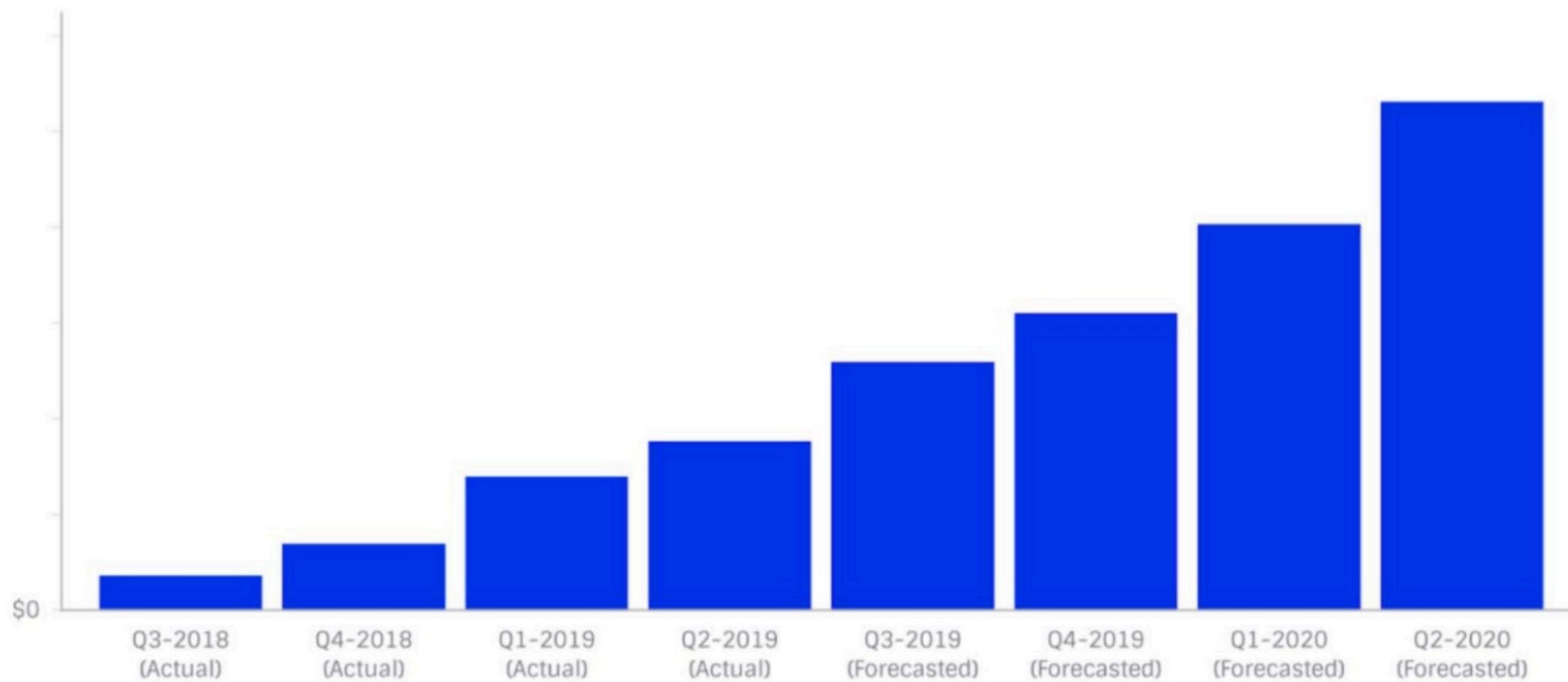
Table stakes for compliance and data quality.

Our solution

DATA IN

DATA OUT

Data Processed

Seller

Transparency

Onboarding workflow

Marketplace
One-to-many

SELLERS	BUYERS
31	28

Sell side tools

Pricing
Reporting
Management

OR

Private deals
One-to-one private agreements

Transparency

Buyer

Onboarding workflow

Buy side tools

Discovery
Reporting
Management

Seller data lake

Buyer data lake

Narrative Federated Data Lake   Atomic-level data at scale

Net revenue growth

| | Q3-2018 (Actual) | Q4-2018 (Actual) | Q1-2019 (Actual) | Q2-2019 (Actual) | Q3-2019 (Forecasted) | Q4-2019 (Forecasted) | Q1-2020 (Forecasted) | Q2-2020 (Forecasted) |

Product feature
Discover Assistant

Customers upload their own data and Discover Assistant makes suggestions to them as to which attributes are correlated and therefor predictive of the seed data.

Productized solution for the following step(s) in the manual process journey outlined earlier in the deck.

Select features relevant to your business need.
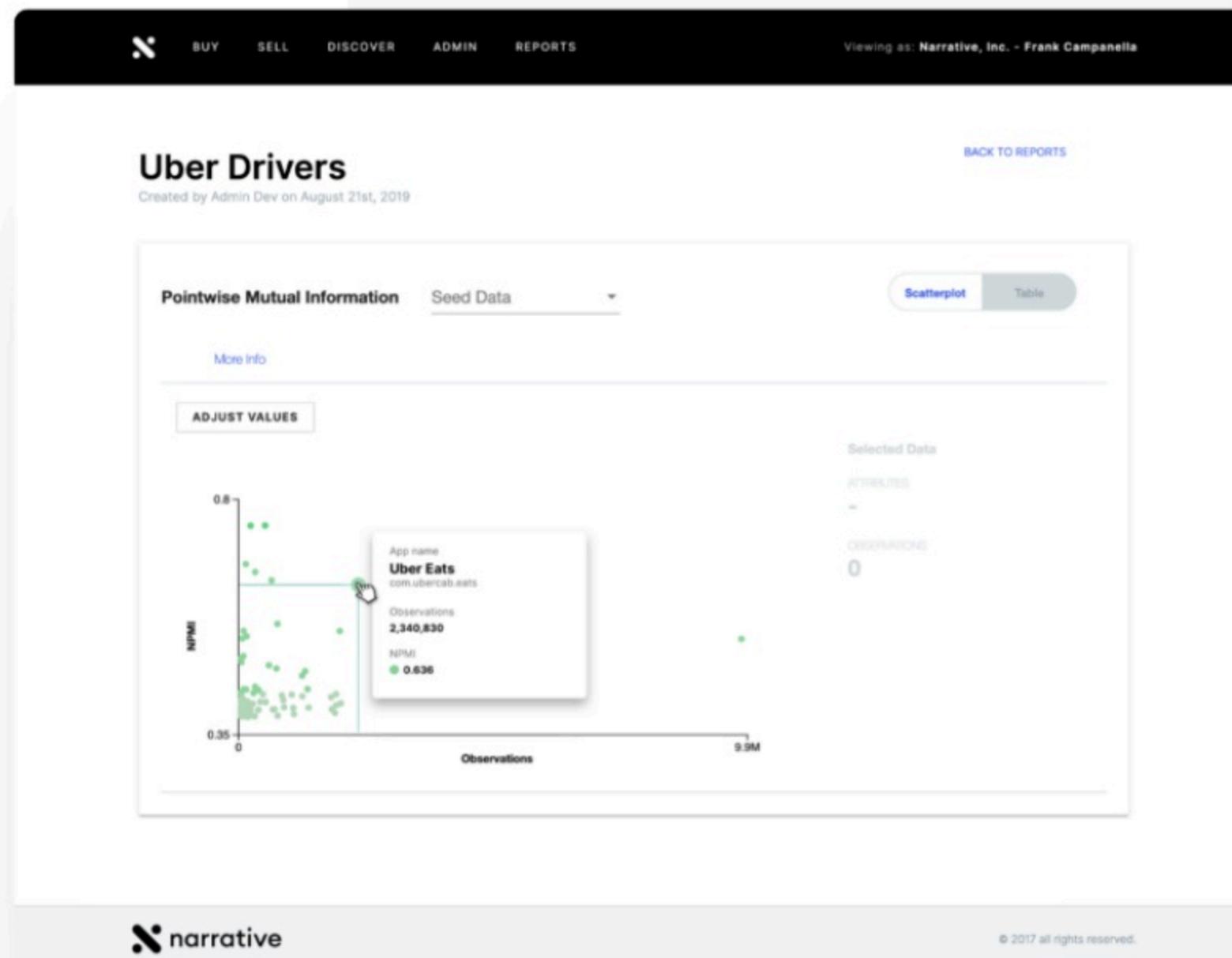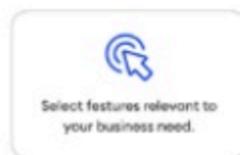
Live in the platform

Proven data outcomes

These companies...	were acquired by...	for...		These companies...	were acquired by...	for...
Datalogix	ORACLE	$1.2B		D+M Data Plus Math	LiveRamp	$150M
bluekai	ORACLE	$400M		TREASURE DATA	arm	$600M
LiveRamp	acxiom	$310M		arbor	LiveRamp	$150M
EPSILON	Publicis WORLDWIDE	$4.4B		acxiom	IPG	$2.3B
krux	salesforce	$700M				